

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1953

ALABAMA

ALABAMA MARKET INDICATORS

Total Population, July 1, 1952	3,051,000
Total Families, 1950	729,765
Total Urban Population, 1950	1,340,937
Total Rural Nonfarm Population, 1950	760,313
Total Farm Population, 1950	960,493
Employed in Nonagricultural Establishments, Feb., 1953	677,600
Total Employed, 1950	1,031,306
Employed in Mining, Feb., 1953	19,100
Employed in Manufacturing, Feb., 1953	237,500
Employed in Construction, Feb., 1953	32,200
Employed in Agriculture, 1950	250,707
Retail Sales, 1952	\$ 2,141,464,000
Bank Assets, Jan. 1, 1953	\$ 1,569,233,000
Bank Deposits, Jan. 1, 1953	\$ 1,450,909,000
Major Income Sources, 1951: Agriculture 11.7%; Government 20.6%; Manufacturing Payrolls 20.8%; Trade and Service 24.3%; Other 22.6%.	
Total Income Payments, 1951	\$ 2,890,000,000
Per Capita Income, 1951	\$ 950
Median Family Income, 1950	\$ 1,810
Total Internal Revenue Collections, 1952	\$ 403,980,977
Average Weekly Earnings Manufacturing workers, Feb., 1953	\$ 54.39
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 39,399,000
Cash Receipts of Farms, 1952	\$ 435,970,000
Government Payments to Farmers, 1952	\$ 8,286,000
Value of Mineral Production, 1950	\$ 158,975,000
New Public Construction in 1952	\$ 165,200,000
Motor Vehicle Registration, 1952	777,285
Number of Telephones, 1952	490,800
Number of Electrical Connections, 1952	787,814
Number of Gas Utilities Connections, 1952	232,100

* Sources see foreword. Retail Sales, copyright 1953 Sales Management. All other reproduction unlicensed.

ALABAMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Autauga	18,186	6,306	2,716	203	430	10%
Baldwin	40,997	28,458	8,235	885		
Barbour	28,892	13,757	4,258	396		
Bibb	17,987	8,160	2,067	161	1,810	43%
Blount	28,975	11,104	3,189	230	1,830	25%
Bullock	16,054	5,024	1,529	178		
Butler	29,228	16,723	4,599	398	690	10%
Calhoun	79,539	66,496	19,599	1,964	6,700	31%
Chambers	39,528	11,755	4,089	652		
Cherokee	17,634	4,967	1,290	101	980	24%
Chilton	26,922	11,716	3,225	369	1,500	22%
Choctaw	19,152	6,774	1,499	77		
Clarke	26,548	21,069	2,963	480		
Clay	13,929	5,351	1,696	207	750	22%
Cleburne	11,904	3,344	1,141	66	700	24%
Coffee	30,720	13,013	4,007	395		
Colbert	39,561	32,392	9,500	1,053		
Conecuh	21,776	7,601	2,296	166		
Coosa	11,766	4,183	1,683	140	620	22%
Covington	40,373	23,614	6,994	871		
Crenshaw	18,981	8,212	2,187	154		
Cullman	49,046	20,946	6,415	556	4,510	37%
Dale	20,828	8,716	3,676	380		
Dallas	56,270	38,189	9,465	1,229	1,580	11%
DeKalb	45,048	19,160	5,085	420		
Etowah	31,649	14,493	4,905	452		
Escambia	31,443	24,136	5,972	587		
Franklin	93,892	80,321	21,431	2,180	6,730	25%
Fayette	19,388	8,422	2,083	171		
Geneva	25,705	14,138	4,012	387	850	13%
Greene	25,899	14,191	3,038	387		
Hale	16,482	7,822	1,682	189		
Henry	20,832	7,336	2,014	221		
Houston	18,674	8,098	1,733	251		
Jackson	46,522	42,733	9,460	1,102		
Jefferson	38,998	14,958	3,117	366		
Lauderdale	558,928	586,202	144,185	14,593	92,850	57%
Lamar	16,441	4,893	1,391	141		
Lawrence	34,179	41,667	9,777	1,129		
Lee	27,128	7,434	2,732	322		
Limestone	45,073	29,285	8,504	1,129	1,190	11%
Lowndes	35,766	18,002	5,035	485		
Madison	18,018	5,241	1,145	34	400	10%
Marion	30,551	10,914	3,881	275		
Marshall	72,903	53,331	12,250	1,225		
Montgomery	29,494	14,976	3,406	369	880	13%
Morgan	27,264	12,329	3,414	298		
Perry	45,090	35,997	7,499	984		
Pickens	231,105	214,682	57,177	9,763	*15,870	23%
Randolph	25,732	11,421	3,008	206		
Russell	138,965	139,582	30,379	3,708		
St. Clair	52,924	44,309	12,263	917		
Shelby	20,439	8,531	2,032	232		
Sumter	24,349	10,329	2,601	287		
Talladega	30,608	15,680	4,502	565		

BROADCASTING • TELECASTING

Randolph	22,513	10,672	3,155	224	1,320	24%
Russell	40,364	10,455	3,511	300		
St. Clair	26,687	10,618	3,959	367	1,650	25%
Shelby	30,362	12,432	5,681	334	3,270	43%
Sumter	23,610	9,252	1,683	157		
Talladega	63,639	43,587	14,081	1,285	5,800	36%
Tallapoosa	35,074	21,654	6,501	900		
Tuscaloosa	94,092	61,236	17,263	2,206	2,560	11%
Walker	63,769	39,176	14,866	958	5,470	34%
Washington	15,612	4,536	1,639	900		
Wilcox	23,476	6,347	1,644	87		
Winston	18,250	8,016	2,010	235	1,670	37%

* New television County.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Sets & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Autauga	4,300			Houston	12,500		
Baldwin	11,400	10	1,190	Jackson	9,300		
Barbour	6,900			Jefferson	162,900	63	102,810
Bibb	4,200	41	1,710	Lamar	4,000	11	440
Blount	7,300	24	1,770	Lauderdale	14,900		
Bullock	3,700			Lawrence	6,400		
Butler	6,900			Lee	10,800		
Calhoun	21,600	35	7,640	Limestone	8,800		
Chambers	10,100	16	1,660	Lowndes	4,000		
Cherokee	4,100	22	890	Macon	6,700		
Chilton	6,800	21	1,460	Madison	19,500		
Choctaw	4,400			Marion	7,000		
Clarke	6,600			Marion	6,800		
Clay	3,400	21	730	Marshall	11,900	20	2,380
Cleburne	2,900	22	630	Mobile	69,000	24	16,850
Coffee	7,600			Montgomery	5,900		
Colbert	10,700			Montgomery	39,500	10	3,970
Conecuh	5,000			Morgan	14,800	12	1,760
Coosa	2,800	21	590	Perry	4,400		
Covington	10,600			Pickens	5,600	11	620
Crenshaw	4,600			Pike	7,700		
Cullman	12,200	43	5,230	Randolph	5,500	21	1,180
Dale	5,300			Russell	10,200		
Dallas	14,400			Saint Clair	6,600	24	1,590
DeKalb	11,700	11	1,300	Shelby	7,600	41	3,100
Elmore	7,600			Sumter	5,400		
Escambia	7,600			Talladega	16,100	39	6,300
Etowah	26,900	31	8,390	Tallapoosa	9,000		
Fayette	4,800	11	530	Tuscaloosa	23,300	20	4,660
Franklin	6,500			Walker	16,100	39	6,260
Geneva	6,400			Washington	3,600		
Greene	3,900			Wilcox	5,200		
Hale	4,800			Winston	4,500	43	1,940
Henry	4,100			Total	807,600		187,580

BIRMINGHAM

WABT (TV)

(Formerly WAFM-TV)

LICENSEE: The Television Corp. of Alabama Inc. Address: P. O. Box 2553. Phone: 4-3506.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Radio Park Atop Red Mountain. Make, RCA Driver. Model Standard Electronics Amplifier. Antenna: Make RCA. Type 12-Bay Superturndial. Height: Above average terrain 875 ft. Above ground 531 ft.

OPERATION: Began May 29, 1949. Hours, 7:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, CBS, ABC, DuMont. Stations, AM, WAPI, FM, WAFM.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Birmingham Attorney Fly. Shuebruk & Blume. Consulting Engineer George Gautney.

SERVICES: Two studios (20 x 40-ft. and 8 x 9-ft.). Three DuM. TA-124-B camera chains. One Bodde Model P-3AC rear screen projector. One RCA TK-20A film camera. Two Eastman Model 250 film projectors. Two Selecto-slide Jr. slide projectors. News Services, UP, AP. Library, Telescription.

PRINCIPAL STOCKHOLDERS: The Birmingham News Co. (Birmingham News) is principal stockholder, and also owns WHBS-AM-FM Huntsville, Ala. (Huntsville Times).

EXECUTIVES:

Henry P. Johnston, Pres. & Mgng. Johnny Johnson, Prog. Dir.
Dir. J. V. Sanderson, Ch. Eng.
C. P. Persons Jr., Vice Pres. & TV Oper. Mgr.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Live \$120, Film \$100. Frequency discounts. Rate Card No. 5.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BIRMINGHAM (Continued)

WBRC-TV

LICENSEE: Birmingham Broadcasting Co., Address: 2d Ave. & 18th St. No. Phone: 4-7741

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Red Mountain. Make, DuM. Model Visual series 1000, Aural series 2000. Antenna: Make RCA. Type TF-6AM (6-Bay). Height, Above average terrain 900 ft. Above ground 560 ft.

OPERATION: Began July 1, 1949.

AFFILIATIONS: Network, NBC. Station, AM, WBRC.

REPRESENTATIVES: Sales, Paul Raymer & Co. Washington Attorney George O. Sutton. Consulting Engineer George C. Davis.

SERVICES: Two studios (18 x 33-ft. and 18 x 20-ft.). One RCA TK-31A camera chain. One Bodde Model P-3AG rear screen projector. One DuM. TA-512 film camera. Two Holmes 16mm film projectors. One Selectro-slide Jr. opaque projector. News Services, INS, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by Storer Broadcasting Co. For other Storer holdings, see Group Ownership.

EXECUTIVES:

George B. Storer, Pres. (Storer Broadcasting Co.)	Le Roy Reeves, TV Com. Mgr.
Stanton P. Kettler, Vice Pres., Southern District (Storer Broadcasting Co.)	Keith Williams, Prog. Dir. & Film Buy.
J. R. Kerns, Vice Pres. and Mngng. Dir.	Bob Du Priest, Ch. Eng.
	Hardy Carl, Ch. Eng.
	Sid Lasher, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 4.

WJLN-TV

(Target Date, not set)

LICENSEE: Johnston Broadcasting Co. Address: P.O. Box 5767. Phone: 54-3466

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 1817 11th Pl. S., Birmingham. Make, GE. Antenna: Make GE. Height, Above average terrain 646 ft. Above ground 331 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJLD. FM, WJLN

REPRESENTATIVES: Washington Attorney Pehle, Lesser, Mann, Riemer & Luxford. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: George Johnston (40%) and George Johnston Jr. (60%).

EXECUTIVES:

George Johnston Jr., Pres.	Bill Borthwick, Com. Mgr.
James Connolly, Gen. Mgr.	Maurice McKinney, Ch. Eng.

WSGN-TV

(Target Date, not set)

LICENSEE: Jemison Broadcasting Co. Address: 220 1st Ave. N.

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw. Transmitter: Address, Red Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 930 ft. Above ground 560 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WSGN. FM, WSGN-FM

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: John S. Jemison Jr. (74.99%), investment banker, Carl D. Hulsey (25%), realtor and investor, and Bascom Hopson (1%). WJBY-AM-FM Gadsden and minority stockholder in WHBB Selma.

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DECATUR

(Target Date, Feb. 1, 1954)

WMSL-TV

LICENSEE: Tennessee Valley Broadcasting Co. Address: Bank St. Phone: 80

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.6 kw. Transmitter: Address, Bank St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 965 ft. Above ground 390 ft.

OPERATION: Target date Feb. 1, 1954. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WMSL.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer John Mullaney.

SERVICES: One camera chain. Two film cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank Whisenant (84%), Alice M. Whisenant (15%) and Clyde Hendrix (1%).

EXECUTIVES:

Frank Whisenant, Pres. & Gen. Mgr.	Garlin Sandlin, Ch. Eng.
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RATE INFORMATION: Class A one hour Live \$100. Minute spot Live \$1

MOBILE

WALA-TV

LICENSEE: Pape Broadcasting Co. Address: 210 Government St. Phone: 3-3750

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 21.98 kw, Aural 10.99 kw. Transmitter: Address, 210 Government St. Make, RCA. Model TT 2 AH. Antenna: Make RCA. Type TF 12 AH. Height, Above average terrain 408 ft. Above ground 430 ft.

OPERATION: Began Jan. 14, 1953. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, WALA.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer L. J. N. du Treil.

SERVICES: Two studios (60 x 42-ft. and 50 x 20-ft.). Two RCA TT11A and TT11A camera chains. One Master Vu-Graph rear screen projector. One TK20 film camera. Two RCA TP6A film projectors. One Selectro Slide opaque projector. News Services, AP, UP. Library, Snader, Unity.

PRINCIPAL STOCKHOLDERS: Pres. W. O. Pape (99.5%), Vice Pres. H. K. Martin (0.25%), general manager of WALA and Secy. W. B. Pape (0.25%), national sales manager of WLWA.

EXECUTIVES:

W. O. Pape, Pres.	C. L. Smallwood, Com. Mgr. fr. TV
H. K. Martin, Exec. Vice Pres. & Film Buy.	Al Holman, Prog. Dir.
	R. B. Hurley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WKAB-TV

LICENSEE: Pursley Broadcasting Service. Address: 525 Donald St. Phone: Mobil 7-6345

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 22.6 kw, Aural 12.08 kw. Transmitter: Address, 525 Donald St. Make, GE. Antenna: Make GE. Height, Above average terrain 255 ft. Above ground 304 ft.

OPERATION: Began Dec. 30, 1952. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WKAB.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley & Dot Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Louise P. Pursley (50%) and Claude L. Pursley (50%).

EXECUTIVES:

Louis P. Pursley, Pres.	Carl Junker, Prog. Dir.
R. H. Moore, Gen. Mgr.	H. E. Miller, Ch. Eng.
J. H. Johnson, Com. Mgr.	

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$3. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

ALABAMA

MONTGOMERY

WCOV-TV

LICENSEE: Capitol Broadcasting Co. Address: Adrian Lane. Phone: 3-2318

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 87.7 kw, Aural 43.88 kw. Operating Pow.: Visual 15.9 kw, Aural 7.95 kw. Transmitter: Address, Narrow Lane Rd., 3 miles southeast of Montgomery. Make, RCA. Model TTU LB. Antenna: Make RCA. Type TFU 21-BL. Height, Above average terrain 440 ft. Above ground 460 ft.

OPERATION: Began April 22, 1953. Hours, 4:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WCOV. FM, WCOV-FM

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer W. J. Holey.

SERVICES: One studio (25 x 50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Oscar Covington (13.88%), Clara Covington (13.88%), Ethel Covington (13.88%), Hazel Davis (13.88%), Earle Covington (13.88%), Peggy Carlton (13.88%), Mrs. W. I. Milwee (6.94%), Mr. W. I. Milwee (6.94%) and Hugh M. Smith (2.78%).

EXECUTIVES:

Oscar P. Covington, Pres. Morris South, Loc. Sls. Mgr.
Hugh M. Smith, Gen. Mgr. & Carl Junker, Opr. Mgr.
Film Buy. Phil Taylor, Art Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	170,000	95,000	465,000
Families in Area	50,000	30,000	100,000
No. of Sets (June 1)	8,500	2,000	13,155
Retail Sales	\$150,000,000

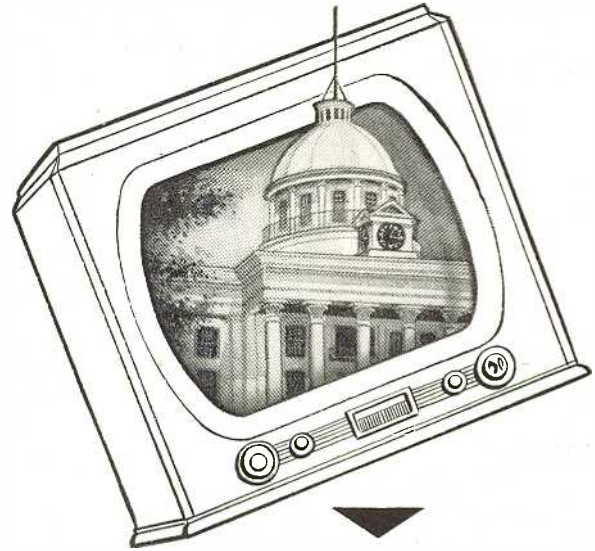
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ARIZONA

ARIZONA MARKET INDICATORS

Total Population, July 1, 1952	859,000
Total Families, 1950	181,985
Total Urban Population, 1950	416,000
Total Rural Nonfarm Population, 1950	256,673
Total Farm Population, 1950	76,914
Employed in Nonagricultural Establishments, Feb., 1953	206,200
Total Employed, 1950	238,695
Employed in Mining, Feb., 1953	12,700
Employed in Manufacturing, Feb., 1953	30,000
Employed in Construction, Feb., 1953	17,100
Employed in Agriculture, 1950	35,196
Retail Sales, 1952	\$ 898,747,000
Bank Assets, Jan. 1, 1953	\$ 656,516,000
Bank Deposits, Jan. 1, 1953	\$ 611,644,000
Major Income Sources, 1951: Agriculture 21.6%; Government 18.3%; Manufacturing Payrolls 5.8%; Trade and Service 24.7%; Other 29.6%	
Total Income Payments, 1951	\$ 1,151,000,000
Average Per Capita Income, 1951	\$ 1,432
Median Family Income, 1950	\$ 2,851
Total Internal Revenue Collections, 1952	\$ 156,724,038
Average Weekly Earnings Manufacturing workers, Feb., 1953	\$ 78.08
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 87,237,000
Cash Receipts of Farms, 1952	\$ 415,773,000
Government Payments to Farmers, 1952	\$ 1,426,000
Value of Mineral Production, 1950	\$ 207,406,000
New Public Construction in 1952	\$ 77,900,000
Motor Vehicle Registration, 1952	330,054
Number of Telephones, 1952	195,200
Number of Electrical Connections, 1952	239,783
Number of Gas Utilities Connections, 1952	159,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.



**MONTGOMERY
ALABAMA**

- ▶ City Population 110,000
- ▶ Home of Maxwell Air Force Base "The Air University"
- ▶ \$20,000,000 annual payroll
- ▶ South's Largest Livestock Market
- ▶ \$26,000,000 in annual sales
- ▶ State Capital of Alabama

Ideally located for UHF with mile after mile of flat terrain. Good coverage up to 50 miles with interim power.

*Cover This
Valuable Market
Through*



CBS NBC ABC DUMONT
Nationally Represented by the
O. L. TAYLOR COMPANY

ARIZONA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Apache	27,767	7,535	1,224	155		
Cochise	31,488	32,137	8,705	1,012		
Coconino	23,910	26,887	4,408	623		
Gila	24,158	22,447	5,931	904		
Graham	12,985	14,196	2,549	364		
Greenlee	12,805	8,530	2,874	198		
Maricopa	331,770	435,643	92,264	15,155	51,980	47%
Mohave	8,510	10,935	2,366	237		
Navajo	29,446	20,129	3,943	756		
Pima	141,216	192,832	45,365	9,112	*7,860	16%
Pinal	43,131	43,226	14,296	1,763	2,540	20%
Santa Cruz	9,344	14,666	3,002	827		
Yavapai	24,991	27,422	6,434	982		
Yuma	28,006	42,162	4,635	1,223		

*New television county.
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NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Apache	5,500		Navajo	7,300	
Cochise	9,600		Pima	49,100	19
Coconino	6,500		Pinal	12,700	21
Gila	7,100		Santa Cruz	2,600	
Graham	3,500		Yavapai	7,800	
Greenlee	3,700		Yuma	8,700	
Maricopa	110,600	52	Totals	237,400	
Mohave	2,700				70,050

MESA

KTYL-TV (PHOENIX)

LICENSEE: Harkins Broadcasting Inc. Address: P. O. Box 885. Phone: Woodland 4-4541.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 16.5 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, top of Phoenix South Mountain. Make, DuM. Model 5 kw. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 1,550 ft. Above ground 100 ft.

OPERATION: Began May 2, 1953.

AFFILIATIONS: Networks, NBC, DuMont. Station, AM, KTYL.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Glen Wilkinson. Consulting Engineer Dwight Harkins.

SERVICES: Two studios: [40 x 80-ft. and 40 x 50-ft.]. Three DuM. camera chains. Bodde and DuM. 16mm rear screen projectors. Two Holmes film projectors. One DuM. flying spot scanner. News Services, UP and Movietone. Library, UTP.

PRINCIPAL STOCKHOLDERS: Estate of Harry L. Nace (53.72%), Dwight Harkins (38.86%) and Lorenzo Lisonbee (10.42%).

EXECUTIVES:

Harry L. Nace Jr., Pres. Ray Gallagher, Prog. Dir.
 Dwight Harkins, Gen. Mgr. Jack Beck, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$450, Film \$375. Minute spot Live \$90, Film \$75. Frequency discounts from 5% for 26 times up to 10% for 104 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 71,000.

PHOENIX

KOOL-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Maricopa Broadcasters Inc. Address: Adams Hotel. Phone: Alpine 8-6421

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, South Mountain Park. Make, DuM. Antenna: Make GE. Type 8 sec. Bat Wing. Height, Above average terrain 1,270 ft. Above ground 174 ft.

OPERATION: Target date Oct. 1, 1953. Shares times with KOY-TV Phoenix. Agreement specifies alternate weekly operation between 6 a.m.-6 p.m. and 6 p.m.-6 a.m.

AFFILIATION: Station, AM, KOOL.

REPRESENTATIVES: Washington Attorney Maurice Barnes. Consulting Engineer E. C. Page & Associates.

PRINCIPAL STOCKHOLDERS: Gene Autry (85%), Charles H. Garland (5%), Tom Charlasz (5%) and Frank Beer (5%).

EXECUTIVES:

Gene Autry, Pres. Wm. Connelly, Com. Mgr.
 Charles H. Garland, Gen. Mgr. Homer Lane, Prog. Dir.
 & Film Buy. Walter Stiles, Ch. Eng.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 67,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KOY-TV

(Target Date, Oct. 1, 1953)

LICENSEE: KOY Broadcasting Co. Address: 840 Central Ave. Phone: Alpine 4-4144.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address South Mountain Park. Make, DuM. Model 12000. Antenna: Make, RCA, Type 12-AH. Height, Above average terrain 1,268 ft., Above ground, 198 ft.

OPERATION: Target date Oct. 1, 1953. Shares times with KOOL-TV Phoenix. Agreement specifies alternate weekly operation between 6 a.m.-6 p.m. and 6 p.m.-6 a.m.

AFFILIATION: Station, AM, KOY.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney Loucks, Zias Young & Jansky. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40 x 50-ft.). Two DuM. TAI24E camera chains. One Bodde rear screen projector. One dual DuM. flying spot continuous motion scanner film camera. One DuM. scanner. One DuM. opaque projector.

PRINCIPAL STOCKHOLDERS: Albert D. Johnson, John L. Hogg, John R. Williams, George R. Cook, and Glenn Snyder are all directors and own 20% each of capital stock of KOY Broadcasting Co., licensee. Each own 16.66% of the capital stock of KYMA Yuma, Ariz., 2nd 20% of the capital stock of KOY Investment Co., Phoenix.

EXECUTIVES:

John L. Hogg, Pres. & Com. Mgr. John R. Williams, Prog. Dir.
 Albert D. Johnson, Gen. Mgr. Clifford R. Miller, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 450,000; Area, 1,963; Retail Sales, \$475,000,000. (Grade B, FCC Contour) Population, 475,000; Area, 4,071; Retail Sales, \$550,000,000; Income Per Capita, \$1,432.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. First Ave. Phone: Alpine 8-4511

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Visual 17.5 kw, Aural 8.75 kw. Transmitter: Address Westward-Ho Hotel. Make, DuM. Model Series 1000. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 400 ft. Above ground 497 ft.

OPERATION: Began Dec. 4, 1949. Hours, 7:15 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC, CBS, DuMont. Station, AM, KPHO.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Halay & Doty.

SERVICES: Two studios (50 x 35-ft. and 25 x 20-ft.). Three DuM. camera chains One DuM. film camera. One GE 16mm film projector. One Eastman 16mm film projector. Two selectoslide slide projectors. One composite mobile unit. News Service, AP. Library Assoc., M.P.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming) also owns WHEN (TV) Syracuse, N. Y., and WOW-AM-TV Omaha, Neb.

EXECUTIVES:

Richard B. Rawls, Gen. Mgr. Julian Kaufman, Asst. Sta. Mgr.
 Art Sprinkle, Prog. Dir. in Charge of TV & Film Buy.
 George L. McClanathan, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$510, Film \$450. Minute spot Live \$105, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

Area in Square Miles	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
	3,375	1,885	5,260

KTYL-TV (MESA)

LICENSEE: Harkins Broadcasting Inc. Phoenix Address: 2730 N. Central. (For full listing see Mesa.)

TUCSON

KCNA-TV

(Target Date, Fall, 1953)

LICENSEE: Catalina Broadcasting Co. Address: P. O. Box 2348

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, 6.5 miles northeast of Tucson on Swan Rd. Make, GE. Antenna: Make GE. Height, Above average terrain 60 ft. Above ground 344 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station AM, KCNA.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Fisher Wayland, Duvall & Southmayd. Consulting Engineer Millard M. Garrison.

PRINCIPAL STOCKHOLDERS: Erskine Caldwell (51%), fiction writer, George W. Chambers (9.1%), John B. Mills (17.5%), J. N. Harber (17.5%) and H. H. Davis, son of Don Davis, WHB Kansas City.

Arizona is First...

... in
Bank
Capital
Growth

... in
Per Capita
Income
Growth

... in
Retail
Sales
Growth

... in
Farm
Income
Growth

... in
Employment
Growth

... in
Population
Growth

... and



is
First
in
Arizona!

**NBC and DuMont
affiliate for
Phoenix and
Central Arizona**

KTYL-TV is First...

- ... **IN ANTENNA HEIGHT:** KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!
- ... **IN COVERAGE AREA:** KTYL-TV blankets a fat 63.2% of the state's population ... including all of Metropolitan Phoenix and Central Arizona!
- ... **IN RECEPTION:** KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!
- ... **IN PROGRAMMING:** KTYL-TV programming is a blend of the best in network, live and film programs ... and the fan mail is terrific!
- ... **IN MERCHANDISING:** KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for *proof* of its performance for national advertisers.
- ... **IN FACILITIES:** KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

See your Avery-Knodel man ... or Phone or Wire Collect to KTYL-TV, 2730 N. Central Avenue, (AMherst 6-4485) Phoenix, Arizona

TUCSON (Continued)

KOPO-TV

LICENSEE: Old Pueblo Broadcasting Co. Address: 115 W. Drachman St. Phone: 4-2511

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, 115 W. Drachman St. Make, DuM. Model Oak. Antenna: Make RCA. Type TF-6-AA. Height, Above average terrain 280 ft. Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KOPO.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Maurice L. Barnes. Consulting Engineer E. C. Page.

SERVICES: One studio (40 x 60-ft.). Four DuM. camera chains. One Bodde rear screen projector. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. One mobile unit. News Services, INS, and Telenews.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), also holds 85% interest in KOOL Phoenix, 51% interest in KMPC Los Angeles, 48% interest in KNOG Nogales and 85% interest in KOLD Yuma; Tom Chauncey (20%), also holds 5% interest in KOOL, 20% interest in KNOG and 5% interest in KOLD; Charles Garland (10%), also holds 10% interest in KNOG, 5% interest in KOOL and 5% interest in KOLD; Robert Garland (10%), also holds 10% interest in KNOG; H. C. Tovres (10%), and William F. Kimball (2%).

EXECUTIVES:

Gene Autry, Prin. Own.	Virginia Mittendorf, Traffic Mgr. & Women's Prog. Dir.
E. S. Mittendorf, Gen. Mgr.	Jane Abbott, Continuity Ch.
S. J. Kossack, Com. Mgr.	Reed Haythorne, Film Dir.
Harold W. Wilson, Prod. Dir.	Walter Stiles, Ch. Eng.
Walter Stiles, Ch. Eng.	Mary Rempel, Prom. Mgr.
Reinhold Williams, Film & Prog. Buy.	

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	148,600	12,800	161,400
Households in Area	52,958	4,064	57,022
No. of Sets (June 1)	10,000	10,000
Retail Sales	\$175,539,000	\$23,986,000	\$199,525,000
Income Per Household	\$5,133	\$4,064	\$9,197
Income Per Capita	\$1,871	\$1,025	\$2,806

KVOA-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Arizona Broadcasting Co. Address: P. O. Box 2911. Phone: 3-2555

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 5.33 kw, Aural 2.665 kw. Transmitter: Address, N. 10th Ave. at Lee St. Make, RCA. Model TT-2AL. Antenna: Make RCA. Type TF-3D. Height, Above average terrain 220 ft. Above ground 263 ft.

OPERATION: Target date Sept. 15, 1953. Hours 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, NBC. Station, AM, KVOA.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: One studio (48 x 55-ft.). Two RCA TK-11A image orthicon cameras. One RCA TS-10A studio switcher. One rear screen projector. One RCA TK-20D film camera chain. Two RCA TP-6A 16mm film projectors. One Gray dual-disc projector. One Telop opaque projector. Library, Studio Telescriptions.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PRINCIPAL STOCKHOLDERS: Pres. R. B. Williams (10.13%), Vice Pres. Richard O. Lewis, Chmn. of Bd. John J. Louis and Secy.-Treas. B. R. Fulbright.

EXECUTIVES:

R. B. Williams, Pres. & Gen. Mgr.	Raymond H. Holsclaw, Ch. Eng.
Harper M. Phillips, Bus. Mgr.	E. P. H. James, Coord. of TV Planning & Public Relations.
John C. Underwood Jr., Sls. Mgr.	
Ben L. Slack Jr., Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 172,800. Families in Area, 49,100; Area in Square Miles, 2,560; No. of Sets (June 1), 10,400; Retail Sales, \$192,832,000; Income Per Family, \$5,472; Income Per Capita, \$1,565.

YUMA

KIVA (TV)

(Target Date, Aug., 1953)

LICENSEE: Valley Telecasting Co. Address: P. O. Box 1708. Phone: Yuma 3-831

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14 kw. Operating Pow.: Visual 5 kw, Aural 5 kw. Transmitter: Address, Kiva, Calif. Make, DuM. Model Oak 8000. Antenna: Make RCA. Type MI19089-1. Height, Above average terrain 444 ft. Above ground 485 ft.

OPERATION: Target date Aug., 1953. Hours, 2:00 p.m.-10:00 p.m.

REPRESENTATIVES: Sales, W. S. Grant Co. Washington Attorney Barnes & Neilson. Consulting Engineer John H. Mullaney Co.

SERVICES: One studio (70 x 30-ft.). Two DuM. camera chains. One DuM multiscanner film camera. One DuM. multiscanner film projector. Multiscanner and flying spot scanner. Multiscanner opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Donald Ellsworth (3.5%), rancher, Vice Pres. Howard L. Roberts (3.5%), farm machinery dealer, Vice Pres. G. Park Dunford (69%), Inland Fertilizer Co., L. A., Secy. Elton C. Hussey, manager, J. C. Penney Store, Mesa, Ariz., Treas. Russell J. Madser, (3.5%), Growers Chemical Supply Co., Mesa, Ariz., William S. Porter (3.5%), real estate, and Grover C. Dunford (10%), Inland Fertilizer Co.

EXECUTIVES:

G. Park Dunford, Vice Pres. in Charge of Opr.	Walter Styles, Gen. Mgr.
	J. H. Fleet, Ch. Eng.

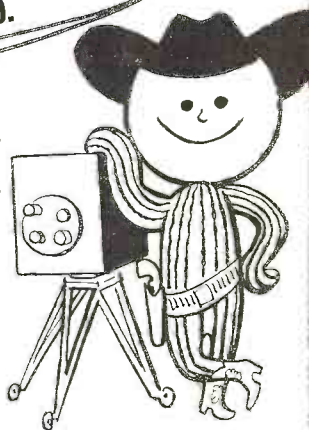
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times.

MARKET INFORMATION: Area Population, 253,000; Effective Buying Income, \$183,260,000; Per Capita Buying Income, \$1,779; Value of Farm Product Sold, \$238,345,943; Retail Sales, \$134,899,512.

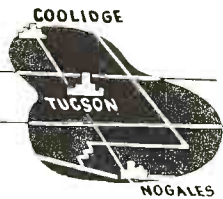
This is...
KOPO LAND TV
 OLD PUEBLO BROADCASTING CO.

You go nowhere but up when you go KOPO-TV! In the midst of the rich, ever-growing southern Arizona market, Tucson's first television station has developed a 10,000 set audience since February 1st, '53.

Get product leadership NOW! Get your brand before the buyers in this expanding market where new buying habits are easily developed.



YOUR MARKET



Includes Pima County. Its heart—Tucson—with a quality of market index of 163—the city that outstripped all others in the country in comparative growth and development (Rand-McNally Business Trend, June, 1952).

Reaches as far North as Coolidge in rich Pinal County; as far South as Nogales, in Santa Cruz County, on the Mexican border.

162,400 Strong! ** 46,870 Homes! **

YOUR AUDIENCE



KOPO-land covers a population larger than Waterbury, Connecticut; Saginaw, Michigan; or Rockford, Illinois.

SPENDABLE INCOME *

Pima County	\$221,776,000
Santa Cruz County	11,034,000
Coolidge, Pinal County	8,325,000
Total Spendable Income in KOPO-land	\$241,135,000

YOUR SALES POTENTIAL*



Pima County Retail Sales (1952)	\$175,539,000
Santa Cruz Retail Sales	14,904,000
Coolidge, Pinal County, Retail Sales	9,582,000
KOPO-land Total Retail Sales	\$199,525,000

Incomes Per Household *

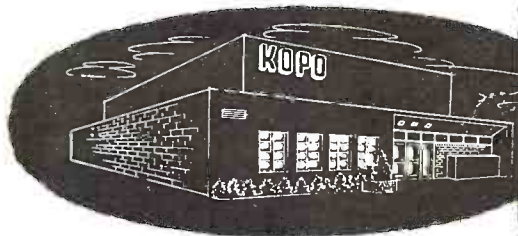
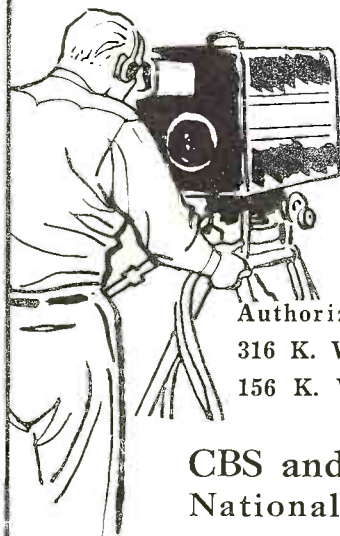
Pima County	\$5,133
Santa Cruz County	4,344
Coolidge, Pinal County	7,433

* SRDS—Consumer Income Data—1953
 ** SRDS—Consumer Markets—1952-53

Channel 13

KOPO-TV TUCSON, ARIZONA

A GENE AUTRY ENTERPRISE



Authorized Power
 316 K. W. VISUAL
 156 K. W. AURAL

CBS and DuMont Television Networks
 National Representatives Forjoe-TV, Inc.

ARKANSAS MARKET INDICATORS

Total Population, July 1, 1952.....	1,876,000
Total Families, 1950.....	477,200
Total Urban Population, 1950.....	630,591
Total Rural Nonfarm Population, 1950.....	477,093
Total Farm Population, 1950.....	801,827
Employed in Nonagricultural Establishments, Feb., 1953.....	307,900
Total Employed, 1950.....	615,796
Employed in Mining, Feb., 1953.....	6,300
Employed in Manufacturing, Feb., 1953.....	79,500
Employed in Construction, Feb., 1953.....	17,900
Employed in Agriculture, 1950.....	215,270
Retail Sales, 1952.....	\$ 1,395,133,000
Bank Assets, Jan. 1, 1953.....	\$ 998,601,000
Bank Deposits, Jan. 1, 1953.....	\$ 926,327,000
Major Income Sources, 1951: Agriculture 24.8%; Government 17.8%; Manufacturing Payrolls 10.9%; Trade and Service 24.4%; Other 22.1%.	
Total Income Payments, 1951.....	\$ 1,769,000,000
Per Capita Income, 1951.....	\$ 926
Median Family Income, 1950.....	\$ 1,501
Total Internal Revenue Collections, 1952.....	\$ 160,749,663
Average Weekly Earnings Manufacturing workers, Feb., 1953.....	\$ 48.67
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 48,552,000
Cash Receipts of Farms, 1952.....	\$ 619,843,000
Government Payments to Farmers, 1952.....	\$ 6,422,000
Value of Mineral Production, 1950.....	\$ 118,642
New Public Construction in 1952.....	\$ 163,000,000
Motor Vehicle Registration, 1952.....	505,281
Number of Telephones, 1952.....	276,600
Number of Electrical Connections, 1952.....	499,957
Number of Gas Utilities Connections, 1952.....	198,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction uncensored.

ARKANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Arkansas	23,665	28,774	5,498	796		
Ashley	25,660	13,550	3,727	377		
Baxter	11,683	10,386	2,270	287		
Benton	38,076	42,051	8,304	936		
Boone	16,280	15,510	2,790	350		
Bradley	15,987	11,316	2,103	231		
Calhoun	7,132	2,039	500	22		
Carroll	13,244	7,419	1,743	328		
Chicot	22,306	12,807	3,362	373		
Clark	22,998	15,654	3,476	448		
Clay	26,674	13,780	3,147	339	1,610	22%
Cleburne	11,487	3,825	874	118		
Cleveland	8,956	1,818	616	47		
Columbia	28,770	17,708	3,410	650		
Conway	18,137	9,481	1,990	258		
Craighead	50,613	41,326	7,982	1,248	7,260	56%
Crawford	22,727	9,300	2,671	373		
Crittendon	47,184	35,966	8,101	544	4,500	36%
Cross	24,757	16,738	3,287	474	2,980	48%
Dallas	12,416	5,957	2,027	206		
Desha	25,155	14,924	3,934	317		
Drew	17,959	8,328	3,036	209		
Faulkner	25,289	15,700	2,720	388		
Franklin	12,358	5,894	1,122	145		
Fulton	9,187	2,040	467	53	440	17%
Garland	47,102	53,087	10,952	2,231		
Grant	9,024	3,311	880	77		
Greene	29,149	20,265	4,434	444	1,740	22%
Hempstead	25,080	16,227	3,400	383		
Hot Springs	22,181	13,705	3,884	400		
Howard	13,342	7,677	1,847	276		
Independence	23,488	16,423	3,162	370	1,220	19%
Izard	9,953	1,789	417	97		
Jackson	25,912	18,518	3,824	487	1,310	19%
Jefferson	76,075	56,215	13,465	1,169		
Johnson	16,138	7,829	2,335	174		
Lafayette	13,203	6,293	1,620	161		
Lawrence	21,303	9,906	1,980	247	970	17%
Lee	24,322	11,574	2,688	389	1,830	30%
Lincoln	17,079	4,197	1,235	159		
Little River	11,690	4,710	1,694	186		
Logan	20,260	10,789	1,755	235		
Lonoke	27,278	19,020	4,598	532		
Madison	11,734	2,902	612	89		
Marion	8,609	3,063	871	57		
Miller	32,614	31,836	6,167	613		
Mississippi	82,375	62,474	13,973	1,599	13,780	65%
Monroe	19,540	12,533	3,693	334	970	19%
Montgomery	6,680	1,662	377	51		
Nevada	14,781	6,971	1,641	175		
Newton	8,685	683	396	21		
Ouachita	33,051	24,376	6,617	689		
Perry	5,978	1,599	407	29		
Phillips	46,254	29,365	7,951	884	2,030	16%
Pike	10,032	4,293	838	135		
Poinsett	39,311	31,278	6,560	906	4,700	48%
Polk	14,182	9,328	2,593	288		
Pope	23,291	12,848	2,968	371		
Prairie	13,768	5,857	1,517	154		
Pulaski	196,685	216,839	41,957	7,194	*5,420	9%
Randolph	15,982	7,652	1,577	209	730	17%
St. Francis	36,841	21,963	5,593	451	2,820	30%

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Saline	23,816	15,263	3,936	290		
Scott	10,057	4,046	642	127		
Searcy	10,424	3,262	757	133		
Sebastian	64,202	82,883	14,341	2,293		
Sevier	12,293	7,725	1,735	263		
Sharp	8,999	1,411	327	44		
Stone	7,662	1,915	505	57		
Union	49,686	46,506	9,925	1,744		
Van Buren	9,687	2,606	640	76		
Washington	49,979	58,955	10,725	1,312		
White	38,040	22,376	4,163	690		
Woodruff	18,957	9,587	2,084	340	870	19%
Yell	14,057	7,250	1,061	200		

* New television county.
Note: For sources see foreword food, drug, and retail sales copyright 1953, Sales Management; further reproduction uncensored. Counties for which no sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Arkansas	6,700	11	720	Lee	6,100	25	1,525
Ashley	6,600			Lincoln	4,200		
Baxter	3,500			Little River	2,900		
Benton	11,900			Logan	5,100		
Boone	4,900			Lonoke	7,200	11	792
Bradley	4,200			Madison	2,900		
Calhoun	1,700			Marion	2,400		
Carroll	4,200			Miller	10,200		
Chicot	6,100			Mississippi	21,200	59	12,508
Clark	6,100			Monroe	5,100	17	867
Clay	7,300	24	1,752	Montgomery	1,800		
Cleburne	3,100			Nevada	3,900		
Cleveland	2,300			Newton	2,000		
Columbia	7,700			Ouachita	9,600		
Conway	4,600			Perry	1,500		
Craighead	13,600	53	7,208	Phillips	12,700	12	1,524
Crawford	6,400			Pike	2,800		
Crittendon	12,500	29	3,625	Poinsett	9,800	42	4,116
Cross	6,200	41	2,542	Polk	4,100		
Dallas	3,200			Pope	6,200		
Desha	6,400			Prairie	3,600	11	396
Drew	4,800			Pulaski	60,200	11	6,622
Faulkner	6,600			Randolph	4,300	17	731
Franklin	3,300			St. Francis	9,400	25	2,350
Fulton	2,600	17	440	Saline	6,000		
Garland	15,200			Scott	2,600		
Grant	2,400			Searcy	2,800		
Greene	7,900	23	1,857	Sebastian	19,700		
Hempstead	6,800			Sevier	3,400		
Hot Spring	6,400			Sharp	2,300		
Howard	3,600			Stone	2,000		
Independence	6,400	20	1,280	Union	14,500		
Izard	2,600			Van Buren	2,600		
Jackson	6,900	20	1,380	Washington	15,100		
Jefferson	22,100			White	10,700		
Johnson	4,500			Woodruff	4,600	17	782
Lafayette	3,300			Yell	3,700		
Lawrence	5,700	17	970	Totals	529,500		54,114

FORT SMITH

KFSA-TV

LICENSEE: Southwestern Publishing Co. Address: 920 Rogers Ave. Phone: 2-9124

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Transmitter: Address, 920 Rogers Ave. Make, GE. Model TT-25A. Antenna: Make GE. Type 5-Sec. Helical. Height, Above average terrain 270 ft. Above ground 357 ft.

OPERATION: Began July 19, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC, NBC, DuMont. Stations, AM, KFSA, FM, KFSA-FM.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney Haley & Doty. Consulting Engineer T. A. M. Cravens.

SERVICES: One studio (28x32-ft.). One GE camera chain. One GE film camera. Two Eastman film projectors. Two Selectroslide slide projectors. News Service, AP. Library, Official Films, Sterling and Atlas.

PRINCIPAL STOCKHOLDERS: Pres. Donald W. Reynolds (66 $\frac{2}{3}$ %) also held interest in WKK Erie, Pa., KBR Springdale, Ark., KHBG Okmulgee, Okla., KAKE Wichita, Kan. and KWRO Reno; Secy.-Treas. H. K. Seymour; Comp. C. W. Parkinson, and Edith R. Reynolds (33 $\frac{1}{3}$ %).

EXECUTIVES:

Donald W. Reynolds, Pres. Pat Porta, Prog. Dir.
Weldon Stamps, Gen.-Com. Mgr. Robert W. Platt Jr., Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$175, Film \$150. Minute spot Live \$30, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 200,000; Families in Area, 60,000; No. of Sets (June 1), 5,000; Retail Sales, \$150,000,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LITTLE ROCK

KARK-TV

(Target Date, Dec., 1953)

LICENSEE: Arkansas Radio & Equipment Co. Address: Radio Center, 114 East Capitol Ave. Phone: LD-99 (LD: long distance)

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Shinall Mountain, northwest of Little Rock. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,901 ft. Above ground 1,339 ft.

OPERATION: Target date Dec., 1953.

AFFILIATIONS: Network, NBC. Station, AM, KARK.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Spearman & Roberson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: T. H. Barton (72.68%), T. K. Barton (18.16%), Dave Grundfest (4.58%) and Harvey C. Couch Jr. (4.58%). Each has the same financial interest in KARK.

EXECUTIVES:

T. H. Barton, Pres. Dan L. Winn, Ch. Eng.
T. K. Barton, Vice Pres. & Gen. Douglas J. Romine, Sta. Mgr.
Mgr.

KETV (TV)

(Target Date, not set)

LICENSEE: Great Plains Television Properties of Arkansas Inc. Address: c/o U. S. Corp. of Illinois, 33 N. La Salle St., Chicago, Ill.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 9.9 kw. Transmitter: Address, at intersection of Cedar Hill Rd. & Oak St. Extended. Make, DuM. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 454 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. & Secy. Herbert Scheffel, president and 25% stockholder in Transcontinental Properties Inc. and president and 19% stockholder in Telenews Productions Inc.; Treas. Alfred G. Burger, executive vice president, secretary and 25% stockholder in Transcontinental, and executive vice president and 16% stockholder in Telenews. All stock in licensee is owned by Transcontinental.

KRTV (TV)

LICENSEE: Little Rock Telecasters. Address: P. O. Box 420, Wichita Falls, Tex.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 11 kw. Transmitter: Address, southeast corner of Lee & McKinley Sts. Make, DuM. Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 352 ft.

OPERATION: Began April 5, 1953.

AFFILIATIONS: Networks, CBS, DuM.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer William L. Foss Inc.

PRINCIPAL STOCKHOLDERS: Owned by E. H. Rowley (66.33%) and Kenyon Brown (33.33%) under name of Rowley-Brown Broadcasting Co., which also owns KWFT-AM-FM-TV Wichita Falls, Tex. Mr. Brown, in his own name, owns 30% KMBY-AM-TV Monterey, Calif.; 25% interest in KMIV (TV) Miami, Okla.

EXECUTIVES:

Kenyon Brown, Pres. Patt McDonald, Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

ARKANSAS' FIRST
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ARKANSAS' FIRST
and ONLY
**TELEVISION
STATION**



CBS TV and
DuMont TV Networks
**CHANNEL 17
LITTLE ROCK, ARK.**



**LITTLE ROCK
TELECASTERS, INC.**

Kenyon Brown, Pres.

PINE BLUFF

KATV (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Central-South Sales Co. Address: 1850 S. Boulder, Tulsa, Okla. Phone: 2-3191.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 80 kw, Aural 40 kw. Operating Pow.: Visual 80 kw, Aural 40 kw. Transmitter: Make, GE. Antenna: Make GE. Type I2-Bay. Height Above ground 650 ft.

OPERATION: Target date Oct. 1, 1953. Hours: 4:00 p.m.-11:30 p.m.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Spearman & Roberson. Consulting Engineer Paul Godley Co., Upper Montclair, N. J.

SERVICES: Two studios (12 x 15-ft. and 40 x 50-ft.). Two GE camera chains. One GE film camera. One film projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John Griffin (42%), James C. Leake (42%), Bryan Mathes (6%) and John Esau (10%).

EXECUTIVES:

John Griffin, Pres. John Esau, Vice Pres. & Gen. Mgr.
James C. Leake, Vice Pres. James P. Walker, Sta. Mgr.
Bryan Mathes, Secy.-Treas. Robert Snider, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400.

CALIFORNIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)		(CB)
					TV Sets 1953	Television Per C	
Alameda	740,315	990,503	257,807	29,904	218,790	83%	
Alpine	241	150	29	10	10%	
Amador	9,151	8,992	2,845	243	390	13%	
Butte	64,930	87,589	24,496	2,107	
Calaveras	9,902	6,662	2,356	198	440	13%	
Colusa	11,651	18,927	3,986	528	780	20%	
Contra Costa	298,984	287,174	104,931	8,590	64,640	64%	
Del Norte	8,078	11,275	3,117	333	
El Dorado	16,207	16,467	6,352	287	780	13%	
Fresno	276,515	369,371	86,982	10,200	
Glenn	15,448	22,638	4,650	374	1,000	20%	
Humboldt	69,241	104,396	26,715	1,927	
Imperial	62,975	87,642	20,765	2,367	3,080	18%	
Inyo	11,658	19,320	5,092	580	
Kern	228,309	292,646	74,041	6,128	13,640	18%	
Kings	46,768	61,563	13,927	1,432	
Lake	11,481	13,422	4,565	494	900	20%	
Lassen	18,474	19,676	5,716	712	
Los Angeles	4,151,687	5,683,608	1,364,165	199,501	1,380,480	89%	
Madera	36,964	42,654	12,495	813	
Marin	85,619	89,882	29,113	2,961	18,880	64%	
Mariposa	5,145	3,411	1,177	51	160	10%	
Mendocino	40,854	48,974	12,274	876	
Merced	69,780	92,581	20,640	2,517	3,140	14%	
Modoc	9,678	15,733	3,378	319	
Mono	2,115	1,887	540	70	10%	
Monterey	130,498	169,820	41,105	4,419	5,260	12%	
Napa	46,603	49,046	13,208	1,196	7,940	54%	
Nevada	19,888	21,276	6,626	561	
Orange	216,224	274,688	65,851	8,733	65,520	80%	
Placer	41,649	49,402	14,125	1,460	3,840	28%	
Plumas	13,519	16,125	5,484	726	
Riverside	170,046	214,509	55,570	6,283	37,050	59%	
Sacramento	277,140	382,701	91,609	12,596	
San Benito	14,370	14,655	4,162	394	660	14%	
San Bernadino	281,542	320,137	86,133	10,656	73,010	72%	
San Diego	556,808	717,687	175,110	22,885	161,770	73%	
San Francisco	775,357	1,176,074	254,540	33,047	182,260	65%	
San Joaquin	200,750	257,909	60,005	5,828	27,310	41%	
San Luis Obispo	51,417	72,517	17,965	1,658	
San Mateo	233,659	241,756	79,218	5,835	74,620	83%	
Santa Barbara	98,220	146,998	32,822	4,830	13,000	38%	
Santa Clara	290,547	374,873	90,766	11,518	77,840	78%	
Santa Cruz	66,534	84,976	24,330	2,273	
Shasta	36,413	55,076	14,993	1,306	
Sierra	2,410	1,564	510	91	
Siskiyou	30,733	35,433	9,095	1,045	
Solano	104,833	128,760	38,698	2,787	30,180	79%	
Sonoma	103,405	160,190	31,284	3,852	14,740	39%	
Stanislaus	127,231	186,607	36,259	4,042	8,320	19%	
Sutter	26,239	20,359	7,165	299	
Tehama	19,276	23,674	5,166	542	
Trinity	5,087	3,434	1,484	168	
Tulare	149,264	167,592	45,253	3,660	
Tuolumne	12,584	13,861	3,937	409	450	10%	
Ventura	114,647	127,886	35,443	3,568	27,900	74%	
Yolo	40,640	44,843	14,600	1,779	2,970	22%	
Yuba	24,420	47,401	9,405	1,034	

Note: For sources see foreword food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent. figures from CBS-TV Research.

CALIFORNIA

CALIFORNIA MARKET INDICATORS

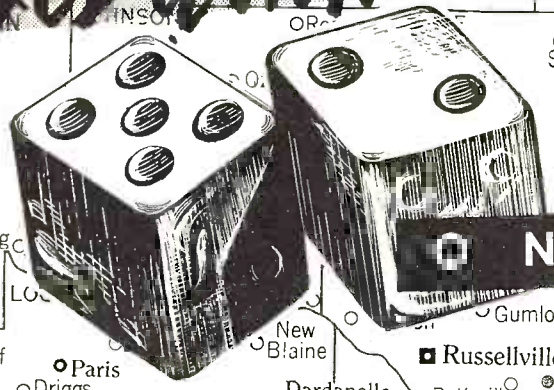
Total Population, July 1, 1952	11,390,000
Total Families, 1950	2,827,110
Total Urban Population, 1950	8,539,420
Total Rural Nonfarm Population, 1950	1,478,572
Total Farm Population, 1950	568,231
Employed in Nonagricultural Establishments, Feb., 1953	3,712,700
Total Employed, 1950	3,902,278
Employed in Mining, Feb., 1953	34,600
Employed in Manufacturing, Feb., 1953	993,800
Employed in Construction, Feb., 1953	225,100
Employed in Agriculture, 1950	286,642
Retail Sales, 1952	\$13,998,972,000
Bank Assets, Jan. 1, 1953	\$17,765,800,000
Bank Deposits, Jan. 1, 1953	\$16,398,666,000
Major Income Sources, 1951: Agriculture 6.9%; Government 18.2%; Manufacturing Payrolls 17.1%; Trade and Service 28.7%; Other 29.1%.	
Total Income Payments, 1951	\$21,306,000,000
Per Capita Income, 1951	\$ 1,933
Median Family Income, 1950	\$ 3,585
Total Internal Revenue Collections, 1952	\$ 5,049,288,821
Average weekly Earnings Manufacturing workers, Feb., 1953	\$ 77.61
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 356,136,000
Cash Receipts of Farms, 1952	\$ 2,807,318,000
Government Payments to Farmers, 1952	\$ 11,206,000
Value of Mineral Production, 1950	\$ 1,056,047
Total New Construction in 1952	\$ 3,474,400,000
New Private Construction in 1952	\$ 2,528,700,000
New Public Construction in 1952	\$ 945,700,000
Motor Vehicle Registration, 1952	5,154,326
Number of Telephones, 1952	4,341,500
Number of Electrical Connections, 1952	4,075,138
Number of Gas Utilities Connections, 1952	3,156,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes		County	Total Homes	Per Cent Television Homes	
		Television	Homes			Television	Homes
Alameda	263,600	75	198,640	Orange	81,900	72	59,100
Alpine	100	10	10	Placer	13,700	30	4,100
Amador	3,000	19	570	Plumas	4,600	20	930
Butte	24,300	10	2,480	Riverside	62,800	57	35,900
Calaveras	3,400	19	640	Sacramento	97,200	25	24,400
Colusa	3,900	19	730	San Benito	4,700	16	740
Contra Costa	101,000	59	59,760	San Bernardino	101,400	67	67,700
Del Norte	2,900	San Diego	221,600	64	142,500
Eldorado	6,000	19	1,130	San Francisco	280,400	62	174,360
Fresno	92,700	San Joaquin	66,600	43	28,600
Glenn	5,000	19	940	San Luis Obispo	19,000
Humboldt	24,600	San Mateo	89,900	72	64,470
Imperial	17,100	15	2,630	Santa Barbara	34,200	38	13,100
Inyo	4,300	Santa Clara	99,800	71	70,800
Kern	75,800	24	18,130	Santa Cruz	26,800	12	3,220
Kings	14,400	Shasta	12,500
Lake	4,500	18	830	Sierra	700	21	140
Lassen	6,100	Siskiyou	10,300
Los Angeles	1,551,100	82	1,265,650	Solano	38,200	65	24,600
Madera	11,800	Sonoma	37,800	36	13,500
Marin	29,500	57	16,810	Stanislaus	43,800	27	12,010
Mariposa	1,600	13	210	Sutter	8,800	15	1,300
Mendocino	13,700	Tehama	6,700
Merced	22,400	16	3,610	Trinity	1,900
Modoc	3,000	Tulare	48,100
Mono	700	13	90	Tuolumne	4,500	13	560
Monterey	43,800	16	7,140	Ventura	37,700	71	26,590
Napa	14,700	49	7,180	Yolo	13,500	23	3,100
Nevada	6,900	20	1,390	Yuba	8,100	15	1,200
Totals	3,829,100	Totals	3,829,100	2,362,160

Get a NATURAL!



ON CHANNEL

**WIN the HEART
of ARKANSAS**

LITTLE ROCK

POPULATION . . . 709,900

TV HOMES (est) . . 49,135

RETAIL SALES \$509,000,000

PINE BLUFF

KATV

Television **FOR PINE BLUFF - LITTLE ROCK** *plus*

John Esau
Administrative vice president

Avery-Knodel, Inc.
National Representative

BAKERSFIELD

KAFY-TV

LICENSEE: Bakersfield Broadcasting Co. Address: 2013 Chester Ave. Phone: 4-6421

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, Woody Rd., Oildale, Calif. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU 24 BL. Height, Above average terrain 850 ft. Above ground 1,200 ft.

OPERATION: Began Aug. 10, 1953.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KAFY.

REPRESENTATIVES: Sales, Forjoe-TV Inc. Washington Attorney Krieger & Jorgensen; John Hearne, Los Angeles. Consulting Engineer Ron Oakley.

SERVICES: Three studios (one 40 x 39-ft. and two 10 x 10-ft. each). Two RCA field camera chains. One RCA icon film camera. Two RCA 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Sheldon Anderson (43 1/2%), general manager; Secy. John Hearne (25%), KAFY legal counsel; Vice Pres. Charles Thieriot (15%), general manager, KRON-TV San Francisco, and Genera Anderson (16 2/3%). Mr. Anderson also owns KCOK-TV Tulare, Calif.

EXECUTIVES:

Sheldon Anderson, Pres. & Gen. Mgr.	Jim McBride, Prog. Dir.
Charles Thieriot, Vice Pres.	Jim Garner, Ch. Eng.
John P. Hearne, Secy.	Ed Simmel, Film Buy.
Naum Healy, Sta. Mgr.	Morrison Parker, Sis. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 (or more) times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A {FCC Contour}	Grade B {FCC Contour}	Total {Including Fringe Area}
Population	168,500	211,106	256,931
Families in area	70,000
Area in Square Miles	8.077
No. of Sets (June 1)	25,000
Retail Sales	\$262,456,000
Income per family	\$5,212
Income per Capita	\$1,500

KERO-TV

(Target Date, Sept. 26, 1953)

LICENSEE: Kern County Broadcasters Inc. Address: 1420 Truxtun Ave. Phone: 4-4548

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Breckenridge Mountain, Make, DuM. Antenna; Make RCA. Type TF6A1. Height, Above average terrain 3,600 ft. Above ground, 100 ft.

OPERATION. Target date Sept. 26, 1953. Hours: 3:00 p.m.-12 midnight.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KERO.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Pierson & Ball. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (30 x 20 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Dual Disc 2" x 2" slide projector. News Service, UP. Library, Snader and World.

PRINCIPAL STOCKHOLDERS: Albert E. DeYoung (51%), G. L. Harlon (24%), Ed Urner (10%), Kenneth Croes (4%), Edwin Andress (5.44%), B. S. Gill (5%) and Bryan J. Coleman (0.66%).

EXECUTIVES:

Gene DeYoung, Pres. & Gen. Mgr.	Kenneth Croes, Prog. Mgr. & Film Buy.
Edward Urner, Gen. Sls. Mgr.	Edwin Andress, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48, Film \$40. Frequency discounts. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A {FCC Contour}	Grade B {FCC Contour}	Total {Including Fringe Area}
Population	302,677	429,103	755,214
Families in Area	89,090	126,400	222,325
No. of Sets (June 1)	21,132	24,124	33,252
Retail Sales	\$375,432,000	\$521,800,000	\$891,172,000
Income per Family	\$6,023	\$5,680	\$5,500
Income per Capita	\$1,776	\$1,652	\$1,600

CHICO

KHSL-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Golden Empire Broadcasting Co. Address: P. O. Box 303. Phone: 237

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 12.28 kw, Aural 6.14 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Paradise, Calif. Make, RCA. Model TT2AH. Antenna: Make RCA. Type, TF6AH, 6-bay Superturnstile. Height, Above average terrain 1,247 ft. Above ground 177 ft.

OPERATION: Target date, Sept. 1, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KHSL.

REPRESENTATIVES: Sales, W. S. Grant. Washington Attorney Haley & Dory. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (26 x 33-ft. and 10 x 12-ft.). One RCA TK31A camera chain. One RCA TK20D film camera. Two RCA TP16 film projectors. One Gray Teloprojector slide projector. One 16mm Eastman Cine special camera. One 35mm photo lab. News Service, UP Movietone. Library, MPTV.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung (92.5%), Hugh McClung Jr. (5%) and Martha McClung Roberts (2.5%).

EXECUTIVES:

Mrs. Hugh McClung, Pres.	Martin Jacobsen, Prod. Mgr.
M. F. Woodling, Gen. Mgr.	Russell B. Pope, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total including fringe area) Population, 266,167; Families in Area, 76,929; Area in Square Miles, 10,235; No. of Sets (June 1), 12,000.

EUREKA

KIEM-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Redwood Broadcasting Co. Address: Radio Center Building, 6th at E St. Phone: Hillside 3-1621.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 14.7 kw, Aural 7.3 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, McFarland Tract. Make, GE. Model TT10A. Antenna: Make GE. Type TY-26C. Height, Above average terrain 1,573 ft. Above ground 134 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, KIEM, FM, KRED(FM).

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios (30 x 40-ft., 20 x 30-ft., and 20 x 20-ft.). One GE camera chain. One GE film camera. One GPL film projector. One Selectoslide slide projector.

PRINCIPAL STOCKHOLDERS: William B. Smullin (100%).

EXECUTIVES:

William B. Smullin, Pres.	John G. Bauriedel, Gen. Mgr.
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RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population 117,232; Families in Area 37,949; No. of Sets (June 1) 1,300; Retail Sales \$133,534,000; income Per Family \$5,572; Income Per Capita \$1,794.

COVER THIS

1/3 BILLION DOLLAR* MARKET

with the

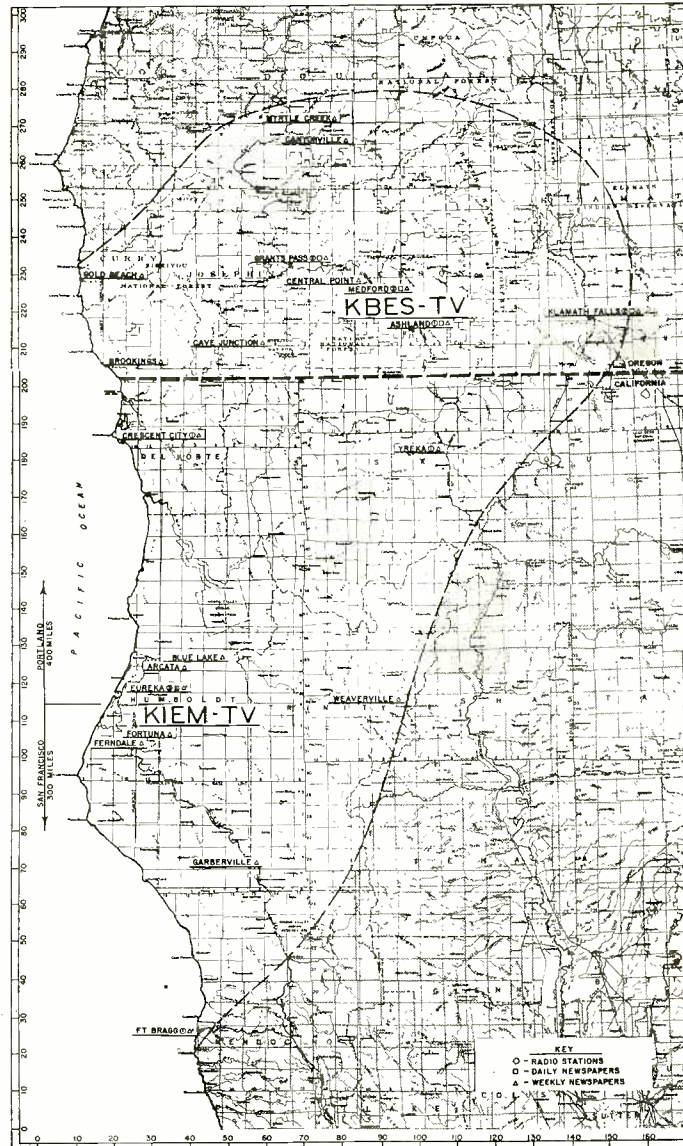
Smullin TV Stations

KIEM-TV and **KBES-TV**

Eureka, Cal.
CHANNEL 3
3069 feet
above sea level

Medford, Ore.
CHANNEL 5
2169 feet
above sea level

Let Blair-TV tell you how one billing reaches this rich Northwestern California and Southern Oregon market.



Market and Sales Data Area within 40 DBU or 100 UV/M
(based on FCC Engineering Standards)

POPULATION: 260,548 – FAMILIES: 84,164 – *RETAIL SALES: \$322,125,000

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

- ★ One half page, one time only, in the 22 weekly newspapers published within the "Smullin TV Stations" area \$926.20
 - ★ One half page, one time only, in the 6 daily newspapers published within the "Smullin TV Stations" area \$480.40
 - ★ One class B half hour program on the 13 radio stations operating within the "Smullin TV Stations" area \$268.30
- ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS" \$130.00

Smullin TV Stations

Write, Wire or Phone
Wm. B. Smullin, General Manager
Box 1021, Eureka, California
Phone Hillside 3-1621 TWX 16

Affiliated with CBS-TV
Represented by Blair-TV

FRESNO

KCOK-TV (TULARE)

(Target Date, Sept. 15, 1953)

LICENSEE: Sheldon Anderson. Address: P. O. Box 119, Tulare, Calif. (For complete listing see Tulare).

KJEO (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: O'Neill Broadcasting Co. Address: P. O. Box 2001. Phone: 2-4163 (Temporary)

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw. Interim Pow.: Visual 37 kw, Aural 18.5 kw. Transmitter: Address, Bald Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,930 ft. Above valley floor 4,400 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Attorney Joseph Brenner, Beverly Hills, Calif.

SERVICES: One studio (38 x 42-ft.). Two RCA image orthicon camera chains. Two RCA Iconoscopes film cameras. Two RCA 16mm film projectors. Two Spindler & Sauppe slide projectors.

PRINCIPAL STOCKHOLDERS: J. E. O'Neill Sr. (65%); L. E. Chenault (12%), also a stockholder in KYNO (20%), KSTN (12½%), KTVU (5%); Bert Williamson (12%), also a stockholder in KYNO (15%), and Mrs. Amelia Schuler (11%), also a stockholder in KYNO (65%).

EXECUTIVES:

J. E. O'Neill Sr., Pres.	Bert Williamson, Ch. Eng.
L. E. Chenault, Exec. Vice Pres. & Gen. Mgr.	Edgar L. Deatherage, Dir. of Nat. Sls.
Charles Theodore, Vice Pres. in Chg. of Opr.	

RATE INFORMATION: Class A one hour Live \$325, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total, including Fringe Area) Population, 638,200; No. of Sets (June 1), 11,000; Retail Sales, \$733,761,000.

KMJ-TV

LICENSEE: McClatchy Broadcasting Co. Address: 1515 Van Ness Ave. Phone: 3-6277

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Transmitter: Address, 3 miles southwest of Auberry—Shaver Lake Rd., at Meadow Lake Junction. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,980 ft. Above ground 248 ft.

OPERATION: Began May 31, 1953.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KMJ.

REPRESENTATIVES: Sales, Raymer. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: McClatchy Newspapers owns 100% of licensee. Principals of McClatchy Newspapers include Pres. Eleanor McClatchy (33⅓%), Vice Pres., Secy. & Treas. Charlotte Maloney (33⅓%) and James B. McClatchy (11.11%). McClatchy is also licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, all Calif., and KOH Reno.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 5% for 26 times up to 22% for 312 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LOS ANGELES

KECA-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: ABC Television Center, Prospect & Talmadge Aves., Hollywood. Phone: Normand 3-3311

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 58 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model 20kw UHF. Antenna Make RCA. Typr 6-Bay Superturndstile. Height, Above average terrain 3,003 ft. Above ground 300 ft.

OPERATION: Began Sept. 16, 1949. Hours, 10:15 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC (Interconnected). Stations, AM, KECA; FM, KECA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKern & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Five studios (72 x 73-ft., 76 x 84-ft., 30 x 38-ft., 91 x 101-ft. and 88 x 46-ft.). Ten RCA camera chains. Three rear screen projectors. Three RCA Iconoscope film cameras. Two RCA 35mm, two RCA 16mm and two Eastman 16mm film projectors. Four S&S turret type slide projector. One Bal-opticon opaque projector. One mobile unit. News Services. AP, INS. Library, Sesac, Langworth.

PRINCIPAL STOCKHOLDERS: Licensee owns and operates WABC-AM-FM-TV New York, WENR-AM-TV and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco: Licensee also owns theatre chain of 650 theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. (AB-PT)	Coast Div. (ABC Div.)
Robert E. Kintner, Pres. (ABC Div.)	Frank G. King, Gen. Mgr.
Robert H. O'Brien, Exec. Vice Pres. (ABC Div.)	Elton H. Rule, Gen. Sls. Mgr.
Earl J. Hudson, Vice Pres., West	Charles E. Denny Jr., Asst. Gen. Sls. Mgr.
	Robert H. Forward, Prog. Dir.
	C. G. Pierce, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,200. Minute spot Live \$220, Film \$220. Frequency discounts from 2½% for 13 times up to 20% for 260 or more times. Rate Card No. 4.

KETH (TV)*

(Target Date, Aug., 1953)

(*Non-Commercial Educational)

LICENSEE: Allan Hancock Foundation, U. of Southern Calif. Address: 351 University Ave. Phone: Richmond 6362

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 45.6 kw, Aural 25.8 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make GE. Height, Above average terrain 2,910 ft. Above ground 127 ft.

OPERATION: Target date Aug., 1953.

AFFILIATION: Station, FM, KUSC.

REPRESENTATIVES: Washington Attorney Andrew G. Haley. Consulting Engineer George Adair.

SERVICES: Three studios. Two DuM. and two RCA camera chains. RCA, Holmes, Bell & Howell film cameras. Telejector slide projectors. GPL film processing unit. Mobile unit. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Operated by Allan Hancock Foundation in cooperation with educational and public service agencies of the Los Angeles area.

EXECUTIVES:

William H. Sener, Gen. Mgr.	Ivan Campbell, Opr. Mgr.
John Newton, Ch. Eng.	

LOS ANGELES (Continued)

KHJ-TV

LICENSEE: General Teleradio Inc. Address: 1313 N. Vine St., Hollywood. Phone: Hollywood 2-2133.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.4 kw, Aural 15.7 kw. Operating Pow.: Visual 30.4 kw, Aural 15.7 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 3,100 ft. Above ground 199 ft.

OPERATION: Began Aug. 1948. Hours, 12:30 p.m.-12 midnight.

AFFILIATIONS: Stations, AM, KHJ. FM, KHJ-FM

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Pierson & Ball.

SERVICES: Two 372-seat audience studios. Three production studios (60 x 40-ft., 50 x 30-ft., 18 x 32-ft.). Nine RCA image orthicon camera chains. One RCA film camera. One GE film camera. Two Iconoscopes. Two RCA film projectors. Two Eastman film projectors. Four Spindler & Sauppe slide projectors. One GE Balopticon opaque projector. One mobile unit. News Services, UP. Movietone. Library, Official Film Studios, Snader Telescriptions.

PRINCIPAL STOCKHOLDERS: Licensee is owned by General Tire & Rubber Co., Akron, Ohio. General Teleradio Inc. comprises Don Lee Network Div., Yankee Network Div. and WOR Div. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego. Yankee Network owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence and WONS Hartford. WOR Div. owns and operates WOR-AM-FM-TV New York.

EXECUTIVES:

Thomas F. O'Neil, Pres., General Teleradio Inc.	Howard Wheeler, Sls. Mgr., KHJ-TV
Willet H. Brown, Pres., Don Lee Network	James Higson, Prog. Coord., KHJ-TV
Ward D. Ingram, Exec. Vice. Pres., Don Lee Network	Robert Arne, Ch. Eng., KHJ-TV
Anthony M. Quinn, Secy.-Treas., Don Lee Network	Robert M. Light, Sls. Prom. Mgr., KHJ-TV
John Reynolds, Gen. Mgr., KHJ-TV	James Higson, Film Buy.
	Elbert Walker, Exec. Prod.
	Bud Coulson, Pub. Rel. Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KLAC-TV

LICENSEE: Dorothy Schiff. Address: 1000 Cahuenga Blvd. Phone: Hollywood 2-7311

FACILITIES: Chan. 13. Operating Pow.: Visual 31.4 kw, Aural 15.75 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT 5-A. Antenna: Make RCA. Type TF-6-A. Height, Above average terrain 2,955 ft. Above ground 237 ft.

OPERATION: Began Sept. 1948. Hours, 10:30 a.m.-12 midnight.

AFFILIATION: Station, AM, KLAC.

REPRESENTATIVES: Sales, The Katz Agency. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios (30 x 40-ft., 33 x 63-ft. and 55 x 70 ft.) One RCA image orthicon camera chain. Two rear screen projectors. Two RCA TK20A film cameras. Two RCA 16B and one RCA 35mm film projectors. Two RCA 400 SR. 16mm and one DEVRV 35mm scanners. Two mobile units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. Dorothy Schiff (100%) also publisher of the N. Y. Post.

EXECUTIVES:

Dorothy Schiff, Own.	Dave Lundy, Gen. Sls. Mgr.
M. W. Hall, Pres.	Fred Henry, Prog. Dir. & Film Buy.
Don Feddersen, Exec. Vice Pres. & Gen. Mgr.	R. W. Conner, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$250, Film \$250. Frequency discounts from 5% for 13 times up to 22½% for 312 times. Rate Card No. 6.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KNBH (TV)

LICENSEE: National Broadcasting Co. Address: Sunset & Vine, Hollywood. Phone: Hollywood 9-6161

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 47.5 kw, Aural 23.7 kw. Operating Pow.: Visual 9.5 kw, Aural 4.7 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT-25-AL. Antenna: Make RCA. Type 5-Bay Batwing. Height, Above average terrain 6,000 ft. Above ground 110 ft.

OPERATION: Began Jan. 16, 1949. Hours, 8:30 a.m.-12:45 p.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, NBC TV spot sales. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Three studios (35 x 92-ft., 35 x 92-ft. and 9 x 12-ft.). Eleven RCA camera chains. Three 16mm and three 35mm film projectors. One Selectro Slides slide projector. Complete Kine film processing unit. One mobile unit. News Services, AP, UP, INS and NBC Newfilm. Library, NBC Film.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington. WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, and KNBC-AM-FM San Francisco.

EXECUTIVES:

David Sarnoff, Chmn.	John Knight, Ch. Eng.
Donald Norman, Gen. Mgr.	George Burke, Film Buy.
James Parks, Sls. Mgr.	John Kenaston, Adv. & Prom. Mgr.
Harmon Nelson, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$1,700, Film \$1,700. Minute spot Live \$300, Film \$300. Frequency discounts from 2½% for 3-4 times up to 10% for 7 or more times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,835,000	965,000	5,800,000
Families in Area	1,585,000	315,000	1,900,000
No. of Sets (June 1)	1,600,000
Retail Sales	\$5,958,296	\$1,152,436	\$7,110,732
Income Per Family	\$1.851	\$1.606	\$1.644

KNXT (TV)

LICENSEE: Columbia Broadcasting System Inc. Address: 1313 North Vine St. Phone: Hollywood 9-1212

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 12.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF5A. Height, Above average terrain 2,840 ft. Above ground 245 ft.

OPERATION: Began Oct. 9, 1950. Hours, 8:55 a.m.-12:05 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, KNX. FM, KNX-FM.

REPRESENTATIVES: Sales, CBS Spot Sales.

SERVICES: Eight studios, four audience and four non-audience. Thirty-five RCA camera chains. Twelve RCA film cameras. Two 2" x 2" slide projectors. Three opaque projectors. One mobile unit. Six 16mm film projectors. Six 35mm film projectors. News Services, AP and UP.

PRINCIPAL STOCKHOLDERS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid-Continent Radio-Television Inc.).

EXECUTIVES:

Frank Stanton, Pres., CBS	Donald M. Hine, Prog. Dir.
J. L. Van Volkenburg, Pres. CBS-TV	Herbert W. Pangborn, Ch. Eng.
Harry S. Ackerman, Vice Pres., CBS Hollywood	Dean D. Linger, Dir. of Sls. Prom. & Publ.
James T. Aubrey Jr., Gen Mgr.	George Faust, Opr. & Traffic Mgr.
Edmund C. Bunker, Com. Mgr.	Harry W. Zipper, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$375, Film \$375. Frequency discounts. Rate Card No. 1A.

MARKET INFORMATION: (0.1 mv/m Contour) Population, 6,173,000; Families, 2,075,600; Total Retail Sales, \$7,439,048,000; Food Sales, \$1,802,642,000; General Merchandise Sales, \$824,797,000; Drug Sales, \$254,774,000; Effective Buying Income Per Family, \$5,340; Total Effective Buying Income, \$11,084,085,000.

LOS ANGELES (Continued)

KPIK (TV)

(Target Date, Late 1953)

LICENSEE: John Poole Broadcasting Co. Address: 6540 Sunset Blvd., Hollywood. Phone: Hollywood 3-3205

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model TT25A. Antenna: Make GE. Height, Above average terrain 2,930 ft. Above ground 146 ft.

OPERATION: Target date late 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Geo. P. Adair.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%). Mr. Poole is also 100% owner of KBIG Avalon, KBIF Fresno, and holds an FCC grant for a new TV station, KBIC (TV), on Chan. 46 in Sacramento, Calif.

EXECUTIVES:

John H. Poole, Pres. & Gen. Mgr. Thronton W. Chew, Opr. & Eng. Dir.
 Dan Russell, Film Buy.
 Wallace Hutchinson, Adv. & Prom. Mgr.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Address: 5451 Marathon St. Hollywood. Phone: Hollywood 9-3181

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Mt. Wilson. Make, Composite. Antenna: Make RCA. Type 3-Bay Superturndial. Height, Above average terrain 2,921 ft. Above ground 250 ft.

OPERATION: Began Jan. 22, 1947. Hours: 3:30 pm.-11:30 p.m.

AFFILIATION: Network, Paramount Television Network (Non-interconnected).

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Arnold, Fortas & Porter.

SERVICES: Two studios (22 x 36-ft. and 36 x 46-ft.). One theatre seating 550 persons. Eleven RCA image orthicon camera chains. Four Iconoscope film cameras. Two 16mm and two 35mm RCA film projectors. Two RCA slide projectors. One Multiscope opaque projector. Two Composite mobile units. News Service, UP. Library, Paramount Research and World Transcription.

PRINCIPAL STOCKHOLDERS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

EXECUTIVES:

Paul Raibourn, Pres. Leland G. Muller, Film Dir.
 Klaus Landsberg, Vice Pres. & John Silva, Sup., Remote Eng. Gen. Mgr. Opr.
 J. Gordon Wright, Prod. Coord. Roy White, Sup., Stu. Eng. Opr.
 Robert Mohr, Sls. Mgr. Joe Coffin, Dir. of Sls.
 Raymond M. Moore, Sr. Eng. Howard Wormser, Publ. Dir.

RATE INFORMATION: Class A one hour Live \$1,350, Film \$1,100. Minute spot Live \$300, Film \$250. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,522,300	930,700	5,453,000
Families in Area	1,490,270	277,420	1,767,690
Area in Square Miles	4,030	3,380	7,410
No. of Sets (June 1)	1,446,000	164,600	1,610,600
Retail Sales	\$6,852,304,000	\$1,070,260	\$6,053,374,260
Income Per Family	\$5,595	\$5,034	\$5,509
Income Per Capita	\$1,845	\$1,501	\$1,786

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KTTV (TV)

LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd., Hollywood. Phone: Hollywood 2-7111

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 168 kw, Aural 84 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model TF5A. Antenna: Make GE. Type TY6F. Height, Above average terrain 2,939 ft. Above ground 238 ft.

OPERATION: Began Jan. 1, 1949. Hours, 11:30 a.m.-2:30 a.m.

AFFILIATION: Network, DuMont (Interconnected)

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Hanson, Lovel & Dale. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Four motion picture sound stages (80 x 100 x 24-ft., 120 x 116 x 54-ft., 81 x 95 x 40-ft. and 70 x 95 x 40-ft.). Two studios (45 x 58 x 20-ft. and 24 x 45 x 9-ft.). Sixteen RCA image orthicons. Three Bodde rear screen projectors. Three RCA TK 20A film cameras. Two RCA TP35A film projectors. Four Eastman 16mm film projectors. One RCA flying spot scanner. One GE opaque projector. One Houston film processing unit. Two RCA and one International mobile units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Times-Mirror Co., which also publishes Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, Pres. Val Conte, Sls. Service Mgr.
 Richard A. Moore, Vice Pres. & Les Norins, Loc. Sls. Mgr.
 Gen. Mgr. Jack O'Mara, Merc. & Prom. Dir.
 John R. Vrba, Sls. Mgr. Robert R. Hiestand, Prod. Dir.
 Robert W. Breckner, Exec. Prod. Jack Duffield, Merc. Mgr.
 Edward E. Benham, Ch. Eng. Reavis Winckler, Pub. Dir.
 Dale Sheets, Film Dir.

RATE INFORMATION: Class A one hour Live \$1,200. Minute spot Live \$240. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	4,702,459	6,082,216
Families in Area	1,574,153	2,027,405
No. of Sets (June 1)	1,375,801	1,739,717
Retail Sales	\$4,993,717,300	\$6,234,504,000
Income Per Family	\$4,455	\$4,750
Income Per Capita	\$1,385	\$1,476

MONTEREY

KMBY-TV

(Target Date, Sept. 1, 1953)

LICENSEE: The Monterey Radio-Television Co. Address: 468 Calle Principal. Phone: 2-4541.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.9 kw. Operating Pow.: Visual 2 kw, Aural 5 kw. Transmitter: Address, Baldy Peak, Monterey County. Make, RCA. Antenna: Make, RCA. Type, 6-bay. Height, Above average terrain 2,631 ft. Above ground 120 ft.

OPERATION: Target date Sept. 1, 1953. Shares time with KSBW-TV Salinas. Agreement calls for each station to broadcast 42 1/2 hours per week.

AFFILIATIONS: Network, CBS. Station, AM, KMBY.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer Earl Cullum, Dallas.

SERVICES: One news studio. One main studio. Two RCA camera chains. Two RCA rear screen projectors. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Bing Crosby, Sil Aston, Kenyon Brown and George Coleman Jr.

EXECUTIVES:

Kenyon Brown, Pres. George Freeman, Ch. Eng.
 Sil Aston, Gen Mgr.

RATE INFORMATION: Class A one hour Live \$200. Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	302,700	553,675
Families in Area	75,000	89,020	156,290
No. of Sets (June 1)	15,000	45,000	60,000
Retail Sales	\$358,270,000	\$359,330,000	\$617,600,000
Income Per Family	\$5,726	\$6,284	\$5,658

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LOOK WHAT THE FACTS SHOW:*

KTLA reaches over *four times* as many homes in the Los Angeles area each week as Life magazine claims to reach here.

KTLA reaches 43% more homes *each week* in Los Angeles than Life magazine claims to reach here in *13 weeks*.

IN FACT . . . the *average* class A spot announcement on KTLA is actually seen by one-third as many people as *an entire issue* of Life magazine in this same area.

*ARB Cumulative Data

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KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

SACRAMENTO

KBIC (TV)

(Target Date, Fall, 1953)

LICENSEE: John Poole Broadcasting Co. Address: Security Bank Bldg., Long Beach, Calif.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 207 kw, Aural 107.7 kw. Transmitter: Address, on south bank of American River, about 1,500 ft. east of confluence of American and Sacramento Rivers. Make, RCA. Antenna: Make RCA. Height, Above average terrain 514.2 ft.

OPERATION: Target date Fall 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer T & T Radio Measurements Co., Long Beach.

PRINCIPAL STOCKHOLDERS: John H. Poole is sole owner. He is also licensee of KBIG Avalon and KM2XAZ (TV), Los Angeles experimental TV station, KPIK (TV) Los Angeles, and KBIF Fresno.

EXECUTIVES:

John H. Poole, Pres. & Gen. Mgr. Thornton N. Chew, Dir. of Engng. & Oper.

(Target Date, Dec. 1, 1953)

LICENSEE: Cal-Tel Co. Address: Chamber of Commerce Bldg.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 268 kw, Aural 140 kw. Transmitter address, Garden Highway, 3.4 miles northwest of Sacramento. Make, GE. Antenna: Make GE. Height, Above average terrain 326 ft.

OPERATION: Target date Dec. 1, 1953.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Ashley L. Robison (50%), owner of Robison Corp., L. A. (precision machine shop), and Frank E. Hurd (50%), 37 1/2% owner of Pacific Overseas Airlines Corp., L. A.

SALINAS

KICU (TV)

(Target Date, Sept. 1, 1953)

LICENSEE: Salinas-Monterey Television Co. Address: P. O. Box 1070

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 60 kw. Transmitter: Address, Fremont Peak. Make, DuM. Antenna: Make RCA. Height, Above average terrain 2,340 ft. Above ground 146 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Washington Attorney Stephen Tuhy Jr. Consulting Engineer Grant R. Wrathall, Aptos, Calif.

PRINCIPAL STOCKHOLDERS: Equal 50% partners S. A. Cisler Jr., president and 55% owner of KEAR San Mateo, president and 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey and 25% owner of Broadcast Equipment Corp. (building and selling of broadcast equipment), Lincoln, Neb.; and Grant R. Wrathall, 25% owner of KUTA Salt Lake City, KGEM-AM-TV Boise, 12 1/2% owner of KLIX Twin Falls, 12 1/2% owner of KWIK Pocatello, 16.75% owner of KOPR-AM-TV Butte and sole owner of KPOO San Francisco.

KSBW-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Salinas Broadcasting Corp. Address: P. O. Box 1651—238 John St. Phone: 2-6422

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.9 kw. Transmitter: Address, Baldy Peak. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 2,631 ft. Above ground 3,893 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 3:00 p.m.-11:00 p.m. Shares time with KMBY-TV Monterey. Agreement calls for each station to broadcast 42 1/2 hours per week.

AFFILIATIONS: Networks, CBS, NBC. Station, AM, KSBW.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John Hearne-Norman Jorgensen. Consulting Engineer Robert L. Hammett.

SERVICES: One studio (41 x 68-ft.). Two field RCA camera chains. One RCA and one Iconoscope film cameras. Two RCA TO-16D film projectors. One opaque projector. 6 ray teloprojector DUO 2" x 2" slides film processing unit. One mobile unit. News Services, AP, NBC Film. Library, Capitol.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PRINCIPAL STOCKHOLDERS: John Cohan (33 1/3%), W. M. Oates (33 1/3%), and Lewis A. Terven Jr. (33 1/3%).

EXECUTIVES:

John Cohan, Pres. & Gen. Mgr. George Freeman, Ch. Eng.
W. M. Oates, Com. Mgr. Leland Auslander, Film Buy.
Neal Edmundson, Prog. Dir. Charles Haight, Asst. Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	224,175	302,700
Families in Area	67,270	89,020
Area in Square Miles	10,000	18,000
No. of Sets (June 1)	22,000	40,000
Retail Sales	\$258,270,000	\$359,330,000
Income Per Family	\$6,113	\$5,827

SAN BERNARDINO

KITO-TV

(Target Date, Fall, 1953)

LICENSEE: KITO Inc. Address: 569 4th St. Phone: 7807

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 87 kw, Aural 49 kw. Transmitter: Address, 2.3 miles north of Crestline, Calif. Make, DuM. Antenna: Make GE. Height, Above average terrain 3,680 ft. Above ground 110 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station, AM, KITO.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Attorney H. G. Wall, San Bernardino. Consulting Engineer Owen Ford.

PRINCIPAL STOCKHOLDERS: Pres. J. J. Flanigan (49.375%), Vice Pres.-Treas. H. G. Wall (22.5%) and Secy. Margaret B. Wall (28.125%).

EXECUTIVES:

J. J. Flanigan, Pres. & Gen. Mgr.

SAN DIEGO

KFMB-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave. Phone: Main 2114

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.0 kw, Aural 13.7 kw. Operating Pow.: Visual 27.0 kw, Aural 13.7 kw. Transmitter: Address, Mt. Soledad. Make, GE. Model TT-6-D. Antenna: Make GE. Type TY-14-F. Height, Above average terrain 750 ft. Above ground 1,022 ft.

OPERATION: Began May 16, 1949. Hours, 10:30 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Welch, Mott & Morgan.

SERVICES: Two studios (30 x 45-ft. and 36 x 66-ft.). Four DuM. TA-124-E camera chains. Two GE PE-5-A film cameras. Two 16mm Eastman Model 250 film projectors. One RCA 2" x 2" Model TP-3A slide projector. One GE Baloptican opaque projector. Two Houston Developer 16mm film processing units. One mobile unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. J. D. Wrather Jr. (38.89%); Vice Pres. & Dir. Helen M. Alvarez (38.89%) and Edward Petry & Co. (22.22%). Miss Alvarez and Mr. Wrather have other radio and TV interests. (See Group Ownership dept.)

EXECUTIVES:

Jack D. Wrather Jr., Pres. W. O. Edholm, Com. Mgr.
Helen M. Alvarez, Vice Pres. Bill Fox, Prog. Dir. & Film Buy.
Howard L. Chernoff, Gen. Mgr. Thornton Chew, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$600. Minute spot Live \$130. Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	660,000	710,000
Families in Area	193,548	221,935
Area in Square Miles	1,400	4,400	12,000
No. of Sets (June 1)	153,750	182,300
Retail Sales	\$1,260,000,718	\$1,500,000,855
Income Per Family	\$3,449	\$3,449

**CATCH THE EYES AND
EARS OF THE
SAN DIEGO MARKET**

-for less money!

**XETV
SAN DIEGO
CHANNEL SIX**

REPRESENTED BY

**WEED
TELEVISION**

NEW YORK CHICAGO DETROIT
SAN FRANCISCO HOLLYWOOD
BOSTON ATLANTA

BLANKETS SUNNY SAN DIEGO



LIKE THE CALIFORNIA SUNSHINE

-and just check our current ratings!

SAN DIEGO

KFSD-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Airfan Radio Corp. Ltd. Address: U. S. Grant Hotel, 326 Broadway. Phone: Franklin 6353

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 178 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Mount Soledad. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 732 ft. Above ground 1,019 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 11:00 a.m.-M.

AFFILIATIONS: Network, NBC. Stations, AM, KFSD. FM, KFSD-FM

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: Two studios (30 x 35-ft. and 35 x 48-ft.). Two TK11A and one TK31A camera chains. One RCA TK20D film camera. Two P-16D Gray dual disc film projectors. One RCA Flying Spot camera TK-3A scanner. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. Thomas E. Sharp (99.75%) Vice Pres. & Asst. Secy. A. C. Blacksmith and Secy.-Treas. & Dir. Amy Dickson (0.25%).

EXECUTIVES:

Thomas E. Sharp, Pres. Jack Tolen, Prog. Dir.
John C. Merino, Mgr. Edward Welcome, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	706,515	2,308	710,000
Families in Area	189,949	697	190,646
Area in Square Miles	1,124	1,276	2,400
No. of Sets (June 1)	182,300	500	182,800
Retail Sales	\$697,061,829	\$3,508,171	\$700,570,000
Income Per Family	\$5,478	\$5,478	\$5,478
Income Per Capita	\$1,655	\$1,655	\$1,655

XETV (TV) (TIJUANA)

LICENSEE: Radio Television S. A. Address: 4233 Park Blvd., San Diego. Phone: Woodcrest 5-3345

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 17 kw. Operating Pow.: Visual 6 kw, Aural 3 kw. Transmitter: Address, Mount San Antonio, Tijuana. Make, Federal. Antenna: Make RCA. Type 6 AM. Height, Above average terrain 1,200 ft. Above ground 550 ft.

OPERATION: Began Jan. 29, 1953. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATION: Station, AM, XEAC.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Jose Marquez Jr.

SERVICES: One studio (40 x 40-ft.). Four DuM. 10 camera chains. One DuM. 10 film camera. Two Eastman film projectors. One Federal flying spot scanner. One mobile unit. News Services, UP News, UP Wirephoto.

PRINCIPAL STOCKHOLDERS: Half owned by Emilio Azcarraga, Mexican broadcaster-theatre owner, and half by George Rivera, San Diego.

EXECUTIVES:

George I. Rivera & Emilio Azcarraga, Ch. Owns. A. G. Flanagan, Com. Mgr., Prog. Dir. & Film Buy.
Ajex Nervo, Gen. Mgr. Joe Kopsho, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$480, Film \$400. Minute spot Live \$87.50, Film \$80.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SAN FRANCISCO

KBAY (TV)

(Target Date, Nov. 1953)

LICENSEE: Lawrence A. Harvey. Address: 19200 S. Western Ave., Torrance, Calif. Phone: Nevada 6-2111

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 50 kw. Transmitter: Address, Mt. Sutro. Make, RCA. Model TTU-10A. Antenna: Make RCA. Type TFU 12 BL. Height, Above average terrain 1,090 ft. Above ground 370 ft.

OPERATION: Target date Nov., 1953.

REPRESENTATIVES: Attorney Joseph Brenner, Beverly Hills, Calif. Consulting Engineer Western Television Consultants, Pasadena, Calif.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Gray scanners. One Gray Telop opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: Lawrence A. Harvey is sole owner and holds a construction permit for KPIC-TV Salem, Ore. on Ch. 24. He is also applicant for television station construction permit at Los Angeles, Calif.

EXECUTIVES:

Lawrence A. Harvey, Pres. Harold W. Jury, Dir. of TV Oprs.
Joseph Brenner, Vice Pres.

KGO-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 420 Taylor St. Phone: Graystone 4-6565

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, ABC Television Center. Make, GE. Model TT6B. Antenna: Make RCA. Type TF6B. Superturistile. Height, Above average terrain 1,260 ft. Above ground 530 ft.

OPERATION: Began May 5, 1949. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Stations, AM, KGO. FM, KGO-FM.

REPRESENTATIVES: Sales, Edward Petry & Co., Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (23 x 46-ft., 20 x 30-ft., and 22 x 36-ft.). Nine RCA studio field camera chains. Two RCA TK2 film cameras. Two RCA 16mm, two RCA 35mm and one CPL 16mm film projectors. Two Selecto-Slide slide projectors. One GE Belop opaque projector. One RCA mobile unit. News Services, AP, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Theatres. ABC owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco.

EXECUTIVES:

James H. Connolly, Vice Pres. (ABC) A. E. Evans, Ch. Eng.
Vincent A. Francis, Gen. Mgr. George Green, Film Dir.
David M. Sacks, Com. Mgr. Edward Smith, Prod. Dir.
William Hollenbeck, Prog. Dir. Gordon Grannis, Publ.-Prom. Dir.

RATE INFORMATION: Class A one hour Live \$900, Film \$900. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 12-25 times up to 20% for 260 times or more. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,768,900	920,600	3,599,500
Families in Area	850,700	279,400
Area in Square Miles	34,000
No. of Sets (June 1)	654,085

San Francisco's Successful Sales Builders

in radio

KGO-Radio delivers the largest audience at the lowest cost per thousand of **any** San Francisco network station. The 1952 Nielsen Coverage Service Report proves it! Credits KGO with 871,970 families, daytime . . . 1,018,000, nighttime . . . in 98 counties of six western states. Just another reason why 50,000 watt KGO is the Pacific Coast's really **great** station!

in television

Month after month, more local advertisers place more business with KGO-TV than with any other San Francisco television station. They know the full local story best. Top personalities, top programming, top production . . . plus the highest antenna in the "heart" of the market give KGO-TV advertisers **best** local results! Ask your Petry TV man for all the proof.

KGO-810 and KGO-TV channel 7

American Broadcasting Company's Stations for Northern California

Q.

Which publications do you prefer for news in the TV field?

A.

BROADCASTING TELECASTING overwhelmingly the first choice among leading TV agencies and advertisers.*

These findings were drawn from a questionnaire sent by the American Research Bureau in April 1953 to 637 leading television agencies and advertisers. Nearly 50% (289) responded:

BROADCASTING • TELECASTING	112
Publication "B"	56
Publication "C"	35
Publication "D"	31
All others	55

* For complete brochure describing this study in detail write your nearest B•T office.

SAN FRANCISCO (Continued)

KPIX (TV)

LICENSEE: KPIX Inc. Address: 2655 Van Ness Ave. Phone: Prospect 6-5100.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Television Center, Mt. Sutro. Make, GE. Model TT10A. Antenna: Make G. Type Batwing. Height, Above average terrain, 1,150 ft. Above ground, 1,350 ft.

OPERATION: Began Dec. 22, 1948. Hours: 9:45 a.m.-12:15 a.m.

AFFILIATIONS: Networks, CBS, Dumont. Station, AM, KSFO.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Fly, Shurbuk & Blume. Consulting Engineer Universal Research Laboratories.

SERVICES: Three studios (40 x 68-ft., 29 x 43-ft. and 14 x 25-ft.). Six RCA TK10 camera chains. Two RCA TK20C film cameras. Two RCA TP16 film projectors. Two Spindler-Saute Selectro Slide Jr., slide projectors. One Gray Telop opaque projector. One composite, RCA equipped mobile unit. News Services, INS, UP. Library, World, Standard.

PRINCIPAL STOCKHOLDERS: Wesley I. Dumm is principal owner.

EXECUTIVES:

Wesley I. Dumm, Pres.	Lou Simon, Com. Mgr. & Film Buy.
F. M. Dumm, Secy-Treas.	A. E. Towne, Ch. Eng.
R. C. D. Bell, Asst. to Pres.	R. W. Wassenberg, Film Buy.
Philip G. Lasky, Gen. Mgr.	

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot Live \$220, Film \$220. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 7 (effective Sept. 1, 1953).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,780,600	3,520,100	4,108,900
Families in Area	868,680	1,090,100	1,276,465
Area in Square Miles	3,200	9,400	14,300
No. of Sets (June 1)	689,890	753,660	768,310
Retail Sales	\$3,588,262,000	\$4,534,881,000	\$4,911,672,000

— — —*

(Target Date, Oct. 1, 1953)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 1225 Fallon St., Oakland, Calif.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Mark Hopkins Hotel, Macon & California Sts. Make RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 354 ft.

OPERATION: Target date Oct. 1, 1953.

REPRESENTATIVES: Attorney Chesley M. Walter, Oakland. Consulting Engineer R. A. Isberg, Palo Alto.

PRINCIPAL STOCKHOLDERS: Licensee is non-profit corporation which has no stock issued and is composed of educators in the San Francisco Bay Area.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

IN SAN FRANCISCO...

THEY DON'T
SHOOT YOU
FOR HOLDING
5 ACES...

NOT
THESE
FIVE!



DEL COURTNEY...
famed band leader
mc's San Francisco's
most popular daytime
participation show.



FAYE STEWART...
whose household hints
lighten household
stints... whose KPIX
Kitchen is every
woman's kitchen.



CAPTAIN FORTUNE...
turns the younger
world into results with
San Francisco's
favorite multi-weekly
local kid show.



WILLIAM WINTER...
Internationally-known
commentator and
Northern California's
top TV news analyst.



SANDY SPILLMAN...
Quizmaster, magician,
who quizzes and
mystifies on a favorite
audience participation
program.

FIVE ACES for you who have
spot problems. One or more is a
sure-enough answer when it
comes to spotting promotions where
they'll get the mostest of the bestest.
Ask your Katz man for full details.



KPIX

TELEVISION CHANNEL **5**
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks
Represented nationally by the Katz Agency

SAN FRANCISCO (Continued)

KRON-TV

LICENSEE: Chronicle Publishing Co. Address: 901 Mission St. Phone: Garfield 1-1112.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, San Bruno Peak, near South San Francisco, San Mateo County, Calif. Make, RCA. Model TT25AL. Antenna: Make RCA. Type TSF684. Height, Above average terrain 1,310 ft. Above ground 200 ft.

OPERATION: Began Nov. 15, 1949. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, FM, KRON-FM.

REPRESENTATIVES: Sales, Free & Peters. Attorney John P. Hearne, San Francisco. Consulting Engineer Robert L. Hammett, San Francisco.

SERVICES: Three studios (40 x 60-ft., 40 x 85-ft. and 20 x 12-ft.). Three RCA TK11A camera chains. Five RCA TK30 camera chains. One Bodde rear view projector. Two RCA TK20 film cameras. Two Eastman SOF-250 16mm film projectors. Two RCA SOF-TPI6B 16mm film projectors. Two automatic slide projectors. One Projectall opaque projector. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee publishes San Francisco Chronicle.

EXECUTIVES:

Charles Thieriot, Gen. Mgr.	Douglas Elleson, Prog. Mgr.
Harold P. See, Sta. Mgr.	J. L. Berryhill, Ch. Eng.
Norman Louvau, Sls. Mgr. & Film Buy.	R. D. Irving, Prom. Mgr.
	Thomas B. Smith, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$950, Film \$950. Minute spot Live \$190, Film \$190. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,678,900	920,600	4,109,300
Families in Area	850,700	155,700	1,285,800
Area in Square Miles	34,396
No. of Sets (June 1)	654,085	654,085
Retail Sales	\$3,020,651,000	\$1,043,050,000	\$4,603,433,000
Income Per Family	\$5,265	\$4,733	\$4,713
Income Per Capita	\$1,628	\$1,436	\$1,465

KSAN-TV

(Target Date, not set)

LICENSEE: S. H. Patterson. Address: 1355 Market St.

FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 81 kw, Aural 46 kw. Transmitter: Address, 26th between Buchanan & Hoffman. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,030 ft. Above ground 522 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KSAN.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney Reed T. Roilo. Consulting Engineer Radio Engineering Co., San Francisco.

PRINCIPAL STOCKHOLDERS: S. H. Patterson, sole owner, also owns KJAY Topeka, Kan., and has real estate holdings in California and the Midwest.

SAN JOSE

(Target Date, Oct., 1954)

LICENSEE: John A. Vietor Jr. Address: 6210 Camino de la Costa, La Jolla, Calif.

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 107.12 kw, Aural 58.2 kw. Transmitter: Address, 11 miles southeast of Los Gatos, Calif. Make, RCA. Antenna: Make RCA. Height, Above average terrain 2,642 ft. Above ground 175 ft.

OPERATION: Target date Oct., 1954.

REPRESENTATIVES: Attorney Laidler Mackall. Consulting Engineer L. N. Papernow, San Diego.

PRINCIPAL STOCKHOLDERS: John A. Vietor Jr. is sole owner.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SAN LUIS OBISPO

KVEC-TV

LICENSEE: Christina M. Jacobson & Leslie H. Hacker, tr/as The Valley Electr. Co. Address: 851 Higuera St. Phone: San Luis Obispo 1100-1101.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.8 kw, Aural 12.97 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 5 1/2 mil north of San Luis Obispo in Los Padres Forest. Make, DuM. Model Oa. Antenna: Make RCA. Type TF-3D. Height, Above average terrain 1,267 ft. Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours, 6:00 p.m.-M.

AFFILIATIONS: Network, DuMont. Station, AM, KVEC.

REPRESENTATIVES: Sales, W. S. Grant Co., Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (20 x 25-ft. and 35 x 25-ft.). One DuM. camera chain. One Bell & Howell 70-DL film camera. Two Holmes film projectors. Or., DuM. opaque projector. Ford Coach for special events and Chevrolet Panel for KVEC special events. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Christina M. Jacobson (66 2/3%) and Leslie H. Hacker (33 1/3%).

EXECUTIVES:

Christina M. Jacobson, Pres.	Bob Schoffield, Ch. Eng.
Les Hacker, Gen. Mgr.	Ted Warner, Prod. Dir.
Jack Wasson, Com. Mgr. & Film Buy.	Hugh Harling, Sports. Dir.
Bob Wilton, Prog. Dir.	Bob Smith, Special Events

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts. Rate Card No. 1.

SANTA BARBARA

KEYT (TV)

LICENSEE: Santa Barbara Broadcasting & Television Corp. Address: 730 Miramonte Dr. Phone: Santa Barbara 5-8533.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address-TV Peak, Santa Ynez Mountains. Make, RCA. Model TT10AL. Antenna: Make RCA. Type 6-Bay. Height, Above average terrain 3,011 ft. Above ground 201 ft.

OPERATION: Began July 25, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Seymour F. Johnson.

SERVICES: One hexagonal studio with six stages. One patio studio. Two RCA camera chains. One rear screen projector. Two RCA TK 20C film cameras. Two Eastman film projectors. One Sands automatic slide projector. One Gray Telop opaque projector. Two Bell & Howell 16mm motion picture cameras. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Chmn. of Bd. Harry C. Butcher (14%), owner of KIST Santa Barbara, Pres. Colin M. Selph (22%), Vice Pres. & Treas. Cecil I. Smith (12%), resident manager of Schwabacker & Co., investment bankers, Secy. Alvin C. Weingand (4%), president, manager and 51% owner of San Ysidro Ranch Corp. (resort), Ronald Colman (10%), vice president and 49% owner of San Ysidro Ranch Corp., owner and feature player in Halls of Ivy (NBC radio program) and independent motion picture actor, C. H. Jackson Jr. (28%), manager and 25% owner of Petan Co. (ranching, real estate and dairy), and 50% owner of Teluride Mines Inc., Nev., and Arthur F. Marquette (10%), 50% owner of Sherman & Marquette (advertising agency), New York and Chicago.

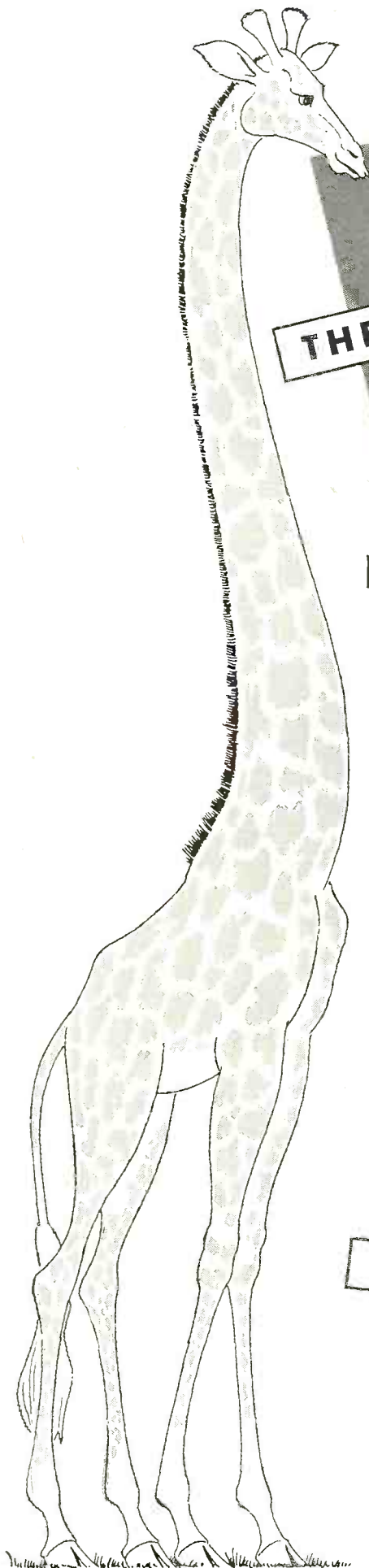
EXECUTIVES:

Colin M. Selph, Pres. & Gen. Mgr.	Mary Ann Casey, Prog. Sup.
R. Hill Carruth, Reg. Sls. Mgr.	James G. Hoyt, Comp.
Russell L. Furse, Prog. Opr. Dir.	James C. Fletcher Jr., N. Y. Ne Rep.
Lloyd M. Jones, Ch. Eng.	

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	563,909	1,922,502
Families in Area	166,890	588,049
Area in Square Miles	13,200	16,620
No. of Sets (June 1)	74,000	402,692
Retail Sales	\$740,047,000	\$3,307,132,000
Income per Family	\$4,914	\$5,237
Income per Capita	\$1,454	\$1,652



THE HIGH

IN SAN FRANCISCO TELEVISION

HIGH KRON-TV, since February 14, 1953 has operated at *HIGHEST* legal power on its favorable Channel 4.

HIGH KRON-TV telecasts from the *HIGHEST* antenna in the San Francisco-Oakland area.

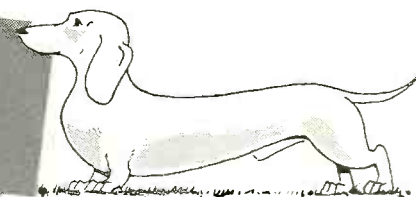
HIGH KRON-TV reaches the *HIGHEST* share of the Bay Area and Northern California viewing audience—June Telepulse shows KRON-TV leads in 18 of the 21 morning, afternoon and evening segments of the week.

HIGH KRON-TV programs—NBC Network, Local and Syndicated are *HIGHEST* in total June Telepulse ratings. Nine of the "Top Fifteen" are KRON-TV features—50% more than the other two stations combined.

LOW KRON-TV, Channel 4, operates on the *LOWEST* frequency in the Bay Area—insuring a stronger signal over a greater area.

LOW It all adds up to the fact that KRON-TV gives the advertiser the *LOWEST* average cost per results.

THE LOW



KRON TV 4
SAN FRANCISCO

FREE & PETERS, INC. • National Representatives

STOCKTON

KTVU (TV)

(Target Date, Fall, 1953)

LICENSEE: San Joaquin Telecasters. Address: Clark Hotel. Phone: Stockton 4-3243.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 145 kw, Aural 78 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Sutter & Market Sts. Make, GE. Model TT25A. Antenna: Make GE. Type TY23D. Height, Above average terrain 2,370 ft.

OPERATION: Target date Fall, 1953.

AFFILIATION: Station, AM, KSTN.

REPRESENTATIVES: Sales, George P. Hollingbery. Attorney Norman Jorgenson; John Hearne, Pacific Coast. Consulting Engineer Robert Hammett, San Francisco.

PRINCIPAL STOCKHOLDERS: Brown Industries (75%) is 97% owner of Fontana (Calif.) Herald News, sole owner of La Mesa (Calif.) Scout in addition to other holdings; Knox La Rue (20%), is president and 49.17% owner of KSTN Stockton, 33.33% owner of KONG Visalia and 37.5% owner of KMOR Oroville; L. E. Chenault (5%), general manager and 15% owner of KYNO Fresno and secretary-treasurer and 12.5% owner of KSTN.

EXECUTIVES:

Warren Brown Jr., Pres. Knox La Rue, Gen. Mgr.

MARKET INFORMATION:

(Total Including Fringe Area) Population, 850,000; No. of Sets (June 1), 85,000.

TULARE

KCOK-TV (FRESNO)

(Target Date Sept. 15, 1953)

LICENSEE: Sheldon Anderson. Address: P. O. Box 119. Phone: Tulare 6-2866 or Visalia 4-8036.

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, P. O. Box 119. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-C. Height, Above average terrain 2,000 ft. Above ground 397 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 2:00 p.m.-12 midnight.

AFFILIATIONS: Network, DuMont. Station, AM, KCOK

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney John C. Hearne. Consulting Engineer Ron Oakley.

SERVICES: Three studios (one main studio at Tulare, one auxiliary studio at Bakersfield and one auxiliary studio at Fresno). One GE Type DE-8B camera chain. One DuM. multiscanner film camera. One DuM. opaque projector.

PRINCIPAL STOCKHOLDERS: Sheldon Anderson, licensee of station, is also principal owner of KAFY-TV Bakersfield, Calif.

EXECUTIVES:

Sheldon Anderson, Pres. Ed Simmel, Film Buy.
J. Alan Rinehart, Gen. Mgr. Jean Hixson, Traffic & Off. Mgr.
Bob Lee, Prog. Dir. Ken Clifford, News Dir.
Don Ferguson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$48. Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

(Grade A & B, FCC Contour) Population, 538,860; Families in Area, 173,512; Area in Square Miles, 12,365; No. of Sets (June 1), 25,650; Retail Sales, \$566,250,000; Income Per Family, \$5,992.30; Income Per Capita, \$1,933.

YUBA CITY

KAGR-TV

(Target Date, not set)

LICENSEE: John Steventon. Address: 320 A St.

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Transmitter: Address, B St. Make, DuM. Antenna: Make GE. Height, Above average terrain 170 ft. Above ground 204 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer Paul E. Leake, Lafayette, Calif.

PRINCIPAL STOCKHOLDERS: John Steventon is sole owner. He is also 25% owner of Oroville Broadcasters, licensee of KMOR Oroville.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

COLORADO MARKET INDICATORS

Total Population, July 1, 1952	1,431,700
Total Families, 1950	338,200
Total Urban Population, 1950	831,700
Total Rural Nonfarm Population, 1950	295,500
Total Farm Population, 1950	198,700
Employed in Nonagricultural Establishments, Feb., 1953	409,700
Total Employed, 1950	476,100
Employed in Mining, Feb. 1953	12,200
Employed in Manufacturing, Feb., 1953	66,700
Employed in Construction, Feb., 1953	25,900
Employed in Agriculture, 1950	71,300
Retail Sales, 1952	\$ 1,618,945,000
Bank Assets, Jan. 1, 1953	\$ 1,511,211,000
Bank Deposits, Jan. 1, 1953	\$ 1,410,712,000
Major Income Sources, 1951: Agriculture 11.7%; Government 20.4%; Manufacturing Payrolls 10.5%; Trade and Service 27.0%; Other 30.4%	
Total Income Payments, 1951	\$ 2,158,000,000
Per Capita Income, 1951	\$ 1,568
Median Family Income, 1950	\$ 3,100
Total Internal Revenue Collections, 1952	\$ 607,011,700
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 89,302,000
Cash Receipts of Farms, 1952	\$ 579,527,000
Government Payments to Farmers, 1952	\$ 7,740,000
Value of Mineral Production, 1950	\$ 154,800,000
Total New Construction in 1952	\$ 408,500,000
New Private Construction in 1952	\$ 260,000,000
New Public Construction in 1952	\$ 148,500,000
Motor Vehicle Registration, 1952	621,000
Number of Telephones, 1952	495,500
Number of Electrical Connections, 1952	459,200
Number of Gas Utilities Connections, 1952	230,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

COLORADO MARKET DATA BY COUNTIES

County	Population 1952	Retail Sales 1952 (\$900)	Food Sales 1952 (\$900)	Drug Sales 1952 (\$900)	TV Sets 1953	CBS Televis Per Cent
Adams	40,234	28,248	6,517	975	*6,450	50%
Alamosa	10,551	15,847	3,212	487		
Arapahoe	52,125	54,314	18,914	2,456	*9,050	50%
Archuleta	3,030	2,088	387	259		
Baca	7,964	13,427	3,203	499		
Bent	8,775	7,004	1,911	246		
Boulder	48,296	54,869	13,589	1,823	*8,150	50%
Chaffee	7,168	7,769	2,122	191		
Cheyenne	3,453	4,440	832	141		
Clear Creek	3,289	3,703	875	159		
Conejos	10,171	5,042	1,269	177		
Costilla	6,067	1,725	400	103		
Crowley	5,222	4,555	1,042	175	*410	59%
Custer	1,573	810	240	48		
Delta	17,365	15,290	3,679	450		
Denver	415,786	644,916	121,021	26,037	*72,650	50%
Dolores	1,966	1,405	467	67		
Douglas	3,507	2,297	613	109	*600	50%
Eagle	4,488	3,131	961	133		
Elbert	4,477	3,121	719	174	*600	50%
El Paso	74,523	93,290	20,661	4,423	*7,830	29%
Fremont	18,366	15,439	3,834	546	*290	5%
Garfield	11,625	14,639	3,401	631		
Gilpin	850	373	155	34	*100	50%
Grand	3,963	5,996	751	405		
Gunnison	5,716	6,772	1,791	225		
Hinsdale	263	137	55	38		
Huerfano	10,549	7,486	2,036	204	*900	29%
Jackson	1,976	1,542	448	97		
Jefferson	55,687	44,665	12,925	2,064	*10,150	50%
Kiowa	3,003	3,488	839	136		
Kit Carson	8,600	14,844	2,403	633		
Lake	6,150	6,444	1,273	285		
La Plata	14,880	16,143	3,559	500		
Larimer	43,554	50,448	11,315	1,762	*7,350	50%
Las Animas	25,902	18,560	5,695	475		
Lincoln	5,909	10,050	1,589	455		
Logan	17,187	25,326	4,431	580		
Mesa	38,974	42,502	9,652	1,311		
Mineral	698	433	157	35		
Moffat	5,946	11,581	2,711	477		
Montezuma	9,991	12,466	2,947	572		
Montrose	15,220	13,882	3,068	406		
Morgan	18,074	25,212	4,485	737		
Otero	25,275	26,327	6,322	831	*2,290	29%
Ouray	2,103	1,329	393	164		
Park	1,870	1,560	287	95		
Phillips	4,924	8,280	1,414	326		
Pitkin	1,646	1,460	392	73		
Prowers	14,836	28,173	4,187	1,329		
Pueblo	96,188	97,251	22,356	2,286	*8,120	29%
Rio Blanco	4,719	7,595	2,250	490		
Rio Grande	12,832	11,996	2,592	470		
Routt	8,940	7,794	1,741	372		
Saguache	5,664	4,817	801	200		
San Juan	1,471	920	271	98		
San Miguel	2,693	1,387	587	100		
Sedgwick	5,095	7,128	1,438	284		
Summit	1,135	537	175	45		
Teller	2,754	2,148	604	112		
Washington	7,520	8,947	2,340	298		
Weld	67,504	72,333	13,907	1,757	*9,950	50%
Yuma	10,827	13,444	2,443	556		

* New television county.

Note: For sources see foreword food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	PerCent Television	Television Homes	County	Total Homes	PerCent Television	Television Homes
Adams	12,900	19	2,460	Lake	2,000		
Arapahoe	18,100	33	5,990	La Plata	4,400		
Chouteau	800			Larimer	14,700	28	4,100
Clear Fork	2,600			Las Animas	7,100		
Clearwater	2,300			Lincoln	1,900	15	280
Comanche	16,300	32	5,200	Logan	5,100		
Cook	2,300			Mesa	13,100		
Crow	1,100			Mineral	200		
Custer	1,200			Moffat	1,800		
DeWelsbury	2,400			Montezuma	3,100		
Dodge	1,300			Montrose	4,700		
Elbert	1,400	14	190	Morgan	5,300		
El Paso	600			Otero	7,900	13	1,050
Fremont	5,700			Ouray	700		
Gunnison	145,300	60	87,740	Park	600		
Huerfano	600			Phillips	1,500		
Jefferson	1,200	15	180	Pitkin	500		
Kiowa	1,300			Prowers	4,800		
Larimer	1,200	15	180	Pueblo	28,000	18	5,020
Lincoln	27,000	19	5,200	Rio Blanco	1,600		
Logan	5,700			Rio Grande	3,600		
Mesa	3,900			Routt	2,800		
Mineral	200			Saguache	1,500		
Moffat	1,200			San Juan	400		
Montezuma	1,700			San Miguel	800		
Montrose	100			Sedgwick	1,500		
Morgan	3,100			Summit	400		
Otero	700			Teller	800		
Ouray	20,300	22	4,470	Washington	2,400		
Park	900			Weld	19,900	28	5,630
Phillips	2,700			Yuma	3,500		
Pitkin				Totals	435,700		127,690

COLORADO SPRINGS

KKTV (TV)

LICENSEE: TV Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 45 kw, Aural 22.5 kw. Transmitter: Address, Cheyenne Mountain. Make, DuM. Model Oak. Antenna: Make Composite. Type Corner Reflectors. Height, Above average terrain 2,579 ft. Above ground 14 ft.

OPERATION: Began Dec. 7, 1952. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, KVOR and KGHF.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Hogan & Hartson. Consulting Engineer E. C. Page.

SERVICES: Two studios (each 60 x 30-ft.). Two DuM. camera chains. One Auricon film camera. One Bell & Howell film camera. Two RCA film projectors. One Projectall slide projector. One Projectall opaque projector. News Services, UP and Movietone Films. Library, Official.

PRINCIPAL STOCKHOLDERS: Voice of the Rockies Inc. (50%), licensee of KVOR, and Colorado Broadcasting Co. (50%), licensee of KGHF.

EXECUTIVES:

James D. Russell, Pres. & Gen. Mgr.
Cecil Seavey, Prog. Dir.
Gale S. Powers, Sta. Mgr.
Milton Norton, Ch. Eng.
Robert D. Ellis, Nat. Sls. Mgr.
Carl Pehlman, Film Buy.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	389,000	21,000	410,100
Families in Area	126,760	8,060	134,820
Area in Square Miles	9,600	6,100	15,700
No. of Sets (June 1)	22,070		22,070
Retail Sales	\$333,750,000	\$20,494	\$333,770,000
Income Per Family	\$ 6.841	\$ 9.465	
Income Per Capita	\$ 1,926	\$ 2,333	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KRDO-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Pikes Peak Broadcasting Co. Address: 399 S. 8th St. Phone: Melrose 2-1515.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 11.31 kw, Aural 5.66 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, 399 S. 8th St. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF6A-1. Height, Above average terrain minus 621 ft. Above ground 473 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Station, AM, KRDO.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney Geo. O. Sutton. Consulting Engineer James C. McNary.

SERVICES: Two studios (18 x 30-ft. and 40 x 60-ft.). One RCA TK-11-A, camera chain. One RCA TK-200 film camera. Two RCA TP-16-C film projectors. One Gray scanner. News Services, UP and Wirephoto. Library, Unity and Snader.

PRINCIPAL STOCKHOLDERS: Joseph H. Rohrer (58%), William J. Gregory (35%) and Paul C. Crozier (8%).

EXECUTIVES:

Joseph H. Rohrer, Pres. & Gen. Mgr. & Film Buy.
Herbert W. Schubarth, Ch. Eng.
Harry W. Hoth, Com. Mgr.
Paul C. Crozier, Bus. Mgr.
Jean Gitz, Prog. Dir.
Robert Fitzmorris, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$125. Minute spot Live \$30.00, Film \$25.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	74,532	53,417	127,949
Families in Area	23,252	14,810	38,062
Area in Square Miles	900	7,100	8,000
No. of Sets (June 1)	5,000	7,500	12,500
Retail Sales	\$102,000	\$52,000	\$152,000
Income Per Capita	\$1,380		

DENVER

KBTV (TV)

LICENSEE: Colorado Television Corp. Address: 1089 Bannock St. Phone: Tabor 6386

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 238 kw, Aural 119 kw. Operating Pow.: Visual 12 kw, Aural 5.8 kw. Transmitter: Address, Look-out Mountain, Box 338-D, Rural Route #3, Golden, Colo. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 946 ft. Above ground 274 ft.

OPERATION: Began Oct. 12, 1952. Hours, 11:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer A. Earl Cullum Jr.

SERVICES: Two studios (60 x 60-ft. and 35 x 60-ft.). Four TK31A image orthicon camera chains. One Translux Model TV rear screen projector. Two RCA TK20D film cameras. Two RCA TP16D film projectors. One Gray 2x2" and one Tressel Projectal opaque projectors. News Services, UP and INS.

PRINCIPAL STOCKHOLDERS: W. D. Pyle, R. A. Galbasin, T. C. Ekrem, Gail Ireland, Steve Russell, Charles Winocur, Max Goldberg, J. G. Dyer, Harry Goldberg, Jack Harris, Edward Hirschfeld, Aksel Nielsen, Maurice Robineau, W. J. Robinson, Joe Sunshine, John D. McEwen.

EXECUTIVES:

W. D. Pyle, Pres.
Mort Thorp, Loc. Sls. Mgr.
Joseph Herold, Gen. Mgr.
Ev Wren, Prod. Mgr.
Jerry Lee, Com. Mgr.
Loren Orr, Stage Mgr.
S. R. Worsham, Prog. Dir.
Bill Michelsen, News Ed.
James H. Butts, Stu. Sup.
Norman Larson, Publ. Mgr.
Carl Bliesner, Trans. Sup.
Rosa Lee Samuels, Off. Mgr.
W. L. Murray, Film Buy.
Maurine Nelson, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$380, Film \$350. Minute spot Live \$80, Film \$70. Frequency discounts from 2 1/2% for 156 times up to 15% for 260 or more times. Rate Card No. 2.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 150,362.

DENVER

KDEN (TV)

(Target Date, not set)

LICENSEE: Empire Coil Co. Address: 85 Beechwood Ave., New Rochelle, N. Y.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Transmitter: Address, outside Denver city limits. Make, RCA. Antenna: Make RCA. Height. Above average terrain 951 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Benjamin Adler, New Rochelle.

PRINCIPAL STOCKHOLDERS: Pres. Herbert Mayer (45.2%), Vice Pres. Franklin Snyder, Treas. Frances Mayer (45.2%), and Secy. Alma Schmidt. Empire Coil Co. has other radio & TV holdings. (See Group Ownership.)

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: Albany Hotel. Phone: Alpine 4681

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 56.5 kw, Aural 28.3 kw. Operating Pow.: Visual 56.5 kw, Aural 28.3 kw. Transmitter: Address, Lookout Mountain, Buffalo Bill Highway. Make, RCA. Model TT 10 AL. Antenna. Make RCA. Type 6-Bay Superturnstile. Height. Above average terrain 778 ft. Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours. 7:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, DuMont. Stations, AM, KFEL. FM, KFEL-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (35 x 45-ft. and 29 x 32-ft.). Two RCA and two camera field chains. Two RCA film chains. Three RCA 16mm, one Holmes and one Bell & Howell film projectors. One RCA turret scanner. One Multiscope opaque projector. One Vu-graph. News Service, UP Movietone. Library, Associated Music, Snader Telescriptions.

PRINCIPAL STOCKHOLDERS: Pres. Eugene P. O'Fallon (97.86%), Vice Pres. Joseph A. Myers (0.17%), Secy.-Treas. Frank L. Bishop (1.15%) and four others, none holding over 3%. Same interests have purchased KDZA-AM-TV Pueblo, Colo., pending FCC approval.

EXECUTIVES:

Gene O'Fallon, Pres. & Gen. Mgr.	John C. Cullen, Stu. Tech. Mgr.
Frank L. Bishop, Dir.	Bob Hart, Film Buy.
Bill Conklin, Nat. Com. Mgr.	Warren Davie, Pub. Int. Dir.
Bob Hart, Loc. Com. Mgr.	Gene O'Fallon Jr., Prom. & Publ. Dir.
Duncan Ross, Prog. Dir.	Bill McAndrew, Com. Prod. Dir.
Brad Robinson, Opr. Mgr.	Bill Keene, News Bur. Mgr.
Rhean Cunningham, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Live \$90, Film \$75. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	731,170	112,919	844,089
Families in Area	244,600	35,040	259,640
Area in Square Miles	13,001	9,655	22,656
No. of Sets (June 1)	150,362
Retail Sales	\$955,211,000	\$143,771,000	\$1,098,982,000
Income Per Family	\$4,774	\$4,014	\$4,394
Income Per Capita	\$1,420	\$1,221	\$1,320

KIRV (TV)

(Target Date, not set)

LICENSEE: Mountain States Television Co. Address: 1520 Clarkson St.

FACILITIES: Chan. 20. Authorized eff. Rad. Pow.: Visual 89 kw, Aural 53 kw. Transmitter: Address, 1520 Clarkson St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 440 ft. Above ground 550 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Sher, Oppenheimer & Harris. Consulting Engineer Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Pres. Irving L. Jacobs (33 1/3%), 50% owner of Mammoth Sports Garden Co., Vice Pres. Sam S. Sigman (33 1/3%), 50% owner of K&B Packing Co. (meat packers), and Secy.-Treas. Morris Sigman, 50% owner of K&B Packing Co.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KLZ-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Aladdin Radio & TV Inc. Address: 131 Speer Blvd. Phone: Main 427

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 39.9 kw, Aural 20 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TT50AH. Antenna: Make RCA. Height, Above average terrain 1,010 ft. Above ground 280 ft.

OPERATION: Target date Nov. 1, 1953.

AFFILIATIONS: Network, CBS. Stations, AM, KLZ. FM, KLZ-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Pierson & Barr. Consulting Engineer Page, Cruetz, Garrison & Waldschmitt.

SERVICES: Two studios (50 x 50-ft. each). Four RCA camera chains. One rear-screen projector. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray automatic slide projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: J. Elroy McCaw (20%), Ted Gamble (20%), Hugh Terry (16%), Harry E. Huffman (13%) and Frank H. Ricketts (13%).

EXECUTIVES:

Hugh B. Terry, Pres. & Gen. Mg	Clayton Brace, Prog. Dir.
Jack Tipton, Com. Mgr.	Eugene Jenkins, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	892,800	921,000	958,200*
Families in Area	254,000	262,300	273,600
Area in Square Miles	15,702	22,186	30,551
No. of Sets (May 1)	132,880	132,880	133,170
Retail Sales	\$1,052,577,000	\$1,088,030,000	\$1,125,597,000

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(Target Date, 1954)

(*Noncommercial Educational)

LICENSEE: School District, City and County of Denver. Address: 414 14th St.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address, 2.5 miles north of Golden, Colo. Make, GE. Antenna: Make GE. Height, Above average terrain 950 ft. Above ground 210 ft.

OPERATION: Target date 1954.

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Members of the board of education and superintendent of schools.

GRAND JUNCTION

KFXJ-TV

(Target Date, May, 1954)

LICENSEE: Western Slope Broadcasting Co. Address: P. O. Box 30. Phone: 1300

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 1.45 kw, Aural 0.85 kw. Transmitter: Address, Hillcrest Manor. Make, RCA. Antenna: Make RCA. Type 3-Bay Superturnstile. Height, Above average terrain minus 10 ft. Above ground 254 ft.

OPERATION: Target date May, 1954.

AFFILIATION: Station, AM, KFXJ.

REPRESENTATIVES: Sales, Holman Co. Washington Attorney Miller & Schroeder. Consulting Engineer Everett Dillard.

SERVICES: Two studios (24 x 48-ft. and 15 x 48-ft.) Two RCA camera chains. One RCA film camera. Two RCA 16D film projectors. One Selectroslide slide projector. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Rex G. Howell (71.19%), Laura Howell (24.46%), Ruth Howell (2.72%) and Marlene Jane Howell (1.63%).

EXECUTIVES:

Rex G. Howell, Pres. & Gen. Mgr.	Cecil Whitchurch, Ch. Eng.
E. Anson Thomas, Com. Mgr.	Richard Krapela, Film Buy.
Ruth Howell, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$120, Film \$100. Minute spot Live \$25, Film \$15. Frequency discounts from 2% for 26 times up to 20% for 624 times. Rate Card No. 1.

PUEBLO

KCSJ-TV

LICENSEE: Star Broadcasting Co. Address: Television Center, 2200 7th Ave. Phone 1-2340.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.6 kw. Operating Pow.: Visual 17.5 kw, Aural 10.6 kw. Transmitter: Address, Television Center, 2200 7th Ave. Make, RCA. Model TT5-A. Antenna: Make RCA. Type 3-Bay. Height, Above average terrain 400 ft. Above ground 470 ft.

OPERATION: Began June 30, 1953. Hours, 3:30 p.m.-11:30 p.m.

FILIATIONS: Network, NBC. Station, AM, KCSJ.

PRESENTATIVES: Sales, Avery-Knodel. Washington Attorney Bernard Koteen. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (40 x 48 x 22-ft. and 6 x 8-ft.). Two RCA live and one GE film camera chains. One GE film camera. Two RCA TP-16 film projectors. Two Projectall slide projectors. One opaque projector. One mobile unit. News Service, UP Telephoto. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Pres. Douglas D. Kahle (67%) and Secy.-Treas. Robert L. Clinton Jr. (33%).

EXECUTIVES:

Douglas D. Kahle, Pres. & Gen. Mgr. & Film Buy.
 Robert L. Clinton Jr., Com. Mgr.
 Larry Gordon, Prog. Dir.
 Robert Tryon, Ch. Eng.
 George Harris, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$195. Film \$150. Minute spot Live \$32.50, Film \$25.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	208,000	273,800	288,000
Families in Area	65,000	81,600	90,000
No. of Sets (June 1)	20,000	25,000
Retail Sales	\$225,000,000	\$265,866,000	\$290,000,000
Income per Family	\$4,802	\$4,300
Income per Capita	\$1,354	\$4,300

KDZA-TV

LICENSEE: Pueblo Radio Co. Inc. Address: 3011 Elizabeth St. Phone: 1255

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter Address, 3011 Elizabeth St. Make, DuM. Model 5 kw 7,000 Series. Antenna: Make RCA. Type Superturnstile. Height, above ground 454 ft.

OPERATION: Began March 18, 1953. Hours, 6:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM KDZA.

PRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Consulting Engineer John Heffelfinger.

SERVICES: One studio (30 x 47-ft.). Two DuM. camera chains. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. News Service, INS.

Market information in station listings is furnished by station and any inquiries could be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PRINCIPAL STOCKHOLDERS: Zula Seaton (55%), Nina Ulrich (10%) and Dee B. Crouch (20%). (Sale to Gene P. O'Fallon, owner of KFEL-AM-TV Denver, subject to FCC approval.)

EXECUTIVES:

Dee B. Crouch, Pres.-Gen. Mgr. & Film Buy.
 Bob Thompson, Prog. Dir.
 Jack Lundquist, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 37% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	100,000	100,000	330,000
Families in Area	30,000	30,000	97,100
No. of Sets (June 1)	10,000	9,000	22,000
Retail Sales	\$120,000,000	\$130,000,000	\$324,000,999

CONNECTICUT

CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1952	2,103,000
Total Families, 1950	512,280
Total Urban Population, 1950	1,558,642
Total Rural Nonfarm Population, 1950	385,982
Total Farm Population, 1950	62,656
Employed in Nonagricultural Establishments, Feb., 1953	857,900
Total Employed, 1950	827,807
Employed in Manufacturing, Feb., 1953	443,300
Employed in Construction, Feb., 1953	37,000
Employed in Agriculture, 1950	24,131
Retail Sales, 1952	\$ 2,639,850,000
Bank Assets, Jan. 1, 1953	\$ 3,801,032,000
Bank Deposits, Jan. 1, 1953	\$ 3,447,116,000
Major Income Sources, 1951: Agriculture 1.6%; Government 10.0%; Manufacturing Payrolls 39.2%; Trade and Service 22.3%; Other 26.9%.	
Total Income Payments, 1951	\$ 4,071,000,000
Per Capita Income, 1951	\$ 1,999
Median Family Income, 1950	\$ 3,543
Total Internal Revenue Collections, 1952	\$ 1,178,997,659
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 74.45
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 29,370,000
Cash Receipts of Farms, 1952	\$ 168,432,000
Government Payments to Farmers, 1952	\$ 579,000
Value of Mineral Production, 1950	\$ 5,675,000
New Public Construction in 1952	\$ 105,400,000
Motor Vehicle Registration, 1952	789,483
Number of Telephones, 1952	876,000
Number of Electrical Connections, 1952	706,222
Number of Gas Utilities Connections, 1952	371,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Fairfield	504,342	726,709	210,853	21,596	134,640	88%
Hartford	539,661	358,572	189,396	23,565	119,440	74%
Litchfield	98,872	114,114	35,120	3,796	19,700	65%
Middlesex	67,332	89,568	24,814	2,850	14,260	72%
New Haven	545,784	674,062	184,192	20,648	143,530	88%
New London	144,821	172,551	50,747	4,683	20,070	47%
Tolland	44,709	34,078	11,315	640	6,400	50%
Windham	61,759	85,658	21,868	1,700	10,400	55%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Fairfield	153,000	89	135,830	New Haven	163,100	91	149,180
Hartford	161,400	81	131,270	New London	42,700	51	21,880
Litchfield	30,300	67	20,230	Tolland	12,800	46	5,880
Middlesex	19,800	75	14,760	Windham	18,900	65	12,200
				Totals	602,000		491,230

BRIDGEPORT

WCTB (TV)*

(Target Date, not set)
(*Noncommercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344

FACILITIES: Chan. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, Isreal Putnam Memorial State Park. Make, GE. Antenna: Make GE. Height, Above average terrain 610 ft. Above ground 492 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Address: 114 State St. Phone: Trumbull 8-1601

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 183 kw, Aural 91.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Booth Hill, Trumbull. Make, Federal. Model FTL 100A. Antenna: Make Workshop Associates. Type WA-25-43. Height, Above average terrain 698 ft. Above ground 470 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OPERATION: Began April 12, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WICC.

REPRESENTATIVES: Sales, Adam Young Jr. Washington Attorney McKenna Wilkinson. Consulting Engineer Philip Merryman.

SERVICES: Two studios (30 x 20-ft. and 6 x 8-ft.). Two DuM. camera chains. One GPL 16mm film projector. One Federal scanner. News Service UP, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is 69% owned by Bridgeport Broadcasting Co. (WICC).

EXECUTIVES:

Philip Merryman, Pres. & Gen. Mgr. Wallie Dunlap, TV Opr. Dir. Film Buy.
Manning Slater, Com. Mgr. Alvin Andrus, Ch. Eng. Warner Moore, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 1,715,200. Families in Area, 454,000; No. of Sets (June 1), 359,000; Retail Sale \$1,228,763,000; Income Per Family, \$7,227; Income Per Capita, \$2,076.

WSJL (TV)

(Target Date, not set)

LICENSEE: Harry L. Liftig. Address: 40 Platt St., Ansonia, Conn.

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 60 kw. Transmitter: Address, Booth Hill. Make, RCA. Antenna: Make RCA. Height, Above average terrain 660 ft. Above ground 480 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Harry J. Liftig is sole owner. He is treasurer of Samuel J. Liftig Inc. (metal and industrial supplies), Ansonia, Conn.

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CONNECTICUT

HARTFORD

WEDH (TV)*

(Target Date, not set)

(*Non-Commercial Educational)

CENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344

ACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Transmitter: Address, West Peak State Park. Make, GE. Antenna: Make GE. Height, Above average terrain 780 ft. Above ground 99 ft.

PERATION: Target date not set.

REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

NEW BRITAIN

WKNB-TV (HARTFORD)

CENSEE: New Britain Broadcasting Co. Address: 213 Main St., New Britain; 11 Asylum St., Hartford. Phone: Baldwin 3-3603 (New Britain). 2-4924 (Hartford).

ACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, U. S. Route No. 6, Farmington, Conn. Make, RCA. Model TTU-1B-TV UHF. Antenna: Make RCA. Type TFU-21-BL. Height, Above average terrain 970 ft. Above ground 545 ft.

OPERATION: Began Feb. 13, 1953. Hours, 3:30 p.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WKNB.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: One RCA TK-11-A camera chain. One RCA TK-20-C film camera. Two RCA TP-16-D film projectors. Two Spindler-Sauppe slide projectors. News Services, INS, Telenevs.

PRINCIPAL STOCKHOLDERS: Julian Gross, owner of Julian Gross Adv., Hartford, Chester Bland, Goodman Banks, Lawrence Whitehead and Milton Conhaim.

EXECUTIVES:

Julian Gross, Pres.
Peter B. Kenney, Sta. Mgr.
David Scott, Com. Mgr.
Philip B. Hale, Prog. Dir.

John Shipley, Ch. Eng.
Frank Struzziari, Film Dir.
William H. Ray, Secy.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 2½% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,800	532,786	1,200,586
Families in Area	190,800	155,101	345,901
Area in Square Miles	1,256	1,570	2,827
No. of Sets (June 1)	68,674
Retail Sales	\$838,174,000	\$634,981,400	\$1,473,155,400
Income Per Family	\$6,752	\$6,176
Income Per Capita	\$1,909	\$1,789

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REACH HARTFORD

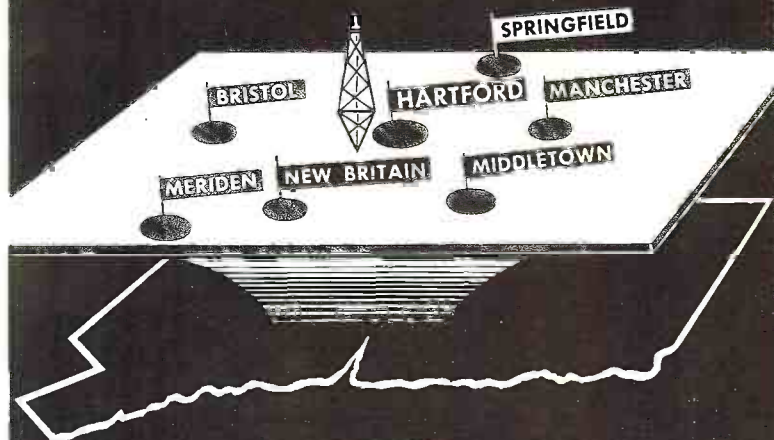
from the **inside**

with Hartford County's
ONLY television station

WKNB-TV

CHANNEL 30

Serving Central Connecticut and Western Massachusetts



HARTFORD
11 Asylum Street



NEW BRITAIN
213 Main Street

represented by

The BOLLING Company

NEW HAVEN

WELI-TV

(Target Date, Summer, 1954)

LICENSEE: Connecticut Radio Foundation Inc. Address: 221 Orange St.
FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 19.25 kw, Aural 10.3 kw. Transmitter: Address, Baldwin Dr. on top of West Rock Ridge. Make, GE. Antenna: Make GE. Height, Above average terrain 563 ft. Above ground 334.5 ft.
OPERATION: Target date Summer, 1954.
AFFILIATION: Station, AM, WELI.
REPRESENTATIVES: Sales, H-R Television. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Pres. Richard W. Davis (24.19%), Vice Pres. Rudy Frank (3.88%), Vice Pres. Edwin Schweitzer (7.12%) and Colony Broadcasting Corp. (21.33%). There are 55 stockholders each of whom owns less than 1% and eight other stockholders each of whom owns less than 3%.

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp. Address: 110 Chapel St. Phone: Spruce 7-3611
FACILITIES: Chan. 6. Operating Pow.: Visual 15.1 kw, Aural 7.5 kw. Transmitter: Address, Gaylord Mountain, Hamden, Conn. Make, DuM. Model 6TA-118A. Antenna: Make RCA. Type 3-section Superturnstile. Height, Above average terrain 510 ft. Above ground 190 ft.
OPERATION: Began June, 1948. Hours, 7:00 a.m.-12:30 a.m.
AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WNHC-FM, WNHC-FM
REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Garo W. Ray, Stratford, Conn.
SERVICES: Two studios (40 x 32-ft. and 18 x 12-ft.). Four DuM. camera chains. One TV Specialties Inc. rear screen projector. Two DuM. film cameras. One GE Type PF 2B-16mm, one GPL-16mm and two Holmes 16mm film projectors. One Super Projectall slide projector. One Auricon 100 sound camera. One Super Projectall opaque projector. News Services, AP, INS-Telenews, INS-Facimile, Library, Snader.
PRINCIPAL STOCKHOLDERS: Aldo DeDominicis (41.67%), David K. Harris (11.11%), Mary G. Rogan (11.44%), Patrick J. Goode (7.89%), James P. Goode (11.22%), Vincent DeLaurentis (5.56%) and Eleanor G. Saunders (11.11%). Aldo DeDominicis owns controlling interest in Continental Enterprises Inc. which corporation owns controlling interest in The Central Conn. Broadcasting Co., owners and operators of WHAY New Britain.
RATE INFORMATION: Class A one hour Live \$660, Film \$660. Minute spot Live \$132, Film \$132. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

EXECUTIVES:

Patrick J. Goode, Pres.	J. Vincent Callanan, Com. Mgr. & Film Buy.
Aldo DeDominicis, Gen. Mgr., Sec. & Treas.	Sam P. Mastro, Off. Mgr.
Edward D. Taddei, Exec. Vice Pres.	Vincent DeLaurentis, Ch. Eng.
Edward C. Obrist, Prog. Dir. & S'a. Mgr.	David K. Harris, Prod. Dir.
	Michael J. Goode, Pub. Rel. Dir.
	James W. Evans, Prom. Dir.
	W. Rockwell Clark, News Dir.

NEW LONDON

WNLC-TV

(Target Date, Dec., 1953)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: New London 2-4365
FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.3 kw. Transmitter: Address, Montville, Conn. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFEU-24BLS. Height, Above average terrain 700 ft. Above ground 450 ft.
OPERATION: Target date Dec., 1953. Hours, 5:00 p.m.-M.
AFFILIATIONS: Stations, AM, WNLC.
REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.
SERVICES: One studio (22 x 28-ft.)
PRINCIPAL STOCKHOLDERS: Gerald J. Morey, Roderick L. Morey and Mary L. Morey.
EXECUTIVES:
 Gerald J. Morey, Pres. Randolph Barrett, Ch. Eng.
 Leo B. Keegan, Com. Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	261,132	149,608	410,740
Families in Area	72,961	41,475	114,436
No. of Sets (June 1)	25,000	15,000	40,000
Retail Sales	\$264,476,000	\$154,464,000	\$418,940,000
Income Per Family	\$5,560	\$5,560	\$5,560
Income Per Capita	\$1,683	\$1,683	\$1,683

NORWICH

WCTN (TV)*

(Target Date, not set)
 (*Noncommercial-Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-634
FACILITIES: Chan. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, 1.3 miles west southwest of Baltic. Make, GE. Antenna: Make GE. Height, Above average terrain 590 ft. Above ground 520 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer Craven, Lohnes & Culver.

STAMFORD

(Target Date, not set)

LICENSEE: Stamford-Norwalk Television Corp. Address: 127 Washington Loan & Trust Bldg., Washington, D. C. Phone: District 7-4377
FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 19.487 kw, Aural 11.03 kw. Transmitter: Address, 1 Bank St., Stamford. Make, DuM. Model 1 kw. Antenna: Make GE. Height, Above ground 374 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Attorney Vincent M. Gaughan, Buffalo, N. Y. Consulting Engineer John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Pres. Prentiss M. Brown (42.5%), attorney and chairman of the board, Detroit Edison Co.; Vice Pres. Vincent M. Gaughan (15%), attorney and secretary-treasurer and one third owner of WBES-TV Buffalo, and Wendell Lund (42.5%), Washington attorney.

WATERBURY

WATR-TV

(Target Date, Sept. 15, 1953)

LICENSEE: WATR Inc. Address: 440 Meadow St. Phone: 5-1121
FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: Address West Peak, Meriden, Conn. Make, RCA. Antenna: Make RCA. Height Above average terrain 800 ft. Above ground 120 ft.
OPERATION: Target date Sept. 15, 1953. Hours, 2:00 p.m.-M.
AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WATR.
REPRESENTATIVES: Sales, Wm. Rambeau Co. Washington Attorney Pierson & Ball. Consulting Engineer G. W. Ray.
SERVICES: One studio (30 x 30-ft.). Two RCA camera chains. Two RCA film projectors. One RCA scanner. News Service, UP.
PRINCIPAL STOCKHOLDERS: Pres. Harold Thomas (99%), Secy. B. J. Tucke (.5%) and Dir. Lillian Thomas (.5%).
EXECUTIVES:
 Harold Thomas, Pres. & Ch. Eng. Edmund Waller, Prog. Dir. & Film Buy.
 Samuel Elman, Gen. & Com. Mgr.
RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

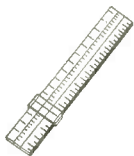
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,075,000	170,000	1,245,000
Families in Area	358,300	56,000	414,300
Area in Square Miles	1,250	2,500	3,750
No. of Sets (June 1)	50,000	13,000	63,000
Retail Sales	\$1,250,200,000	\$178,800,000	\$1,429,000,000

No matter how you add it up—



Whether you use an abacus, slide rule or adding machine, there's only *one right answer* when it comes to Connecticut Television.



WNHC-TV reaches more than 3,500,000 people in Connecticut and adjacent areas — and with a signal so steady, bright and clear that more than 125 newspapers and magazines from Springfield, Mass. to Montauk Point, L. I., publish its daily program schedules.

$$\begin{array}{r} 2 \\ + 2 \\ \hline 4 \end{array}$$

It figures, fact for fact. It all adds up to one right answer: WNHC-TV in New Haven, is Connecticut's first, one and only VHF station.

WNHC-TV

NEW HAVEN

New England's first complete broadcasting service.

Represented Nationally By The Katz Agency, Inc.



WDEL-TV

Wilmington, Delaware
Channel • 12

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Sales Representative

MEEKER

New York Chicago
Los Angeles San Francisco



Steinman Station

DELAWARE MARKET INDICATORS

Total Population, July 1, 1952	338,000
Total Families, 1950	79,730
Total Urban Population, 1950	199,120
Total Rural Nonfarm Population, 1950	84,738
Total Farm Population, 1950	34,220
Total Employed, 1950	126,637
Employed in Manufacturing, Feb., 1953	60,800
Employed in Agriculture, 1950	11,200
Retail Sales, 1952	\$ 477,509,000
Bank Assets, Jan. 1, 1953	\$ 675,452,000
Bank Deposits, Jan. 1, 1953	\$ 598,364,000
Major Income Sources, 1951: Agriculture 4.7%; Government 9.8%; Manufacturing Payrolls 34.4%; Trade and Service 19.4%; Other 31.7%	
Total Income Payments, 1951	\$ 683,000,000
Per Capita Income, 1951	\$ 2,070
Median Family Income, 1950	\$ 3,160
Total Internal Revenue Collections, 1952	\$ 817,603,140
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 70.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 15,933,000
Cash Receipts of Farms, 1952	\$ 104,195,000
Government Payments to Farmers, 1952	\$ 418,000
Value of Mineral Production, 1950	\$ 522,000
New Public Construction in 1952	\$ 42,700,000
Motor Vehicle Registration, 1952	122,230
Number of Telephones, 1952	135,400
Number of Electrical Connections, 1952	114,310
Number of Gas Utilities Connections, 1952	53,100

For sources see forward. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Kent	37,870	62,117	9,975	1,306	10,630	85%
New Castle	218,879	288,730	67,882	7,398	49,280	75%
Sussex	61,336	126,662	17,302	1,815	13,660	69%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes
Kent	12,500	78	9,730
New Castle	65,700	79	51,920
Sussex	19,800	63	12,560
Totals	98,000		74,210

DOVER

WHRN (TV)

(Target Date, not set)

LICENSEE: Rollins Broadcasting Inc. Address: Moore Bldg., Rehoboth, Del.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 100 kw. Transmitter: Address, 1.4 miles NE of Harrington on west side of U. S. 13. Make, GE. Antenna: Make GE. Height, Above average terrain 531 ft. Above ground 541 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Barnes & Neilson. Consulting Engineer G. R. Chambers, Rehoboth.

PRINCIPAL STOCKHOLDERS: Pres. John W. Rollins (62.5%), Vice Pres. & Sec'y. O. Wayne Rollins (33.3%) and Treas. Katherine E. Rollins (4.2%). Applicant is also licensee of WFAL Fayetteville, N. C., WRAD Radford, Va., and WRAP Norfolk, Va.

WILMINGTON

WDEL-TV

LICENSEE: WDEL Inc. Address: 10th & King Sts. Phone: Wilmington 8-1976

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 2.5 kw, Aural 1.25 kw. Transmitter: Address, New Castle County. Make, RCA. Antenna: Make RCA. Height, Above average terrain 480 ft. Above ground 333 ft.

OPERATION: Began June 30, 1949. Hours, 7:00 a.m.-12:00 midnight

AFFILIATIONS: Network NBC, DuMont. Stations, AM, WDEL. FM, WDEL-FM

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney George O. Sutton. Consulting Engineer James C. McNary.

DELAWARE

WILMINGTON (Continued)

WDEL-TV (Continued)

SERVICES: News, UP and INS Telenevs.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg; WORK York; WRAW Reading; WEST Easton, Pa., and WLEV-TV Bethlehem.

EXECUTIVES:

Clair R. McCollough, Sta. Exec. James Adshead, Prog. Dir.
 J. Gorman Walsh, Sta. Mgr. J. E. Mathiot, Tech. Dir.
 J. Robert Gulick, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour Film \$575. Minute spot Film \$100. Frequency discounts from 5% for 26 times up to 22 1/2% for 312 times.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET INDICATORS

Total Population, July 1, 1952	835,000
Total Families, 1950	198,180
Total Urban Population, 1950	802,178
Employed in Nonagricultural Establishments, Feb., 1953	513,900
Total Employed, 1950	373,490
Employed in Manufacturing, Feb., 1953	17,200
Employed in Construction, Feb., 1953	18,500
Employed in Agriculture, 1950	680
Retail Sales, 1952	\$ 1,399,882,000
Bank Assets, Jan. 1, 1953	\$ 1,366,755,000
Bank Deposits, Jan. 1, 1953	\$ 1,270,925,000
Major Income Sources, 1951: Government 48.6%; Manufacturing Payrolls 3.0%; Trade and Service 27.2%; Other 21.2%	
Total Income Payments, 1951	\$ 2,291,000,000
Per Capita Income, 1951	\$ 2,095
Median Family Income, 1950	\$ 3,800
Value of Mineral Production, 1950	\$ 60,000
Total New Construction in 1952	\$ 95,700,000
New Private Construction in 1952	\$ 63,000,000
New Public Construction in 1952	\$ 32,700,000
Motor Vehicle Registration, 1952	193,657
Number of Telephones, 1952	538,500
Number of Electrical Connections, 1952 ¹	910,055
Number of Gas Utilities Connections, 1953	180,300

¹Includes Maryland. For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

DISTRICT OF COLUMBIA MARKET DATA

	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Washington	802,178	1,399,882	284,573	61,479	210,060	88%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

Dist. of Col.	Total Homes		Per Cent Television	Television Homes
	Total	Television		
Dist. of Col.	238,700	95		226,070

WASHINGTON

WMAL-TV

LICENSEE: The Evening Star Broadcasting Co. Address: 4461 Connecticut Ave., N.W. Phone: Kellogg 7-1100

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 12¹/₂ kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: Address: Nebraska & Massachusetts Aves., N.W. Make, RCA. Model TT5A. Antenna: Make RCA. Type Superturndstile 6-Bay. Height, Above average terrain 515 ft. Above ground 400 ft.

OPERATION: Began Oct. 3, 1947. Hours, 12:00 noon-11:20 p.m.

AFFILIATIONS: Network ABC. Stations, AM, WMAL. FM, WMAL-FM

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Hogan & Hartson.

BROADCASTING • TELECASTING

More and more advertisers are finding WMAL-TV a good buy in the wealthy Washington, D.C. market

In the nation's 10th largest market, more and more alert advertisers are fast discovering the showmanship and salesmanship of WMAL-TV. A low cost-per-thousand delivery charge attracts them—actual sales hold them.

More and more advertisers are seeing how WMAL-TV backs up their spot schedules with effective point-of-sale in-store merchandising with "Customer Contact".

More and more advertisers are discovering the fact that WMAL-TV has the best production facilities in the area and knows how to use them to give advertisers better programs at lower production costs.

More and more advertisers are learning what it means in sales when one of WMAL-TV's great local personalities tells their loyal audience to buy a sponsor's product.

For a good buy in Washington, check Katz or . . .

WMAL-TV
 THE EVENING STAR STATION
 ABC IN WASHINGTON, D.C.

WASHINGTON (Continued)

WNBW

CHANNEL 4

year after year is
the leading television station
in Washington, D. C.* ...



...where glamorous *Inga* is
television's "leading lady."

* ARB, Oct., 1949 -

July, 1953

Represented by



SPOT SALES

WMAL-TV (Continued)

SERVICES: Three studios (40 x 70-ft., 30 x 50-ft., and (auditorium) 40 x 70-ft.). Elevated stage 30 x 24-ft. Two RCA TK11A and four TK30A camera chains. One Translux rear screen projector. Three RCA TK20A film cameras. Two RCA TP16A film projectors. Two Kodaslide 35mm slide projectors. Custom built mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co.

EXECUTIVES:

S. H. Kauffmann, Pres. Charles L. Kelly, Asst. Gen. Mgr.
K. H. Berkeley, Vice Pres. & Gen. Charles D. Bishop, Prog. Dir.
Mgr. Frank Harvey, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 13 times up to 25% for 260 times.

MARKET INFORMATION: (Total Including Fringe Area) No. of Sets (June 1), 463,603.

WNBW (TV)

LICENSEE: National Broadcasting Co. Address: Sheraton Park Hotel, 2660 Woodley Rd., N.W. Phone: Adams 4-5400

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 10.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Sheraton Park Hotel. Make. RCA. Model TT-5A. Antenna: Make RCA. Type TF-4A. Height, Above average terrain 330 ft. Above ground 353 ft.

OPERATION: Began May 27, 1947. Hours, 6:55 a.m.-12:15 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WRC. FM, WRC-FM

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Cahill, Gordon Zachry & Reindel. Consulting Engineer Raymond F. Guy.

SERVICES: Three studios (52 x 76-ft., 11 x 21-ft., and 6 x 10-ft.). Eight RCA TK-30 and TK-30A camera chains. One Bodde rear screen projector. Two NBC film cameras. One RCA TP-16C 16mm, one Eastman 250 16mm, and one Acme 35mm film projectors. Two Selecto slide projectors. One NBC flying spot scanner. One Gray Telop opaque projector. Two Lynn mobile units. News Services, AP, UP and INS.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

EXECUTIVES:

Carleton D. Smith, Vice Pres. & Gen. Mgr. George Dorsey, Film Buy.
Joseph E. Goodfellow, Dir. of Sls. L. A. McClelland, Dir. of Opr.
James E. Kovach, Prog. Dir. Robert Adams, Prom. Mgr.
John G. Rogers, Ch. Eng. Jay Royen, Dir. of Publ.

RATE INFORMATION: Class A one hour Live \$725, Film \$725. Minute spot Live \$135, Film \$135. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,855,200	3,684,920
Families in Area	792,000	1,022,670
Area in Square Miles	6,350
No. of Sets (June 1)	692,349	828,300
Retail Sales	\$2,817,834,000
Income Per Family	\$6,824
Income Per Capita	\$1,918

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WASHINGTON (Continued)

WTOP-TV

LICENSEE: WTOP Inc. Address: Broadcast House, 40th & Brandywine Sts., N.W. Phone: Emerson 2-9300

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 14.2 kw. Operating Pow.: Visual 27.3 kw, Aural 14.2 kw. Transmitter: Address, 40th & Brandywine Sts. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 460 ft. Above ground 300 ft.

OPERATION: Began Jan. 1949. Hours, 6:55 a.m.-1:00 a.m.

AFFILIATIONS: Network CBS. Stations, AM, WTOP. FM, WTOP-FM

REPRESENTATIVES: Sales, CBS Spot Sales. Washington Attorney Covington & Burling.

SERVICES: Three studios. Eight RCA TK3A field cameras. One Trans-Lux Teleprocess rear screen projector. Three RCA TK20A film cameras. Two RCA TPI6B film projectors. Two RCA TP2A slide projectors. One Gray Telop II opaque projector. One RCA mobile unit. News Services, UP, AP and INS.

PRINCIPAL STOCKHOLDERS: Washington Post (55%) and CBS (45%). Washington Post also owns WMBR-AM-FM-TV Jacksonville, Fla. CBS owns and operates WCBS-AM-FM-TV New York; KCBS-AM-FM-TV San Francisco, KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles; WBBM-AM-FM-TV Chicago, and WEEI-AM-FM Boston. CBS also owns 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

EXECUTIVES:

John S. Hayes, Pres.	Lloyd W. Dennis, Vice Pres. in Chg. of Prog.
Richard E. Lucht, Dir. of Acc.	Richard B. Wheeler, Gen. Sls. Mgr.
Laurence E. Richardson, Asst. to Pres.	H. Thomas Tausig, Dir. of Prog. for TV
Clyde M. Hunt, Vice Pres. in Chg. of Eng. & Opr.	Patricia Searright, Dir. of Prog. for Radio
Granville Klink Jr., Ch. Eng.	Cody Pfanstiehl, Dir. of Press Info. & Aud. Prom.
Lawrence A. Wilkinson, Eng. in Chg. of TV Facilities	Warren Boorum, Dir. of Sls. Prom.
Donald H. Saunders, Eng. in Chg. of TV Tech. Opr.	Derrick Dyatt, Film Buy.
George F. Hartford, Vice Pres. in Chg. of Sls.	

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot Live \$165, Film \$165. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Population, 2,295,900; Families, 629,300; Total Retail Sales, \$2,515,119,000; Food Sales, \$605,386,000; General Merchandise Sales, \$276,295,000; Drug Sales, \$100,152,000; Total Effective Buying Income, \$3,824,857,000; Effective Buying Income Per Family, \$6,078.

WTTG (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: Hotel Raleigh, 12th & Pennsylvania Ave., N.W. Phone: Sterling 3-5300

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.5 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 5217 19th Rd. No., Arlington, Va. Make, DuM. Model Master Series TA117A-TA118A. Antenna: Make RCA. Type 3-Bay Superturndstile. Height, Above average terrain 587 ft. Above ground 465 ft.

OPERATION: Began Jan. 1, 1947. Hours, 10:00 a.m.-12:30 a.m.

AFFILIATION: Network DuMont.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Roberts & McInnis.

SERVICES: Two studios (30 x 60-ft. and 30 x 40-ft.). Eight DuM. image orthicon camera chains. One Bodde rear screen projector. Two DuM. Iconoscope film cameras. Two DuM. 16mm film projectors. Two LaBelle 2 x 2" slide projectors. One DuM. 2 x 2" scanner. One DuM. four-camera mobile unit. News Services, UP and Movietone. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is TV and electronics manufacturer and also owns WDTV (TV) Pittsburgh and WABD (TV) New York.

EXECUTIVES:

Dr. Allen B. DuMont, Pres.	Roger M. Coelos, Prog. Opr. Mgr.
Leslie G. Arries Jr., Gen. Mgr.	M. M. Burleson, Ch. Eng.
Neal J. Edwards, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 13 times up to 25% for 260 times.

MARKET INFORMATION:

	Primary Coverage 0.1 mv/m Circle	Secondary Coverage Statistical Count	Total (Including Fringe area)
Population	3,165,077	350,139	3,515,216
Families in Area	745,030	87,936	832,966
Area in Square Miles	9,811	4,993	14,804
No. of Sets (June 1)	463,610		463,000
Retail Sales	\$2,866,552,000	\$277,319,000	\$3,143,871,000
Median Family Income	\$2,621	\$2,075	\$2,348

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

who
knows
Washington
best?

The local or the national time buyers?
We think smart national buyers will put
their money on the local man's opinion
every time . . . and

more local
advertisers put

their money on

WTTG

than on any other
Washington
television station!

Channel 5 — Washington, D. C.
DuMONT TELEVISION NETWORK
represented nationally by BLAIR TV, INC.

FLORIDA MARKET INDICATORS

Total Population, July 1, 1952	3,100,000
Total Families, 1950	721,460
Total Urban Population, 1950	1,813,890
Total Rural Nonfarm Population, 1950	724,609
Total Farm Population, 1950	232,806
Employed in Nonagricultural Establishments, Feb., 1953	856,700
Total Employed, 1950	1,009,615
Employed in Mining, Feb., 1953	6,800
Employed in Manufacturing, Feb., 1953	129,200
Employed in Construction, Feb., 1953	77,500
Employed in Agriculture, 1950	123,194
Retail Sales, 1952	\$ 3,157,493,000
Bank Assets, Jan. 1, 1953	\$ 2,643,598,000
Bank Deposits, Jan. 1, 1953	\$ 2,471,776,000
Major Income Sources, 1951: Agriculture 9.0%; Government 19.6%; Manufacturing Payrolls 7.6%; Trade and Service 31.8%; Other 32.0%.	
Total Income Payments, 1951	\$ 3,801,000,000
Per Capita Income, 1951	\$ 1,284
Median Family Income, 1950	\$ 2,384
Total Internal Revenue Collections, 1952	\$ 637,885,066
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 55.61
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 97,364,000
Cash Receipts of Farms, 1952	\$ 469,931,000
Government Payments to Farmers, 1952	\$ 3,637,000
Value of Mineral Production, 1950	\$ 67,717,000
Total New Construction in 1952	\$ 804,000,000
New Private Construction in 1952	\$ 575,500,000
New Public Construction in 1952	\$ 228,500,000
Motor Vehicle Registration, 1952	1,178,682
Number of Telephones, 1952	830,500
Number of Electrical Connections, 1952	992,684
Number of Gas Utilities Connections, 1952	182,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Se.s 1953	(CBS) Television Per Cent
Alachua	57,026	55,007	14,663	1,717		
Baker	6,313	3,192	957	85	560	37%
Bay	42,689	46,314	12,949	1,546		
Bradford	11,457	7,794	2,588	133	1,180	37%
Brevard	23,653	21,002	6,854	658		
Broward	83,933	137,878	31,725	5,383	16,170	49%
Calhoun	7,922	4,313	1,385	119		
Charlotte	4,286	3,526	1,122	121	150	10%
Citrus	6,111	4,824	1,587	239	310	17%
Clay	14,323	9,275	3,369	380	1,560	40%
Collier	6,488	2,586	657	81	220	10%
Columbia	18,216	15,086	3,951	845	740	15%
Dade	495,084	779,170	158,176	37,948	89,520	49%
De Soto	9,242	6,916	2,248	321		
Dixie	3,928	2,128	582	50	150	17%
Duval	304,029	363,505	89,404	13,633	54,930	58%
Escambia	112,706	104,054	26,434	3,213		
Flagler	3,367	2,039	522	38	100	10%
Franklin	5,814	2,392	1,133	126		
Gadsden	36,457	21,981	5,319	534		
Gilchrist	3,499	2,122	524	77	120	15%
Glades	2,199	1,507	363	79		
Gulf	7,460	5,038	1,382	202		
Hamilton	8,981	4,079	1,295	134		
Hardee	10,073	8,572	2,334	243		
Hendry	6,051	7,091	1,318	98	170	10%
Hernando	6,693	5,679	1,569	185	320	17%
Highlands	13,636	11,290	3,961	397		
Hillsborough	249,894	281,434	66,929	9,517		
Holmes	13,988	4,403	1,197	165		
Indian River	11,872	11,703	3,651	493		
Jackson	34,645	19,715	4,349	519		
Jefferson	10,413	4,738	1,728	126		
Lafayette	3,440	1,688	548		120	15%
Lake	36,340	30,134	8,741	1,253		
Lee	23,404	29,313	7,423	1,112	850	10%
Levy	51,590	46,654	11,169	1,557		
Liberty	10,637	5,582	1,861	163	490	17%
Madison	3,182	1,370	404			
Manatee	14,197	5,419	2,005	189		
Marion	34,704	34,591	9,779	1,353		
Martin	38,187	41,845	9,758	1,217	2,220	19%
Monroe	7,807	6,967	2,533	279		
Nassau	29,957	23,820	7,549	934	930	10%
Okaloosa	12,811	9,639	2,816	233	1,300	37%
Okeechobee	27,533	15,699	4,591	678		
Orange	3,454	2,898	869	562		
Osceola	144,950	147,638	33,671	5,559		
Palm Beach	11,406	10,551	3,654	326		
Pasco	114,688	168,110	36,743	5,590		
Pinellas	20,529	14,724	5,440	460		
Polk	159,249	221,644	40,133	6,960		

Polk	123,997	103,983	30,984	3,793		
Putnam	23,615	22,365	6,058	482	2,920	40%
St. Johns	24,998	21,497	7,306	947	3,120	40%
St. Lucie	20,180	25,925	6,760	398		
Santa Rosa	18,554	8,032	3,267	153		
Sarasota	28,827	47,109	12,331	1,615		
Seminole	26,883	22,867	6,444	684		
Sumter	11,330	6,865	2,230	224		
Suwannee	16,986	11,323	3,120	322	660	15%
Taylor	10,416	8,443	2,308	229		
Union	8,906	2,273	1,027	85	410	37%
Volusia	74,229	83,552	22,749	3,553	2,660	10%
Wakulla	5,258	1,109	546	30		
Walton	14,725	9,376	2,442	263		
Washington	11,888	3,935	1,326	148		

Note: For sources see foreword. Food, drug and retail sales, copyright 1953. Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentages are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alachua	15,800	16	2,480	Lake	11,900		
Baker	1,500	43	640	Lee	8,500		
Bay	14,400			Leon	14,400		
Bradford	3,200	43	1,360	Levy	2,900	14	410
Brevard	8,200			Liberty	1,000		
Broward	33,000	51	16,850	Madison	3,400		
Calhoun	2,000			Manatee	12,000		
Charlotte	1,500			Marion	11,700	20	2,300
Citrus	1,800	14	260	Martin	2,700		
Clay	3,900	45	1,760	Monroe	9,300		
Collier	2,200			Nassau	3,500	43	1,490
Columbia	4,900	15	720	Okaloosa	7,300		
Dade	182,700	57	104,930	Okeechobee	900		
De Soto	2,600			Orange	40,900		
Dixie	900	14	130	Osceola	4,100		
Duval	94,700	64	61,050	Palm Beach	40,700		
Escambia	33,900			Pasco	7,000		
Flagler	1,000	12	120	Pinellas	65,900		
Franklin	1,700			Polk	39,400		
Gadsden	7,900			Putnam	7,300	45	3,290
Gilchrist	1,800	15	120	St. Johns	7,800	45	3,520
Glades	600			St. Lucie	6,700		
Gulf	2,000			Santa Rosa	4,900		
Hamilton	2,200			Sarasota	11,400		
Hardee	2,900			Seminole	8,300		
Hendry	1,700			Sumter	3,200		
Hernando	1,900	14	270	Suwannee	4,400	14	630
Highlands	4,600			Taylor	2,900		
Hillsborough	81,500			Union	1,100	43	470
Holmes	3,300			Volusia	26,600	12	3,310
Indian River	4,000			Wakulla	1,400		
Jackson	8,700			Walton	4,000		
Jefferson	2,600			Washington	3,200		
Lafayette	800	15	120	Totals	916,100		206,230

FORT LAUDERDALE

WFTL-TV

LICENSEE: Tri-County Broadcasting Co. Address: 229 Southeast First Ave. Phone: 3-6531

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, 1785 S.E. 15th St. Make, RCA. Model TTUIB. Antenna: Make RCA. Type TFU-21-BL. Height, Above average terrain 293 ft. Above ground 245 ft.

OPERATION: Began May 5, 1953. Hours, 5 p.m.-10:15 p.m.

AFFILIATIONS: Network NBC. Station, AM, WFTL.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney McKenna & Wilkinson. Consulting Engineer Weldon & Carr.

SERVICES: Three studios (46 x 31-ft., 25 x 26-ft., and 12 x 14-ft.). Two RCA TK 31 A camera chains. One TK 20 film camera. Two RCA TP 16 D film projectors. One RCA flying spot scanner. One Telop opaque projector. One Houston film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Gore Publishing Co. (79%), publisher of Ft. Lauderdale News, and Noran E. Kersta (21%) (option for 45%).

EXECUTIVES:

S. W. Dickey, Pres. John L. Crosby, Prog. Dir. & Film Buy.
Noran E. Kersta, Exec. Vice Pres. & Gen. Mgr. Richard Northey, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION

(Total, Including Fringe Area) Population, 838,000; Families in Area, 256,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FT. LAUDERDALE (Continued)

WITV (TV) (MIAMI)

(Target Date, Nov. 1953)

LICENSEE: Gerico Investment Co. Address: 300 E. Las Olas Blvd. Phone: 3-8252.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 370 kw, Aural 190 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, N.E. 4th Ave. & Hallandale Beach Blvd., Hollywood, Fla. Make, RCA. Model "CB" Directional. Antenna: Make RCA. Type "CB" TFU-24DAL-UHF. Height, Above average terrain 429 ft. Above ground 439 ft.

OPERATION: Target date Nov. 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network DuMont. Station, AM, WBRD.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (24 x 32-ft.). One RCA image orthicon camera chain. One RCA Iconoscope film camera. One RCA film projector. Two RCA studio cameras. One Auricon sound camera. One Bell & Howell silent camera. Three RCA 16mm projectors. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Comdr. Mortimer W. Loewi, Pres. (25%), Vice Pres. L. C. Judd (25%), Vice Pres. E. J. Richardson (25%) and Secy. George English (25%). Comdr. Loewi holds less than 1% interest in DuMont Television Network. Mr. Judd, Mr. Richardson and Mr. English hold 17 1/2%, 17 1/4% and 5% interest, respectively, in WBRD.

EXECUTIVES:

Comdr. Mortimer W. Loewi, Pres.	Charles Gravett, Com. Mgr.
L. C. Judd, Vice Pres.	William Latham, Ch. Eng.
Robert W. Standart, Gen. Mgr.	J. R. Troxel, Opr. Mgr.
Wallace E. Stone, Nat. Sls. Mgr.	Star Shaw, Prog. Mgr.

RATE INFORMATION: Class A one hour Live \$150.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	625,000	800,000
Families in Area	200,000	250,000
Area in Square Miles	16,000	24,000
No. of Sets (June 1)	295,000	196,000
Retail Sales	\$891,000	\$1,004,237
Income Per Family	\$5,193
Income Per Capita	\$1,581

FT. MYERS

WINK-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Ft. Myers Broadcasting Co. Address: 54 E. 1st St.

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 9.6 kw, Aural 4.8 kw. Transmitter: Address, 54 E. 1st St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 320 ft. Above ground 343 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Station, AM, WINK.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Cohn & Marks. Consulting Engineer Russell P. May.

PRINCIPAL STOCKHOLDERS: Pres. Arthur McBride, 25% owner of United Garage & Service Corp., Cleveland, and president and 15% owner of Cleveland Browns, football team; Vice Pres. Arthur McBride Jr., 25% owner of United Garage & Service Corp., and 25% owner of Consensus News Co.; Vice Pres. Daniel Sherby, 50% owner of United Garage & Service Corp., 12 1/2% owner of Castle Outdoor Theatre Co., and other interests; Secy. Philmore J. Haber, Cleveland attorney, and Treas. R. B. Milar, assistant treasurer, United Garage & Service Corp.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Commander

Mortimer W. Loewi



presents:

THE FIRST COMBINATION

to match the

GREATER MIAMI-GOLD COAST MARKET!

ULTRA HIGH TOWER
ULTRA HIGH POWER

TO DELIVER

THE FIRST
ULTRA CLEAR PICTURE

OVER ALL MIAMI

Channel



WITV

(on the air in November)

General Offices:

300 E. Las Olas Blvd.—Fort Lauderdale, Fla.

Studio-Transmitter between Miami and Fort Lauderdale on Hallandale Beach Blvd. at N. E. 4th—Hollywood, Fla.

Sales Office: Professional Bldg., Miami, Fla.

JACKSONVILLE

WJHP-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Jacksonville Journal Co. Address: 500 Laura St. Phone: 4-7711

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 121.4 kw, Aural 60.7 kw. Transmitter: Address, Lane Ave. & Lake Shore Blvd. Make, GE. Antenna: Make GE. Height, Above average terrain 350 ft. Above ground 379 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATIONS: Stations, AM, WJHP. FM, WJHP-FM.

REPRESENTATIVES: Sales, John H. Perry Assoc. Washington Attorney Dempsey & Koplovitz. Consulting Engineer F. H. McIntosh.

PRINCIPAL STOCKHOLDERS: Estate of John H. Perry, deceased (69.49%) together with John H. Perry Jr. (11.47%) and Farwell W. Perry (7.5%) own all stock. They are also owners of WCOA Pensacola, WTMC Ocala, WDLP Panama City, The Jacksonville Journal, Pensacola News-Journal, Panama City News Herald, Ocala Star-Banner, Palm Beach Post, Times and other Florida and Kentucky newspapers and services.

EXECUTIVES:

John H. Perry Jr., Pres. & Chmn. of Bd. C. Speed Veal, Opr. Mgr.
T. S. Gilchrist Jr., Gen. Mgr. Beecher Hayford, Tech. Dir.

WMBR-TV

LICENSEE: Washington Post Co. Address: 605 S. Main St. Phone: 9-4475

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Southampton at Vine St. Make, GE. Model TT6C-TF-3A. Antenna: Make GE. Type 3-Bay. Height, Above average terrain 438 ft. Above ground 478 ft.

OPERATION: Began Sept. 1949. Hours, 7:00 a.m.-12 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WMBR. FM, WMBR-FM.

REPRESENTATIVES: Sales, CBS Spot Television Sales. Washington Attorney Covington & Burling. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (41 x 55-ft. and 24 x 20-ft.). Three GE studio camera chains. Composite rear screen projector. One GE film camera. Two GE film projectors. One Spindler slide projector. One DuM. mobile unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Washington Post Co. also owns 55% of WTOP-AM-FM-TV Washington (45% owned by CBS).

EXECUTIVES:

John S. Hayes, Chmn. of Bd. Bernie Adams, Film Buy.
Glenn Marshall Jr., Pres. & Gen. Mgr. Roger Langston, Prom. Mgr.
Charles Stone, Com. Mgr. Charles Sears, Asst. Ch. Trans. Eng.
Bill Terry, Prog. Dir. Harry Kalkinas, Prod. Mgr.
Ernest Vordermark, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$80, Film \$80. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION:*

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	369,600	527,800	3,710,500
Families in Area	102,100	141,900	1,021,800
Area in Square Miles	2,025	7,039	70,299
No. of Sets (June 1)	65,928	78,125	124,074
Retail Sales	\$382,419,000	\$502,702,000	\$2,913,672,000
Income Per Family	\$4,101	\$3,600	\$2,724
Income Per Capita	\$1,061	\$862	\$696

* Information is based on authorized ERP which becomes effective Sept. 1, 1953.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

LAKELAND

WOTV (TV)

(Target Date, not set)

LICENSEE: WONN-TV Inc. Address: P. O. Box 2038. Phone: Mutual 5-117

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 84.3 kw, Aural 43 kw. Operating Pow.: Visual 5.0 kw, Aural 2.5 kw. Transmitter: Address, Lakeland Highlands Rd. at Seward Lake Dr. Make, DuM. Antenna: Make RCA. Height, Above average terrain 730 ft. Above ground 626.5 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WONN.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmaye Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: Robert S. Taylor (5.8%), E. D. Covington Jr (5.8%) and Duane F. McConnell (5.8%). Each also owns 33 1/3% of WONN. Other stockholders are local physicians and dentists.

EXECUTIVES:

Robert S. Taylor, Pres. Duane F. McConnell, Secy.
E. D. Covington Jr., Vice Pres. Dr. Winburn A. Shearouse, Treas.

MIAMI

WITV (TV) (FORT LAUDERDALE)

(Target Date, Nov. 1953)

LICENSEE: Gerico Investment Co. Address: Miami Office: 308 Professional Bldg (For Complete Listing see Ft. Lauderdale.)

WTVJ (TV)

LICENSEE: Southern Radio & Television Equipment Co. Address: 316 N. Miami Ave. Phone: 2-6262

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.25 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Hctc Everglades, Biscayne Blvd. & 3d St. Make, GE. Model 5 kw. Antenna: Make GE. Type 3-Bay Superturndstile. Height, Above average terrain 29 ft. Above ground 306 ft.

OPERATION: Began March 21, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (100 x 70-ft. and 20 x 40-ft.). Two GE, two RCA and three DuM. camera chains. One Translux rear screen projector. One GE and three WTVJ-designed film cameras. Two GE and two Eastman film projectors. One Bell & Howell and two GE slide projectors. One Bell & Howell and two GE opaque projectors. Lab facilities for 16mm film processing. One GE mobile unit.

PRINCIPAL STOCKHOLDERS: Owned 98% by Wolfson-Meyer Theatre Enterprises Inc. (Wometco). Principal owners of Wometco are Mitchell Wolfson and Sidney Meyer. Wometco has a 10% interest in Piedmont Electronics & Fixture Corp., TV applicant at Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, Pres. Jesse Cripe, Asst. Opr. Mgr.
Lee Ruwitch, Vice Pres. & Gen. Mgr. Ashley Dawes, Prod. Dir.
John S. Allen, Vice Pres. in Chg. of Sls. Joseph Kline, Eng. Dir.
Lee Waller, Prog. Dir. Norman Bean, Eng. Devel. Dir.
Earl Lewis, Ch. Eng. Burt Toopan, Publ. Dir.
Labe Mell, Film Dir. Ralph Renick, News Dir.
John Shay, Opr. Mgr. Lynn Morrow, Merc. Dir.
Robert Ross, Comp.

RATE INFORMATION: Class A one hour Film \$700. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	600,000	800,000	825,000
Families in Area	181,818	242,424	250,000
Area in Square Miles	625	620
No. of Sets (June 1)	130,000	180,000	182,000
Retail Sales	\$914,000,000	\$979,000,000	\$985,000,000

PANAMA CITY

WJDM (TV)

(Target Date, Sept., 1953)

LICENSEE: WJDM Inc. Address: P. O. Box 428

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Highway 98, 3 miles west of Panama City. Make, RCA. Model TT 2AH. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 380 ft. Above ground 360 ft.

OPERATION: Target date Sept., 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (20 x 16-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA dual disc slide projector. RCA opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. D. Manley (100%).

EXECUTIVES:

J. D. Manley, Pres. George Blackwell, Com. Mgr. & Prog. Dir.
Mel Wheeler, Gen. Mgr. Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$168, Film \$140. Minute spot Live \$16.80, Film \$14. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	54,500	40,200	157,800
Families in Area	14,400	10,100	40,200
Area in Square Miles	628	2,512	5,652
Retail Sales	\$46,314,000	\$18,373,000	\$93,764,000
Income Per Family	\$4,666	\$2,327	\$3,131
Income Per Capita	\$1,233	\$580	\$799

PENSACOLA

WEAR-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Gulfport Broadcasting Co. Address: P. O. Box 1188. Phone: 8-4449

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Mobile Highway. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 680 ft. Above ground 660 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (30 x 28-ft. and 20 x 16-ft.). Two RCA TK31A camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA dual disc slide projector. RCA opaque projector. One mobile unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Chas. W. Smith (51%), Mel Wheeler (25%), A. C. Johnson (12%) and F. M. Turner Jr. (12%)

EXECUTIVES:

Mel Wheeler, Pres., Gen. Mgr. & Film Buy. Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$24, Film \$20. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	138,400	258,900	810,050
Families in Area	36,350	70,050	209,600
Area in Square Miles	1,320	5,465	15,700
Retail Sales	\$112,086,000	\$250,415,000	\$570,808,000
Income Per Family	\$4,755	\$4,215	\$4,169
Income Per Capita	\$1,249	\$1,140	\$1,079

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WPFA-TV

(Target Date, Aug. 30, 1953)

LICENSEE: WPFA-TV Inc. Address: Lolita & "O" Sts.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 19.75 kw, Aural 10.99 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address, Lolita & "O" Sts. Make, GE. Model TT-20-A. Antenna: Make GE. Type TY-25-A. Height, Above average terrain 368 ft. Above ground 353 ft.

OPERATION: Target date Aug. 30, 1953.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney McKenna & Wilkinson. Consulting Engineer George Gautney.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%) also holds 56% interest in KTAG-TV Inc., Lake Charles, La., and owns KCIL Houma, La.

EXECUTIVES:

Charles W. Lamar Jr., Pres. F. E. Busby, Gen. Mgr.

ST. PETERSBURG

WSUN-TV

LICENSEE: City of St. Petersburg. Address: P. O. Box 240. Phone: 5-4121

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 204.2 kw, Aural 109.7 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Gandy Bridge, midway between St. Petersburg and Tampa. Make, RCA. Model TTV-10A. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 470 ft. Above ground 500 ft.

OPERATION: Began May 31, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WSUN.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer James McNary.

SERVICES: Two studios (35 x 46-ft. and 20 x 30-ft.). Two RCA TK-11A camera chains. Two RCA TK-20 film cameras. Two RCA TP-6A film projectors. Two Selectroslide 2 x 2" slide projectors. RCA flying spot TK-3A scanner. Telop III opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Mayor Samuel G. Johnson, Vice Mayor Harold W. Reeves and City Manager Ross E. Windom.

EXECUTIVES:

George D. Robinson, Gen. Mgr. Louis J. Link, Ch. Eng.
Vera New, Com. Mgr. Monte Gurwit, Film Buy.
Charles Vaughan, Prog. Dir.

RATE INFORMATION: Class A one hour, \$200. Minute Spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

WEST PALM BEACH

WIRK-TV

(Target Date, Sept. 1, 1953)

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-6836.

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural 5 kw. Transmitter: Address, Harvey Bldg. Make, RCA. Model TTV-1B. Antenna: Make RCA. Type TFV-21 B. Height, Above average terrain 252 ft. Above ground 250 ft.

AFFILIATION: Station, AM, WIRK.

OPERATION: Target date Sept. 1, 1953. Hours, 5:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Frank U. Fletcher. Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: Two studios (800 sq. ft. each). One RCA camera chain. One RCA film camera. Two RCA film projectors. Two slide projectors. One 2 x 2" scanner. News Services, AP and INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Ken-Sell Inc. (WIRK) (17%), J. S. Field Jr. (17%), A. M. Shandloff (17%), E. H. Sills (17%) and J. J. Weed (10%).

EXECUTIVES:

Joseph S. Field Jr., Pres. & Gen. Mgr. Earl Heglund, Ch. Eng.
C. M. Higgins, Com. Mgr. Arthur L. Gray, Sls. Mgr.
W. P. Heitzman, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area) Population, 136,640; Families in Area, 56,600; Area in Square Miles, 14,000; No. of Sets (June 1), 6,500; Retail Sales, \$252,703,000; Income Per Family, \$5,669.

GEORGIA MARKET INDICATORS

Total Population, July 1, 1952.....	3,515,000
Total Families, 1950.....	824,095
Total Urban Population, 1950.....	1,559,447
Total Rural Nonfarm Population, 1950.....	922,696
Total Farm Population, 1950.....	962,435
Employed in Nonagricultural Establishments, Feb., 1953.....	868,900
Total Employed, 1950.....	1,254,935
Employed in Mining, Feb., 1953.....	4,300
Employed in Manufacturing, Feb., 1953.....	309,000
Employed in Construction, Feb., 1953.....	40,500
Employed in Agriculture, 1950.....	265,865
Retail Sales, 1952.....	\$ 2,692,865,000
Bank Assets, Jan. 1, 1953.....	\$ 2,254,510,000
Bank Deposits, Jan. 1, 1953.....	\$ 2,079,122,000
Major Income Sources, 1951: Agriculture 12.4%; Government 19.5%; Manufacturing Payrolls 19.6%; Trade and Service 26.0%; Other 22.5%.	
Total Income Payments, 1951.....	\$ 3,844,000,000
Per Capita Income, 1951.....	\$ 1,103
Median Family Income, 1950.....	\$ 1,898
Total Internal Revenue Collections, 1952.....	\$ 695,820,122
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 50.38
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 48,719,000
Cash Receipts of Farms, 1952.....	\$ 652,076,000
Government Payments to Farmers, 1952.....	\$ 7,589,000
Value of Mineral Production, 1950.....	\$ 44,157,000
Total New Construction in 1952.....	\$ 539,600,000
New Private Construction in 1952.....	\$ 358,500,000
New Public Construction in 1952.....	\$ 181,100,000
Motor Vehicle Registration, 1952.....	1,021,722
Number of Telephones, 1952.....	674,800
Number of Electrical Connections, 1952.....	919,691
Number of Gas Utilities Connections, 1952.....	277,000

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GEORGIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Appling	14,003	4,729	1,464	196	320	10%
Atkinson	7,362	2,033	1,098	60		
Bacon	8,940	4,702	1,260	218	290	14%
Baker	5,952	831	450	24		
Baldwin	29,706	11,515	3,078	449	830	17%
Banks	6,935	605	276		340	20%
Barrow	13,115	8,844	2,136	291	1,400	39%
Bartow	27,370	20,215	4,515	465	3,200	45%
Ben Hill	14,879	13,423	3,435	367		
Berrien	13,966	5,957	1,287	168		
Bibb	114,079	109,674	26,452	3,252	5,920	17%
Bleckley	9,218	4,603	1,320	106	350	15%
Brantley	6,387	1,462	470	218	150	10%
Brooks	18,169	7,376	2,605	269		
Bryan	5,965	2,998	1,113	55		
Bulloch	24,740	14,629	3,061	450		
Burke	23,458	7,396	2,147	248		
Eutaw	9,079	3,868	1,096	86	1,100	50%
Calhoun	8,578	2,048	549	104		
Camden	7,322	5,162	1,775	139	540	27%
Candler	8,063	5,011	1,055	184		
Carroll	34,112	19,409	4,306	586	4,420	48%
Cartoosa	15,146	4,878	1,896	31	1,680	41%
Charlton	4,821	2,993	1,047	58	300	27%
Chatham	151,481	146,857	37,092	4,416		
Chattahoochee	12,149	222	109			
Chattooga	21,197	11,692	2,728	340	1,510	27%
Cherokee	20,750	15,112	3,138	245	2,000	37%
Clarke	36,550	41,048	9,160	1,088	2,040	20%
Clay	5,844	2,723	608	57	150	10%
Clayton	22,872	7,330	2,365	212	4,560	67%
Clinch	6,007	2,201	823	51	210	14%
Cobb	61,830	52,327	13,236	1,709	14,850	79%
Coffee	23,961	17,344	4,060	705		
Colquitt	33,999	25,806	7,484	837		
Columbia	9,525	1,927	1,047	61	220	10%
Cook	12,201	5,373	1,635	223		
Coweta	27,786	17,730	4,953	607	4,960	67%
Crawford	6,080	1,793	623	32	290	22%
Crisp	17,663	14,842	3,092	310	580	12%
Dade	7,364	2,444	1,149		460	27%
Dawson	3,712	816	213		300	37%
Decatur	23,620	11,801	3,178	297		
De Kalb	136,395	73,884	26,554	8,020	33,260	77%
Dodge	17,865	7,379	2,188	251	650	15%
Dooly	14,159	5,523	1,568	220	410	12%
Dougherty	43,617	52,369	10,866	1,463		
Douglas	12,173	6,531	1,611	150	1,490	48%

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953 (CBS)	Television Per Cent (C)
Early	17,413	8,034	2,236	235		
Echols	2,494	281	65		70	14
Effingham	9,133	3,295	936	113		
Elbert	18,585	9,749	2,470	436	960	20%
Emanuel	19,789	9,918	2,210	232		
Evans	6,653	4,876	1,031	66		
Fannin	15,192	8,875	1,980	122	1,040	28%
Fayette	7,978	3,597	1,166	68	1,270	67
Floyd	62,899	54,232	12,144	1,558	8,160	41
Forsyth	11,005	9,881	1,467	52	1,040	37%
Franklin	14,446	7,826	1,443	134	720	27
Fulton	473,572	726,784	124,073	18,742	103,430	71
Gilmer	9,963	5,301	735	175	890	37%
Glascock	3,579	574	179	20	80	17
Glynn	29,046	27,148	7,407	1,114	2,320	27
Gordon	18,922	8,990	2,515	326	2,010	41%
Grady	18,928	8,722	2,400	346		
Greene	12,843	6,938	2,019	301	610	11
Gwinnett	32,320	18,166	3,863	498	3,390	39%
Habersham	16,553	10,150	2,612	285	1,200	27
Hall	40,113	49,032	7,826	1,027	6,870	61
Hancock	11,052	5,157	1,737	59	410	17%
Haralson	14,663	8,249	1,477	171	1,710	41
Harris	11,285	3,139	1,544	103	1,380	51
Hart	14,495	5,422	1,287	94	720	20%
Heard	6,975	1,448	280	29	770	47
Henry	15,857	5,792	1,533	112	2,740	71
Houston	20,964	10,378	3,458	510	830	13%
Irwin	11,973	3,561	1,491	53		
Jackson	18,997	9,861	2,532	232	1,870	38
Jasper	7,473	3,437	586	86	360	20%
Jeff Davis	9,299	3,763	1,325	205		
Jefferson	18,855	7,968	1,761	379	460	16
Jenkins	10,264	4,880	1,468	228		
Johnson	9,893	2,765	834	149	260	11
Jones	7,538	1,228	512		310	11
Lamar	10,242	4,488	1,647	160	1,250	50%
Lanier	5,151	2,131	557	61		
Laurens	33,123	20,192	4,603	572	1,250	15
Lee	6,674	884	361	50	180	12%
Liberty	8,444	5,066	1,577	67		
Lincoln	6,462	3,777	1,557	68	270	19
Long	3,598	1,302	457	97	90	10%
Lowndes	35,211	29,218	7,191	938		
Lumpkin	6,574	2,610	619	34	560	37
McDuffie	11,443	5,746	1,767	134	300	10%
McIntosh	6,008	2,017	865	50		
Macon	14,213	6,893	2,110	203	750	22%
Madison	12,258	2,325	819	54	600	20%
Marion	6,521	1,746	782	49	140	11
Meriwether	21,055	8,359	2,689	342	3,480	67
Miller	9,023	3,534	745	162		
Mitchell	22,528	11,927	3,111	344		
Monroe	10,523	5,416	2,007	170	1,250	50%
Montgomery	7,901	1,638	488	79		
Morgan	11,899	6,235	2,025	199	580	20
Murray	10,676	2,929	609	58	1,030	41%
Muscogee	118,028	125,852	30,066	3,140		
Newton	20,185	13,910	4,297	383	3,740	71
Oconee	7,009	1,184	754		320	20
Oglethorpe	9,958	1,829	995	45	440	19
Paulding	11,752	3,207	849	56	1,350	41
Peach	11,705	8,440	2,422	255	660	27%
Pickens	8,855	6,303	730	100	810	37
Pierce	11,112	4,335	1,420	143	260	10
Pike	8,459	1,457	567	25	1,000	50%
Polk	30,976	19,664	5,931	673	3,600	45
Pulaski	8,808	5,998	1,279	177	330	15
Putnam	7,731	4,197	1,021	162	310	17%
Quitman	3,015	480	249	80	10	10
Rabun	7,424	3,800	822	141	480	28
Randolph	13,804	6,673	1,967	229	330	10%
Richmond	108,876	133,894	29,399	3,618		
Rockdale	8,464	4,343	1,142	49	1,510	71
Schley	4,036	1,201	322	46	90	10%
Screven	18,000	5,576	1,509	149		
Seminole	7,904	5,282	1,395	142		
Spalding	31,045	25,885	6,944	836	4,350	50%
Stephens	16,647	12,853	3,177	443	1,260	28
Stewart	9,194	3,436	1,125	118	220	10%
Sumter	24,208	18,410	5,194	578	770	12
Talbot	7,687	1,758	465	50	920	51
Taliaferro	4,515	1,105	418	25	190	19%
Tattnall	15,939	6,075	1,717	303		
Taylor	9,113	3,685	1,039	99	510	22%
Telfair	13,221	6,480	2,030	304		
Terrell	14,314	7,636	2,236	180	410	12
Thomas	33,932	23,960	6,564	975		
Tift	22,645	19,839	5,528	601		
Toombs	17,382	18,310	4,401	606		
Towns	4,803	1,498	436	36	310	28
Treutlen	6,522	2,067	609	51		
Troup	49,841	46,285	13,225	1,316	5,070	37%
Turner	10,479	5,120	1,506	178		
Twiggs	8,308	1,207	511	54	190	10%
Union	7,318	2,962	716	83	480	28
Upson	25,078	17,694	6,423	538	3,320	51
Walker	38,198	21,999	5,598	965	1,190	11%
Walton	20,230	12,385	3,768	342	3,670	72
Ware	30,289	27,444	6,278	891	1,130	14%
Warren	8,779	3,226	751	80	210	10
Washington	21,012	8,377	2,305	296	510	10
Wayne	14,248	9,080	2,100	317	350	10%
Webster	4,081	329	151	19	80	10
Wheeler	6,712	1,751	663	54		
White	5,951	2,064	642	34	390	28%
Whitfield	34,432	26,610	7,759	818	3,980	41
Wilcox	10,167	2,533	1,114	131	380	15%
Wilkes	12,388	7,248	1,897	306	590	19
Wilkinson	9,781	3,185	1,242	98	240	10%
Worth	19,357	5,659	2,370	190		

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentages are given have less than 10% ownership. Set & cent figures from CBS TV Research.

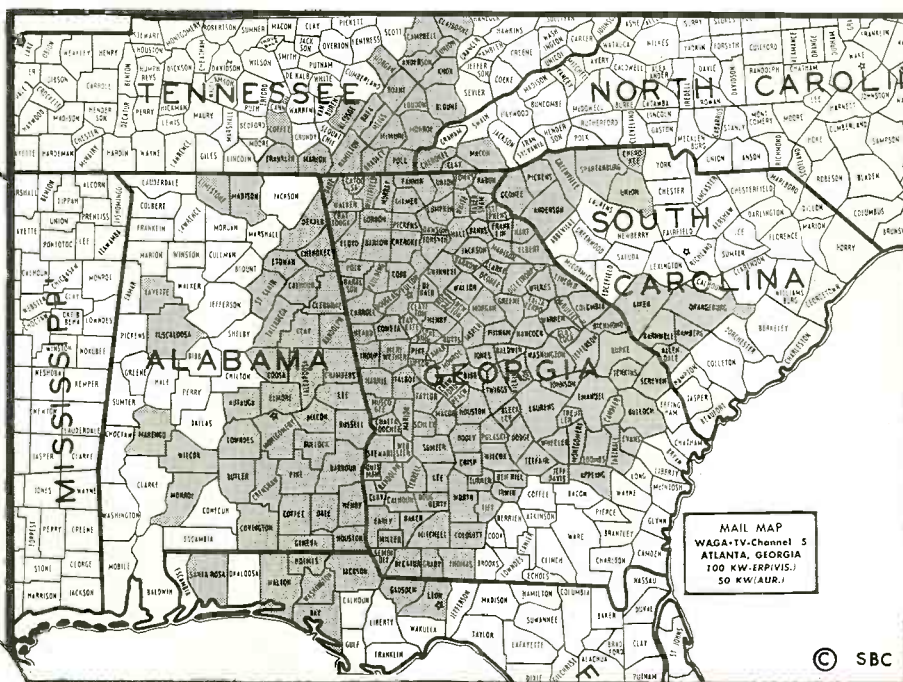
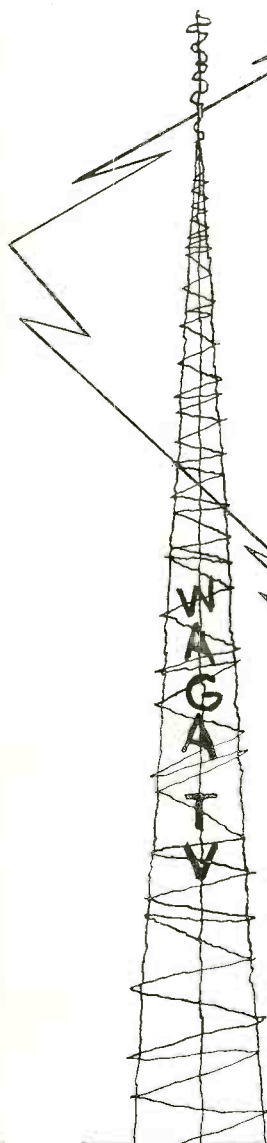
LOOK what happened

when WAGA-TV went to 100,000 watts!

We asked our viewers to let us know how well they were receiving our new 100,000-watt power. Old fringes melted away like cotton candy. Letters poured in from Oxford, Maine, to Chipley, Florida—and the farthest from Minot, North Dakota.

They all said we get you *loud, steady, and clear*. The map below shows where most of the letters came from—216 counties in five states.

We're not claiming this is the coverage you get when you buy WAGA-TV. But there is this one thing for sure: *within an 80-mile radius of Atlanta, you get solid coverage with no ands, ifs, or buts about it* when you buy WAGA-TV, the CBS-TV station in Atlanta on Channel 5.



TOPS IN ATLANTA*

11 out of the top 16 once-a-week shows.

13% more viewers week days and nights than station "B" — 128% more than station "C" (Monday thru Friday — 9 a.m.-11 p.m.)

More quarter-hour firsts than either other station (Sunday thru Saturday — 9 a.m.-11 p.m.)

*Atlanta Telepulse, July 1953



NOW 100,000 WATTS

waga-tv
CHANNEL 5 CBS-TV, ATLANTA, GA.

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago



NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Appling	3,200			Jefferson	4,600		
Atkinson	1,700			Jenkins	2,000		
Bacon	2,100	18	380	Johnson	2,600		
Baker	1,200			Jones	1,800	19	340
Baldwin	4,900	19	920	Lamar	2,500	56	1,410
Banks	1,700	24	410	Lanier	1,300		
Barrow	3,600	37	1,340	Laurens	8,300		
Bartow	7,100	45	3,170	Lee	1,500		
Ben Hill	4,000			Liberty	2,300		
Berrien	3,300			Lincoln	1,400	20	280
Bibb	34,800	25	8,700	Long	900		
Bleckley	2,300			Lowndes	11,500		
Brantley	1,500			Lumpkin	1,500	40	600
Brooks	4,100			McDuffie	3,000		
Bryan	1,400			McIntosh	1,600		
Bulloch	6,100			Macon	3,400	23	790
Burke	5,900			Madison	3,000	25	740
Butts	2,200	56	1,240	Marion	1,400		
Calhoun	2,200			Meriwether	5,200	58	2,990
Camden	2,000	34	680	Miller	2,200		
Candler	2,000			Mitchell	5,300		
Carroll	9,200	45	4,140	Monroe	2,500	56	1,410
Caloosa	4,100	39	1,610	Montgomery	1,800		
Charlton	1,100	35	380	Morgan	2,900	32	920
Chatham	46,100	11	5,100	Murray	2,500	39	980
Chattahoochee	1,700	14	230	Muscogee	34,600	14	4,720
Chattooga	5,600	28	1,570	Newton	5,200	66	3,440
Cherokee	5,400	40	2,180	Oconee	1,600	32	510
Clarke	10,200	32	3,230	Oglethorpe	2,300	20	460
Clay	1,500			Paulding	3,000	45	1,340
Clayton	6,800	58	3,910	Peach	3,000	23	700
Clinch	1,500	18	270	Pickens	2,200	40	890
Cobb	18,800	68	12,850	Pierce	2,600		
Coffee	5,700			Pike	2,000	57	1,130
Colquitt	8,600			Polk	8,000	45	3,580
Columbia	2,200			Pulaski	2,200		
Cook	3,100			Putnam	1,800	18	330
Coweta	7,400	58	4,260	Quitman	800		
Crawford	1,300	23	300	Rabun	1,700	29	500
Crisp	4,800			Randolph	3,300		
Dade	1,700	28	480	Richmond	39,800		
Dawson	800	40	320	Rockdale	2,100	66	1,390
Decatur	6,300			Schley	900		
De Kalb	43,200	68	29,570	Screven	4,200		
Dodge	4,300			Seminole	1,900		
Dooley	3,400			Spalding	8,700	56	4,890
Dougherty	13,800	11	1,500	Stephens	4,500	30	1,330
Douglas	3,100	45	1,400	Stewart	2,200		
Early	4,300			Sumter	6,400		
Echols	500	18	90	Talbot	1,800	53	960
Effingham	2,200			Taliaferro	1,000	20	200
Elbert	4,800	24	1,170	Tattnall	3,700		
Emanuel	4,800			Taylor	2,300	23	530
Evans	1,600			Telfair	3,100		
Fannin	3,700	29	1,090	Terrell	3,400		
Fayette	1,900	57	1,090	Thomas	9,300		
Floyd	17,000	54	9,190	Tift	6,000		
Forsyth	2,800	40	1,120	Toombs	4,300		
Franklin	3,600	24	880	Towns	1,100	29	320
Fulton	137,900	86	118,130	Treutlen	1,500		
Gilmer	2,400	40	970	Troup	13,700	45	6,120
Glascocock	800			Turner	2,500		
Glynn	8,600	34	2,940	Twiggs	1,900		
Gordon	4,900	39	1,930	Union	1,700	29	500
Grady	4,800			Upson	6,500	54	3,480
Greene	3,200	20	650	Walker	10,800	15	1,600
Gwinnett	8,700	37	3,250	Walton	5,100	66	3,370
Habersham	4,300	30	1,270	Ware	8,100	18	1,470
Hall	10,900	61	6,700	Warren	2,100		
Hancock	2,400	19	450	Washington	5,100		
Haralson	3,800	45	1,700	Wayne	3,500		
Harris	2,700	53	1,440	Webster	800		
Hart	3,600	24	880	Wheeler	1,500		
Heard	1,600	44	710	White	1,400	30	420
Henry	3,800	66	2,520	Whitfield	9,700	39	3,820
Houston	6,400	26	1,650	Wilcox	2,500		
Irwin	2,600			Wilkes	3,100	20	630
Jackson	4,800	37	1,780	Wilkinson	2,400		
Jasper	1,800	32	570	Worth	4,500		
Jeff Davis	2,300			Totals	935,400		311,410

ATLANTA

WAGA-TV

LICENSEE: Storer Broadcasting Co. Address: 1018 W. Peachtree St., N.W. Phone: Vernon 3553

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, 1018 W. Peachtree St. Make, RCA. Model TT 25 DL. Antenna: Make RCA. Type TF 5 A. Height, Above average terrain 530 ft. Above ground 484 ft.

OPERATION: Began March 8 1949. Hours, 8:30 a.m.-11:05 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WAGA, FM, WAGA-FM.

REPRESENTATIVES: Sales, The Katz Agency, Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum.

SERVICES: Two studios (30 x 50-ft. and 20 x 20-ft.). Four RCA TK10A camera chains. One WAGA designed rear screen projector. Two RCA TK 20 film cameras. Two RCA TP 16 C film projectors. One Viewlex slide projector. RCA TJ50A mobile unit. News Services, UP and AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder, Licensee owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va. (sale to Peoples Broadcasting Corp. pending FCC approval) and WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

George B. Storer, Pres.
Glenn C. Jackson, Gen. Mgr.
John W. Collins Jr., Com. Mgr.
Don Naylor, Prog. Dir. & Film Buy.

Hugo Bondy, Ch. Eng.
Para Lee Brock, Prom. Mgr.
R. David Mayo, Merc. Mgr.

RATE INFORMATION: Class A one hour Live \$650, Film \$650. Minute spot Live \$104, Film \$104. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,371,300	2,732,400	6,425,100
Families in Area	800,200	875,450	1,677,612
Area in Square Miles	30,000	39,000	90,000
No. of Sets (May 1)	230,400	272,300	534,060
Retail Sales	\$1,671,324,600	\$1,880,240,200	\$4,325,397,000
Income Per Family	\$4,005	\$3,770	\$3,679
Income Per Capita	\$1,000	\$990	\$974

WLWA (TV)
(FORMERLY WLWT)

LICENSEE: Crosley Broadcasting of Atlanta Inc. Address: 15 Forsyth St., S.W. Phone: Cypress 6676

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 23.8 kw, Aural 12.5 kw. Transmitter: Address, 1601 W. Peachtree St. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF-6B. Height, Above average terrain 546 ft. Above ground 598 ft.

OPERATION: Began Sept. 30, 1951. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network ABC, DuMont

REPRESENTATIVES: Sales, Crosley Sales, Washington Attorney Hogan & Hartson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (15 x 26-ft. and 25 x 26-ft.). Five RCA studio cameras. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. Two Selector slide projectors. GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Crosley Broadcasting Corp. (Avco Mfg. Co.) and also owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio; WINS New York (sale to J. Elroy McCaw and associates pending FCC approval).

EXECUTIVES:

Wm. P. Robinson, Pres. & Gen. Mgr.
Charles Grisham, Com. Mgr.

John Sever, Prog. Dir. & Film Buy.
Harvey Aderhold, Ch. Eng.
W. B. Colvin, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$500. Minute spot Live \$75. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 1-A.

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., N.W. Phone: Elgin 6711.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 730 Willoughby Way, N.E. Make, RCA. Model TT5A. Antenna: Make RCA. Type Super-Gain. Height, Above average terrain 930 ft. Above ground 1,059 ft.

OPERATION: Began Sept. 29, 1948. Hours, 7:00 a.-m-11:30-p.m.-12:45 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WSB, FM, WSB-FM

REPRESENTATIVES: Sales, Edward Pefry & Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Dallas, Tex.

SERVICES: One studio (30 x 50-ft.). Six camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA TPI6C film projectors. Two scanners. One opaque projector. One RCA mobile unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Licensee, Atlanta Newspapers Inc., publishes Atlanta Journal and Constitution. James M. Cox, former governor of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton; WSB-AM-FM-TV Atlanta; WIOD-AM-FM Miami, and publish Dayton Daily News and Journal Herald, Springfield News and Sun and Miami News.

EXECUTIVES:

James Leonard Reinsch, Mngng. Dir.
John M. Outler Jr., Gen. Mgr.
Marcus Bartlett, Sta. Mgr. & Com. Mgr.

M. K. Tolson, Prod. Dir.
Robert Holbrook, Ch. Eng.
Jean Hendrix, Film Buy.

RATE INFORMATION: Class A one hour Live \$700. Minute spot Live \$112. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.



The South's MOST POWERFUL TV Station

*WSB-TV's high tower-low channel formula
with 100,000 watts has created
one of America's truly great area stations*

The competitive advantage for advertisers in this doubled WSB-TV power best can be answered by a technical man. Ask any qualified television engineer about this formula—100,000 watts of power on Channel 2 from a tower 1062 feet high. Extend your Southern market... get *more* for your money. Get on WSB-TV

NBC AFFILIATE



Represented by Petry
Affiliated with The Atlanta Journal
and Constitution

COLUMBUS

WDAK-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Television Columbus. Address: Martin Bldg. Phone: 5447

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 92.4 kw, Aural 49.8 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, Three miles west of Columbus on Crawford Rd. Make, RCA. Model TTV5-. Antenna: Make RCA. Type Slotted Cylinder TFU 24 BL. Height, Above average terrain 647 ft. Above ground 446 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Networks, ABC and NBC. Station, AM, WDAK.

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two RCA TK20D camera chains. One RCA TK20 film camera. Two RCA 16mm TP16E film projectors. One TP3A dual disc double lens slide projector.

PRINCIPAL STOCKHOLDERS: Radio Columbus Inc. (WDAK) (50%) and Martin Theaters (50%).

EXECUTIVES:

Allen M. Woodall, Pres.
Roy. E. Martin, Exec. Vice Pres.
Jeff Daris, Com. Mgr.

George T. Land, Prog. Dir.
Reeve Owen, Ch. Eng.

MARKET INFORMATION:

Area in Square Miles	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
	1,385	2,014	4,784

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MACON

WETV (TV)

(Target Date, Aug. 22, 1953)

LICENSEE: Macon Television Co. Address: P. O. Box 664. Phone: 3-9355

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 168.5 kw, Aural 91 kw. Operating Pow.: Visual 16.85 kw, Aural 9.1 kw. Transmitter: Address, Pio Nono Ave. Make, RCA. Model TTU 1-B. Antenna: Make RCA Type TFU 24-DM. Height, Above average terrain 496 ft. Above ground 437 ft.

OPERATION: Target date Aug. 22, 1953. Hours, 4:00 p.m.-12 midnight.

AFFILIATIONS: Networks ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (20 x 30-ft.). One RCA DK 20-D film camera. Two RCA TP 16-D film projectors. One Gray Telejector slide projector. One RCA BK 11-A camera chain. News Service, AP.

PRINCIPAL STOCKHOLDERS: William A. Fickling (10%), Macon Broadcasting Co., licensee of WNEX Macon (45%) and Middle Georgia Broadcasting Co., licensee of WBML Macon (45%).

EXECUTIVES:

William A. Fickling, Pres.
Dixon Harp, Gen. Mgr.
Barney Kobres, Com. Mgr. &
Film Buy.

George T. Land, Prog. Dir.
Reeve Owen, Ch. Eng.
Jeff Davis, Opr. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot: Live \$42.50, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 247,000; Families in Area, 68,864; No. of Sets (June 1), 14,277; Retail Sales, \$172,000,000.

WETV coverage includes 30 counties with a total population of 455,000 or 136,000 homes with over 40,000 TV sets in operation.

Middle Georgia's rich market has over \$171,000,000 retail sales.

(Macon Retail Sales in 1952, \$101,420,000.)

Channel 47 wetv
Middle Georgia's First Television Station

2411 Pio Nono Avenue :: Macon, Georgia

DIXON HARP, General Manager

BARNEY KOBRES, Sales Manager

NATIONAL REPRESENTATIVES, HEADLEY-REED COMPANY

Hottest Advertising Media in Middle Georgia...
Channel 47 - Serving You!



MACON (Continued)

WMAZ-TV

(Target Date, Sept. 27, 1953)

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 2-7373

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Cochran Short Route. Make, DuM. Model 10000. Antenna: Make RCA. Type TF-12 AH. Height, Above average terrain 437 ft. Above ground 514 ft.

OPERATION: Target date Sept. 27, 1953. Hours, 11:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WMAZ. FM, WMAZ-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: One studio (32 x 34-ft.). Two RCA TK-11A camera chains. One TK-20D, RCA film cameras. Two RCA TP-16D film projectors. One Gray Model 3A slide projector. Composite opaque projector. Composite film processing unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr. (71%), Wilton E. Cobb (23%), Wallace Miller (3%), attorney, not active in station and Mary S. Miller (3%), wife of Wallace Miller.

EXECUTIVES:

George P. Rankin Jr., Pres. & Ch. Eng.
 Wilton E. Cobb, Gen. Mgr. & Film Buy.
 Frank Crowther, Com. Mgr.
 Albert Sanders, Asst. to Gen. Mgr.
 William H. Hatton, Opr. Dir.
 Ed Pendleton, Film Dir.
 J. D. Lawhon, Tech. Dir.

RATE INFORMATION: Class A one hour \$200. Minute spot \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (0.5 MV)	Grade B (0.1 MV)
Population	434,900	265,200
Families in Area	110,000	66,900
Area in Square Miles	11,304	8,792
No. of Sets (June 1)	21,265	18,725
Retail Sales	\$256,860,000	\$138,445,000
Income Per Family	\$4,782	\$3,173
Income Per Capita	\$1,365	\$961

ROME

WROM-TV

LICENSEE: WROM-TV Inc. Address: 121 Broad St. Phone 2-0833, 2-0834, 2-0301

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Transmitter: Address, Horseleg Mountain, 4.2 miles southwest of Rome. Make, DuM. Model 8000. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 780 ft. Above ground 80 ft.

OPERATION: Began June 15, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATION: Station, AM, WROM.

REPRESENTATIVES: Sales, Weed Television. Consulting Engineer Ben Akerman.

SERVICES: Two studios (36 x 40-ft. and 8 x 10-ft.). Two GPL image orthicon camera chains. One image orthicon film reproduction film camera. Two DeVry 16mm film projectors. Two LaBelle 302 Automatic 2 x 2-in. slide projectors. Two opaque projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington, executor of estate of Leon Covington, deceased (33 1/3%), Edward McKay (33 1/3%) and Chas. Doss (33 1/3%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

Dean Covington, Pres.
 Edward McKay, Gen. Mgr.
 Chas. Doss, Com. Mgr. & Nat. Acc. Mgr.
 Blair Jessee, Prog. Dir. & Prod. Mgr.
 Tom Robertson, Ch. Eng.
 Ivan Hoge, Film Buy. & News Dir.
 Dorothy McKay, Traffic & Cont. Ch.
 Ann McAlister, Asst. Continuity Ch.
 Bob Martin, Farm Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 943,648; Area in Square Miles, 1,180; No. of Sets (March 1), 75,500; Retail Sales, \$629,068,000.

SAVANNAH

WTOC-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Savannah Broadcasting Co. Address: 516 Abercorn St. Phone: 2-0127

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 228 kw, Aural 114 kw. Transmitter: Address, 516 Abercorn St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 478 ft. Above ground 500 ft.

OPERATION: Target date Nov. 1, 1953.

AFFILIATIONS: Network CBS; Stations, AM, WTOC. FM, WTOC-FM

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Miller & Schroeder. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. William T. Knight Jr. (51%), Vice Pres. & Secy. S. P. Driscoll (3.6%), Grace Schley Knight (16.6%), F. Schley Knight (4.6%) and 83 minority stockholders

EXECUTIVES:

William T. Knight Jr., Pres. & Gen. Mgr.
 Ben B. Williams, Com. Mgr.
 Dwight J. Bruce, Prog. Dir.
 Kyle Goodman, Ch. Eng.
 F. Schley Knight, Vice Pres. in Chg. of TV

VALDOSTA

WGOV-TV

(Target Date, Nov., 1953)

LICENSEE: WGOV-TV Inc. Address: Daniel Ashley Hotel. Phone: 1420

FACILITIES: Chan. 37. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 48 kw. Operating Pow.: Visual 5 kw, Aural 5 kw. Transmitter: Address, Valdosta. Make, RCA. Antenna: Make RCA. Height, Above average terrain 350 ft. Above ground 300 ft.

OPERATION: Target date Nov., 1953.

AFFILIATION: Station, AM, WGOV.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney Philip M. Baker. Consulting Engineer W. J. Holey, Atlanta.

SERVICES: One studio (30 x 50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Jr. (99.98%), W. H. Keller Jr. (.01%) and H. E. Ulmer (.01%). Mr. Rivers also owns WEAS Decatur, WJIV Savannah, Georgia, and KWEM W. Memphis, Ark.

EXECUTIVES:

E. D. Rivers Jr., Pres.
 W. H. Keller Jr., Vice Pres. & Gen. Mgr.
 A. B. Smith, Com. Mgr.
 Vince Randolph, Prog. Dir.
 L. E. Gradick Jr., Ch. Eng.

IDAHO MARKET INDICATORS

Total Population, July 1, 1952	608,000
Total Families, 1950	148,710
Total Urban Population, 1950	252,549
Total Rural Nonfarm Population, 1950	171,128
Total Farm Population, 1950	164,960
Employed in Nonagricultural Establishments, Feb., 1953	128,200
Total Employed, 1950	205,993
Employed in Mining, Feb., 1953	5,400
Employed in Manufacturing, Feb., 1953	19,200
Employed in Construction, Feb., 1953	7,100
Employed in Agriculture, 1950	55,241
Retail Sales, 1952	\$ 698,317,000
Bank Assets, Jan. 1, 1953	\$ 544,367,000
Bank Deposits, Jan. 1, 1953	\$ 513,447,000
Major Income Sources, 1951: Agriculture 20.7%; Government 15.3%; Manufacturing Payrolls 11.0%; Trade and Service 23.7%; Other 29.3%.	
Total Income Payments, 1951	\$ 800,000,000
Per Capita Income, 1951	\$ 1,356
Median Family Income, 1950	\$ 3,046
Total Internal Revenue Collections, 1952	\$ 120,065,510
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 72.32
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 53,312,000
Cash Receipts of Farms, 1952	\$ 376,342,000
Government Payments to Farmers, 1952	\$ 4,584,000
Value of Mineral Production, 1950	\$ 79,077,000
New Public Construction in 1952	\$ 68,200,000
Motor Vehicle Registration, 1952	290,529
Number of Telephones, 1952	155,000
Number of Electrical Connections, 1952	204,551
Number of Gas Utilities Connections, 1952	300

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Ada	70,649	90,828	16,623	2,319		
Adams	3,347	2,558	992	82		
Bannock	41,745	48,732	11,556	1,420		
Bear Lake	6,834	7,360	1,238	237		
Benewah	6,173	5,836	1,544	42	*520	29%
Bingham	23,271	22,034	4,741	582		
Blaine	5,384	6,355	1,420	151		
Boise	1,776	1,065	387		
Bonner	14,853	13,100	3,416	308	*1,310	29%
Bonneville	30,210	52,683	9,008	1,019		
Boundary	5,908	6,706	1,834	79	*460	29%
Butte	2,722	2,002	456	31		
Camas	1,079	871	150	35		
Canyon	53,597	65,340	13,298	1,742		
Caribou	5,576	9,837	1,572	57		
Cassia	14,629	19,854	3,417	459		
Clark	916	794	172		
Clearwater	8,217	5,799	1,296	266		
Custer	3,318	2,570	758	71		
Elmore	6,687	7,269	823	69		
Franklin	9,867	9,862	1,848	265		
Fremont	9,351	9,533	1,907	288		
Gem	8,730	7,131	1,806	73		
Gooding	11,101	15,500	3,354	375		
Idaho	11,423	10,866	1,898	208		
Jefferson	10,495	7,922	1,874	283		
Jerome	12,080	15,327	3,337	354		
Kootenai	24,947	26,700	7,897	717	*2,320	29%
Latah	20,971	18,629	4,267	578		
Lemhi	6,278	5,715	1,683	111		
Lewis	4,208	4,199	639	162		
Lincoln	4,256	3,317	765	74		
Madison	9,156	12,425	2,060	294		
Minidoka	9,785	8,874	1,808	216		
Nez Perce	22,658	41,536	7,050	999		
Oneida	4,387	4,765	863	79		
Owyhee	6,307	5,606	1,675	92		
Payette	11,921	10,951	2,714	265		
Power	3,988	4,923	876	41		
Shoshone	22,806	22,513	7,386	661		
Teton	3,204	2,760	576	90		
Twin Falls	40,979	58,519	8,934	1,334		
Valley	4,270	5,325	1,425	98		
Washington	8,576	13,806	1,781	205		

* New television county.

Note: For sources see foreword. Food, drug and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Ada	23,700			Gem	2,500		
Adams	900			Gooding	3,300		
Bannock	12,400			Idaho	3,200		
Bear Lake	1,900			Jefferson	2,600		
Benewah	1,800			Jerome	3,400		
Bingham	5,900			Kootenai	8,000	14	
Blaine	1,400			Latah	6,000		
Boise	600			Lemhi	1,900		
Bonner	4,500	14	610	Lewis	1,200		
Bonneville	9,000			Lincoln	1,100		
Boundary	1,600	14	220	Madison	2,300		
Butte	900			Minidoka	2,600		
Camas	300			Nez Perce	7,400		
Canyon	16,400			Oneida	1,200		
Caribou	1,900			Owyhee	1,700		
Cassia	3,900			Payette	3,800		
Clark	200			Power	1,000		
Clearwater	2,200			Shoshone	6,900		
Custer	1,000			Teton	700		
Elmore	2,200			Twin Falls	12,900		
Franklin	2,500			Valley	1,200		
Fremont	2,400			Washington	2,600		
				Totals	175,100		

BOISE

KBOI (TV) (MERIDIAN)

(Target Date, Dec. 1, 1953)

LICENSEE: Boise Valley Broadcasters Inc. (For full listing see Meridian.)

KIDO-TV

LICENSEE: KIDO Inc. Address: Chamber of Commerce Bldg. Phone: 2-4611

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 53.0 kw, Aural 26.5 k. Operating Pow.: Transmitter: Address, 700 Crestline Dr. Make, RCA Antenna: Make RCA. Height, Above ground terrain 859 ft. above ground 387 ft.

OPERATION: Began July 12, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, KIDO.

REPRESENTATIVES: Sales, Blair TV Inc, Washington Attorney Fisher, Waylan Duvall & Southmayd, Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (50 x 30-ft.). One RCA TK-30A camera chain. One RCA TK-20A film camera. Two RCA TP-16D film projectors. One Spindlr Slectroslide slide projector. One Multiscope opaque projector. Librar Thesaurus.

PRINCIPAL STOCKHOLDERS: Pres. Georgia M. Davidson (91%) and Vice Pres. Walter E. Wagstaff (9%).

EXECUTIVES:

Georgia M. Davidson, Pres. Harold Toedtemeier, Ch. Eng. Walter E. Wagstaff, Gen. Mgr. Jack Link, Flm Buy. & Prog. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spr Live \$35, Film \$25. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	53,500
Area in Square Miles	1,719	4,327	4,680

KTVI (TV)

(Target Date, Fall, 1953)

LICENSEE: Idaho Broadcasting & Television Co. Address: 5601 Cassia Phone 4-3511

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 15.8 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 5601 Cassia. Make, Composite. Antenna: Make Composite, Type Guyer Height, Above average terrain 2,360 ft. Above ground 107 ft.

OPERATION: Target date Fall, 1953.

AFFILIATIONS: Network, ABC. Station, AM, KGEM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer Grant Wrathall.

SERVICES: One studio (20 x 40-ft.) One RCA camera chain. One Bell Howell rear screen projector. One RCA film camera. News Service, UP Library, Langworth.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (25%), Vice Pres. David G. Smith (25%), Treas. Grant R. Wrathall (25%), Secy. D. Ray Owe Jr., Edna O. McCrea (12 1/2%) and Edna O. McCrea as guardian of estate of Sharon Lee Powers (minor) (12 1/2%). For other holdings contact Messrs. Carman, Smith and Wrathall, see Group Ownership.

EXECUTIVES:

Frank C. Carman, Pres. Milo J. Petersen, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$140.

MARKET INFORMATION: (Grade A, FCC Contour) Population, 168,000. Families in Area, 40,000; Area in Square Miles, 8,000; Retail Sales \$37,000,000; Income Per Family, \$2,800.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

IDAHO

IDAHO FALLS

KID-TV

(Target Date, not set)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 6.3 kw, Aural 3.2 kw. Transmitter: Address, 1 $\frac{3}{4}$ miles southeast of Idaho Falls on Ammon Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 260 ft. Above ground 387 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, CBS. Station, AM, KID.

REPRESENTATIVES: Washington Attorney Wilkinson, Boyden & Cragun. Consulting Engineer Vandievore, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Pres. A. W. Schweider (7.3%) and Vice Pres. Guy A. Poulson (6.7%). KSL-AM-FM-TV Salt Lake City, owns 25.9% of licensee and Zions Securities Corp. (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders own less than 10% each.

KIFT (TV)

(Target Date, 1954)

LICENSEE: Idaho Falls Television Inc. Address: P. O. Box 581, North Yellowstone Highway. Phone 1054

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 13.71 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, North Yellowstone Highway. Make, Composite. Antenna: Make RCA. Height, Above average terrain 244 ft. Above ground 349 ft.

OPERATION: Target date, 1954.

AFFILIATIONS: Network, ABC. Station, AM, KIFI.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co. (80%), owns 80% of The Post-Register, daily newspaper, and E. F. McDermott (20%), owns 20% of The Post-Register, J. Robb Brady Trust Co. also owns 50% of KLIX Twin Falls, 41% of KIFI and KWIK (AM). E. F. McDermott owns 8 $\frac{1}{3}$ % of KIFI and KWIK (AM).

EXECUTIVES:

J. M. Brady, Pres. & Gen. Mgr. John Taylor, Sta. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	45,000	75,000	100,000
Families in Area	150,000	25,000	30,000
Area in Square Miles	300	3,000	5,000
Retail Sales	\$50,000,000	\$90,000,000	\$150,000,000

MERIDIAN

KBOI (TV) (BOISE)

(Target Date, Dec. 1, 1953)

LICENSEE: Boise Valley Broadcasters Inc. Address: Radio Center Bldg., 311 N. 10th St., Boise. Phone 6820.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter Address, Deer Point, about 10 $\frac{3}{4}$ miles north-northeast of Idaho State Capitol Bldg., Boise. Make, DuM. Antenna: Make GE. Height, Above average terrain 2,480 ft. Above ground 84 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATION: Station, AM, KDSH.

REPRESENTATIVES: Attorney Willis C. Moffet, Boise. Consulting Engineer James A. Johnz Jr., Boise.

PRINCIPAL STOCKHOLDERS: Pres. H. Westerman Whillock (8.67%), Treas. Earl Glade Jr. (5.37%), and Secy. Willis C. Moffatt (11.6%).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ASK

BLAIR TV, Inc.

for

THE LATEST SALES FACTS

on

KIDO-TV

Boise, Idaho

CHANNEL 7

53,000 WATTS

CBS • NBC

DuMont

NAMPA

KFXD-TV

LICENSEE: Frank E. Hurt & Son Inc. Address: P. O. Box 891. Phone 6-4611.
FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.72 kw, Aural 12.95 kw. Operating Pow.: Visual .500 kw, Aural .250 kw. Transmitter: Address, Near Deer Point in Boise National Forest. Make, Gates. Antenna: Make Composite. Height, Above average terrain 2,000 ft.
OPERATION: Began June 18, 1953. Hours, 2:00 p.m.-9:00 p.m.
AFFILIATIONS: Network, ABC. Station, AM, KFXD.
REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Spearman & Roberson. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).
SERVICES: One RCA camera chain. One RCA film camera. Two Holmes film projectors. One RCA flying spot scanner. News Service, UP.
PRINCIPAL STOCKHOLDERS: E. E. Coleman (50%), Edward Hurt (25%) and Maxine Hurt (25%).
EXECUTIVES:
 E. Hurt, Pres. Gilbert Rose, Ch. Eng.
RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Interim Rate Card No. 1B.

POCATELLO

KISJ (TV)

(Target Date, Nov., 1954)

LICENSEE: Tribune-Journal Co. Address: 305 S. Arthur St.
FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 7.21 kw, Aural 3.61 kw. Transmitter: Address, 0.72 miles southwest of Tyhee. Make RCA. Antenna: Make RCA. Height, Above average terrain 20 ft.
OPERATION: Target date, Nov., 1954.
AFFILIATION: Network, CBS.
REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Russell P. May.
PRINCIPAL STOCKHOLDERS: Chmn. of Bd. G. Nicholas Ifft (25%), Pres. Robert S. Howard, Secy. Catherine Ifft Kirchof (25%), Treas. James G. Scripps, Western Publishing Co. (50%), 50% owner of Tribune-Journal Co. Mr. Howard is president of and holds stock in Western Publishing Co. Mr. Scripps is treasurer of Western Publishing Co. and Tribune-Journal Co.

KWIK-TV

(Target Date, Spring, 1954)

LICENSEE: Eastern Idaho Broadcasting & Television Co. Address: P. O. Box 768. Phone 3400
FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 3.2 kw, Aural 1.9 kw. Operating Pow.: Visual 0.5 kw, Aural 0.3 kw. Transmitter: Address, KWIK Peak. Make, Composite. Antenna: Make RCA. Type TF-6A1, 6 Sec. Superturndstile. Height, Above ground 860 ft.
OPERATION: Target date Spring, 1954.
AFFILIATIONS: Network, ABC. Station, AM, KWIK.
REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer Grant Wrathall (Aptos, Calif.).
PRINCIPAL STOCKHOLDERS: Pres. James M. Brady, voting stock of J. Robb Brady Trust Co. (41 2/3%), Vice Pres. Erwin F. McDermott (8 1/3%), Secy.-Treas. Frank C. Carman (12 1/2%), David G. Smith (12 1/2%), Grant R. Wrathall (12 1/2%) and Edna O. McCrea (6 1/4%). J. Robb Brady Trust Co. also owns 80% of KIFT (TV) Idaho Falls, and 50% of KLIX-TV Twin Falls, Idaho. For other holdings of Messrs. Carman, Smith and Wrathall, see Group Ownership.
EXECUTIVES:
 James M. Brady, Pres. Don Burden, Com. Mgr.
 Charles Crabtree, Gen. Mgr.
RATE INFORMATION: Class A one hour Film, \$120.

TWIN FALLS

KLIX-TV

(Target Date, Spring, 1954)

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Blvd. & Eastland Dr. Phone LD 6
FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 32 kw, Aural 16 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Flat Top Butte, 4.8 miles east of Jerome, Ida. Make, Composite. Antenna: Make RCA. Type TF-6AH, 6 Sec. Superturndstile. Height, Above average terrain 520 ft. Above ground 100 ft.
OPERATION: Target date Spring, 1954.
 Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATIONS: Network, ABC. Station, AM, KLIX.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney John H. Midlen. Consulting Engineer Grant Wrathall.

SERVICES: Two studios (40 x 60-ft. and 14 x 26-ft.) News Services AP, AP Wire Photo. Library, Frederic W. Ziv, UTP, Studio Telescriptions, CTS.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (12.5%), Vice Pres. Frank C. McIntyre, Treas. James M. Brady, David G. Smith (12.5%) and Grant R. Wrathall (12.5%). J. Robb Brady Trust Co. owns 50% of licensee and also 80% of KIFT (TV) Idaho Falls and 41 2/3% of KWIK-TV Pocatello, Idaho. For other holdings of Messrs. Carman, Smith and Wrathall, see Group Ownership.

EXECUTIVES:

Frank C. Carman, Pres. Glenn Long, Ch. Eng.
 Frank C. McIntyre, Vice Pres. & Desmond Barker and/or Frank C. Gen. Mgr. McIntyre, Film Buy.
 Fred Maltz, Com. Mgr. Eddie Gish, Prod. Mgr.
 Desmond Barker, Prog. Dir. Richard Ferris, Art Dir.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$34.25, Film \$26.25. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 1.

ILLINOIS

ILLINOIS MARKET INDICATORS

Total Population, July 1, 1952	8,918,000
Total Families, 1950	2,287,955
Total Urban Population, 1950	6,759,277
Total Rural Nonfarm Population, 1950	1,189,709
Total Farm Population, 1950	763,197
Employed in Nonagricultural Establishments, 1952	3,254,300
Total Employed, 1950	3,546,057
Employed in Mining, 1952	38,900
Employed in Manufacturing, 1952	1,246,300
Employed in Construction, 1952	152,000
Employed in Agriculture, 1950	251,127
Retail Sales, 1952	\$10,602,289,000
Bank Assets, Jan. 1, 1953	\$15,542,195,000
Bank Deposits, Jan. 1, 1953	\$14,473,555,000
Major Income Sources, 1951: Agriculture 5.9%; Government 11.7%; Manufacturing Payrolls 28.6%; Trade and Service 26.0%; Other 27.8%.	
Total Income Payments, 1951	\$17,001,000,000
Per Capita Income, 1951	\$ 1,928
Median Family Income, 1950	3,627
Total Internal Revenue Collections, 1952	\$ 5,730,582,862
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 76.31
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 298,235,000
Cash Receipts of Farms, 1952	\$ 1,999,361,000
Government Payments to Farmers, 1952	\$ 10,537,000
Value of Mineral Production, 1950	\$ 488,144,000
Total New Construction in 1952	\$ 1,785,700,000
New Private Construction in 1952	\$ 1,388,600,000
New Public Construction in 1952	\$ 397,100,000
Motor Vehicle Registration, 1952	2,841,125
Number of Telephones, 1952	3,268,100
Number of Electrical Connections, 1952	2,754,624
Number of Gas Utilities Connections, 1952	1,804,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

ILLINOIS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	64,690	68,958	15,355	1,944		
Alexander	20,316	20,140	4,187	517		
Bond	14,157	14,053	3,192	183	2,480	54%
Boone	17,070	19,981	5,002	397	1,480	28%
Brown	7,132	9,822	1,693	87	280	12%
Bureau	37,711	37,862	7,889	556	4,080	34%
Calhoun	6,898	4,797	1,032	66	840	44%
Carroll	18,976	24,456	5,457	164	4,590	74%
Cass	15,097	16,243	4,500	453	660	14%
Champaign	106,100	120,909	23,885	4,073		
Christian	38,816	39,495	9,556	806	2,390	19%
Clark	17,362	18,413	3,762	302	970	17%
Clay	17,445	14,753	2,621	277		
Clinton	22,594	19,327	4,670	207	3,620	54%
Coles	40,328	50,658	10,313	1,053	2,530	19%
Cook	4,508,792	6,000,609	1,281,307	178,271	1,206,320	85%
Crawford	21,137	21,552	5,093	456	1,220	17%
Cumberland	10,496	6,063	1,543	112	560	17%
De Kalb	40,781	50,419	10,479	1,472	6,730	53%
De Witt	16,894	20,400	4,499	413		
Douglas	16,706	18,806	4,833	365		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Adair	154,599	140,266	43,879	4,511	43,700	89%
Adams	23,407	25,890	5,723	856		
Adams	9,056	9,931	1,611	122		
Adams	21,675	28,005	5,003	386	1,630	25%
Adams	24,582	19,049	3,709	361	1,850	25%
Adams	15,901	20,029	4,456	453	1,430	28%
Adams	48,685	36,025	11,005	885	3,420	21%
Adams	43,716	42,886	11,913	1,070	4,090	28%
Adams	9,818	8,642	1,900	130		
Adams	18,852	17,501	5,201	396	2,680	44%
Adams	19,217	22,315	6,091	381	3,720	61%
Adams	12,256	7,711	1,772	237		
Adams	25,790	24,722	5,795	477	4,080	48%
Adams	7,530	4,396	1,531	128		
Adams	8,416	8,415	1,966	85	1,250	48%
Adams	46,492	57,287	12,645	1,297	10,860	71%
Adams	32,348	38,997	8,437	662	2,860	28%
Adams	38,124	35,892	8,012	749	3,090	26%
Adams	12,266	9,497	2,079	68	660	17%
Adams	35,892	36,149	7,202	714	2,120	18%
Adams	15,264	12,736	3,120	377	2,070	44%
Adams	21,459	21,779	5,177	441	2,240	34%
Adams	8,729	4,359	1,091	66		
Adams	150,388	207,779	50,751	5,938	38,140	84%
Adams	73,524	94,431	18,895	2,315	11,060	57%
Adams	12,115	13,512	3,920	233	2,320	61%
Adams	54,366	72,929	18,066	1,998	10,150	57%
Adams	179,097	203,481	58,204	5,660	49,940	93%
Adams	100,610	122,829	32,167	3,108	8,140	26%
Adams	20,539	17,418	4,213	425	850	13%
Adams	36,451	35,744	8,368	775	3,370	34%
Adams	37,809	39,594	8,410	728	2,460	22%
Adams	30,671	30,814	6,593	559		
Adams	28,199	37,993	7,986	719	1,200	13%
Adams	50,656	67,358	15,464	1,721	12,280	74%
Adams	76,577	93,678	18,960	2,556		
Adams	98,353	126,646	27,653	2,784		
Adams	44,210	41,157	11,430	890	7,110	49%
Adams	182,307	176,590	51,219	4,600	38,680	66%
Adams	41,700	43,983	9,779	1,215	2,770	21%
Adams	13,025	13,512	3,640	218	570	14%
Adams	15,326	19,983	4,437	506		
Adams	13,594	9,200	2,207	336		
Adams	9,639	7,934	1,843	159		
Adams	17,374	17,533	3,830	329	3,560	66%
Adams	13,282	12,403	2,403	147	2,170	53%
Adams	32,460	33,735	8,277	604	3,130	29%
Adams	35,568	41,462	7,758	854	1,390	14%
Adams	13,171	12,530	2,511	179		
Adams	33,429	38,569	10,217	809	3,020	28%
Adams	174,347	222,352	51,963	6,103	10,450	19%
Adams	21,684	18,702	5,081	494	1,790	26%
Adams	13,970	12,605	2,972	300		
Adams	22,155	17,499	4,873	298	2,090	29%
Adams	5,779	1,942	418	29		
Adams	13,639	5,524	1,695	173		
Adams	4,746	3,948	934	37	210	14%
Adams	31,673	29,257	7,316	556	4,610	53%
Adams	16,889	18,696	4,086	418	740	13%
Adams	133,558	160,821	39,944	4,832	32,070	76%
Adams	205,995	199,883	54,281	4,677	45,800	71%
Adams	33,420	31,197	6,960	694		
Adams	131,484	175,347	36,482	5,798		
Adams	9,613	7,461	2,017	117	430	13%
Adams	7,245	7,221	1,731	111	700	29%
Adams	24,434	21,222	5,325	459		
Adams	8,721	7,397	1,937	158	920	34%
Adams	41,585	53,984	12,318	1,049	4,560	34%
Adams	76,165	66,063	18,529	946	5,980	24%
Adams	20,500	14,798	3,708	347		
Adams	87,079	98,331	21,781	3,401	2,750	10%
Adams	14,651	16,657	3,865	319	610	13%
Adams	21,981	27,615	5,302	487	4,620	66%
Adams	14,460	12,243	2,538	134	2,540	54%
Adams	20,933	19,503	3,972	291		
Adams	20,935	20,060	4,470	491		
Adams	49,336	56,285	13,330	1,392	11,690	74%
Adams	134,336	144,072	39,955	4,062	33,860	83%
Adams	48,621	40,066	11,102	998	2,090	13%
Adams	152,385	205,193	49,253	5,456	8,020	16%
Adams	21,335	23,343	4,990	297	920	14%

NOTE: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS-TV Research.

NEC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adair	20,500			Fayette	7,400	28	2,050
Adair	6,700			Ford	5,100	29	1,480
Adair	4,600	56	2,560	Franklin	16,300	25	4,110
Adair	5,300	27	1,450	Fulton	14,600	34	4,930
Adair	2,300	22	500	Gallatin	2,900		
Adair	12,000	39	4,620	Greene	6,100	43	2,610
Adair	1,900	43	810	Grundy	6,100	58	3,510
Adair	6,200	82	5,100	Hamilton	3,900		
Adair	4,700	17	810	Hancock	8,500	43	3,690
Adair	30,000			Hardin	2,100		
Adair	12,600	25	3,150	Henderson	2,600	43	1,130
Adair	5,700	24	1,360	Henry	15,300	74	11,290
Adair	5,600			Iroquois	10,200	29	2,970
Adair	6,700	56	3,730	Jackson	11,900	32	3,760
Adair	13,300			Jasper	3,900	24	920
Adair	1,419,200	89	1,269,950	Jefferson	11,800	25	2,900
Adair	7,200	24	1,710	Jersey	4,700	43	2,020
Adair	3,300	24	790	Jo Daviess	6,600	33	2,170
Adair	12,700	59	7,460	Johnson	2,600		
Adair	5,600			Kane	45,400	81	36,930
Adair	5,400	25	1,370	Kankakee	19,400	64	12,330
Adair	49,100	72	35,430	Kendall	3,800	57	2,180
Adair	7,800	25	1,980	Knox	17,800	58	10,330
Adair	2,900	16	470	Lake	53,700	81	43,760
Adair	6,500	28	1,790	La Salle	31,300	29	9,020

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Lawrence	6,500	16	1,050	Putnam	1,500	23	340
Lee	9,900	36	3,550	Randolph	8,700	57	4,970
Livingston	11,200	25	2,810	Richland	5,700	16	920
Logan	8,400	10	870	Rock Island	42,200	80	33,840
McDonough	9,200	22	2,010	St. Clair	64,500	65	42,200
McHenry	16,600	71	11,800	Saline	10,900		
McLean	23,900			Sangamon	43,100	14	5,870
Macon	33,000	13	4,320	Schuyler	3,300	22	730
Macoupin	14,500	47	6,830	Scott	2,400	30	720
Madison	58,600	62	36,420	Shelby	7,900		
Marion	13,200	32	4,250	Stark	2,700	39	1,040
Marshall	4,100	22	920	Stephenson	13,400	33	4,410
Mason	5,100	10	530	Tazewell	24,900	22	5,490
Massac	4,500			Union	5,600		
Menard	3,100	11	330	Vermilion	27,500	14	3,790
Mercer	5,400	69	3,740	Wabash	4,700	16	770
Monroe	4,100	57	2,340	Warren	7,000	69	4,850
Montgomery	10,800	38	4,130	Washington	4,700	56	2,620
Morgan	9,900	17	1,710	Wayne	6,600		
Moultrie	4,100			White	6,700		
Ogle	10,800	27	2,940	Whiteside	15,800	82	13,010
Peoria	55,000	36	19,750	Will	40,800	80	32,740
Perry	6,900	32	2,190	Williamson	16,100	19	3,080
Piatt	4,400			Winnebago	50,100	22	11,220
Pike	7,200	30	2,170	Woodford	6,600	23	1,490
Pope	1,700			Totals	2,741,500		1,797,890
Pulaski	4,200						

BELLEVILLE

WTVI (TV) (ST. LOUIS)

LICENSEE: Signal Hill Telecasting Corp. Address: 10,200 W. Main St. Phone: Express 0054

FACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 207 kw, Aural 103.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 10,200 W. Main St. Make, Federal. Antenna: Make Workshop Assoc. Height, Above average terrain 630 ft. Above ground 593 ft.

OPERATION: Began Aug. 10, 1953. Hours: 5:00 p.m.-12:00 midnight.

AFFILIATION: Network, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Sher, Oppenheimer & Harris. Consulting Engineer John B. Heffelfinger, Kansas City.

SERVICES: One studio (30 x 40-ft.). Four DuM. camera chains. One DuM. Multiscanner film camera. One DuM. film projector. One DuM. slide projector. One DuM. opaque projector. One composite mobile unit. News Service, UP. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Pres. Bernard T. Wilson (10%); Vice Pres. Theodore F. Weiskotten (10%), Vice Pres. John P. Hyatt (10%); Treas. Paul E. Peltason (25.75%); Secy. H. M. Stolar (2.5%); Asst. Secy-Treas. Harry Tenenbaum (25.75%); Irvin Gerst (6%); Riverside Insurance Co. of America (4%); Salum L. Lewis (2%); Mrs. Janet W. Levy (2%) and Vance M. Thompson (2%).

EXECUTIVES:

Bernard T. Wilson, Pres. & Gen. Mgr.	Ted Westcott, Prog. Dir.
John I. Hyatt, Sls. Mgr.	Richard Trompeter, Ch. Eng.
	Harold Kirsch, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$100. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,500,000	1,000,000	2,500,000
Families in Area	360,000	240,000	600,000
Area in Square Miles	600		1,600
No. of Sets (June 1)	75,000	50,000	125,000
Retail Sales	\$1,750,000,000	\$500,000,000	\$2,225,000,000

BLOOMINGTON

WBLN (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Cecil W. Roberts. Address: 909 Mich. Ave., Farmington, Mo.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9.8 kw. Transmitter: Address, 106 W. Monroe St. Make, GE. Model TT-20-A. Antenna: Make GE. Height, Above average terrain 478.8 ft. Above ground 443 ft.

OPERATION: Target date Oct. 1, 1953. Hours: 7:00 p.m.-11:00 p.m.

AFFILIATION: Network, ABC.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co., St. Louis.

SERVICES: One studio (20 x 30-ft.)

PRINCIPAL STOCKHOLDERS: Cecil W. Roberts (100%). He is also licensee of KREI Farmington, Mo., KNEM Nevada, Mo., KCHI Chillicothe, Mo., KALO Leavenworth, Kan., and KCRB Chanute, Kan.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

Cecil W. Roberts, Pres. Wm. Whitlock, Com. Mgr.
 Jerrell Henry, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$41, Film \$40. Rate Card No. 1.

CHAMPAIGN

WCIA (TV) (URBANA)

(Target Date, Sept. 1, 1953)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 15 kw. Transmitter: Address, State Highway 47. Make, RCA. Model TT10AL-TT258L. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 1,000 ft. Above ground 981 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Spearman & Roberson. Consulting Engineer Paul Godley Co. (Upper Montclair, N. J.).

SERVICES: One studio (32 x 45-ft.). Two RCA TK11 image orthicon camera chains. One TK20D RCA film camera. Two TCA TP16 16mm SOF film projectors. Two RCA automatic slide projectors (2 x 2") scanners.

PRINCIPAL STOCKHOLDERS: Pres. August C. Meyer (24.9%); Clara R. Meyer (26.1%); Secy. Russel O. Derby (5%); Illinois Broadcasting Co. (20%), licensee of WSOY Decatur, 30% owner of WTAX Springfield; Helen M. Stevick (10%), 60% owner of WDWS Champaign; Marajen S. Dyess (10%), 40% owner of WDWS and J. A. McDermott (2.1%), director of Champaign News Gazette, licensee of WDWS.

EXECUTIVES:

August C. Meyer, Pres. M. D. Hunnicutt Jr., Ch. Eng.
 Harry Y. Maynard, Gen. Mgr. James F. Fielding, Prod. Mgr.
 Guy Main, Com. Mgr.

— — — (URBANA)

(Target Date, not set)

LICENSEE: Champaign-Urbana Television Inc. Address: 1775 Broadway, New York

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: Address, Woods Rd., approx. seven miles northwest of Champaign. Make, RCA. Antenna: Make RCA. Height, Above average terrain 740 ft. Above ground 750 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer William Albright, Urbana.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Norman E. Blankman (39%), New York realtor; Secy. Duncan M. Findlay (17%), New York realtor; Vice Pres. Alan Blankman (17%), Baltimore realtor; Vice Pres. Dallas W. Smyth (4%), professor of economics, U. of Illinois, consultant, Lutheran Church, Missouri Synod, which is grantee of Ch. 30, Clayton, Mo., and Herbert C. Rosenthal (10%), Graphics Institute, New York.

CHICAGO

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.0 kw, Aural 8.0 kw. Operating Pow.: Visual 16.0 kw, Aural 8.0 kw. Transmitter: Address, 33 N. La Salle St. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 5-Bay Superturndstile. Height, Above average terrain 390 ft. Above ground 686 ft.

OPERATION: Began Sept. 6, 1946. Hours, 8:55 a.m.-1:05 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WBBM. FM, WBBM-FM.

REPRESENTATIVES: Sales, CBS TV Spot Sales.

SERVICES: Four studios (14 x 24-ft., 24 x 26-ft., 35 x 55-ft. and 46 x 48-ft.). Four RCA studio and eleven RCA interchangeable field camera chains. One Translux rear screen projector. Four RCA film cameras. Two RCA 35mm and four RCA 16mm film projectors. Three Lebel slide projectors. One Multiscope opaque projector. Four field cameras. Two microwave transmitters. News Services, AP, UP, INS. Library, Associated, Sesac, World.

PRINCIPAL STOCKHOLDERS: CBS owns and operates WCBS-AM-FM-TV New York; KCBS-AM-FM San Francisco; KMOX St. Louis; KNX-AM-FM and KNXT (TV) Los Angeles; WBBM-AM-FM-TV Chicago and WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington, 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

Frank Stanton, Pres., CBS William Ryan, Prod. Dir.
 J. L. Van Volkenburg, Pres., J. F. Novy, Ch. Eng.
 CBS-TV Vann Cominos, Film Buy.
 H. L. Atlass, Vice Pres. & Gen. George Arkedis, Sls. Mgr.
 Mgr. Julian Kanter, Sls. Service Mgr.
 E. H. Shomo, Asst. Gen. Mgr. Jack Curry, Sls. Prom. Mgr.
 Al Bland, Com. Prog. Dir.

RATE INFORMATION: Class A one hour Live \$1,550, Film \$1,550. Minute spot Live \$425, Film \$425. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 6,549,500; Families in Area, 1,980,900; No. of Sets (June 1), 1,645,560; Retail Sale \$8,214,706,000; Income Per Family, \$6,455.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 20 N. Wacker Dr. Phone: Andover 3-0800

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 28.3 kw, Aural 14.15 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Dai News Bldg. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 660 ft. Above ground 670 f

OPERATION: Began Sept., 1948.

AFFILIATIONS: Network, ABC. Stations, AM, WENR. FM, WENR-FM

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney McKenna & Wilkin. Consulting Engineer Kear & Kennedy.

SERVICES: Five studios (38 x 45-ft., 28 x 51-ft., 34 x 49-ft., 26 x 31-ft., and 32 x 72-ft.) Nineteen RCA image orthicon camera chains. Two iconoscope and two RCA image orthicon film cameras. Two RCA 16mm, two GF 16mm and two RCA 35mm film projectors. Four Kodak 2A and two Sprindler & Sauppe slide projectors. One Gray Telop opaque projector. One RCA mobile unit. News Service, AP. Library, World, Associated.

PRINCIPAL STOCKHOLDERS: Licensee also owns and operates WABC-AM-FM-TV New York, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco, and a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, S. C. Quinlin, Gen. Mgr.
 Pres. (AB-PT) James Beach, Com. Mgr.
 Robert E. Kintner, William P. Kusack, Ch. Eng.
 Pres. (ABC Div.) George Rice, Film Buy.
 Robert H. O'Brien, Exec. Vice Mathew Vieracker, Treas.
 Pres. (ABC Div.) Eli Henry, Publ.

RATE INFORMATION: Class A one hour Live \$1650. Minute spot Live \$200. Frequency discounts from 2 1/2% for 13 times up to 20% for 208 times; Rate Card No. 7.

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Phone: Superior 7-0100.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 29 kw, Aural 14.5 kw. Transmitter: Address, Tribune Tower. Make, GE. Model TT-7B & TT-8B. Antenna: Make RCA. Type TF-6B. Height, Above average terrain 586 ft. Above ground 610 ft.

OPERATION: Began April 5, 1948. Hours, 9:00 a.m.-M.

AFFILIATIONS: Network, DuMont. Station, AM, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: Six studios (65 x 45-ft., 43 x 68-ft., 31 x 25-ft., 34 x 51-ft., 32 x 60-ft., and 12 x 16-ft.). Ten RCA remote and thirteen RCA studio camera chains. One Translux and one Bodde rear screen projector. Two RCA TK 20-A and two GE film cameras. Two 35mm Simplex, one 16mm RCA and one 16mm GE B&L film projectors. Two (3 1/2 x 4") B&L slide projectors. Two Balop opaque projectors. Two Houston 16mm film processing units. Three mobile units. Two Electra Zoom and one Zoomar lens. News Service, UP. Library, Standard, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York, and publish New York News and Washington (D. C.) Times-Herald.

EXECUTIVES:

Col. Robert R. McCormick, Pres. Elizabeth Bain, Film Buy.
 Frank P. Schreiber, Gen. Mgr. James Hanlon, Pub. Rel. Dir.
 William A. McGuineas, Com. Spencer Allen, Newsreel Dir.
 Mgr. George Petterson, Dir. of Opr.
 Ted Weber, TV Sls. Mgr. Robert Hibbard, Asst. to Mgr.
 Jay E. Faraghan, Prog. Dir. Charles Wilson, Sls. Prom. Mgr.
 Carl J. Meyers, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,020. Minute spot Live \$250, Film \$250. Frequency discounts from 2 1/2% for 2 times up to 15% for 7 times. Rate Card No. 11.

MARKET INFORMATION: (Total, Including Fringe Area) Population 6,719,700; Families in Area, 1,964,900; No. of Sets (June 1), 1,754,000; Retail Sales, \$8,572,875,000; Income Per Family, \$5,635; Income Per Capita, \$1,669.

CHICAGO (Continued)

WHFC-TV

(Target Date, not set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave. Phone: Townhall 3-6305.

CHARACTERISTICS: Chan. 26. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, 105 W. Adams St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 600 ft. Above ground 589 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WHFC. FM, WEHS.

REPRESENTATIVES: Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Pres. Richard W. Hoffman (75.5%), Secy. Rose M. Hoffman (24.5%) and Vice Pres. Marie E. Clifford.

WIND-TV

(Target Date, not set)

LICENSEE: Johnson-Kennedy Radio Corp. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170

CHARACTERISTICS: Chan. 20. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw. Operating Pow.: Visual 1000 kw, Aural 500 kw. Transmitter: Address, Chicago Daily News Bldg., Madison & Canal Sts. Make, GE. Model TT-27-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 570 ft. Above ground 602 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WIND.

REPRESENTATIVES: Washington Attorney Pierson & Ball. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: H. Leslie Atlass (19.46+%), P. K. Wrigley (38.84+%) and The Chicago Daily News (41.68+%). John S. Knight (Chicago Daily News) also owns 45% of WAKR-TV Akron, Ohio.

EXECUTIVES:

Ralph L. Atlass, Pres. & Gen. Mgr.	Kenneth C. Shirk, Ch. Eng.
John T. Carey, Vice Pres. & Com. Mgr.	Bennett O. Scott, Asst. Secy.
H. Leslie Atlass Jr., Prog. Dir.	John S. Knight, Dir.
	Wm. Hagenah Jr., Dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Area in Square Miles	2,057	4,603

WNBC-TV

LICENSEE: National Broadcasting Co. Address: Merchandise Mart Plaza. Phone: Superior 7-8300

CHARACTERISTICS: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 75 kw, Aural 37.5 kw. Transmitter: Address, Kemper Insurance Bldg., 20 N. Wacker Dr. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4-Bay Superturnstile. Height, Above average terrain 595 ft. Above ground 627 ft.

OPERATION: Began Oct. 8, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WMAQ. FM, WMAQ-FM.

REPRESENTATIVES: Sales, NBC National Spot Sales. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Four studios (10 x 13 ft., 43 x 60 ft., 30 x 45 ft., 40 x 53 ft., and Studebaker Theater with stage 40 x 60 ft.). Fourteen RCA image orthicon camera chains. Three RCA iconoscope film cameras. Three RCA 35mm two RCA 16mm and one Eastman 16mm film projectors. Two Selectroslide and one Eastman 16mm slide projectors. Telop opaque projector. One mobile unit. News Services, AP, UP, INS. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is wholly owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV), New York; WRC-AM-FM and WNBW (TV), Washington; WTAM-AM-FM and WNBK (TV), Cleveland; KNBC-AM-FM, San Francisco, and KNBH (TV), Los Angeles.

EXECUTIVES:

David Sarnoff, Chmn.	George Heinemann, Prog. Dir.
Harry C. Kopf, Gen. Mgr. & NBC Vice Pres.	Howard Lutgens, Ch. Eng.
Jules Herbubeaux, Asst. Gen. Mgr.	Isabelle Cooney, Film Buy.
John McPartlin, Com. Mgr.	Neil Murphy, Cont.
	John Keys, Adv. & Prom. Dir.

MARKET INFORMATION: Class A one hour Live \$1,800. Minute spot Live \$350. Frequency discounts. Rate Card No. 6.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. Full list of abbreviations and sources of county and state market data Foreword.

Results That Count—

A local agency told WGN-TV:

"The leads developed from a single announcement on your program were better than four times any other television show we have utilized."

A national advertiser said:

"Out of five markets used in this promotion, WGN-TV delivered 40% of the returns."

If you want RESULTS in Chicago, whether you're large or small, make WGN-TV your best television buy.



The Chicago Tribune Television Station

DANVILLE

WDAN-TV

(Target Date, not set)

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 9.5 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TFU-24BL and TTU-1-B. Antenna: Make RCA. Type TFU-24BL 16-section slotted. Height, Above average terrain 416 ft. Above ground 445 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network ABC. Station, AM, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer B. C. O'Brien, Rochester.

SERVICES: Two studios (25x35-ft. and 8x10-ft.). Two Dage camera chains. One Videcon film camera. Two Holmes film projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by the Gannett Co., Rochester, N. Y., which has various newspaper interests and also owns or controls WHEC-AM-TV Rochester, WHDL Olean, N. Y., WENY and WECT (TV) Elmira, N. Y., WHTT Hartford, Conn. For list of Gannett Newspapers, see Newspaper Ownership.

EXECUTIVES

Robert J. Burow, Gen. Mgr. T. G. Magin, Ch. Eng.
Honore Ronan, Prog. Dir.

DECATUR

WTVP (TV)

LICENSEE: Prairie Television Co. Address: Shellabarger Knoll, South Side Dr. Phone: 8-4304

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 17.1 kw, Aural 9.3 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, Shellabarger Knoll, South Side Dr. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 545 ft. Above ground 602 ft.

OPERATION: Began Aug. 10, 1953. Hours, 4 p.m.-11 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Geo. W. Clark. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: One studio (53x36-ft.). Two RCA image orthicon and Dage camera chains. One RCA iconoscope film camera. Two RCA 16mm film projectors. Two 2"x2" automatic slide projectors. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger (67%) and remainder held by 13 others.

EXECUTIVES

W. L. Shellabarger, Pres. & Ch. Paul K. Taff, Prog. Dir. & Film Own.
Harold G. Cowgill, Gen. Mgr. James C. Wulliman, Ch. Eng.
H. Downey Hewey Jr., Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	200,000	300,000	570,000
Families in Area	65,000	102,000	189,000
No. of Sets (June 1)	10,000	15,000	30,000
Retail Sales	\$200,000,000	\$250,000,000	\$500,000,000
Income Per Family	\$3,985	\$3,900	\$3,950
Income Per Capita	\$1,238	\$1,200	\$1,200

HARRISBURG

WSIL (TV)

(Target Date, Nov., 1953)

LICENSEE: Turner Farrar Assn. Address: 21 1/2 W. Poplar St. Phone: 373.

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 11.76 kw, Aural 5.5 kw. Operating Pow.: Visual 1.0 kw, Aural .500 kw. Transmitter: Address, 21 W. Poplar St. Make, RCA. Model 1-KW. Antenna: Make RCA. Type 24DL. Height, Above average terrain 928 ft. Above ground 550 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OPERATION: Target date Nov., 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (23x50-ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA scanner.

PRINCIPAL STOCKHOLDERS: General partners O. L. Turner (25%), Oscar Turner (25%), Charles O. Farrar (25%), Ethel M. Turner (20%) and Harry J. Horning (5%). O. L. Turner also holds various theatre interests.

PEORIA

WEEK-TV

LICENSEE: West Central Broadcasting Co. Address: 2907 Springfield R. Phone: 3-7448, 3-7449

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85 kw. Operating Pow.: Visual 170 kw, Aural 85 kw. Transmitter: Address, 29 Springfield Rd. Make, GE. Model TT-25-A. Antenna: Make GE. Type Helical. Height, Above average terrain 546 ft. Above ground 432 ft.

OPERATION: Began Feb. 1, 1953. Hours, 5 p.m.-M.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WEEK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Pierson & Ball. Consulting Engineer Frank McIntosh.

SERVICES: One studio (40x75-ft.). Two GE PC-7-A studio type camera chair. One GE PC-2-C film camera. Two GE syncrolite 16mm film projector. One GE, Balop & Selectroslide Jr. slide projector. One GE Balopaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Robert S. Kerr (50.61%), Grayce B. Kerr (11.48%), D. A. McGee (15.52%), Geraldine H. Kerr (3.23%), T. M. Kerr (11.14%), Fred C. Mueller (5%) and C. B. Akers (3%).

EXECUTIVES

Robert S. Kerr, Pres. Wayne Lovely, Ch. Eng.
Fred C. Mueller, Gen. Mgr. Robert Arthur, Dir. of News
William J. Flynn, Com. Mgr. "Chick" Hearn, Dir. of Sports
Robert C. Fransen, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60., Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

WTVH-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Hilltop Broadcasting Co. Address: 410 Fayette St. Phone: 6-871.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 92 kw, Aural 16 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 501 N. Stewart St., Creve Coeur, Ill. Make, RCA. Model 1 kw UHF. Antenna: Make RCA. Type 24 Gain. Height, Above average terrain 350 ft. Above ground 250 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 5:00 p.m.-1:00 a.m.

AFFILIATION: Station, AM, WTVH.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Eugen Burke. Consulting Engineer Walter F. Kean.

SERVICES: Two studios (30x30-ft. and 12x10-ft.). Two RCA camera chains. One RCA film camera. RCA film projector. One scanner. One opaque projector. One Projectall film processing unit. One mobile unit. News Service, INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Hugh K. Norman (55%), W. A. Hicks (36%) and Yeager & Anderson (9%). Mr. Norman owns 51% of KSTT Davenport.

EXECUTIVES:

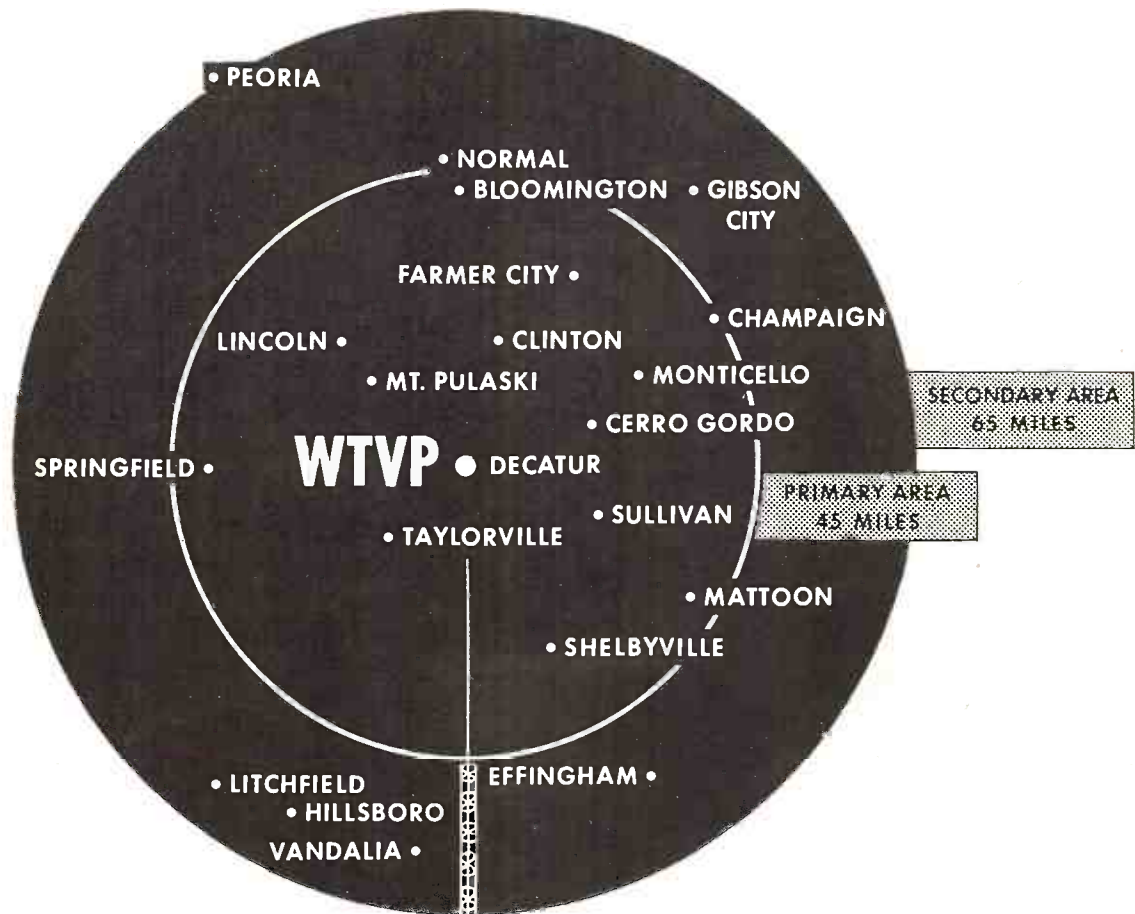
Hugh R. Norman, Pres. Don Roper, Prod. Dir.
George B. Norman, Vice Pres. Walter Wurz, Ch. Eng.
O. H. DUEWELL, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$270, Film \$250. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	350,000	150,000	563,34
No. of Sets (June 1)	40,000	5,000	52,000

a million people are in the "BLACK"

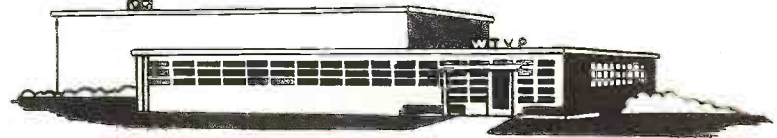


WTVP NOW BLANKETS CENTRAL ILLINOIS!

POPULATION	
Primary Area.....	500,000
Total Area Served.....	1,000,000
TOTAL RETAIL SALES	
Primary Area.....	\$523,688,000.00
Total Area Served.....	\$1,013,166,000.00
RETAIL SALES PER FAMILY	
Primary Area.....	\$3,980.00
Total Area Served.....	\$3,850.00
TV SETS NOW IN AREA	
Total June 1, 1953.....	35,000
UHF Converted.....	25,000

WTVP

CHANNEL 17 DECATUR, ILLINOIS
17,100 WATTS ANTENNA 602 FEET
ABC-CBS-NBC-DU MONT Programs



REPRESENTED BY GEORGE W. CLARK, INC. CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

QUINCY

KHQA-TV (HANNIBAL, MO.)

(Target Date, Sept. 10, 1953)

LICENSEE: Lee Broadcasting Inc. Quincy. Address: WCU Bldg. Phone: 6200.
(For full listing see Hannibal, Mo.)

WGEM-TV

(Target Date, Sept., 1953)

LICENSEE: Quincy Broadcasting Co. Address: 513 Hampshire. Phone: 6840

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316.0 kw, Aural 158.5 kw. Operating Pow.: Visual 50.0 kw, Aural 25.0 kw. Transmitter: Address, Columbus Rd. Make, DuM. Model 12000. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 776 ft. Above ground 674 ft.

OPERATION: Target date Sept., 1953.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WGEM. FM, WQDI (FM).

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (21x49-ft. and 6x7-ft.). Two DuM. I. O. camera chains. DuM. Multiscanner film cameras. One DuM. Multiscanner film projector. One DuM. monochrome scanner. One DuM. Multiscanner opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. T. C. Oakley, Vice Pres., Treas. and Mgr. Joseph S. Bonansinga (5%), Donald S. Gardiner (8.5%), Clarence H. Quest (7%) and Anita C. Lavery (5%). Quincy Newspapers Inc. (Quincy Herald Whig) owns 70% of stock.

EXECUTIVES:

T. C. Oakley, Pres. Paul McClelland, Prog. Dir.
Joe Bonansinga, Gen. & Com. Frank Laughlin, Ch. Eng.
Mgr. M. H. Stuckwish, Sta. Supr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	199,252	439,869
Families in Area	69,580	130,760
No. of Sets (June 1)	12,157	25,457
Retail Sales	\$181,699,000	\$437,630,370

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NOW

Channel CBS and DUMONT TV Networks

7

EFFECTIVE RADIATED POWER Video 316,000 Watts, Interim 36,300 Wa
Audio 158,000 Watts, Interim 18,150 Wat.

ANTENNA HEIGHT 804 feet above ground. 886 feet above avera
terrain. 1539 feet above mean sea level.

316 KW E. R. P. Market Data

Population	782,000
Families	244,550
Retail Sales	\$791,529,000
Farm Income	\$632,429,000
TV Sets*	59,967

* TV sets figures are from "US Television ownership by counties as of May 1, 1953" CBS TV Research Dept. As you read this get the latest figures . . . we will have them.

Coverage map is coverage of interim operation . . . market data above is 100 microvolt contour with 316,000 E.R.P. Final amplifiers will be delivered by DuMor Laboratories during early part of 1954.

KHQA-TV

Studios in Hannibal, Missouri and Quincy, Illinois
The Television Affiliate of

AM WTAD FM Quincy, Illinois

KHQA-TV is Owned and Operated by Lee Broadcasting, Inc. Business Office 510 Maine Street, Quincy, Illinois. Studios, Hannibal, Missouri, and Quincy, Illinois. Transmitter—Columbus Road, Quincy, Illinois.

National Representative . . . Weed Television. New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco. For availabilities contact your nearest Weed Television Office or National Sales Office of Lee Stations 510 Maine Street, Quincy, Illinois.

BROADCASTING • TELECASTING

KHQ-TV

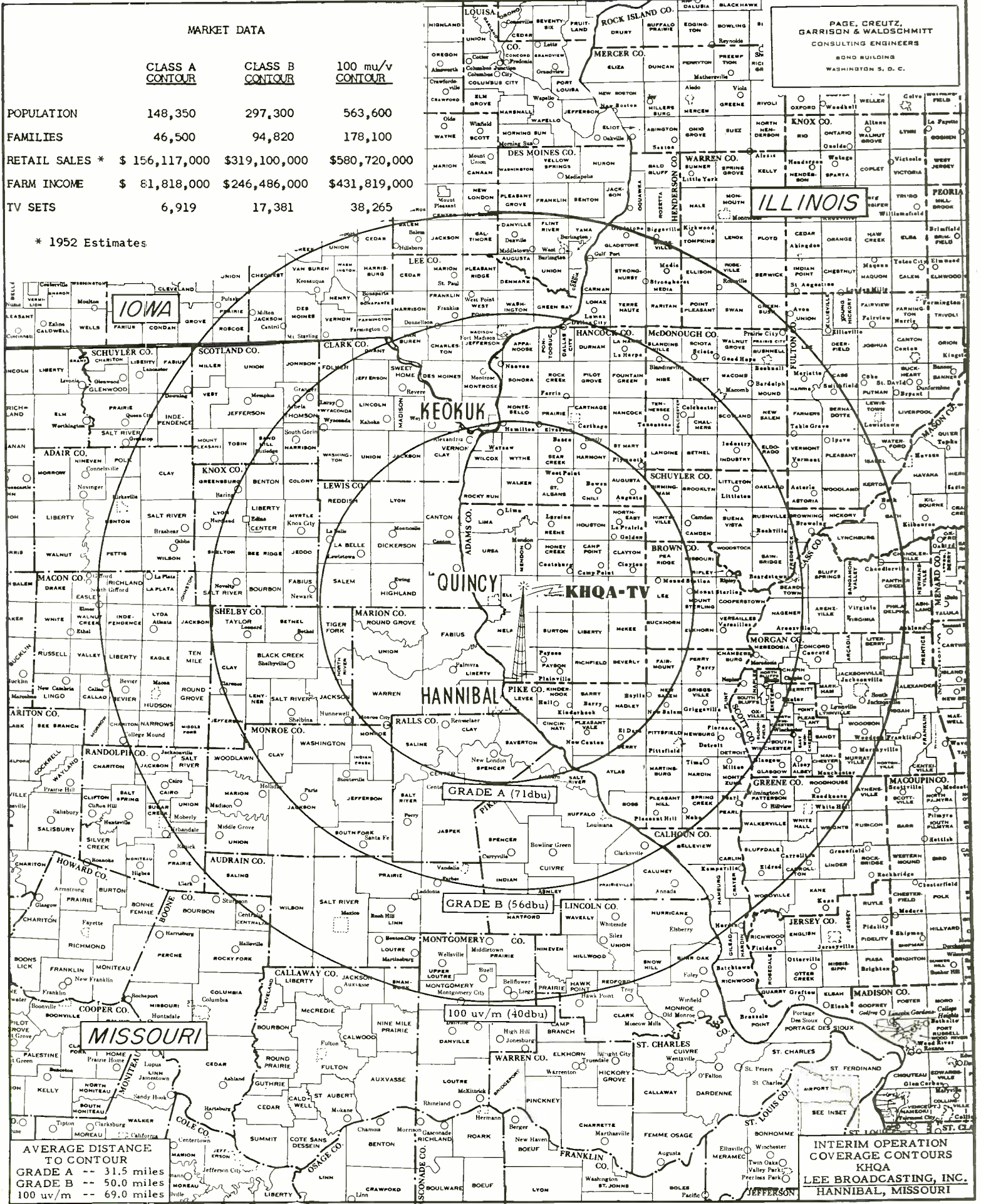
Hannibal... Serving The Keokuk Hannibal Quincy Area

MARKET DATA

	CLASS A CONTOUR	CLASS B CONTOUR	100 mu/v CONTOUR
POPULATION	148,350	297,300	563,600
FAMILIES	46,500	94,820	178,100
RETAIL SALES *	\$ 156,117,000	\$319,100,000	\$580,720,000
FARM INCOME	\$ 81,818,000	\$246,486,000	\$431,819,000
TV SETS	6,919	17,381	38,265

* 1952 Estimates

PAGE, CREUTZ,
GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
BOND BUILDING
WASHINGTON 5, D. C.



AVERAGE DISTANCE
TO CONTOUR

GRADE A	-- 31.5 miles
GRADE B	-- 50.0 miles
100 uv/m	-- 69.0 miles

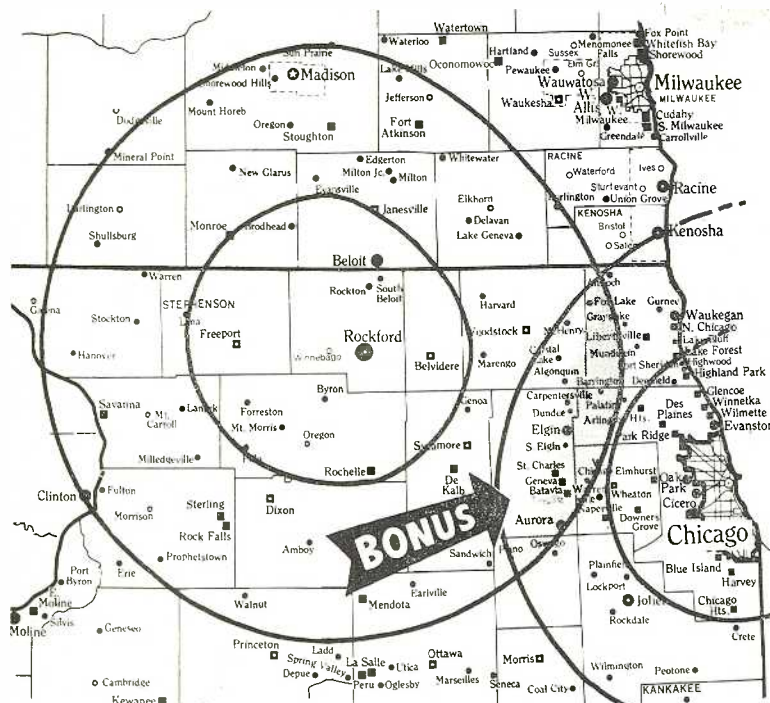
INTERIM OPERATION
COVERAGE CONTOURS
KHQ
LEE BROADCASTING, INC.
HANNIBAL, MISSOURI



the crowning touch TO YOUR TELEVISION COVERAGE

WREX-TV

Serving The Rockford-Madison Area



FIRST BIG MARKET WEST OF CHICAGO!

Here is your market:

Grade "A" coverage:

Population 325,900
No. of Households . . . 101,400
Retail Sales . . . \$411,084,000

Grade "A, B, & C" coverage:

Population 1,074,900
No. of Households . . . 323,600
Retail Sales . . . \$1,298,006,000

These are the facilities:

5,000 Watt DuMont Transmitter
47,000 Watts Effective Radiated Power
Tower is 850 ft. above downtown Rockford
DuMont Film Scanner
2 Live Cameras
3 Studios:
1—30-ft. x 64-ft.
1—16-ft. x 18-ft.
1—30-ft. x 40-ft. (outdoors)

For Information, Phone or Write:

Soren Munkhof, Gen. Mgr., WREX-TV, Gas-Electric Bldg., Rockford, Ill., or H-R Television, Inc., Chrysler Bldg., New York 17, N. Y.; 25 E. Wacker Drive, Chicago, Ill. Offices also in San Francisco, Los Angeles and Dallas.

WREX-TV CHANNEL 13

CBS ROCKFORD, ILL. ABC

ILLINOIS

ROCKFORD

WREX-TV

(Target Date, Fall, 1953)

LICENSEE: Greater Rockford Television Inc. Address: Gas-Electric Bldg. 6
Phone: 9-1813

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 202 kw, Aural 102 kw
Operating Pow.: Visual 47.0 kw, Aural 23.5 kw. Transmitter: Address
Auburn Rd. Make, DuM. Model 800. Antenna: Make RCA. Type
TF-12AH. Height, Above average terrain 715 ft. Above ground 667

OPERATION: Target date Fall, 1953.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Cohn
Marks. Consulting Engineer, Weldon & Carr.

SERVICES: Three studios (30x64-ft., 18x16-ft. and outdoor studio 30x40-ft.)
Two DuM. camera chains. One DuM. flying spot scanner film camera
One DuM. flying spot scanner film projector. One DuM. film scanner.

PRINCIPAL STOCKHOLDERS: L. F. Gran (42.5%), stockholder in Milwaukee
Area Telecasting Corp. and also 14% stockholder in Valley Telecasti
Corp., Green Bay, Wis., both applicants.

EXECUTIVES:

Louis E. Caster, Pres. Eldon Anspach, Prog. Dir.
Soren H. Munkhof, Gen. Mgr. & Howard Elliott, Ch. Eng.
Film Buy. Jack Mazzie, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute Sp
Live \$60, Film \$50. Frequency discounts from 2 1/2% for 13 times u
to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	326,000	683,100	1,081,000
Families in Area	95,771	193,297	293,2
Area in Square Miles	2,656	4,175	11,304
No. of Sets (Feb. 27)	35,521	89,233	153,6
Retail Sales	\$411,084,000	\$856,492,000	\$1,286,459,000

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: North Meridian Rd. Phn
3-5413

FACILITIES: Chan. 39. Authorized Eff. Rad. Pow.: Visual 19.6 kw, Aural 9.8 kw
Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, North
Meridian Rd. Make, RCA. Model TTU-1B. Antenna: Make RCA. Typ
TFU-S4-BU. Height, Above average terrain 660 ft. Above ground 691 ft.

OPERATION: Began May 3, 1953.

AFFILIATION: Networks, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Krooth
Altman. Consulting Engineer Walter F. Kean (Riverside, Ill.).

SERVICES: One studio (16x20-ft.). One announcer's booth (7x9-ft.). Or
RCA I.O. studio camera chain. One RCA Iconoscope film chain camera.
Two GPL 40008 16mm film projectors. One Super Projectall Model 300
slide projector. One Super Projectall Model 300 opaque projector. Ne
Services, UP, Telenews Film. Library, World Transcriptions.

PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp. (50%) and Dubinsky
Brothers Theatre Corp. (50%).

EXECUTIVES:

Harry Balaban, Pres. Jack Kelin, Prod. Dir.
Harold Froelich, Gen. & Com. Herbert Eckstein, Ch. Eng.
Mgr. & Film Buy. Carl P. Stempler, Film Dir.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$3
Frequency discounts from 5% for 26 times up to 25% for 260 times. Ra
Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour) Families in Area, 134,30
Area in Square Miles, 3,500; No. of Sets (June 1), 29,000; Retail Sales,
\$450,631,000; Income Per Family \$5,029; Income Per Capita, \$1,472.

Market information in station listings is furnished by station and any inquir
should be directed to that source. Data in listings is corrected to Aug.
For full list of abbreviations and sources of county and state market data
see Foreword.

ROCK ISLAND

HBF-TV

LICENSEE: Rock Island Broadcasting Co. Address: Telco Bldg. Phone: Rock Island 6-5441

ILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 23.4 kw, Aural 11.7 kw. Transmitter: Address, Telco Bldg. Make, DuM. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 370 ft. Above ground 483 ft.

ERATION: Began July 1, 1950. Hours, 9:00 a.m.-12:00 midnight.

ILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WHBF. FM, WHBF-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

VICES: Two studios (80x30-ft. and 30x18-ft.). Three DuM. image orthicon camera chains. One Trans-Lux rear screen projector. One DuM. image orthicon film camera. Two Holmes, image orthicon film projectors. Trans-Lux opaque projector. One DuM. flying spot scanner. Mobile service available via Ill. Bell Tel. Co. News Services, UP, INS. Libraries, Standard, World, Lang-Worth.

NCIPAL STOCKHOLDERS: J. W. Potter Co., principal stockholder, publishers Rock Island Argus.

EXECUTIVES:

Ben H. Potter, Pres.	Robert J. Sinnott, Ch. Eng.
Leslie C. Johnson, Vice Pres. & Gen. Mgr.	Fern Hawks, Publ. Dir.
Maurice Corken, Com. Mgr.	Wm. Ellison, Dir. of News
Forest W. Cooke, Prog. Dir. & Film Buy.	Paul Liggitt, Spl. Events

TE INFORMATION: Class A one hour Live \$460, Film \$400. Minute spot Live \$110. Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	249,034	555,335	1,729,000
Families in Area	111,200	127,800	526,700
Area in Square Miles	2,056	8,668
No. of Sets (June 1)	212,000
Retail Sales	\$20,165,000.	\$50,027,000	\$153,297,000
Income Per Family	\$3,817	\$3,763	\$4,484
Income Per Capita	\$1.185	\$1.168	\$1.390

SPRINGFIELD

WCIA (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Plains Television Corp. Address: Leland Office Bldg., 523 E. Capitol Ave. Phone: 8-0465

ILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 10 kw. Transmitter: Address, 3000 S. 4th St. Make, RCA. Model TTV-1B. Antenna: Make RCA. Type TFU-24 DL. Height, Above average terrain 430 ft. Above ground 430 ft.

ERATION: Target date Oct. 1, 1953.

ILIATION: Station, AM, WCVS.

REPRESENTATIVES: Sales, Adam Young Television. Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

VICES: Two studios (30 x 30-ft. and 7 x 11-ft.). One RCA camera chain. One RCA film camera. Two 16mm RCA film projectors. One RCA slide projector.

NCIPAL STOCKHOLDERS: Pres. and Secy. Herbert Scheffel, Treas. Alfred G. Burger, and Stuart S. Scheffel. Sole owner of licensee is Transcontinental Properties Inc. (real estate), New York, in which Messrs. Scheffel and Burger have 25% interest. For other holdings, see Group Ownership.

EXECUTIVES:

Milton D. Friedland, Gen. & Com. Mgr.

TE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times or more. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 400,000; Families in Area, 116,131; No. of Sets (June 1), 10,000; Retail Sales, \$400,701,725.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

URBANA

WCIA (TV) (CHAMPAIGN)

(Target Date, Sept. 1, 1953)

LICENSEE: Midwest Television Inc.

(For Listing see Champaign)

— — — (CHAMPAIGN)

(Target Date, not set)

LICENSEE: Champaign-Urbana Television Co. Address: 1775 Broadway, New York.

(For Listing see Champaign)

INDIANA

INDIANA MARKET INDICATORS

Total Population July 1, 1952	4,104,000
Total Families, 1950	1,039,105
Total Urban Population, 1950	2,357,196
Total Rural Nonfarm Population, 1950	909,874
Total Farm Population, 1950	667,154
Employed in Nonagricultural Establishments, Feb., 1953	1,391,200
Total Employed, 1950	1,518,442
Employed in Mining, Feb., 1953	13,500
Employed in Manufacturing, Feb., 1953	667,600
Employed in Construction, Feb., 1953	53,000
Employed in Agriculture, 1950	175,645
Retail Sales, 1952	\$ 4,434,219,000
Bank Assets, Jan. 1, 1953	\$ 4,032,451,000
Bank Deposits, Jan. 1, 1953	\$ 3,773,452,000
Major Income Sources, 1951: Agriculture 9.6%; Government 11.4%; Manufacturing Payrolls 34.8%; Trade and Service 22.8%; Other 21.4%.	
Total Income Payments, 1951	\$ 6,655,000,000
Per Capita Income, 1951	\$ 1,649
Median Family Income, 1950	\$ 3,197
Total Internal Revenue Collections, 1952	\$ 1,435,424,791
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 77.79
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 156,557,000
Cash Receipts of Farms, 1952	\$ 1,095,810,000
Government Payments to Farmers, 1952	\$ 6,868,000
Value of Mineral Production, 1950	\$ 166,632,000
Total New Construction in 1952	\$ 786,100,000
New Private Construction in 1952	\$ 606,000,000
New Public Construction in 1952	\$ 180,100,000
Motor Vehicle Registration, 1952	1,529,876
Number of Telephones, 1952	1,243,800
Number of Electrical Connections, 1952	1,351,465
Number of Gas Utilities Connections, 1952	613,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

INDIANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	22,393	23,056	5,280	451	1,850	28%
Allen	183,722	242,449	52,582	7,346		
Bartholomew	36,108	33,979	8,523	872	9,660	71%
Benton	11,462	12,625	2,622	345	1,970	58%
Blackford	14,026	15,991	3,802	489	1,230	28%
Boone	23,993	31,207	5,927	879	6,240	77%
Brown	6,209	2,500	964	51	820	48%
Carroll	16,010	13,862	3,405	230	1,640	31%
Cass	38,793	48,104	8,549	1,526	5,360	45%
Clark	48,330	35,838	10,998	861	12,800	80%
Clay	23,918	17,607	5,201	541	3,200	40%
Clinton	29,734	31,004	6,646	799	6,860	70%
Crawford	9,289	4,901	1,113	99	1,010	36%
Daviess	26,762	25,192	5,443	570	2,920	36%
Dearborn	25,141	26,085	7,634	595	4,840	62%
Decatur	18,218	17,719	3,702	372	3,250	58%
De Kalb	26,023	24,122	6,396	537	1,760	21%
Delaware	90,252	91,812	20,824	2,926	17,170	58%
Dubois	23,785	23,649	4,357	533	670	10%
Elkhart	84,512	110,505	24,698	3,549	10,530	38%
Payette	23,391	27,880	6,852	882	2,960	40%
Floyd	43,955	46,532	11,743	1,166	11,810	82%
Fountain	17,836	16,856	3,724	475	2,010	34%
Franklin	16,034	9,788	2,362	98	1,760	40%
Fulton	16,565	20,820	3,871	483	1,890	35%
Gibson	30,720	34,310	7,782	562		
Grant	62,156	62,733	14,597	2,038	7,490	38%
Greene	27,886	21,322	6,037	633	3,160	34%
Hamilton	28,491	27,438	5,676	657	7,240	77%
Hancock	20,332	18,420	4,826	413	4,070	59%

INDIANA MARKET DATA BY COUNTIES (Continued)

Harrison	17,853	11,183	2,258	150	1,870	36%
Hendricks	24,594	15,831	3,405	690	5,280	66%
Henry	45,505	44,640	13,266	1,122	9,590	68%
Howard	54,498	58,978	13,308	1,779	13,630	77%
Huntington	31,400	32,640	8,445	938	1,530	15%
Jackson	28,237	29,579	6,656	499	4,220	48%
Jasper	17,031	17,773	4,142	310	3,020	58%
Jay	23,157	20,665	5,005	488	2,100	28%
Jefferson	21,613	19,507	4,357	683	3,350	54%
Jennings	15,250	10,329	2,635	175	2,480	62%
Johnson	26,183	24,509	6,108	829	5,610	66%
Knox	43,415	48,957	10,659	1,271	5,280	38%
Kosciusko	33,002	37,288	8,819	861	4,250	39%
La Grange	15,347	10,987	2,708	239	1,670	38%
Lake	368,152	457,546	116,624	11,669	107,710	96%
La Porte	76,808	86,875	22,918	2,197	20,090	83%
Lawrence	34,346	31,797	7,685	927	4,350	41%
Madison	103,911	111,063	26,777	3,861	22,230	65%
Marion	551,777	770,039	165,593	33,600	134,900	74%
Marshall	29,468	36,318	9,908	700	3,300	35%
Martin	10,678	6,026	1,834	208	1,090	34%
Miami	28,201	27,571	6,616	665	2,480	27%
Monroe	50,080	41,180	10,027	1,638	9,100	65%
Montgomery	29,122	31,954	7,417	824	5,470	57%
Morgan	23,726	21,252	5,891	473	5,080	66%
Newton	11,006	12,458	2,573	403	2,030	58%
Noble	25,075	31,493	6,416	646	3,360	42%
Ohio	4,223	2,578	703	44	810	62%
Orange	16,879	11,426	3,197	463	1,870	36%
Owen	11,763	7,121	1,962	213	1,260	34%
Parke	15,674	11,534	2,798	341	1,670	34%
Perry	17,367	14,034	3,726	356	1,840	36%
Pike	14,995	11,660	3,108	92	1,660	36%
Porter	40,076	39,209	10,098	1,068	11,090	88%
Posey	19,813	16,531	3,815	255		
Pulaski	12,493	13,526	2,828	265	1,180	31%
Putnam	22,950	23,907	4,729	607	2,680	40%
Randolph	27,141	34,309	6,149	793	5,760	64%
Ripley	18,763	19,711	4,602	517	3,600	62%
Rush	19,799	20,091	3,696	390	3,480	58%
St. Joseph	205,058	282,071	60,393	7,545	27,260	42%
Scott	11,519	12,584	3,572	179	2,050	54%
Shelby	28,026	28,719	6,319	707	5,550	59%
Spencer	16,174	12,177	2,421	330	460	10%
Starke	15,282	17,823	3,755	159	4,070	83%
Steuben	17,087	22,524	4,839	513	1,180	21%
Sullivan	23,667	19,506	5,391	410	2,210	28%
Switzerland	7,599	4,034	1,065	99	1,360	62%
Tippecanoe	74,473	79,144	17,778	3,083	6,910	31%
Tipton	15,566	11,424	2,893	316	3,360	70%
Union	6,412	6,033	1,485	172	760	40%
Vanderburgh	160,422	182,517	40,500	6,499		
Vermillion	19,723	17,910	4,904	480	2,410	34%
Vigo	105,160	122,200	27,710	3,811	10,880	31%
Wabash	29,047	29,629	6,541	956	2,540	27%
Warren	8,535	4,375	1,228	90	920	34%
Warrick	21,527	18,184	4,646	309	680	10%
Washington	16,520	19,349	2,419	251	2,750	54%
Wayne	68,566	86,328	18,218	2,602	13,820	64%
Wells	19,564	19,242	4,451	341	950	15%
White	18,042	16,794	3,566	688	1,830	31%
Whitley	18,828	20,476	4,380	435	2,600	42%

Note: For sources see foreword. Food, drug and retail sales, copyright 1953. Sales Management; further reproduction uncensored. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & Per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	6,600	32	2,130	Madison	34,200	73	25,020
Allen	59,400	14	8,350	Marion	182,300	80	145,180
Bartholomew	13,600	68	9,250	Marshall	9,500	41	3,860
Benton	3,400	58	1,960	Martin	3,200	48	1,540
Blackford	4,400	32	1,420	Miami	9,200	27	2,510
Boone	8,100	78	6,330	Monroe	14,000	71	9,920
Brown	1,700	46	780	Montgomery	9,600	65	6,220
Carroll	5,300	35	1,880	Morgan	7,700	71	5,500
Cass	11,900	43	5,100	Newton	3,500	57	2,010
Clark	16,000	65	10,410	Noble	8,000	38	3,040
Clay	8,000	44	3,550	Ohio	1,300	66	860
Clinton	9,800	77	7,550	Orange	5,200	39	2,040
Crawford	2,800	39	1,100	Owen	3,700	48	1,770
Daviess	8,100	37	3,010	Parke	4,900	40	1,980
Dearborn	7,800	66	5,180	Perry	5,100	39	1,990
Decatur	5,600	66	3,710	Pike	4,600	37	1,720
DeKalb	8,400	25	2,130	Porter	12,600	77	9,760
Delaware	29,600	69	20,330	Posey	6,000		
Dubois	6,700			Pulaski	3,800	35	1,350
Elkhart	27,700	44	12,220	Putnam	6,700	44	2,980
Fayette	7,400	44	3,230	Randolph	9,000	69	6,190
Floyd	14,400	77	11,060	Ripley	5,800	66	3,850
Fountain	5,900	40	2,380	Rush	6,000	66	3,980
Franklin	4,400	44	1,920	St. Joseph	64,900	65	42,500
Fulton	5,400	41	2,220	Scott	3,800	52	1,960
Gibson	9,800			Shelby	9,400	59	5,540
Grant	19,700	48	9,370	Spencer	4,600		
Greene	9,300	48	4,460	Starke	4,900	75	3,660
Hamilton	9,400	78	7,360	Steuben	5,600	25	1,420
Hancock	6,900	59	4,060	Sullivan	7,900	37	2,940
Harrison	5,200	39	2,040	Switzerland	2,200	66	1,460
Hendricks	8,000	71	5,710	Tippecanoe	22,300	41	9,060
Henry	14,100	74	10,390	Tipton	4,800	77	3,690
Howard	17,700	86	15,280	Union	1,900	44	830
Hunting	10,200	13	1,350	Vanderburgh	52,900	10	5,320
Jackson	8,800	46	4,050	Vermillion	7,100	40	2,870
Jasper	5,200	58	3,000	Vigo	35,100	45	15,920
Jay	7,500	32	2,420	Wabash	9,400	27	2,560
Jefferson	6,200	52	3,200	Warren	2,700	40	1,090
Jennings	4,000	67	2,660	Warrick	5,800		
Johnson	8,500	71	6,070	Washington	5,100	52	2,630
Knox	13,900	48	6,610	Wayne	21,600	69	14,860
Kosciusko	10,900	36	3,870	Wells	6,300	13	820
Lagrange	4,400	44	1,940	White	5,900	36	2,100
Lake	112,200	95	106,040	Whitley	6,200	38	2,350
LaPorte	24,200	75	18,130				
Lawrence	10,600	55	5,880	Totals	1,256,400		717,920

BLOOMINGTON

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc. Address: East Hillside Dr. Phone: 7251

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 28 kw, Aural 14 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, East Hillside Dr. Make, RCA. Model TT-5A. Antenna: Make Skyline. Guyed. Height, Above average terrain 715 ft. Above ground 637 ft.

OPERATION: Began Nov. 11, 1949. Hours, 6:55 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WTTV.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Washington Attorney / Stein. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (25 x 45 ft.) Two RCA field camera chains. One RCA film camera. Two RCA 16mm film projectors. Projectal scanner. Projectal opaque projector. Mobile unit equipped for two camera operation. News Services AP, UP Photos.

PRINCIPAL STOCKHOLDERS: Sarkes and Mary Tarzian (100%). Licensee holds interest in WIPC Lake Wales, Fla.

EXECUTIVES:

Sarkes Tarzian, Pres. Morton Weigel, Ch. Eng.
Robert Lemon, Gen. Mgr. Jerry Danziger, Film Dir.
Norman Cissna, Com. Mgr. Steve Briggs, Prod. Dir.
Robert Petranoff, Prog. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Film \$600. Minute spot Film \$120.

Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 5.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 1,443, Families in Area, 457,360; Area in Square Miles, 11,304; No. of Sets (June 1), 240,000; Retail Sales, \$1,464,498,000.

ELKHART

WTRC-TV

(Target Date, not set)

LICENSEE: Truth Publishing Co. Address: 116 S. 2d St. Phone: 3-1960.

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 115 kw. Transmitter: Address, Oakland & Mishawaka Rds. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 4,085 ft. Above ground 1,225 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WTRC.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. John F. Dille Jr. (35.5%) executive of newspaper syndicate and sales organizations; Vice Pres. Carl Greenleaf, instrument manufacturer; Walter R. Beardsley and First National Bank of Elkhart, co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Labs. (Alka Seltzer).

EXECUTIVES:

John F. Dille Jr., Pres.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	344,400	189,000	533,400
Families in Area	120,000	53,800	173,800
No. of Sets (June 1)	40,000		40,000
Retail Sales	\$420,000,000	\$187,047,000	\$607,260,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to August. For full list of abbreviations and sources of county and state market data see Foreword.

EVANSVILLE

WVIE (TV)

(Target Date, Oct., 1953)

LICENSEE: Premier Television Inc. Address: 215 Sycamore St.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 90 kw, Aural 45 kw. Transmitter: Address, Green River Rd. & Lincoln Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 475 ft. Above ground 494 ft.

OPERATION: Target date Oct., 1953.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer Martin R. Williams, Indianapolis.

PRINCIPAL STOCKHOLDERS: Pres. Jesse D. Fine, vice president and one third owner of Grand-Carlton Corp. (motion picture exhibitors), Evansville; Vice Pres. Isadore J. Fine, president and one third owner of Grand-Carlton Corp. and 40% partner in law firm of Hatfield, Fine, Hatfield & Spanenberger, Evansville; Treas. Oscar K. Fine, secretary-treasurer and one third owner of Grand-Carlton Corp.; Secy. Eugene P. Fine, 10% partner in law firm of Hatfield, Fine, Hatfield & Spanenberger and William Robert Wilson, employe of NBC New York. Grand-Carlton Corp. owns 90% of licensee.

WVPRAY-TV (PRINCETON)

(Target Date, Oct. 15, 1953)

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer West Broadway, Princeton. (For full Listing see Princeton, Ind.)

FT. WAYNE

KJG-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Northeastern Indiana Broadcasting Co. Address: 220 E. Jefferson St.

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 203 kw, Aural 107 kw. Transmitter: Address, Maples Rd. off Decatur Rd. Make, GE. Antenna: Make GE. Height, Above average terrain 503 ft. Above ground 523 ft.

OPERATION: Target date, Nov. 1, 1953.

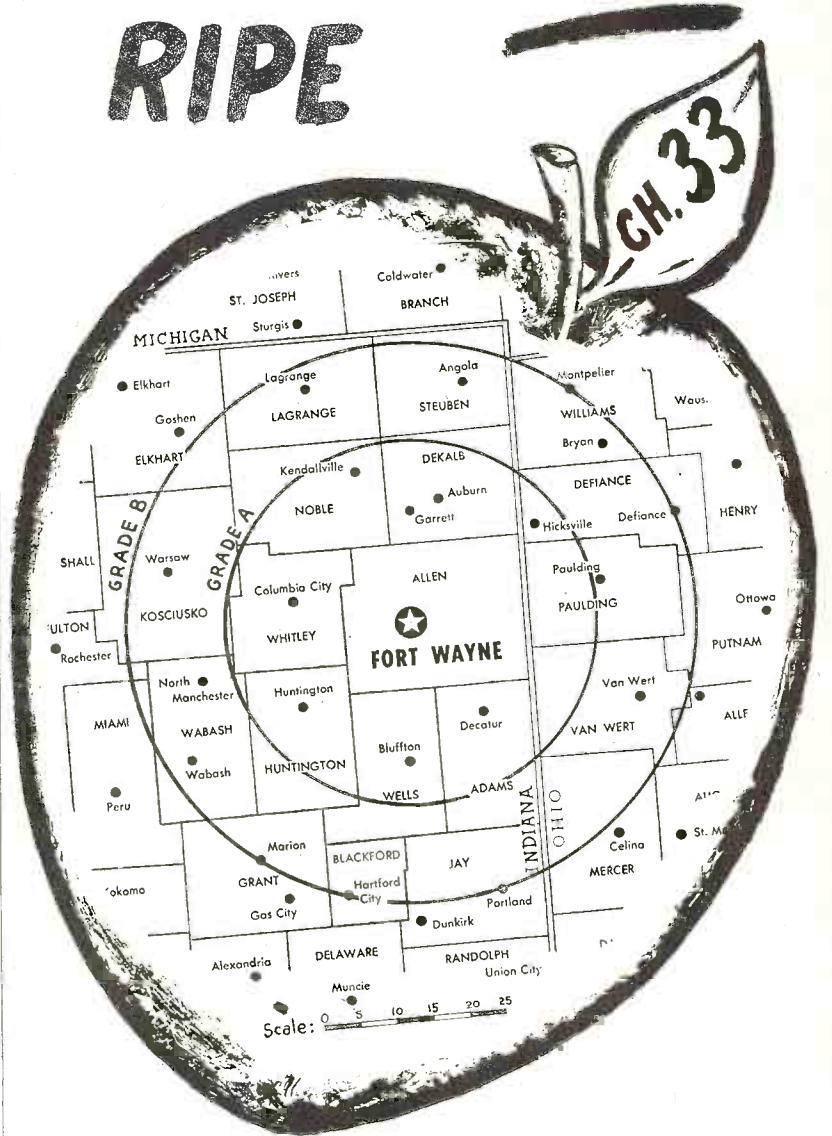
AFFILIATIONS: Network, NBC. Station, AM, WJKG.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Pierson & Ball. Consulting Engineer George E. Gautney.

PRINCIPAL STOCKHOLDERS: Pres. Clarence L. Schust (28.52%), Vice Pres.-Treas. H. Leslie Popp (28.52%), Vice Pres.-Secy. Edward G. Thoms (18.76%) and Walter L. Thoms (18.76%).

BROADCASTING • TELECASTING

A PLUM THAT'S REALLY RIPE



WKJG-TV

FORT WAYNE INDIANA'S
FIRST TELEVISION STATION

CHANNEL 33
Affiliated With NBC-TV

Represented
By Raymer

INDIANAPOLIS

WFBM-TV

LICENSEE: WFBM Inc. Address: 1330 N. Meridian St. Phone Lincoln 8521.
 FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 30.8 kw, Aural 18.1 kw.
 Transmitter: Address, Merchants National Bank Bldg. Make, RCA. Model
 TT-5A. Antenna: Make RCA. Height, Above average terrain 428 ft.
 Above ground 428 ft.

OPERATION: Began May 30, 1949. Hours, 7:30 a.m.-1:00 a.m.
 AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFBM.
 REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Dempsey &
 Koplovitz.

SERVICES: Two studios (60 x 40 ft. and 30 x 40 ft.) Six RCA camera chains.
 One RCA film camera. Two RCA film projectors. One Shadow Box 6x8"
 scanner. Projectal 3x4" opaque projector. One mobile unit. News Serv-
 ices, INS, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Bitner and family. Same interests own
 WFDF Flint, WOOD-AM-TV Grand Rapids, Mich. and WEOA Evansville,
 Ind.

EXECUTIVES:
 Harry M. Bitner Jr., Pres. & Gen. Mgr. Harold Holland, Ch. Eng.
 William F. Kiley, Com. Mgr. Hugh Kibbey, Film Buy.
 William Fall, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800. Film \$800. Minute spot
 Live \$150 Film \$150. Frequency discounts from 5% for 26 times up
 to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (Grade A FCC Contour) No. of Sets (June 1),
 342,000.

WJRE (TV)

{Target Date, not set}

LICENSEE: Marion Radio Corp. Address: 1703 E. 38th St. Phone: Atlantic 3141.
 FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 95.1 kw, Aural 47.5 kw.
 Operating Pow.: Visual 5 kw. Aural 2.5 kw. Transmitter: Address, 1703
 E. 38th St. Make, RCA. Model TTV-5A. Antenna: Make RCA. Type

Market information in station listings is furnished by station and any inquiries
 should be directed to that source. Data in listings is corrected to Aug. 1.
 For full list of abbreviations and sources of county and state market data
 see Foreword.

TFV-248L. Height, Above average terrain 386 ft. Above ground 446 ...
 OPERATION: Target date not set
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consult-
 Engineer George P. Adair.
 SERVICES: One studio (30 x 60-ft.). Two RCA TK11A camera chains. One RCA
 TK20D film camera. Two RCA TK20D film projectors. One Projectal s
 projector.
 PRINCIPAL STOCKHOLDERS: Pres. John Ramp (100%), 100% ownr of WL
 Marion, Ind., Vice Pres. John R. Brown, Secy. George Ramp and Tr
 Ferdinand S. Kurdys.

WNES (TV)

{Target Date, Oct., 1953}

LICENSEE: Empire Coil Co. Address: 85 Beechwood Ave., New Rochelle, N. Y.
 FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 63
 Transmitter: Address, east side of Fisher Rd., 0.3 miles south of Sou"
 eastern Ave., Warren Township. Make, RCA. Antenna: Make RC
 Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date Oct., 1953.
 REPRESENTATIVES: Washington Attorney Morton H. Wilner, Lyon, Wilner
 Bergson. Consulting Engineer Benjamin Adler, Adler Communicati
 Labs, New Rochelle.

PRINCIPAL STOCKHOLDERS: Pres. Herbert Mayer (45%) and Treas. Fran
 Mayer (45%). Empire Coil is also licensee of WXEL (TV) Clevelar
 KDEN (TV) Denver, KPTV (TV) Portland and KCPY (TV) Kansas City.

LAFAYETTE

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300
 FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.5 kw.
 Operating Pow.: Visual 20 kw, Aural 10.5 kw. Transmitter: Addr
 McCarty Lane. Make, RCA. Model TTU-1B. Antenna: Make RC...
 Type TFU-27BH. Height, Above average terrain 372 ft. Above grot
 364 ft.

OPERATION: Began June 15, 1953. Hours, 6:00 p.m.-10:00 p.m.
 AFFILIATION: Station AM, WFAM.

Lafayette... we are **HERE!** One if by land... Two if by sea... **THIRTEEN** if by WFAM-TV

That's the county count for Indiana's newest—WFAM-TV Channel 59—now knocking northwestern Indiana video sales records into a cocked hat! For the first time, thirteen rich, responsive counties surrounding Lafayette have clear, snow free reception! With WFAM-TV's 20,000 watts and the terrain (it's flatter than a fritter) that's a lot of coverage, but it's only part of the story. Population is nearly 350,000; retail sales last year, \$319,289,000—mostly to well-heeled farm families! Load your muskets, men! When you aim with WFAM-TV, you draw bead on the SELL SQUAD in the state!

W LA FAYETTE M INDIANA CHANNEL 59 TV

PRESIDENT AND GEN. MGR.: O. E. RICHARDSON • MANAGER: DAVID F. MILLIGAN

BENTON BOONE CARROLL CASS CLINTON FOUNTAIN HOWA MIAMI MONTGOMERY TIPTON TIPPECANOE WARREN WHIT.

REPRESENTED NATIONALLY BY WILLIAM G. RAMBEAU COMPANY • 347 MADISON AVENUE, NEW YORK • 333 NORTH MICHIGAN AVENUE, CHICAGO • 1746 NORTH LAS PALMAS AVENUE, LOS ANGELES

Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit the TV homes within a 65 mile radius of Indianapolis.



WFBM-TV

INDIANAPOLIS
CHANNEL 6

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with WFBM (AM); WEOA, Evansville; WFDF, Flint; WOOD (AM & TV) Grand Rapids

REPRESENTATIVES: Sales, William G. Rambeau Co. Washington attorney Guilford Jameson.

SERVICES: Two studios (60 x 40 ft. and 10 x 10 ft.) One RCA TK-11A and one RCA TK-10A camera chain. One RCA TK-20D film camera. Two RCA TP-16D film projectors. Two slide projectors—2" x 2" drum type. News Service, UP.

PRINCIPAL STOCKHOLDERS: O. E. Richardson (100%).

EXECUTIVES:

O. E. Richardson, Pres. Harry C. Garba, Ch. Eng.
David F. Milligan, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$200.00. Minute spot Live \$40.00. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)
Population	336,122
Families in Area	101,856
Retail Sales	\$310,822,600
Income Per Family	\$3,100
Income Per Capita	\$1,274

MARION

WMRI-TV

(Target Date, not set)

LICENSEE: Chronicle Publishing Co. Address: 610 S. Adams St.

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.2 kw. Transmitter: Address, Pennsylvania St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 360 ft. Above ground 381 ft.

OPERATION: Target date not set.

AFFILIATION: Station, FM, WMRI (FM).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistl. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Pres. Gardner J. Thomas (2.65%), publisher, Katharine L. Thomas (16.8%), Sara L. Fischer (11.5%), Secy. Riche E. Lindsay (16.8%), Treas. Edward Camp (4.24%), Vice Pres. David Lindsay Jr. (8.04%), president of Sarasota (Fla.) Herald-Tribune and Journal.

MUNCIE

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: 420 Alden Rd. Phone: 4403

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.7 kw. Operating Pow.: Visual 17.4 kw, Aural 8.7 kw. Transmitter: Address, U Highway #35, south of Muncie. Make, RCA. Model TTU-1B. Antenn. Make RCA. Type TFU-24BM. Height, Above average terrain 497 ft. Above ground 542 ft.

OPERATION: Began May 8, 1953. Hours, 4:45 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WLBC. FM WMUN, (FM).

REPRESENTATIVES: Sales, Hal Holman, Chicago; Walker Co., New York; Washington Attorney John H. Midlen. Consulting Engineer George Davis.

SERVICES: One studio (24 x 51 ft.) One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. Super Projectall slide projector. News Service, UP. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Don Burton (51%) and Bill Craig (46%). Balance owned by employes of WLBC-AM-TV.

EXECUTIVES:

Don Burton, Pres. & Gen. Mgr. Maury Crain, Ch. Eng.
Bill Craig, Com. Mgr. & Film Buy. Geo. Marks, Prod. Mgr.
Lee Allerton, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200. Film \$200 plus chgs. Minute spot Live \$45. Film \$40. Frequency discounts from 5% for 26 weeks up to 10% for 52 weeks. Rate Card No. 1.

- *Indiana's Third Largest Television Market!*
- *Eastern Indiana's ONLY TV Station!*
- *The Nation's Ideal Test City!*

*

For many years, WLBC (AM) has been used by leading national advertisers for product and copy tests. Now with the advent of television, you have an opportunity to test the reaction of a large television audience in this typical American City to your product, copy or program via WLBC-TV.

*

Affiliated with the television networks of CBS-NBC-ABC and DuMont

WLBC-TV

RADIO CENTER

MUNCIE, INDIANA

PHONE 4404

Represented by: The Walker Co., New York; The Hal Holman Co., Chicago

PRINCETON

WRAY-TV (EVANSVILLE)

(Target Date, Oct. 15, 1953)

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Outer West Broadway. Phone: 1250

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 500 kw, Aural 250 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Outer West Broadway. Make, RCA. Model TTU 10A. Antenna: Make RCA. Type Double Slot Directional. Height, Above average terrain 500 ft. Above ground 477 ft.

OPERATION: Target date Oct. 15, 1953. Hours: 3:00 p.m.-11:00 p.m.

AFFILIATION: Station, AM, WRAY.

REPRESENTATIVES: Washington Attorney Leon Sclawy. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (32 x 40 ft.). One RCA camera chain. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Library, Unity.

PRINCIPAL STOCKHOLDERS: Sole owner is M. R. Lankford.

EXECUTIVES:

M. R. Lankford, Pres. Roy J. Lankford, Secy. & Treas.
Robert L. Epstein, Gen. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$325, Film \$250. Minute spot Live \$65, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 206 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	350,000	450,000	725,000
Retail Sales	\$340,000,000	\$437,000,000	\$618,000,000

SOUTH BEND

WSBT-TV

LICENSEE: South Bend Tribune. Address: 225 W. Colfax Ave. Phone: 3-6161

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 87.6 kw. Operating Pow.: Visual 17.5 kw, Aural 8.76 kw. Transmitter: Address, Route 6, Box 32-A, South Bend. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 536 ft. Above ground 479 ft.

OPERATION: Began Dec. 21, 1952. Hours: 1:55 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30 x 40 ft.). Four RCA TK31A field cameras. One RCA TK20C film camera. Two RCA TP16B film projectors. Two Spindler & Sauppe 2" x 2" slide projectors. One custom mobile unit. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: South Bend Tribune (100%).

EXECUTIVES:

F. A. Miller, Pres. Arthur O'Neil, Ch. Eng.
Neal B. Welch, Gen. Mgr. Walter Sweitzer, Film Buy.
Robert J. Drain, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$275, Film \$200. Minute spot Live \$55, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 723,400; Families in Area, 219,200; No. of Sets (June 1), 60,000; Retail Sales, \$849,743,000; Income Per Family, \$4,752; Income Per Capita, \$1,446.

WATERLOO

WINT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Tri-State Television Inc. Address: 114 Engineers Bldg., Cleveland.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, Old U. S. 6. Make, RCA. Antenna: Make RCA. Height, Above average terrain 919 ft. Above ground 526 ft.

OPERATION: Target date, Oct. 1, 1953.

REPRESENTATIVES: Washington Attorney Hogan & Hartson.

PRINCIPAL STOCKHOLDERS: Pres. R. M. Pierce (22.5%), president of WDOK Cleveland, Treas. F. C. Wolf (22.5%), treasurer, WDOK, Vice Pres. E. Harry Camp (10%), general manager of WDOK, and other minority stockholders.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

IOWA MARKET INDICATORS

Total Population, July 1, 1952	2,645,000
Total Families, 1950	686,785
Total Urban Population, 1950	1,250,938
Total Rural Nonfarm Population, 1950	487,485
Total Farm Population, 1950	782,650
Employed in Nonagricultural Establishments, Feb., 1953	623,500
Total Employed, 1950	1,002,180
Employed in Mining, Feb., 1953	2,700
Employed in Manufacturing, Feb., 1953	175,200
Employed in Construction, Feb., 1953	21,500
Employed in Agriculture, 1950	285,267
Retail Sales, 1952	\$ 3,039,460,000
Bank Assets, Jan. 1, 1953	\$ 2,684,950,000
Bank Deposits, Jan. 1, 1953	\$ 2,489,695,000
Major Income Sources, 1951: Agriculture 29.0%; Government 12.3%; Manufacturing Payrolls 14.9%; Trade and Service 22.3%; Other 21.5%.	
Total Income Payments, 1951	\$ 4,019,000,000
Per Capita Income, 1951	\$ 1,531
Median Family Income, 1950	\$ 3,068
Total Internal Revenue Collections, 1952	\$ 545,154,743
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 452,393,000
Cash Receipts of Farms, 1952	\$ 2,328,845,000
Government Payments to Farmers, 1952	\$ 13,008,000
Value of Mineral Production, 1950	\$ 41,773,000
New Public Construction in 1952	\$ 103,800,000
Motor Vehicle Registration, 1952	1,090,358
Number of Telephones, 1952	867,400
Number of Electrical Connections, 1952	885,841
Number of Gas Utilities Connections, 1952	314,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	12,292	9,438	1,602	226	1,520	38%
Adams	8,753	6,850	724	97	1,060	38%
Allamakee	16,351	17,992	3,419	225	470	10%
Appanoose	19,683	14,412	3,269	381		
Audubon	11,579	15,728	2,446	222	1,500	44%
Benton	22,656	21,626	4,299	344	2,100	30%
Black Hawk	100,448	132,030	25,729	3,450		
Boone	28,139	24,550	4,869	608	4,590	54%
Bremer	18,884	22,436	3,858	275	800	14%
Buchanan	21,927	17,925	3,220	246	1,770	30%
Buena Vista	21,113	26,980	5,050	522	1,170	17%
Butler	17,394	20,888	3,082	297	760	14%
Calhoun	16,925	15,600	3,099	382	1,110	21%
Carroll	23,065	32,086	4,940	498	2,820	44%
Cass	18,532	24,748	4,363	586	3,170	52%
Cedar	16,910	18,358	2,808	310	3,760	71%
Cerro Gordo	46,053	66,027	13,078	1,496	1,570	11%
Cherokee	19,052	20,827	3,363	522	780	15%
Chickasaw	15,228	18,332	4,219	319		
Clarke	9,369	9,494	2,564	197	450	15%
Clay	18,103	27,642	5,038	509		
Clayton	22,522	21,697	3,941	420	670	10%
Clinton	49,664	61,207	12,827	1,192	11,780	76%
Crawford	19,741	19,529	3,978	401	2,510	44%
Dallas	23,661	26,310	5,865	653	4,160	54%
Davis	9,959	5,210	1,393	177		
Decatur	12,601	9,301	2,442	261	570	15%
Delaware	17,734	13,716	2,764	319	1,680	33%
Des Moines	42,056	56,536	13,296	1,843	8,000	58%
Dickinson	12,756	15,429	2,753	351		
Dubuque	71,337	89,579	18,165	1,423	6,630	34%
Emmet	14,102	15,769	941	402	550	13%
Fayette	28,294	24,578	4,843	446		
Floyd	21,505	21,912	4,905	547		
Franklin	16,268	15,865	2,777	223	2,550	50%
Fremont	12,323	11,704	2,518	262	2,110	57%
Greene	15,544	17,190	3,233	366	2,650	54%
Grundy	13,722	13,094	2,171	315	1,760	41%
Guthrie	15,197	13,406	2,424	275	2,480	54%
Hamilton	19,660	21,036	4,108	502	3,220	52%
Hancock	15,077	13,328	2,712	265	1,010	23%
Hardin	22,218	30,658	5,427	537	3,800	52%
Harrison	19,560	18,366	3,534	533	3,540	61%
Henry	18,708	19,203	3,694	480	1,870	34%
Howard	13,105	14,705	2,709	202		
Humboldt	13,117	13,881	2,666	225	840	21%
Ida	10,697	15,678	2,708	335	480	15%
Iowa	15,835	16,964	2,873	296	1,470	30%

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets (CBS) 1953	Television Per Cent (CBS)
Jackson	18,622	18,052	3,499	414	4,260	76%
Jasper	32,305	31,981	8,180	756	6,400	64%
Jefferson	15,696	14,655	3,200	345	1,700	34%
Johnson	45,756	47,639	8,865	1,531	4,190	33%
Jones	19,401	22,351	3,726	443	1,880	33%
Keokuk	16,797	17,149	2,510	290	1,650	30%
Kossuth	26,241	24,975	4,524	487	950	13%
Lee	43,102	45,777	10,589	1,535		
Linn	104,274	146,705	25,467	4,837		
Louisia	11,101	14,714	2,295	327	2,340	71%
Lucas	12,069	13,611	3,040	275	590	15%
Lyon	14,697	14,826	2,284	272		
Madison	13,131	12,756	2,283	317	1,550	36%
Mahaska	24,672	27,639	4,502	732	2,160	27%
Marion	25,930	18,161	4,820	482	4,860	64%
Marshall	35,611	46,416	9,677	1,017	6,380	58%
Mills	14,064	12,500	2,239	295	2,110	57%
Mitchell	13,945	17,827	2,904	184		
Monona	16,303	14,904	2,847	343	3,050	61%
Monroe	11,814	8,537	2,219	173		
Montgomery	15,685	19,393	3,502	470	2,960	57%
Muscatine	32,148	41,749	7,767	658	7,380	71%
O'Brien	18,970	24,526	4,282	421	*530	9%
Osceola	10,181	11,074	1,933	96		
Page	23,921	37,546	4,766	836	4,100	57%
Palo Alto	15,891	16,102	2,796	358	590	13%
Plymouth	23,252	26,589	4,627	533	*590	9%
Pocahontas	15,496	14,695	2,939	380	970	21%
Polk	226,010	325,593	62,076	9,787	49,780	67%
Pottawattamie	69,682	71,029	16,833	2,055	12,350	58%
Poweshiek	19,344	19,840	4,207	424	1,540	27%
Ringgold	9,528	7,082	1,013	181	1,220	38%
Sac	17,518	19,303	3,589	381	810	15%
Scott	100,698	141,506	25,919	3,896	26,460	84%
Shelby	15,942	17,577	2,183	329	2,390	52%
Sioux	26,381	26,270	4,937	583		
Story	44,294	44,583	10,814	1,220	5,680	44%
Tama	21,688	25,569	4,104	336	2,790	41%
Taylor	12,420	8,794	1,759	185	1,520	38%
Union	15,651	16,468	3,385	456	1,940	38%
Van Buren	11,007	7,731	1,482	115	1,260	34%
Wapello	47,397	47,804	10,887	1,584		
Warren	17,758	12,195	2,856	202	1,940	36%
Washington	19,557	25,987	3,689	597	1,860	30%
Wayne	11,737	9,447	2,071	267	590	15%
Webster	44,241	59,869	10,551	1,113	9,110	67%
Winnebago	13,450	16,069	2,641	332	900	23%
Winneshiek	21,639	18,363	3,518	335		
Woodbury	103,917	144,508	27,278	4,511	7,460	22%
Worth	11,068	9,023	2,083	157	740	23%
Wright	19,652	22,381	4,778	584	3,100	50%

* New television county.

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television		County	Total Homes	Per Cent Television	
		Tele-vision	Homes			Tele-vision	Homes
Adair	4,000	35	1,380	Jasper	10,000	63	6,260
Adams	2,800	35	970	Jefferson	5,000	35	1,760
Allamakee	4,700			Johnson	12,700	34	4,260
Appanoose	6,300			Keosau	5,700	35	2,000
Audubon	3,400	47	1,610	Keokuk	5,500	32	1,750
Benton	7,000	23	1,630	Kossuth	7,300		
Black Hawk	31,700	16	5,130	Lee	13,400	22	2,910
Boone	8,500	55	4,670	Linn	34,100	25	8,470
Bremer	5,700	12	700	Louisia	3,300	79	2,600
Buchanan	5,900	23	1,380	Lucas	3,900	10	400
Buena Vista	6,900	16	1,070	Lyon	4,200	13	550
Butler	5,400	12	670	Madison	4,300	38	1,630
Calhoun	5,300	26	1,390	Mahaska	8,000	26	2,080
Carroll	6,400	47	3,030	Marion	7,600	63	4,760
Cass	6,100	64	3,890	Marshall	11,000	57	6,290
Cedar	5,300	79	4,180	Mills	3,700	64	2,360
Cerro Gordo	14,300	12	1,740	Mitchell	4,100		
Cherokee	5,200	16	810	Monona	5,000	66	3,290
Chickasaw	4,400			Monroe	3,400		
Clarke	3,000	10	310	Montgomery	5,200	64	3,320
Clay	5,600			Muscatine	10,400	79	8,210
Clayton	6,700			O'Brien	5,900		
Clinton	15,500	80	12,340	Osceola	2,900		
Crawford	5,700	47	2,690	Page	7,200	64	4,620
Dallas	7,700	55	4,240	Palo Alto	4,500		
Davis	3,100			Plymouth	6,600	13	870
Decatur	3,800	10	390	Pocahontas	4,600	26	1,200
Delaware	5,100	35	1,800	Polk	74,300	67	49,770
Des Moines	13,800	62	8,540	Pottawattamie	21,300	61	12,980
Dickinson	3,900			Poweshiek	5,700	26	1,480
Dubuque	19,500	32	6,150	Ringgold	3,200	35	1,110
Emmet	4,200			Sac	5,400	15	830
Fayette	8,400			Scott	31,500	94	29,610
Floyd	6,700			Shelby	4,600	64	2,940
Franklin	5,100	48	2,450	Sioux	7,400	13	980
Fremont	3,700	64	2,360	Story	12,900	48	6,200
Greene	4,900	55	2,680	Tama	6,800	44	2,980
Grundy	4,300	44	1,890	Taylor	4,000	35	1,380
Guthrie	4,600	55	2,520	Union	5,100	35	1,770
Hamilton	6,200	57	3,510	Van Buren	3,700	35	1,303
Hancock	4,400	17	760	Wappell	15,100	13	1,900
Hardin	7,300	57	4,130	Warren	5,400	38	2,040
Harrison	5,800	66	3,800	Washington	6,200	32	1,970
Henry	5,500	35	1,940	Wayne	3,900	10	390
Howard	3,800			Webster	13,600	68	9,180
Humboldt	4,000	26	1,050	Winnebago	3,900	17	670
Ida	3,200	16	500	Winneshiek	6,100		
Iowa	4,900	32	1,560	Woodbury	33,900	40	13,600
Jackson	5,600	79	4,450	Worth	3,200	17	550
				Wright	6,200	48	2,990
				Totals	808,200		320,520

AMES

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Iowa State College Campus. Phone: 2500, X831.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Ames Iowa. Make, GE. Model TT6C. Antenna: Make RCA. Type TF6BA Height, Above average terrain 1617 ft. Above ground 593 ft.

OPERATION: Began Feb. 21, 1950. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WOI. FM. WOI-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Cohn & Marl Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (80 x 46 ft. & 33 x 33 ft.). Four DuM. camera chain One Trans-Lux rear screen projector. One GE film camera. Two GE film projectors. One GE 3 1/4 x 4" and one 2 x 2" slide projectors. One scanner. One opaque projector. One film processing unit. One mobile unit. News Services, AP, UP, INS. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Iowa State College, a specialized department of the State of Iowa, owns and operates WOI-TV.

EXECUTIVES:

- Dr. James H. Hilton, Pres., Iowa State College
- Richard B. Hull, Gen. Mgr.
- Robert C. Mulhall, Opr. Mgr.
- W. D. Donaldson, Prog. Coord.
- Keith K. Ketcham, Ch. Eng.
- Donna DeCamp, Film Dir.
- Marguerite Theobald, Prom. Mgr.
- Edward P. Wegener, Dir. of Prog. Development
- Ray Stewart, Exec. Prod.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	69,167	380,496	1,096,900
Families in Area	20,600	113,590	313,400
Area in Square Miles	1,420	8,250	13,270
No. of Sets (June 1)	15,000	70,000	150,000

CEDAR RAPIDS

WMT-TV

(Target Date, Sept. 27, 1953)

LICENSEE: American Broadcasting Stations Inc. Address: 601 Old Marion Rd.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 601 Old Marion Rd. Make, RCA. Model TT25BL. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 670 ft. Above ground 650 ft.

OPERATION: Target date Sept. 27, 1953.

AFFILIATIONS: Network, CBS. Station, AM, WMT.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Binghar. Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (40 x 60-ft. and 20 x 20-ft.). Two RCA TK-11A camera chains. One RCA TK 20C film camera. Two RCA TP 16D film projectors. One Gray Teloprojector 2 x 2" slide projector. News Service, AP, UP, INS.

PRINCIPAL STOCKHOLDERS: Helen S. Mark (59.6%), William B. Dolph, W. Shaffer, H. J. Jett (0.2%), Madeline E. Cronan and G. B. McGowan.

EXECUTIVES:

- Helen Mark, Chmn. of Bd., American Broadcasting Stations Inc.
- William B. Dolph, Pres.
- William B. Quarton, Gen. Mgr. & Vice Pres., American Broadcasting Stations Inc.
- Lew Van Nostrand, Sis. Mgr.
- Douglas B. Grant, Prog. Dir.
- George P. Hixenbaugh, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

"They say the Katz Agency has
another TV station on their list."



"Yeah. In Iowa.* They're *really*
in the dough."

* WMT-TV Cedar Rapids
Channel 2 CBS Affiliate
On the air Sept. 27, 1953

CEDAR RAPIDS

(Target Date, not set)

LICENSEE: Hawkeye TV Corp. Address: Merchants National Bank Bldg.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 18.4 kw, Aural 9.2 kw.
Transmitter: Address, State Rt. 150, three miles north of city limits. Make, RCA. Antenna: Make RCA. Height, Above average terrain 505 ft. Above ground 490 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. William Zeckendorf (68%); Vice Pres. Robert P. McDevitt; Secy.-Treas. George Becker (28%); Norman E. Blankman (2%) and Herbert C. Rosenthal (2%).

DAVENPORT

KDIO (TV)

(Target Date, not set)

LICENSEE: Mel Foster and Harold Hoersch. Address: 316 Brady St.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 15 kw, Aural 7.6 kw.
Transmitter: Address, W. 10th & W. 11th Sts. Make, GE. Antenna: Make GE. Height, Above average terrain 430 ft. Above ground 437 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Harold Hoersch, Davenport. Consulting Engineer Dale I. King, Washington, Ill.

PRINCIPAL STOCKHOLDERS: Equal 50% partners Mel Foster, realtor, and Harold Hoersch, Davenport attorney who also holds interest in various real estate firms.

WOC-TV

LICENSEE: Central Broadcasting Co., Address: 805 Brady St. Phone: 3-3661.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.5 kw.
Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, R #1 Davenport. Make, RCA. Model TT5 A. Antenna: Make RCA. Type 5-Bay Turnstile. Height, Above average terrain 342 ft. Above ground 358 ft.

OPERATION: Began Oct. 31, 1949. Hours, 7:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, WOC. FM, WOC-FM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (18 x 35 ft. and 30 x 50 ft.). One Selector Slide Jr. slide projector. One Multiscope opaque projector. RCA mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer are principal stockholders. Licensee also owns WHO-AM-TV Des Moines, Iowa. Licensee also owns 25% interest in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Nebr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

Col. B. J. Palmer, Pres. Mark Wodlinger, Sls. Mgr.
D. D. Paimer, Vice Pres. & Treas. Chas. Freiburg, Prog. Dir.
Ralph Evans, Exec. Vice Pres. Fred A. Reed, Asst. Res. Mgr. & Sls.
William D. Wagner, Secy. Prom.
Ernest Sanders, Res. Mgr. Paul Arvidson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$375. Minute spot Live \$75, Film \$75. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5. (Effective Sept. 1, 1953)

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	933,600	15,156,000
Families in Area	303,114	479,514
Area in Square Miles	122,100	197,400
No. of Sets (June 1)	203,000	247,100
Retail Sales	\$1,015,029,000	\$1,620,047,000
Income Per Family	\$4,821	\$4,790
Income Per Capita	\$1,565	\$1,535

DES MOINES

KGTV (TV)

(Target Date, Fall, 1953)

LICENSEE: Rib Mountain Radio Inc. Address: 2d Ave. & Hobson Dr. Phone: 4411

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 163 kw, Aural 88 kw.
Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter: Address, 2d Ave. & Hobson Dr. Make, RCA. Model TTU-10A. Antenna: Make RCA. Type TFU-24BLS. Height, Above average terrain 475 ft. Above ground 440 ft.

OPERATION: Target date Fall, 1953.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Charles B. Persons.

SERVICES: One studio (30 x 40 ft.) Two RCA studio camera chains. One RCA film camera. Two RCA standard film projectors. One Projectal slide projector. One Projectal opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. W. C. Bridges, president of Central Broadcasting Co., licensee of WEAU Eau Claire, Wis., and WJMC Rice Lake Wis.; Vice Pres. Morgan Murphy, secretary-treasurer of Central Broadcasting Co.; and Secy.-Treas. Norman Postles, CPA practicing in Superior. Central Broadcasting Co. is 100% stockholder in licensee.

EXECUTIVES:

W. C. Bridges, Pres. W. M. Greely, Ch. Eng.
Ralph O'Connor, Gen. & Com. Mgr. & Film Buy.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Area in Square Miles	1,385	3,632

WOC-TV Builds Telecasts that Build Sales

... a recipe for increased sales in the WOC-TV area— TODAY'S COOKING

If you have a product adaptable to the home economics type of program, "Today's Cooking" will put it on the front burner, saleswise.

This Monday through Friday half-hour program—on the air since October, 1951—is a proved sales vehicle. Credit for its productiveness goes to Helene Dilger, home economist with "know how" built by 25 years experience.

Long before the advent of commercial television, Helene Dilger had learned her sales technique through years of appearing before women's groups as county extension home economist. She has brought to the television cameras that friendly yet confident manner developed in this extension work.

Winner of the U. S. Department of Agriculture's Superior Service Award . . . voted Iowa's outstanding home economist by the Iowa Home Demonstration Agents Association, Helene Dilger knows food and menu preparation . . . but in addition, her training and experience covers practically every facet of homemaking. IT'S HER BROAD KNOWLEDGE . . . HER ABILITY TO COVER, INTELLIGENTLY, SUCH A VARIETY OF SUBJECTS . . . that makes her personal endorsement of a product on "Today's Cooking" one of the most powerful sales impetuses in the WOC-TV 23-county coverage area.



(Above) Miss Dilger and the modern, operating kitchen, used as the originating point of "Today's Cooking." This kitchen cost in excess of \$2,000. It is adaptable for demonstration and promotion of all kinds of food and allied products.

"Today's Cooking" has proved that it SELLS. Let this program write a successful sales story for your product or services. Your nearest F & P man can give you the facts—and you'll be surprised at the small amount of money needed to buy participations on this outstanding program.



(Above) Interview portion of "Rural Roundup." Reading l. to r.—Tom Atkins weatherman-announcer; Bob Frank director of "Rural Roundup," and guests. Each program opens with a comprehensive summary of grass roots farm news—followed by a complete weather forecast—then a look at the general news picture—next the market reports—finally an interview with farm personalities, often augmented with demonstrations of farming methods and practices.

... a grass roots program directed at 31,196 farm television homes RURAL ROUNDUP

Recognizing television's importance to the farmers in the rich rural area surrounding the Quint Cities, WOC-TV, as early as June, 1952, began telecasting a local "live" half-hour program—"Rural Roundup"—each weekday, keyed to farm viewers.

"Rural Roundup" is popular with farmers—THE MAIL IT GETS PROVES THIS. And there are plenty of viewing farmers as indicated by a survey taken of County Farm Extension Agents and County Farm Advisers serving the 23 counties in WOC-TV's good picture area. This survey showed (as of May 1, 1953) . . . 60.7% of ALL farms in this area were television equipped. This indicated 31,196 farm TV homes in the area, representing a farm population of 111,385.

These 111,385 farm folk do a lot of buying. Reach them the sure, economical way—through participations on "Rural Roundup." Your F & P man can tell you how economical these participations are—have him see you, or contact us direct.

CENTRAL BROADCASTING COMPANY — DAVENPORT, IOWA

WOC-TV

The QUINT CITIES STATION

DAVENPORT and BETTENDORF IN IOWA
EAST MOLINE, MOLINE, and ROCK ISLAND
IN ILLINOIS

Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, President

Ernest C. Sanders
Resident Manager

WOC-TV Sells! It has proved time and again that it "builds telecasts that build sales." This ability to stimulate the buying urge will be further strengthened when WOC-TV changes to Channel 6 with authorized power of 100,000 watts. Target date of this change, October 1, 1953.

K Q T V

FORT DODGE, IOWA

CHANNEL 21

ON THE AIR

FALL 1953

Market Data

TOTAL COVERAGE

GRADE A & B

Population 291,738
 Families 88,400
 Retail Sales \$313,251,000
 Income per farm family \$13,052
 Income per farm capita \$3,575

GRADE A COVERAGE

GRADE B

Population 109,491
 Families 33,880
 Retail Sales \$126,300,000
 Income per farm family \$13,299
 Income per farm capita \$3,660

Population 125,038
 Families 38,300
 Retail Sales \$128,000,000
 Income per farm family \$12,805
 Income per farm capita \$3,490

K Q T V

AFFILIATED WITH

K V F D

EDWARD BREEN
President

National Representatives
JOHN E. PEARSON CO.

IOWA

FORT DODGE

KQTV (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Northwest Television Co. Address: 912 First Ave., S. Phone: Walnut 3761

FACILITIES: Chan 21. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.63 kw
Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, near intersection of U. S. Highways 169 and 20, southwest of Fort Dodge. Make GE. Model No. TT-20-A. Antenna: Make Workshop Assoc. Type WA 25-21. Height, Above average terrain 630 ft. Above ground 650 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5:00 p.m.-10:30 p.m.

AFFILIATIONS: Stations, AM, KVFD. FM, KFMV (FM).

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney Fisher, Wayland, Duvell & Southmayd. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (40 x 40 ft.). One GE PC-7-A camera chain. One GE PC-2C film camera. Two GE PF-5-A film projectors.

PRINCIPAL STOCKHOLDERS: Pres. & Dir. Edward Breen (9%) (20% with wife Elizabeth Breen); Vice Pres. & Dir. George Haire (2%) Treas. & Dir. Aller R. Loomis II (0.2%) and Secy. & Dir. L. V. Greer (0.2%).

EXECUTIVES:

Edward Breen, Pres. & Gen. Mgr. David Sinclair, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	109,491	125,038	291,738
Families in Area	33,880	38,300	88,400
Area in Square Miles	2,978	3,380	6,358
No. of Sets (June 1)	15,000-20,000
Retail Sales	\$126,300,000	\$128,000,000	\$313,251,000
Income Per Family	\$13,299	\$12,805	\$13,052
Income Per Capita	\$3,660	\$3,490	\$3,575

SIoux CITY

KCTV (TV)

(Target Date, not set)

LICENSEE: Great Plains Television Properties Inc. Address: c/o U. S. Corp. o. Illinois, 33 N. La Salle St., Chicago.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 10.5 kw
Transmitter: Address, 3 miles north northeast of center of Sioux City. Make DuM. Antenna: Make RCA. Height, Above average terrain 530 ft. Above ground 345 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. & Secy. Herbert Scheffel, president and 25% stockholder in Transcontinental Properties Inc., president and 19% stockholder in Telenews Productions Inc. and part owner of various newsreel theatres, and Treas. Alfred G. Burger, executive vice president and 15% stockholder in Telenews Productions Inc., executive vice president, secretary and 25% stockholder in Transcontinental Properties, and part owner of various newsreel theatres. All stock in licensee is owned by Transcontinental Properties Inc. For other Holdings, see Group Ownership.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SIoux CITY (Continued)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 614 Pierce St. Phone: 2-2711.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 28.95 kw, Aural 15.6 kw
Transmitter: Address, 41st & Howard Sts. Make, GE. Model TT6E. Antenna: Make GE. Type TY28F. Height, Above average terrain 705 ft. Above ground 500 ft.

OPERATION: Began March 29, 1953. Hours: 12:45 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WNAX.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (45 x 25 x 12-ft.). Two RCA interchangeable cameras. One RCA film camera. Two RCA 16mm film projectors. One GE turret slide projector. One GE opaque projector. News Services, AP. UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Licensee is also licensee of KRNT-AM-FM Des Moines, and WNAX Yankton, S. D. Register & Tribune Co. owns all stock in licensee. Cowles publishes Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine.

EXECUTIVES:

Gardner Cowles, Pres.	John Siverson and Lester Keck, Ch. Engrs.
Robert R. Tincher, Gen. Mgr.	Arthur Smith, Res. Mgr.
Donald D. Sullivan, Com. Mgr.	Barton Jewell, Film Dir.
Norman Bacon, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 574,800; Families in Area, 172,700; Area in Square Miles, 13,273; No. of Sets (June 1), 53,114; Retail Sales. \$655,999,000; Income Per Family, \$5,258; Income Per Capita, \$1,632.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KANSAS MARKET INDICATORS

Total Population, July 1, 1952.....	2,002,000
Total Families, 1950.....	507,665
Total Urban Population, 1950.....	993,220
Total Rural Nonfarm Population, 1950.....	468,340
Total Farm Population, 1950.....	443,739
Employed in Nonagricultural Establishments, Feb., 1953.....	543,500
Total Employed, 1950.....	707,621
Employed in Mining, Feb., 1953.....	18,200
Employed in Manufacturing, Feb., 1953.....	143,200
Employed in Construction, Feb., 1953.....	33,900
Employed in Agriculture, 1950.....	162,773
Retail Sales, 1952.....	\$ 2,160,969,000
Bank Assets, Jan. 1, 1953.....	\$ 2,087,398,000
Bank Deposits, Jan. 1, 1953.....	\$ 1,951,651,000
Major Income Sources, 1951: Agriculture 14.6%; Government 14.9%; Manufacturing Payrolls 15.4%; Trade and Service 23.9%; Other 31.2%.	
Total Income Payments, 1951.....	\$ 2,847,000,000
Per Capita Income, 1951.....	\$ 1,460
Median Family Income, 1950.....	\$ 2,823
Total Internal Revenue Collections, 1952.....	\$ 496,055,193
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 74.23
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 202,206,000
Cash Receipts of Farms, 1952.....	\$ 1,391,908,000
Government Payments to Farmers, 1952.....	\$ 11,352,000
Value of Mineral Production, 1950.....	\$ 368,614,000
New Public Construction in 1952.....	\$ 177,400,000
Motor Vehicle Registration, 1952.....	921,476
Number of Telephones, 1952.....	647,900
Number of Electrical Connections, 1952.....	658,887
Number of Gas Utilities Connections, 1952.....	427,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

STATISTIC FROM SIOUXLAND:

A \$40 (1-time, Class A) minute buys 53,114 homes (RTMA, June 1) in 32 Iowa, South Dakota and Nebraska counties with \$655,999,000 in '52 retail sales.

Spots make sense in Sioux City. See the Katz Agency for the whole TV picture.



SIOUX CITY, IOWA

A Cowles Television Station
CBS, NBC, ABC & DuMont

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Allen	17,874	17,874	3,661	418	810	13%
Anderson	10,267	8,321	1,548	252	440	13%
Atchison	21,496	18,092	4,361	611	2,210	33%
Barber	8,521	10,171	2,151	350		
Barton	29,909	52,879	10,792	1,442		
Bourbon	19,153	16,357	4,028	442	1,010	15%
Brown	14,651	16,503	2,902	504	1,650	33%
Butler	31,001	36,439	8,273	1,023		
Chase	4,831	3,533	973	113		
Chautauqua	7,376	5,937	1,243	209		
Cherokee	25,144	15,528	5,606	508		
Cheyenne	5,668	8,956	1,934	257		
Clark	3,946	4,698	771	66		
Clay	11,697	12,560	2,432	291		
Cloud	16,104	19,490	3,942	498		
Coffey	10,408	8,062	1,458	204	420	13%
Comanche	3,888	3,988	675	185		
Cowley	36,905	40,193	9,196	1,012		
Crawford	40,231	38,975	9,791	1,235		
Decatur	6,185	8,040	1,679	205		
Dickinson	21,190	22,123	4,628	620		
Doniphan	10,499	5,853	1,626	233	1,060	33%
Douglas	34,086	33,125	7,418	1,244	4,920	46%
Edwards	5,936	7,184	1,690	282		
Elk	6,679	3,990	1,058	142		
Ellis	19,043	26,072	5,365	781		
Ellsworth	8,465	9,564	2,190	321		
Finney	15,092	30,112	4,958	572		
Ford	19,670	37,974	5,948	1,075		
Franklin	19,928	19,810	4,387	612	1,320	20%
Geary	21,671	19,418	4,471	586		
Gove	4,447	5,992	1,040	126		
Graham	5,020	6,460	669	215		
Grant	4,638	8,966	1,894	99		
Gray	4,894	6,609	1,223	255		
Greeley	2,010	3,372	965	65		
Greenwood	13,574	15,212	3,338	395		
Hamilton	3,696	7,861	1,314	94		
Harper	10,263	11,344	2,495	406		
Harvey	21,698	23,740	4,629	449		
Haskell	2,606	4,367	718	245		
Hodgeman	3,310	3,303	660	39		
Jackson	11,098	10,048	2,198	202	1,220	33%
Jefferson	11,084	9,502	2,550	265	1,660	46%
Jewell	9,698	5,988	1,362	191		
Johnson	62,783	45,168	16,208	2,390	19,760	81%
Kearney	3,492	5,893	1,067	103		
Kingman	10,324	9,690	2,318	273		
Kiowa	4,743	6,913	1,535	189		
Labette	29,285	29,708	7,410	748		
Lane	2,808	5,006	1,186	44		
Leavenworth	42,361	28,625	7,242	1,040	7,790	66%
Lincoln	6,643	5,979	1,317	160		
Linn	10,053	6,404	1,122	201	1,330	37%
Logan	4,206	7,541	1,546	191		
Lyon	26,576	29,034	6,047	1,057	1,130	13%
McPherson	23,670	26,614	5,477	848		
Marion	16,307	17,625	3,837	408		
Marshall	17,926	16,938	3,966	528	770	13%
Meade	5,710	8,470	1,514	252		
Miami	19,698	14,347	3,734	485	2,260	37%
Mitchell	10,320	16,909	2,869	517		
Montgomery	46,487	50,722	13,094	1,695	1,780	11%
Morris	8,485	6,723	1,648	189		
Morton	2,610	4,856	1,145	238		
Nemaha	14,341	13,810	2,953	559	570	13%
Neosho	20,348	19,181	4,837	526	1,010	15%
Ness	6,322	8,566	1,626	295		
Norton	8,808	13,230	2,218	361		
Osage	12,811	8,606	2,215	222	860	20%
Osborne	8,558	10,242	2,359	309		
Ottawa	7,265	6,426	1,542	170		
Pawnee	11,041	14,438	2,497	378		
Phillips	9,273	9,443	1,965	180		
Pottawatomie	12,344	12,196	2,315	357	490	13%
Pratt	12,156	16,781	3,366	469		
Rawlins	5,728	8,294	1,448	244		
Reno	54,058	72,361	14,215	2,244		
Republic	11,478	8,677	2,001	295		
Rice	15,635	14,714	3,597	538		
Riley	33,405	32,252	6,788	1,125		
Rooks	9,043	13,514	2,611	504		
Rush	7,231	10,568	1,899	298		
Russell	13,406	16,066	3,674	385		
Saline	33,409	56,921	9,631	1,226		
Scott	4,921	8,360	2,291	137		
Sedgwick	222,290	337,039	63,693	10,701		
Seward	9,972	23,798	4,808	590		
Shawnee	105,418	123,795	26,957	3,736	8,950	25%
Sheridan	4,697	5,476	991	85		
Sherman	7,373	14,715	2,379	353		
Smith	8,846	7,648	2,076	246		
Stafford	8,816	8,107	2,143	252		
Stanton	2,263	3,197	556	84		
Stevens	4,516	8,180	1,856	112		
Summer	23,646	20,192	4,343	667		
Thomas	7,572	14,093	2,202	508		
Trego	5,868	6,526	1,157	114		
Wabunsee	7,212	4,853	1,440	158	290	13%
Wallace	2,508	4,271	704	45		
Washington	12,977	8,004	1,378	197		
Wichita	2,640	7,615	1,260	50		
Wilson	14,815	11,667	2,918	260		
Woodson	6,711	5,295	1,304	127	290	13%
Wyandotte	165,318	143,902	38,817	6,037	37,120	69%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	PerCent Tele-vision	Tele-vision Homes	County	Total Homes	PerCent Tele-vision	Tele-vision Homes
Allen	6,200	11	710	Lincoln	2,000		
Anderson	3,400	11	390	Linn	3,600	40	1,440
Atchison	6,700	33	2,180	Logan	1,200		
Barber	2,800			Lyon	8,700	11	950
Barton	9,800			McPherson	7,800		
Bourbon	6,700	19	1,250	Marion	5,200		
Brown	5,000	33	1,630	Marshall	5,900	11	650
Butler	10,200			Meade	1,700		
Chase	1,600			Miami	6,100	40	2,440
Chautauqua	2,400			Mitchell	3,400		
Cherokee	8,300	11	930	Montgomery	16,200	21	3,380
Cheyenne	1,800			Morris	2,600		
Clark	1,200			Morton	900		
Clay	4,000			Nemaha	4,400	11	470
Cloud	5,400			Neosho	6,700	19	1,270
Coffey	3,200	12	370	Ness	2,100		
Comanche	1,300			Norton	2,800		
Cowley	12,200	11	1,400	Osage	4,300	24	1,030
Crawford	14,000	11	1,570	Osborne	2,800		
Decatur	2,200			Ottawa	2,400		
Dickinson	7,000			Pawnee	2,900		
Doniphan	3,200	33	1,040	Phillips	3,200		
Douglas	10,700	45	4,830	Pottawatomie	3,800	10	380
Edwards	2,000			Pratt	4,000		
Elk	2,100			Rawlins	1,600		
Ellis	5,200			Reno	18,200		
Ellsworth	2,600			Republic	3,900		
Finney	5,100			Rice	5,300		
Ford	6,700			Riley	9,700		
Franklin	6,600	24	1,580	Rooks	2,900		
Geary	6,900			Rush	2,300		
Gove	1,100			Russell	4,300		
Graham	1,500			Saline	11,400		
Grant	1,900			Scott	1,500		
Gray	1,400			Sedgwick	88,500		
Greeley	600			Seward	3,800		
Greenwood	4,600			Shawnee	35,800	34	12,310
Hamilton	1,200			Sheridan	1,100		
Harper	3,300	12	400	Sherman	2,300		
Harvey	6,900			Smith	3,100		
Haskell	800			Stafford	2,800		
Hodgeman	900			Stanton	600		
Jackson	3,700	33	1,210	Stevens	1,400		
Jefferson	3,600	45	1,620	Summer	8,000	12	960
Jewell	3,100			Thomas	2,400		
Johnson	24,400	62	15,050	Trego	1,800		
Kearney	1,100			Wabunsee	2,200	11	240
Kingman	3,300	12	400	Wallace	700		
Kiowa	1,500			Washington	4,200		
Labette	9,700	11	1,080	Wichita	700		
Lane	900			Wilson	5,100		
Leavenworth	11,800	63	7,490	Woodson	2,200		
				Wyandotte	53,800	67	36,170
				Totals	640,100		106,960

HUTCHINSON

KTVH (TV)

LICENSEE: Hutchinson TV Inc. Address: 601 Wolcott Bldg. Phone: 5-5503
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, 8 1/2 miles east of Hutchinson. Make, RCA. Antenna: Make Ideco. Height, Above average terrain 810 ft. Above ground 780 ft.

OPERATION: Began July 14, 1953. Hours, 6:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Dow, Lannes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (43 x 55-ft. and 37 x 32-ft.). Two image orthicon camera chains. Three film projectors. Two Telejector 35mm slide projectors. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Pres. W. D. P. Carey (11%), Secy. R. E. Dillon (8%), Treas. John P. Harris (12%), Vice Pres. J. H. Child (6%), Sidney Harris (12%), L. T. Child (6%), Charles Carey (5%), James Doris (6%), Bese Eyse (13%), Charles P. Carey (6%), Wesley E. Brown (15%), R. J. Laubengayer (6%), G. N. Waddell (4%) and six others, none owning more than 7%.

EXECUTIVES:

W. D. P. Carey, Pres. Doug Hough, Com. Rep.
 Howard O. Peterson, Gen. Mgr. Sam Posner, Prog. Dir.
 Ernie Dallier, Com. Rep. Robert Marye, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 579,300; Families in Area, 173,760; Area in Square Miles, 14,400; No. of Sets (June 1), 20,000; Retail Sales, \$749,188,000.

MANHATTAN

(Target Date, not set)
 (*Noncommercial Educational)

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Kansas State College

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 2.9 miles northwest of Manhattan. Make, GE. Antenna: Make GE. Height, Above average terrain 452 ft. Above ground 273 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MANHATTAN (Continued)

SAC-TV (Continued)

OPERATION: Target date not set.
REPRESENTATIVES: Consulting Engineer R. G. Kloeffler, Dept. of Electrical Engineering, Kansas State College.
PRINCIPAL STOCKHOLDERS: Kansas State College, which also operates KA2XBD, experimental TV broadcast station.

PITTSBURG

KOAM-TV

(Target Date, Oct. 15, 1953)

CENSUS: The Pittsburg Broadcasting Co. Address: Professional Bldg. Phone: 2165
FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 49 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 13 miles south of Pittsburg. Make, RCA. Model TT10AH. Antenna: Make RCA. Type TF12AH. Height, Above average terrain 540 ft. Above ground 574 ft.
OPERATION: Target date Oct. 15, 1953.
AFFILIATION: Station, AM, KOAM.
REPRESENTATIVES: Washington Attorney Geo. O. Sutton. Consulting Engineer Craven, Lohnes & Culver.
SERVICES: One studio (40 x 52-ft.). One RCA TK-11A camera chain. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray TP3A disc slide projector.
PRINCIPAL STOCKHOLDERS: Pres. E. V. Baxter (50%), Secy. Mrs. E. V. Baxter, Vice Pres.-Treas. Lester L. Cox (37½%) and Vice Pres. Lester E. Cox (12½%).
EXECUTIVES:
 E. V. Baxter, Pres. Leo Stafford, Ch. Eng.
 R. E. Wade, Gen. Mgr.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	365,000	604,759
Families in Area	116,119	192,489
Area in Square Miles	7,854	15,393
Retail Sales	\$476,172,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

TOPEKA

WIBW-TV

(Target Date, Late Fall 1953)

LICENSEE: Topeka Broadcasting Assn. Address: 1035 Topeka Blvd. Phone: 3-2377
FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 95 kw, Aural 56.7 kw. Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter Address, 1.3 miles west of Topeka city limits. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 710 ft. Above ground 660 ft.
OPERATION: Target date, Late Fall 1953.
AFFILIATION: Station, AM, WIBW.
REPRESENTATIVES: Sales, Capper Publications Inc. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Capper Publications Inc. (100%), Pres. H. S. Blake, Secy. Roy Vogel and Vice Pres.-Treas. L. H. Schenck. Capper Publications Inc. Publishes Topeka Capital and Kansas City (Kans.) Kansan.
EXECUTIVES:
 H. S. Blake, Pres. Lewis Dickensheets, Ch. Eng.
 Ben Ludy, Gen. Mgr.

WICHITA

KEDD (TV)

LICENSEE: KEDD Inc. Address: 37th & N. Hillside Ave. Phone: Temple 8-3321
FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, 37th & N. Hillside Ave. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24DL. Height, Above average terrain 667 ft. Above ground 708 ft.
OPERATION: Began Aug. 15, 1953.
AFFILIATIONS: Networks, ABC, NBC.
REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Hogan & Hartson. Consulting Engineer Geo. P. Adair.
SERVICES: One studio (40 x 50-ft.). Two RCA TK-11A camera chains. One RCA TK-20D film camera. Two RCA TP-16E film projectors. RCA TP-3A dual disc slide projector.

KEDD
COVERS THE RICH
WICHITA MARKET

INTERCONNECTED
NBC ★ ABC
 TELEVISION NETWORKS



WICHITA, KANSAS
 THE AIR CAPITAL OF THE WORLD

REPRESENTED BY
EDWARD PETRY & CO. INC.

THE FIRST AND ONLY
TELEVISION STATION IN WICHITA

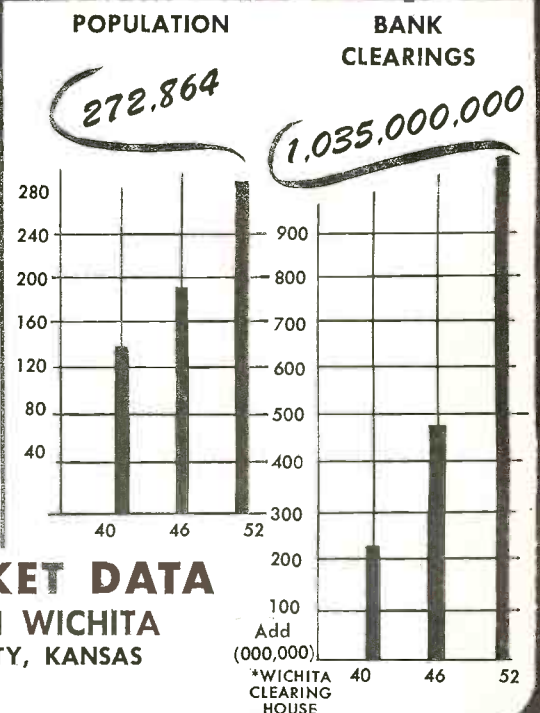
*** 15th MARKET IN PER CAPITA INCOME AMONG ALL 165 METROPOLITAN COUNTY AREAS**

1. Bridgeport - Stamford, Conn. 2,076
2. Hartford - New Britain, Conn. 2,076
3. South Bend, Indiana 2,027
4. Chicago, Illinois 1,983
5. Toledo, Ohio 1,977
6. Cleveland, Ohio 1,976
7. New Haven - Waterbury, Conn. 1,938
8. Fort Wayne, Indiana 1,933
9. Indianapolis, Indiana 1,933
10. San Francisco - Oakland, Calif. 1,921
11. Washington, D. C. - Alexandria 1,918
12. Seattle, Washington 1,910
13. Sioux Falls, S. D. 1,900
14. Houston, Texas 1,888

15th Wichita \$1,885

16. Beaumont, Texas 1,883
17. Rochester, N. Y. 1,882
18. Dallas, Texas 1,879
19. Akron, Ohio 1,876
20. New York - N.E. New Jersey 1,872
21. Dayton, Ohio 1,871
22. Sacramento, Calif. 1,864
23. Kansas City, Mo. - Kansas City, Kansas 1,860
24. Los Angeles, Calif. 1,852
25. Rockford, Illinois 1,851
26. Milwaukee, Wis. 1,848
27. Racine, Wis. 1,848

YEAR AFTER YEAR WICHITA CONTINUES TO GROW



BASIC MARKET DATA METROPOLITAN WICHITA SEDGWICK COUNTY, KANSAS

*Sales Management 1953

Presenting

WKLO-TV

CHANNEL 21
LOUISVILLE, KENTUCKY

REPRESENTED BY
THE O. L. TAYLOR COMPANY

Joe Eaton, GENERAL MANAGER

KANSAS

WICHITA (Continued)

KEDD (TV) (Continued)

PRINCIPAL STOCKHOLDERS: Pres. Stanley N. Durwood (100%), theatre operator in Kansas and Missouri, and Vice Pres. Henry S. Ungerleider, 5 owner of Ungerleider & McGhan, theatre ticket equipment company.

EXECUTIVES:

Stanley H. Durwood, Pres. Charles Bloomquist, Film Dir.
Ben B. Baylor Jr., Gen. Mgr. Bob Grossman, Pub. Rel. Dir.
Robert C. Currie Jr., Prog. Dir. Ben K. West, Sls. Prom. Div.
George Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute s Live \$60, Film \$60. Frequency discounts from 2 1/2% for 13 times up 25% for 312 times. Rate Card No. 1.

KENTUCKY

KENTUCKY MARKET INDICATORS

Total Population, July 1, 1952	2,916,000
Total Families, 1950	717,525
Total Urban Population, 1950	1,084,000
Total Rural Nonfarm Population, 1950	886,000
Total Farm Population, 1950	974,000
Total Employed, 1950	954,000
Employed in Mining, Feb., 1953	48,000
Employed in Manufacturing, Feb., 1953	158,000
Employed in Agriculture, 1950	245,000
Retail Sales, 1952	\$ 2,124,209,000
Bank Assets, Jan. 1, 1953	\$ 2,010,325,000
Bank Deposits, Jan. 1, 1953	\$ 1,858,746,000
Major Income Sources, 1951: Agriculture 12.8%; Government 18.8%; Manufacturing Payrolls 15.2%; Trade and Service 23.7%; Other 29.5%	
Total Income Payments, 1951	\$ 3,115,000,000
Per Capita Income, 1951	\$ 1,068
Median Family Income, 1950	\$ 2,000
Total Internal Revenue Collections, 1952	\$ 1,267,430,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 150,563,000
Cash Receipts of Farms, 1952	\$ 583,274,000
Government Payments to Farms, 1952	\$ 7,734,000
Value of Mineral Production, 1950	\$ 459,956,000
New Public Construction in 1952	\$ 418,500
Motor Vehicle Registration, 1952	855,929
Number of Telephones, 1952	521
Number of Electrical Connections, 1952	785,517
Number of Gas Utilities Connections, 1952	297

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

KENTUCKY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Telev. Per 100
Adair	17,603	5,999	1,196	256	1,850	41%
Allen	13,787	6,728	1,545	208	1,320	33
Anderson	8,984	7,412	1,728	78	730	28%
Ballard	8,545	4,020	1,323	99		
Barren	28,461	21,866	4,615	764	2,240	27
Bath	10,410	2,718	1,057	60		
Bell	47,602	35,501	8,952	816		
Boone	13,015	6,360	1,769	114	1,830	47
Bourbon	17,752	15,246	4,305	412	1,820	35%
Boyd	49,949	45,856	13,272	1,512	8,880	63%
Boyle	20,532	22,476	4,803	808	1,060	19
Bracken	8,424	4,272	1,234	80	1,070	41%
Breathitt	19,964	3,815	1,491			
Breckinridge	15,528	5,249	1,717	216	1,510	36
Bullitt	11,349	4,313	1,459	72	1,850	56%
Butler	11,309	2,058	773	65		
Caldwell	13,199	8,347	2,435	264		
Calloway	20,147	14,878	3,724	393	900	15%
Campbell	76,196	53,571	20,178	2,175	22,000	94
Carlisle	6,206	2,726	884	82		
Carroll	8,517	9,247	2,224	314	1,290	47%
Carter	22,559	7,248	2,266	184	2,280	43
Casey	17,445	4,451	1,035	36	1,630	41
Christian	42,359	38,271	7,900	682	4,070	36%
Clark	13,898	18,471	4,571	459	1,030	19
Clay	23,116	4,882	1,234	77		
Clinton	10,605	2,954	652	63		
Crittenden	10,818	5,209	1,747	68		
Cumberland	9,309	3,117	871	66		
Daviess	57,241	55,756	12,585	1,537		
Edmonson	9,376	1,863	590	63	390	17
Elliott	7,085	563	347		650	43%
Estill	14,677	4,474	1,608	181	690	19%
Fayette	100,746	131,627	26,436	5,197	3,490	12
Fleming	11,962	5,359	1,673	68	560	16%
Floyd	53,500	24,518	6,311	353		
Franklin	25,933	21,989	5,590	778	2,160	28
Fulton	13,668	14,798	3,932	413		
Gallatin	3,969	1,891	644	55	560	47%
Garrard	11,029	5,282	1,248	68	590	19
Grant	9,809	5,859	1,771	180	1,410	47%
Graves	31,364	22,790	5,564	601		

WAVE TV, CHANNEL 3, DELIVERS

66.7% GREATER COVERAGE AREA than any other television station in
Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION than the area's leading **NEWSPAPER!**

627.3% GREATER CIRCULATION than the area's leading **NATIONAL MAGAZINE!**

(WAVE-TV's superiority as of July 1, 1953, and still growing!)

HERE ARE THE WAVE-TV FACTS:

WAVE-TV program schedules are carried by twenty-four Kentucky, Indiana and Illinois newspapers with a combined circulation of 1,252,874—almost half of it beyond WAVE-TV's .1 MV coverage area, including papers in Owensboro, Lexington and Henderson, Kentucky . . . Evansville and Indianapolis, Indiana . . . Mattoon and Danville, Illinois, all 80 to 160 miles away!

Hundreds of fringe-area appliance and furniture dealers have jumped on the Channel 3 bandwagon—are promoting WAVE-TV exclusively, and with spectacular success, in their own sales efforts!

Reports of consistently excellent reception have

been received from thousands of viewers 75 to 125 miles away, including sixteen Kentucky, Indiana and Illinois cities beyond WAVE-TV's .1 MV coverage area, with a combined population of 366,374!

A conservative estimate of WAVE-TV's new effective coverage area shows an 86.3% increase in population over former coverage—actually 66% greater coverage than any other Louisville station! (As of July 1, 1953, WAVE-TV was delivering 25.2% more television-homes-per-dollar than Station "B", and the percentage is increasing rapidly!)

Ask Free & Peters for all the facts on WAVE-TV, the Blue-Chip Buy in the Bluegrass State, and the only television station that delivers this big market intact, and with impact!

914-FT. ANTENNA!
(Above average terrain)

NEW

LOW CHANNEL!
(Channel 3)

100,000 WATT POWER!
(Maximum permitted)

ALL-NEW EQUIPMENT!
(The most modern available)

LOUISVILLE'S

WAVE-TV CHANNEL 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

FREE & PETERS, Inc., Exclusive National Representatives

KENTUCKY MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Grayson	17,063	6,359	1,216	171	800	17%
Green	11,261	5,002	1,089	74	1,350	41%
Greenup	24,887	7,567	3,743	297	2,710	43%
Hancock	6,009	2,017	584	61		
Hardin	50,312	24,730	6,959	457	4,210	36%
Harlan	71,751	43,090	12,281	1,041		
Harrison	13,736	10,156	2,610	283	1,680	41%
Hart	15,321	8,444	1,617	268	750	17%
Henderson	30,715	27,510	7,224	794		
Henry	11,394	6,227	1,500	272	950	28%
Hickman	7,778	2,870	1,121			
Hopkins	38,815	31,956	7,910	742		
Jackson	13,101	2,170	829	64		
Jefferson	484,615	572,751	137,315	24,973	118,000	80%
Jessamine	12,458	6,230	1,986	252	680	19%
Johnson	23,846	12,348	3,232	35	1,800	31%
Kenton	104,254	90,722	30,458	3,492	26,810	81%
Knott	20,320	3,286	1,130	74		
Knox	30,409	7,527	2,522	70		
Larue	9,956	6,172	889	73	760	28%
Laurel	25,797	11,640	3,776	212		
Lawrence	14,418	5,186	1,684	132	1,510	43%
Lee	8,739	1,517	491	70		
Leslie	15,537	3,190	1,814	78		
Letcher	39,522	20,334	6,769	269		
Lewis	13,520	4,209	1,385	74	510	16%
Lincoln	18,668	7,686	1,641	162	930	19%
Livingston	7,184	2,353	906	72		
Logan	22,335	15,389	4,112	437	2,080	33%
Lyon	6,853	1,624	551	60	240	15%
McCracken	49,137	76,555	16,321	2,877		
McCreary	16,660	6,453	2,682	124		
McLean	10,021	3,438	1,266	120	310	11%
Madison	31,179	19,310	4,710	798		
Magoffin	13,839	2,120	835	30	840	31%
Marion	17,212	12,414	2,092	81	1,150	28%
Marshall	13,387	5,914	1,652	114	630	15%
Martin	11,677	2,219	1,082		740	31%
Mason	18,486	19,922	4,121	763	2,210	41%
Meade	9,422	4,778	870	71	970	36%
Menifee	4,798	583	250			
Mercer	14,643	10,381	2,309	427	860	19%
Metcalfe	9,851	2,766	347	77	730	27%
Monroe	13,770	5,952	1,467	133	970	27%
Montgomery	13,025	10,927	3,076	286	700	19%
Morgan	13,824	2,139	637	32		
Muhlenberg	32,501	17,775	6,168	387	940	11%
Nelson	19,521	13,260	2,412	434	2,740	56%
Nicholas	7,532	3,299	1,121	151	900	41%
Ohio	20,840	7,022	2,839	220		
Oldham	11,018	5,491	1,264	80	730	28%
Owen	9,755	4,228	1,024	155	1,410	47%
Owsey	7,324	390	172			
Pendleton	9,610	3,572	1,157	97	1,230	41%
Perry	46,566	25,955	6,288	412		
Pike	81,152	42,842	11,987	532	1,880	10%
Powell	6,812	1,833	239		300	19%
Pulaski	38,452	21,080	5,379	566		
Robertson	2,881	664	220	57	330	41%
Rockcastle	13,925	4,015	1,505	102		
Rowan	12,708	5,884	1,392	67	500	16%
Russell	13,717	3,749	1,149	92		
Scott	15,141	10,099	3,220	259	1,540	35%
Shelby	17,912	14,497	3,304	424	1,430	28%
Simpson	11,678	11,011	2,363	447	1,160	33%
Spencer	6,157	3,857	729	37	900	56%
Taylor	14,403	10,583	2,107	79	1,640	41%
Todd	12,890	5,783	1,722	253	1,220	33%
Trigg	9,683	4,348	963	69	350	15%
Trimble	5,148	1,205	380		420	28%
Union	14,893	13,927	3,226	528		
Warren	42,758	40,755	7,909	1,518	1,380	11%
Washington	12,777	6,496	1,150	68	920	28%
Wayne	16,475	5,309	1,805	73		
Webster	15,555	8,130	2,204	187		
Whitley	31,940	19,067	5,310	572		
Wolfe	7,615	1,145	268			
Woodford	11,212	6,665	1,931	296	1,160	35%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	County	Total Homes	Per Cent Television
Adair	4,500	34	Edmondson	2,300	17
Allen	4,000	35	Elliott	1,500	49
Anderson	2,600	29	Estill	3,600	17
Ballard	3,100		Fayette	29,100	19
Barren	8,300	24	Fleming	3,500	22
Bath	2,800		Floyd	11,800	18
Bell	11,200		Franklin	7,700	30
Boone	3,900	49	Fulton	4,000	
Bourbon	5,200	33	Gallatin	1,200	49
Boyd	14,100	64	Garrard	3,100	23
Boyle	5,600	23	Grant	3,000	49
Bracken	2,600	47	Graves	10,500	
Breathitt	4,000		Grayson	4,700	16
Breckinridge	4,200	38	Green	3,300	34
Bullitt	3,300	48	Greenup	6,300	49
Butler	2,800		Hancock	1,700	
Caldwell	4,000		Hardin	11,700	38
Calloway	6,000		Harlan	16,600	
Campbell	23,400	94	Harrison	4,100	47
Carlisle	1,900		Hart	4,400	16
Carroll	2,600	49	Henderson	9,900	
Carter	5,300	49	Henry	3,400	30
Casey	4,100	34	Hickman	2,300	
Christian	11,300	32	Hopkins	11,400	
Clark	5,600	17	Jackson	3,100	
Clay	4,800		Jefferson	147,500	81
Clinton	2,600		Jessamine	3,600	23
Crittenden	3,200		Johnson	5,800	38
Cumberland	2,200		Kenton	33,100	86
Daviess	16,400		Knott	4,100	

Knox	7,200		Nicholas	2,200	47
Larue	2,700	29	Ohio	5,800	
Laurel	6,400		Oldham	2,600	30
Lawrence	3,500	49	Owen	3,000	49
Lee	2,000		Owsley	1,600	
Leslie	3,100		Pendleton	3,000	47
Letcher	8,900		Perry	10,000	
Lewis	3,200	22	Pike	18,800	14
Lincoln	4,900	23	Powell	1,600	18
Livingston	2,300		Pulaski	10,100	
Logan	6,300	35	Robertson	800	48
Lyon	1,600		Rockcastle	3,100	
McCracken	26,400		Rowan	3,100	22
McCreary	3,700		Russell	3,600	
McLean	2,800		Scott	4,400	33
Madison	8,800		Shelby	5,100	30
Magoffin	2,700	38	Simpson	3,500	35
Marion	4,100	29	Spencer	1,600	49
Marshall	4,200		Taylor	4,000	34
Martin	2,400	39	Todd	3,700	35
Mason	5,400	47	Trigg	2,300	
Meade	2,700	38	Trimble	1,500	31
Menifee	1,200		Union	4,100	
Mercer	4,500	23	Warren	12,500	19
Metcalfe	2,700	24	Washington	3,300	29
Monroe	3,600	24	Wayne	4,000	
Montgomery	3,700	17	Webster	4,800	
Morgan	3,200		Whitley	7,900	
Muhlenberg	8,500		Wolfe	1,600	
Nelson	4,900	49	Woodford	3,300	33
			Totals	818,400	275,220

ASHLAND

WPTV (TV)

(Target Date, Summer, 1953)

LICENSEE: Polan Industries. Address: P. O. Box 1720, Huntington, W. Va.
 FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw
 Transmitter: Address, North Kenove, Ky. Make, GE. Antenna: Make GE
 Height, Above average terrain 470 ft. Above ground 224 ft.
 OPERATION: Target date summer, 1953.
 REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting
 Engineer A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr.
 Dr. Charles M. Polan and Lake Polan Jr. are equal partners. For other
 holdings, see group ownership.

HENDERSON

WEHT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Ohio Valley Television Co. Address: Marywood Dr. Phone: 3923
 FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 16.25 kw, Aural 8.77 kw
 Transmitter: Address, Marywood Drive. Make, RCA. Model TTU-1L
 Antenna: Make RCA. Type TFU-27-BH. Height, Above average terrain
 600 ft. Above ground 542 ft.
 OPERATION: Target date Sept. 27, 1953. Hours, 5:00 p.m.-10:00 p.m.
 AFFILIATIONS: Network, CBS. Stations, AM, WSON. FM, WSON-FM.
 REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney Pierson & Ba
 Consulting Engineer George Davis.
 SERVICE: One studio (38 x 33-ft.). One RCA live camera chain. Two RCA
 16mm film projectors. Library, Consolidated and Motion Pictures for
 Television.
 PRINCIPAL STOCKHOLDERS: Citizens Theatre Co., Henderson, and Malc
 Theatres Inc., Memphis, Tenn.

EXECUTIVES:
 Hecht S. Lackey, Pres. & Gen. Mgr. Robert M. Cleveland, Ch. Eng.
 E. P. Sapinsley, Vice Pres. Herbert Levy, Secy. (Memphis)
 (Memphis) Leo King, Treas.
 Donald P. Molony, Prog. Dir. &
 Asst. Mgr.

RATE INFORMATION: Class A one hour, Film \$150. Minute spot Film \$30.

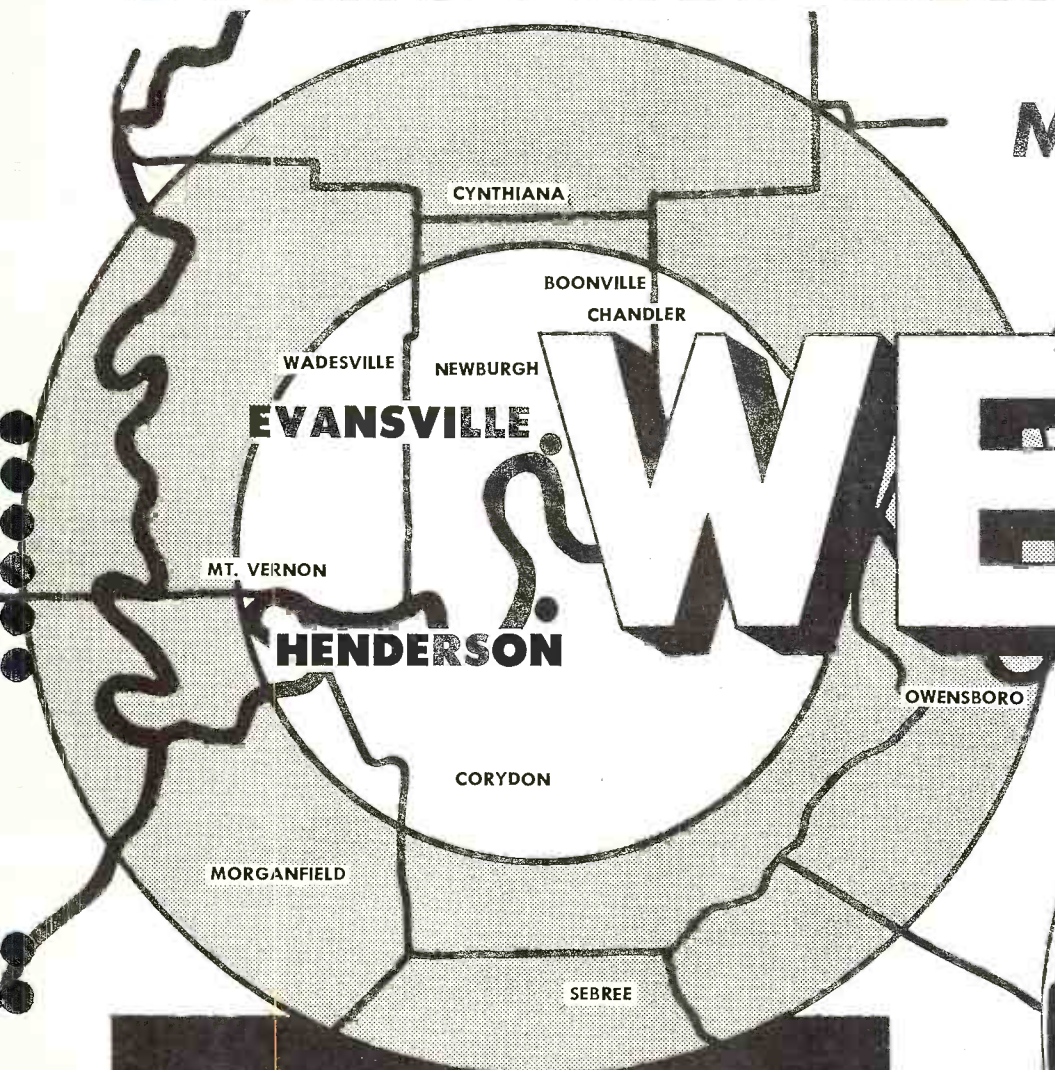
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	205,000	362,200	496,500
Families in Area	62,800	108,300	150,500
No. of Sets (June 1)	10,000
Retail Sales	\$201,027,000	\$338,170,000	\$433,288,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

NOW YOU CAN BUY THE RICH EVANSVILLE-HENDERSON

MARKET!



OWENSBORO

CHANNEL 50



POPULATION 362,200
FARM INCOME..... \$108,300,000
RETAIL SALES..... \$338,170,000

CHANNEL 50
 affiliated with the
CBS NETWORK

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

... a sure way to sell the Evansville-Henderson market (plus nine other Indiana and Kentucky counties) ... an area growing rich and prosperous through industry, farming and coal and oil resources.

Watch Evansville-Henderson Television!

LOUISVILLE

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Phone: Wabash 2201

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Bald Knob, Ind. Make, RCA. Model TT 25 BL. Antenna Make RCA. Type 6-Bay Superturustile. Height, Above average terrain 914 ft. Above ground 600 ft.

OPERATION: Began Nov. 24, 1948. Hours, 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAVE.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (36 x 55-ft. and 22 x 33-ft.). Four image orthicon RCA cameras. Two RCA 16mm film cameras. Three RCA 16mm film projectors. One 35mm slide projector. Two scanners. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDER: George W. Norton Jr.

EXECUTIVES:
 George W. Norton Jr., Pres. & Ch. Own.
 Nathan Lord, Gen. Mgr.
 Ralph Jackson, Com. Mgr.
 George Patterson, Prog. Dir. & Film Buy.
 Wilbur Hudson, Ch. Eng.
 Charles Hill, Prom. Mgr.
 Cyrus Crites, Research Dir.

RATE INFORMATION: Class A one hour Live \$856, Film \$785. Minute spot Live \$160.30, Film \$150. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	703,664	1,268,407	1,794,700
Families in Area	213,238	378,845	507,900
Area in Square Miles	3,780	14,200	20,050
No. of Sets (June 1)	158,357	229,081	270,799
Retail Sales	\$745,567,000	\$1,169,523,000	\$1,341,781,000
Income Per Family	\$5,299	\$4,587	\$4,259
Income Per Capita	\$1,606	\$1,370	\$1,205

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Phone: Wabash 2211

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: Address, 525 W. Broadway. Make, GE. Model Transmitter T-4TT6D2/Amplifier—A-4TF4A1. Antenna: Make GE. Type 12-Bay. Height, Above average terrain 498 ft. Above ground 600 ft.

OPERATION: Began March 27, 1950. Hours, 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney Miller & Schroeder.

SERVICES: Two studios (40 x 60-ft. and 35 x 55-ft.). Three dual camera chains. Two GE film cameras. Two GE film projectors. One GE slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP. Library, Lang-Worth Transcription.

PRINCIPAL STOCKHOLDERS: WHAS Inc. is a wholly owned subsidiary of the Courier-Journal & Louisville Times Co.

EXECUTIVES:
 Barry Bingham, Pres.
 Victor A. Sholis, Dir.
 Neil Cline, Sta. Mgr.
 Ralph Hansen, Prog. Dir.
 Orrin W. Towner, Ch. Eng.
 Charles McDaniel, Film Buy.
 William F. Loader, Prom. Mgr.
 Albert J. Gillen, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

MARKET INFORMATION: (0.1 MV/Contour) Population, 1,665,570; Families in Area, 476,850; Area in Square Miles, 19,764.2; No. of Sets (June 1), 205,544; Retail Sales, \$1,456,985,000; Income Per Family, \$4,446; Income Per Capita, \$1,273.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SEE **WAVE-TV**
 ADVERTISEMENT
 PAGE 123

WKLO-TV

(Target Date, Sept., 1953)

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Phone: Clay 4441

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 115 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Bald Knob near Louisville. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-B, 5-section Helical. Height, Above average terrain 730 ft. Above ground 404 ft.

OPERATION: Target date Sept., 1953.

AFFILIATIONS: Network, ABC, DuMont. Station, AM, WKLO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Haley, De & Schellenberg.

SERVICES: One studio (30 x 36-ft.). One GE camera chain. One GE film camera. Two GPL film projectors. One GE opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chmn. of Bd. James F. Brownlee (4.9%), Pr. Emanuel Levi (10.5%), First Vice Pres. Milton S. Trost (10.2%), Second Vice Pres. William H. Veeneman (5%), Secy.-Treas. E. L. Altshelter (5%), E. R. Plunkett (15%), Harold J. Plunkett (15%), Henry Fitzhugh Jr. (5%), Mary Peabody Fitzhugh (5%), John Kadel (5%) and Allan D. Emil (5%)

EXECUTIVES:
 Emanuel Levi, Pres.
 Joe Eaton, Gen. Mgr.
 Russell J. Pirkey, Com. Mgr.
 Mary Louise Moore, Prog. Dir.
 D. C. Summerford, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 156 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	674,000	154,000
Area in Square Miles	3,200	7,550

WLOU-TV

(Target Date, not set)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. 3d St. Phone: Calho 3680

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 125 kw. Operating Pow.: Visual 12.0 kw, Aural 7.0 kw. Transmitter: Address, 2549 S. 3d St. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-D. Height, Above average terrain 259.53 ft. Above ground 335.22 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%).

EXECUTIVES:
 Robert W. Rounsaville, Own. & Gen. Mgr.
 Paul B. Cram, Tech. Dir.
 S. A. Wade, Comp.

RICHMOND

WBGT

(Target Date, not set)

LICENSEE: Blue Grass TV Co. Address: c/o J. W. Betts, Tobacco Sq., Maysville Ky.

FACILITIES: Chan. 60. Authorized Eff. Rad. Pow.: Visual 81 kw, Aural 47 kw. Transmitter: Address, 2.2 miles north of Richmond on U. S. Rt. 25. Make, DuM. Antenna: Make Workshop Assoc. Height, Above average terrain 550 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer Fred O. Grimwood & Co., St. Louis.

PRINCIPAL STOCKHOLDERS: General Partners J. W. Betts (14.2%), general manager, WFTM Maysville, Ky.; Charles P. Clarke (42.8%), president, Standard Tobacco Co., and J. M. Finch Jr. (42.8%), secretary-treasurer, Standard Tobacco Co., which is applicant for Ch. 24, Maysville, Ky.

LOUISIANA MARKET INDICATORS

Total Population, July 1, 1952.....	2,816,000
Total Families, 1950.....	648,410
Total Urban Population, 1950.....	1,471,696
Total Rural Nonfarm Population, 1950.....	644,365
Total Farm Population, 1950.....	567,455
Employed in Nonagricultural Establishments, Feb., 1953.....	670,100
Total Employed, 1950.....	875,608
Employed in Mining, Feb., 1953.....	30,100
Employed in Manufacturing, Feb., 1953.....	151,900
Employed in Construction, Feb., 1953.....	57,400
Employed in Agriculture, 1950.....	151,574
Retail Sales, 1952.....	\$ 2,186,351,000
Bank Assets, Jan. 1, 1953.....	\$ 2,239,999,000
Bank Deposits, Jan. 1, 1953.....	\$ 2,105,124,000
Major Income Sources, 1951: Agriculture 9.8%; Government 19.7%; Manufacturing Payrolls 14.0%; Trade and Service 25.4%; Other 31.1%.	
Total Income Payments, 1951.....	\$ 3,128,000,000
Per Capita Income, 1951.....	\$ 1,135
Median Family Income, 1950.....	\$ 2,122
Total Internal Revenue Collections, 1952.....	\$ 526,789,294
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 61.98
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 50,248,000
Cash Receipts of Farms, 1952.....	\$ 420,369,000
Government Payments to Farmers, 1952.....	\$ 9,543,000
Value of Mineral Production, 1950.....	\$ 693,607,000
Value of Public Construction in 1952.....	\$ 193,800,000
Motor Vehicle Registration, 1952.....	755,590
Number of Telephones, 1952.....	593,200
Number of Electrical Connections, 1952.....	741,678
Number of Gas Utilities Connections, 1952.....	461,900

Terrebonne	43,323	32,557	8,709	725	5,000	45%
Union	19,141	10,617	1,907	237		
Vermillion	36,929	25,506	4,703	699		
Vernon	18,974	9,990	3,519	384		
Washington	38,371	24,726	5,351	799	4,350	41%
Webster	35,704	27,768	7,520	1,074		
W. Baton Rouge	11,738	5,003	1,870	137		
W. Carroll	17,248	7,612	1,327	224		
W. Feliciana	10,169	1,989	660	52		
Winn	16,119	7,921	2,095	351		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

Parish	Total Homes	Per Cent Television	Television Homes	Parish	Total Homes	Per Cent Television	Television Homes
Acadia	12,700			Morehouse	8,700		
Allen	5,300			Natchitoches	9,700		
Ascension	5,900	20	1,200	Orleans	172,600	59	101,580
Assumption	4,300	17	710	Ouachita	22,800		
Avoyelles	10,300			Plaquemines	3,600	42	1,500
Beauregard	5,100			Pointe Coupee	5,500	10	570
Bienville	4,900			Rapides	26,300		
Bossier	10,700			Red River	3,100		
Caddo	52,800			Richland	6,600		
Calcasieu	28,600			Sabine	5,400		
Caldwell	2,800			St. Bernard	3,200	42	1,330
Cameron	1,400			St. Charles	3,500	36	1,250
Catahoula	3,000			St. Helena	2,200	10	230
Claiborne	6,500			St. James	3,700	36	1,320
Concordia	4,000			St. John Bapt.	3,600	36	1,300
DeSoto	6,100			St. Landry	19,300		
E. Baton Rouge	50,500	22	11,210	St. Martin	6,200	10	630
East Carroll	4,200			St. Mary	9,800	17	1,630
E. Feliciana	3,400	10	350	St. Tammany	7,800	42	3,260
Evangeline	8,800			Tangipahoa	15,000	32	4,800
Franklin	7,200			Tensas	3,500		
Grant	3,700			Terrebonne	11,100	47	5,190
Iberia	10,900	12	1,270	Union	5,000		
Iberville	7,200	10	730	Vermilion	10,200		
Jackson	3,900			Vernon	6,100		
Jefferson	35,500	49	17,260	Washington	10,600	39	4,140
Jeff Davis	7,200			Webster	9,900		
Lafayette	16,000			W. Baton Rouge	3,200	10	320
Lafourche	10,600	36	3,820	West Carroll	4,000		
LaSalle	3,700			W. Feliciana	1,700	10	170
Lincoln	6,400			Winn	4,600		
Livingston	5,500	21	1,130	Totals	762,300		166,900
Madison	4,700						

For sources see foreword. Retail Sales, copyright 1953, Sales Management. Further reproduction unlicensed.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Acadia	47,050	28,616	5,095	644		
Allen	18,035	10,701	2,139	264		
Assumption	22,387	12,101	3,236	323		
Avoyelles	17,278	5,110	1,102	165		
Beauregard	38,031	16,737	3,686	557		
Bienville	17,766	13,177	4,351	311		
Bossier	19,105	7,899	2,504	234		
Caddo	40,139	22,471	6,226	416		
Calcasieu	176,547	222,403	46,574	7,622		
Caldwell	89,635	95,700	21,630	2,202		
Cameron	10,293	5,320	1,146	247		
Catahoula	6,244	2,055	943	59		
Claiborne	11,834	5,572	1,843	225		
Concordia	25,063	13,939	4,049	627		
DeSoto	14,398	5,852	2,106	163		
E. Baton Rouge	24,393	13,894	3,726	621		
East Carroll	158,236	170,715	33,726	6,345*	2,530	5%
E. Feliciana	16,302	8,250	2,014	347		
Evangeline	19,133	5,673	1,793	113		
Franklin	31,629	12,604	2,790	146		
Grant	29,376	13,442	3,426	460		
Iberia	14,263	4,705	1,666	61		
Iberville	40,059	32,024	7,123	805		
Jackson	26,750	13,699	3,800	297*	360	5%
Jefferson	15,434	9,252	1,994	210		
Jeff Davis	103,873	64,895	18,873	2,222	22,370	63%
Lafayette	26,298	24,551	5,209	445		
Lafourche	57,743	46,947	7,520	1,033		
LaSalle	42,209	33,140	7,893	748	2,440	23%
Lincoln	12,717	8,009	2,100	256		
Livingston	25,782	15,755	2,932	441		
Madison	20,054	11,493	4,550	217		
Morehouse	17,451	9,841	2,242	238		
Natchitoches	32,038	23,459	6,452	743		
Ouachita	38,144	14,145	4,065	543		
Plaquemines	570,445	642,837	136,251	26,406	91,480	53%
Pointe Coupee	74,713	96,103	18,401	2,599		
Rapides	14,239	5,556	3,157	214	1,510	42%
Red River	21,841	8,829	1,717	258		
Richland	90,648	80,137	19,267	2,236		
Sabine	12,113	4,999	1,354	31		
St. Bernard	26,672	18,041	4,070	679		
St. Charles	20,880	7,445	2,002	273		
St. Helena	11,087	4,781	1,467	69	1,340	42%
St. James	13,353	5,844	2,170	207	1,050	30%
St. John Bapt.	9,013	1,745	582	31		
St. Landry	15,334	6,922	2,070	151	1,110	30%
St. Martin	14,861	5,679	2,209	114	1,080	30%
St. Mary	73,476	41,380	9,034	856		
St. Tammany	26,353	8,626	1,780	200		
Tangipahoa	35,848	27,099	9,207	531		
Tensas	26,988	17,431	4,511	469	3,280	42%
Terrebonne	53,218	38,869	8,395	1,362	4,500	30%
Union	13,209	6,255	1,620	270		

ALEXANDRIA

KSPJ (TV)

(Target Date, not set)

LICENSEE: Barnet Brezner. Address: 2833 Lee St.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: Address, 4.5 miles northeast of Alexandria. Make, RCA. Antenna: Make RCA. Height, Above average terrain 640 ft. Above ground 620 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney John P. Hearne, Hollywood. Consulting Engineer Harry R. Lubcke, Hollywood.

PRINCIPAL STOCKHOLDERS: Sole owner is Barnet Brezner, Alexandria general contractor and 50% owner of Red River Construction Co., Shreveport.

BATON ROUGE

KHTV (TV)

(Target Date, not set)

LICENSEE: Capitol Television & Broadcasting Co. Address: 204 W. 6th St., Erie, Pa.

FACILITIES: Chan. 40. Authorized Eff. Rad. Pow.: Visual 290 kw, Aural 150 kw. Transmitter: Address, 1625 Scenic Highway. Make, GE. Antenna: Make GE. Height, Above average terrain 340 ft. Above ground 341 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Haley & Doty. Consulting Engineer William L. Foss Inc.

PRINCIPAL STOCKHOLDERS: Equal 1/3 partners John W. English, secretary and 14.8% owner of Erie Television Corp., applicant for TV station in Erie; James B. Donovan, member of Watters & Donovan, Washington and New York law firm, and James R. McBrier, president of Trask, Prescott & Richardson, department store. Same principals own WNAO-AM-FM-TV Raleigh, N. C.

BATON ROUGE (Continued)

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc. Address: 929 Government St. Phone: 4-8571

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 115 kw. Operating Pow.: Visual 15 kw, Aural 7.5 kw. Transmitter: Address, 844 Government St. Make, RCA. Antenna: Make Emsco. Type Self-supporting. Height, Above average terrain 479 ft. Above ground 500 ft.

OPERATION: Began April 19, 1953. Hours, 4:30 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WAFB-FM, WAFB-FM.

REPRESENTATIVES: Sales, Adam J. Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer George E. Gautney.

SERVICES: One studio (52 x 40 ft.). One announcers room (6 x 12 ft.). Two RCA TK31A camera chains. One Profitmaker 9 x 12" rear screen projector. One RCA TK11A film camera. Two RCA TPI6D film projectors. 16mm SOF and all types of still photography film processing units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Louis S. Prejean (18.3%), T. E. Gibbens (4.5%), Jack S. Burk (14.9%), Francis H. Lee (4.2%), C. C. Barnard (14.9%) and Charles Lamar Jr. (9.1%).

EXECUTIVES:

Jack S. Burk, Pres.	John Ferguson, Prog. Dir. & Film Buy.
Tom E. Gibbens, Vice Pres. & Gen. Mgr.	Donald K. Allan, Ch. Eng.
Ron C. Litteral, Com. Mgr.	Don Hallman, Prog. Mgr. & Dir.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	185,800	334,600	520,400
Families in Area	53,085	95,600	139,800
Area in Square Miles	907	5,025	5,932
No. of Sets (June 1)	18,048	23,900	41,948
Retail Sales	\$240,700,000	\$345,093,000	\$585,793,000
Income Per Family	\$6,457
Income Per Capita	\$1,892

LAKE CHARLES

KTAG (TV)

(Target Date, Sept. 15, 1953)

LICENSEE: KTAG-TV Inc. Address: (Proposed) Center & Parkway Sts.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 19.75 kw, Aural 10.1 kw. Operating Pow.: Visual 1.0 kw, Aural 0.6 kw. Transmitter: Address (Proposed) NW corner of Center & Parkway Sts. Make, GE. Model TT-20-A. Antenna: Make GE. Type TY-25-C. Height Above average terrain 333.5 ft. Above ground 348 ft.

OPERATION: Target date, Sept. 15, 1953.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer George Gautney.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%), also holds 56 interest in WPFA-TV Inc., Pensacola, Fla. and owns KCIL Houma, La.

EXECUTIVES:

Charles W. Lamar Jr., Pres.	B. Hillman Bailey, Jr., Gen. Mgr.
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	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	115,000	135,000	250,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

RICH
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RICH

There's no better word to describe Baton Rouge, petro-chemical of the world. Business is always good because 18,900 manufacturing employees and 35,200 services employees pour hundreds of millions back into the city each year in payroll checks.

And there's no better word to describe WAFB-TV, Baton Rouge's only TV station. Network shows from ABC, NBC, CBS and DuMont, plus top local interest shows deliver results.

Rich is your reward when you put your sales messages on WAFB-TV. Contact us, or our rep—Adam Young.

WAFB-TV

BATON ROUGE, LOUISIANA

T. E. Gibbens, Vice Pres. & Gen. Mgr.

MONROE

KFAZ (TV)

(Target Date, Aug. 24, 1953)

LICENSEE: Delta Television Inc. Address: 2107 Forsythe Ave. Phone: 2-4442.

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address: Forsythe Ave. Make, Federal. Model FTL-20B. Antenna: Make Workshops Assoc. Type WA-25-43. Height, Above average terrain 322 ft. Above ground 340 ft.

OPERATION: Target date Aug. 24, 1953. Hours: 3:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Kirkland, Fleming, Green Martin & Ellis. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (25 x 37 ft. and 34 x 54 ft.). Two DuM. camera chains. One studio camera used as film camera. Two GPL, 16mm film projectors. Dual Flying Spot scanner. News Services, AP, UP Wirephoto.

PRINCIPAL STOCKHOLDERS: Pres. Howard E. Griffith (49%), Vice. Pres. J. O. Willett (49%) and Secy.-Treas. Maurice Glazer (2%).

EXECUTIVES:

Howard E. Griffith, Pres. & Gen. Mgr. Dan Durniak, Prog. Dir. & Film Buy.
Sylvester Breard, Com. Mgr. Courtlandt McCoy, Ch. Eng.
Mrs. J. O. Willett, Personnel Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$22.50, Film \$22.50. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	200,000	315,000	476,000
Families in Area	50,000	78,000	119,000
No. of Sets (June 1)	4,800	7,900	10,000
Income Per Family	\$5,100		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KNOE-TV

(Target Date, Sept. 15, 1953)

LICENSEE: James A. Noe. Address: N. 21st St., North of Louisville Ave., P. O. Box 1713. Phone: 8155.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 115 kw. Operating Pow.: Visual 230 kw, Aural 115 kw. Transmitter: Address, N. 21st Street, P. O. Box 1713. Make, RCA. Antenna: Make RCA. Type TT 25 BH. Height, Above average terrain 740 ft. Above ground 774 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Station, AM, KNOE.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Roberts & McInnis. Consulting Engineer Frank McIntosh.

SERVICES: Two studios (50 x 48 ft. each). Two RCA Type TK 31A camera chains. Kliegel 1674G rear screen projector. One RCA Type TK 20C film camera. Two RCA 16mm type TP-16D film projectors. One RCA MI-26131 automatic changing 2 x 2" scanner. One Gray Telop 4 x 5" opaque projector. One Bell & Howell 16mm camera. One Polaroid land camera, News Service, AP. Library, World Broadcasting System.

PRINCIPAL STOCKHOLDERS: Sole owner is James A. Noe, who also owns WNOE New Orleans and 50% of KOTN Pine Bluff.

EXECUTIVES:

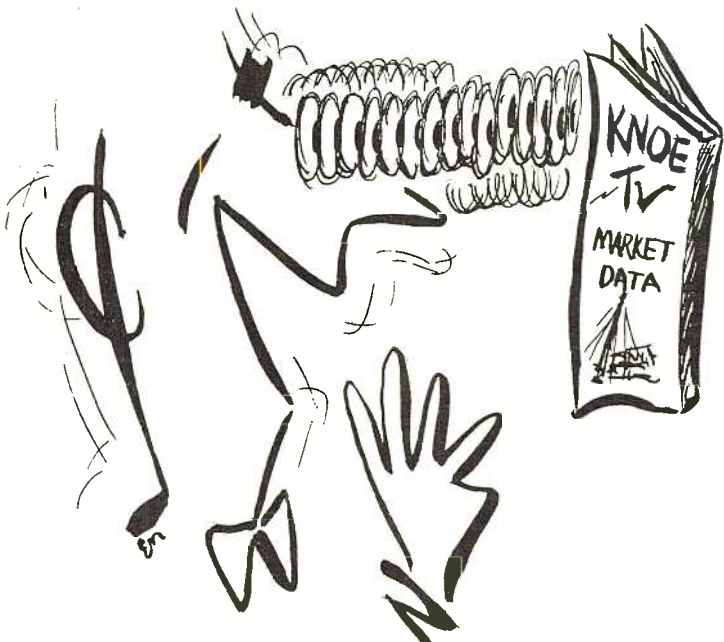
James A. Noe, Pres. Irving Zeidman, Prog. Dir.
Paul H. Goldman, Gen. Mgr. & Vice Pres. Jack Ratliff, Ch. Eng.
Ray Boyd, Dir. of Eng.
Jack Ansell Jr., Sls. Prom. Mgr. Beth Breese, Dir. of Women's Prog.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$56, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	204,200	300,500	1,664,500
Families in Area	72,390	90,240	476,260
Area in Square Miles	8,364	2,872	21,164
No. of Sets (June 1)	3,500	8,500	15,000
Retail Sales	\$168,441,000	\$124,563,000	\$1,063,415,000
Income Per Family	\$3,490	\$2,520	\$3,342
Income Per Capita	\$997	\$840	\$960

COVERAGE THAT'LL KNOCK YOUR EYES OUT!



Yes, the sales potential in this 56-county (parish in La.) market reaches eye-popping proportions. You just get started when you mark up the rich Monroe area where the average family income is one of the highest in the nation at \$6,900 per year. You see, KNOE-TV, with its 230,000 watts power, also "booms right in" to the thickly populated cities of Shreveport, Alexandria, Camden, El Dorado, Vicksburg and Natchez.

JUST LOOK AT THIS MARKET DATA

Population	1,664,500
Families	476,260
Spendable Income	\$1,591,352,000
Food Stores	\$ 238,625,000
General Merchandise Stores	\$ 154,806,000
Auto Stores	\$ 232,292,000
Service Stations	\$ 55,368,000
Restaurants, Drinks, etc.	\$ 53,985,000
Drug	\$ 35,906,000
Building Material, Hardware	\$ 96,324,000
TOTAL RETAIL SALES	\$1,063,415,000
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070



KNOE-TV CBS
ABC
DuMONT
CHANNEL 8 MONROE, LOUISIANA

Paul H. Goldman
Vice President and
General Manager

H-R Television, Inc.
National Representative

- Tower height—774 feet
- Connected to network cable October 1, 1953
- Operation began with full authorized power of 230,000 watts

A JAMES A. NOE STATION

NEW ORLEANS

WCNO-TV

(Target Date, Jan. 1, 1954)

LICENSEE: Community Television Corp. Address: 505 Barrone St.
FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 85 kw, Aural 48 kw.
 Transmitter: Address, 327-353 S. Rampart St. Make, DuM. Antenna:
 Make RCA. Height, Above average terrain 470 ft. Above ground 494 ft.
OPERATION: Target date Jan. 1, 1954.
REPRESENTATIVES: Washington Attorney Prince, Taylor, Crampton & Goodson.
 Consulting Engineer Commercial Radio Equipment Co.
PRINCIPAL STOCKHOLDERS: Pres. Jules J. Paglin (12.75%), Vice Pres. Stanley
 W. Ray Jr. (9.25%) and Treas. Milton Adler (2 1/2%). Messrs. Paglin and
 Ray own 50% each of WBOK New Orleans, 42 1/2% each of KAOK Lake
 Charles, La., and are applicants for new AM in Baton Rouge.

WDSU-TV

LICENSEE: WDSU Broadcasting Corp. Address: 520 Royal St. Phone: Tulane
 4371.
FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
 Operating Pow.: Visual 25 kw, Aural 10 kw. Transmitter: Address, Hiber-
 nia Bank Bldg. Make, RCA. Model TT 25 AL. Antenna: Make RCA.
 Type TT 5 A. Height, Above average terrain 395 ft. Above ground 395 ft.
OPERATION: Began Dec. 18, 1948. Hours: 6:55 a.m.-12:55 a.m.
AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDSU.
REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Pierson & Ball. Con-
 sulting Engineer Page, Cruetz, Garrison & Waldschmitt.
SERVICES: Two studios (50 x 55 ft. each or 100 x 55 ft. when combined).
 Five RCA field camera chains. One rear screen projector. Two RCA
 film cameras. Two RCA 16mm film projectors. Two Selector Slide Jr. slide
 projectors. GE opaque projector. News Services, AP, UP, Movietone.
 Library, Snader Telescription.
PRINCIPAL STOCKHOLDERS: Pres. Edgar B. Stern Jr. (67%), Exec. Vice Pres.
 & Gen. Mgr. Robert D. Swezey (20%), Vice Pres. & Com. Mgr. A. Louis
 Read (10%) and Secy.-Treas. Lester E. Kabacoff (3%). Licensee owns
 10% of WAFB-AM-FM-TV Baton Rouge.

EXECUTIVES:

Edgar B. Stern, Jr., Pres. Lindsey Riddle, Ch. Eng.
 Robert D. Swezey, Gen. Mgr. Ivy deLouche, Film Buy.
 A. Louis Read, Com. Mgr. Stanley Holiday, Opr. Dir.
 Tom Hicks, Prog. Mgr. Marion Annenberg, Prom. Dir.
 Hubie Weiss, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$110.
 Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate
 Card No. 6.

WJMR-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Supreme Broadcasting Co. Inc. Address: 1500 Canal St. Phone:
 Canal 0356.
FACILITIES: Chan. 61. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw.
 Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1500
 Canal St. Make, GE. Model TT 44 A. Antenna: Make GE. Type
 PY 21 A. Height, Above average terrain 436 ft. Above ground 441 ft.
OPERATION: Target date Nov. 1, 1953. Hours, 12:00 noon-12:00 midnight.
AFFILIATIONS: Network, DuMont. Stations, AM, WJMR. FM, WRCM (FM).
REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Cohn & Marks.
SERVICES: Three studios (40 x 40 ft., 40 x 40 ft. and one large auditorium).
 Three GE camera chains. Two Holmes rear screen projectors. One GE
 film camera. Two Simplex film projectors. One DuM. scanner. One GE
 opaque projector. One GE mobile unit. News Service, UP.
PRINCIPAL STOCKHOLDERS: Pres. Chester F. Owens (96%), Exec. Vice Pres.
 George A. Mayoral and Vice Pres. James E. Gordon.

EXECUTIVES:

Chester F. Owens, Pres. James E. Gordon, Gen. Mgr.
 George A. Mayoral, Ch. Eng. & Patrick J. Shannon, Com. Mgr.
 Exec. Vice Pres. Tom Abbott, Prog. Dir.
 Ernest McKenna, Film Buy.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot
 Live \$50, Film \$50. Frequency discounts from 2 1/2% for 26 times up to
 35% for 312 or more times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	620,000	713,000	750,000
Families in Area	262,000	279,000	283,000
Area in Square Miles	240	251	263
No. of Sets (June 1)	18,000	21,000	25,000

Market information in station listings is furnished by station and any inquiries
 should be directed to that source. Data in listings is corrected to Aug. 1.
 For full list of abbreviations and sources of county and state market data
 see Foreword.

WTLO (TV)

(Target Date, not set)

LICENSEE: New Orleans Television Co. Address: Magnolia Bldg., Dallas, Tex.
FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 98 kw.
 Transmitter: Address, 1100 S. Liberty St. Make, RCA. Antenna: Make
 RCA. Height, Above average terrain 500 ft. Above ground 529 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy
 C. Hutcheson, Arlington, Tex.
PRINCIPAL STOCKHOLDERS: Equal 1/3 partners R. L. Wheelock, W. L. Pickens
 and H. H. Coffield. Each is an independent Texas oil operator. For
 other holdings, see Group Ownership.

(Target Date, Late Winter, 1953)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.
FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw.
 Transmitter: Address, Whitney Rd. Make, GE. Antenna: Make GE.
 Height, Above average terrain 330 ft. Above ground 356 ft.
OPERATION: Target date late winter, 1953.
REPRESENTATIVES: Sales, Gill-Perna. Washington Attorney A. L. Stein. Con-
 sulting Engineer L. J. N. duTreil & Assoc., New Orleans.
PRINCIPAL STOCKHOLDERS: Pres. Lester Kamin (11%), sole owner of Kamin
 Adv., Houston, 25% owner of WMRV New Orleans and 25% owner of
 KCIJ Shreveport; Vice Pres. Pat Coon (11%), partner in Dallas (Tex.)
 law firm of Clark, Coon, Holt & Fisher and 25% owner of both WMRV
 and KCIJ, and Secy.-Treas. Billy B. Goldberg (11%), Houston attorney
 and 25% owner of both WMRV and KCIJ. There are 17 other Shreveport
 stockholders.

MAINE

MAINE MARKET INDICATORS

Total Population, July 1, 1952	884,000
Total Families, 1950	223,175
Total Urban Population, 1950	472,000
Total Rural Nonfarm Population, 1950	319,946
Total Farm Population, 1950	121,828
Employed in Nonagricultural Establishments, Feb., 1953	271,200
Total Employed, 1950	312,326
Employed in Mining, Feb., 1953	600
Employed in Manufacturing, Feb., 1953	117,100
Employed in Construction, Feb., 1953	8,000
Employed in Agriculture, 1950	29,021
Retail Sales, 1952	\$ 869,239,000
Bank Assets, Jan. 1, 1953	\$ 871,006,000
Bank Deposits, Jan. 1, 1953	\$ 777,713,000
Major Income Sources, 1951: Agriculture 3.7%; Government 17.1%. Manufacturing Payrolls 28.0%; Trade and Service 23.7%; Other 27.5%.	
Total Income Payments, 1951	\$ 1,182,000,000
Per Capita Income, 1951	\$ 1,298
Median Family Income, 1950	\$ 2,596
Total Internal Revenue Collections, 1952	\$ 173,206,667
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 58.34
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 39,910,000
Cash Receipts of Farms, 1952	\$ 217,400,000
Government Payments to Farmers, 1952	\$ 1,020,000
Value of Mineral Production, 1950	\$ 7,461,000
New Public Construction in 1952	\$ 50,400,000
Motor Vehicle Registration, 1952	287,525
Number of Telephones, 1952	244,500
Number of Electrical Connections, 1952	325,577
Number of Gas Utilities Connections, 1952	39,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management.
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MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Androscoggin	83,594	90,472	26,641	1,817		
Aroostook	96,039	101,695	27,186	2,251		
Cumberland	169,201	189,164	53,680	5,017		
Franklin	20,682	17,370	5,618	413		
Hancock	32,105	24,107	9,375	430*	2,250	23%
Kennebec	83,881	82,623	23,434	1,991		
Knox	28,121	26,881	8,238	546		
Lincoln	18,004	19,215	5,963	266		
Oxford	44,221	34,250	12,320	902		
Penobscot	108,198	115,581	30,250	2,625*	6,490	23%
Piscataquis	18,617	14,989	4,845	555		
Sagadahoc	20,911	15,519	6,118	333		
Somerset	39,785	27,447	9,615	771		
Waldo	21,687	14,824	4,707	269*	1,430	23%
Washington	35,187	22,214	7,829	606		
York	93,541	72,888	26,455	2,013	10,990	41%

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales
 Management; further reproduction unlicensed. Counties for which no TV
 sets or percentage are given have less than 10% ownership and are not
 new television counties. Set and per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Androscoggin	23,800			Oxford	12,000		
Arden	22,700			Penobscot	28,200	20	5,610
Berkeley	49,000	16	7,780	Piscataquis	5,300	12	610
Franklin	5,700			Sagadahoc	6,200		
Hancock	9,800	14	1,330	Somerset	11,200	12	1,300
Kennebec	22,900			Waldo	6,200	10	650
Knox	8,700	10	910	Washington	10,000		
Lincoln	5,400			York	26,800	48	12,880
				Totals	253,900		31,070

AUBURN

WLAM-TV (LEWISTON)

(Target Date, Nov.-Dec., 1953)

LICENSEE: Lewiston-Auburn Broadcasting Corp. (For full listings see Lewiston.)

BANGOR

WABI-TV

LICENSEE: Community Telecasting Service. Address: 22 State St. Phone: 8255.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 1.9 kw, Aural .950 kw. Operating Pow.: Visual 1.9 kw, Aural .950 kw. Transmitter: Address, Copeland Mountain, Holden, Me. Make, RCA. Model TT500A. Antenna: Make RCA. Type 3-Bay Superturndial. Height, Above average terrain 673 ft. Above ground 120 ft.

OPERATION: Began Jan. 31, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer George Davis.

SERVICES: One studio (18x22 ft.). One RCA TK31A image orthicon camera chain. One RCA TK20C film camera. Two RCA TP16D 16 mm film projectors. Two Argus (2x2") slide projectors. Composite opaque projector. Lab. for processing stills and slides. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Horace Hildreth (60%), Ambassador to Pakistan, Oliver Bcstg. Corp. (WPOR Portland, Me.) (34%), Kennebeck Bcstg. Corp. (WTVL Waterville, Me.) (6%).

EXECUTIVES:

Horace Hildreth, Pres. Richard Bronsin, Prog. Dir.
Lee Gorman Jr., Acting Gen. Mgr. Walter Dickson, Ch. Eng.
Com. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area): Families in Area, 99,500; Area in Square Miles, 20,100; No. of Sets (June 1), 21,500; Retail Sales, \$288,000,000.

LEWISTON

WLAM-TV (AUBURN)

(Target Date, Nov.-Dec., 1953)

LICENSEE: Lewiston-Auburn Broadcasting Corp. Address: 129 Lisbon St. Phone: Lewiston 4-5410.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 15.7 kw, Aural 8.45 kw. Transmitter: Address, 196 Pleasant St. Make, RCA. Antenna: Make RCA. Type TTU-1B Height, Above average terrain 368 ft. Above ground 246 ft.

OPERATION: Target date Nov.-Dec., 1953. Hours, 6:00 p.m.-12:00 midnight.

AFFILIATION: Station, AM, WLAM.

REPRESENTATIVES: Sales, Everett-McKinney, New York; Kettel-Carter, Boston. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One RCA film camera. Two RCA film projectors. One scanner. One Bell & Howell opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy (67%) also owns 73% of WPMT (TV) Portland.

EXECUTIVES:

Elden H. Shute Jr., Pres. & Sta. Mgr. Harold Dutch, Prog. Dir.
Frank S. Hoy, Ch. Own. & Film Mgr. Henry Root, Ch. Eng.
Buy. F. Parker Hoy, Asst. Gen. Mgr. & News Dir.
Gerald T. Higgins, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	105,870	62,853	75,000
Families in Area	26,440	15,710	18,750
Retail Sales	\$90,472,000		
Income Per Family	\$5,056		
Income Per Capita	\$1,452		

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

POLAND

WMTW (TV)

(Target Date, April 1, 1954)

LICENSEE: Mt. Washington TV Inc. Address: P. O. Box 1120, Portland, Me.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Sargents Purchase, summit of Mt. Washington, N. H. Make, GE. Antenna: Make GE. Height, Above average terrain 3,840 ft. Above ground 86 ft.

OPERATION: Target date April 1, 1954.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Irving B. Robinson, Boston.

PRINCIPAL STOCKHOLDERS: Pres. John W. Guider (11.8%), president and 99% owner of WMOU-AM-FM Berlin as well as other minority broadcast interests; Dir. Horace Hildreth (35%), U.S. Ambassador to Pakistan and 60% owner of WABI-AM-TV Bangor, Me., Tyrone Corp. (35%), Pittsburgh, investments (firm controlled by WPOR stockholders and identified with ownership of WENS (TV) Pittsburgh); Kennebec Broadcasting Co. (11.8%), licensee of WTVL Hanover, N. H., and Granite State Network (5.9%), wholly owned subsidiary of Granite State Broadcasting Co.

PORTLAND

WPMT (TV)

(Target Date, Aug. 30, 1953)

LICENSEE: The Portland Telecasting Corp. Address: Columbia Hotel, 645 A Congress St. Phone: 2-8327.

FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.49 kw. Operating Pow.: Visual 1 kw, Aural 0.6 kw. Transmitter: Address, Columbia Hotel, 645 A Congress St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-27 DH. Height, Above average terrain 267 ft. Above ground 239.5 ft.

OPERATION: Target date Aug. 30, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Consulting Engineer George P. Adair.

SERVICES: One studio (21x32 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray Dual Telejector slide projector. One 6 x 8 in. opaque projector. Darkroom for processing film. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Frank S. Hoy, founder and majority owner of Lewiston-Auburn Broadcasting Corp., which operates WLAM-AM-TV Lewiston, Me.

EXECUTIVES:

Frank S. Hoy, Pres. G. Fred Crandon, Ch. Eng.
George E. Curtis Jr., Sta. Mgr. Murray L. Shepard, Film Dir.
Gerald T. Higgins, Com. Mgr. F. Parker Hoy, News Dir. &
William A. Gildersleeve, Prog. Asst. Gen. Mgr.
Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	139,632	46,253	309,882
Families in Area			87,802
No. of Sets (June 1)	12,000	20,000	32,000
Retail Sales	\$130,999,000		\$268,172,000
Income Per Family	\$5,918	\$6,069	

WCSH-TV

(Target Date, Late 1953)

LICENSEE: Congress Square Hotel Co. Address: 157 High St.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Blackstrap Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 590 ft. Above ground 380 ft.

OPERATION: Target date, Late 1953.

AFFILIATION: Station, AM, WCSH.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. Adeline B. Rines, trustee of estate of Henry P. Rines, 5176 of 5179 issued common shares of stock of licensee which operates WCSH Portland, 98% of WRDO Augusta, Me., and WLZB Bangor; Vice Pres. Kenneth M. Peterson; William H. Rines, and Treas. Bessie M. Blake.

MARYLAND MARKET INDICATORS

Total Population, July 1, 1952	2,526,000
Total Families, 1950	581,840
Total Urban Population, 1950	1,615,902
Total Rural NonFarm Population, 1950	543,623
Total Farm Population, 1950	183,476
Employed in Nonagricultural Establishments, Feb., 1953	752,500
Total Employed, 1950	894,775
Employed in Mining, Feb., 1953	3,000
Employed in Manufacturing, Feb., 1953	263,900
Employed in Construction, Feb., 1953	48,800
Employed in Agriculture, 1950	55,017
Retail Sales, 1952	\$ 2,370,151,000
Bank Assets, Jan. 1, 1953	\$ 2,535,864,000
Bank Deposits, Jan. 1, 1953	\$ 2,327,092,000
Major Income Sources, 1951: Agriculture 3.1%; Government 19.2%; Manufacturing Payrolls 21.9%; Trade and Service 26.3%; Other 29.5%	
Total Income Payments, 1951	\$ 3,875,000,000
Per Capita Income, 1951	\$ 1,714
Median Family Income, 1950	\$ 3,266
Total Internal Revenue Collections, 1952 ¹	\$ 1,882,815,243
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.65
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 33,425,000
Cash Receipts of Farms, 1952	\$ 269,178,000
Government Payments to Farmers, 1952	\$ 1,599,000
Value of Mineral Production, 1950	\$ 22,725,000
Total New Construction in 1952	\$ 566,900,000
New Private Construction in 1952	\$ 353,200,000
New Public Construction in 1952	\$ 213,700,000
Motor Vehicle Registration, 1952	779,545
Number of Telephones, 1952	771,000
Number of Electrical Connections, 1952 ¹	910,055
Number of Gas Utilities Connections, 1952	424,300

¹ Includes District of Columbia

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MARYLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Allegany	89,556	81,159	25,300	2,515		
Anne Arundel	117,392	72,943	24,904	2,563	28,860	88%
Baltimore	270,273	1,403,605	382,451	48,485	330,750	90%
Calvert	12,100	8,546	2,395	124	2,080	60%
Caroline	18,234	25,398	4,781	466	3,930	69%
Carroll	44,907	39,429	7,965	903	9,000	75%
Cecil	33,356	25,685	8,794	365	7,430	79%
Charles	23,415	18,285	4,545	234	3,840	65%
Dorchester	27,815	22,607	6,741	468	5,460	65%
Frederick	62,287	57,583	13,747	1,292	12,990	71%
Garrett	21,259	14,597	3,270	235		
Harford	51,782	45,322	12,507	1,037	12,400	80%
Howard	23,119	10,737	2,201	279	4,880	75%
Kent	13,677	13,249	3,574	313	2,900	69%
Montgomery	164,401	172,076	42,638	4,745	45,150	86%
Prince Georges	194,182	112,332	42,479	3,982	54,740	89%
Queen Annes	14,579	11,283	3,357	207	3,040	69%
St. Marys	29,111	19,918	7,433	223	5,010	65%
Somerset	20,745	23,045	6,423	477	920	15%
Talbot	19,428	29,240	6,002	1,106	4,280	69%
Washington	78,886	74,256	20,630	1,980	13,570	57%
Wicomico	39,641	49,768	9,241	945	3,680	29%
Worcester	23,148	39,088	6,378	573	1,140	15%

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	PerCent Television	Tele-vision Homes	County	Total Homes	PerCent Television	Tele-vision Homes
Anne Arundel	32,800	71	23,250	Kent	4,200	66	2,770
Baltimore	367,500	88	322,500	Montgomery	52,500	78	40,860
Calvert	3,200	61	1,940	Prince George	61,500	75	46,010
Caroline	5,700	66	3,760	Queen Annes	4,400	66	2,900
Carroll	12,000	68	8,150	St. Marys	7,700	61	4,660
Cecil	9,400	74	6,940	Somerset	6,100	16	990
Charles	5,900	61	3,570	Talbot	6,200	66	4,110
Dorchester	8,400	60	5,080	Washington	23,800	61	14,510
Frederick	18,300	65	11,850	Wicomico	12,700	38	4,810
Garrett	5,500	23	1,270	Worcester	7,600	16	1,240
Harford	15,500	81	12,480	Totals	704,100		534,180

BALTIMORE

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill. Phone: Mohawk 4-7600

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 26.1 kw, Aural 13.8 kw. Transmitter: Address, Television Hill. Make, RCA. Model TT 5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 530 ft. Above ground 476 ft.

OPERATION: Began Nov. 1, 1948. Hours, 10:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Willis & Panzer. Consulting Engineer Kear & Kennedy.

SERVICES: Two studios (A-4,225 sq. ft. and B-400 sq. ft.). Five RCA TK30 camera chains. One Translux rear screen projector. Two RCA TK20 film cameras. Two RCA TP16B film projectors. Two Argus slide projectors. One Gray Telop opaque projector. One mobile unit. News Services, AP and Western Union sports. Library, World.

PRINCIPAL STOCKHOLDERS: Ben Cohen and Herman Cohen.

EXECUTIVES:

Ben Cohen, Pres.	Ben Wolfe, Dir. Eng.
Ken Carter, Gen. Mgr.	Glenn Lahman, Ch. Eng.
Armand Grant, Asst. Gen. Mgr. & Dir. Sls.	Joel Chaseman, Dir. Pub. Ser. & Publ.
Herbert B. Cahan, Prog. Mgr. & Film Buy.	Pel Schmidt, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$125, Film \$125. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 7A.

MARKET INFORMATION:

Population	Grade		Total (Including Fringe Area)
	A (FCC Contour)	B (FCC Contour)	
No. of Sets (June 1)	1,350,000	1,350,000	2,850,000
	482,464

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Phone: Hopkins 7-3000

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 27 kw, Aural 13 kw. Operating Pow.: Visual 100 kw, Aural 50 kw (under STA). Transmitter: Address, 2401 Violet Ave. Make, RCA. Model TT-5A & TT20AH. Antenna: Make RCA. Type TF-6B Superturnstile. Height, Above average terrain 540 ft. Above ground 447 ft.

OPERATION: Began March 11, 1948. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WBAL.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Dempsey & Koplovitz. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Three studios (30 x 50-ft., 40 x 100-ft. and 25 x 50-ft.). Seven RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Two 16mm Eastman and one 16mm RCA film projectors. Two SVE Manual (2 x 2") and two Spindler & Shuppe automatic (2 x 2") slide projectors. One Gray Telop (4 x 5") opaque projector. One mobile unit. Animatic 16mm projector. News Services, INS and Telenews.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WBAL-TV (Continued)

PRINCIPAL STOCKHOLDERS: The Hearst Corp. owns and operates WBAL-AM-TV Baltimore; WISN Milwaukee; and through affiliation WCAE Pittsburgh. Hearst newspapers are the New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, Baltimore News Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, and Seattle Post-Intelligencer.

EXECUTIVES:

Charles B. McCabe, Vice Pres. & Exec. Dir.	Victor F. Campbell, Prog. Dir.
D. L. Provost, Vice Pres. & Gen. Mgr.	Willis K. Freiert, Sls. Mgr.
John T. Wilner, Vice Pres., Eng.	Thomas J. White Jr., News & Publ. Mgr.
Leslie H. Peard Jr., Sta. Mgr.	Sidney J. Barbet, Film Buy.
Freeman W. Cardall, Bus. Mgr.	William C. Bareham, Ch. Eng.
Arnold Wilkes, Dir. of Pub. Affairs & Educ.	Mollie Martin, Womens Dir.
	Conway Robinson, Farm Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$150, Film \$150. Rate Card No. 9.

***MARKET INFORMATION:**

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,602,000	715,000	2,317,000
Families in Area	450,000	201,000	651,000
Area in Square Miles	2,500	4,150	6,650
No. of Sets (June 1)	482,464	120,614	603,080
Retail Sales	\$2,211,252,000

* Statistics based on coverage effective under 27 kw transmission.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WITH-TV

(Target Date, Jan. 1, 1954)

LICENSEE: Maryland Broadcasting Co. Address: 7 E. Lexington St. Phone: Lexington 9-7808

FACILITIES: Chan. 60. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 59 kw. Transmitter: Address, 1220-1230 Curtain Ave. Make, DuM. Antenna: Make RCA. Height, Above average terrain 300 ft. Above ground 360 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATIONS: Stations, AM, WITH. FM, WITH-FM.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Arnold, Fortas & Porter. Consulting Engineer Jansky & Bailey Inc.

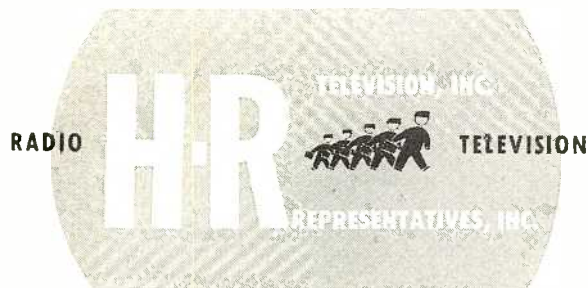
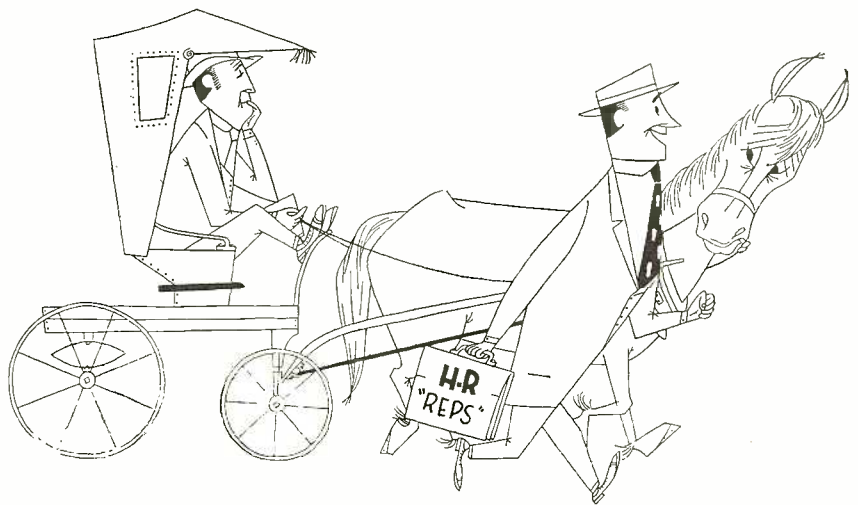
PRINCIPAL STOCKHOLDERS: Pres. & Gen. Mgr. Thomas G. Tinsley Jr. (14%), Secy.-Treas. Louise McClure Tinsley (2%), T. Garland Tinsley Sr. (1.2%), B. Warren Cockran (0.4%), Girard Trust Co. (trustee) (14%), Louise McClure Tinsley (as life tenant under will of Newton McClure) (70.4%). M. Tinsley also owns WLEE Richmond, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., Pres. & Gen. Mgr.	Robert C. Embry, Vice Pres. & Sls. Mgr.
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selling TV is no longer a buggy ride

- FRANK HEADLEY, President
- DWIGHT REED, Vice President
- FRANK PELLEGRIN, Vice President
- CARLIN FRENCH, Vice President
- PAUL WEEKS, Vice President



NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO

Two short years ago, a rep could telephone an agency friend, quote most any kind of an avail and make a sale. TV stations were few, avails were scarce and buyers were waiting in line.

But today with a new TV station coming on the air every few hours, buyers of time are prone to sit back and do a lot of measuring with slide rules and sharp pencils.

SALESMANSHIP has returned to popularity . . . and of necessity. H-R is rather glad to see this trend because the H-R organization has never been geared to just take orders. The owner-partners learned their advertising

selling trade back in the 30's. In those days, the sale of advertising required intelligence, ingenuity, aggressiveness plus long hard hours of digging.

The owners of H-R have never forgotten that basic sales training and they have surrounded themselves with a band of hard-hitting SALESMEN who believe in the same sales principles. Every man on the H-R force, including the owner-partners, are on the street, selling, every day!

That's why H-R is always able to send a Man to Do a Man's Work, whether it be for an old established AM station or for a TV station that is still in the blue-print stage.

FLASH

TELEVISION COMING TO DEL-MAR-VA PENINSULA

No more snow blizzards, flop-overs,
or venetian blinds.

No more flickering, excessive noises,
or station interferences.

No more fadeouts (due to weak signal)
as the plot approaches the climax.

The long suffering viewers of the
Del-Mar-Va Area (Southern Delaware,
Eastern Maryland, Northeastern Virginia)
will now have good reception for the
first time—AND FROM THEIR OWN TV
STATION!

WBOC-TV

NO OTHER TV STATION
SERVES THIS MARKET . . .

\$327,765,000 Retail Sales

70,100 Family Units

ON THE AIR IN NOVEMBER

WBOC-TV

CHANNEL 16

SALISBURY, MD.

Low channel, level terrain and 657 foot antenna
provide maximum UHF coverage.

John W. Downing, Pres. Charles J. Truitt, Mgr.

MARYLAND

BALTIMORE (Continued)

WMAR-TV

LICENSEE: A. S. Abell Co. Address: 2 West Redwood St. Phone: Mulberry 5-5670

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address. Mathieson Bldg., Baltimore & Light Sts. Make RCA. Model TT-25 BL. Antenna: Make RCA. Type Superturnstile (5). Height, Above average terrain 380 ft. Above ground 591 ft.

OPERATION: Began Oct. 27, 1947. Hours, 9:30 a.m.-12:00 midnight.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Hogan & Hartson.

SERVICES: Two studios (57 x 32-ft. and 20 x 30-ft.). Seven RCA Type TK-10A camera chains. One Trans-Lux rear screen projector. Seven 70 DE & Auricon 16mm film cameras. Two RCA Type 16A and one RCA Type 16C film projectors. Two Spindler & Sauppe Selectroslide projectors. One dual unit opaque projector. Two Houston film processing units. Two mobile units. News Services, AP and Sunpapers. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee of station is also publisher of The Baltimore Sunpapers.

EXECUTIVES:

William E. Schmick Sr., Pres.
E. K. Jett, Vice Pres. & Dir. of
Radio
E. A. Lang, Com. Mgr.
R. B. Cochrane, Prog. Dir.

C. G. Nopper, Ch. Eng.
D. V. R. Stickle, Film & News Dir.
T. J. Severin, Prog. Mgr.
E. B. Mick, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 8A.

FREDERICK

WFMD-TV

(Target Date, Winter, 1953)

LICENSEE: The Monocacy Broadcasting Co. Address: E. Church St. Phone: Monument 3-4181

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 54 kw. Transmitter: Address, Catoctin Mountain. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,150 ft. Above ground 237 ft.

OPERATION: Target date Winter, 1953.

AFFILIATIONS: Stations, AM, WFMD, FM, WFMD-FM.

REPRESENTATIVES: Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Laurence Leonard (100%) and Vice Pres. & Secy. Evelyn Leonard.

EXECUTIVES:

Laurence Leonard, Pres.
Aian W. Long, Gen. Mgr.

Evelyn Leonard, Prog. Dir.
Howard Fisher, Ch. Eng.

SALISBURY

WBOC-TV

(Target Date, Oct. 1, 1953)

LICENSEE: The Peninsula Broadcasting Co. Address: Radio Park, Salisbury, Md. Phone: Salisbury 6131

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 60 kw. Transmitter: Address, Radio Park, Make, RCA. Model TTU-5A. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 687 ft. Above ground 657 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Stations, AM, WBOC, FM, WESN (FM)

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (20 x 40-ft. and 30 x 50-ft.). News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres. John W. Downing (14.5%), Vice Pres. W. Lee Allen (7.7%), Secy.-Treas. Avery W. Hall (0.9%), Asst. Secy. & Mgr. Charles J. Truitt (2.1%), Asst. Treas. Lena R. Dashiell (0.7%), I. L. Benjamin (10.5%) and Virginia Phillips Ward (5.4%). The Shore Broadcasting Co. (WCEM Cambridge) is wholly owned subsidiary of licensee.

EXECUTIVES:

John W. Downing, Pres.
Charles J. Truitt, Gen., Com. Mgr.
& Film Buy.

John W. Downing Jr., Prog. Dir.
Jack W. Ward, Ch. Eng.

WMAR-TV

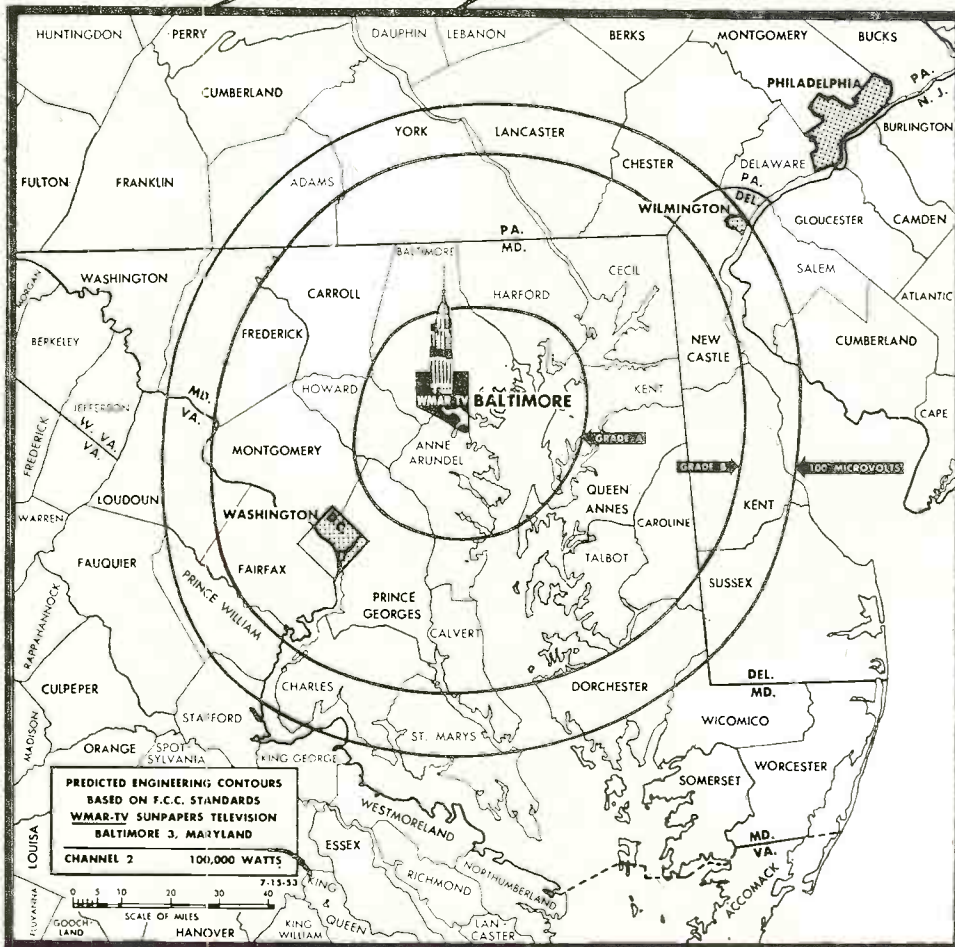
MARYLAND'S PIONEER TELEVISION STATION

NOW MAXIMUM POWER



100,000 WATTS!

MOST POWERFUL TV SIGNAL IN MARYLAND



Hundreds of letters received after first day's operations, including many from viewers outside the 100 microvolt contour, report good, sharp pictures with no snow.

THE FACTS ABOUT SUPER POWER AND COVERAGE

In considering television coverage of a given geographical area such as the "Baltimore Area" it is important to remember that the transmitting frequencies (channels) DO NOT possess similar propagation characteristics.

Therefore, in order to provide substantially equal coverage, the FCC Rules and Regulations permit stations to use the following maximum effective radiated power.

Channels 2 to 6 100,000 Watts
 Channels 7 to 13 316,000 Watts
 Channels 14 to 83 1,000,000 Watts

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

SUNPAPERS TELEVISION

Telephone **MULBERRY 5-5670**

CHANNEL 2 ★ BALTIMORE 3, MD.

Represented by **THE KATZ AGENCY, INC.** NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
 CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

SALISBURY (Continued)

WBOC-TV (Continued)

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	121,810	207,390
Families in Area	37,003	61,590
Retail Sales	\$170,148,000	\$270,659,000
Income Per Family	\$3,084	\$2,988
Income Per Capita	\$932	\$931

MASSACHUSETTS

BOSTON

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc. Address: 1170 Soldiers Field Road. Phone: Algonquin 4-5670.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1170 Soldiers Field Road. Make, RCA. Model TT-5A. Antenna: Make GE. Type 6-Bay Turnstile. Height. Above average terrain 530 ft. Above ground 658. ft.

OPERATION: Began June 9, 1948. Hours: 7 a.m.-1 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WBZ. FM, WBZ-FM.

REPRESENTATIVES: Sales Free & Peters Inc. Washington Attorney Westinghouse Legal Dept. Consulting Engineer WRS Inc., Engineering Dept.

SERVICES: Three studios (40 x 45 x 23-ft, 30 x 45 x 19-ft, auditorium, seating 150, with stage 35 x 20-ft.). Seven RCA camera chains. Trans-Lux rear screen projector. Three multiplexer units with film cameras. Three strip film projectors. Four slide projectors. Opaque projector. RCA mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Westinghouse Radio Stations Inc. is a subsidiary of Westinghouse Electric Corp., electrical and radio-TV and electronics manufacturer. For WRS holdings see Group Ownership.

EXECUTIVES:

E. V. Huggins, Pres.	W. G. Swan, Prog. Dir.
J. E. Baudino, Exec. Vice Pres.	W. H. Hauser, Ch. Eng.
W. C. Swartley, Gen. Mgr.	R. G. Duffield, Film Buy.
C. H. Masse, Com. Mgr.	J. P. Cullinane, Publ.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Film \$300. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 7-T.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 5,971,400; Families in Area, 1,726,900; Retail Sales, \$6,420,906,000; Effective Buying Income, \$9,338,854,000; Food Store Sales, \$1,838,433,000; Automotive Sales, \$862,040,000; Drug Sales, \$195,120,000.

WGBH-TV *

(Target Date, Oct. 1, 1954)

(*Noncommercial-Educational)

LICENSEE: WGBH Educational Foundation. Address: 100 Franklin St.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: Address, Great Blue Hill. Make, RCA. Antenna: Make RCA. Height, Above average terrain 658 ft. Above ground 219 ft.

OPERATION: Target date Oct. 1, 1954

AFFILIATION: Station, FM, WGBH.

REPRESENTATIVES: Washington Attorney Ernest W. Jenness. Consulting Engineer Jansky & Bailey Inc.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WNAC-TV

LICENSEE: The Yankee Network Division of General Teleradio Inc. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Operating Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address Medford, Mass. Make, Composite. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 470 ft. Above ground 424 ft.

OPERATION: Began June 21, 1948. Hours, 9:30 a.m.-1 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Stations, AM, WNAC, FM, WNAC-FM.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Pierson & Ball.

SERVICES: One studio (25 x 35 ft.). Three image orthicon studio camera chains. Two GE film cameras. Two Simplex 35mm & two Bell & Howell 16mm film projectors. One slide projector for 3 1/4 x 4-in. glass or opaque slides; one projector for 2 x 2" slides. One mobile unit, three cameras News Services, UP.

PRINCIPAL STOCKHOLDERS: General Teleradio Inc. is 90% owned by General Tire & Rubber Co., Akron, Ohio. For other General Teleradio holdings, see Group Ownership.

EXECUTIVES:

Tom O'Neil, Pres.	George Steffy, Vice Pres. in Chg of TV Oprs.
Linus Travers, Exec. Vice Pres., Gen. Mgr. & Com. Mgr.	Harry Whittemore, Tech. Dir. James Pike, Film Buy.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$250, Film \$250. Frequency discounts 20% for 52 weeks. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,177,786	1,429,184	5,176,769
Families in area	890,753	410,288	1,463,821
No. of Sets (June 1)	1,061,272
Retail Sales	\$3,396,485,199	\$1,466,596,266	\$5,419,689,645

WSTB-TV

(Target Date, not set)

LICENSEE: E. Anthony & Sons Inc. Address: 555 Pleasant St., New Bedford Phone: 5-7411

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 200 Berkley St. Make, GE. Model TT-21-A. Antenna: Make RCA. Type TFU-24 BM. Height, Above average terrain 54C ft. Above ground 630 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. Mayhew R. Hitch, 0.1%; Vice Pres.-Treas Basil Brewer, 58.92%; Joseph P. Dunn, 5.94%; James T. Dunn, 6.05%. Licensee also operates WNBH-AM-TV and WMFR (FM) New Bedford Mass., WOGB-AM-FM West Yarmouth, Mass., and is publisher of New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times

EXECUTIVES:

Basil Brewer, Vice Pres.-Treas.

WTAO-TV (CAMBRIDGE)

(Target Date, Sept. 28, 1953)

LICENSEE: Middlesex Broadcasting Corp. For full listing see Cambridge, Mass.

BROCKTON

(Target Date, not set)

LICENSEE: Trans American Television. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 193.3 kw, Aural 104.4 kw. Transmitter: Address, East Bridgewater. Make, RCA. Antenna: Make RCA. Height, Above average terrain 431 ft. Above ground 456 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Leo Resnick. Consulting Engineer Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Harry E. Franks (33 1/3%) Mortor M. Goldfine & William B. Lamprey part owners of WESX Salem, are directors.

MASSACHUSETTS

CAMBRIDGE

WTAO-TV (BOSTON)

(Target Date, Sept. 28, 1953)

OWNERSHIP: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500

FACILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 20.2 kw, Aural 11.45 kw. Transmitter: Address, Mt. Zion, Woburn, Mass. Make, RCA. Model TTU-1 B. Antenna: Make RCA. Type TFU-24B. Height, Above average terrain 475 ft. Above ground 289 ft.

OPERATION: Target date Sept. 28, 1953.

AFFILIATIONS: Stations, AM, WTAO. FM, WXHR (FM)

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George E. Gautney.

SERVICES: One studio. One RCA camera chain. One TK-20D RCA film camera. Two TP-16E RCA film projectors. Two Gray 35mm scanners.

PRINCIPAL STOCKHOLDERS: Licensee is 74% owned by Frank Lyman Jr., and 26% owned by Harvey Radio Labs. Inc.

EXECUTIVES:

Frank J. Lyman Jr., Pres. Frederic S. Bailey, Gen. Mgr.

MARKET INFORMATION: Population, 3,073,500; Families in Area, 940,000; No. of Sets (June 1), 1,010,141; Retail Sales, \$3,499,812,000.

FALL RIVER

WSEE-TV

(Target Date, Oct., 1953)

OWNERSHIP: New England Television Co. Inc. Address: 514 Industrial Trust Building, Providence, R. I. Phone: Union 1-3100

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Television Center, Swansea, Mass. Make, DuM. Antenna: Make Workshop. Height, Above average terrain 718 ft. Above ground 718 ft.

OPERATION: Target date October 1953. Hours, 7 a.m.-2 a.m.

REPRESENTATIVES: Attorney Abraham Belilove, Providence, R. I. Consulting Engineer J. Gordon Keyworth, Williamstown, Mass.

SERVICES: One studio (29 x 79 ft.). Two DuM image orthicon camera chains. DuM flying spot scanner.

PRINCIPAL STOCKHOLDERS: Pres. Alfred DeMaris, 44.5%, bus company; Vice Pres. Harold C. Arcaro, 33.33%, attorney and 16.6% owner of WRIB Providence, R. I.; Vice Pres. Lewis Tanner, 11.1%, advertising and sales; Treas. Abraham Belilove, 11.1%, attorney.

EXECUTIVES:

Alfred DeMaris, Pres. John R. Porterfield, Gen. Mgr.

HOLYOKE

WVHN-TV (SPRINGFIELD)

OWNERSHIP: Hampden-Hampshire Corp. Holyoke Address: 180 High St. Phone: 8238

(For full listing, see Springfield, Mass.)

LAWRENCE

(Target Date, not set)

OWNERSHIP: General Broadcasting Co. Address: 11 Pemberton Sq., Boston, Mass.

FACILITIES: Chan. 72. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.3 kw. Transmitter: Address, Wood Hill. Make, RCA. Antenna: Make Workshop. Height, Above average terrain 640 ft. Above ground 433 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: A. Alfred Franks, 50%, retail clothier; Rudolph and Justin Wyner, 25% each, textile manufacturers.

EXECUTIVES:

A. Alfred Franks, Pres.

NEW BEDFORD

WNBH-TV

(Target Date, Fall 1953)

OWNERSHIP: E. Anthony & Sons Inc. Address: 555 Pleasant St. Phone: 5-7411

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 432 County St. Make, GE. Model TT-24-A. Antenna: Make GE. Type 4-Bay. Height, Above ground 448 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

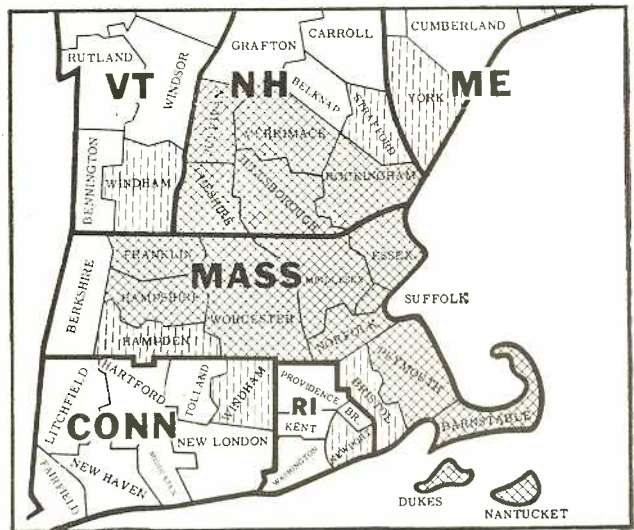


The Mail Bag

still the best proof of coverage!

Continuing mail response from more than 20 counties in the heart of New England offers **proof** of the coverage you can expect on Boston's Channel 4, WBZ-TV. Now increased in power to 100,000 watts!

The map tells its own story. It reflects the results of the first in a series of continuing mail studies. For latest information, check with NBC Spot Sales or with C. Herbert Massé at WBZ-TV, Boston 34, Mass.



- Mail response per 1000 population equal to or greater than that of Norfolk County.
- Mail response per 1000 population at least 50 percent of Norfolk County.

Based on over 45,000 pieces of mail from date of power increase (Feb. 21 - July 4, 1953)



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

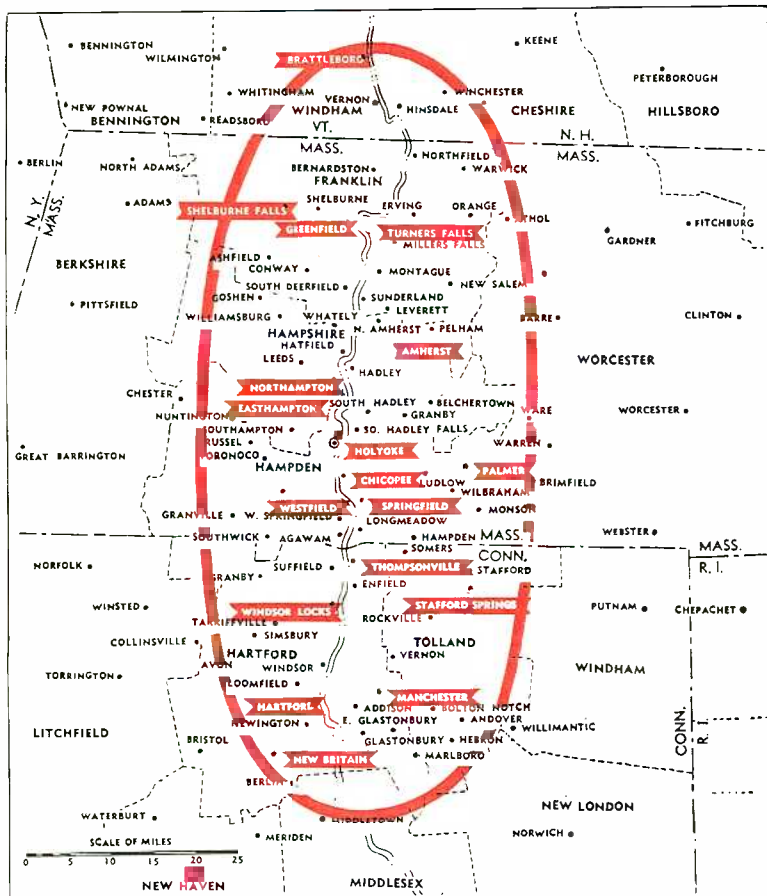
National Representatives: for TV, NBC Spot Sales; for radio, Free & Peters

WHYN-TV
CHANNEL 55
CBS - DUMONT
 INTERCONNECTED

182,000 WATTS
ANTENNA HEIGHT
1329 FEET

SPRINGFIELD • HOLYOKE

- MASSACHUSETT'S 3rd METROPOLITAN MARKET
- AMERICA'S 42nd METROPOLITAN MARKET



AN **"AREA"** STATION

WHYN-TV
CHANNEL 55

WHYN AM-FM

CBS RADIO AFFILIATE FOR SPRINGFIELD • HOLYOKE

Nationally Represented by **THE BRANHAM COMPANY**

Represented in New England by **Weed & Company**

MASSACHUSETTS

NEW BEDFORD (Continued)

WNBH-TV (Continued)

OPERATION: Target date Fall 1953.

AFFILIATIONS: Stations, AM, WNBH. FM, WMFR (FM)

REPRESENTATIVES: Washington Attorney Hogan & Hartson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (36x46 ft. & 32x20 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One RCA opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Mayhew R. Hitch, 0.1%; Vice Pres.-Treas. Basil Brewer, 58.92%; Joseph P. Dunn, 5.94%; James T. Dunn, 6.05%. Licensee also operates WOGB-AM-FM West Yarmouth, Mass., holds permit for WSTB-TV Boston, and is publisher of New Bedford (Mass.) Standard-Times and Hyannis (Mass.) Cape Cod Standard-Times.

EXECUTIVES:

Mayhew R. Hitch, Pres. Basil Brewer, Vice Pres.-Treas.
 Henry M. Solomon, Mgr.

NORTH ADAMS

WMGT (TV)

(Target Date, Oct. 15, 1953)

LICENSEE: Greylock Broadcasting Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: Pittsfield 2-1553.

FACILITIES: Chan. 74. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 150 kw. Transmitter: Address, Greylock Reservation, Adams, Mass. Make, GF Model TT-25A. Antenna: Make RCA. Type Special. Height, Above average terrain 2,063 ft. Above ground 3,600 ft.

OPERATION: Target date Oct. 15, 1953. Hours, 5 p.m.-10:30 p.m.

AFFILIATION: Station, AM, WBRK (Pittsfield).

REPRESENTATIVES: Sales, The Walker Co. Washington Attorney McKenna Wilkinson. Consulting Engineer James C. McNary.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Pres. Leon Poldosky, 51%, printing; Vice Pres. Gardner S. Morse, 49%, banking.

EXECUTIVES:

Leon Poldosky, Pres. Leonard Lavendol, Ch. Eng.
 John Parsons, Gen. Mgr. Richard Bolander, Film Buy.

RATE INFORMATION: Class A one hour Live \$250.00, Film \$250.00. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 10% for 2 times up to 20% for 52 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,416,743	915,494	2,332,237
Families in area	466,300	261,550	727,850
No. of Sets (June 1)	303,320		
Retail Sales	\$1,744,101,000		

NORTHAMPTON

WNOH-TV (SPRINGFIELD)

(Target Date, Spring, 1954)

LICENSEE: Regional TV Corp. Address: Hotel Bridgway, Springfield, Mass. Phone: 6-1323

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 21.6 kw, Aural 11.5 kw. Transmitter: Address, Mt. Tom.

OPERATION: Target date Spring 1954.

AFFILIATION: Station, AM, WACE Chicopee, Mass.

REPRESENTATIVES: Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres. and Treas. John S. Begley, 99%, two-third owner of WACE Chicopee, Mass.

EXECUTIVES:

John S. Begley, Pres. Ralph J. Robinson, Gen. Mgr.

SPRINGFIELD

WHYN-TV (HOLYOKE)

LICENSEE: Hampden-Hampshire Corp. Address: 65 Main St. Phone: 4-1127

FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 90 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Mt. Tom. Make, GE. Antenna: Make GE. Type 4-Bay. Height, Above average terrain 980 ft. Above ground 1,350 ft.

OPERATION: Began April 14, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, WHYN. FM, WHYN-FM

REPRESENTATIVES: Sales, Branham Co., Weed & Co. (New England). Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SPRINGFIELD (Continued)

WVHYN-TV (Continued)

SERVICES: Studio. Two GE camera chains. Two GE film cameras. Two GE film projectors. GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres. William Dwight, 26.16%; Vice Pres. Charles N. DeRose, 0.16%; Treas. Minnie R. Dwight (mother of William Dwight), 40.17%; Asst. Treas. Arthur Ryan, 0.33%; Harriet W. and Charles N. DeRose (jointly), 33.16%. Licensee also owns and publishes Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

EXECUTIVES:

Charles N. DeRose, Gen. Mgr. Kendall Smith, Prog. Dir.
Patrick J. Montague, Com. Mgr. Harold Schumacher, Ch. Eng.

NOTE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 1.

WNOH (TV) (NORTHAMPTON)

(Target Date, Spring, 1954)

OWNERSHIP: Regional TV Corp. Address: Hotel Bridgway. Phone: 6-1323
(For full listing, see Northampton, Mass.)

WVLP (TV)

OWNERSHIP: Springfield Television Broadcasting Corp. Address: 61 Chestnut St. Phone: 2-4181

CHARACTERISTICS: Chan. 61. Authorized Eff. Rad. Pow.: Visual 150 kw, Aural 75 kw. Operating Pow.: Visual 12 kw, Aural 6.85 kw. Transmitter: Address, Provin Mt., Agawam, Mass. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-24F. Height, Above average terrain 704 ft. Above ground 347.5 ft.

OPERATION: Began March 17, 1953. Hours, 5 p.m.-12 M.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, WSPR.

PRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Frank McIntosh.

SERVICES: One studio (36 x 38 ft.). Two GE camera chains. One rear screen projector. Two GE film cameras. Two GE film projectors. Two slide projectors. One GE opaque projector. News Services AP, INS.

PRINCIPAL STOCKHOLDERS: Pres. Roger L. Putnam, 15.04%, package machinery; Treas. William L. Putnam, 4.8%, Chamber of Commerce executive; Dr. Charles Furcolo, 12.03%; James F. Fitzgerald, 7.52%; WSPR Inc. 15.8%.

EXECUTIVES:

Roger L. Putnam, Pres. Lewis I. Shwartz, Prog. Dir. &
Alan C. Tindal, Gen. Mgr. Film Buy.
James H. Ferguson, Com. Mgr. George Townsend, Ch. Eng.
William L. Putnam, Treas.

NOTE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 1.

MARKET INFORMATION: Population, 1,530,744; families in area, 422,460; No. of sets (June 1), 48,439; retail sales, \$1,623,243,000.

WORCESTER

WVWOR-TV

(Target Date, Dec. 15, 1953)

OWNERSHIP: Salisbury Broadcasting Corp. Address: 6 Norwich St.

CHARACTERISTICS: Chan. 14. Authorized Eff. Rad. Pow.: Visual 212 kw, Aural 112.5 kw. Transmitter Address, Asnebumskit Hill, Paxton, Mass. Antenna: Height, Above average terrain 837 ft. Above ground 227 ft.

OPERATION: Target date Dec. 15, 1953.

PRESENTATIVES: Sales: Paul H. Raymer Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. William B. Smith, 5%, comb manufacturer; Vice Pres. Ansel E. Gridley, 5%, majority stockholder of WFGM Fitchburg, Mass.; Ralph K. Hubbard, 10%, woolen manufacturer; Fox, Wells & Co., 30%, investment broker.

EXECUTIVES:

William B. Smith, Pres. Ansel E. Gridley, Vice Pres. & Gen Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1952	4,795,000
Total Families, 1950	1,171,805
Total Urban Population, 1950	3,959,239
Total Rural Nonfarm Population, 1950	651,299
Total Farm Population, 1950	79,976
Employed in Nonagricultural Establishments, Feb., 1953	1,773,900
Total Employed, 1950	1,826,707
Employed in Manufacturing, Feb., 1953	738,700
Employed in Construction, Feb., 1953	50,200
Employed in Agriculture, 1950	32,804
Retail Sales, 1952	\$ 5,217,684,000
Bank Assets, Jan. 1, 1953	\$ 9,225,041,000
Bank Deposits, Jan. 1, 1953	\$ 8,222,908,000
Major Income Sources, 1951: Agriculture 1.0%; Government 16.3%; Manufacturing Payrolls 30.2%; Trade and Service 25.7%; Other 26.8%.	
Total Income Payments, 1951	\$ 8,223,000,000
Per Capita Income, 1951	\$ 1,738
Median Family Income, 1950	\$ 3,344
Total Internal Revenue Collections, 1952	\$ 1,927,598,848
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.83
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 27,124,000
Cash Receipts of Farms, 1952	\$ 202,765,000
Government Payments to Farmers, 1952	\$ 550,000
Value of Mineral Production, 1950	\$ 16,014,000
Total New Construction in 1952	\$ 822,300,000
New Private Construction in 1952	\$ 509,300,000
New Public Construction in 1952	\$ 313,100,000
Motor Vehicle Registration, 1952	1,376,058
Number of Telephones, 1952	1,702,400
Number of Electrical Connections, 1952	1,586,406
Number of Gas Utilities Connections, 1952	1,007,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Barnstable	46,805	79,229	24,310	2,717	9,160	58%
Berkshire	132,966	154,634	42,094	3,506	30,720	77%
Bristol	381,569	364,889	111,936	12,204	98,940	85%
Dukes	5,633	7,656	3,211	411	1,040	58%
Essex	522,384	545,974	172,164	16,659	144,180	90%
Franklin	52,747	60,003	16,444	1,226	5,150	31%
Hampden	367,971	439,738	116,526	14,343	59,620	54%
Hampshire	87,594	72,582	18,530	2,164	7,320	31%
Middlesex	1,064,569	943,266	307,457	33,781	246,400	81%
Nantucket	3,484	7,685	2,485	297	640	58%
Norfolk	392,308	355,519	113,994	12,655	98,600	85%
Plymouth	189,468	202,851	61,462	5,456	48,870	82%
Suffolk	896,615	1,375,513	315,256	37,454	206,790	81%
Worcester	546,401	608,145	175,306	15,499	123,280	77%

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given has less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television		County	Per Cent Television		
	Homes	Homes		Homes	Homes	
Barnstable	15,800	60	9,500	Hampshire	23,600	35
Berkshire	39,900	81	32,480	Middlesex	304,200	77
Bristol	116,400	84	98,270	Nantucket	1,100	60
Dukes	1,800	60	1,080	Norfolk	116,000	75
Essex	160,200	88	140,280	Plymouth	59,600	80
Franklin	16,600	32	5,330	Suffolk	255,300	91
Hampden	110,400	69	75,650	Worcester	160,100	81
Totals				Totals	1,381,000	1,100,420

MICHIGAN

MICHIGAN MARKET INDICATORS

Total Population, July 1, 1952	6,708,000
Total Families, 1950	1,624,875
Total Urban Population, 1950	4,503,084
Total Rural Nonfarm Population, 1950	1,173,940
Total Farm Population, 1950	694,742
Total Employed, 1950	2,393,574
Employed in Manufacturing, Jan., 1953	1,204,600
Employed in Agriculture, 1950	159,869
Retail Sales, 1952	\$ 7,588,711,000
Bank Assets, Jan. 1, 1953	\$ 7,055,372,000
Bank Deposits, Jan. 1, 1953	\$ 6,614,478,000
Major Income Sources, 1951: Agriculture 3.4%; Government 11.4%; Manufacturing Payrolls 41.6%; Trade and Service 23.0%; Other 20.6%.	
Total Income Payments, 1951	\$11,352,000,000

MICHIGAN MARKET INDICATORS (Continued)

Per Capita Income, 1951	\$ 1,734
Median Family Income, 1950	\$ 3,519
Total Internal Revenue Collections, 1952	\$ 5,203,356,162
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 88.44
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 101,843,000
Cash Receipts of Farms, 1952	\$ 743,934,000
Government Payments to Farmers, 1952	\$ 8,947,000
Value of Mineral Production, 1950	\$ 229,862,000
Total New Construction in 1952	\$ 1,358,200,000
New Private Construction in 1952	\$ 1,026,000,000
New Public Construction in 1952	\$ 332,200,000
Motor Vehicle Registration, 1952	2,566,628
Number of Telephones, 1952	2,261,300
Number of Electrical Connections, 1952	2,121,608
Number of Gas Utilities Connections, 1952	1,175,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Alcona	5,856	4,483	1,423	92		
Alger	10,007	8,317	2,529	283		
Allegan	47,493	46,200	12,993	936	7,750	52%
Alpena	22,189	23,417	6,710	642		
Antrim	10,721	9,862	3,305	340		
Arenac	9,644	10,587	2,307	244		
Baraga	8,037	6,447	1,959	126		
Barry	26,183	24,906	7,260	762	4,420	52%
Bay	88,461	100,856	25,888	3,477	4,240	16%
Benzie	8,306	8,338	2,854	425		
Berrien	115,702	150,229	41,288	6,054	24,770	65%
Branch	30,202	32,015	8,026	862	5,730	61%
Calhoun	120,813	158,940	41,220	5,991	23,440	62%
Cass	28,185	24,422	6,770	775	5,890	62%
Charlevoix	13,475	11,564	3,559	378		
Cheboygan	13,731	15,598	4,646	576		
Chippewa	29,206	33,031	9,190	541		
Clare	10,253	9,632	2,882	444	350	11%
Clinton	31,195	20,875	5,033	431	4,420	48%
Crawford	4,151	3,813	1,187	70		
Delta	32,913	30,281	9,638	781		
Dickinson	24,844	25,190	7,251	425		
Eaton	40,023	36,489	10,140	1,244	7,350	57%
Emmett	16,534	23,186	5,333	653		
Genesee	270,963	325,184	82,863	11,897	46,040	55%
Gladwin	9,451	7,088	1,885	42	290	11%
Gogebic	27,053	26,554	7,003	646		
Grand Traverse	28,598	40,296	8,744	1,196		
Gratiot	33,429	34,965	9,190	826	4,750	48%
Hillsdale	31,916	31,594	7,059	576	3,060	30%
Houghton	39,771	33,495	12,321	629		
Huron	33,149	34,973	7,169	703	2,350	25%
Ingham	172,941	237,882	59,280	7,330	41,270	76%
Ionia	38,158	34,864	9,824	1,147	5,110	46%
Iosco	10,906	13,574	4,116	579		
Iron	17,692	20,062	6,235	340		
Isabella	28,964	25,437	7,091	485	2,400	30%
Jackson	107,925	135,959	33,892	5,201	18,750	57%
Kalamazoo	126,707	155,558	37,463	6,374	33,370	83%
Kalkaska	4,597	3,047	1,175	77		
Kent	288,292	371,641	90,716	16,536	60,650	66%
Keweenaw	2,918	960		
Lake	5,257	4,020	1,471	89		
Lapeer	35,794	32,262	8,853	731	5,170	55%
Leelanau	8,647	5,220	1,768	156		
Lenawee	64,629	76,021	20,490	2,167	12,990	64%
Livingston	26,725	28,311	6,926	683	6,720	79%
Luce	8,147	5,764	1,844	78		
Mackinac	9,287	8,878	3,335	180		
Macomb	184,961	187,917	58,642	6,441	52,780	89%
Manistee	18,524	16,289	4,896	723		
Marquette	47,654	41,943	13,241	857		
Mason	20,474	26,141	7,458	712	960	15%
Mecosta	18,968	17,415	4,819	668	1,710	30%
Menominee	25,299	21,644	6,131	242		
Midland	35,662	35,401	11,000	1,221	1,180	11%
Missaukee	7,458	5,392	1,342	80		
Monroe	75,666	77,260	21,036	2,542	20,470	89%
Montcalm	31,013	36,615	9,773	1,017	4,240	42%
Montmorency	4,125	5,150	1,410	90		
Muskegon	121,545	146,250	43,639	5,238		59%
Newaygo	21,567	18,862	5,667	512	2,810	42%
Oakland	369,001	431,712	119,728	13,667	112,590	89%
Oceana	16,105	13,949	4,064	409	750	15%
Ogemaw	9,345	10,935	3,172	328		
Ontonagon	10,282	9,137	2,423	166		
Osceola	13,797	12,791	3,421	323	1,200	30%
Oscoda	3,134	2,407	1,060	79		
Otsego	6,435	7,043	1,787	83		
Ottawa	73,751	81,318	20,113	2,400	14,090	61%
Presque Isle	11,996	10,110	3,301	229		
Roscommon	5,916	10,765	3,377	458		
Saginaw	153,515	169,533	44,340	5,704	13,400	29%
St. Clair	91,599	97,527	27,120	2,658	20,090	70%
St. Joseph	35,071	41,112	10,197	1,168	7,140	61%
Sanilac	30,837	28,928	7,481	681	2,330	25%
Schoolcraft	9,148	8,810	2,973	117		

Shiawassee	45,967	45,423	12,390	1,248	7,340	51%
Tuscola	38,258	34,993	9,158	848	2,000	18
Van Buren	39,184	40,573	12,533	1,249	8,180	62
Washtenaw	134,606	163,623	42,682	7,601	27,260	71%
Wayne	2,435,235	3,199,171	707,697	131,269	603,370	85
Wexford	18,628	20,285	4,995	654		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Alcona	1,600			Lake	1,800		
Alger	2,900			Lapeer	9,400	51	4,800
Allegan	14,900	49	7,260	Leelanau	2,500		
Alpena	6,300			Lenawee	20,300	63	12,800
Antrim	3,400			Livingston	8,500	72	6,100
Arenac	2,800			Luce	1,700		
Baraga	2,300			Mackinac	2,700		
Barry	8,500	49	4,130	Macomb	59,300	83	49,000
Bay	26,500	32	8,360	Manistee	5,700		
Benzie	2,500			Marquette	13,900		
Berrien	38,100	63	24,160	Mason	6,400	14	900
Branch	9,400	63	5,880	Mecosta	5,700	32	1,800
Calhoun	37,800	67	25,400	Menominee	7,400		
Cass	9,500	58	5,490	Midland	10,700	23	2,500
Charlevoix	4,000			Missaukee	2,000		
Cheboygan	3,900			Monroe	23,000	79	18,300
Chippewa	8,300			Montcalm	10,100	46	4,600
Clare	3,200	23	740	Montmorency	1,200		
Clinton	9,200	50	4,560	Muskegon	38,500	59	22,700
Crawford	1,300			Newaygo	6,700	46	3,100
Delta	9,600			Oakland	126,500	84	106,000
Dickinson	7,600			Oceana	5,000	14	700
Eaton	12,900	52	6,770	Ogemaw	2,700		
Emmet	4,900			Ontonagon	3,000		
Genesee	83,700	65	54,320	Osceola	4,000	32	1,300
Gladwin	2,600	23	600	Oscoda	1,000		
Gogebic	8,100			Otsego	1,700		
Gr. Traverse	8,100			Ottawa	23,100	57	13,300
Gratiot	9,900	50	4,920	Presque Isle	3,000		
Hillsdale	10,200	32	3,260	Roscommon	2,200		
Houghton	11,900			Saginaw	46,200	44	20,300
Huron	9,400	28	2,600	St. Clair	28,700	67	19,300
Ingham	54,300	70	37,910	St. Joseph	11,700	63	7,400
Ionia	11,100	45	5,040	Sanilac	9,300	28	2,600
Iosco	3,500			Schoolcraft	2,600		
Iron	5,400			Shiawassee	14,400	53	7,600
Isabella	8,000	32	2,580	Tuscola	11,100	23	2,600
Jackson	32,900	55	18,090	Van Buren	13,200	58	7,700
Kalamazoo	40,200	78	31,180	Washtenaw	38,400	66	25,300
Kalkaska	1,500			Wayne	718,300	87	621,700
Kent	91,900	66	60,610	Wexford	5,700		
Keweenaw	800			Totals	1,934,200		1,275,000

ANN ARBOR

WPAG-TV

LICENSEE: Washtenaw Broadcasting Co. Inc. Address: Hutzel Bldg. Phone 2-5517

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.5 kw. Transmitter: Address, Maple and Scio Church Rd. Make, GE. Model TT-24A. Antenna: Make GE. Type TY-24B. Height, Above average terrain 343 ft. Above ground 274 ft.

OPERATION: Began April 3, 1953. Hours, 7 p.m.-10 p.m.

AFFILIATIONS: Network DuM. Station AM, WPAG.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Prince, Taylor & Crampton. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio. One GE camera chain. Two Eastman film projectors. One Balop. One Slideoscope opaque projector. News Service, A Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Pres. Arthur E. Greene (50%); Edward F. Baugh (50%).

EXECUTIVES: Arthur E. Greene, Pres. Roger Shepard, Prog. Dir. Edward F. Baugh, Gen. Mgr. Donald Bowdish, Ch. Eng. Kenneth MacDonald, Com. Mgr. R. W. Kirkpatrick, Film Buy.

RATE INFORMATION: Class A one hour Film \$150.00. Minute spot Film \$30.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1A.

MARKET INFORMATION: Population, 367,000; Families in area 107,947.

BATTLE CREEK

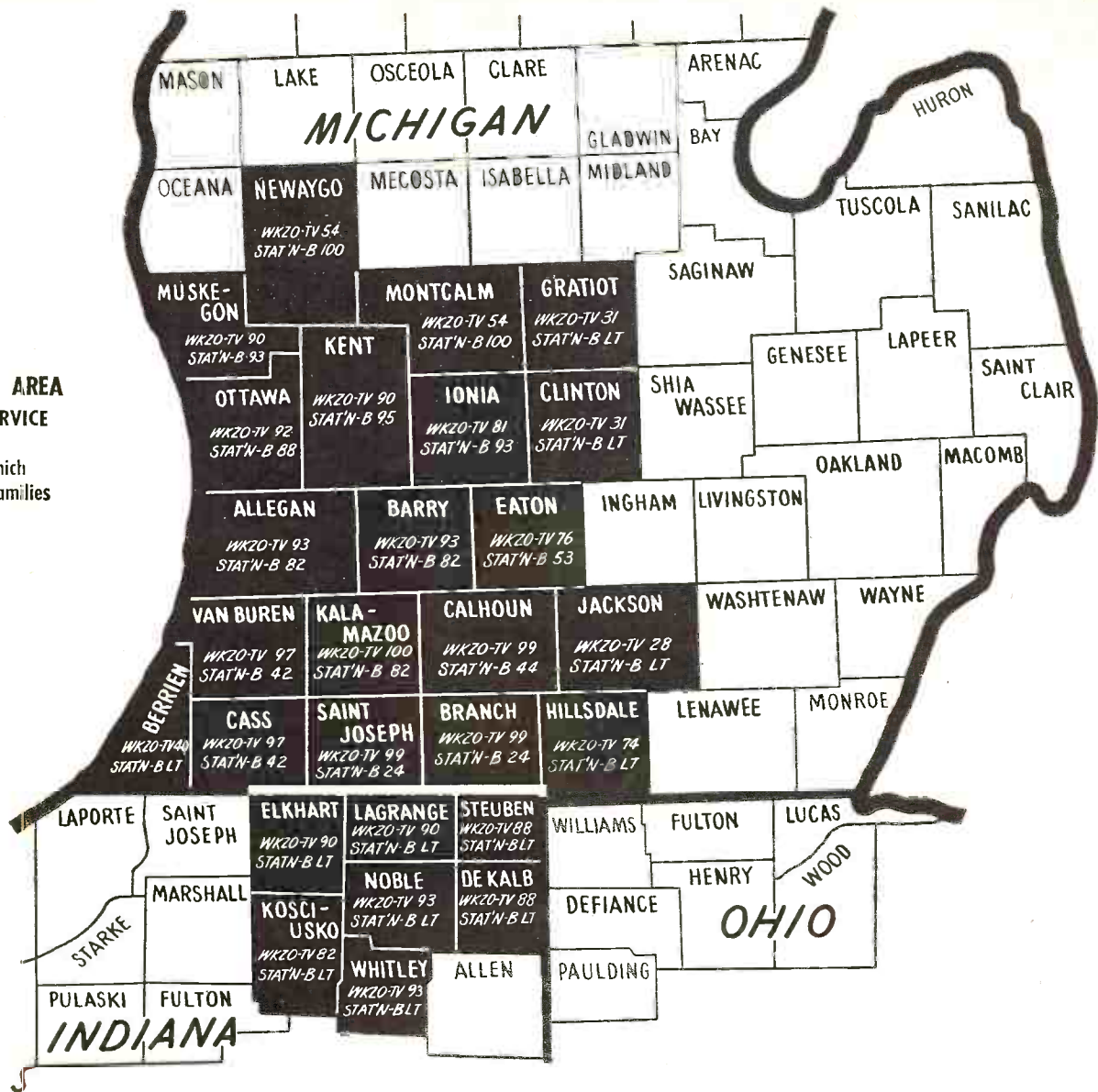
WBCK-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Michigan Broadcasting Co. Address: Security National Bank Bldg. Phone: Woodward 3-5555

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 22.26 kw, Aural 11.13 kw. Transmitter: Address, Augusta, Mich. Make, DuM. Model 13,000. Antenna: Make DuM. Type 5327-A. Height, Above average terrain 580 ft. Above ground 538.5 ft.

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



WKZO-TV AUDIENCE AREA
NIelsen COVERAGE SERVICE
 (Weekly-nighttime)
 showing all counties in which
 5% or more television families
 view WKZO-TV

COVER MORE OF WESTERN MICHIGAN WITH WKZO-TV 80,000 WATTS VIDEO 40,000 WATTS AUDIO

WKZO-TV AREA MARKET DATA SERVING WESTERN MICHIGAN AND NORTHERN INDIANA

Population	1,701,100
Families	511,000
Buying Income	\$2,400,687,000
Per Capita	\$1,411
Per Family	\$4,698
Retail Sales	\$1,880,782,000
Food	\$481,052,000
General Merchandise	\$152,369,000
Furniture, Household and Radio	\$92,233,000
Automotive	\$341,006,000
Drug	\$66,079,000
Gross Dollars from Farming.....	\$420,891,000

NOTE: Data from Sales Management
 "Survey of Buying Power", 1953.

WKZO-TV, the Official Basic CBS Television Outlet for Grand Rapids and Kalamazoo, covers more of Western Michigan than any other television station.

The Nielsen Coverage Service Map tells the story of *area*—latest Nielsen and Pulse figures prove that WKZO-TV is the *over-*

whelming favorite in its more than 300,000 television homes—and the market data at left proves that the area is *worth* covering!

Get all the Fetzer facts, and you'll *want* to advertise on this outstanding station! Write direct, or ask Avery-Knodel.

WKZO-TV

tops in WESTERN MICHIGAN and NORTHERN INDIANA

CBS

OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BATTLE CREEK (Continued)

WBCK-TV (Continued)

OPERATION: Target date Sept. 15, 1953.
AFFILIATION: Network, DuM. Station, AM, WBCK.
REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Guilford Jameson.
SERVICES: One studio (15x21 ft.). One DuM image orth. camera chain. One image orth. pickup film camera. Two Holmes 16mm film projectors. One DuM TA-1508 scanner.
PRINCIPAL STOCKHOLDERS: Pres. Robert H. Holmes, 50%; Secy-Treas. David N. Holmes, 50%.

EXECUTIVES:
 Robert H. Holmes, Pres. & Gen. Mgr. Eugene Cahill, Prog. Dir. Robert Willbur, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	130,000	161,500	291,500
Families in area	45,000	38,660	83,660
Retail Sales	\$227,485,000	\$115,485,000	\$332,970,000
Income per family	\$5,800	\$5,100	\$5,400

WBKZ (TV)

LICENSEE: Booth Radio & Television Stations Inc. Address: P.O. Box 218. Phone: Woodward 2-5507

FACILITIES: Chan. 64. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 25 kw, Aural 13 kw. Transmitter: Address, 1747 46th St. Make, RCA. Model TTU-1B. Antenna Make RCA. Type TFU-27BH. Height, Above average terrain 350 ft. Above ground 247 ft.

OPERATION: Began May 15, 1953. Hours, 10 a.m.-10 p.m.
AFFILIATION: Network ABC.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Cohn & Marks.

SERVICES: One studio. One RCA TK-11A studio camera. One RCA TK-20D film camera. Two RCA 16D film projectors. Two Eastman 35mm scanners. News Service, AP.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. John L. Booth, 84.3%; Mrs. John L. Booth, 9.4%; John L. Booth II, 6.3%. Licensee also owns WJLB and WBRI (TV) Detroit, WBBC Flint and WSGW Saginaw, Mich. Mr. Booth personally owns a 3% interest in Booth Newspapers Inc., (see Newspaper Ownership).

EXECUTIVES:
 John L. Booth, Pres. Edwin Lasko, Prog. Dir. & Film Buy.
 Harry E. Travis, Mgr. & Natl. Sls. Mgr. Basil O'Hagan, Ch. Eng.
 John J. Keenan, Reg. Sls. Dir.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 1.

MARKET INFORMATION: Population, 1,652,200; families in area, 550,730; No. of Sets (June 1), 30,200; Retail Sales, \$1,894,072,000; Income per family, \$5,149.

BAY CITY

WKNX-TV (SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp.
 (For full listing see Saginaw, Mich.)

BENTON HARBOR

WHFB-TV

(Target Date, not set)

LICENSEE: Palladium Publishing Co. Address: 59 Wall St. Phone: 5-2113

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 9.3 kw. Transmitter: Address, Fairplain Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 460 ft. Above ground 500 ft.

OPERATION: Target date not set.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATIONS: Stations, AM, WHFB. FM, WHFB-FM.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consult Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Stanley R. Banyon, 35.17%; Vice Pres.-Secy Willard J. Banyon, 34.17%; Helen Polly Klock, 24%. (See Newspaper Ownership).

EXECUTIVES:
 Stanley R. Banyon, Pres. John Chase, Prog. Dir.
 Jake Scherer, Gen. Mgr. Munson Robinson, Ch. Eng.
 Ted Vernasco, Com. Mgr.

CADILLAC

WWTV (TV)

(Target Date, Jan. 1, 1954)

LICENSEE: Sparton Broadcasting Co. Address: 2301 E. Michigan Ave., Jackson, Mich. Tel.: 5131 (Jackson).

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 Transmitter: Address, RR No. 1, Tustin, Mich. Make, FTL. Antenna: Make FTL. Height, Above average terrain 1,648 ft. Above ground 1,282

OPERATION: Target Date, Jan. 1, 1954.

REPRESENTATIVES: Washington Attorney Scharfeld, Jones & Baron.

PRINCIPAL STOCKHOLDERS: Owned by the Sparks-Withington Co., Jackson, Mich., radio-TV, cabinets and automobile parts manufacturer.

EXECUTIVES:
 John J. Smith, Pres. Harold M. Johnston, Secy.-Treas.
 Leland T. Matthews, Vice Pres. Allen W. Daubendick, Ch. Eng. & Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	273,217	449,887	1,224,800
Families in area (radio homes)	74,050	124,773	341,000
Area in Square Miles	9,500	12,700	25,000
No. of Sets (Dec. 31, 1952)	10,960	49,614	134,100
Retail Sales	\$278,764,000	\$447,970,000	\$1,371,131,000

DETROIT

WJBK-TV

LICENSEE: Storer Broadcasting Co. Address: 500 Temple Ave. Phone: Temple 3-7900

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter: Address, 8009 Lyndon. Make, GE. Model TTG-A. Antenna Make GE. Type TY-12C. Height, Above average terrain 485 ft. Above ground 488 ft.

OPERATION: Began Oct. 24, 1948. Hours, 8:40 a.m.-12:30 a.m.

AFFILIATIONS: Networks CBS, DuM. Stations, AM, WJBK. FM, WJBK-FM

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

SERVICES: One studio (32x45 ft.). GE and RCA camera chains. Two Type PC-2A film cameras. Two GE 16 mm film projectors. Four Sylvania Type AAA slide projectors (2x2" slides). One GE Type PF-3A optical projector. One Linn coach, 3-camera RCA field mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Pres. George B. Storer is principal stockholder. For other holdings, see Group Ownership and Newspaper Ownership.

EXECUTIVES:
 George B. Storer Sr., Pres. Paul O. Frincke, Ch. Eng.
 Gayle V. Grubb, Gen. Mgr. Arthur MacColl, Film Buy.
 Harry R. Lipson, Com. Mgr. Lanny Pike, Prod. Mgr.
 Richard E. Fischer, Prog. Dir. Kenneth Boehmer, Sls. Prom. M

RATE INFORMATION: Class A one hour Live \$1,400.00, Film \$1,400.00. Minute spot Live \$250, Film \$250. Frequency discounts from 5% 13 times up to 25% for 260 times. Rate Card No. 8.

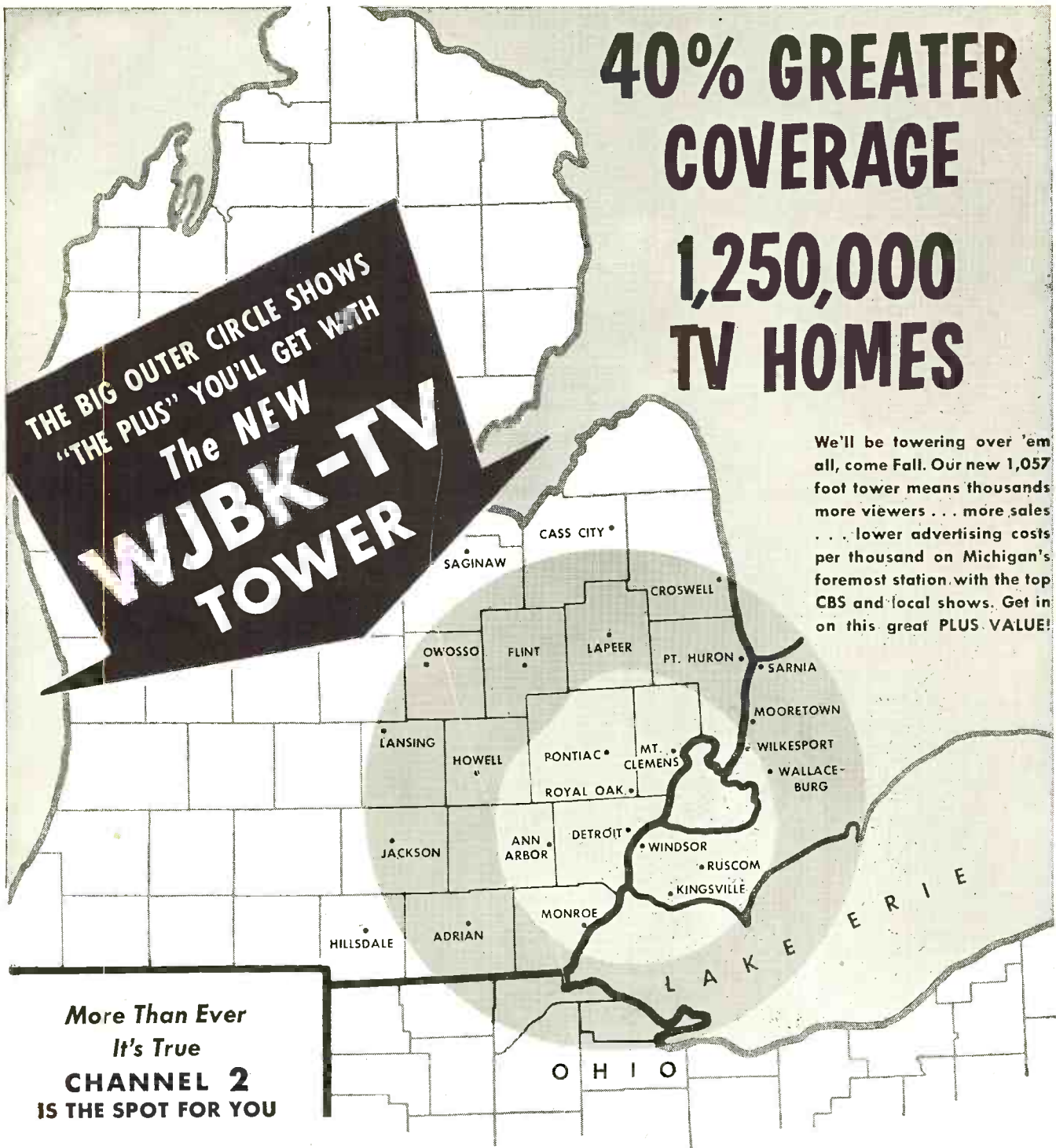
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,609,625	394,766	3,500,000
Families in area	758,420	175,175	955,500
Area in Square Miles	912	1,689	2,601
No. of Sets (June 1)	639,083	165,070	875,150
Retail Sales	\$3,913,078,000	\$664,880,000	\$4,803,200,000
Income per family	\$6,304	\$5,900	\$6,100

**40% GREATER
COVERAGE
1,250,000
TV HOMES**

THE BIG OUTER CIRCLE SHOWS
"THE PLUS" YOU'LL GET WITH
**The NEW
WJBK-TV
TOWER**

We'll be towering over 'em all, come Fall. Our new 1,057 foot tower means thousands more viewers . . . more sales . . . lower advertising costs per thousand on Michigan's foremost station with the top CBS and local shows. Get in on this great PLUS VALUE!



*More Than Ever
It's True*
CHANNEL 2
IS THE SPOT FOR YOU

WJBK-TV

Detroit



Represented
Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Channel Seven is STUDED WITH STARS

New ABC network stars ... make WXYZ-TV programming stronger, more compelling than ever! New, huge purchase of recent feature films and syndicate film shows ... gives local advertisers the pulling power of top Hollywood names! Star Studded is right! And big stars build big audiences!

WXYZ-TV
Channel 7
DETROIT
Represented Nationally
by Blair-TV, Inc.

MICHIGAN

DETROIT (Continued)

WWJ-TV

LICENSEE: The Evening News Assn. Address: 615 West Lafayette. Ph. Woodward 2-2000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 10.25
Transmitter: Address, Penobscot Bldg. Make, DuM. Model TA-118A.
Antenna: Make RCA. Type 4-Bay, Bat Wing. Height, Above average terrain 658 ft. Above ground 695 ft.

OPERATION: Began June 3, 1947. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Network NBC. Stations, AM, WWJ. FM, WWJ-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. (Canadian Rep.: A. A. McDermott; Toronto, Ontario). Washington Attorney Barnes & Niels Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Four studios (4,640 sq. ft. with 25 ft. diam. turntable, 1,900 sq. 2,288 sq. ft. and one auditorium seating 300 persons). Camera Chains: 2 DuM field type, 7 RCA image orthicon studio type, 1 three-cam RCA field chain. 1 two-camera RCA field chain. Two Trans-Lux rear screen projectors. Two RCA 16mm film cameras. Two RCA and one Vic film projectors. Two Selectro-slide and disc. standard slide projectors. Two mobile units. News Services AP, UP. Library, Lang-Worth, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Detroit News.

EXECUTIVES:

Edwin K. Wheeler, Gen. Mgr.	James Schiavone, Prog. & Prod. Mgr.
Don DeGroot, Asst. Gen. Mgr.	Edgar J. Love, Ch. Eng.
Wendell B. Parmelee, Nat. Sls. Mgr.	Frank A. Picard, Film Mgr.
W. M. Barnett, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$1,400, Film \$1,400. Minute spots Live \$252, Film \$252. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,424,000	3,492,000	4,751,000
Families in area	714,300	980,100	1,339,700
Area in Square Miles	532.4	2,476.0	8,155.0
No. of Sets (May 1)	587,351	801,661	1,068,800
Retail Sales	\$3,035,175,000	\$3,998,359,000	\$5,010,454,000
Income per family	\$6,129	\$6,100	\$6,115
Income per Capita	\$1,748	\$1,727	\$1,737

WXYZ-TV

LICENSEE: WXYZ Inc. Address: 170 Mutual Bldg. Phone: Woodward 3-8321

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158
Operating Pow.: Visual 27.9 kw, Aural 13.9 kw. Transmitter: Address,
5057 Woodward Ave. Make, RCA. Model TT-5A. Antenna: Make RCA
Height, Above average terrain 485 ft. Above ground 480 ft.

OPERATION: Began Oct. 9, 1948. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Network ABC. Stations, AM, WXYZ. FM, WXYZ-FM.

REPRESENTATIVES: Blair-TV, Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (44x66 ft., 34x40 ft., and 26x31 ft.). Eleven RCA TK-10 camera chains. One Bodde rear screen projector. Two RCA TK-20 film cameras. Two RCA TP-16 film projectors. Projector all opaque projector. RCA mobile unit.

PRINCIPAL STOCKHOLDERS: WXYZ Inc. is owned by American Broadcasting-Paramount Theatres Inc. For other holdings, see Group Ownership.

EXECUTIVES:

James G. Riddell, Pres. & Gen. Mgr.	John Lee, Prog. Dir.
John Pival, Com. Mgr. & Film Buy.	Chas. Kocher, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spots Live \$225, Film \$225. Frequency discounts from 5% for 13 times up to 30% for 400 times. Rate Card No. 8.

MARKET INFORMATION:

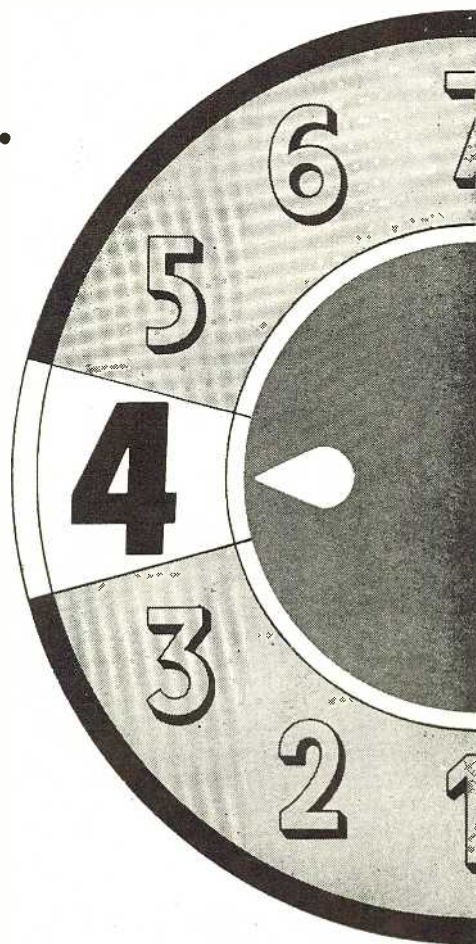
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,794,150	968,540	4,842,700
Families in area	1,142,720	28,568	1,428,400
Area in Square Miles	12,102	3,026	15,128
No. of Sets (June 1)	800,000	75,000	875,000
Retail Sales	Over 4 billion	app. 1 billion	\$5,009,942,000
Income per family	\$4,100	\$4,100	\$4,100
Income per Capita	\$1,750	\$1,620	\$1,750

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

best spot

On Detroit TV...

the middle-of-the-dial



If your sales efforts are aimed at the high-spot markets of the nation, put Detroit and WWJ-TV high up on your list.

Earnings of Detroit workers are at an all-time peak. Longer hours and increased rates have boosted factory paychecks to \$90 weekly, compared to \$80.80 a year ago.

With over a million workers there's plenty of business to get. With well over 800,000 TV sets, there's plenty of audience to shoot at.

Most effective TV sales-weapon in Detroit is WWJ-TV, first TV station in Michigan. Its studio, programming and production facilities are the largest and finest in the industry. Ratings give it 7 of the 10 top-rated shows in Detroit. And whenever all 3 Detroit TV stations telecast the same event, WWJ-TV's ratings show a larger audience than both other stations combined.

Channel YOUR Detroit advertising dollars into Channel 4... for MORE business, MORE audience, MORE prestige.



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

EAST LANSING

WKAR-TV*

(Target Date: Jan. 1, 1954)

*(Educational-Noncommercial)

LICENSEE: State Board of Agriculture & Michigan State College. Phone: Edgewood 2-1511.

FACILITIES: Chan. 60. (This is a commercial channel, but WKAR-TV is scheduled to be operated non-commercially.) Authorized Eff. Rad. Pow.: Visual 243 kw, Aural 122 kw. Transmitter: Address, intersection Dobie Road & Pere Marquette Railroad tracks, Okemos, Mich. Make, GE. Antenna: Make GE. Type TY-25F. Height, Above average terrain 975 ft. Above ground 1,034 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATION: Station, AM, WKAR.

REPRESENTATIVES: Washington Attorney Barnes & Neilson. Consulting Engineer William L. Foss Inc.

SERVICES: Three studios (30x40 ft., 30x40 ft. and 25x35 ft.). Two RCA field, one GPL field camera chains. One RCA film camera. One 16mm Bell & Howell, one Ampro and one RCA film projector. Mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Michigan State Board of Agriculture & Michigan State College.

EXECUTIVES:

Dr. Armand L. Hunter, Gen. Mgr. James B. Tintera, Prod. Supvr.
Kenneth Richards, Prog. Dir. William H. Tomlinson, Dir. of
Linn P. Towsley, Ch. Eng. Prom. & Research.
J. D. Davis, Oprs. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	430,000	538,000	2,307,000
Families in area	122,500	153,500	657,000
Area in Square Miles	3,630	7,260	13,300

FLINT

WCTV (TV)

(Target Date, Sept. 1, 1953)

LICENSEE: Trans-American Television Corp. Address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Phone: Kingsly 6-1750.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.7 kw. Transmitter: Address, 3.1 miles E. of Flint. Make, RCA. Antenna: Make RCA. Height, Above average terrain 490 ft.

OPERATION: Target date Sept. 1, 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Pres.-Treas. James L. Rubenstone, 100%.

EXECUTIVES: James L. Rubenstone, Pres.-Treas.

WTAC-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Trendle-Campbell Broadcasting Co. Address: 740 S. Saginaw St. Phone: 2-1136.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw, transmitter: Address, 2302 LaPeer St. Make, RCA. Model TTU-1B Antenna: Height, Above average terrain 380 ft. Above ground 467 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, ABC. Station, AM, WTAC.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Pres. George W. Trendle, 51%, is president and treasurer of Trandle-Campbell-Maurer Inc. (radio-TV program production), Vice Pres. H. Allen Campbell, 35%; Secy. Raymond J. Meurer, 5%; Asst. Secy. George W. Trendle Jr., 4.5%, and Mary K. Johnston, 4.5%.

EXECUTIVES:

George W. Trendle, Pres. J. R. McKinley, Com. Mgr.
H. Allen Campbell, Vice Pres. & Laurence Arnold, Prog. Dir.
Gen. Mgr. James Gimbel, Ch. Eng.

GRAND RAPIDS

WOOD-TV

LICENSEE: Grandwood Broadcasting Co. Address: 1408 National Bank Bldg. Phone: 9-4125

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 28.5 kw, Aural 14.5 kw. Transmitter: Address, 92d St., Byron Center, Mich. Make RCA. Mode TT-5A. Antenna: Make RCA. Type TF-6A. Height, Above average terrain 490 ft. Above ground 264 ft.

OPERATION: Began Oct. 19, 1951. Hours, 7 a.m.-11:35 p.m.

AFFILIATIONS: Networks, NBC, CBS, DuM, ABC. Station, AM, WOOD.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Kear & Kennedy.

SERVICES: One studio. Two studio and field camera chains. One RCA TK-20A film camera. One RCA TP-16C film projector. Telop and Telejector News Service, AP.

PRINCIPAL STOCKHOLDER: WFBM Inc. (WFBM-AM-TV Indianapolis, WFDF Flint and WEOA Evansville) is 95% owner.

EXECUTIVES:

H. M. Bitner, Pres. Franklin Sisson, Prog. Dir.
Harry M. Bitner Jr., Vice Pres. Louis Bergenroth, Ch. Eng.
Willard Schroeder, Gen. Mgr. Clark Grant, Film Buy.
Arthur M. Swift, Com. Mgr. Robert Garrison, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$110, Film \$110. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets (June 1), 252,680.

JACKSON

WIBM-TV

(Target Date, Dec. 8, 1953)

LICENSEE: WIBM Inc. Address: 2511 Kibby Rd. Phone: 6121

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 115 kw Transmitter: Address, 2511 Kibby Rd. Antenna: Height, Above average terrain 1,026 ft. Above ground 949 ft.

OPERATION: Target date, Dec. 8, 1953.

AFFILIATION: Station, AM, WIBM.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Arnold, Fortes & Porter. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Roy Radner, 40%; Vice Pres. Herman Radner, 60%.

EXECUTIVES:

Roy Radner, Pres.-Treas. & Gen. Jack Underwood, Prog. Dir.
Mgr. Charles W. Wirfanen, Ch. Eng.
William G. Hall, Com. Mgr.

SEE **WKZO-TV**
ADVERTISEMENT
PAGE 141

KALAMAZOO

WKZO-TV

LICENSEE: Fetzer Broadcasting Co. Address: 124 West Michigan Ave. Phone: 3-1223

ACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 80.5 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Nr. Plainwell, Michigan. Make, FTL-RCA. Model FTL-17A; RCA 25-AL. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 525 ft. Above ground 350 ft.

OPERATION: Began July 1950. Hours, 9 a.m.-M

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WKZO.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Dow, Lohnes & Albertson.

SERVICES: Two studios. Two RCA camera chains. Two RCA film cameras. Two RCA film projectors FTL-93A, Poly E. Fax scanner. Te op. News Service; AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDER: Pres. John E. Fetzer, principal stockholder, also owns WJEF-AM-FM Grand Rapids, Mich. and is purchaser of KOLN-AM-TV Lincoln, Neb. pending FCC approval.

EXECUTIVES:

John E. Fetzer, Pres. & Gen. Mgr.	Francis L. Morse, Stu. Tech. Supvr.
Carl E. Lee, Mngng. Dir.	E. L. Tait, Comp.
Donald W. DeSmit Jr., Sls. Dir.	Dr. Willis F. Dunbar, Pub. Aff. Advisor
John Speer, Prog. Dir. & Film Buy.	
Arthur E. Covell, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$132, Film \$110. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	522,600	1,399,100	1,628,600
Families in area	168,300	386,600	452,000
Area in Square Miles	4,200	8,600	14,912
No. of Sets (June 1)	115,886	270,682	401,768
Retail Sales	\$591,169,000	\$1,590,546,000	\$2,181,715,000
Income per family	\$4,698
Income per Capita	\$1,411

LANSING

WILS-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Lansing Broadcasting Co. Address: 407 North Washington Ave. Phone: 2-1655

ACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Olds Tower Bldg. Make, RCA. Model TTU-1B. Antenna: Make RCA. Height, Above average terrain 400 ft. Above ground 384 ft.

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, DuMont. Station, AM, WILS.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Frank H. McIntosh.

SERVICES: One studio. RCA camera chain. One Bolex H-16 film camera. Two RCA film projectors. One Gray 3-A Telejector. News Service, AP. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Pres. W. A. Pomeroy, 26.92%; Vice Pres. O. D. Campbell, 4.25%; Vice Pres. Edwin L. Byrd, 17.1%; Secy.-Treas. John C. Pomeroy, 26.92%; Miriam Boyd, 17.1%; Laura E. Campbell, 4.25%; Bessie M. Pomeroy, 18.8%.

EXECUTIVES:

W. A. Pomeroy, Pres. & Gen. Mgr.	Walter L. Dennis, Com. Mgr.
John C. Pomeroy, Asst. Gen. Mgr. & Ch. Eng.	James C. Pollock, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$31. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

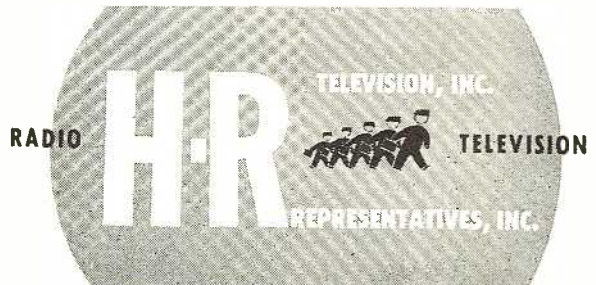
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

"we chose H-R because everybody says you are the comers..."



This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to SELL. (Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.) The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm. Please remember—H-R is the organization which Always Sends A Man to Do A Man's Work.

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



NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO

WKNX-TV

The **ONLY TV Station in the SAGINAW - BAY CITY Michigan Market!**

PROVIDES:

- PROGRAMS FROM ALL FOUR TV NETWORKS
- Excellent Coverage (due to flat terrain)
- The best of nationally-syndicated film shows
- Topflight LIVE CAMERA LOCAL Programs
- An Effective Promotional Policy for Advertisers
 - Radio announcements
 - Television spots
 - Daily Newspaper ads
 - Direct mail campaigns
 - All include product and sponsor identification!
- A whopping potential market, of 135,000 UNDUPLICATED TV households.
- A Continuing Product Sales Survey for Advertisers.
- A Rapidly-developing Primary Market
 - General Motors' 6th giant plant now under construction in SAGINAW—
 - Dow Chemical's fabulous expansion continues in MIDLAND—
 - Major Industrial expansion goes forward in BAY CITY.

● Less TV Duplication than any Michigan station.

SAGINAW-BAY CITY is a SINGLE MARKET!

WKNX-TV

CHANNEL — 57

William J. Edwards
General Manager

Howard H. Wolfe
Station Manager

Represented nationally by
GILL-PERNA, INC.,

NEW YORK-CHICAGO-LOS ANGELES-SAN FRANCISCO

MICHIGAN

LANSING (Continued)

WJIM-TV

LICENSEE: WJIM Inc. Address: Bank of Lansing Bldg. Phone: 2-1333

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20.6 kw, Aural 10.13 kw. Transmitter: Address, Saginaw at Howard St. Make, RCA. Model TT-5A. Antenna: Make RCA Type 3-Bay. Height, Above average terrain 440 ft. Above ground 502 ft.

OPERATION: Began May 1, 1950. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, WJIM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Fly, Shuebruk, & Blume. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (700 sq. ft.). One RCA TK-31A dual purpose camera chain (2 cameras). One RCA TK-20K film camera. One RCA TP-16 film projector. Two Eastman slide projectors. One opaque projector. News Services, UP. Library, United Television.

PRINCIPAL STOCKHOLDERS: Harold F. Gross.

EXECUTIVES:

Harold F. Gross, Pres.	Howard K. Finch, Vice Pres. i.
Willard E. Walbride, Exec. Vice Pres. & Gen. Mgr.	Ch. of Prog. & Prod.
	Charles Wallace, Ch. Eng.
	Philip E. Sherck, Film Dir.

RATE INFORMATION: Class A one hour Film \$525. Minute spot Film \$100. Frequency discounts from 5% for 13 times up to 15% for 104 time Rate Card No. 5.

MUSKEGON

WTVM (TV)

(Target Date, not set)

LICENSEE: Versluis Radio & TV Inc. Address: Occidental Hotel. Phone: G 6-5461

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 137 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Conklor Mich. Make, GE. Model TT-12A. Antenna Make GE. Type TY-25L Height, Above average terrain 973 ft. Above ground 800 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WLAV, Grand Rapids. FM, WLAV-FM, Grand Rapids.

REPRESENTATIVES: Washington Attorney Pierson & Ball.

PRINCIPAL STOCKHOLDER: Leonard A. Versluis is 100% owner.

EXECUTIVES:

Leonard A. Versluis, Pres.	Lee G. Stevens, Vice Pres. & Ch. Eng.
Hy M. Steed, Vice Pres. & Gen. Mgr.	

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	548,844	699,124	1,200,000
Area in Square Miles	2,540	6,150	10,000

SAGINAW

WKNX-TV (BAY CITY)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 South Washington Av. Phone: 3-4471

FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 12.6 kw. Transmitter: Address, Bradley Road. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-27BH. Height, Above average terrain 482 ft. Above ground 500 ft.

OPERATION: Began May 4, 1953. Hours, 4 p.m.-M.

AFFILIATIONS: Networks, ABC, CBS, DuM, NBC. Stations, AM, WKNX.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney Frank U. Fletcher. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (one film, one announce, & one 35 x 22 x 15 ft.). RCA TK-11 & TK-20D camera chains. RCA film camera. RCA film projector. RCA turret slide projector. Strip film projector. News Service, UP.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.



Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont



Truly an Area Station!

H. R. Representatives

SAGINAW (Continued)

WKNX-TV (Continued)

PRINCIPAL STOCKHOLDERS: Pres. William J. Edwards, 33 1/3%; Vice Pres. Alvin M. Bentley, 33 1/3%, member of U. S. Congress; Howard H. Wolfe, 33 1/3%.

EXECUTIVES:

William J. Edwards, Pres. & Gen. Mgr. Britton E. Temby, News Dir. David Krenz, Bus. Mgr. Howard H. Wolfe, Sta. Mgr. Max W. Thomas, Ch. Eng. Robert M. Chandler, Com. Mgr. Henry Scott, Film Buy. Thomas A. Taylor, Prog. Dir. Robert E. Douglas, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Table with 4 columns: Grade A (FCC Contour), Grade B (FCC Contour), Total (Including Fringe Area), and Population/Families/Income per Capita.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MINNESOTA

MINNESOTA MARKET INDICATORS

Table of Minnesota Market Indicators including Total Population, Families, Urban/Rural/Farm populations, Employment, Retail Sales, Bank Assets, and Manufacturing Payrolls.

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MINNESOTA MARKET DATA BY COUNTIES

Table of Minnesota Market Data by Counties with columns for County, Population 1950, Retail Sales, Food Sales, Drug Sales, TV Sets 1953, and Television Per Cent.

Table of Minnesota Market Data by Counties (continued) with columns for County, Population 1950, Retail Sales, Food Sales, Drug Sales, TV Sets 1953, and Television Per Cent.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

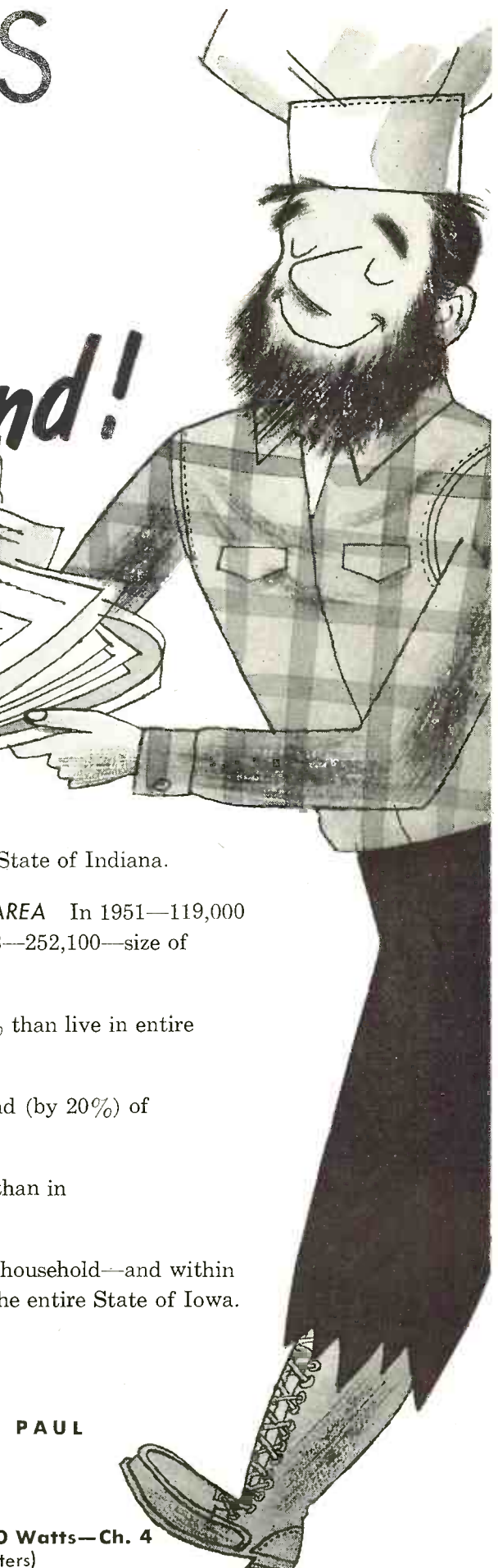
NBC TV HOME ESTIMATES

Table of NBC TV Home Estimates with columns for County, Total Homes, Television Homes, and Television Per Cent.

STATISTICS

Rare—Medium—Well
about the **TV** area of

**Paul Bunyan
Land!**



AREA 44,777 square miles—larger by 23% than State of Indiana.

TV HOMES IN TWIN CITY METROPOLITAN AREA In 1951—119,000
—roughly the size of Akron, Ohio. In 1953—252,100—size of
Seattle, Washington.

POPULATION 2½ million people—more by 24% than live in entire
State of Connecticut.

EFFECTIVE BUYING INCOME 3½ billion—ahead (by 20%) of
Cleveland Metropolitan area.

RETAIL SALES Nearly 3 billion per year—more than in
Metropolitan San Francisco.

AUTO REGISTRATIONS 830,908—1.15 cars per household—and within
striking distance of ownership of cars in the entire State of Iowa.

MINNEAPOLIS

WCCO
CBS

ST. PAUL

RADIO—50,000 Watts—830 K.C. TELEVISION—100,000 Watts—Ch. 4
(Radio Spot Sales) (Free and Peters)

AUSTIN

KMMT (TV)

LICENSEE: Minnesota-Iowa TV Co. Address: 405½ N. Main St. Phone: 8836

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: Address, Trunk Highway 105, 2.5 mis. S. of Austin. Make, DuM. Antenna: Make RCA. Height, Above average terrain 430 ft. Above ground 445 ft.

OPERATION: Began Aug. 17, 1953.

AFFILIATION: Networks, ABC, CBS, DuMont. Station, AM, KAUS.

REPRESENTATIVES: Sales, John E. Pearson TV Inc. Washington Attorney Harry J. Daly. Consulting Engineer Fred O. Grimwood & Co. (St. Louis).

PRINCIPAL STOCKHOLDERS: Pres. Harry M. Smith, 14.2%; Vice Pres. Albert W. Smith, 14.2%; Secy.-Treas. George Wilson, 14.2%; Harold O. Westby, 14.2%; Martin Bustad, 14.2%; Chester A. Weseman, 14.2%; William B. Wolf, 3.7%; George J. Wolf, 3.7%; Bennett O. Knudson, 3.7%; Myles H. Johns, 2.8%; Ted Nelson, 0.9%. Messrs. Smith, Wilson, Westby Bustad and Weseman own KAUS Austin, Minn. Messrs. Wolf and Knudson own KATE Albert Lea, Minn. Mr. Johns owns KOBK Owatonna, Minn.

EXECUTIVES:

Harry M. Smith, Pres. L. L. McCurnin, Gen. Mgr. & Com. Mgr.
Albert W. Smith, Vice Pres. Glen Klein, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 26 times. Rate Card No. 1.

DULUTH

WFTV (TV)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: Hotel Duluth. Phone: 7-6881

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.6 kw. Transmitter: Address, 4th Ave. West & Tenth St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Height, Above average terrain 731 ft. Above ground 483 ft.

OPERATION: Began June 7, 1953. Hours, 2 p.m.-11 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios. Three RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Spindler & Sauppe slide projector. One Baia Model V-16, scanner. News Service, UP. Library, UTP.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. of which Pres.-Secy. Herbert Scheffel and Treas. Alfred G. Burger (theatrem) own 25% each. For other holdings, see Group Ownership.

EXECUTIVES:

Herbert Scheffel, Pres.-Secy. Gerald Pearsen, Prog. Dir.
Alfred G. Burger, Treas. Norman Gill, Ch. Eng.
C. G. Alexander, Gen. Mgr. Harvey Wick, Film Buy.
James C. Cole, Sta. Mgr. & Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets (June 1) 21,135 (within 50-mile radius.)

MINNEAPOLIS

(Also see St. Paul)

WCCO-TV

LICENSEE: Midwest Radio-Television, Inc. Address: 50 S. 9th St. Phone: Lincoln 0552

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 17.5 kw, Aural 8.9 kw. Transmitter: Address, Foshay Tower. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 540 ft. Above ground 607 ft.

OPERATION: Began July 1, 1949. Hours, 7:15 a.m.-12:45 a.m.

AFFILIATIONS: Networks, CBS, DuM. ABC. Station, AM, WCCO.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Fly, Shuebruk & Blume.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Two studios (30 x 60 ft., one studio with 30-ft stage and one studio with practical kitchen). Seven RCA image orthicon camera chains. Two RCA iconoscope camera chains. Two RCA iconoscope film cameras. Two RCA 16mm sound film projectors. GE opaque projector. GE Bal-optical scanner. Houston 16mm film processing unit. RCA mobile unit News Services, UP, AP, WU, Movietone, Acme. Libraries, Associated, Standard, Unity and Sterling.

PRINCIPAL STOCKHOLDERS: Licensee is owned 53% by Mid-Continent Radio-Television Inc. and 47% by CBS, with Robert B. Ridder and William J. McNally voting CBS stock under trusteeship. Northwest Publications (St. Paul Dispatch and Pioneer Press) and Minnesota Tribune Co. each own 50% of Mid-Continent. Ridder radio stations include WDSM Superior, Wis., KSDN Aberdeen, S. D. and KILO Grand Forks, N. D. Ridder group also publishes New York Journal of Commerce, New York Staats-Zeitung, Grand Forks (N. D.) Herald, Long Beach (Calif.) Press-Telegram and Independent, San Jose (Calif.) News and Mercury. Minority interest held in Seattle Times.

EXECUTIVES:

William J. McNally, Chmn. of Bd. Gwen Harvey, Prog. Dir.
Robert B. Ridder, Pres. Richard A. Jensen, Nat. Sls. Rep.
F. VanKonyenburg, Exec. Vice C. D. Miller, Prod. Mgr.
Pres. & Gen. Mgr. John M. Sherman, Ch. Eng.
Sherman K. Headley, Asst. Mgr. Harry Jones, Film Dir.
Robert N. Ekstrum, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$1,100, Film \$1,100. Minute spot Live \$220, Film \$220. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,220,300	274,800	2,578,000
Families in area	363,183	76,507	741,400
Area in Square Miles	2,480	10,600	45,500
No. of Sets (June 1)	386,000
Retail Sales	\$1,534,218,000	\$272,940,000	\$2,931,227,000
Income per family	\$5,391	\$3,671	\$4,654
Income per Capita	\$1,604	\$1,022	\$1,336

WTCN-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Minnesota Television Public Service Corp. Address: Calhoun Beach Hotel

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 188.7 kw. Operating Pow.: Visual 70 kw, Aural 42 kw. Transmitter: Address, Foshay Tower, Marquette Avenue. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type Super-Gain 9-Bay. Height, Above average terrain 470 ft. Above ground 601 ft.

OPERATION: Target date, Sept. 1, 1953. Hours, 8 a.m.-1 a.m. Shares time with WMIN-TV St. Paul.

AFFILIATIONS: Network, ABC. Stations, AM, WTCN, FM, WTCN-FM

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George P. Adair.

SERVICES: Two studios. Three GE PE 4-B & 4-C camera chains. One GE PE-5-B film camera. Two GE Synchronolite PF-5-A film projectors. GE type PF-4-A slide projector. News Services UP, AP.

PRINCIPAL STOCKHOLDERS: Pres. Robert Butler, 68.63%, construction & ship building; Vice Pres. Arthur Gluek, 7.84%, brewing.

EXECUTIVES:

Robert Butler, Pres. M. N. Fleming, Ch. Eng.
Edward G. Smith, Gen. Mgr. Cliff Rian, News Ch.
Kendell Light, Com. Mgr. George Hudak, Prom. & Publ.
Don Kraatz, Prog. Dir. Mgr.

ROCHESTER

KROC (TV)

LICENSEE: So. Minnesota Broadcasting Co. Address: 100 1st Ave. Bldg. Phone 3924

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 107.3 kw, Aural 53.7 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Highway 14, 2 miles west of town. Make, RCA. Antenna: Make RCA. Type 12-Bay Supergain. Height, Above average terrain 621 ft. Above ground 576 ft.

OPERATION: Began July 12, 1953. Hours, 5:30 p.m.-11 p.m.

AFFILIATIONS: Networks, NBC, ABC, DuM. Station, AM, KROC.

REPRESENTATIVES: Sales Meeker TV Inc. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (15 x 20 ft. and 30 x 50 ft.). One RCA camera chain. Two RCA film cameras. One RCA film projector. One RCA slide projector. Film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Agnes P. Gentling, (12.25%); Estate of G. P. Gentling (63.6%); Vice Pres. G. David Gentling, (8.31%).

EXECUTIVES:
 Agnes P. Gentling, Pres.
 G. David Gentling, Vice Pres., Robert W. Cross, Ch. Eng.
 Gen. Mgr. & Con. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 1.

ST. CLOUD

WJON-TV

(Target Date, Late Oct. 1953)

LICENSEE: Granite City Broadcasting Co. Address: St. Cloud Hotel.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 12 kw. Operating Power, Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 522 Lincoln Ave., S.E. Make, DuM. Antenna: Make RCA. Height, Above average terrain 425 ft. Above ground 410 ft.

OPERATION: Target date, late Oct., 1953.

AFFILIATION: Station, AM, WJON.

REPRESENTATIVES: Sales, William G. Rambeau Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Charles B. Persons (Duluth).

SERVICES: One Studio (Film). One standard film camera. Two standard film projectors, 16mm. One standard film projector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Max H. Lavine (89.5%); Vice Pres. Frances H. Lavine (0.5%); Secy.-Treas. Roy H. Westman (10%).

EXECUTIVES:
 Max H. Lavine, Pres. Wallace McBriar, Prog. Dir.
 Hermann Schneider, Gen. Com. Carl Wilford, Ch. Eng.
 Mgr. & Film Buy.

MARKET INFORMATION: Population, 168,622; Families in Area, 40,000 (approx.); Area in Square Miles, 4,656.

ST. PAUL

(Also see Minneapolis)

KSTP-TV

LICENSEE: KSTP Inc. Address: 3415 University Ave. Phone: Prior 2717

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 22.0 kw, Aural 13.2 kw. Transmitter: Address, 3415 University Ave. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 875 ft. Above ground 571 ft.

OPERATION: Began April 23, 1948. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Station, AM, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Spearman & Roberson. Consulting Engineer A. D. Ring & Associates.

SERVICES: News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Pres. Stanley E. Hubbard is principal stockholder.

EXECUTIVES:
 Stanley E. Hubbard, Pres. & Gen. Mgr. William R. Brazzil, Reg. TV Sls. Mgr.
 K. M. Hance, Exec. Vice Pres. & Treas. Del Franklin, Prod. Supvr.
 William S. Sadler, Ch. Eng.
 Karl A. Plain, Nat. TV Sls. Mgr. Joseph C. Cook, Prom. & Publ.

RATE INFORMATION: Class A one hour Live \$900, Film \$900. Minute spot Live \$180, Film \$180. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 10.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WCOW-TV

(Target Date, Nov. 15, 1953)

LICENSEE: WCOW Telecasting Co. Address: 8 W. 9th St. Phone: Prior 5672

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 96 kw. Transmitter: Address, Prior & Hewitt Aves. Make, RCA. Antenna: Make RCA. Height, Above average terrain 560 ft. Above ground 564 ft.

OPERATION: Target date, Nov. 15, 1953.

AFFILIATIONS: Stations, AM, WCOW.

REPRESENTATIVES: Washington Attorney Abe L. Stein. Consulting Engineer Lynn C. Smeby.

PRINCIPAL STOCKHOLDERS: Partners S. J. Gray (25%); Howard D. Howard, 25%; Albert S. Tedesco (16 2/3%); Nicholas Tedesco (16 2/3%); Victor J. Tedesco (16 2/3%). The Messrs. Tedesco also own WKLU Sparta, Wis., and KDUZ Hutchinson, Minn.

EXECUTIVES:
 Albert Tedesco, Gen. Mgr.

WMIN-TV

(Target Date, Sept. 1, 1953)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Bldg. Phone: Nestor 7277

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Foshay Tower. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type TFS-9B/11. Height, Above average terrain 470 ft. Above ground 601 ft.

OPERATION: Target date Sept. 1, 1953. Shares time with WTCN-TV Minneapolis.

AFFILIATIONS: Network, ABC. Stations, AM, WMIN. FM, WMIN-FM

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (26 x 41 ft. and 20 x 20 ft.). Two RCA studio & field camera chains. One RCA film camera. Two RCA film projectors. One Gray 2 x 2" disc type slide projector. One Gray Telop.

PRINCIPAL STOCKHOLDERS: Pres. N. L. Bentson and Secy. Mort Bentson, together 87% (trustees of testamentary trust of Edward Hoffman); Exec. Vice Pres. Frank M. Devaney, 10%; L. C. Borgstrom, 3%; Mr. N. L. Bentson has one-third interest Mid-Continent Broadcasting Co. (KELO-AM-TV) Sioux Falls, S. D.

EXECUTIVES:
 N. L. Bentson, Pres. Fred Kaufman, Prod. Div.
 Frank M. Devaney, Vice Pres. Chg. Warren Fritze, Ch. Eng.
 of Sls. Tom Letcher, Dir. of Prom.
 Al Victor, Dir. of TV Oper.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	1,250,000	1,600,000
Families in area	366,000	460,000
No. of Sets (June 1)	370,000	420,000
Retail Sales	\$1,500,000,000	\$1,700,000,000
Income per family	\$6,000
Income per Capita	\$1,700

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1952	2,173,000
Total Families, 1950	508,960
Total Urban Population, 1950	607,162
Total Rural Nonfarm Population, 1950	474,545
Total Farm Population, 1950	1,097,207
Total Employed, 1950	716,851
Employed in Manufacturing, Feb., 1953	98,300
Employed in Agriculture, 1950	302,086
Retail Sales, 1952	\$ 1,273,350,000
Bank Assets, Jan. 1, 1953	\$ 976,610,000
Bank Deposits, Jan. 1, 1953	\$ 911,236,000
Major Income Sources, 1951: Agriculture 24.3%; Government 21.8%; Manufacturing Payrolls 11.8%; Trade and Service 24.0%; Other 18.1%	
Total Income Payments, 1951	\$ 1,689,000,000
Per Capita Income, 1951	\$ 771
Median Family Income, 1950	\$ 1,198
Total Internal Revenue Collections, 1952	\$ 143,942,672
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 46.26
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 56,453,000
Cash Receipts of Farms, 1952	\$ 609,648,000
Government Payments to Farmers, 1952	\$ 5,739,000
Value of Mineral Production, 1950	\$ 102,945,000
New Public Construction in 1952	\$ 113,300,000
Motor Vehicle Registration, 1952	524,062
Number of Telephones, 1952	254,700
Number of Electrical Connections, 1952	497,180
Number of Gas Utilities Connections, 1952	172,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MISSISSIPPI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	32,256	31,416	8,245	1,266		
Alcorn	27,158	19,624	3,720	462	1,690	22%
Amite	19,261	9,014	2,958	229		
Attala	26,652	15,366	3,070	361		
Benton	8,793	1,503	534	60	530	25%
Bolivar	63,004	31,686	9,851	863		
Calhoun	18,369	6,161	1,402	238		
Carroll	15,499	2,715	889	50		
Chickasaw	18,951	7,567	2,046	242		
Choctaw	11,009	3,154	965	118		
Claiborne	11,944	5,623	1,864	151		
Clarke	19,362	6,227	2,303	251		
Clay	17,757	8,828	1,719	325		
Coahoma	49,361	34,167	8,820	987		
Copiah	30,493	13,429	4,085	397		
Covington	16,036	6,367	1,294	224		
De Soto	24,599	7,212	2,070	56	1,500	25%
Forrest	45,055	47,391	9,566	1,123	1,770	13%
Franklin	10,929	5,227	1,662	184		
George	10,012	5,007	1,715	137		
Greene	8,215	2,478	678	132		
Grenada	18,830	11,963	3,565	351		
Hancock	11,891	6,845	2,873	197	990	30%
Harrison	84,073	71,939	18,824	2,171	2,750	10%
Hinds	142,164	144,908	25,575	4,140	*9,520	23%
Holmes	33,301	14,446	3,637	390		
Humphreys	23,115	12,105	3,799	336		
Issaquena	4,966	683	548			
Itawamba	17,216	3,069	1,153	27	440	10%
Jackson	31,401	23,961	8,156	1,176		
Jasper	18,912	4,741	1,205	157		
Jefferson	11,306	3,663	1,202	105		
Jeff Davis	15,500	6,311	1,099	218	490	13%
Jones	57,235	43,543	10,327	1,057		
Kemper	15,893	4,262	1,157	193		
Lafayette	22,798	11,855	3,005	370	660	12%
Lamar	13,225	5,118	1,798	188	460	13%
Lauderdale	64,171	50,062	10,626	1,679		
Lawrence	12,639	5,424	1,410	147	400	13%
Leake	21,610	5,915	1,227	132		
Lee	38,237	30,155	5,813	740	1,500	11%
Leflore	51,813	43,563	8,893	914	1,500	11%
Lincoln	27,899	20,714	5,077	536		
Lowndes	37,852	24,784	5,293	806		
Madison	33,860	15,365	3,759	295	1,860	23%
Marion	23,967	12,074	2,015	364	820	13%
Marshall	25,106	7,774	2,402	238	1,450	25%
Monroe	36,543	14,418	4,361	389		
Montgomery	14,470	6,944	1,719	205		
Nashoba	25,730	11,291	2,589	405		
Newton	22,681	11,010	2,405	335		
Noxubee	20,022	8,021	1,540	220		
Oktibbeha	24,569	9,909	2,224	358		
Panola	31,271	15,987	4,489	376	2,810	36%
Pearl River	20,641	12,754	2,430	319	1,710	30%
Perry	9,108	3,974	752	115		
Pike	35,137	24,553	5,431	816		
Pontotoc	19,994	8,337	1,511	187	650	12%
Prentiss	19,810	8,606	2,192	147	520	10%
Quitman	25,885	10,974	3,064	257	910	14%
Rankin	28,881	7,479	2,505	149	*1,400	23%
Scott	21,681	15,412	2,892	329		
Sharkey	12,903	7,166	1,552	221		
Simpson	21,819	8,475	1,605	207		
Smith	16,740	3,345	1,525	129		
Stone	6,264	4,932	1,570	29	210	13%
Sunflower	56,031	27,632	7,648	655		
Tallahatchie	30,486	10,655	3,779	295	1,060	14%
Tate	18,011	8,565	1,869	173	1,620	36%

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CE) Television Per Cent
Tippah	17,522	6,151	1,383	155	970	22%
Tishomingo	15,544	3,907	1,127	103	420	10
Tunica	21,664	8,211	2,916	184	2,020	36%
Union	20,262	9,228	2,152	270	1,250	22%
Walthall	15,563	4,288	793	47	470	13
Warren	39,616	33,945	9,637	828		
Washington	70,504	56,398	14,667	1,728		
Wayne	17,010	6,178	1,521	116		
Webster	11,607	5,716	1,032	156		
Wilkinson	14,116	6,774	2,022	257		
Winston	22,231	10,828	2,245	278		
Yalobusha	15,191	7,296	2,002	197		
Yazoo	35,712	18,587	4,683	698		

*New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	9,500			Leflore	13,600		
Alcorn	7,700		1,870	Lincoln	7,600	10	
Amite	4,600	10	480	Lowndes	10,300		
Attala	6,600			Madison	8,100		
Benton	2,100	20	420	Marion	6,300	10	
Bolivar	16,300			Marshall	5,800	20	1,160
Calhoun	4,600			Monroe	9,900		
Carroll	3,600			Montgomery	3,800		
Chickasaw	4,700			Neshoba	6,600		
Choctaw	2,800			Newton	5,800		
Claiborne	3,000			Noxubee	4,600		
Clarke	4,900			Oktibbeha	6,200		
Clay	4,400			Panola	7,800	29	2,272
Coahoma	13,600			Pearl River	5,700	36	2,052
Copiah	7,900			Perry	2,300		
Covington	3,800			Pike	9,500	10	950
DeSoto	6,000	20	1,190	Pontotoc	5,400	16	864
Forrest	13,600	13	1,770	Prentiss	5,200		
Franklin	2,900			Quitman	6,500	13	845
George	2,600	22	570	Rankin	6,100		
Greene	2,000			Scott	5,500		
Grenada	5,000			Sharkey	3,100		
Hancock	3,300	36	1,190	Simpson	5,500		
Harrison	27,500	31	8,650	Smith	3,900		
Hinds	41,400	23	9,620	Stone	1,600	12	192
Holmes	8,100			Sunflower	13,700		
Humphreys	5,600			Tallahatchie	7,600	13	988
Issaquena	1,300			Tate	4,500	29	1,305
Itawamba	4,400			Tippah	4,400	24	1,056
Jackson	9,500	22	2,100	Tishomingo	4,200		
Jasper	4,500			Tunica	5,600	29	1,616
Jefferson	2,900			Union	5,700	24	1,368
Jeff Davis	3,800	10	390	Walthall	3,600	10	360
Jones	16,400			Warren	12,400		
Kemper	3,500			Washington	20,800		
Lafayette	5,500	16	890	Wayne	4,000		
Lamar	3,500	13	440	Webster	2,900		
Lauderdale	19,300			Wilkinson	3,400		
Lawrence	3,100	10	320	Winston	5,500		
Leake	5,400			Yalobusha	3,900		
Lee	10,800	17	1,870	Yazoo	8,900		
Totals	579,800						48,200

COLUMBUS

WCBI-TV

(Target Date, not set)

LICENSEE: Birney Imes Jr. Address: Gilmer Hotel. Phone: 1313
 FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw
 Transmitter: Address, Gilmer Hotel. Make, RCA. Antenna: Make RCA
 Height, Above average terrain 470 ft. Above ground 498 ft.
 OPERATION: Target date not set.
 AFFILIATION: Station, AM, WCBI.
 PRINCIPAL STOCKHOLDERS: Birney Imes Jr. owns also WELO Tupelo, WNAC
 Grenada, WMOX-AM-FM Meridian, and WROX Clarksdale, all Miss.
 EXECUTIVES:
 Birney Imes Jr., Own. Thos. McFerrin, Ch. Eng.
 Bob McRaney, Gen. Mgr.

GULFPORT

WGCM-TV

(Target Date, not set)

LICENSEE: WGCM Television Corp. Address: Hewes-Martin Bldg.
 FACILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw
 Transmitter: Address, Arlington Heights. Make, RCA. Antenna: Make
 RCA. Height, Above average terrain 300 ft. Above ground 315 ft.
 OPERATION: Target date not set.
 AFFILIATIONS: Stations, AM, WGCM. FM, WGCM-FM
 REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting
 Engineer A. D. Ring & Associates.
 PRINCIPAL STOCKHOLDERS: Pres. Hugh O. Jones (55.3%), owner of WGCM
 AM-FM; Vice Pres. Joseph S. Perusse (11.6%), department store owner.
 EXECUTIVES:
 Hugh O. Jones, Pres. Joseph S. Perusse, Vice Pres.

JACKSON

VJTV (TV)

LICENSEE: Mississippi Publishers Corp. Address: P. O. Box 3459. Phone: 4-7642
FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 17.7 kw. Aural 8.5 kw. Operating Power, Visual 1.0 kw, Aural 0.5 kw. Transmitter: Address, West of Robinson Rd., 0.3 mi. North of Route 18. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-21BL. Height, Above average terrain 700 ft. Above ground 671 ft.

OPERATION: Began Jan. 20, 1953. Hours 11:30 a.m.-11:30 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM, NBC.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Wheeler & Wheeler. Consulting Engineer Raymond M. Wilmotte.

SERVICES: One studio (20 x 30 ft.). Two RCA TK-11A studio cameras. One RCA TK-20C film camera. Two RCA TP-16D film projectors. One RCA turret slide projector. Standard RCA mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Licensee publishes Jackson Clarion Ledger and Daily News.

EXECUTIVES:

John Rossiter, Gen. Mgr. Dale Baum, Film Buy.
 Bruce B. Compton, Com. Mgr. Sylvia Schively, Traffic Mgr.
 J. R. Whitworth, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	105,400 (Jackson)	1,087,600
Families in Area	31,652	277,900
Area in Sq. Mi.		100 (16 counties)
Retail Sales	\$144,908,000	\$603,588,000
Income per Family	\$5,826	\$5,826
Income per Capita	\$1,631	\$1,631

WSLI-TV

(Target Date, Jan. 1954)

LICENSEE: Standard Life Broadcasting Co. Address: P. O. Box 1847. Phone: 3-2788.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Transmitter: Address, Robinson Road Extension, Jackson, Miss. Make, GE. Model TT-23-A. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 698 ft. Above ground 666 ft.

OPERATION: Target date Jan. 1954.

AFFILIATION: Network, ABC. Station, AM, WSLI.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Standard Life Insurance Co. (54%), stockholder WSLI; L. M. Sepaugh (23%), stockholder in WSLI & KPLC Lake Charles, La.; T. B. Lanford (23%), stockholder in WSLI, KPLC, KALB Alexandria, La. and KRRV, Sherman, Tex.

EXECUTIVES:

W. R. Newman, Pres. B. K. Smith, Prog. Dir.
 L. M. Sepaugh, Gen. Mgr. C. A. Perkins, Ch. Eng.
 F. E. Wilkerson Jr., Com. Mgr.

MERIDIAN

WCOC-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Mississippi Broadcasting Co. Address: 15th Floor—Threefoot Bldg. Phone: 7714

FACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 252 kw, Aural 134 kw. Transmitter: Address, Highway 45 South. Make, GE. Antenna: Make GE. Height, Above average terrain 564.1 ft. Above ground 319 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATIONS: Network, CBS. Station, AM, WCOC.

REPRESENTATIVES: Washington Attorney Harry J. Daly. Consulting Engineer Fred O. Grimwood & Co. (St. Louis).

SERVICES: Two studios (one with provision for audience). Two GE studio cameras. One GE field camera. One rear screen projector. Two film cameras. Two film projectors. Two slide projectors. One opaque projector. One scanner. One motion picture camera. One film processing unit.

PRINCIPAL STOCKHOLDERS: Pres.-Secy. D. Withers Gavin, and Mrs. R. S. Gavin own licensee. They also own WJQS Jackson, WMBC Macon and WACR Columbus, all in Miss. and weekly Clark County Tribune (Quitman, Miss.) and Meridian Record.

EXECUTIVES:

D. Withers Gavin, Pres.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WTOK-TV

(Target Date, Sept. 27, 1953)

LICENSEE: Southern Television Corp. Address: Box 1771. Phone: 3-1441
FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 31.2 kw, Aural 15.6 kw. Transmitter: Address, Highway 45, 1.8 miles South of Meridian. Make, DuM. Model 8,000. Antenna: Make RCA. Type 6-A1. Height, Above average terrain 580 ft. Above ground 319 ft.

OPERATION: Target date Sept. 27, 1953.

AFFILIATIONS: Networks, CBS, ABC, DuM. Station, AM, W TOK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer George Gautney.

SERVICES: One studio (25 x 30 ft.). One DuM TA-124E camera chain. One DuM film camera. Two 16mm DuM film projectors. One DuM slide projector. One monochrome scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Pres. Robert F. Wright (26 1/2%); Vice Pres. William B. Crooks (18%), James H. Skewes (11%), publisher and editor Meridian Star; Treas. S. A. Rosenbaum (11%), I. A. Rosenbaum Jr. (11%).

EXECUTIVES:

Robert F. Wright, Pres. & Gen. Mgr. Joe H. Saxon, Ch. Eng.
 Jerry Joiner, Film Buy.
 William B. Crooks, Com. Mgr. George E. Shannon, News & Sports Dir.
 Cecil Germany, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	127,100	267,400	395,600
Families in area	34,500	68,500	104,000
Area in Square Miles	1,707	5,911	11,300
No. of Sets (June 1)	1,600	3,100	5,500
Retail Sales	\$72,040,000	\$133,227,000	\$219,660,000
Income per family	\$3,460	\$2,706	\$2,860
Income per Capita	\$962	\$693	\$760

MISSOURI

MISSOURI MARKET INDICATORS

Total Population, July 1, 1952	4,056,000
Total Families, 1950	1,057,260
Total Urban Population, 1950	2,432,715
Total Rural Nonfarm Population, 1950	658,442
Total Farm Population, 1950	863,496
Employed in Nonagricultural Establishments, Feb., 1953	1,272,600
Total Employed, 1950	1,521,617
Employed in Mining, Feb., 1953	9,100
Employed in Manufacturing, Feb., 1953	417,400
Employed in Construction, Feb., 1953	54,800
Employed in Agriculture, 1950	266,872
Retail Sales, 1952	\$ 4,305,433,000
Bank Assets, Jan. 1, 1953	\$ 5,418,777,000
Bank Deposits, Jan. 1, 1953	\$ 5,041,046,000
Major Income Sources, 1951: Agriculture 11.3%; Government 14.2%; Manufacturing Payrolls 20.1%; Trade and Service 27.7%; Other 26.7%.	
Total Income Payments, 1951	\$ 6,141,000,000
Per Capita Income, 1951	\$ 1,519
Median Family Income, 1950	\$ 2,617
Total Internal Revenue Collections, 1952	\$ 1,994,861,746
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 66.49
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 134,957,000
Cash Receipts of Farms, 1952	\$ 1,132,590,000
Government Payments to Farmers, 1952	\$ 15,996,000
Value of Mineral Production, 1950	\$ 113,191,000
Total New Construction in 1952	\$ 626,600,000
New Private Construction in 1952	\$ 492,800,000
New Public Construction in 1952	\$ 133,800,000
Motor Vehicle Registration, 1952	1,332,747
Number of Telephones, 1952	1,247,100
Number of Electrical Connections, 1952	1,266,657
Number of Gas Utilities Connections, 1952	639,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MISSOURI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	19,689	21,091	4,967	466		
Andrew	11,727	5,875	1,664	163	2,000	50%
Atchison	11,127	12,059	2,616	296	770	22%
Audrain	23,829	26,323	5,690	594	980	12%
Barry	21,755	20,853	3,865	577		
Barton	12,678	10,158	2,040	310	570	13%
Bates	17,534	13,718	2,647	450	1,650	27%
Benton	9,080	7,539	1,533	251		
Bollinger	11,019	3,618	943	65	650	21%
Boone	48,432	44,737	9,053	1,636	1,730	12%

MISSOURI MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	TV Sets 1953	(CBS) Television Per Cent
Buchanan	96,826	101,156	22,817	5,252	19,030	63%
Butler	37,707	29,523	6,588	659	230	
Caldwell	9,929	10,041	2,025	184	1,800	50%
Callaway	23,316	13,677	2,905	416	760	12%
Camden	7,861	4,531	1,077	70		
Cape Girardeau	38,397	39,048	8,718	1,270		
Carroll	15,589	13,400	3,166	402	2,190	43%
Carter	4,777	2,049	483	27	230	15%
Cass	19,325	19,068	3,725	596	1,760	27%
Cedar	10,663	8,058	1,329	281	490	13%
Chariton	14,944	12,458	2,558	210	540	11%
Christian	12,412	7,637	1,496	199	*350	9%
Clark	9,003	8,997	1,706	124		
Clay	45,221	49,073	11,161	2,614	11,250	65%
Clinton	11,726	17,174	2,769	509	2,000	50%
Cole	35,464	35,595	6,945	1,375	990	10%
Cooper	16,608	14,867	2,827	498		
Crawford	11,615	6,294	1,561	226	1,010	28%
Dade	9,324	7,995	1,297	228	390	13%
Dallas	10,392	10,092	1,065	229	*300	9%
Daviess	11,180	9,597	1,982	243	1,850	50%
De Kalb	8,047	5,895	1,341	167	1,500	50%
Dent	10,936	8,686	2,232	192	950	28%
Douglas	12,638	5,439	816	66		
Dunklin	45,329	33,008	6,406	946	2,180	17%
Franklin	36,046	32,459	8,068	762	5,060	44%
Gasconade	12,342	12,470	2,430	169		
Gentry	11,036	11,291	2,506	335	1,080	30%
Greene	104,823	120,998	21,342	4,124	*3,270	9%
Grundy	13,220	15,295	2,955	474	1,080	24%
Harrison	14,107	11,341	2,741	374	1,380	30%
Henry	20,043	19,444	3,718	675	1,840	27%
Hickory	5,387	3,303	237	68		
Holt	9,833	10,956	2,691	311	680	22%
Howard	11,857	8,705	1,980	456		
Howell	22,725	15,351	3,125	623		
Iron	9,458	5,564	1,946	64	730	28%
Jackson	541,035	971,740	166,518	50,056	121,810	65%
Jasper	79,106	91,669	19,714	2,747		
Jefferson	38,007	30,390	8,720	658	7,740	64%
Johnson	20,716	13,950	2,856	493	2,990	44%
Knox	7,617	4,122	829	127		
Laclede	19,010	21,004	3,837	583		
Lafayette	25,272	26,436	5,005	1,057	3,560	44%
Lawrence	23,420	15,636	3,276	701	*710	9%
Lewis	10,733	10,397	1,886	189		
Lincoln	13,478	14,517	2,701	175	1,740	37%
Linn	18,865	17,833	3,556	679	780	12%
Livingston	16,532	19,603	3,733	503	1,320	24%
McDonald	14,144	13,404	1,842	315		
Macon	18,332	12,544	2,774	433	760	12%
Madison	10,380	8,330	2,034	208	650	21%
Maries	7,423	3,634	887	114		
Marion	29,765	34,618	8,633	837	1,920	19%
Mercer	7,235	5,486	892	167	750	30%
Miller	13,734	10,222	2,130	123	430	10%
Mississippi	22,551	17,145	4,724	541		
Moniteau	10,840	9,322	1,121	238		
Monroe	11,314	11,564	1,970	279		
Montgomery	11,555	9,911	2,133	97	1,480	37%
Morgan	10,207	7,265	1,802	132		
New Madrid	39,444	23,648	7,426	589		
Newton	28,240	17,854	4,091	358		
Nodaway	24,033	21,404	4,517	534	1,690	22%
Oregon	11,978	5,429	868	192	530	15%
Osage	11,301	7,932	1,308	120		
Ozark	8,856	2,990	238	67		
Pemiscot	45,624	25,733	6,866	863	3,840	31%
Perry	14,890	12,259	1,856	230	880	21%
Pettis	31,577	33,128	6,809	898	3,920	36%
Phelps	21,504	17,842	4,298	327		
Pike	16,844	17,276	4,649	462	2,180	37%
Platte	14,973	8,578	1,870	200	2,400	50%
Polk	16,062	15,856	1,919	356	*470	9%
Pulaski	10,392	8,960	1,035	311		
Putnam	9,166	5,042	1,065	252		
Ralls	8,686	4,795	1,002	135	510	19%
Randolph	22,918	20,540	4,564	660		
Ray	15,932	13,184	2,681	385	2,370	43%
Reynolds	6,918	2,830	668	62	240	14%
Ripley	11,414	5,013	1,217	225	530	15%
St. Charles	29,834	26,387	6,321	594	5,890	64%
St. Clair	10,482	6,493	988	133		
St. Francois	35,276	26,193	8,356	727	5,460	52%
St. Louis	406,349	1,483,026	363,579	50,178	309,550	76%
St. Genevieve	11,237	8,498	2,150	193	1,610	52%
Saline	26,694	25,325	5,120	783	920	11%
Schuyler	5,760	5,845	629	159		
Scotland	7,332	6,799	1,723	64		
Scott	32,842	28,433	6,299	685		
Shannon	8,377	2,353	386	75	330	15%
Shelby	9,730	8,301	1,547	143	700	19%
Stoddard	33,463	21,212	4,484	329		
Stone	9,748	4,625	888	218	*260	9%
Sullivan	11,299	8,431	2,115	155		
Taney	9,863	6,488	1,337	126	*270	9%
Texas	18,992	9,012	1,911	270		
Vernon	22,685	20,615	4,042	473		
Warren	7,666	7,970	1,455	119	930	37%
Washington	14,689	6,692	2,133	90	1,150	28%
Wayne	10,514	4,196	903	134		
Webster	15,072	11,181	1,619	163	*410	9%
Worth	5,129	4,438	840	95	480	30%
Wright	15,834	14,380	1,854	289		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction uncensored. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Homes
Adair	6,400			Linn	6,500	10	
Andrew	4,000	41	1,650	Livingston	5,500	24	
Atchison	3,500	21	720	McDonald	4,300		
Audrain	8,200	13	1,100	Macon	6,300	10	
Barry	6,600	11	700	Madison	3,100	21	
Barton	4,400			Maries	2,100	13	
Bates	6,100	26	1,590	Marion	10,100		
Benton	2,700			Mercer	2,500	26	
Bollinger	3,100	21	640	Miller	4,300		
Boone	14,400			Mississippi	6,100		
Buchanan	30,200	59	17,930	Moniteau	3,600		
Butler	11,300	15	1,700	Monroe	3,900	12	
Caldwell	3,600	41	1,480	Montgomery	4,000	34	
Callaway	6,300	13	840	Morgan	3,200		
Camden	2,500			New Madrid	10,100	12	
Cape Girardeau	11,800	12	1,370	Newton	8,900		
Carroll	5,100	40	2,030	Nodaway	7,700	21	
Carter	1,500			Oregon	3,500		
Cass	6,300	26	1,700	Osage	3,100	13	
Cedar	4,900			Ozark	2,400	10	
Chariton	4,900	13	640	Pemiscot	12,400	31	
Christian	3,900	10	400	Perry	4,200	21	
Clark	3,000	61	1,840	Pettis	10,900	33	
Clay	17,300	10	1,040	Phelps	8,000	13	
Clinton	4,000	41	1,650	Pike	5,900	34	
Cole	9,900			Polk	4,800	41	
Cooper	5,300			Pulaski	5,200	10	
Crawford	3,600	23	810	Putnam	3,300	10	
Dade	3,000			Ralls	3,000		
Dallas	3,300	10	340	Randolph	2,700		
Daviess	3,700	41	1,520	Ray	8,200	12	
DeKalb	3,000	41	1,240	Reynolds	5,500	40	
Dent	3,400	23	770	Ripley	1,700		
Douglas	3,600	10	370	St. Charles	3,500	64	
Dunklin	12,800	22	2,770	St. Clair	9,200	13	
Franklin	11,500	45	5,230	St. Francois	3,500	52	
Gasconade	4,000	13	530	St. Louis	10,500	77	
Gentry	3,600	26	930	St. Genevieve	407,300	31	
Greene	36,300	18	6,700	Saline	3,100	52	
Grundy	4,500	24	1,090	Schuyler	8,400	13	
Harrison	4,600	26	1,190	Scotland	1,900		
Henry	6,800	26	1,770	Scott	2,500		
Hickory	1,900			Shannon	9,800		
Holt	3,100	21	640	Shelby	2,200		
Howard	3,700			Stoddard	3,700		
Howell	7,100			Stone	9,500	12	
Iron	2,600	23	590	Sullivan	2,900	10	
Jackson	187,400	64	120,230	Taney	3,700		
Jasper	27,700	16	4,540	Texas	3,000	10	
Jefferson	12,100	60	7,260	Vernon	5,900		
Johnson	6,800	43	2,940	Washington	6,900	13	
Knox	2,700			Wayne	2,500	34	
Laclede	5,900	10	600	Washington	4,100	22	
Lafayette	8,100	43	3,490	Webster	2,800	15	
Lawrence	7,900	11	840	Worth	4,600	25	
Lewis	3,600			Wright	1,600	10	
Lincoln	4,700	34	1,600	Totals	1,278,400	57	

CAPE GIRARDEAU

KGMO-TV

(Target Date, not set)

LICENSEE: KGMO Radio & Television Inc. Address: 46 N. Henderson. Phone: 384

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.9 kw
 Transmitter: Address, U. S. Highway 61 and Eastbound State Highway 74
 Make, DuM. Antenna: Make Workshop. Height, Above average terrain
 148 ft. Above ground 193 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KGMO.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co. (St. Louis)

PRINCIPAL STOCKHOLDERS: Richard C. Brandt (19.7%), William C. Brandt
 (19.7%), William M. Bryan (19.7%), John J. Parker (19.7%), Edw
 Erlbacher (19.7%), Rush H. Limbaugh 1.5%.

CLAYTON

KFUO-TV (ST. LOUIS)

(Target Date, not set)

LICENSEE: Lutheran Church-Missouri Synod. Address: 210 N. Broadway, S
 Louis, Mo. Phone: Chestnut 8001.

FACILITIES: Chan. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw.
 Transmitter: Address, 801 DeMun Ave. Make, GE. Antenna: Make G
 Height, Above average terrain 580 ft. Above ground 536 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, KFUE, FM, KFUE-FM.

REPRESENTATIVES: Washington Attorney Cummings, Stanley, Truitt & Cros
 Consulting Engineer George E. Gautney.

EXECUTIVES:

Rev. J. W. Behnken, D.D., Pres. Rev. F. A. Hertwig, D.D., Second
 Rev. H. Herms, D.D., First Vice Vice Pres.
 Pres. Rev. Walter F. Lichtsinn, D.D.,
 Third Vice Pres.

COLUMBIA

OMU-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Curators of the University of Missouri. Address: 507 Hitt St. Phone: 2-3197.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 48.7 kw, Aural 24.55 kw. Transmitter: Address, South Farm. Make, GE. Model TT-6F. Antenna: Make GE. Type 4TY-28H. Height, Above average terrain 794 ft. Above ground 738 ft.

OPERATION: Target date, Nov. 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (30 x 64 ft.). One GE PE-8C studio camera chain. Two GE PE-5C film cameras. Two GE PF-5A 16mm film projectors. One Selectro-slide (2 x 2") slide projector. One GE PF-HA Balop. Mobile unit.

PRINCIPAL STOCKHOLDERS: Powell B. McHaney is president of the U. of Missouri.

EXECUTIVES:

Dr. Edward C. Lamoert, Dir. of TV Dev.	William A. Vaughn, Prog. Dir. & Film Buy.
George J. Kapel, Gen. Mgr. & Com. Mgr.	Duane Weise, Ch. Eng.
	Phil Berk, News Dir.
	Bill Stiles, Prom. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries could be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION (Grade B, FCC Contour): Population 379,161; Families in area 117,093; Area in square miles 7,860; No. of sets (June 1) 14,000; Retail sales \$319,241,910.

FESTUS

KACY (TV)

(Target Date, Oct. 20, 1953)

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg. Phone: Chestnut 4262.

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, 3.5 miles west of Kimmswick, Mo. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-14A, 4-section Helical. Height, Above average terrain 875 ft. Above ground 644 ft.

OPERATION: Target date Oct. 20, 1953.

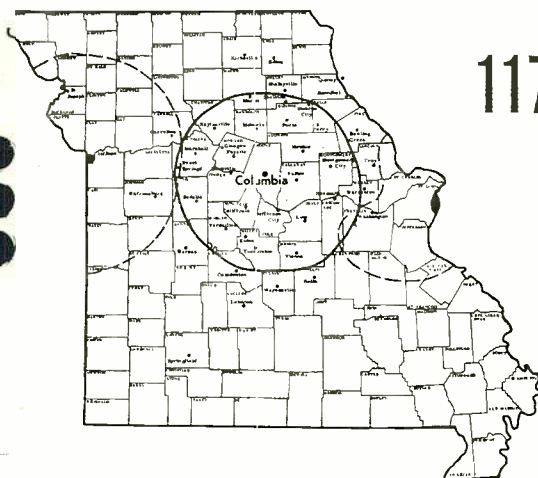
REPRESENTATIVES: Washington Attorney George M. Moore. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two GE camera chains. GE film camera. Two GE film projectors.

PRINCIPAL STOCKHOLDERS: Pres. John T. McKenna (36%), tax consultant; Vice Pres.-Secy. Carl G. McIntire (46%), TV film production; Treas. George Menos (9%), flying school; Raymond W. Karst (9%), attorney.

EXECUTIVES:

John T. McKenna, Pres.	George Menos, Treas.
Carl G. McIntire, Vice Pres.-Secy.	



117,000 Missouri Families . . . Exclusively Yours

KOMU-TV
Channel 8—Columbia, Mo.
NBC—CBS—ABC—DuMONT



KOMU-TV, Columbia, Missouri. Channel 8, 316 kw ERP, Antenna 794 feet above average terrain (Interim power 48.7 kw ERP). The 56 dbu predicted B Coverage contour prepared to FCC specifications by Cravens, Lohnes and Culver, Washington, D. C.

The contour fills the void left in Central Missouri by the signals of maximum power VHF stations in St. Louis and Kansas City.

Population, 1952	379,161
Families	117,093
University and College Students.	14,255
Effective Buying Income	\$393,783,266
Farm Income	\$123,875,687

You cover the Big Middle of Missouri . . . only when you buy KOMU-TV—exclusive coverage of an area population as large as Albany and Providence combined. You get quality coverage of a quality market—117,000 families who live well, in an area evenly divided among urban, small city and rural populations. Contact your H-R Television rep. BUY KOMU-TV NOW.

Represented by H-R Television, Inc.

The Commercial Television Station of the University of Missouri

HANNIBAL

KHQA-TV (QUINCY, ILL.)

(Target Date, Sept. 10, 1953)

LICENSEE: Lee Broadcasting Inc. WCU Bldg. Quincy, Ill. Phone: 6200

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.4 kw. Make, RCA. Antenna: Make RCA. Height, Above average terrain 500 ft. Above ground 537 ft.

OPERATION: Target date Sept. 10, 1953.

AFFILIATIONS: Stations, AM, WTAD (Quincy, Ill.). FM, WTAD-FM (Quincy, Ill.).

REPRESENTATIVES: Washington Attorney Eliot C. Lovett. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Licensee is 20% owned by Hannibal, (Mo.) Courier-Post, and 60% by Lee Radio Inc., licensee of KGLO-AM-FM Mason City, Iowa (Mason City Globe Gazette). Both newspapers are affiliated with other Lee newspapers (see Newspaper ownership).

EXECUTIVES:
Lee P. Loomis, Pres. Herbert R. Ohrt, Vice Pres.

KANSAS CITY

KCMO-TV

(Target Date, Sept. 27, 1953)

LICENSEE: KCMO Broadcasting Co. Address: 125 East 31st St. Phone: Jefferson 6789

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 20.2 kw, Aural 12 kw. Transmitter: Address, 125 East 31st St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 831 ft. Above ground 749 ft.

OPERATION: Target date, Sept. 27, 1953. Hours, 10 a.m.-M.

AFFILIATIONS: Network, ABC. Stations, AM, KCMO. FM, KCMO-FM

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer A. D. Ring & Associates.

SERVICES: One studio (30x30 ft.). Two RCA TK-31A camera chains. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray Teleprojector (2x2-in.). One Gray Telop (3x4-in. slides). News Service, AP.

PRINCIPAL STOCKHOLDERS: T. L. Evans (49.5%), Lester E. Cox (49.5%), Richard W. Evans (.5%), Lester L. Cox (.5%).

EXECUTIVES:
T. L. Evans, Pres. Karl Troeglen, Ch. Eng.
E. K. Hartenbower, Gen. Mgr. & Com. Mgr. R. B. Thompson, Film Buy.
L. B. Tremble, Prog. Dir. F. C. Strawn, Prom. Dir.
Ken Heady, Prod. Dir.

RATE INFORMATION: Class A one hour Film \$750. Minute spot Film \$150. Frequency discounts from 3.03% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,187,200	392,400	1,579,600
Families in area	370,600	126,600	497,200
Area in Square Miles	3,530	13,700	17,230
No. of Sets (June 1)	300,658

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KCTY (TV)

LICENSEE: Empire Coil Co. Address: Beechwood Ave & 2d St., New Rochelle, N. Y., Phone: Baltimore 8300 (Kansas City)

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 50 kw. Operating Pow.: Visual 19.77 kw, Aural 10.67 kw. Transmitter: Address 87th & Walmer, Overland Park, Kansas. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 87 ft. Above ground 748 ft.

OPERATION: Began June 6, 1953. Hours, 9 a.m.-10 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Adler Communications Laboratories.

SERVICES: Two studios (23x36 ft. and 14x23 ft.). Three GPL, two RCA TK-20 camera chains. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. One Gray Telejector, Type 3A; one Splinder & Sauppe slic projector. Gray Telop.

PRINCIPAL STOCKHOLDERS: Herbert Mayer and family own licensee, which electronics parts manufacturer. For other holdings, see Group Ownership.

EXECUTIVES:
Herbert Mayer, Pres. & Gen. Mgr. Richard Ostrander, Prog. Dir.
John M. Kinsella, Com. Mgr. Robert Artman, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$400. Minute spot Film \$80. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

KMBC-TV

LICENSEE: Midland Broadcasting Company. Address: 222 West 11th St. Phone: Harrison 2650

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 156 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Power & Light Bldg. Make, DuM. Model 8,000. Antenna: Make RCA. Type TF-12-AH. Height, Above average terrain 1,079 ft. Above ground 1,029 ft. (temporary 521 ft.).

OPERATION: Began August 2, 1953. Hours 9 a.m.-9:30 p.m. Shares time with WHB-TV.

AFFILIATIONS: Network, CBS. Station, AM, KMBC.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Loucks, Zie Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

SERVICES: TV Playhouse, seating 2,600 and KMBC Bldg. Two RCA and two DuM camera chains. One RCA film camera. Two Eastman film projectors. One RCA scanner. Gray Telop. Composite mobile unit, with DuM dual camera chain. News Services UP, AP.

PRINCIPAL STOCKHOLDERS: Pres. Arthur B. Church and family (89.8%); also own KFRM Concordia, Kan.

EXECUTIVES:
Arthur B. Church, Pres. Arthur B. Church, Jr., and
George J. Higgins, Vice Pres. & Mging. Dir. Noland Franz, Admin. Assts.
Roderick Cupp, Prog. Dir.
Kenneth Cook, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$900. Minute spot Film \$180. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	849,800	200,400	1,050,200
Area in Square Miles	1,510	5,350
No. of Sets approx. (June 1)	290,000

In Kansas City...



All Eyes are on

Channel



**TELEVISION
for Kansas City**

In the Kansas City market, all eyes are on Channel 9 and KMBC-TV . . . more than a million pairs of eyes watching, day and night, in excess of 300,000 television sets.

Those same eyes are looking for the products they see advertised on KMBC-TV. And, a million pairs of hands will carry these products home because they have the same confidence in KMBC-TV that they have in KMBC-KFRM radio.

So . . .

If you've got YOUR eye on the Kansas City Market, you'll get delivery on KMBC-TV.

Put your FINGER on the Kansas City Market today by contacting KMBC-TV, Kansas City, Missouri, or your nearest Free & Peters colonel. Place your television schedule before the EYES of the Kansas City Market on KMBC-TV and you'll have your FINGER in a nice "sales pie"!

Represented Nationally by Free & Peters, Inc.

KMBC-TV

Basic Affiliate CBS Television Network . . . Sharing Time with WHB-TV

KANSAS CITY

WDAF-TV

LICENSEE: Kansas City Star Co. Address: 3030 Summit St. Phone: Harrison 1200 and Jefferson 9250

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100, Aural 50. Operating Pow.: Visual 100, Aural 50. Transmitter: Address, 3030 Summit St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 745 ft. Above ground 724 ft.

OPERATION: Began Oct. 16, 1949. Hours, 6 a.m.-M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, WDAF.

REPRESENTATIVES: Sales Harrington, Richter & Parsons Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer George E. Gautney.

SERVICES: Two studios (40x65 ft. and 20x20 ft.). Two RCA TK-10A, three RCA TK-11A. & two RCA TK-30A camera chains. One Trans-Lux rear screen projector. One RCA TK-20A and one RCA TK-20C film cameras. Two RCA and two Eastman film projectors. One Gray Telop. One Selectro-slide projector. Packard mobile unit with two field cameras, microwave equipment, four camera pedestals, one camera crane. two large mike dollies. News Services AP, UP. Library Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, Mngng. Dir. Al Christy, Prog. Dir.
William Bates, Mgr. J.A. Flaherty, Ch. Eng.
E. Manne Russo, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$785. Minute spot \$157. Rate Card No. 7.

MARKET INFORMATION Total, (Including Fringe Area): Population, 1,837,800; Families in Area, 619,020; No. of Sets (June 1), 298,633; Retail Sales, \$1,945,060,000; Income per family, \$4,360.82; Income per Capita, \$1,468.84.

WHB-TV

LICENSEE: WHB Broadcasting Co. Address: Scarritt Bldg. Phone: Harrison 1161

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, 23d St. & Topping Ave. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,080 ft. Above ground 1,023 ft. (Temporary 521 ft.).

OPERATION: Began Aug. 2, 1953. Shares time with KMBC-TV.

AFFILIATIONS: Network CBS. Station, AM, WHB.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Spearman & Roberson. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

PRINCIPAL STOCKHOLDERS: Owned by Cook Paint & Varnish Co.

EXECUTIVES:

Lathrop G. Backstrom, Chmn. John T. Schilling, Vice Pres.
Donald D. Davis, Pres. R. B. Caldwell, Secy.
John F. Cash, Vice Pres.-Treas.

RATE INFORMATION: Class A half hour Live \$540. Minute spot Live \$180. Frequency discounts from 5% for 26 times to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	849,800	200,400	1,050,200

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ST. JOSEPH

KFEQ-TV

(Target Date, Early Sept., 1953)

LICENSEE: KFEQ Inc. Address: KFEQ Bldg. Phone: 3-2528

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Operating Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 40th Faraon St. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 810 ft. Above ground 750 ft.

OPERATION: Target date, Early Sept., 1953.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KFEQ.

REPRESENTATIVES: Sales, Headley-Reed TV Inc. Washington Attorney Pierson C. Ball. Consulting Engineer George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA TK-31A camera chains. One RCA TK-20D film camera. Two RCA TP-16D film projectors. One Gray Telop (2x2"). News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Barton Pitts (51%), publisher (Stockyar Journal); Vice Pres. Henry D. Bradley (3%), publisher; Secy. J. Ted Branson (1%); Treas. Glenn Griswold (1%); Arthur V. Burrowes (1%), editor. News-Press & Gazette Co. (St. Joseph News-Press and Gazette) (43%)

EXECUTIVES:

Barton Pitts, Pres. & Gen. Mgr. Carleton Schirmer, Prog. Dir.
Glenn G. Griswold, Asst. Gen. J. Wesley Koch, Ch. Eng.
Mgr. & Com. Mgr. Wally Johnson, Prod. Mgr.
J. Ted Branson, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,600	1,176,800	1,350,400
Families in area	45,000	324,700	369,700
Area in Square Miles	2,660	11,620	14,280
No. of Sets (June 1)	25,042	237,428	262,470
Retail Sales	\$156,113,000	\$1,795,828,000	\$1,795,828,000
Income per family	\$3,269	\$3,550
Income per Capita	\$1,047	\$1,144

ST. LOUIS

KETS (TV)*

(Target Date, not set)
(*Noncommercial, Educational)

LICENSEE: St. Louis Educational Television Commission. Address: c/o Martin, Peper & Martin, 407 N. Eighth St.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 53.6 kw, Aural 26.8 kw. Transmitter: Address, 3621 Olive St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 640 ft. Above ground 625 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer Fred O. Grimwood & Co. (St. Louis).

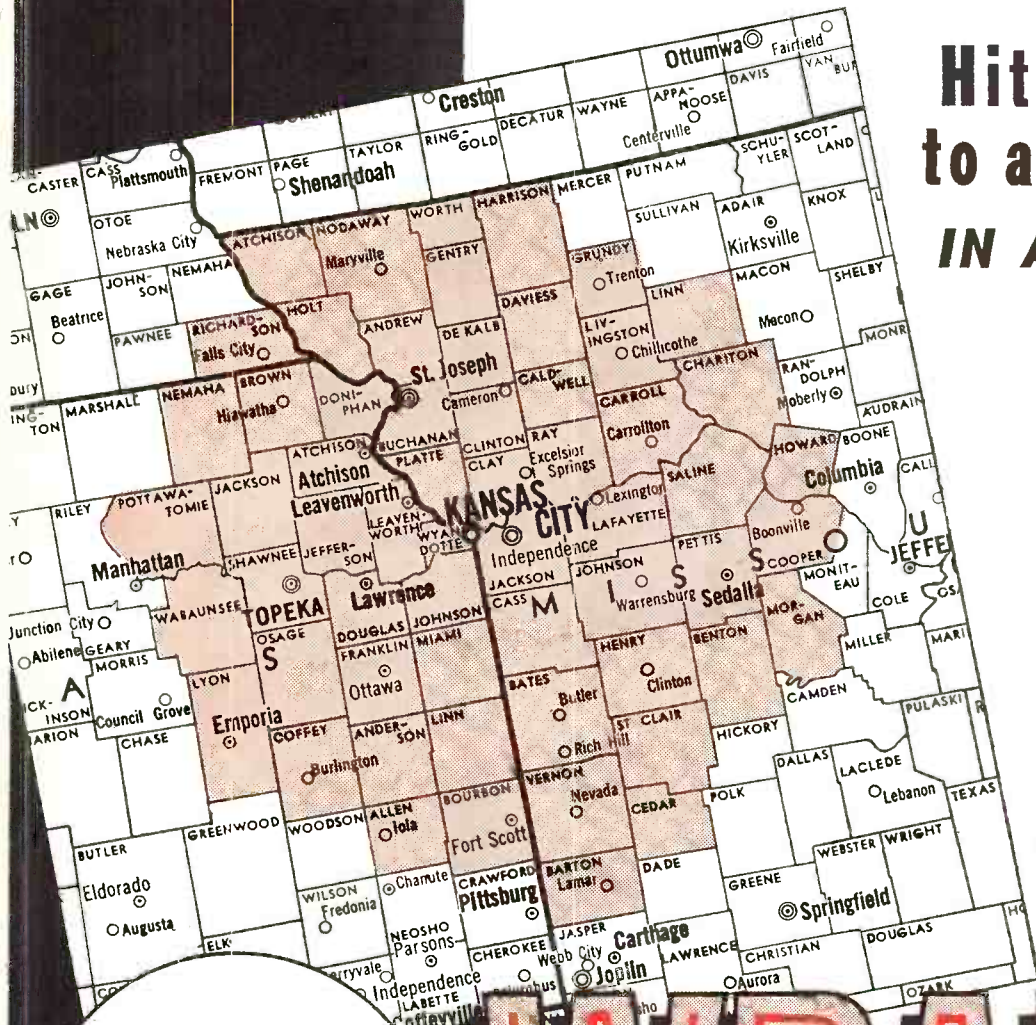
PRINCIPAL STOCKHOLDERS: Owned by combination of local educational and business interests, including Washington U., St. Louis U., and St. Louis Public Schools.

EXECUTIVES:

Arthur H. Compton, Chmn. Malcolm W. Martin, Secy.-Treas.
Raymond H. Wittcoff, Vice Chmn.

NOW **100,000** WATTS

Hitch Your Product
to a Great Station...
IN A GREAT MARKET!



- ▶ POPULATION IN THESE 58 COUNTIES — 1,806,400
- ▶ NUMBER OF FAMILIES — 608,700
- ▶ SET SALES — OVER 300,000
- ▶ RETAIL SALES — \$1,908,353,000
- ▶ FOOD SALES — \$ 360,126,000
- ▶ DRUG SALES — \$ 85,600,000
- ▶ EFFECTIVE BUYING INCOME — \$2,663,950,000

▶ New Power Increase Adds 146,000 Families In This Rich Market.

The .1 millivolt signal strength line bisects the outside tier of counties shown in the map. Set sales, mail response and other data substantiate the inclusion of these 58 counties as the good coverage area of WDAF-TV.

WDAF-TV

Channel 4

KANSAS CITY

OWNED AND OPERATED BY
THE KANSAS CITY STAR COMPANY

Represented Nationally by **HARRINGTON, RIGHTER & PARSONS, Inc.**

ST. LOUIS (Continued)

KSD-TV

LICENSEE: Pulitzer Publishing Co. Address: 1111 Olive St. Phone: Main 1111.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow. Visual 100 kw, Aural 60 kw. Transmitter: Address, 1111 Olive St. Make, RCA. Model TT-5A and TT-25AL. Antenna: Make RCA. Type 6-Bay Superturnstile. Height, Above average terrain 530 ft. Above ground 544 ft.

OPERATION: Began Feb. 8, 1947. Hours, 7 a.m.-1 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, KSD.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Associates.

PRINCIPAL STOCKHOLDER: Licensee is publisher of St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer, Pres.	Harold Grams, Prog. Dir.
George M. Burbach, Gen. Mgr.	J. E. Risk, Ch. Eng.
Edward W. Hamlin, Com. Mgr.	David Pasternak, Prom. Mgr.
Guy E. Yeldell, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$950, Film \$950. Minute spot Live \$175, Film \$175. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 8.

KSTM (TV)

(Target Date, Sept. 27, 1953)

LICENSEE: Broadcast House Inc. Address: Buder Bldg. Phone Main 0600

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 145 kw. Transmitter: Address, 6001 Berthold Ave. Make, GE. Model TT-25A. Antenna: Make GE. Type TY-25D 5-Bay Helical. Height, Above average terrain 590 ft. Above ground 600 ft.

OPERATION: Target date Sept. 27, 1953. Hours, 3:30 p.m.-10:30 p.m.

AFFILIATIONS: Network ABC. Station, AM, KSTL.

REPRESENTATIVES H-R Television Inc. Washington Attorney Franklyn C. Salisbury. Consulting Engineer George P. Adair.

SERVICES: One studio (24x45 ft.). Two GE studio camera chains. Two GE film cameras. Two GE Synchron-lite film projectors. Two Selectro-slides (2x2").

PRINCIPAL STOCKHOLDERS: Pres. William E. Ware (10%), 25% owner of KSTL St. Louis, and 28% owner of WPEO Peoria, Ill.; Vice Pres. Oscar D. Guth (10%), lighting fixtures and brass manufacturer; Secy. William H. Biggs (16%), attorney; Treas. Edward E. Haverstick Jr., 17.7% owner of KSTL St. Louis and 14% owner of WPEO Peoria, Ill., investment broker; Albert G. Blanke Jr. (15%), investments; Ray Roberts Inc. (10%), gas appliances.

EXECUTIVES:

William E. Ware, Pres.	Edward E. Murphy, Pgm. Dir.
E. L. "Ted" Favors, Ch. Eng.	Frank E. Heaston, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$90, Film \$90. Frequency discounts from 2.7% for 13 times up to 5.2% for 260 times. Rate Card No. 1.

Q.

Which publications do you read regularly for television?

A.

**BROADCASTING
TELECASTING**

overwhelmingly the first choice among leading TV agencies and advertisers*

These findings were drawn from a questionnaire sent by the American Research Bureau in April 1953 to 637 leading television agencies and advertisers. Nearly 50% (289) responded.

BROADCASTING • TELECASTING 107

Publication "B".....	62
Publication "C".....	36
Publication "D".....	30
All others.....	54

* For complete brochure describing this study in detail write your nearest B•T office.

The **DAILY BULLETIN**

ST. LOUIS NO LONGER CAPTIVE TV MARKET

**SECOND STATION
COMING SOON**

TELEVISION'S
NEWSTHROUGH
THESE
PROGRAMS
WILL
BE
AVAILABLE
TO
ST. LOUIS
TELEVIEWERS
AS OF
MAY 1, 1953

TELEVISION'S

"BIG MO"

Sails into St. Louis Sales Battle

At long last, St. Louis viewers can make their OWN choice of television programs. With the advent of television's "Big Mo", KSTM-TV, the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.

To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV . . . now . . . or

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM-TV

275,000 watts

ST. LOUIS

William E. Ware, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

ST. LOUIS (Continued)

WTVI (TV) (BELLEVILLE, ILL.)

LICENSEE: Signal Hill TV Corp. Address: 1939 Boatman's Bank Bldg. Phone: Geneva 5454

EXECUTIVES:

John I. Hyatt, Vice Pres. and Gen. Sls. Mgr. Harold Kirsch, Loc. Sls. Mgr.
Walter W. Averill, Nat. Sls. Mgr. Arnold K. Kittenberg, Acct. Exec.
Hugh Kerwin, Adv. & Prom. Mgr.

(For full information, see Belleville Ill.)

SEDALIA

KDRO-TV

(Target Date, Jan. 1 1954)

LICENSEE: Milton J. Hinlein. Address: 2100 W. Broadway. Phone. 4004-5.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 6.35 kw, Aural 3.18 kw. Transmitter Address, W. Broadway at State Fair Blvd. Make, GE. Antenna: Height, Above average terrain 360 ft. Above ground 320 ft.

OPERATION: Target date Jan. 1, 1954.

AFFILIATIONS: Stations, AM, KDRO. FM, KDRO-FM.

REPRESENTATIVES: Sales, Forjoe & Company. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: News Service, AP.

EXECUTIVES:

Milton J. Hinlein, Own. Bob Harvey, Prog. Dir.
Herbert W. Brandes, Gen. Mgr. Bob Smith, Ch. Eng.
James F. Glenn, Com. Mgr.

SPRINGFIELD

KTTS-TV

LICENSEE: Independent Broadcasting Co. Address: P. O. Box 1716 S. S. S. Phone: 2-7474

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow. Visual 12.76 kw, Aural 6.38 kw. Operating Pow.: Visual 12.76 kw, Aural 6.38 kw. Transmitter: Address, Walnut at Jefferson St. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-6AH. Height, Above average terrain 262.5 ft. Above ground 242 ft.

OPERATION: Began March 14, 1953. Hours, 12:00 noon-10:30 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KTTS. FM, KTTS-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dempsey & Koplowitz. Consulting Engineer James C. McNary.

SERVICES: One studio (36x36 ft.). One RCA TK-11A with Zoomar studio camera chain. One RCA film camera. Two RCA 16mm film projectors. One RCA 35 mm automatic slide projector. News Service, AP. Library, Snader.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PRINCIPAL STOCKHOLDERS: Pres. J. H. G. Cooper (61%), Vice Pres.-Treas. Frank Sedgwick (5%), Vice Pres. G. Pearson Ward (8.8%), Secy. Irving W. Schwab (14.6%).

EXECUTIVES:

J. H. G. Cooper, Pres. Bill Maynard, Prog. Dir.
F. Pearson Ward, Gen. Mgr. William F. Curry, Ch. Eng.
Bob Burke, Nat. Sls. Mgr. Jack Lloyd/Bob Burke, Film Buy.
C. L. "Jack" Lloyd, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45.00, Film \$40.00. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in area	92,700	26,750	119,450
No. of Sets (June 1)	23,917
Retail Sales	\$231,692,000	\$70,425,000	\$302,117,000
Income per family	\$3,030	\$2,890	\$2,993

KYTV (TV)

(Target Date, Sept. 15, 1953)

LICENSEE: Springfield Television Inc. Address: 999 West. Sunshine. Phone 6-2766

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 61 kw, Aural 30.5 kw. Transmitter: Address, 999 W. Sunshine. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 544 ft. Above ground 500.5 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 5 p.m.-10:30 p.m.

AFFILIATIONS: Networks, NBC, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (42x60 ft.). Two RCA TK-11A camera chains. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. One RCA Electro-Slide. News Service, AP.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, Pres.; Tams Bixby Jr., Vice Pres.) owns 49.6%. Vice Pres. Lester L. Cox (24.9%), Secy. Lynn E. Bussey (24.9%). Springfield Newspapers Inc. publishes Springfield News and Leader Press and owns KGBX Springfield. Mr. Bixby is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat and of KBIX Muskogee.

EXECUTIVES:

Tams Bixby Jr., Pres. Carl Fox, Prog. Dir. & Film Buy.
J. Gordon Wardell, Gen. Mgr. & E. Dennis White, Ch. Eng.
Com. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

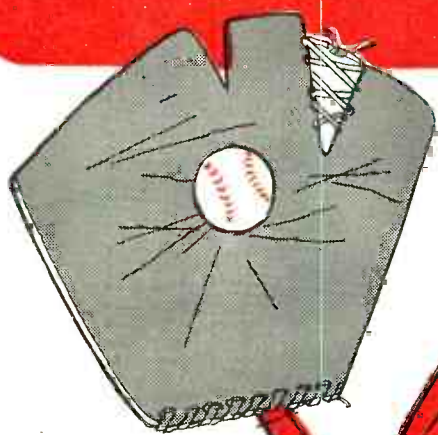
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	137,700	297,400	839,431
Families in area	43,941	93,811	268,618
Area in Square Miles	1,910	9,310	22,708
No. of Sets (June 1)	10,000	25,000	50,000
Retail Sales	\$128,396,000	\$264,383,000	\$668,745,000
Income per family	\$4,350	\$3,765	\$2,494
Income per Capita	\$1,395	\$1,271	\$ 860

TV STATION **WTVI** Channel 54

St. Louis' MAJOR LEAGUE

BASEBALL STATION TELEVISES HOME GAMES OF
THE ST. LOUIS

Browns



PRE-GAME
"Dugout Shows"
POST-GAME
"Base Ball Roundup"

Sponsored By
FALSTAFF
BREWING CORPORATION

SPORTS *Galore on* 54

- Major League Baseball
- Pro Golf
- Pro Football
- (Nat'l Pro League Games)
- Network Boxing
- Pro Basketball
- Network Wrestling
- Local Sports



WTVI is the **DU MONT** basic affiliate in **St. Louis**

SIGNAL HILL TELECASTING CORP. BUSINESS OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.
Geneva 5454

Call WEED TELEVISION

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA

MONTANA MARKET INDICATORS

Total Population, July 1, 1952.....	591,000
Total Families, 1950.....	145,775
Total Urban Population, 1950.....	258,034
Total Rural Nonfarm Population, 1950.....	197,051
Total Farm Population, 1950.....	135,939
Employed in Nonagricultural Establishments, Feb., 1953.....	148,600
Total Employed, 1950.....	218,460
Employed in Mining, Feb., 1953.....	12,200
Employed in Manufacturing, Feb., 1953.....	16,700
Employed in Construction, Feb., 1953.....	7,300
Employed in Agriculture, 1950.....	54,105
Retail Sales, 1952.....	\$ 711,320,000
Bank Assets, Jan. 1, 1953.....	\$ 690,381,000
Bank Deposits, Jan. 1, 1953.....	\$ 653,804,000
Major Income Sources, 1951: Agriculture 28.1%; Government 13.8%; Manufacturing Payrolls 6.3%; Trade and Service 22.7%; Other 29.1%.	
Total Income Payments, 1951.....	\$ 1,026,000,000
Per Capita Income, 1951.....	\$ 1,742
Median Family Income, 1950.....	\$ 3,255
Total Internal Revenue Collections, 1952.....	\$ 123,347,986
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 80.21
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 46,898,000
Cash Receipts of Farms, 1952.....	\$ 391,855,000
Government Payments to Farmers, 1952.....	\$ 5,677,000
Value of Mineral Production, 1950.....	\$ 103,389,000
New Public Construction in 1952.....	\$ 70,300,000
Motor Vehicle Registration, 1952.....	282,578
Number of Telephones, 1952.....	165,100
Number of Electrical Connections, 1952.....	195,807
Number of Gas Utilities Connections, 1952.....	83,100

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Beaverhead.....	6,671	10,270	1,997	162		
Big Horn.....	9,824	8,974	2,539	206		
Blaine.....	8,516	6,976	1,603	124		
Broadwater.....	2,922	2,861	647	20		
Carbon.....	10,241	7,840	1,765	241		
Carter.....	2,798	1,968	444	24		
Cascade.....	53,027	75,802	15,454	1,464		
Chouteau.....	6,974	9,607	1,724	26		
Custer.....	12,661	22,310	3,408	626		
Daniels.....	3,946	5,436	1,321	172		
Dawson.....	9,092	14,633	2,253	214		
Deer Lodge.....	16,553	12,091	3,886	178		
Fallon.....	3,660	5,578	1,349	48		
Fergus.....	14,015	17,957	3,950	430		
Flathead.....	31,495	42,105	8,776	1,106		
Gallatin.....	21,902	27,835	5,527	532		
Garfield.....	2,172	1,824	610	21		
Glacier.....	9,645	16,839	2,807	292		
Golden Valley.....	1,337	1,765	141	39		
Granite.....	2,773	2,854	788	61		
Hill.....	14,285	16,954	3,777	46		
Jefferson.....	4,014	2,581	647	93		
Judith Basin.....	3,200	3,125	542	41		
Lake.....	13,835	11,475	2,934	288		
Lewis & Clark.....	24,540	30,295	7,205	730		
Liberty.....	2,180	2,808	445	21		
Lincoln.....	8,693	6,855	2,363	209		
McCone.....	3,258	2,610	461	26		
Madison.....	5,998	3,662	797	148		
Meagher.....	2,079	1,356	194	17		
Mineral.....	2,081	1,684	458	40		
Missoula.....	35,493	42,336	9,563	1,616		
Musselshell.....	5,408	5,377	1,362	166		
Park.....	11,999	16,629	3,687	481		
Petroleum.....	1,026	627	223	17		
Phillips.....	6,334	6,532	1,331	157		
Pondera.....	6,392	9,488	1,355	262		
Powder River.....	2,693	1,219	325	20		
Powell.....	6,301	5,099	1,591	59		
Prairie.....	2,377	2,354	561	20		
Ravalli.....	13,101	10,888	2,635	278		
Richland.....	10,366	15,663	3,162	369		
Roosevelt.....	9,580	16,329	2,934	435		
Rosebud.....	6,570	5,510	1,317	159		
Sanders.....	6,983	4,321	1,054	157		
Sheridan.....	6,674	9,827	2,007	209		
Silver Bow.....	48,422	57,926	15,907	1,203		
Stillwater.....	5,416	4,939	934	212		
Sweet Grass.....	3,621	4,858	852	25		
Teton.....	7,232	10,073	1,657	289		
Toole.....	6,867	8,979	1,649	196		
Treasure.....	1,402	1,500	248	38		
Valley.....	11,353	10,791	2,166	306		
Wheatland.....	3,187	3,842	781	21		
Wibaux.....	1,907	1,883	642	20		
Yellowstone.....	55,875	81,834	15,103	2,274		
Yellowstone Nat'l. Park.....	58					

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele-vision	Tele-vision Homes	County	Total Homes	Per Cent Tele-vision	Tele-vision Homes
Beaverhead.....	2,400			Meagher.....	800		
Big Horn.....	2,600			Mineral.....	600		
Blaine.....	2,500			Missoula.....	11,700		
Broadwater.....	900			Musselshell.....	1,900		
Carbon.....	3,400			Park.....	4,100		
Carter.....	700			Petroleum.....	300		
Cascade.....	18,300			Phillips.....	2,100		
Chouteau.....	2,300			Pondera.....	1,800		
Custer.....	4,500			Powder River.....	1,000		
Daniels.....	1,100			Powell.....	1,800		
Dawson.....	2,900			Prairie.....	800		
Deer Lodge.....	4,800			Ravalli.....	4,400		
Fallon.....	1,000			Richland.....	3,200		
Fergus.....	4,600			Roosevelt.....	2,900		
Flathead.....	11,000			Rosebud.....	1,800		
Gallatin.....	7,000			Sanders.....	2,400		
Garfield.....	800			Sheridan.....	1,800		
Glacier.....	2,800			Silver Bow.....	17,500		
Golden Valley.....	400			Stillwater.....	1,700		
Granite.....	1,000			Sweet Grass.....	1,100		
Hill.....	4,600			Teton.....	2,300		
Jefferson.....	1,000			Toole.....	2,000		
Judith Basin.....	900			Treasure.....	400		
Lake.....	4,400			Valley.....	3,400		
Lewis-Clark.....	8,500			Wheatland.....	1,100		
Liberty.....	500			Wibaux.....	400		
Lincoln.....	2,900			Yellowstone.....	20,200		
McCone.....	900			Totals.....	194,100		
Madison.....	1,900						

BILLINGS

KOOK-TV

(Target Date, not set)

LICENSEE: Montana Network. Address: 7002 South Billings Blvd. Tel.: 9-5970.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.8 kw. Transmitter: Address, Two miles ESE of Billings on Westerguard Hill. Make, DuM. Model, 7,000. Antenna: Make RCA. Height, Above average terrain 600 ft. Above ground 200 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KOOK.

REPRESENTATIVES: Washington Attorney John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

PRINCIPAL STOCKHOLDERS: Pres. C. L. Crist (46.8%), Vice Pres. J. Carter Johnson (42.9%).

EXECUTIVES:

C. L. Crist, Pres. John Conner, Com. Mgr.
J. Carter Johnson, Vice Pres. Edmund Peiss, Prog. Dir.
V. V. Clark, Gen. Mgr. & Film Buy. Grant French, Ch. Eng.

KRHT (TV)

(Target Date, Fall, 1953)

LICENSEE: Rudman-Hayutin Television Co. Address: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 12 kw, Aural 6.2 kw. Transmitter: Address, Coburn Hill Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 390 ft. Above ground 199 ft.

PERATION: Target date Fall 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDERS: M. B. Rudman (50%), oil operator, and Alber Hayutin (50%), oil producer. For Mr. Rudman's other holdings, see Group Ownership.

BUTTE

KOPR-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Copper Broadcasting Co. Address: Finlen Hotel. Phone: 6546

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 18. kw, Aural 7.6 kw. Transmitter Address, Little Basin Creek. Make, DuM. Antenna: Make RCA. Type 3-Bay. Height, Above average terrain 347 ft. Above ground 300 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATION: Stations, AM, KOPR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, John H. Midlen. Consulting Engineer Grant R. Wrathall (Aptos, Calif.)

SERVICES: One studio (30x47 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Pres. Frank C. Carman (16.75%), Vice Pres. Ed Cooney (10%), Secy. R. D. Corette (10.7%), Treas. David G. Smith (16.75%), Grant R. Wrathall (16.75%). For other holdings, see Group Ownership.

BUTTE (Continued)

OPR-TV (Continued)

EXECUTIVES:

Frank C. Carman, Pres. George Chance, Com. Mgr.
Ed Cooney, Vice Pres., Gen. Mgr., James Harrold, Prog. Dir.
Film Buy. John Gort, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts up to 25% for 260 times. Rate Card No. 1.

KXLF-TV

LICENSEE: Television Montana. Address: Box 1988. Phone: 2-2344

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1 kw. Transmitter Address, Harrison Ave. & George St. Make, RCA. Antenna: Make RCA. Type 3D. Height, Above average terrain 680 ft. Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours 4 p.m.-M.

AFFILIATIONS: Network, NBC, CBS, DuM. Station, AM, KXLF.

REPRESENTATIVES: Sales, Walker Co. Washington Attorney Wheeler & Wheeler. Consulting Engineer George P. Adair.

SERVICES: Two studios (50x100 ft.). RCA camera chain. RCA film camera. RCA film projector. RCA scanner. RCA opaque projector. Composite mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by KGIR Inc. (KXLF), 58.95%; Peoples Forum of the Air (KXLJ Helena), 22.68%; KRBM Broadcasters (KXLQ Bozeman), 11.33%, and Western Montana Assn. (KXLL Missoula), 4.54%. Ed Craney is principal stockholder in each of the stockholding corporations (49.4% of KGIR Inc., 42% of Peoples Forum of the Air, 49.6% of KRBM Inc., and 30% of Western Montana Assn.). Mr. Craney is also 49.6% owner of Symonds Broadcasting Co. which owns 50% of KXLY-TV Spokane, Wash.

EXECUTIVES:

Jim Manning, Ger. Mgr. Jack Provis, Ch. Eng.
W. Jake Walker, Com. Mgr. E. B. Craney, Film Buy.
Gene Hogan, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$150. Minute spot Live \$40, Film \$30.

GREAT FALLS

KFBB-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Buttrey Broadcast Inc. Address: 300 Central Ave. Phone: 4377

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 25.4 kw, Aural 12.7 kw. Transmitter: Address, 4 1/2 miles West of Great Falls. Make, DuM. Model 7,000. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 237 ft. Above ground 399 ft.

OPERATION: Target date, Sept. 1, 1953.

AFFILIATION: Network, CBS. Station, AM, KFBB.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Wheeler & Wheeler. Consulting Engineer Weldon & Carr.

SERVICES: One studio (25x40 ft.). One DuM camera chain. DuM film camera. Two DuM film projectors. One DuM slide projector. DuM scanner. One opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. J. P. Wilkins (58.8%) and Fairmont Corp. (23.8%), subsidiary of Anaconda Copper Co., publisher of Missoula Missoulian, Butte Montana Standard and Post, Lewiston Enterprise, Billings Gazette, Helena Independent Record and Anaconda Standard, all Montana.

EXECUTIVES:

J. P. Wilkins, Pres. & Gen. Mgr. Wilbur L. Myhre, Ch. Eng.
LeRoy Stahl, Dir. of TV.

KMON-TV

(Target Date, not set)

LICENSEE: Montana Farmer Inc. Address: 414 Second Ave. Phone: 4382

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 1.7 kw, Aural 0.85 kw. Transmitter: Address, Tribune Bldg. Make, RCA. Antenna: Make RCA. Height, Above average terrain 230 ft. Above ground 399 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KMON.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Great Falls Tribune owns 80% of licensee.

EXECUTIVES:

Alexander Warden, Pres. Robert H. Warner, Gen. Mgr.

Market information in station listings is furnished by station and any inquiries would be directed to that source. Data in listings is corrected to Aug. 1, or full list of abbreviations and sources of county and state market data see Foreword.

MISSOULA

KGVO-TV

(Target Date, July 1, 1954)

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Phone: 7668.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.6 kw. Transmitter Address, 127 E. Main St. Make RCA. Antenna: Make RCA. Height, Above average terrain 1950 ft. Above ground 237 ft.

OPERATION: Target date July 1, 1954. Hours, 6 p.m.-10 p.m.

AFFILIATION: Station, AM, KGVO.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Archer S. Taylor (Missoula).

PRINCIPAL STOCKHOLDER: A. J. Mosby owns licensee and KANA Anaconda, Mont.

EXECUTIVES:

A. J. Mosby, Pres. Morley Graber, Ch. Eng.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 118,304; Families in Area, 35,000 (approx.).

NEBRASKA

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1952	1,371,000
Total Families, 1950	344,720
Total Urban Population, 1950	621,905
Total Rural-Nonfarm Population, 1950	312,170
Total Farm Population, 1950	391,435
Employed in Nonagricultural Establishments, Feb., 1953	337,200
Total Employed, 1950	511,649
Employed in Manufacturing, Feb., 1953	60,000
Employed in Construction, Feb., 1953	13,900
Employed in Agriculture, 1950	151,438
Retail Sales, 1952	\$ 1,642,701,000
Bank Assets, Jan. 1, 1953	\$ 1,634,780,000
Bank Deposits, Jan. 1, 1953	\$ 1,525,760,000
Major Income Sources, 1951: Agriculture 26.3%; Government 14.8%; Manufacturing Payrolls 9.0%; Trade and Service 25.4%; Other 24.5%.	
Total Income Payments, 1951	\$ 2,035,000,000
Per Capita Income, 1951	\$ 1,510
Median Family Income, 1950	\$ 2,812
Total Internal Revenue Collections, 1952	\$ 410,834,254
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 62.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 207,810,000
Cash Receipts of Farms, 1952	\$ 1,159,857,000
Government Payments to Farmers, 1952	\$ 10,009,000
Value of Mineral Production, 1950	\$ 14,022,000
New Public Construction in 1952	\$ 81,700,000
Motor Vehicle Registration, 1952	619,693
Number of Telephones, 1952	432,200
Number of Electrical Connections, 1952	430,820
Number of Gas Utilities Connections, 1952	206,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	28,855	44,486	6,788	1,356		
Antelope	11,624	13,226	2,329	244		
Arthur	803	259	73			
Banner	1,325	29	9			
Blaine	1,203	790	110	16		
Boone	10,721	10,250	1,656	213		
Box Butte	12,279	18,631	3,712	335		
Boyd	4,911	4,955	1,037	99		
Brown	5,164	8,861	1,528	177		
Buffalo	25,134	35,586	6,512	948		
Burt	11,536	13,170	2,910	355	2,050	57%
Butler	11,432	9,561	1,890	266		
Cass	16,361	13,813	3,066	437	2,650	50%
Cedar	13,843	12,860	2,324	405	*350	9%
Chase	5,176	7,939	1,462	153		
Cherry	8,397	12,275	1,786	266		
Cheyenne	12,081	17,870	3,400	458		
Clay	8,700	6,530	1,641	142		
Colfax	10,010	17,048	2,752	279	430	13%
Cuming	12,994	16,778	2,525	378	490	13%
Custer	19,170	18,747	4,031	598		
Dakota	10,401	12,220	2,937	315	*280	9%
Dawes	9,708	12,745	2,738	272		
Dawson	19,393	35,847	5,620	826		
Deuel	3,330	6,034	852	148		
Dixon	9,129	8,629	1,639	196	*260	9%
Dodge	26,265	42,119	8,230	781	5,020	57%
Douglas	281,020	393,049	79,966	13,137	75,060	85%
Dundy	4,354	7,139	1,024	51		
Fillmore	9,610	7,038	1,875	306		
Franklin	7,096	8,472	1,887	189		
Frontier	5,282	3,319	509	39		

NEBRASKA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Furnas	9,385	11,506	2,574	340		
Gage	28,052	28,901	6,093	1,005	1,500	17%
Garden	4,114	3,775	1,018	112		
Garfield	2,912	3,487	628	44		
Gosper	2,734	2,121	275	42		
Grant	1,057	950	260	13		
Greeley	5,575	5,442	1,015	210		
Hall	32,186	47,040	9,570	1,163		
Hamilton	8,778	7,823	1,799	149		
Harian	7,189	7,489	1,731	140		
Hayes	2,404	568	26		
Hitchcock	5,867	5,653	855	194		
Holt	14,859	17,049	3,126	356		
Hooker	1,061	1,715	85	15		
Howard	7,226	6,187	1,323	141		
Jefferson	13,623	15,073	2,939	391		
Johnson	7,251	7,896	1,534	214	410	17%
Kearney	6,409	10,149	2,568	212		
Keith	7,449	11,749	1,795	227		
Keya Paha	2,160	1,156	411	21		
Kimball	4,283	6,922	1,299	176		
Knox	14,820	17,252	2,678	484		
Lancaster	119,742	147,356	24,726	5,114	19,210	49%
Lincoln	27,380	39,077	8,688	1,036		
Logan	1,357	630	186	16		
Loup	1,348	672	120	19		
McPherson	825	276	51		
Madison	24,338	41,520	6,793	764		
Merrick	8,812	11,173	1,624	258		
Morril	8,263	8,993	1,862	307		
Morrison	6,512	5,776	1,032	129		
Nance	10,973	8,817	2,007	157	650	19%
Nemaha	9,609	10,867	2,366	314		
Nuckolls	17,056	18,301	3,499	481	2,750	50%
Otoe	6,744	4,429	877	116	420	19%
Pawnee	4,809	5,844	1,123	148		
Perkins	9,048	14,977	3,181	339		
Phelps	9,405	10,081	1,336	226		
Pierce	19,910	27,275	4,805	634		
Platte	8,044	9,357	1,718	346		
Red Willow	12,977	22,254	3,978	518		
Richardson	16,886	20,689	3,891	434	1,060	19%
Rock	3,026	3,429	586	20		
Saline	14,046	14,061	2,900	317		
Sarpy	15,693	5,801	1,698	246	3,060	65%
Saunders	16,923	16,498	4,181	336	3,640	65%
Scotts Bluff	33,939	48,454	9,613	1,142		
Seward	13,155	12,568	2,967	373		
Sheridan	9,539	11,640	2,415	314		
Sherman	6,421	4,312	1,112	43		
Sioux	3,124	1,778	409	23		
Stanton	6,387	4,379	934	108	250	13%
Thayer	10,563	10,328	2,218	290		
Thomas	1,206	673	171	16		
Thurston	8,590	7,446	1,111	201	*230	9%
Valley	7,252	7,130	1,920	203		
Washington	11,511	11,171	2,967	206	2,050	57%
Wayne	10,129	10,847	1,862	162	*260	9%
Webster	7,395	6,863	1,511	192		
Wheeler	1,526	420	123	16		
York	14,346	16,361	2,949	406		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction uncensored. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	9,200			Jefferson	4,400	14	610
Antelope	3,700			Johnson	2,400	21	500
Arthur	200			Kearney	2,000		
Banner	400			Keith	2,400		
Blaine	300			Keya Paha	500		
Boone	3,300			Kimball	1,300		
Box Butte	3,800			Knox	4,500		
Boyd	1,600			Lancaster	39,200	54	21,210
Brown	1,500			Lincoln	8,900		
Buffalo	8,300			Logan	400		
Burt	3,600	61	2,200	Loup	400		
Butler	3,800	18	690	McPherson	200		
Cass	5,300	53	2,820	Madison	7,400	21	1,560
Cedar	3,900			Merrick	2,900		
Chase	1,600			Morrill	2,300		
Cherry	2,600			Nance	2,000		
Cheyenne	4,100			Nemaha	3,400	23	770
Clay	3,000			Nuckolls	2,900		
Colfax	3,300	23	750	Otoe	5,500	53	2,940
Cuming	3,800	23	870	Pawnee	2,200	23	500
Custer	5,900			Perkins	1,400		
Dakota	3,100	13	390	Phelps	3,000		
Dawes	2,900			Pierce	3,000		
Dawson	6,400			Platte	5,900	21	1,240
Deuel	1,000			Polk	2,500	13	460
Dixon	2,900	13	370	Redwillow	4,200		
Dodge	8,800	61	5,390	Richardson	5,600	23	1,260
Douglas	88,300	95	84,040	Rock	1,000		
Dundy	1,300			Saline	4,900	14	690
Fillmore	3,200	14	440	Sarpy	4,700	65	3,040
Franklin	2,400			Saunders	5,600	64	3,610
Frontier	1,500			Scotts Bluff	10,500		
Furnas	3,300			Seward	4,200	13	760
Gage	8,800	21	1,820	Sheridan	2,900		
Garden	1,200			Sherman	1,900		
Garfield	900			Sioux	1,000		
Gosper	800			Stanton	1,900	23	430
Grant	200			Thayer	3,500		
Greeley	1,600			Thomas	400		
Hall	10,600			Thurston	2,500	13	320
Hamilton	3,000	18	550	Valley	2,300		
Harlan	2,200			Washington	3,600	61	2,200
Hayes	800			Wayne	2,900	12	360
Hitchcock	1,900			Webster	2,400		
Holt	4,400			Wheeler	500		
Hooker	300			York	4,600	18	840
Howard	2,300			Totals	419,400		143,630

KEARNEY

KHOL (TV)

(Target Date, Nov. 15, 1953)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb.
 FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 30.2 kv. Transmitter: Address, East of Axtell on State Highway 44. Make GE Antenna: Make GE. Height, Above average terrain 550 ft.
 OPERATION: Target date, Nov. 15, 1953.
 REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: General Partners F. Wayne Brewster (40%) half-owner of hospital; C. E. Freas Jr. (12.5%), merchant-farming-estate; William S. Bivens (2.5%), physician; Wilbert G. Huff (10%) bottler; Brewster Hospital Inc. (20%); Harold J. Hamilton (5%), hospital administrator; Willard F. Anderson (10%), plumbing and heating.
 EXECUTIVES: F. Wayne Brewster, Pres. Harold J. Hamilton, Gen. Mgr.

LINCOLN

KFOR-TV

LICENSEE: Cornbelt Broadcasting Corp. Address: 48th & Vine Sts. Phone 2-6965
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kv. Operating Pow.: Visual 11 kw, Aural 5 kw. Transmitter: Address, 48th & Vine Sts. Make, RCA. Model TT-2AH. Antenna: Make RCA Type 6-Bay. Height, Above average terrain 290 ft. Above ground 361 ft.
 OPERATION: Began May 31, 1953. Hours, 5 p.m.-11:30 p.m.
 AFFILIATIONS: Network, ABC. Station, AM, KFOR.
 REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.

SERVICES: Two studios (31x54-ft. and 76x10-ft.). Two RCA studio camera chains. Two RCA film cameras. Two RCA film projectors. Gray Telejector. Gray Teope II. Houston Fearless Model 22 film processing unit. News Service, AP Wirephoto. Library, Snader Film Library, Standard Guild Sports Library.
 PRINCIPAL STOCKHOLDER: Licensee is owned 100% by Stuart Investment Co which is owned 89% by James Stuart.
 EXECUTIVES: James Stuart, Pres. Richard W. Chapin, Com. Mgr.
 George T. Bastian, Exec. Vice Ken R. Greenwood, Prog. Dir.
 Pres. Charles W. Winkler, Ch. Eng.
 George X. Smith, Vice Pres. & Gen. Mgr. Ken R. Greenwood, Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$35.00. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	124,400	143,000	680,000
Families in Area	39,200	45,200	211,000
Area in Square Miles	845	4,105	9,887
No. of Sets (June 1)	21,000 est.	15,000 est.	101,000 est.
Retail Sales	\$147,356,000	\$127,400,000	\$815,322,000
Income Per Family	\$5,149	\$35,184	\$80,000
Income Per Capita	\$1,622	\$11,119	\$25,23

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp. Address: 40th & W Sts. Phone: 2-7218
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kv. Transmitter: Address, 40th & W Sts. Make, DuM. Model Series 8,00C. Antenna: Make RCA. Type 6-Bay Batwing. Height, Above average terrain 366 ft. Above ground 407 ft.
 OPERATION: Began Feb. 18, 1953. Hours, 5 p.m.-11:30 p.m.
 AFFILIATIONS: Network, DuM. Station, AM, KOLN.
 REPRESENTATIVES: Sales Weed Television Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Commercial Radio Equipment Co.
 SERVICES: Two studios (37/2x47/2-ft. with 17-ft. ceiling and one 11x15-ft. with 10-ft. ceiling). Two DuM field camera chains. Two Holmes, Mod. LT film projectors. One DuM flying spot scanner. News Services Ut Telephoto, INS Telenews, AP. Library Snader.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

LINCOLN (Continued)

WOLN (TV) (Continued)

PRINCIPAL STOCKHOLDERS: Licensee is owned by Fetzer Broadcasting Co. principals of which are John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%). Fetzer Broadcasting Co. granted transfer of control on Aug. 19, 1953, from Cornhusker Radio & TV Corp. Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo. Mr. Fetzer is minority stockholder KXEL Waterloo, Ia., TV applicant in Waterloo; vice president and 3 1/3 stockholder WMBD-AM-FM Peoria, Ill., TV applicant that city.

EXECUTIVES:

E. M. O'Shea, Pres.	Paul A. Jensen, Prod. Dir.
Harold E. Anderson, Vice Pres. & Gen. Mgr.	Byron Krasne, News Dir.
Otis H. Segler, Com. Mgr.	David Andrews, Dir. of Publ. Service & Educ.
William E. Lucas, Prog. Dir. & Film Buy.	William L. Morris, Cont. Dir.
Donald Ray Taylor, Ch. Eng.	Emroy Williamson, Art Dir.

OPERATION INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$44, Film \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	235,900	304,600	430,265
Families in Area	75,300	92,775	109,675
Area in Square Miles	324	1,521	3,969
No. of Sets (May 1)	31,500	37,600	56,147
Retail Sales	\$201,625,000	\$259,333,000	\$369,488,000

OMAHA

WMTV (TV)

OPERATION: May Broadcasting Co. Address: 2615 Farnam St. Phone: Webster 9800

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, 2615 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-6AL. Height, Above average terrain 590.5 ft. Above ground 550 ft.

OPERATION: Began Sept. 1, 1949. Hours, 7:45 a.m.-M.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATIONS: Networks, CBS, ABC, DuM. Station, AM, KMA Shenandoah, Iowa.

REPRESENTATIVES: Sales Edward Petry & Co. Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Robert M. Silliman.

SERVICES: Two studios (45x70-ft., 1800 Sq. ft.). Five RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman 2x2" and Two Selectro-Slide (2x2) slide projectors. One Multiscope. Houston-Fearless film processing unit. Mobile unit with two RCA camera chains. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDER: Pres. Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

EXECUTIVES:

Edward W. May, Pres.	Ray J. Schroeder, Ch. Eng.
Owen L. Saddler, Exec. Vice Pres. & Gen. Mgr.	Lew Jeffrey, Prod. Mgr.
Arden E. Swisher, Com. Mgr.	Floyd M. Kalber, News Dir.
Glenn E. Harris, Prog. Dir. & Film Buy.	Joe H. Baker, Prom. & Merch. Mgr.

OPERATION INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	369,411	703,542
Area in Square Miles	2,656	11,184
No. of Sets (June 1)	187,810

WOW-TV

OPERATION: Meredith WOW Inc. Address: 3509 Farnam St. Phone: Webster 3400

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3509 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 580 ft. Above ground 495 ft.

OPERATION: Began Aug. 29, 1949. Hours, 6:45 a.m.-12:30 a.m.



How to Brand Customers in this 2 Billion Dollar Market!

The Iron: Everyone agrees television is a hard-hitting medium to sell name-brand products. In its own Missouri Valley market, WOW-TV is selling brand-conscious customers who spend nearly 2 billion dollars a year.

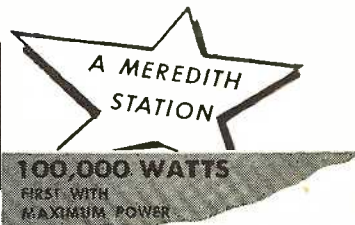
The Muscle: You need power to burn a sales message in. And WOW-TV has the muscle . . . being first in its area with 100,000 watts maximum power.

The Proof: The new 1953 WOW-TV Market Book will give you facts and figures . . . realistic answers to why your spots on WOW-TV produce results!



Write for free 1953 WOW-TV Market Book. Address WOW-TV, Omaha, Nebraska.

• Ask your Blair-TV man for more information about this important 2 billion dollar market and the selling power of WOW-TV.



• Basic N.B.C.-DUMONT Affiliate •

OMAHA (Continued)

WOW-TV (Continued)

AFFILIATIONS: Networks, NBC, DuM. Station, AM, WOW.

REPRESENTATIVES: Sales Blair-TV, Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (75x45x25 ft. and 30x28x18 ft.). Two studio and two field type camera chains. Two RCA TK-20A film cameras. Two GE 16mm 4PF-28 film projectors. One GE Model PF-3C opaque projector. Houston film processing unit. Mobile unit equipped with 2 RCA field chains with standard lenses. News Service, UP Telephoto. Libraries, World, Sesac, Standard.

PRINCIPAL STOCKHOLDER: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher of Better Homes & Gardens and Successful Farming. For other holdings, see Group Ownership.

EXECUTIVES:

E. T. Meredith Jr., Pres. Lyle DeMoss, Asst. Gen. Mgr. & Film Buy.
S. Payson Hall, Dir. of TV & Radio (Meredith Publishing Co.) Fred Ebener, Com. Mgr.
Bill McBride, Prog. Dir.
Frank P. Fogarty, Gen. Mgr. William Kotera, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	468,900	382,900	1,284,600
Families in Area	142,000	119,800	396,100
No. of Sets (June 1)	106,570	52,750	187,798
Retail Sales	\$553,931,000	\$456,826,000	\$1,521,153,000
Income Per Family	\$5,301	\$4,347	\$3,840
Income Per Capita	\$1,605	\$1,360	\$1,184

NEVADA

NEVADA MARKET INDICATORS

Total Population, July 1, 1952	180,000
Total Families, 1950	40,945
Total Urban Population, 1950	91,625
Total Rural Nonfarm Population, 1950	54,997
Total Farm Population, 1950	13,461
Employed in Nonagricultural Establishments, Feb., 1953	61,400
Total Employed, 1950	63,635
Employed in Mining, Feb., 1953	4,100
Employed in Manufacturing, Feb., 1953	3,700
Employed in Construction, Feb., 1953	5,800
Employed in Agriculture, 1950	6,673
Retail Sales, 1952	\$ 238,691,000
Bank Assets, Jan. 1, 1953	\$ 240,037,000
Bank Deposits, Jan. 1, 1953	\$ 224,760,000
Major Income Sources, 1951: Agriculture 10.9%; Government 17.5%; Manufacturing Payrolls 4.1%; Trade and Service 32.5%; Other 35.0%	
Total Income Payments, 1951	\$ 347,000,000
Per Capita Income, 1951	\$ 2,029
Median Family Income, 1950	\$ 3,613
Cash Receipts of Farms, 1952	\$ 59,192,000
Government Payments to Farmers, 1952	\$ 268,000
Value of Mineral Productions, 1950	\$ 48,499,000
New Public Construction in 1952	\$ 33,700,000
Motor Vehicle Registration, 1952	94,178
Number of Telephones, 1952	58,400
Number of Electrical Connections, 1952	57,811
Number of Gas Utilities Connections, 1952	3,500

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Churchill	6,161	9,238	1,295	105		
Clark	48,289	80,176	17,288	2,794		
Douglas	2,029	2,270	320	127		
Elko	11,654	15,144	3,046	568		
Esmeralda	614	152	31		
Eureka	896	855	457	37		
Humboldt	4,838	6,581	1,671	102		
Lander	1,850	1,672	381	84		
Lincoln	3,837	2,472	738	153		
Lyon	3,679	3,284	1,002	112		
Mineral	5,560	4,349	1,680	120		
Nye	3,101	2,855	1,098	81		
Ormsby	4,172	5,267	1,421	355		
Pershing	3,103	3,813	712	53		
Storey	671	429	133		
Washoe	50,205	90,137	15,359	5,986		
White Pine	9,424	9,997	2,628	427		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Churchill	1,800			Lyon	1,000		
Clark	19,100			Mineral	2,200		
Douglas	500			Nye	1,000		
Elko	3,400			Ormsby	1,200		
Esmeralda	200			Pershing	1,000		
Eureka	300			Storey	300		
Humboldt	1,400			Washoe	19,100		
Lander	500			White Pine	2,600		
Lincoln	1,000			Totals	56,600		

LAS VEGAS

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: P. O. Box 1510. Phone: 4646
FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5
Transmitter: Address, Wilbur Clark's Desert Inn. Make GE. Anter.
Height, Above average terrain 510 ft. Above ground 290 ft.

OPERATION: Began July 1, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Station, AM, KLAS.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

SERVICES: One studio (30x50 ft.). Two GE camera chains. One rear screen projector. Two Holmes 16mm film projectors. One 35mm monochrome scanner. News Service, UP. Library, TBA.

PRINCIPAL STOCKHOLDERS: Pres. R. G. Jolley (33.33%), contractor; Tr. Frederick G. Stoye (16.67%), broadcaster; Herman Greenspun (5%), publisher of Las Vegas Sun. Messrs. Jolley and Stoye own Las Vegas Broadcasters Inc., licensee of KLAS.

EXECUTIVES:

R. G. Jolley, Pres. Edward O'Dwyer, Com. Mgr.
Fred Stoye, Secy.-Treas. Marian Komar, Nat. Sls. Mgr.
Alex Struthers, Sta. Mgr. & Film Buy. John Ryken, Prog. Dir.
Gregg Gelhart, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$...
Frequency discounts from 5% for 26 times up to 25% for 260 times.
Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	101,300	121,200	132,000
Families in area	32,000	40,000	42,600
Area in Square Miles	920	4,800	9,000
No. of Sets (June 1)	2,500	2,750	2,900

RENO

KZTV (TV)

(Target Date, Sept. 1953)

LICENSEE: Nevada Radio-Television Inc. Address: P. O. Box 2448. Phone: 3-39...
FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 2.7 kw, Aural 1.4...
Transmitter: Address, 770 East Fifth St. Make, RCA. Model TT-50...
Antenna: Make RCA. Type TF-6A1. Height, Above average terrain
minus 517 ft. Above ground 119 ft.

OPERATION: Target date, Sept. 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra, Inc. Washington Attorney Haley, Doty & Schellenberger. Consulting Engineer Robert L. He...
mett (San Francisco).

SERVICES: One studio (48x50 ft.) and one news booth. One Dage Vidic camera chain. One RCA film camera. Two 16mm film projectors. One...
Gray Telop II. One opaque projector. News service AP.

PRINCIPAL STOCKHOLDERS: Owned 50% by Donald W. Reynolds and 50% by Southwestern Publishing Co. (Las Vegas Review-Journal), which...
Reynolds owns. For Mr. Reynolds' other holdings, see Group Ownership...
and Newspaper Ownership.

EXECUTIVES:

Donald W. Reynolds, Pres. Richard Colon, Com. Mgr.
Harry Huey, Gen. Mgr. & Film Buy. Louis Zegerman, Prog. Dir.
Claud Scott, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$270, Film \$225. Minute spot...
Live \$45, Film \$30. Frequency discounts from 5% for 13 times up to 30...
for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	72,000	108,000
Families in area	18,000	27,000
Retail Sales	\$88,740,000	\$90,137,000
Income per Family	\$6,285	\$6,347
Income per Capita	\$2,101	\$2,083

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1952	538,000
Total Families, 1950	134,255
Total Urban Population, 1950	306,806
Total Rural Nonfarm Population, 1950	179,266
Total Farm Population, 1950	47,170
Employed in Nonagricultural Establishments, Feb., 1953	169,400
Total Employed, 1950	202,681
Employed in Mining, Feb., 1953	100
Employed in Manufacturing, Feb., 1953	83,700
Employed in Construction, Feb., 1953	5,400
Employed in Agriculture, 1950	13,235
Retail Sales, 1952	\$ 553,277,000
Bank Assets, Jan. 1, 1953	\$ 693,769,000
Bank Deposits, Jan. 1, 1953	\$ 612,874,000
Major Income Sources, 1951: Agriculture 3.0%; Government 15.9%; Manufacturing Payrolls 32.5%; Trade and Service 24.8%; Other 23.8%	
Total Income Payments, 1951	\$ 747,000,000
Per Capita Income, 1951	\$ 1,444
Median Family Income, 1950	\$ 2,875
Total Internal Revenue Collections, 1952	\$ 121,036,498
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 58.38
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 10,333,000
Cash Receipts of Farms, 1952	\$ 66,751,000
Government Payments to Farmers, 1952	\$ 500,000
Value of Mineral Production, 1950	\$ 1,711,000
Total New Public Construction in 1952	\$ 20,600,000
Motor Vehicle Registration, 1952	181,497
Number of Telephones, 1952	156,400
Number of Electrical Connections, 1952	215,255
Number of Gas Utilities Connections, 1952	37,500

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Belknap	26,632	34,394	10,529	870	1,150	14%
Roll	15,868	16,790	5,942	500	690	14%
Cheshire	38,811	34,217	11,898	924	4,280	36%
Isis	35,932	31,849	10,624	870		
Stratford	47,923	50,134	14,416	1,878		
Windsor	156,987	174,405	54,539	3,702	29,930	63%
Merrimack	63,022	58,176	16,315	1,987	8,590	48%
Rockingham	70,059	70,360	23,771	1,769	15,990	73%
Sufford	51,567	51,068	15,915	1,718	8,050	54%
Sullivan	26,441	31,884	8,915	626	2,840	36%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Belknap	8,200	19	1,520	Hillsboro	47,500	68	32,450
Roll	4,900	19	910	Merrimack	17,900	47	8,420
Cheshire	11,900	39	4,590	Rockingham	21,900	71	15,640
Isis	9,300			Strafford	14,900	62	9,240
Stratford	13,600			Sullivan	7,900	39	3,060
Totals				Totals	158,600		75,830

KEENE

WKNE-TV

(Target Date, not set)

LICENSEE: WKNE Corp. Address: 17 Dunbar St. Phone: 2080

FACILITIES: Chan. 45. Authorized Eff. Rad. Pow.: Visual 23 kw. Aural 12.5 kw. Transmitter: Address, Walpole Township, New Hampshire. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 800 ft. Above ground 375 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WKNE.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Joseph K. Close (61.78%), Treas. George W. Smith (9%). Same interests own WKNY-AM-TV Kingston, N. Y.

EXECUTIVES: Joseph K. Close, Pres. Frank B. Estes, Gen. Mgr.

DATE INFORMATION: Class A one hour Live \$150.

BROADCASTING • TELECASTING

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1952	5,103,000
Total Families, 1950	1,263,570
Total Urban Population, 1950	4,186,207
Total Rural Nonfarm Population, 1950	543,822
Total Farm Population, 1950	105,300
Employed in Nonagricultural Establishments, Feb., 1953	1,794,300
Total Employed, 1950	1,962,632
Employed in Mining, Feb., 1953	4,400
Employed in Manufacturing, Feb., 1953	848,300
Employed in Construction, Feb., 1953	81,000
Employed in Agriculture, 1950	49,245
Retail Sales, 1952	\$ 5,656,555,000
Bank Assets, Jan. 1, 1953	\$ 6,523,363,000
Bank Deposits, Jan. 1, 1953	\$ 6,032,489,000
Major Income Sources, 1951: Agriculture 1.9%; Government 12.7%; Manufacturing Payrolls 34.5%; Trade and Service 24.4%; Other 26.5%	
Total Income Payments, 1951	\$ 8,813,000,000
Per Capita Income, 1951	\$ 1,885
Median Family Income, 1950	\$ 3,670
Total Internal Revenue Collections, 1952	\$ 1,999,448,198
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 74.17
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 44,745,000
Cash Receipts of Farms, 1952	\$ 358,129,000
Government Payments to Farmers, 1952	\$ 888,000
Value of Mineral Production, 1950	\$ 46,391,000
Total New Construction in 1952	\$ 1,135,000,000
New Private Construction in 1952	\$ 822,400,000
New Public Construction in 1952	\$ 312,600,000
Motor Vehicle Registration, 1952	1,746,068
Number of Telephones, 1952	1,863,000
Number of Electrical Connections, 1952	1,717,984
Number of Gas Utilities Connections, 1952	1,260,600

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	TV Sets 1953 (CBS)	Television Per Cent (CBS)
Atlantic	132,309	212,874	54,444	6,641	22,900	53%
Bergen	539,139	527,966	180,575	13,567	158,060	89%
Burlington	135,910	120,157	36,095	2,758	32,890	87%
Camden	300,743	321,058	96,778	6,849	83,040	89%
Cape May	37,131	61,961	19,353	1,334	9,830	75%
Cumberland	88,597	108,097	29,184	2,047	26,320	93%
Essex	905,949	1,198,218	312,713	31,677	238,130	86%
Gloucester	91,727	76,229	23,682	1,906	26,260	89%
Hudson	647,437	603,904	202,135	15,914	197,010	98%
Hunterdon	42,736	52,102	12,696	920	10,490	76%
Mercer	229,781	302,804	74,875	6,292	60,920	93%
Middlesex	264,872	298,062	90,422	6,507	70,380	87%
Monmouth	225,327	317,445	92,169	8,316	61,570	84%
Morris	164,371	179,840	58,511	4,445	46,500	93%
Ocean	56,622	109,781	30,523	2,822	17,180	83%
Passaic	337,093	446,212	113,789	8,590	101,180	93%
Salem	49,508	48,890	14,160	1,053	14,920	95%
Somerset	99,052	104,223	31,293	2,345	25,120	84%
Sussex	34,423	38,453	11,629	600	8,280	76%
Union	398,138	472,975	142,495	11,595	110,810	89%
Warren	54,374	55,304	15,141	688	12,560	73%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Atlantic	43,200	57	24,690	Middlesex	80,900	89	71,910
Bergen	177,600	90	158,980	Monmouth	73,300	89	65,020
Burlington	37,800	85	32,160	Morris	50,000	80	39,820
Camden	93,300	79	73,910	Ocean	20,700	74	15,350
Cape May	13,100	69	9,020	Passaic	108,800	93	101,440
Cumberland	28,300	88	24,860	Salem	15,700	94	14,740
Essex	276,900	93	256,580	Somerset	29,900	80	24,010
Gloucester	29,500	83	24,530	Sussex	10,900	82	8,910
Hudson	199,000	95	188,470	Union	124,500	88	109,850
Hunterdon	13,800	88	12,160	Warren	17,200	72	12,360
Mercer	65,500	95	62,220	Totals	1,509,900		1,330,990

ASBURY PARK

WRTV (TV)

(Target Date, Late 1953)

LICENSEE: Atlantic Video Corp. Address: 710 Mattison Ave.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 4.2 kw, Aural 2.1 kw. Transmitter: Address, Intersection of State Routes 35 & 4N, Eatontown, N. J. Make, RCA. Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 490 ft.

OPERATION: Target date, Late 1953.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Weldon & Carr.

SERVICES: One studio (46 x 36 ft.).

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Walter Reade Jr. (49.7%), Vice Pres.-Secy. Edwin Gage (49.2%), both executives of Walter Reade Theatres chain in New Jersey and New York.

EXECUTIVES:

Walter Reade Jr., Pres.-Treas. Harold Burke, Coord. Dir.
Edwin Gage, Vice Pres.-Secy.

ATLANTIC CITY

WFPG-TV

LICENSEE: Neptune Broadcasting Corp. Address: Steel Pier. Phone: 5-2188 & 5-5965.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, Murray & Ohio Aves. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24B. Height, Above average terrain 426 ft. Above ground 448 ft.

OPERATION: Began Dec. 21, 1952. Hours, 10:30 a.m.-11:15 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WFPG.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. One RCA MI-26131 scanner. Gray Telop II.

PRINCIPAL STOCKHOLDERS: Pres. Fred Weber (31.43%), Jack N. Berkman (10%), Louis Berkman (10%), Allen H. Berkman (10%), Richard Teitlebaum (10%), Helen Teitlebaum (10%), John J. Laux (10%), WPIT Pittsburgh, Pa. (8.57%). Same interests own WSTV Steubenville, Ohio; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. For other holdings, see Group Ownership.

EXECUTIVES:

Fred Weber, Pres. Elaine Bartolomei, Film Buy.
Blair K. Thron, Opr. Dir. Pearl Kogen, Off. Mgr.
Russell E. Truex, Com. Mgr. Sue Hanna, Traffic Mgr.
Ed Davis, Prog. Dir. Jessie Morris, Cont. Dir.
Earle Godfrey, Plant Supvr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 314,647; households, 147,204; radio homes, 144,950; No. of sets (June 1), 12,257 UHF; retail sales, \$431,139,000.

WOCN (TV)

(Target Date, not set)

LICENSEE: Matta Enterprises. Address: 1223 Braddock Ave., Braddock, Pa.

FACILITIES: Chan. 52. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, 208 North Maine Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 370 ft. Above ground 391 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned equally by William G. and G. C. Matta, coal mine operators, also owners of WLOA Braddock, Pa.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEWARK

WATV (TV) (NEW YORK, N. Y.)

LICENSEE: Bremer Broadcasting Corp. Address: 1020 Broad St. Phone: Mitchell 2-6400 and Barclay 7-3260.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 50 kw, Aural 28.5 kw. Transmitter: Address, Ft. Mt., West Orange, N. J. [Due to move to Empire State Bldg., Sept. 1, 1953.] Make, DuM. Model 12,000. Antenna: Make Andrews. Ty, Skew. Height, Above average terrain 595 ft. Above ground 203 1/2 ft.

OPERATION: Began May 1948. Hours, Noon-1 a.m.

AFFILIATIONS: Stations, AM, WAAT. FM, WAAT-FM.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Seg Smith & Hennessey.

SERVICES: Three studios (90 x 100 ft., 12 x 20 ft., and 70 x 48 ft.). Three RCA camera chains. Two RCA film cameras. Four RCA film projectors. DuM scanner. RCA mobile unit. News Service, AP. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Irving R. Rosenhaus and family are principal stockholders. In addition Frank V. Bremer holds 10%.

EXECUTIVES:

Irving Robert Rosenhaus, Pres. & Gen. Mgr. Robt. B. Macdougall, Dir. of Educ. Act.
Edmund S. Lennon, Com. Mgr. Grace Reese, Traffic Dir.
George Green, Prog. Dir. Ralph Armatrudi, Art. Dir.
Frank V. Bremer, Ch. Eng. Lou Frankel, Prom. Dir.
Robert Paskow, Film Buy. Lester R. Gerken, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$225, Film \$200. Frequency discounts from 5% for 52 times up to 15% for 500 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Populations	10,955,038	12,411,515
Families in Area	1,181,200	1,509,900
Area in Square Miles	1,739	5,324
No. of Sets (June 1)	1,063,350	1,334,350

NEW BRUNSWICK

WDHN (TV)

(Target Date, not set)

LICENSEE: Home News Publishing Co. Address: 137 Church St.

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 87 kw, Aural 49 kw. Transmitter: Address, State Highway No. 25, 1/4-mile North of Raritan River. Make, DuM. Antenna: Make RCA. Height, Above average terrain 430 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. Elmer B. Boyd (58%), real estate and food manufacturer; Hugh N. Boyd (18%), Kathleen Boyd Martin (15%), Ru Boyd Talbot (9%). Licensee publishes New Brunswick Home News Weekly Metuchen Recorder and Linden Observer, all New Jersey.

WTLV (TV)*

(Target Date, Feb., 1954)

*(Noncommercial-Educational)

LICENSEE: New Jersey Department of Education. Address: University Heights. Phone: Charter 7-3450.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 105.2 kw, Aural 52.0 kw. Transmitter: Address, Washington State Park, Dunellen, N. J. Make, DuM. Model Series 15,000. Antenna: Make RCA. Type TFU-24BL Slc. Height, Above average terrain 782 ft. Above ground 461 ft.

OPERATION: Target date Feb. 1954.

REPRESENTATIVES: Consulting Engineer Paul Godley Co. (Montclair, N. J.).

SERVICES: One studio (20 x 40 ft.). Two DuM. camera chains. One Holm 16mm film projector. One Besler Co. opaque projector. One GPL film processing unit. One GPL video recorder.

PRINCIPAL STOCKHOLDERS: Owned and operated by State of New Jersey Dept. of Education.

EXECUTIVES:

Frederick M. Raubinger, Comm. of Educ. Edward C. Rasp Jr., TV Supvr.
William King, Coordinator of Audio-Visual Educ. Norman A. Lucas, Ch. Eng.

TRENTON

WTTM-TV

(Target Date, not set)

CENSEE: Peoples Broadcasting Corp. Address: 541 E. State St. Phone: 5-8515.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 18.45 kw, Aural 0.23 kw. Transmitter: Address, 541 E. State St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 385 ft. Above ground 447 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WTTM.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Paul Godley Co. (Upper Montclair, N. J.)

PRINCIPAL STOCKHOLDERS: Peoples Broadcasting Corp., a subsidiary of Farm Bureau Life Insurance Co., Columbus, Ohio, is also the licensee of WOL-AM-FM Washington, D. C., and of WRFD Worthington, Ohio, and has purchased WMNN Fairmont, W. Va., pending FCC approval.

EXECUTIVES:

James H. West, Chmn. Herbert E. Evans, Vice Pres.
M. D. Lincoln, Pres. Fred L. Bernstein, Gen. Mgr.

NEW MEXICO

NEW MEXICO MARKET INDICATORS

Total Population, July 1, 1952.....	725,000
Total Families, 1950.....	159,885
Total Urban Population, 1950.....	341,889
Total Rural Nonfarm Population, 1950.....	207,475
Total Farm Population, 1950.....	131,823
Employed in Nonagricultural Establishments, Feb., 1953.....	169,400
Total Employed, 1950.....	206,544
Employed in Mining, Feb., 1953.....	15,200
Employed in Manufacturing, Feb., 1953.....	16,300
Employed in Construction, Feb., 1953.....	11,700
Employed in Agriculture, 1950.....	37,942
Retail Sales, 1952.....	\$ 644,927,000
Bank Assets, Jan. 1, 1953.....	\$ 469,768,000
Bank Deposits, Jan. 1, 1953.....	\$ 444,450,000
Major Income Sources, 1951: Agriculture 15.8%; Government 22.2%; Manufacturing Payrolls 5.4%; Trade and Service 22.6%; Other 34.0%.	
Total Income Payments, 1951.....	\$ 916,000,000
Per Capita Income, 1951.....	\$ 1,301
Median Family Income, 1950.....	\$ 2,653
Total Internal Revenue Collections, 1952.....	\$ 110,527,387
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 71.17
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 19,336,000
Cash Receipts of Farms, 1952.....	\$ 242,559,000
Government Payments to Farmers, 1952.....	\$ 1,730,000
Value of Mineral Production, 1950.....	\$ 210,294,000
New Public Construction in 1952.....	\$ 82,200,000
Motor Vehicle Registration, 1952.....	271,848
Number of Telephones, 1952.....	146,500
Number of Electrical Connections, 1952.....	196,668
Number of Gas Utilities Connections, 1952.....	105,300

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Bernalillo	145,673	179,020	38,021	5,437	12,470	27%
Catron	3,533	1,264	523
Chaves	40,605	50,146	10,019	1,630
Colfax	16,761	15,118	2,995	437
Curry	23,351	31,874	5,584	924
DeBaca	2,958	4,372	711	181
Dona Ana	39,557	30,906	7,022	769	*3,020	29%
Eddy	40,640	50,385	12,138	2,075
Grant	21,649	19,832	4,539	564
Guadalupe	6,772	4,581	1,441	190
Harding	3,013	1,850	186	52
Hidalgo	5,095	5,624	895	85
Lincoln	30,717	42,525	8,046	1,070
Los Alamos	7,409	5,191	1,211	171
Mora	10,476	6,272	2,982	956
McKinley	8,753	8,857	2,279	241
Mora	27,451	18,941	3,208	259
Mora	8,720	1,959	517	87
Mora	14,909	10,368	3,005	414
Quay	13,971	18,266	3,950	804
Rio Arriba	24,997	8,889	2,687	307
Roosevelt	16,409	16,436	3,652	681
Sandoval	12,438	2,591	610	80	300	13%
San Juan	18,292	10,901	1,689	360
San Miguel	26,512	14,684	3,938	527
Santa Fe	38,153	40,628	7,507	1,769
Santa Fe	7,186	7,479	1,711	381

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Socorro	9,670	4,684	1,022	221
Taos	17,146	6,729	2,331	247
Torrance	8,012	4,196	774	140
Union	7,372	7,647	1,494	163
Valencia	22,481	12,712	3,078	518

* New television county.
Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & percent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	County	Total Homes	Per Cent Television
Bernalillo	46,200	33	McKinley	5,900	
Catron	800		Mora	2,100	
Chaves	12,800		Otero	4,200	
Colfax	4,300		Quay	4,200	
Curry	7,700		Rio Arriba	5,800	
DeBaca	1,000		Roosevelt	4,800	
Dona Ana	10,400	12	Sandoval	2,500	13
Eddy	13,300		San Juan	4,400	320
Grant	6,000		San Miguel	6,100	
Guadalupe	1,600		Santa Fe	10,300	
Harding	600		Sierra	2,500	
Hidalgo	1,300		Socorro	2,500	
Lea	10,300		Taos	3,800	
Lincoln	1,900		Torrance	1,900	
Los Alamos	3,500		Union	2,100	
Luna	2,600	12	Valencia	5,300	23
			Totals	192,700	18,190

ALBUQUERQUE

KGGM-TV

(Target Date Nov. 1, 1953)

LICENSEE: New Mexico Broadcasting Co. Address: Box 1294.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 89.1 kw, Aural 45.0 kw. Transmitter: Address, Sandia Crest. Make, RCA. Model 2AH Temporary. Antenna: Make RCA. Type 6AH. Height, Above average terrain 4,203 ft. Above ground 174 ft.

OPERATION: Target date Nov. 1, 1953.

AFFILIATIONS: Network, CBS. Station, AM, KGGM.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Dempsey & Klopovitz. Consulting Engineer A. Earl Cullum Jr. (Dallas, Tex.).

SERVICES: Studio (10,800 sq. ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two RCA slide projectors.

PRINCIPAL STOCKHOLDERS: Pres. A. R. Hebensteit (74%), Vice Pres. S. P. Vidal (25%). Same interests own KVSF Santa Fe, N. M.

EXECUTIVES:

A. R. Hebensteit, Pres. & Gen. Mgr. Leonard Dodds, Ch. Eng.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 340,000; Families in Area, 93,000; Area in Square Miles, 31,416; No. of Sets (June 1), 28,000; Retail Sales, \$320,000,000; Income per Family, \$5,905; Income per Capita, \$1,639.

KOAT-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Alvarado Broadcasting Co. Address: 122 S. Tulane Dr., S.E. Tel.: 5-7501.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 24.8 kw, Aural 12.4 kw. Transmitter: Address, 6 miles West of Albuquerque. Make, DuM., Model 8,000. Antenna Make RCA. Type, TF-6AH. Height, Above average terrain 783 ft. Above ground 538 ft.

OPERATION Target date Sept. 15, 1953.

AFFILIATIONS: Network, ABC. Station, AM, KOAT.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Pres. Herbert Wimberly (49.5%), Vice Pres. Albert M. Cadwell (49.5%), who also own KTRC Santa Fe and lease KRSN Los Alamos, New Mexico.

SERVICES: Two studios (22 x 37 ft. & 22 x 30 ft.). Two DuM. dual camera chains. One Bodde P-3AC rear screen projector. One DuM. multi-scanner. One mobile unit with Raytheon microwave facilities.

EXECUTIVES:

Herbert Wimberly, Pres. Ted L. Snider, Pgm. Dir. & Albert M. Cadwell, Vice Pres. Film Buy.
Phil Hoffman, Gen. & Com. Mgr. William H. Carman, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot, Live \$45, Film \$45. Frequency discounts from 5% for 13 times to 30% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ALBUQUERQUE (Continued)

KOB-TV

LICENSEE: Albuquerque Broadcasting Co. Address: 234 Fifth Street, SW. Phone: 3-4411.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 905 Buena Vista, SE. Make, RCA. Model TT-5A. Antenna: Make RCA. Type Superturnstile. Height, Above average terrain 70 ft. Above ground 138 ft.

OPERATION: Began Nov. 1948. Hours, 3 p.m.-11:05 p.m. AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, KOB.

REPRESENTATIVES: Sales, Branham Co. Washington Attorney Pierson & Ball. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (20 x 30 ft.) and auxiliary studio (25 x 30 ft.). Two RCA TK-30A camera chains. One RCA TK-20A film camera. Two RCA 16C film projectors. Two-Selectroscope 2 x 2" scanners. Composite 16mm film processing unit. Mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Pres. Wayne Coy (50%), former FCC chairman, and Time Inc. (50%). Time Inc. publishes Time, Life, Fortune, and Architectural Forum magazines and owns 80% of KDYL-AM-FM-TV Salt Lake City, Utah.

EXECUTIVES:

Wayne Coy, Pres. & Gen. Mgr. Jack B. Turley, Exec. Prod.
George S. Johnson, TV Sta. Mgr. Lawrence Billmaier, Ch. Transmitter & Ch. Engr. Tech.
Rolf F. Nielsen, Com. Mgr.
Dorothy B. Smith, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$267.50, Film \$250. Minute spot Film \$42. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	115,900	50,600	243,197
Families in Area	34,600	11,600	65,042
Area in Square Miles	286	1,476	10,850
No. of Sets (June 1)	17,646	5,916	27,162
Retail Sales	\$168,123,000	\$10,897,000	\$236,368,250
Income per Family	\$6,008	\$5,905	\$5,705
Income per Capita	\$1,793	\$1,639	\$1,526

CLOVIS

KNEH (TV)

(Target Date, not set)

LICENSEE: Telepolitan Broadcasting Co. Address: c/o Sid Pipkin, Star Route.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 10.12 kw, Aural 5.1 kw. Transmitter: Address, 1/2 mile North of Clovis on State Highway 18. Make, RCA. Antenna: Make RCA. Height, Above average terrain 500 ft. Above ground 517 ft.

OPERATION: Target date not set.

PRINCIPAL STOCKHOLDERS: Owned equally by Sid S. and Sam W. Pipkin, farming.

ROSWELL

KSWS-TV

LICENSEE: John A. Barnett. Address: Box 670. Phone: 3737.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 53.1 kw. Transmitter: Address, Comanche Hill. Make, Fed. Model FTL-19A. Antenna: Make Fed. Type 16-Bay. Height, Above average terrain 905 ft. Above ground 790 ft.

OPERATION: Began June 24, 1953. Hours, 4 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM. Station, AM, KSWS.

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney A. L. Stein. Consulting Engineer George Gautney.

SERVICES: One studio (25 x 30). Fed. camera chains. Fed. film camera. Two GPL PA-100A film projectors. Fed. flying spot scanner. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDER: Mr. Barnett is an oil producer and a consulting geologist.

EXECUTIVES:

John A. Barnett, Own. Leon Lord, Prog. Dir.
J. C. Porter, Gen. Mgr. Ray Summersgill, Ch. Eng.
Paul B. McEvoy, Sls. Dir.

RATE INFORMATION: Class A one hour Film \$150.00. Minute spot Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 181,060; Families in Area, 52,170; No. of Sets (June 1), 7,000; Retail Sales, \$199,413,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SANTA FE

KTVK (TV)

(Target Date, not set)

LICENSEE: Greer & Greer. Address: Lانسic Bldg.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 k. Transmitter: Address, 2 miles North of Santa Fe. Make, RCA. Antenna: Make RCA. Height, Above average terrain 420 ft. Above ground 600 .

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney I. E. Lambert. Consulting Engineer. A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Owned equally by E. John Greer and Saloma S. Greer, New Mexico and Colorado theatre operators.

NEW YORK

NEW YORK MARKET INDICATORS

Total Population, July 1, 1952	15,179,
Total Families, 1950	3,862,000
Total Urban Population, 1950	12,682,
Total Rural Nonfarm Population, 1950	1,570,000
Total Farm Population, 1950	577,
Employed in Nonagricultural Establishments, Feb., 1953	5,874,700
Total Employed, 1950	5,944,
Employed in Mining, Feb., 1953	10,900
Employed in Manufacturing, Feb., 1953	2,014,
Employed in Construction, Feb., 1953	191,200
Employed in Agriculture, 1950	172,
Retail Sales, 1952	\$18,196,751,000
Bank Assets, Jan. 1, 1953	\$54,420,567,
Bank Deposits, Jan. 1, 1953	\$48,421,247,000
Major Income Sources, 1951: Agriculture 1.2%; Government 13.4%; Manufacturing Payrolls, 23.3%; Trade and Service 31.4%; Other 30.7%	
Total Income Payments, 1951	\$30,555,000,
Per Capita Income, 1951	\$ 1,900
Median Family Income, 1950	\$ 3,
Total Internal Revenue Collections, 1952	\$12,887,342,200
Average Weekly Earnings Manufacturing Workers, Feb. 1953	\$ 71
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 124,778,000
Cash Receipts of Farms, 1952	\$ 929,958,000
Government Payments to Farmers, 1952	\$ 4,988,000
Value of Mineral Production, 1950	\$ 156,529,000
Total New Construction in 1952	\$ 2,471,300,000
New Private Construction in 1952	\$ 1,581,100,000
New Public Construction in 1952	\$ 890,200,000
Motor Vehicle Registration, 1952	3,980,500
Number of Telephones, 1952	6,210,100
Number of Electrical Connections, 1952	4,986,800
Number of Gas Utilities Connections, 1952	3,677,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

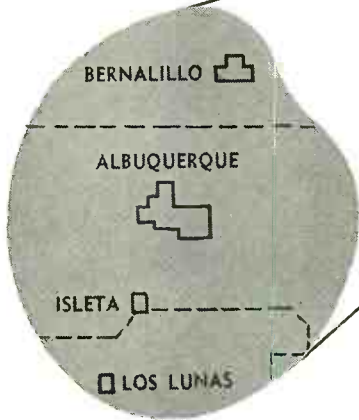
NEW YORK MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Televi- Per C.
Albany	239,386	360,381	78,280	5,292	60,750	79%
Allegany	43,784	39,391	11,093	1,010	3,300	25%
Bronx	1,451,277	1,147,073	480,432	28,311	380,210	85%
Broome	184,698	218,973	55,471	5,577	31,130	55%
Cattaraugus	77,901	88,842	23,063	2,310	9,680	41%
Cayuga	70,136	77,678	19,405	1,535	15,190	72%
Chautauqua	135,189	173,596	46,260	3,623	22,540	51%
Chemung	86,827	118,690	27,668	2,276	4,730	17%
Chenango	39,138	39,413	10,351	564	4,960	41%
Clinton	53,622	51,581	13,276	1,006		
Columbia	43,182	42,583	12,693	876	10,820	79%
Cortland	37,158	47,852	11,055	601	7,410	65%
Delaware	44,420	52,955	11,279	1,052	3,380	25%
Dutchess	136,781	171,634	56,731	3,727	23,060	62%
Erie	899,233	1,094,514	283,415	27,900	251,380	93%
Essex	35,086	28,298	9,147	1,111		
Franklin	44,830	53,360	14,302	1,074		
Fulton	51,021	57,902	17,394	1,235	9,980	58%
Genesee	47,584	57,025	12,897	1,122	10,220	72%
Greene	28,745	38,916	10,683	765	4,770	53%
Hamilton	4,105	4,135	1,948	87	640	49%
Herkimer	61,407	64,408	19,533	1,304	13,560	71%
Jefferson	85,521	106,208	24,921	2,760	7,360	28%
Kings	2,738,175	2,492,636	908,350	60,888	774,880	93%
Lewis	22,521	21,774	5,439	295	2,370	37%
Livingston	40,257	39,382	9,933	815	6,110	55%
Madison	46,214	54,530	13,871	1,445	8,620	62%
Monroe	487,632	604,875	150,860	17,560	125,950	82%
Montgomery	59,594	73,607	20,004	1,475	11,090	59%
Nassau	672,765	838,171	264,005	17,553	204,830	94%
New York	1,960,101	4,459,707	700,057	111,197	407,280	62%
Niagara	189,992	213,234	53,857	5,076	47,810	82%
Oneida	222,855	243,648	64,585	4,915	59,580	90%
Onondaga	341,719	430,077	113,200	11,045	86,400	83%
Ontario	60,172	70,156	17,505	1,300	9,860	56%
Orange	152,255	199,491	55,190	4,736	38,100	83%
Orleans	29,832	32,938	9,133	685	6,300	67%
Oswego	77,181	75,415	22,046	2,052	19,400	84%
Otsego	50,763	61,494	16,148	1,370	7,290	45%

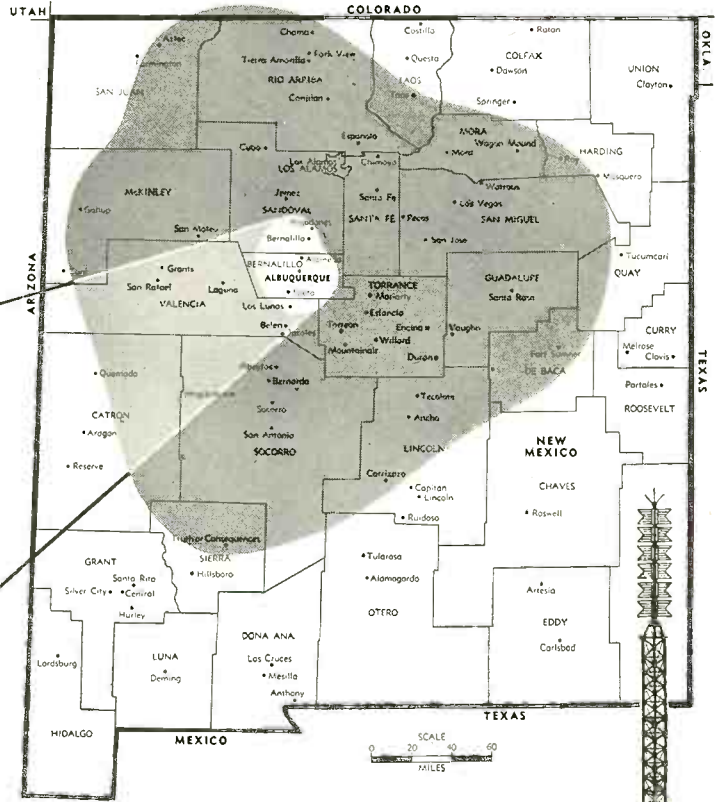
On Nov. 1s , 1953

KOB TV will DOUBLE its COVERAGE

● A new modern transmitter, specially designed antennae system, and the highest site above average terrain in the nation will combine on November 1, 1953, to give KOB-TV increased coverage that by conservative calculations is expected to serve 260,867 additional people—to bring television to 61,734 families, new families not presently served by any television station.



ABOVE: Present Class A and B coverage of KOB-TV, the Albuquerque Metropolitan Area: 46,200 families.

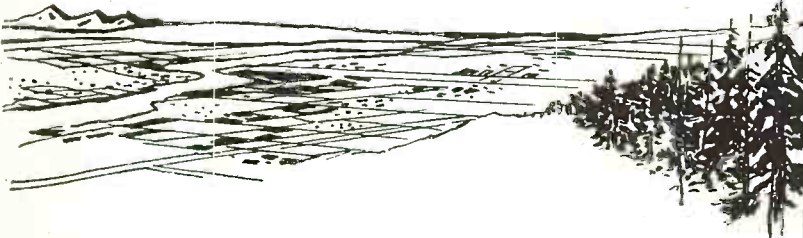


ABOVE: Calculated 28db/u coverage of KOB-TV from new Sandia Crest location: 107,934 families.

CHANNEL 4 • NBC "A five year listening habit in 'New Mexico'"

On November 1, KOB-TV will climax five years of pioneering TV operation by beginning service from a completely new transmitter located on the highest point in central New Mexico—Sandia Crest, 10,832 feet above sea level and 4,200 feet above average terrain. KOB-TV will thus bring television for the first time to a new market of 61,734 families and provide vastly improved service throughout the present rich Albuquerque Metropolitan Area, a market of 46,200 families which for five years has been served exclusively by KOB-TV. Simultaneously, added studio facilities, increased production personnel and continued emphasis on program selection will combine to keep KOB-TV, New Mexico's *FIRST* station, *FIRST* by an ever-widening margin.

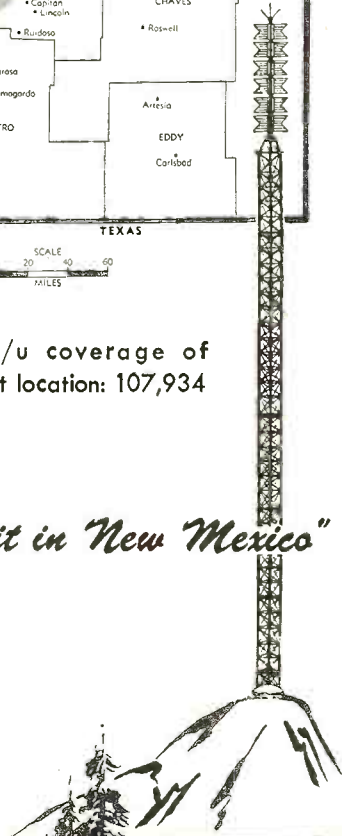
National Representatives
THE BRANHAM COMPANY



KOB TV

Owners: Wayne Coy and Time, Inc.
ALBUQUERQUE

.....The *ATOMIC* Station.....
in the ENERGY Market



NEW YORK MARKET DATA BY COUNTIES

County	1950 Population	1952 (\$000) Retail Sales	1952 (\$000) Food Sales	1952 (\$000) Drug Sales	(CBS)	(CBS)
					1953 TV Sets	Per Cent Television
Putnam	20,307	29,766	9,123	594	4,030	62%
Queens	1,550,849	1,559,531	558,477	35,526	467,330	93%
Rensselaer	132,607	146,051	40,496	2,853	32,970	81%
Richmond	191,555	171,883	68,810	4,433	50,960	93%
Rockland	89,276	80,430	28,247	2,094	21,950	93%
St. Lawrence	98,897	99,322	28,471	2,413		
Saratoga	74,869	77,738	22,381	1,799	18,870	81%
Schenectady	142,497	186,339	48,592	4,426	34,780	74%
Schoharie	22,703	26,486	6,312	390	3,710	53%
Schuyler	14,182	15,730	3,509	305	2,390	53%
Seneca	29,253	24,456	6,775	633	4,190	53%
Steuben	91,439	97,382	26,405	2,211	5,520	20%
Suffolk	276,129	330,776	103,332	7,595	63,750	79%
Sullivan	40,731	79,222	25,526	2,225	8,320	64%
Tioga	30,166	31,246	8,557	525	4,510	47%
Tompkins	59,122	66,618	16,814	1,415	5,850	34%
Ulster	92,621	113,914	35,643	2,228	9,440	32%
Warren	39,205	68,595	16,424	1,586	8,800	71%
Washington	47,144	40,649	13,370	1,202	9,450	69%
Wayne	57,323	61,539	14,402	1,286	11,990	67%
Westchester	625,816	781,775	252,872	19,919	166,960	89%
Wyoming	32,822	34,135	7,425	660	3,900	41%
Yates	17,615	26,625	10,403	467	3,190	56%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Tele-			County	Per Cent Tele-		
	Total Homes	vision	Homes		Total Homes	vision	Homes
Albany	76,900	81	62,540	Niagara	58,300	78	45,610
Allegany	13,200	34	4,470	Oneida	66,200	88	58,420
Bronx	447,300	68	305,740	Onondaga	104,100	83	92,090
Broome	56,600	67	37,870	Ontario	17,600	53	9,360
Cattaraugus	23,600	57	13,530	Orange	45,900	82	37,860
Cayuga	21,100	74	15,700	Orleans	9,400	66	6,240
Chataaugua	44,200	57	25,270	Oswego	23,100	82	18,890
Chemung	27,800	37	10,260	Otsego	16,200	45	7,320
Chenango	12,100	53	6,410	Putnam	6,500	64	4,180
Clinton	13,600	18	2,510	Queens	502,500	84	423,270
Columbia	13,700	80	10,900	Rensselaer	40,700	85	34,480
Cortland	11,400	73	8,360	Richmond	54,800	89	48,910
Delaware	13,500	28	3,840	Rockland	23,600	86	20,220
Dutchess	37,200	64	23,870	St. Lawrence	27,000		
Erie	270,300	93	250,980	Saratoga	23,300	76	17,790
Essex	10,200	23	2,300	Schenectady	47,000	76	35,920
Franklin	12,600	11	1,420	Schoharie	7,000	56	3,910
Fulton	17,200	60	10,270	Schuyler	4,500	54	2,420
Genesee	14,200	71	10,150	Seneca	7,900	54	4,250
Greene	9,000	56	5,020	Steuben	27,600	25	6,990
Hamilton	1,300	53	690	Suffolk	80,700	74	60,020
Herkimer	19,100	76	14,490	Sullivan	13,000	61	7,940
Jefferson	26,300	38	9,950	Tioga	9,600	51	4,880
Kings	833,200	80	666,080	Tompkins	17,200	42	7,220
Lewis	6,400	38	2,400	Ulster	29,500	34	10,090
Livingston	11,100	51	5,710	Warren	12,400	76	9,430
Madison	13,900	56	7,790	Washington	13,700	65	9,070
Monroe	153,600	86	132,020	Wayne	17,900	68	12,210
Montgomery	18,800	60	11,270	Westchester	187,600	83	155,560
Nassau	217,900	90	196,390	Wyoming	9,500	49	4,630
New York	656,900	65	430,180	Yates	5,700	53	3,030
Totals				Totals	4,614,200		3,450,590

ALBANY

WPTR-TV

(Target Date, not set)

LICENSEE: Patroon Broadcasting Co. Address: Hotel Ten Eyck.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow. Visual 257 kw, Aural 135 kw. Transmitter: Address, E. Berne Rd. Make, GE. Antenna: Make GE. Height Above average terrain 1,010 ft. Above ground 248 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WPTR.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. J. Myer Schine, Vice Pres. W. R. David (2.5%), Secy. Howard Antevil, Treas. John A. May, Harold E. Blodgett (30%), Bertha Ryan Asch (10%), and M. L. Prescott (2.5%). Schine Chain Theatres Inc., exhibitor, owns 55%.

WROW-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Hudson Valley Broadcasting Co. Address: 248 State St. P.O. Albany 3-2225.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 Transmitter: Address, Mt. Helderberg. Make, GE. Antenna: Make C... Height, Above ground 900 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, WROW.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Prince, Ta; Crampton & Goodson. Consulting Engineer Frank McIntosh.

SERVICES: Two camera chains. One GE film camera. One Du M. film project...

PRINCIPAL STOCKHOLDERS: Pres. John J. Quinlan (11.5%), Treas. Louis Gross (11.5%), Vice Pres. Hyman Abrahms (7.2%), Exec. Vice Pres. Harry L. Goldman (11.4%) and Secy. Hyman Rosenblum (11.4%).

EXECUTIVES:

Harry L. Goldman, Gen. Mgr. Charles Heisler, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60 Rate Card No. 1.

MARKET INFORMATION:

(Grade A FCC Contour) Population, 1,118,925; Families in Area, 335,377

WTVZ (TV)*

(Target Date, not set)

*(Non-Commercial Educational)

LICENSEE: U. of State of New York, State Education Dept. Address: c/o Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 Transmitter: Address, Albany. Make, GE. Antenna: Make GE. Height Above average terrain 1,410 ft. Above ground 541 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of State of New York.

BINGHAMTON

WNBF-TV

LICENSEE: Clark Assocs. Inc. Address: 40 Wall St. Phone: Binghamton 3-7311.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural 120 kw. Operating Pow.: Visual 200 kw, Aural 120 kw Transmitter: Address, Ingraham Hill Rd. Make RCA. Model TT20AH. Antenna: Make Type 12-Bay, TY 28H. Height, Above average terrain 820 ft. Above ground 376 ft.

OPERATION: Began Dec. 1, 1949. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WNBF.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Bingham, C... ins, Porter & Kistler. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (18 x 30-ft.). Two RCA field camera chains. One R... film camera. Two RCA 16mm film projectors. One TDC 2 x 2" slide projector. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: John C. Clark is principal stockholder.

EXECUTIVES:

Cecil D. Mastin, Vice Pres. & Dir. Louver H. Stantz, Ch. Eng. Stanley N. Heslop, Sls. Mgr. E. W. Farneti, Comp. Edward M. Scala, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$648. Film \$500. Minute spot Live \$130.50. Film \$100. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	464,001	569,345	1,033,346
Families in Area	122,105	149,828	271,933
Area in Square Miles	5,030	5,170	10,200
No. of Sets (June 1)	104,800	38,485	143,285
Retail Sales	\$490,115,000	\$576,251,000	\$1,066,366,000
Income Per Family	\$5,269	\$5,248	\$5,258
Income Per Capita	\$1,387	\$1,381	\$1,384

BINGHAMTON (Continued)

WQTV (TV)*

(Target Date, not set)

(* Noncommercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Address: On grounds of state Veterans Hospital on eastern edge of Binghamton. Make, GE. Antenna: Make GE. Height, Above average terrain 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of state of New York.

BUFFALO

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Route 2, Holland, N. Y. Make, RCA. Model TT-10-AL. Antenna: Make RCA. Type Super-gain, 14-bay. Height, Above average terrain 1,206 ft. Above ground 1,057 ft.

OPERATION: Began May 14, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WBEN, FM, WBEN-FM.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons. Washington Attorney Spearman & Roberson. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (22 x 44-ft. and 22 x 36-ft.). Six RCA, two field and four studio, camera chains. One RCA film camera. Two Eastman 16mm film projectors. Two Selectro Slide scanners. One RCA mobile unit. News Services, UP, AP, INS, Library, Lang-Worth, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, Pres.	John L. Hutchinson Jr., Exec. Prod.
Alfred H. Kirchner, Vice Pres.	Ralph J. Kingsley, Tech. Dir.
C. Robert Thompson, Gen. Mgr.	R. Glenn Beerbower, Asst. Tech. Dir. in Chg. of TV
George R. Torge, Sta. Mgr.	Joseph A. Haeffner, Prom Mgr.
Nicholas J. Malter, Sls. Mgr.	Quentin P. Renner, Film Buy.
Fred A. Keller, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$800. Film \$800. Minute spot Live \$140. Film \$140. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,173,000	931,000	2,104,000
Households in Area	494,383
Area in Square Miles	3,490	6,577	10,067
No. of Sets (June 1)	353,759
Retail Sales	\$1,610,771,000

WBES-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Buffalo-Niagara Television Corp. Address: Suite 150, Hotel Lafayette. Phone: Madison 6484.

FACILITIES: Chan. 59. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Penthouse Lafayette Hotel. Make, GE. Model TT-25-A. Antenna: Make GE. Type TT-25-F. Height, Above average terrain 417 ft. Above ground 428 ft.

OPERATION: Target date Nov. 1, 1953. Hours, 4:00 p.m.-12:00 midnight.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney A. L. Stein. Consulting Engineer John H. Mullaney.

SERVICES: One studio (23 x 36-ft.). Two GE Type PE-8-B camera chains. One GE Type PE-5-A film camera. Two GE Synchro-Lite PF-5-A film projectors. One GE, Type PF-4-A scanner. One GE PF-4-A opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. Charles R. Diebold (33-1/3%), president of Western Savings Bank, Buffalo; Vice Pres. Joseph Davis (33-1/3%), president, Davis Heating & Refrigeration Contractors Inc., Buffalo; Secy.-Treas. Vincent M. Gaughan (33-1/3%), Buffalo Attorney.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



The Right Spot...

For Your Spot...

ADVERTISING!

WNBF-TV—

the only **VHF** station serving Southern New York and Northern Pennsylvania—steadily beaming a powerful 200,000 watts to all or part of 28 counties whose estimated 1952 effective buying income is well over \$2,000,000,000 yearly*

* Sales Management's "Survey of Buying Power" as of May 10, 1953

200 KW **WNBF-TV** CH. 12

BINGHAMTON, N. Y.

National Representative: The Bolling Company



WBUF-TV
CHANNEL 17 BUFFALO

will give the

TELE-VIEWERS of the Nation's

14th BUY-INGEST Market

★ the finest programs of

3 MAJOR NETWORKS
ABC • DUMONT • CBS

★ **WBUF-TV** will give its
ADVERTISERS

★ 1,450,000 people, over \$2,000,000,000
effective buying power

★ 5,000 square foot 'drive-in' studio

★ 4 camera chains, remotes, 2 x 2
slides, 4 x 5 telop

BUFFALO'S TELEVISION CITY
CHANNEL 17

H-R TELEVISION, Inc.

New York
Chicago
Los Angeles
San Francisco

NEW YORK

BUFFALO (Continued)

WBES-TV (Continued)

EXECUTIVES:

Charles R. Diebold, Pres. Frank B. Ridgeway, Ch. Eng.
Roger M. Baker, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$350. Minute spot Live \$70.
Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,045,811	1,152,601	1,173,959
Families in Area	294,296	324,495	330,535
Area in Square Miles	960	2,336	2,083
No. of Sets (June 1)	257,560	282,259	288,361
Retail Sales	\$1,256,254.427	\$1,382,105,051	\$1,394,105,053
Income Per Family	\$6,539	\$6,146	\$6,000
Income Per Capita	\$1,834	\$1,745	\$1,700

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Phone: Summer 1717.

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 39 kw.
Operating Pow.: Visual 17 kw, Aural 8.5 kw. Transmitter: Address, 184
Barton St. Make, DuM. Model 15,000. Antenna: Make Workshop Asscc
Type 24-section slotted. Height, Above average terrain 428 ft. Above
ground 420 ft.

OPERATION: Began Aug. 17, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney Pierson
& Ball. Consulting Engineer Kear & Kennedy.

SERVICES: Three studios (63 x 73-ft., 25 x 40-ft. and 25 x 40 ft.). Four DuM.
dolly mounted camera chains. One Iconoscope film camera. Two 16mm
film projectors. Gray twin-barrel slide projector. Two DuM. field camera
chains. One microwave relay.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman (25.5%) and Gary L. Cohen
(25.5%).

EXECUTIVES:

Sherwin Grossman, Pres., Gen. Mgr. & Pgm. Dir. Pat Swift, Com. Mgr.
Gary L. Cohen, Exec. Vice Pres. Tom Maloney, Assf. Pgm. Dir.
Ernest E. Rety, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Live \$45.00.
Film \$35.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	899,238	325,191	1,224,919
Families in Area	340,000
Retail Sales	\$1,307,748,000
Income Per Family	\$6,093
Income Per Capita	\$1,773

WTVF (TV)*

(Target Date, not set)
(*Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o
Dr. Lewis A. Wilson, U. of State of New York, State Dept. of Educa-
tion, Albany.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw.
Transmitter: Address, Buffalo. Make, GE. Antenna: Make GE. Height,
Above average terrain 647 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting
Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the
state of New York.

ELMIRA

WECT-TV

(Target Date, Oct. 1, 1953)

LICENSEE: El-Cor Television Inc. Address: Hawley Hill.

FACILITIES: Chan. 18. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 33 kw
Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Hawley
Hill. Make, RCA. Antenna: Make Workshop. Type WA-25-18-NF2-BT
Height, Above average terrain 780 ft. Above ground 324 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney Segal, Smith
& Hennessey.

SERVICES: Two studios (24 x 30-ft. and 9 x 9-ft.). Two camera chains. DuM.
Scanner film camera. Federal scanner. Houston-Fearless film processing
unit. 16mm camera.

Market information in station listings is furnished by station and any inquirer
should be directed to that source. Data in listings is corrected to Aug. 1.
For full list of abbreviations and sources of county and state market data
see Foreword.

ELMIRA (Continued)

WECT-TV (Continued)

PRINCIPAL STOCKHOLDERS: Corning Leader Inc. (51%), also owns daily newspaper, Corning Leader, and stockholders own WCLI Corning; Elmira-Star-Gazette Inc. (49%) owns Elmira Star-Gazette, (Gannett newspaper) and WNEY Elmira. (For other Gannett newspapers, see newspaper ownership.)

EXECUTIVES:

E. S. Underhill Jr., Pres. Allen N. Bell, Ch. Eng.
Walter A. Valerius, Gen. Mgr.

WTVE (TV)

LICENSEE: Elmira Television. Address: 366 N. Main St. Phone: Elmira 3-2426.

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 39 kw, Aural 19.5 kw. Operating Pow.: Visual 16.5 kw, Aural 9 kw. Transmitter: Address, T. V. Hill, South Mountain. Make, RCA. Model TTUIB. Antenna: Make RCA. Type 24 gain. Height, Above average terrain 900 ft. Above ground 483 ft.

OPERATION: Began June 15, 1953. Hours, 5:00 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Forjoe TV Inc. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Kear & Kennedy.

SERVICES: One RCA film camera. Two RCA film projectors. Gray Telejector slide projector. Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%).

EXECUTIVES:

T. K. Cassel, Gen. Mgr. Robert Beurket, Ch. Eng.
Shaun F. Murphy, Com. Mgr. Sid Barbet, Film Buy.
James F. Pattison, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	296,600	87,900	384,500
Families in Area	51,000	22,000	73,000
No. of Sets (June 1)	6,000	6,000
Retail Sales	\$282,792,000	\$68,427,000	\$351,219,000
Income Per Capita	\$1,226	\$1,072

ITHACA

WHCU-TV

(Target Date, Nov. 15, 1953)

LICENSEE: Cornell U. Address: Savings Bank Bldg.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, Connecticut Hill, Newfield, N. Y. Make, GE. Antenna: Make GE. Height, Above average terrain 1,200 ft. Above ground 440 ft.

OPERATION: Target date Nov. 15, 1953.

AFFILIATION: Station, AM, WHCU.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Howard G. Smith.

PRINCIPAL STOCKHOLDER: Cornell U. is sole owner.

EXECUTIVES:

Michael Hanna, Gen. Mgr.

WIET (TV)*

(Target Date, not set)
*(Non-commercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 105 kw. Transmitter: Address, Connecticut Hill, 10 miles southwest of Ithaca. Make, GE. Antenna: Make GE. Height, Above average terrain 1,290 ft. Above ground 543 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the state of New York.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

JAMESTOWN

WJTN-TV

(Target Date, not set)

LICENSEE: James Broadcasting Co. Address: 110 W. 3d St. Phone: 7151.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow: Visual 100 kw, Aural 56 kw. Transmitter: Address, Oak Hill Rd., Frewsburg, N. Y. Make, DuM. Antenna: Make GE. Height, Above average terrain 720 ft. Above ground 250 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJTN. FM, WJTN-FM.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Jay E. Mason (76.63%), Vice Pres. Simon Goldman (17.97%), Secy. Hugh V. N. Bodine (.23%), Dayton S. Wilkins, Mabel Mason (4.59%) and Charles A. Lawson.

EXECUTIVES:

Jay E. Mason, Pres. J. Carl Willems, Com. Mgr.
Simon Goldman, Vice Pres. & Gen. George Peleeger, Prog. Dir.
Mgr. Harold J. Kratzert, Ch. Eng.

KINGSTON

WKNY-TV

(Target Date, not set)

LICENSEE: Kingston Broadcasting Corp. Address: 17 Dunbar St., Keene, N. H. Phone: 2080.

FACILITIES: Chan. 66. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 13.5 kw. Operating Pow.: Visual 1 kw, Aural 0.6 kw. Transmitter: Address, Plainfield St., Kingston. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU-24BH. Height, Above average terrain 250 ft. Above ground 436 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, NBC. Station, AM, WKNY.

REPRESENTATIVES: Sales, Meeker. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Joseph K. Close (0.99%), Vice Pres.-Gen. Mgr. Robert M. Peebles (1.46%), Treas. George W. Smith (0.2%) and WKNE Corp. (51.01%), Licensee of WKNE-AM-TV Keene, N. H.

EXECUTIVES:

Joseph K. Close, Pres. Robert L. Sabin, Com. Mgr. & Prog. Dir.
Robert M. Peebles, Gen. Mgr.

NEW YORK

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66th St. Phone: Susquehanna 7-5000

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 16.3 kw, Aural 8.15 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT-5A. Antenna: Make RCA. Type Special. Height, Above average terrain 1,378 ft. Above ground 1,465 ft.

OPERATION: Began Aug. 10, 1948. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, ABC. Stations, AM, WABC. FM, WABC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Kear & Kennedy.

SERVICES: Studio TV-1 (73 x 90-ft.), four cameras. Studio TV-4 (32 x 63-ft.), three cameras. Studios TV-5, 6 and 7 (42 x 41-ft. combined), three cameras combined. Studio TV-8 (34 x 36-ft.), three cameras. Studio TV-11 (48 x 68-ft.), four cameras. Studio TV-12 (48 x 57-ft.), four cameras. Ritz Theatre (46 x 52-ft. stage), four cameras. 58th St. Theatre (30 x 72-ft. stage), four cameras. Times Hall (30 x 72-ft. stage), four cameras. School of Radio Technique studio (34 x 88-ft.), three cameras. Two mobile units with microwave relays. News Services, AP, UP, INS, Movietone.

PRINCIPAL STOCKHOLDERS: AB-PT owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB(TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. AB-PT also owns a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres. John M. Mitchell, Vice Pres. & Gen. Mgr.
(AB-PT)
Robert E. Kintner, Pres. J. Trevor Adams, Sls. Mgr.
(ABC Div.) Arden B. Rodner, Pgm Mgr.
Robert H. O'Brien, Exec. Vice Freelon Fowler, Film Dir. & Buy.
Pres. (ABC Div.) Gene Accas, Sls. Prom Mgr.

RATE INFORMATION: Class A one hour \$3,100. Minute spot \$650. Frequency discounts. Rate Card No. 7.

NEW YORK (Continued)

WABD (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: 515 Madison Ave. Phone: Murray Hill 8-2600.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.7 kw, Aural 8.4 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Empire State Bldg. Make, DuM. Model 7000. Antenna: Make RCA. Type Supergain. Height, Above average terrain 1,338 ft. Above ground 1,436 ft.

OPERATION: Began May, 1944. Hours, 12:45 p.m.-12 midnight.

AFFILIATION: Network, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney Roberts & McInnis.

SERVICES: Three studios (Adelphi Theatre: 45 x 60-ft. stage, Ambassador Theatre: 45 x 60-ft. stage, Wanamaker Theatre: 55 x 70-ft.) Tele-Center (Studio 1: 84 x 50 x 30-ft., Studio 2: 75 x 40 x 30-ft., Studio 3: 75 x 40 x 30-ft., Studio 4: 75 x 40 x 30-ft., Studio 5: 101 x 72 x 40-ft.). Twenty nine DuM. camera chains. Six Bodde rear screen projectors. One Holmes rear screen projector. One Maurer film camera. Two Bolex 16mm film cameras. One Bell & Howell film camera. Four Holmes 16mm film projectors. Three DuM. scanners. Three Simplex 35mm film projectors. One Balop Jr. opaque projector. One mobile unit. Four teletranscription units. News Service, INS, INP, Telenews. Library, Film.

PRINCIPAL STOCKHOLDER: Licensee is TV and electronics manufacturer and operates DuMont Television Network. Other owned and operated stations are WTTG(TV) Washington and WDTV(TV) Pittsburgh.

EXECUTIVES:

Allen B. DuMont, Pres.	James L. Caddigan, Prog. Dir.
Chris J. Witting, Dir.	Rodney D. Chipp, Ch. Eng.
Norman Knight, Sta. Mgr.	Henry Humphrey, Film Buy.
Lawrence L. Wynn, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$2,200, Film \$2,200. Minute spot Live \$500, Film \$500. Frequency discounts from 2 1/2% for 13-25 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION: (Total Area) Population, 14,476,000; Families in Area, 4,378,000, Area in Square Miles, 7,457; No. of Sets (June 1), 3,850,000; Retail Sales, \$16,949,561,000; Income Per Family, \$6,172; Income Per Capita, \$1,867.

WATV (TV) (NEWARK, N. J.)

LICENSEE: Bremer Broadcasting Corp. Address: 1020 Broad St., Newark, N. J. (For full listing see Newark, N. J.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Phone: Plaza 1-2345

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 43 kw, Aural 22 kw. Operating Pow.: Visual 43 kw, Aural 22 kw. Transmitter: Address, Empire State Bldg. Make, GE. Model TT-10A. Antenna: Make RCA. Type TFS-25S1-5 Super-Gain. Height, Above terrain 1,282 ft. Above ground 1,332 ft.

OPERATION: Began July 1, 1941. Hours, 7:30 a.m.-1:30 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WCBS. FM, WCBS-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Rosenman, Goldmark, Colin & Kaye. Consulting Engineer CBS Television General Engineering Dept.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Studio: Full facilities of CBS-TV New York. Forty seven RCA, eight GPL, eleven DuM. and four GE camera chains. Two Bodde, three Trans-Lux, one Delineascope, two Vulex, two Soundview, one Golde and two Animatic rear screen projectors. One Bell & Howell Filmo Arc rear screen projector. One GPL Arc rear screen projector. One Simplex Arc rear screen projector. One GE and ten RCA film cameras. Five 16mm Eastman Kodak #250 film projectors. Two GE 16mm, six RCA 35mm and one GE 35mm film projectors. Five Gray Telop opaque projectors. One mobile unit. New Services, CBS Newsfilm, AP, UP, INS.

PRINCIPAL STOCKHOLDER: CBS also owns and operates KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post), 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio Television Corp.) and 45% of KQV Pittsburgh.

EXECUTIVES:

Frank Stanton, Pres., CBS Inc.	William Lacey, Film Dir.
J. L. Van Volkenburg, Pres., CBS-TV Div.	Clarence Worden, Asst. to Ger. Mgr.
Craig Lawrence, Gen. Mgr.	Robert G. Patt, Adv. & Prom Dir.
George R. Dunham Jr., Sis. Mgr.	Morton A. Barrett, Opr. & Sls. Ser. Mgr.
Hal Hough, Prog. Dir.	
Robert G. Thompson, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$4,500, Film \$4,500. Minute spot Live \$975-800, Film \$975-800. Frequency discounts. Rate Card No. 12.

MARKET INFORMATION: (.1 mv/m Contour Area) Population, 14,887,700; Families in Area, 4,496,100; No. of Sets (June 1), 3,902,000; Retail Sales, \$17,696,871,000; Income Per Family, \$6,157; Income Per Capita, \$1,859.44.

WGTV (TV)*

(Target Date, not set)

*(Non-commercial-Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, New York. Make, GE. Antenna: Make GE. Height, Above average terrain 680 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of state of New York.

WNBT (TV)

LICENSEE: National Broadcasting Co. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 14.5 kw, Aural 7.25 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT 25-BL. Antenna: Make RCA. Type Superturnstile. Height, Above average terrain 1,445 ft. Above ground 1,465 ft.

OPERATION: Began July 1, 1941. Hours, 6:55 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WNBC. FM, WNBC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales Dept. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Studio facilities of NBC. For live programming: Two RCA image orthicon cameras, one microphone boom. Fixed microphones as required, lighting equipment, maximum crew of one production, one program assistant and ten other operating personnel. For film programming: Studio fully equipped for showing 35mm and 16mm silent and sound film, 35mm slide projector and baloptican, announcer studio, maximum crew of one production man and four other operating personnel. News Services, AP, INS, UP.

NEW YORK (Continued)

WNBT (TV) (Continued)

PRINCIPAL STOCKHOLDER: Owned and operated by National Broadcasting Co., a subsidiary of Radio Corp. of America. NBC also owns and operates WRC-AM-FM and WNBW (TV) Washington, D. C.; WMAQ-AM-FM and WNBO (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco and KNBH (TV) Hollywood.

EXECUTIVES:

David Sarnoff, Chmn.	Max Buck, Dir. of Prom. Adv. & Merc.
Hamilton Shea, Vice Pres. & Gen. Mgr.	Philip Dean, Dir. of Publ.
Ernest de la Ossa, Sta. Mgr.	Jackie Robinson, Dir. of Comm. Act.
Richard Pack, Prog. Dir.	Steven Krantz, Prog. Mgr.
Charles Colledge, Ch. Eng.	James Hulbert, Prod. Supvr.
Theodore Zaer, Cont.	Peter Affe, Opr. Mgr.
Jay Heitin, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$4,250, Film \$4,250. Minute spot Live \$750 Film \$750. Frequency discounts. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	13,508,398	15,185,057	16,072,100
Families in Area	4,104,072	4,578,837	4,841,600
No. of Sets (June 1)	3,312,762	3,710,442	3,901,250
Retail Sales	\$15,958,861,000	\$17,962,731,000	\$19,103,704,000
Income Per Family	\$6,106	\$6,155	\$6,137
Income Per Capita	\$1,872	\$1,856	\$1,849

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Phone: Longacre 4-8000

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 130 kw, Aural 65 kw. Transmitter: Address, North Bergen, N. J. (Planning move to Empire State Bldg.) Make, GE. Model TT6D. Antenna: Make GE. Type TX14F. Height, Above average terrain 975 ft. Above ground 807 ft.

OPERATION: Began Oct. 5, 1949. Hours: 12:00 noon-12:00 midnight.

AFFILIATIONS: Stations, AM, WOR. FM, WOR-FM.

REPRESENTATIVES: Sales, WOR-TV Sales, New York, Boston and Chicago; H-R Representatives, West Coast. Washington Attorney Pierson & Ball. Consulting Engineer Earl M. Johnson, vice president in charge of engineering.

SERVICES: Seven studios (one 83 x 70-ft., two 55 x 70-ft., one 30 x 30-ft. and three 12 x 16-ft.). Seventeen RCA and DuM. camera chains. One TV Specialties rear screen projector. Five RCA film cameras. Seven RCA. GE and Simplex film projectors. Three slide projectors. Two opaque projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Owned by General Tire & Rubber Co., Akron. Besides WOR Div., General Teleradio operates Yankee Network Div. and Don Lee Network Div. Yankee Networks owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, and WONS Hartford, Conn. Don Lee owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

EXECUTIVES:

Thomas F. O'Neil, Pres.	Frank Kizis, Sls. Ser. Mgr.
James M. Gaines, Vice Pres. (stations)	Robert M. Hoffman, Res. Mgr.
Julius F. Seebach Jr., Vice Pres. (operations).	Lawrence Menkin, Prog. Dir.
Robert C. Mayo, Sls. Dir.	Milford Fenster, Film Buy.
John F. Sloan, Sls. Mgr.	Ivan Reiner, Prod. Mgr.
Charles Singer, Ch. Eng.	Warren Wade, Exec. Prod.
George R. Jameson, Midwest Sls. Mgr.	Joseph St. Georges, Prom. Mgr.

RATE INFORMATION: Class A one hour \$1,500. Minute spot \$200. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 16,745,200; Families in Area, 4,929,700; No. of Sets (June 1), 4,070,000; Retail Sales, \$18,874,000,000; Income Per Family, \$6,255; Income Per Capita, \$1,842.

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 E. 42d St. Phone: Murray Hill 2-6500

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT 20-AH. Antenna: Make RCA. Type Super Gain. Height, Above average terrain 1,410 ft. Above ground 1,464 ft.

OPERATION: Began June 15, 1948. Hours, 9:00 a.m.-1:00 a.m.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Four live studios. Fifteen RCA image orthicon camera chains. One Trans-Lux rear screen projector. Three RCA iconoscope film cameras. Four RCA 16mm and two 35mm film projectors. Three Golde 2 x 2" slide projectors. Houston developer film processing unit. Two RCA mobile units. News Services, UP, AP, Movietone.

PRINCIPAL STOCKHOLDERS: Licensee is owned by News Syndicate Co., publisher of N. Y. News and in turn owned by Tribune Co., publisher of Chicago Tribune, Washington Times-Herald and owner of WGN, WGNB (FM) and WGN-TV Chicago.

EXECUTIVES:

F. M. Flynn, Pres.	John Patterson, Sls. Mgr.
Fred M. Thrower, Gen. Mgr.	Walter Engels, News & Special Events Mgr.
Leavitt J. Pope, Asst. Gen. Mgr. & Opr. Mgr.	Leslie Hollingsworth, Publ. & Pub. Rel. Mgr.
Lou Ames, Prog. Dir.	
Thomas E. Howard, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$300, Film \$300. Frequency discounts from 2 1/2% for 13 times up to 30% for 1040 times. Rate Card No. 4.

MARKET INFORMATION: (Grade B, FCC Contour) No. of Sets (June 1), 3,535,000.

POUGHKEEPSIE

WEOK-TV

(Target Date, Jan., 1954)

LICENSEE: Mid-Hudson Broadcasters Inc. Address: 385 Main St. Phone: Poughkeepsie 8300

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 60 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, 385 Main St. Make, DuM. Antenna: Make RCA Type TFU-24BL. Height, Above average terrain 230 ft. Above ground 397 ft.

OPERATION: Target date Jan., 1954.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Arthur J. Barry Jr. (75%).

EXECUTIVES:

Arthur J. Barry Jr., Pres. & Gen. Mgr.	Richard Crans, Prog. Dir. & Film Buy.
Frank T. Breslin, Com. Mgr.	John Burke, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	360,000	550,000
Families in Area	90,000	150,000
No. of Sets (June 1)	60,000	-----
Area in Square Miles	625	2,500
Retail Sales	-----	\$586,000,000

BROADCASTING



TELECASTING

NEW YORK OFFICES

► 444 Madison Avenue ◀

Plaza 5-8355

ROCHESTER

WHAM-TV

LICENSEE: Stromberg-Carlson Co. Address: 100 Carlson Rd. Phone: Culver 7240

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 23.4 kw, Aural 11.8 kw. Transmitter: Address, Pinnacle Hill. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4 Section Turnstile. Height, Above average terrain 497 ft. Above ground 325 ft.

OPERATION: Began June 11, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WHAM, FM, WHFM (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Segal, Smith & Hennessey.

SERVICES: Seven studios. Six RCA TK30A camera chains. Two RCA film cameras. Two RCA and two Eastman Kodak film projectors. One Dual GE PF-3C slide projector. One 3 1/4 x 4" opaque projector. Linn TV mobile truck. News Service, UP. Library, World, Standard.

PRINCIPAL STOCKHOLDERS: Licensee is radio-TV receiver and electronics manufacturer.

EXECUTIVES:

William Fay, Vice Pres. & Gen. Mgr. Chas. W. Siverson, Prog. Dir.
John W. Kennedy Jr., Com. Mgr. Kenneth Gardner, Ch. Eng.
Dave Manning, Film Buy.

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$150, Film \$120. Frequency discounts from 5% for 20 times up to 20% for 260 times. Rate Card No. 7A.

MARKET INFORMATION: (Grade A, FCC Contour) Families in Area, 220,000; No. of Sets (June 1), 184,000.

WHEC-TV

(Target Date, Dec. 1, 1953)

LICENSEE: WHEC Inc. Address: 40 Franklin St.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 59.2 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make Andrew Corp. Height, Above average terrain 351 ft. Above ground 325 ft.

OPERATION: Target date Dec. 1, 1953. Shares time with WVET-TV Rochester.

AFFILIATION: Networks, ABC, CBS, Station, AM, WHEC.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer B. C. O'Brien, Rochester.

PRINCIPAL STOCKHOLDERS: Pres, Frank E. Gannett, Vice Pres. Clarence Wheeler, Secy.-Treas. H. W. Cruickshank and Francke P. Pickard (14.25%). Gannett Co. (Rochester Times-Union and Democrat & Chronicle) owns 85.75%. (For other Gannett newspapers, see newspaper ownership.)

WRNY-TV

(Target Date, not set)

LICENSEE: Genesee Valley-Television Co. Address: 1073 Clinton Ave., N. Phone: Locust 9880

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 135 kw. Transmitter: Address, Pinnacle Hill, Brighton, N. Y. Make, GE. Antenna: Make GE. Height, Above average terrain 437 ft. Above ground 325 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WRNY.

REPRESENTATIVES: Sales, Everett McKinney. Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Stanley J. Bachman (25%), Bernard S. Bachman (25%) and Schine Chain Theatres (50%). Messrs. Stanley and Bernard Bachman hold 100% interest in WRNY (AM). Schine Chain Theatres also owns WPTR-AM-TV Albany, N. Y.

EXECUTIVES:

Stanley J. Bachman, Pres. Bernard S. Bachman, Treas.
Louis W. Schine, Vice Pres. Howard N. Antevil, Secy.

WROH (TV)*

(Target Date, not set)

*(Non-commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address: Rochester. Make, GE. Antenna: Make GE. Height, Above average terrain 721 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the state of New York.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WVET-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Veterans Broadcasting Co. Address: 17 Clinton Ave. S. Phone: Hamilton 4820.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 59 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Model TT69-TF4A Ampl. Antenna: Make GE. Height, Above average terrain 500 ft. Above ground 300 ft.

OPERATION: Target date Dec. 1, 1953. Shares time with WHEC-TV Rochester.

AFFILIATION: Networks, ABC, CBS, Station, AM, WVET.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Frank U. Fletcher. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Stock is owned and subscribed by more than 100 stockholders including Ervin F. Lyke, WVET general manager-chief engineer, who is president-treasurer and will be 3.1% owner after new stock is issued: Vice Pres. Paul C. Louther (1.54%), Secy. Grantier Nevile (0.76%), attorney, and Harold Carson (1.6%) owner of KCOC Hamilton and 16.66% owner of CJVI Victoria and CKWX Vancouver.

(Target Date, not set)

LICENSEE: Star Broadcasting Co. Address: 87 Seneca St., Geneva, N. Y.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 286 kw, Aural 150 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Brighton, N. Y. Make, GE. Model TT25A. Antenna: Make GE. Type TY-25A. Height, Above average terrain 435 ft. Above ground 325 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Maurice R. Forman (71.59%) owner of Bean Adv.; Vice Pres. Thomas L. Brown (11.84%); Secy. R. Carleton Greene (4.73%), and Edward Menden (11.84%).

EXECUTIVES:

M. R. Forman, Pres. R. Carleton Greene, Ch. Eng.
Thomas L. Brown, Vice Pres. & Gen. Mgr.

WRGB (TV)

SCHENECTADY

LICENSEE: General Electric Co. Address: 1 River Rd. Phone: Schenectady 7-2261.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw. Operating Pow.: Visual 21.12 kw, Aural 11.73 kw. Transmitter: Address, New Scotland, N. Y. Make, GE. Model TT6A & TF3A Amplifier. Antenna: Make GE. Type 4TY-27-D1. Height, Above average terrain 1,019 ft. Above ground 314 ft.

OPERATION: Began Feb. 26, 1942. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WGY, FM, WGFM (FM).

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Two studios (42 x 27-ft. and 16 x 24-ft.). Three GE studio and two GE field camera chains. Two GE iconoscope film cameras. Four GE Synchronite film projectors. GE opaque projector. One GE mobile unit. News Services, AP, UP, INS, Telenews. Library, Snader, World, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is radio-TV receiver and electronics equipment manufacturer.

EXECUTIVES:

Chester H. Lang, GE Vice Pres. of Pub. Rel. Albert G. Zink, Prog. Mgr.
Robert B. Hanna Jr., Mgr., Bcstg. Sta. Dept. Willard J. Purcell, Eng. Mgr.
Raymond W. Welpott, Mgr. Sta. Oper. A. O. Coggeshall, Music Librarian
R. B. Tufts, Mgr. of Finance T. B. Beebe, Script Ed.
Robert F. Reid, Sls. Mgr. T. Baughn, Sr. Dir.
J. Q. Cobb, Mgr. Prom. & Publ.

RATE INFORMATION: Class A one hour Live \$625. Minute spot Live \$125. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

WTRI (TV)

(Target Date, not set)

LICENSEE: Van Curler Broadcasting Co. Address: Proctor Bldg. State St.

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 126 kw. Transmitter: Address, off Camp Pinnacle Rd., 2.2 miles west of New Salem. Make, GE. Antenna: Make GE. Height, Above average terrain 1,520 ft. Above ground 543 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Arnold, Fortas & Porter. Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Troy Broadcasting Co. Inc. (WTRY) (50%), S. H. Fabian (12 1/2%), E. L. Fabian (12 1/2%), Samuel Rosen (12 1/2%) and Eleanor Fabian Rosen (12 1/2%).

EXECUTIVES:

H. C. Wilder, Pres. Paul L. Jacobson, Treas.
A. H. Chismark, Ch. Eng.



Short-Short Story

WHAM-TV . . . Rochester, New York's *only* television station . . . currently enjoys 80% saturation in this Number One Test City of the Middle Atlantic states and its prosperous rural environs. Call the Hollingbery man or write direct for availabilities.

WHAM-TV

THE STROMBERG-CARLSON STATION



CHANNEL 6—ROCHESTER, N. Y.

SYRACUSE

EVEN TODAY THEY WATCH

Yes, even today, Cicero faithfully watches WHEN and shops the Syracuse Market.

Scipio, too, enjoys Channel 8 programming every day and forms buying habits by watching.

And Homer watches not only for enjoyment but for information on what and where to buy.



SCIPIO

CICERO

HOMER

**W·H·E·N
TELEVISION**

Cicero, Scipio and Homer, N. Y., are only three of the towns in a rich 26-county area exclusively covered by WHEN. Over 200 communities like these, composed of over 2¼ million people, constantly watch WHEN and buy the products advertised. These viewers are potential purchasers of your client's products, too, so take advantage of this important upstate market with its high stable buying income by getting complete coverage over WHEN.



SEE YOUR NEAREST
KATZ AGENCY

CHANNEL 8

SYRACUSE, N. Y.

WHEN (TV)

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Phone: Syracuse 74-5711.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Sentinel Heights Rd., Onondaga, N. Y. Make, GE. Model TF-4A. Antenna: Make GE. Type 12-Bay. Height, Above average terrain 960 ft. Above ground 517 ft.

OPERATION: Began Dec. 1, 1948. Hours, 9:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney Haley, Doty, & Schellenberg.

SERVICES: Two studios (35 x 50-ft. and 20 x 20-ft.). Four RCA TK30A camera chains. One RCA TK-20A film cameras. Two RCA TP-160 film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. Watson Tank film processing unit. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Meredith Engineering Co. (100%). For other Meredith holdings, see group ownership.

EXECUTIVES:

E. T. Meredith Jr., Pres. Gordon Alderman, Prog. Dir. & Film Buy.
Paul Adanti, Gen. Mgr. Gene Crow, Ch. Eng.
William H. Bell, Com. Mgr. Robert Peel, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$690, Film \$650. Minute spot Live \$140, Film \$130. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	970,800	658,300	1,980,200
Families in Area	283,600	197,800	583,800
Area in Square Miles	8,343	2,843	16,830
No. of Sets (June 1)	225,000	253,000	317,800
Retail Sales	\$1,096,565,000	\$760,357,000	\$2,244,743,000
Effective Buying Income Per Family	\$4,669	\$5,276	\$4,568
Effective Buying Income Per Capita	\$1,367	\$1,506	\$1,336

WHTV (TV)*

(Target Date, not set)

*(Non-Commercial Educational)

LICENSEE: U. of the State of New York, State Education Dept. Address: c/o Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany.

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address, Syracuse. Make, GE. Antenna: Make GE. Height, Above average terrain 560 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer Francis E. Almstead, Albany.

PRINCIPAL STOCKHOLDERS: Regents and Commissioner of Education of the State of New York.

WSYR-TV

LICENSEE: Central N. Y. Broadcasting Corp. Address: Syracuse Kemper Bldg., 224 Harrison St. Phone: Syracuse 3-7111.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Miller Hill, Sentinel Heights. Make, GE. Model TT-6C. Antenna: Make GE. Type TY-17A6. Height, Above average terrain 640 ft. Above ground 613 ft.

OPERATION: Began Feb. 15, 1950. Hours, 9:30 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WSYR. FM, WSYR-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (22 x 32-ft. and 40 x 40-ft.). Two RCA field camera chains. Three DuM. field chains. Two GE film cameras. Three GE film projectors. Two 2 x 2" Golde slide projectors. Two GE Balop opaque projectors. News Services, UP, Telenevs., Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by S. I. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own KGW Portland. [Sale pending FCC approval.]

EXECUTIVES:

E. R. Vadeboncoeur, Pres. & Mgr. Armand G. Belle Isle, Ch. Eng.
W. R. Alford Jr., Com. Mgr. E. J. McDonald, Prod. Sup.
William V. Rothrum, Prog. Dir. & Thomas F. McCollum, Prom. Mgr. Film Buy.

RATE INFORMATION: Class A one hour Film \$550. Minute spot Film \$110. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (Total Area) Population, 2,230,800; Families in Area, 648,200; No. of Sets (June 1), 224,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WSYR-TV

Now **100 KW**
on
Channel **3**

**...The Only Low-Band VHF Station
in Rich Central New York**

WSYR-TV

channel 3

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

UTICA

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp. Address: Smith Hill Rd., Deerfield, N. Y. Phone: Utica 3-0404.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 221.8 kw, Aural 118.5 kw. Operating Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: Address, Smith Hill Rd., Deerfield, N. Y. Make, GE. Model TT6D2 + TF4A Amplifier. Antenna: Make GE. Type TY 28 H. Height, Above average terrain 794 ft. Above ground 447 ft.

OPERATION: Began Dec. 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George Adair.

SERVICES: Two studios (45 x 45-ft. and 25 x 35-ft.). Two RCA and GE camera chains. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. Three Spindler & Sauppe 2 x 2", and one GE Balop slide projectors. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: Myron J. Kallet who also operates Kallet Theatres Inc., movie theatre chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, Pres. J. J. McDavitt, Com. Mgr.
William T. MacNeilly, Vice Pres. Jack Fredericks, Prog. Dir.
Michael C. Fusco, Gen. Mgr. & Deforest T. Layton, Jr., Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$425, Film \$425. Minute spot Live \$75, Film \$75. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 5.

WFRB (TV)

(Target Date, not set)

LICENSEE: Richard H. Balch. Address: 20 Whitesboro St.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 52.2 kw, Aural 26.3 kw. Transmitter: Address, at intersection of Grace Hill and Smith Hill Rds., 2.5 miles northeast of Deerfield. Make, DuM. Antenna: Make GE. Height, Above average terrain 880 ft. Above ground 531 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Sole owner is Robert H. Balch, vice president of Frost Inc., N. Y. (fishing tackle distributor, president of Horrocks-Ibbotson Co., Utica (fishing tackle manufacturer) who also holds interest in real estate and insurance companies.

WATERTOWN

WWNY-TV

(Target Date, Nov. 15, 1953)

LICENSEE: The Brockway Co. Address: Hotel Woodruff. Phone: 4120.

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, State Street Rd. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-E. Height, Above average terrain 570 ft. Above ground 363 ft.

OPERATION: Target date Nov. 15, 1953.

AFFILIATIONS: Stations, AM, WWNY, FM, WWNY-FM.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George C. Davis.

SERVICES: One studio (36 x 32-ft.) One GE PE-8-B camera chain. One GE PE-5-B film camera. Two GE PF-5-A film projectors. One Spindler & Sauppe TV Jr. Selectroslide slide projector.

PRINCIPAL STOCKHOLDERS: The Brockway Co. (100%) is also owner of the Watertown Daily Times and WMSA-AM-FM Massena, N. Y.

EXECUTIVES:

John B. Johnson, Pres. Louis Saiff Jr., Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	101,800	49,500	247,500
Families in Area	29,540	16,930	68,210
Area in Square Miles	1,747	1,722	5,842
No. of Sets (June 1)	11,000	4,000	18,000
Retail Sales	\$116,074,300	\$58,817,200	\$248,413,000
Income Per Family	\$4,255	\$4,306	\$4,294
Income Per Capita	\$1,289	\$1,209	\$1,229

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NORTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1952	4,180,000
Total Families, 1950	939,
Total Urban Population, 1950	1,368,101
Total Rural Nonfarm Population, 1950	1,317,
Total Farm Population, 1950	1,376,500
Employed in Nonagricultural Establishments, Feb., 1953	989,
Total Employed, 1950	1,463,352
Employed in Mining, Feb., 1953	3,
Employed in Manufacturing, Feb., 1953	438,900
Employed in Construction, Feb., 1953	56,
Employed in Agriculture, 1950	360,007
Retail Sales, 1952	\$ 2,997,199,
Bank Assets, Jan. 1, 1953	\$ 2,408,351,000
Bank Deposits, Jan. 1, 1953	\$ 2,209,358,
Major Income Sources, 1951: Agriculture 17.4%; Government 16.3%; Manufacturing Payrolls 24.8%; Trade and Service 21.9%; Other 19.6	
Total Income Payments, 1951	\$ 4,350,000,000
Per Capita Income, 1951	\$ 1,
Median Family Income, 1950	\$ 2,100
Total Internal Revenue Collections, 1952	\$ 1,617,287,
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 48.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 51,254,000
Cash Receipts of Farms, 1952	\$ 929,948,000
Government Payments to Farmers, 1952	\$ 6,790,000
Value of Mineral Production, 1950	\$ 26,343,000
New Public Construction in 1952	\$ 202,500,000
Motor Vehicle Registration, 1952	1,171,000
Number of Telephones, 1952	666,100
Number of Electrical Connections, 1952 ¹	1,781,400
Number of Gas Utilities Connections, 1952	68,700

¹Includes South Carolina.

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Televi- Per C.
Alamance	71,220	62,723	15,303	1,631	10,420	54%
Alexander	14,554	6,232	1,386	103	1,510	43%
Allegany	8,155	2,855	457	49	*580	29%
Anson	26,781	13,955	3,093	361	2,910	47%
Ashe	21,878	6,884	1,323	106	920	18%
Avery	13,352	3,711	1,030	103	740	24%
Beaufort	37,134	28,589	7,333	613	1,370	15%
Bertie	26,439	15,384	2,767	231	1,770	30%
Bladen	29,703	14,138	3,404	322		
Brunswick	19,238	3,874	1,218	166		
Burke	124,403	113,827	24,507	4,156		
Burke	45,518	20,621	4,858	575	6,490	59%
Cabarrus	63,783	54,895	15,690	1,655	7,310	43%
Caldwell	43,352	24,871	7,541	671	4,600	43%
Camden	5,223	1,000	542	50	570	41%
Carteret	23,059	12,973	4,587	639		
Caswell	20,870	3,605	931	46	1,670	38%
Catawba	61,794	49,184	11,815	1,131	9,910	59%
Chatham	25,392	14,977	2,378	278	2,320	38%
Cherokee	18,294	8,716	1,947	100	650	15%
Chowan	12,540	7,145	1,639	196	380	13%
Clay	6,006	837	226	99	200	15%
Cleveland	64,357	40,847	9,447	821	8,000	50%
Columbus	50,621	31,424	6,295	866		
Craven	48,823	34,621	7,892	1,044		
Cumberland	96,006	85,438	18,561	2,383		
Currituck	6,201	2,147	687	95	740	41%
Dare	5,405	3,276	1,145	95	170	13%
Davidson	62,244	44,187	10,848	919	5,070	30%
Davie	15,420	6,726	1,680	236	1,790	46%
Duplin	41,074	16,569	4,373	502		
Durham	101,639	115,321	21,997	3,743	9,320	34%
Edgecombe	51,634	34,809	8,971	719	1,300	11%
Forsyth	146,135	122,839	26,615	3,766	16,770	44%
Franklin	31,341	11,022	2,767	377		
Gaston	110,836	85,339	23,407	2,538	15,980	54%
Gates	9,555	2,344	784	41	900	41%
Graham	6,886	2,714	597	107	260	15%
Granville	31,793	14,404	3,502	475	880	13%
Greene	18,024	4,907	924	129		
Guilford	191,057	243,827	47,860	6,177	22,530	43%
Halifax	58,377	40,129	11,049	1,008		
Harnett	47,605	28,319	6,525	1,074		
Haywood	37,631	22,708	4,146	897	1,180	12%
Henderson	30,921	25,094	6,267	724	1,980	22%
Hertford	21,453	15,067	3,200	204	1,970	41%
Hoke	15,756	5,895	1,502	95	530	16%
Hyde	6,479	1,390	891	42	200	13%
Iredell	56,303	39,989	10,510	1,102	4,620	31%
Jackson	19,261	6,926	1,384	197	970	22%
Johnston	65,906	36,374	8,034	978		
Jones	11,004	2,071	822	59		
Lee	23,522	18,364	4,151	545	1,480	25%
Lenoir	45,953	42,519	7,808	1,254		
Lincoln	27,459	16,645	3,649	101	3,400	50%
McDowell	25,720	15,057	4,180	569	3,840	59%
Macon	16,174	6,367	1,451	222	590	15%
Madison	20,522	5,345	1,163	191	550	12%
Martin	27,938	15,885	2,734	314	900	15%
Mecklenburg	197,052	244,650	47,390	6,692	34,680	62%
Mitchell	15,143	6,103	1,114	140	860	24%

NORTH CAROLINA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Montgomery	17,260	10,733	2,990	202	1,160	27%
Morfe	33,129	25,243	6,330	814	2,100	25%
Nash	59,919	48,294	9,577	1,408		
New Hanover	63,272	70,824	17,013	2,320		
Northampton	28,432	10,275	4,155	372	1,800	30%
Polk	42,047	22,238	5,195	948		
Orange	34,435	19,858	5,209	745	3,190	38%
Pamlico	9,993	1,968	919		
Pasquotank	24,347	24,213	5,861	551	2,710	41%
Pender	18,423	3,966	1,279	82		
Perquimans	9,602	6,007	1,229	43	980	41%
Person	24,361	14,363	2,466	415	720	13%
Rockingham	63,789	47,703	8,941	905	2,340	16%
Rocky Mount	11,627	5,384	2,054	92	1,830	59%
Sandolph	50,804	34,006	8,037	965	6,030	44%
Richmond	39,597	34,311	10,225	761	2,730	27%
Robeson	87,769	57,048	11,204	1,625		
Rockingham	64,816	38,853	10,418	1,312	6,330	37%
Rowan	75,410	54,030	14,839	1,788	9,520	46%
Rutherford	46,356	28,065	6,744	823	6,900	59%
Sampson	49,780	19,751	4,470	494		
Scotland	26,336	17,448	3,978	370	980	16%
Stanly	37,130	25,394	5,954	651	6,550	63%
Stokes	21,520	4,966	1,213	88	1,890	37%
Surry	45,593	36,389	7,359	1,196	*3,360	29%
Tain	9,921	4,391	1,584	135	350	15%
Transylvania	15,194	9,767	2,389	353	840	22%
Trent	5,048	1,500	566	85	160	13%
Union	42,034	30,059	5,422	598	4,890	47%
Vance	32,101	25,014	5,250	584		
Wake	136,450	141,570	26,860	4,431		
Wayne	23,539	9,630	2,365	236		
Washington	13,180	7,254	2,467	143	390	13%
Watauga	18,342	7,353	2,125	293	1,010	24%
Wayne	64,267	52,890	8,651	1,056		
Wilkes	45,243	22,774	4,250	555		
Yadkin	54,506	42,115	9,120	1,176		
Yadkin	22,133	7,195	1,482	82	2,580	46%
Yancey	16,306	5,703	1,058	61	440	12%

New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Amance	19,300	62	12,030	Johnston	15,800	10	1,620
Alexander	3,500	48	1,670	Jones	2,400		
Alleghany	2,000	26	520	Lee	5,900	35	2,050
Ashe	6,200	44	2,750	Lenoir	11,100		
Avery	5,100	26	1,330	Lincoln	6,800	50	3,400
Beaufort	3,100	21	650	McDowell	6,500	56	3,670
Bertie	9,100	11	990	Macon	3,900		
Bladen	5,900	25	1,480	Madison	4,600		
Bolton	6,600			Martin	6,000	11	650
Burke	4,500			Mecklenberg	55,900	75	41,840
Camden	33,800	15	5,070	Mitchell	3,600	21	750
Carter	11,000	58	6,350	Montgomery	4,300	31	1,350
Chatham	17,000	51	8,700	Moore	8,400	35	2,930
Cherokee	10,700	48	5,120	Nash	13,900		
Clay	1,400	44	620	New Hanover	18,900		
Columbus	6,200			Northampton	6,000	25	1,510
Dare	4,400	36	1,590	Onslow	10,600		
Davidson	16,800	65	10,880	Orange	8,400	36	3,030
DeWitt	6,100	36	2,220	Pamlico	2,500		
Dobson	4,300			Pasquotank	6,600	44	2,930
Edgecombe	2,900	11	310	Pender	4,300		
Forsyth	1,300			Perquimans	2,400	44	1,060
Gaston	16,000	50	8,020	Person	5,500	31	1,720
Granville	11,800			Pitt	14,600	13	1,900
Greene	12,900			Polk	3,100	56	1,750
Hamilton	23,000			Randolph	13,700	44	6,070
Henderson	1,800	44	800	Richmond	10,100	31	3,180
Hertford	1,300	11	140	Robeson	19,600		
High	16,900	40	6,710	Rockingham	17,100	43	7,320
Jones	3,900	44	1,720	Rowan	20,700	44	9,130
Lincoln	9,700			Rutherford	11,700	56	6,590
Martin	27,400	45	12,280	Sampson	11,600		
Mecklenberg	11,800	14	1,700	Scotland	6,100		
Montgomery	40,900	53	21,720	Stanly	10,400	68	7,100
Morfe	7,100			Stokes	5,100	43	2,190
Northampton	29,600	58	17,140	Surry	11,600	26	3,030
Orange	2,200	45	980	Swain	2,300		
Perquimans	1,700			Transylvania	3,800	22	830
Person	6,800	31	2,130	Tyrrell	1,200	11	130
Pitt	3,700			Union	10,400	44	4,620
Polk	52,400	50	26,000	Vance	7,800		
Randolph	13,000	18	2,400	Wake	34,800	25	8,810
Richmond	11,400	22	2,540	Warren	5,000		
Robeson	9,800			Washington	3,900	10	310
Rockingham	9,000	22	1,980	Watauga	4,200	21	880
Rowan	4,800	44	2,130	Wayne	15,400		
Rutherford	3,300			Wilkes	10,900	27	2,960
Sampson	1,500	11	160	Wilson	13,100		
Scotland	14,900	37	5,580	Yadkin	5,600	44	2,470
Stanly	4,400	22	970	Yancey	3,700		
Stokes				Totals	1,025,100		315,140

ASHEVILLE

WISE-TV

LICENSEE: Radio Station WISE Inc. Address: Scenic Highway, Sunset Mountain. Phone: 3-5381, 3-4793.

FACILITIES: Chan. 62. Authorized Eff. Rad. Pow.: Visual 26.2 kw, Aural 13.1 kw. Transmitter: Address, Scenic Highway, Sunset Mountain, Asheville, N. C. Make, RCA. Model TFU-27BH. Antenna: Make RCA. Type Slotted Tube. Height, Above average terrain 417 ft. Above ground 137 ft.

OPERATION: Began Aug. 3, 1953. Hours, 6:25-11:00 p.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WISE.

REPRESENTATIVES: Sales, The Bolling Co., (Ntl.) Jim Ayers. (Reg.) Washington Attorney Kreiger & Jorgensen. Consulting Engineer George C. Davis.

SERVICES: One studio (20 x 30 ft.). One RCA TK 10 A camera chain. One RCA TK 20 D film camera. Two Holmes-LT film projectors. Gray Teleject 3 A slide projector.

PRINCIPAL STOCKHOLDER: Owned by Harold H. Thoms. Mr. Thoms also owns WEAM Arlington, Va.; 25% of WAYS-AM-FM-TV Charlotte and WCOG-AM-TV Greensboro, and 3 1/2% of WSSB Durham, North Carolina.

EXECUTIVES:

Harold H. Thoms, Pres. & Gen. Mgr. Dick Harshaw, Prog. Dir. John Randolph, Ch. Eng. Loyd Leonard, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 36% for 316 times. Rate Card No. 1.

MARKET INFORMATION: Population, 221,699; Families in Area, 57,684; No. of Sets (June 1), 7,000; Retail Sales, \$108,909,000.

CHARLOTTE

WAYS-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Inter-City Adv. Co. of Charlotte. Address: 3229 S. Blvd. Phone: 3-7173.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 85 kw, Aural 48 kw. Transmitter: Address, Oakdale. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1450 ft. Above ground 550 ft.

OPERATION: Target date Sept. 1, 1953. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC Station, AM, WAYS.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Krieger & Jorgensen. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios.

PRINCIPAL STOCKHOLDERS: Original applicants include Pres. George W. Dowdy (25%); Vice Pres. B. T. Whitmire (25%); Treas. J. Horton Doughton (25%); Sec. Harold H. Thoms (25%). Francis M. Fitzgerald and George D. Patterson have received options to buy 5% each. Mr. Fitzgerald is president of WGVI Charlotte. Same interests own WCOG-AM-TV Greensboro, N. C., Mr. Thoms owns 100% of WISE-AM-TV Asheville, N. C.

EXECUTIVES:

G. W. Dowdy, Pres. B. C. Stewart, Ch. Eng. James P. Poston, Gen. Mgr.

CHARLOTTE (Continued)

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: Wilder Building. Phone: 3-8833.

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Route #2, Gastonia, North Carolina. Make, RCA. Model Type TT25-AL. Antenna: Make RCA. Type TF6AY (Special). Height, Above average terrain 1,086 ft. Above ground 562 ft.

OPERATION: Began July 15, 1949. Hours, 8:45 a.m.-12:00 M.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WBT.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (approx. 30 x 40 ft.). Two camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One RCA & one Projectall slide projectors. One Projectall opaque projector. One RCA type TJ-50A mobile unit. News Services, UP, Fox Movietone. Libraries, Associated & World.

PRINCIPAL STOCKHOLDER: Licensee is owned by Jefferson Standard Life Insurance Co., which owns 66 2/3% of WBIG Greensboro and 16.5% of Greensboro News Co., publisher of Greensboro News & Record and licensee of WFMV-TV Greensboro, N. C.

EXECUTIVES:

Joseph M. Bryan, Pres.
Charles H. Crutchfield,
Exec. Vice Pres. & Gen. Mgr.
J. W. Timberlake Jr.
Gen. Sls. Mgr.
Bill Quinn, Prog. Supvr. &
Film Buy.
M. J. Minor, Ch. Eng.

Larry Walker, Vice Pres. &
Asst. Gen. Mgr.
J. R. Covington, Asst. Vice Pres.,
Sls. & Prom.
Kenneth I. Tredwell, Asst. Vice
Pres., Prog. & Publ. Rel.
Sam Zurich, Prod. Supvr.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$175, Film \$175. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	0.1 mv/m	Bonus (mail count)	Total (Including Fringe area)
Population	1,783,300	2,132,600	3,915,900
Families in Area	458,200	539,600	997,800
No. of Sets (July 1)	330,122
Retail Sales	\$1,276,219,000	\$1,509,293,000	\$2,785,512,000
Effective Buying Inc.	\$1,760,545,000	\$2,077,333,000	\$3,837,878,000

DURHAM

WCIG-TV

(Target Date, Nov. 1, 1953)

LICENSEE: T. E. Allen & Sons Inc. Address: Fidelity Bank Building.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 17.22 kw, Aural 9.5 kw. Transmitter: Address, Old Oxford Rd. Make, RCA. Model TTU1B (1 kw). Antenna: Make RCA. Type TFU-21DL.

OPERATION: Target date Nov. 1, 1953. Hours, 5 p.m.-11 p.m.

AFFILIATION: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Krieger & Jorgensen. Consulting Engineer Kear & Kennedy.

SERVICES: One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector. One scanner. One opaque projector. One film processing unit. One Gray telop. News Service, AP.

PRINCIPAL STOCKHOLDERS: George V. Allen, Ambassador to India, Chairman of Board of WCIG-TV (26.67%); Katherine M. Allen (wife of Ambassador Allen) (13.89%); Irving E. Allen (1.11%); Thomas E. Allen Jr. (5.56%); Charlotte M. Allen (2.77%); Winston-Salem Broadcasting Co., Inc. (WTOB-AM-TV) owns 50% of WCIG-TV, is applicant for Channel 29, Richmond, Va.

EXECUTIVES:

John G. Johnson, Pres. George V. Allen, Chmn. of Board

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts form 2.5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (50 mile radius est.) Population, 550,000; Families in Area, 130,000; No. of Sets (June 1), 25,000; Retail Sales, \$420,000,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

GREENSBORO

WCOG-TV

(Target Date, Sept. 30, 1953)

LICENSEE: Inter-City Advertising Company of Greensboro, N. C., Inc. Address 314 South Greene Street. Phone: 3-6925.

FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Mui Chapel Road. Make, DuM. Antenna: Make GE. Type High Gain. Height, Above average terrain 1,449 ft. Above ground 463 ft.

OPERATION: Target date Sept. 30, 1953. Hours, 11:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC, CBS. Station, AM, WCOG.

REPRESENTATIVES: Sales, Bolling Co. Consulting Engineer George C. Davis.

SERVICES: One studio (35 x 40 ft.). Two DuM. or RCA camera chains. One rear screen projector. Two film cameras. Two film projectors. Or slide projector. One scanner. One opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: George W. Dowdy (25%); Horton Doughter (25%); H. H. Thoms (25%); B. T. Whitmire (25%). Group also owns WAYS-AM-TV Charlotte, N. C. Mr. Thoms owns 100% of WISE-AM-TV Asheville, N. C. (See Group Ownership.)

EXECUTIVES:

George W. Dowdy, Pres. John E. Parker, Prog. Dir.
Virgil V. Evans Jr., Gen. Mgr. & Herman C. Hall, Ch. Eng.
Film Buy. Margaret A. Gore, Off. Mgr.
Jack L. Rimmer, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 32% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A FCC Contour) Population 197,800; Families in Area, 52,400; No. of Sets (June 1), 5,000 (Est.); Retail Sales \$212,986,000.

WFMV-TV

LICENSEE: Greensboro News Co. Address: 212 N. Davie Street, Greensboro N. C. Phone: 4-0114.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 16.72 kw, Aural 8.3 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 212 N. Davie Street. Make, DuM. Model 11,000. Antenna: Make RCA Type TF-3A, 3-Bay pylon. Height, Above average terrain 470 ft. Above ground 481 ft.

OPERATION: Began Sept. 22, 1949. Hours, 8:45 a.m.-12:00 M.

AFFILIATIONS: Networks, ABC, CBS, DuM., NBC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culve

SERVICES: One studio (500 sq. ft.). Two DuM image orthicon camera chain; One DuM iconoscope film camera. Two 16mm Holmes film projectors. One 35mm Selectro slide projector. Gray Telop II opaque projector. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co 66 2/3% owner of WBIG Greensboro and 100% owner of WBT-AM-FM and WBTV (TV) Charlotte.

EXECUTIVES:

Gaines Kelley, Gen. Mgr. William Neill, Ch. Eng.
William S. Baskerville, Com. Mgr. Arthur C. Stringer, Prom. Mgr.
Gomer R. Lesch, Prog. Dir. & Charles B. Seward, Film Dir.
Film Buy.

RATE INFORMATION: Class A one hour Live \$550, Film \$500. Minute spot Live \$150, Film \$100. Frequency discounts from 5% for 26 times up to 15% for 156 times. Rate Card No. 6, Nov. 1, 1952.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,269,000
Families in Area	321,700
No. of Sets (May)	172,374	180,000	180,000
Retail Sales	\$1,012,014,000
Income per Family	\$4,639
Income per Capita	\$1,176

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of \$3,800,000,000.

The Television Service of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

GREENVILLE

WNCT (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Carolina Broadcasting System Inc. Address: P. O. Box 898. Phone: 6181.

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 56 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Evans Street Extension. Make, RCA. Model TT-10-AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 856 ft. Above ground 874 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 5 p.m.-11:15 p.m.

AFFILIATIONS: Networks, CBS, DuM. Station, AM, WGTC.

REPRESENTATIVES: Sales, John E. Pearson Television. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (30 x 36 ft., 10 x 20 ft.). Two General Precision Lab camera chains. One RCA film camera. Two GPL film projectors. One Super Projectall slide projector. One Super Projectall opaque projector. News Services, UP, INS. Library, Standard; Official Films Inc.; Associated.

PRINCIPAL STOCKHOLDERS: Earl McD. Westbrook (25%) (also interest in WCKB Dunn, N. C.). Josh Horne (10%) (also principal in WCEC Rocky Mount, N. C. and Rocky Mount Evening Telegram). Pen Watson (10%) (also principal in WGTM Wilson, N. C.) Herbert Brauff (10%) (also principal in Wilson Daily Times). A. Hartwell Campbell, (5%) (also interest in WCKB Dunn, N. C.), and 300 other stockholders.

EXECUTIVES:

Earl McD. Westbrook, Pres.	Larry Carr, Prog. Dir.
A. Hartwell Campbell, Gen. Mgr. & Film Buy.	Hank Tribley, Ch. Eng.
John G. Clark Jr., Com. Mgr.	Maragaret J. Laughinghouse, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 25 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	400,000	782,000	1,200,000

HENDERSONVILLE

WHKP-TV

(Target Date, Early 1954)

LICENSEE: Radio Hendersonville Inc. Address: Chimney Rock Road, P. O. Box 757. Phone: 9061.

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw. Transmitter: Address, Jump Off Mountain. Make, RCA. Model 1 kw. Antenna: Make RCA. Height, Above average terrain 1,000 ft. Above ground 405 ft.

OPERATION: Target date early 1954.

AFFILIATIONS: Station, AM, WHKP.

REPRESENTATIVES: Sales, Headley-Reed Television. Washington Attorney Eliot Lovett. Consulting Engineer John Creutz.

PRINCIPAL STOCKHOLDERS: B. M. Middleton, president (25%) (has minority interest WUSN, Charleston, S. C.); Clarence E. Morgan (50.25%); Evelyn Howe Middleton (9.5%); Kermit Edney, D. A. Gilmore (3%); Frank Ewbank and 119 preferred stockholders.

EXECUTIVES:

B. M. Middleton, Pres. & Gen. Mgr.	Kermit Edney, Sta. Mgr.
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Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MT. AIRY

WPAQ-TV

(Target Date, Fall, 1953)

LICENSEE: Ralph D. Epperson. Address: WPAQ Mt. Airy, N. C. Phone: 1400 1401.

FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 11.5 kw. Transmitter: Address, Pilot Mountain. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,480 ft. Above ground 340 ft.

OPERATION: Target date Fall 1953.

AFFILIATION: Station, AM, WPAQ.

REPRESENTATIVES: Sales, Thomas F. Clark Co. Inc. Washington Attorney A. I. Stein. Consulting Engineer Ralph D. Epperson.

PRINCIPAL STOCKHOLDER: Ralph D. Epperson, sole owner.

EXECUTIVES:

Ralph D. Epperson, Own. & Gen. Mgr.

MARKET INFORMATION: Area in square miles, Grade A 1,965 sq. mi., Grade B 5,190 sq. mi.

RALEIGH

WNAO-TV

LICENSEE: Sir Walter Television Co. Inc. Address: 219 South McDowell Street Phone: 2-0321.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Visual 17.5 kw, Aural 8.75 kw. Transmitter: Address Asbury. Make, Fed. Model 20-B UHF. Antenna: Make Worksho, Associates. Type Four-bay. Height, Above average terrain 463 ft. Above ground 446 ft.

OPERATION: Began July 12, 1953. Hours, 5:00 p.m.-12:00 M.

AFFILIATIONS: Networks, CBS, ABC, NBC, DuM. Stations, AM, WNAO FM, WNAO-FM.

REPRESENTATIVES: Sales, Avery Knodel Inc. Washington Attorney Haley, Dot, & Schellenberg. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two Federal studio camera chains. Two Federal studio cameras for film pick-up. Two GPL 16mm film projectors. One Federal dual flying spot scanner. News Service, AP. Library, Associated TV.

PRINCIPAL STOCKHOLDERS: John W. English (14.2%), James R. McBrier (14.2%), News & Observer Pub. Co. (Raleigh News & Observer). (14.2%), Lydia McBrier Jarecki (14.2%), James B. Donovan (14.2%), John J. Bolana Jr. (14.2%), Mrs. Jean Devine Jarecki (14.2%). (For other holdings, see group ownership.)

EXECUTIVES:

John W. English, Pres.	Earl Welde, Com. Mgr.
Charles W. Stone, Gen. Mgr. & Film Buy.	Byron Davidson, Prog. Dir.
	Peter Miller, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1-A.

WILMINGTON

WMFD-TV

(Target Date, Spring 1954)

LICENSEE: WMFD-TV Inc. Address: P. O. Box 696. Phone: 4840.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 62 kw, Aural 31 kw. Transmitter: Address, New River Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 35 ft. Above ground 358 ft.

OPERATION: Target date spring 1954.

AFFILIATIONS: Stations, AM, WMFD. FM, WMFD-FM.

REPRESENTATIVES: Washington Attorney Stephen Tuhy Jr. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. R. A. Dunlea (40%), licensee and operator of WMFD-AM-FM Wilmington; Vice Pres. D. D. Cameron (40%), one third owner of the MacMillan and Cameron Co. home and auto suppliers; Secy. R. A. Dunlea Jr. and Mrs. Louise G. Dunlea (20%).

EXECUTIVES:

R. A. Dunlea, Pres. & Gen. Mgr.	E. I. Herring Jr., Ch. Eng.
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WINSTON-SALEM

WSJS-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Triangle Broadcasting Corporation. Address: 419-421 North Spruce Street. Phone: 5-2311.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.0 kw, Aural 26.6 kw. Transmitter: Address, 7 mi. east of Winston-Salem. Make, GE. Model TF-5-A. Antenna: Make GE. Type TY-28-G. Height, Above average terrain 357 ft. Above ground 335 ft.

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, WSJS. FM, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Television. Washington Attorney Fly, Sheubruk & Blume. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two GE camera chains. Two GE film cameras. Two GE film projectors. Two GE opaque projectors.

PRINCIPAL STOCKHOLDERS: Piedmont Publishing Company (WSJS) (66 $\frac{2}{3}$ %) (Publisher Winston-Salem Journal & Twin City Sentinel); Mary Pickford Rogers (33 $\frac{1}{3}$ %).

EXECUTIVES:
W. K. Hoyt, Pres. Phil Hedrick, Ch. Eng.
Harold Essex, Exec. Vice Pres. & Gen. Mgr.

MARKET INFORMATION: Total (Including Fringe Area) Population 1,341,100; Families in area 343,300; Area in Square Miles 11,304; No. of Sets (June 1) 165,000; Retail Sales \$1,066,981,000; Income per family \$4,010; Income per Capita \$1,014.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WTOB-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Winston-Salem Broadcasting Co. Inc. Address: 300 South Stratford Rd. Phone: 3-4353.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 137.3 kw. Operating Pow.: Visual approx. 17.2 kw. Transmitter: Address, 300 South Stratford Rd. Make, RCA. Antenna: Make RCA. Type TFU-24DL. Height, Above average terrain 575 ft. Above ground 547 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM.* Station, AM, WTOB.

REPRESENTATIVES: Sales, H-R Rep.; James S. Ayers (South Eastern Rep.) Washington Attorney Krieger & Jorgensen. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (35 x 60 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector. One scanner. One opaque projector. One film processing unit. Gray telop. News Service, AP.

PRINCIPAL STOCKHOLDERS: John G. Johnson, James W. Coan, Archibald Craige, Earl F. Slick, Robert V. Brawley, Albert L. Butler Jr., Thomas B. Rice, Joe S. Rice. Winston-Salem Broadcasting Co., Inc., owns 50% of WCIG-TV Durham, N. C. and is applicant for channel 29 at Richmond, Va.

EXECUTIVES:
James W. Coan, Pres. & Film Buy. Tracy Lounsbury, Prcg. Dir.
John G. Johnson, Gen. & Com. Hassel Bailey, Ch. Eng.
Mgr.

RATE INFORMATION: Class A one hour Live \$225 Film \$200. Minute spot Live \$46.00 Film \$40.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: 50 mile Radius (FCC Contour) Population 930,575; Families in area 264,100; No. of Sets (June 1) 90,000; Retail Sales \$738,-391,000; Income per family, \$5,485.00; Income per Capita, \$1,510.00.

ON THE AIR THIS FALL

WSJS-TV CHANNEL 12

Covering North Carolina's Golden Triangle
WINSTON-SALEM • GREENSBORO
HIGH POINT

WSJS (AM) Delivers a 15-County Market
with \$625,075,000* Retail Sales

* Sales Management 1953 Survey of Buying Power

MORE VALUE FOR YOUR ADVERTISING DOLLAR
ON

AM- **WSJS** -TV

The Journal Sentinel Station

NBC
Affiliate

AM-FM
WINSTON-SALEM
NBC Affiliate Represented by
HEADLEY-REED CO.

Represented by
HEADLEY-REED CO.

NORTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1952.....	600,000
Total Families, 1950.....	144,855
Total Urban Population, 1950.....	164,817
Total Rural Nonfarm Population, 1950.....	200,332
Total Farm Population, 1950.....	254,487
Employed in Nonagricultural Establishments, Feb., 1953.....	109,600
Total Employed, 1950.....	223,542
Employed in Mining, Feb., 1953.....	2,000
Employed in Manufacturing, Feb., 1953.....	6,400
Employed in Construction, Feb., 1953.....	5,100
Employed in Agriculture, 1950.....	98,905
Retail Sales, 1952.....	\$ 707,194,000
Bank Assets, Jan. 1, 1953.....	\$ 656,239,000
Bank Deposits, Jan. 1, 1953.....	\$ 612,470,000
Major Income Sources, 1951: Agriculture 38.4%; Government 14.7%; Manufacturing Payrolls 2.0%; Trade and Service 25.0%; Other 19.9%.	
Total Income Payments, 1951.....	\$ 849,000,000
Per Capita Income, 1951.....	\$ 1,403
Median Family Income, 1950.....	\$ 2,933
Total Internal Revenue Collections, 1952.....	\$ 72,001,640
Average Weekly Earnings Manufacturing Workers, Feb., 1953 \$	61.53
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 66,594,000
Cash Receipts of Farms, 1952.....	\$ 523,216,000
Government Payments to Farmers, 1952.....	\$ 6,882,000
Value of Mineral Production, 1950.....	\$ 9,614,000
New Public Construction in 1952.....	\$ 70,800,000
Motor Vehicle Registration, 1952.....	285,128
Number of Telephones, 1952.....	135,900
Number of Electrical Connections, 1952.....	186,545
Number of Gas Utilities Connections, 1952.....	28,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	4,910	6,855	1,370	105		
Barnes	16,884	17,791	3,308	320		
Benson	10,675	5,168	1,272	95		
Billings	1,777	130	51			
Bottineau	12,140	10,097	1,871	253		
Bowman	4,001	6,342	1,377	205		
Burke	6,621	5,353	1,306	154		
Burleigh	25,673	40,038	5,020	1,137		
Cass	58,877	89,819	11,020	2,712		
Cavalier	11,840	9,413	1,537	165		
Dickey	9,121	10,466	1,567	280		
Divide	5,967	5,664	871	132		
Dunn	7,212	5,144	974	102		
Eddy	5,372	5,570	846	135		
Emmons	9,715	8,805	1,699	47		
Foster	5,337	7,091	1,303	86		
Golden Valley	3,499	4,900	950	89		
Grand Forks	39,443	56,450	8,019	1,052		
Grant	7,114	5,425	977	187		
Griggs	5,460	5,548	765	87		
Hettinger	7,100	10,783	1,706	191		
Kidder	6,168	4,467	957	87		
La Moure	9,498	10,307	1,733	178		
Logan	6,357	5,306	682	44		
McHenry	12,556	10,736	2,659	218		
McIntosh	7,590	9,832	1,858	105		
McKenzie	6,849	5,064	1,015	130		
McLean	18,824	18,094	4,914	500		
Mercer	8,686	7,621	1,866	171		
Morton	19,295	20,542	3,696	467		
Mountrail	9,418	9,755	1,629	274		
Nelson	8,090	9,669	1,255	203		
Oliver	3,091	978	293	38		
Pembina	13,990	13,543	2,419	204		
Pierce	8,326	7,655	1,274	86		
Ramsey	14,373	18,989	2,925	331		
Ransom	8,876	8,682	1,425	156		
Renville	5,405	5,680	1,543	93		
Richland	19,865	23,271	3,276	392		
Rolette	11,102	6,335	1,333	163		
Sargent	7,616	4,332	987	36		
Sheridan	5,253	3,514	546	85		
Sioux	3,696	1,238	510	33		
Slope	2,315	442	155			
Stark	16,137	23,033	3,041	567		
Steele	5,145	4,042	850	86		
Stutsman	24,158	28,314	4,208	599		
Towner	6,360	5,824	1,110	126		
Trail	11,359	12,217	2,029	205		
Walsh	18,859	20,116	2,732	383		
Ward	34,782	55,118	8,680	1,564		
Wells	10,417	9,951	1,708	188		
Williams	16,442	25,675	4,212	416		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Adams	1,200		McLean	5,100	
Barnes	4,500		Mercer	2,100	
Benson	2,500		Morton	4,700	
Billings	500		Montrail	2,600	
Bottineau	3,200		Nelson	1,900	
Bowman	1,000		Oliver	600	
Burke	1,900		Pembina	3,500	
Burleigh	6,900		Pierce	2,100	
Cass	16,100		Ramsey	3,600	
Cavalier	2,900		Ransom	2,300	
Dickey	2,500		Renville	1,500	
Divide	1,500		Richland	5,300	
Dunn	1,700		Rolette	2,300	
Eddy	1,300		Sargent	1,900	
Emmons	2,100		Sheridan	1,300	
Foster	1,500		Sioux	700	
Golden Valley	1,000		Slope	500	
Grand Forks	10,500		Stark	4,000	
Grant	1,700		Steele	1,300	
Griggs	1,400		Stutsman	5,800	
Hettinger	1,800		Towner	1,500	
Kidder	1,500		Trail	3,000	
LaMoure	2,400		Walsh	4,600	
Logan	1,400		Ward	9,900	
McHenry	3,200		Wells	2,700	
McIntosh	1,800		Williams	5,700	
McKenzie	1,900		Totals	160,400	

BISMARCK

KBSM (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: c/o Ross K. Prescott, 1330 Life America Bldg., Dallas, Tex.

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 32 kw. Transmitter: Address, 2400 Rosser Ave. Make, RCA. Antenna: Make RCA. Height, Above average terrain 300 ft. Above ground 407 ft.

OPERATION: Target date, late Summer or early Fall, 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDER: Sole owner is H. B. Rudman, oil operator. For Mr. Rudman's other holdings, see Group Ownership.

BISMARCK

KFYR-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Meyer Broadcasting Co. Address: 200 1/2 Fourth. Phone: 468.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Menokin, N. Dak. Make, RCA. Model TT-10AL. Antenna: Make RCA. Type TF-12AM. Height, Above average terrain 570 ft. Above ground 670 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATION: Station, AM, KFVR.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney Hogan & Harrison. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20 x 40 and 10 x 15). One RCA TK-11A camera chain. One RCA TK-20D film camera. Two Eastman No. 250 film projectors. Or RCA MI-26131 slide projector. One Gray Telop II. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres.-Secy. Etta Hoskins Meyer (94.2%) in own name and as trustee: Exec. Vice Pres.-Treas. F. E. Fitzsimonds (5.3%).

EXECUTIVES:

Mrs. E. H. Meyer, Pres.-Secy. Robert MacLeod, Com. Mgr.
F. E. Fitzsimonds, Exec. Vice Pres., Cal Culver, Prog. Dir.
Gen. Mgr. & Film Buy. Ivan Nelson, Ch. Eng.

FARGO

WDAY-TV

LICENSEE: WDAY Inc. Address: Black Bldg. Phone: 5357.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 65 kw, Aural 32.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, 2 1/2 miles South of Fargo on U. S. 81. Make, RCA. Antenna: Make RCA. Type TF-6AM. Height, Above average terrain 394 ft. Above ground 433 ft.

OPERATION: Began June 1, 1953. Hours 5 p.m.-M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Station, AM, WDAY.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Segal, Smith & Hennessy.

SERVICES: One studio (30 x 30 ft., temporary). Two RCA studio camera chains. One RCA TK-20C film camera. Two Eastman 16mm, Model 25 film projectors. Two Spondler & Saupe turret type slide projectors. Telop II. News Service, AP. Library, MPTV & Sterling.

W DAY - TV

(FARGO, N. D. — CHANNEL 6)

**COVERS
THE NATION'S
THIRD-BEST* COUNTY
IN RETAIL SALES
PER FAMILY!**

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)



And besides — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

**Cass County is third-best among all U. S. counties of over 50,000 population.*



Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

FARGO (Continued)

WDAY-TV (Continued)

PRINCIPAL STOCKHOLDERS: Pres. E. C. Reinecke (54.5%), Vice Pres. H. D. Paulson (8.9%), Secy.-Treas. N. D. Black Jr. (1.1%), and Charlotte Lentz (21.1%). Same interests control Fargo Forum.

EXECUTIVES:

E. C. Reinecke, Pres. Roy Pedersen, Sls. Prom.
Tom Barnes, Gen. Mgr. & Film Ken Kennedy, Prog. Dir.
Buy. Julius Hetland, Ch. Eng.
Jack Dunn, Asst. Mgr. Ed Conrad, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	322,800	479,700
Families in Area	88,100	130,800
Retail Sales	\$324,434,000	\$482,606,000
Income per Family	\$3,766	\$3,745

MINOT

KCJB-TV

LICENSEE: North Dakota Broadcasting Co. Inc. Address: 15-A West Central Ave. Phone: 51-161.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15.0 kw. Operating Pow.: Visual 3.0 kw, Aural 1.5 kw. Transmitter: Address, 15-A West Central Ave. Make, DuM. Model 6,000. Antenna: Make RCA. Type TF-6A1. Height, Above average terrain 419 ft. Above ground 416 ft.

OPERATION: Began April 4, 1953. Hours, 3:45 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, KCJB.

REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Prince, Taylor, Crampton, Goodson.

SERVICES: One studio. Two DuM. camera chains. One Holmes rear screen projector. Two DuM. film cameras. Two Holmes film projectors. One DuM. scanner. One mobile unit. News Services, AP, WP. Library, MPAV.

PRINCIPAL STOCKHOLDER: Jamestown Broadcasting Co. (KSJB Jamestown, N. D.) owns 85% of licensee. KSJB is owned by John W. Boler. North Dakota Bcstg. Co. also grantee of Ch. 4 in Valley City, N. D.

EXECUTIVES:

John W. Boler, Pres. & Hal Kennedy, Prog. Dir.
Com. Mgr. Lloyd R. Amoo, Ch. Eng
William L. Hurley, Gen. Mgr. Diana Lallathin, Film Buy.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	34,209	63,990	140,200
Families in Area	10,756	19,940	43,975
Area in Square Miles	3,220	7,210	16,000

KNDX (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 31 kw. Transmitter: Address, 1.7 miles South of Minot on U. S. Highway 83. Make, GE. Antenna: Make GE. Height, Above average terrain 390 ft. Above ground 414 ft.

OPERATION: Target date early fall, 1953.

REPRESENTATIVES: Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

PRINCIPAL STOCKHOLDERS: Sole owner is H. B. Rudman, oil operator. For Mr. Rudman's other holdings, see Group Ownership.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OHIO MARKET INDICATORS

Total Population, July, 1952	8,174,000
Total Families, 1950	2,077,597
Total Urban Population, 1950	5,578,271
Total Rural Nonfarm Population, 1950	1,515,267
Total Farm Population, 1950	853,080
Employed in Nonagricultural Establishments, Feb., 1953	3,006,971
Total Employed, 1950	3,059,600
Employed in Mining, Feb., 1953	23,711
Employed in Manufacturing, Feb., 1953	1,410,200
Employed in Construction, Feb., 1953	127,000
Employed in Agriculture, 1950	212,171
Retail Sales, 1952	\$ 8,970,090,000
Bank Assets, Jan. 1, 1953	\$ 9,758,114,000
Bank Deposits, Jan. 1, 1953	\$ 9,077,075,000
Major Income Sources, 1951: Agriculture 3.5%; Government 11.7%; Manufacturing Payrolls 36.5%; Trade and Service 23.5%; Other 24.8%	
Total Income Payments, 1951	\$14,509,000,000
Per Capita Income, 1951	\$ 1,797
Median Family Income, 1950	\$ 3,360
Total Internal Revenue Collections, 1952	\$ 4,808,403,290
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 79.30
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 149,153,000
Cash Receipts of Farms, 1952	\$ 1,072,509,000
Government Payments to Farmers, 1952	\$ 7,112,000
Value of Mineral Production, 1950	\$ 274,572,000
Total New Construction in 1952	\$ 1,651,000,000
New Private Construction in 1952	\$ 1,282,400,000
New Public Construction in 1952	\$ 368,600,000
Motor Vehicle Registration, 1952	3,021,671
Number of Telephones, 1952	2,893,400
Number of Electrical Connections, 1952	2,627,240
Number of Gas Utilities Connections, 1952	1,740,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

OHIO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Ce
Adams	20,499	13,010	2,828	313	2,480	40%
Allen	88,183	110,139	26,286	2,560	4,400	16%
Ashland	33,040	36,721	8,482	884	5,670	54%
Ashtabula	78,695	85,547	21,503	2,062	19,930	81%
Athens	45,839	33,954	8,518	790	2,930	24%
Auglaize	30,637	38,379	8,688	570	5,860	61%
Belmont	87,740	58,171	20,435	1,041	12,590	49%
Brown	22,221	14,209	3,216	275	2,720	40%
Butler	147,203	171,431	47,641	4,218	35,920	82%
Carroll	19,039	12,909	2,920	196	3,250	58%
Champaign	26,793	26,875	6,080	692	5,730	69%
Clark	111,661	128,885	32,019	4,004	27,410	79%
Clermont	42,182	31,163	9,313	701	9,860	77%
Clinton	25,572	33,497	7,086	450	4,100	50%
Columbiana	98,920	100,458	26,545	2,600	19,930	66%
Coshocton	31,141	29,512	6,853	755		
Crawford	38,738	45,513	11,136	943	6,080	49%
Cuyhoga	1,389,532	1,803,864	487,941	58,480	391,090	92%
Darke	41,799	50,527	10,030	823	10,530	81%
Defiance	25,925	31,179	7,044	633	4,560	57%
Delaware	30,278	29,586	6,365	414	5,390	62%
Erie	52,565	60,532	16,044	2,165	11,620	70%
Fairfield	52,130	43,974	11,603	1,424	12,000	75%
Fayette	22,554	24,831	5,290	433	4,760	67%
Franklin	503,410	598,260	132,811	18,782	129,810	83%
Fulton	25,580	31,030	6,662	581	5,070	65%
Gallia	24,910	15,671	3,711	284	2,670	41%
Geauga	26,846	21,323	5,878	352	6,470	83%
Greene	58,892	53,853	12,473	1,774	13,360	73%
Guernsey	38,452	31,562	7,766	563	4,100	36%
Hamilton	723,952	891,704	225,575	25,704	199,840	85%
Hancock	44,280	52,248	11,885	1,175	7,880	54%
Hardin	28,673	25,679	6,395	682	4,580	52%
Harrison	19,054	14,163	5,170	198	2,050	36%
Henry	22,423	25,787	5,513	538	3,880	57%
Highland	28,188	26,476	6,762	444	3,680	40%
Hocking	19,520	15,201	4,381	363	3,470	62%
Holmes	18,760	10,633	1,961	216	2,650	52%
Huron	39,353	42,244	11,293	1,908	7,560	62%
Jackson	27,767	22,226	6,012	448	4,210	52%
Jefferson	96,495	85,729	24,627	2,063	18,500	68%
Knox	35,287	40,040	9,554	824	6,760	62%
Lake	75,979	83,618	24,165	2,088	21,160	86%
Lawrence	49,115	36,145	10,707	662	8,200	59%
Licking	70,645	75,061	19,554	1,672	17,400	77%
Logan	31,329	41,159	9,270	708	5,200	52%
Lorain	148,162	165,927	47,215	4,623	40,050	89%
Lucas	395,551	513,611	125,454	15,103	110,430	90%
Madison	22,300	30,592	5,579	611	4,020	67%
Mahoning	257,629	288,034	77,133	6,246	40,100	55%
Marion	49,959	60,453	14,437	1,524	11,150	71%
Medina	40,417	45,521	10,587	1,128	10,840	84%
Meigs	23,227	16,866	4,083	434	1,630	24%
Mercer	28,311	36,234	6,132	442	1,890	23%
Miami	61,309	66,187	16,876	1,728	17,140	87%
Monroe	15,362	7,241	1,459	81	730	17%
Montgomery	398,441	516,333	127,288	18,415	107,970	87%

County	1950 Population	1952 (\$000) Retail Sales	1952 (\$000) Food Sales	1952 (\$000) Drug Sales	(CBS) 1953 TV Sets	(CBS) Per Cent Television
Adams	12,836	9,092	1,902	164	680	17%
Berlin	17,168	11,838	2,726	162	3,620	71%
Chillicothe	74,535	71,080	16,823	2,195	8,660	38%
Columbus	11,750	5,615	998	70	580	17%
Darwin	29,469	28,297	7,451	440	6,980	75%
Delaware	15,047	10,110	2,718	198	1,060	23%
Dodge	28,999	19,789	6,666	391	5,210	62%
Franklin	29,352	27,380	6,125	476	6,000	79%
Hamilton	14,607	8,361	2,003	49	2,550	52%
Harrison	63,954	57,927	15,777	1,407	15,600	83%
Highland	27,081	20,760	4,998	401	6,720	81%
Madison	25,248	24,461	4,801	353	3,990	57%
Meigs	91,305	103,871	22,521	2,267	14,950	53%
Montgomery	54,424	45,153	11,979	1,255	12,170	79%
Morgan	46,114	50,814	11,841	1,011	10,800	75%
Newton	82,910	72,215	19,106	1,810	12,250	49%
Paulding	52,978	55,608	12,841	1,315	9,640	61%
Pickaway	28,488	29,300	8,195	631	5,120	61%
Pike	283,194	323,480	82,361	7,570	62,780	73%
Portage	410,032	485,875	129,012	13,038	111,760	88%
Putnam	158,915	151,263	43,915	3,282	33,510	71%
Ross	70,320	67,636	18,653	1,707	12,470	58%
Schuyler	20,687	17,047	3,404	353	3,840	62%
Shelby	26,971	30,410	7,326	565	2,000	23%
Stark	10,759	4,132	1,754	72	1,740	62%
Summit	38,505	34,528	8,680	750	7,770	67%
Tuscarawas	44,407	35,660	9,021	778		
Union	58,716	67,131	13,645	1,433	8,840	52%
Van Wert	26,202	29,008	6,767	582	5,460	65%
Washington	59,605	53,151	14,761	1,233	15,660	90%
Wayne	19,785	17,221	3,983	400	3,240	54%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	6,200	41	2,530	Licking	22,600	79	17,760
Allen	27,500	25	6,820	Logan	10,000	51	5,060
Ashtabula	10,500	51	5,400	Lorain	45,000	85	38,140
Athens	12,200	31	3,840	Lucas	122,700	93	114,640
Auglaize	9,600	59	5,700	Madison	6,000	73	4,350
Belmont	25,700	46	11,750	Madison	72,900	86	62,370
Brown	6,800	41	2,770	Marion	15,700	73	11,480
Buckeye	43,800	83	36,560	Medina	12,900	89	11,460
Butler	5,600	67	3,760	Meigs	8,300	31	2,140
Champaign	3,900	70	2,730	Mercer	8,200	25	2,180
Clark	34,700	80	27,930	Miami	19,700	90	17,820
Clermont	12,800	75	9,560	Monroe	4,300	15	650
Clinton	8,200	50	4,090	Montgomery	124,100	94	116,750
Columbiana	30,200	70	21,260	Morgan	4,000	13	600
Coshocton	9,800	17	1,630	Morrow	5,100	73	3,730
Crawford	12,400	55	6,830	Muskingum	22,800	44	9,920
Cuyahoga	425,100	95	404,800	Noble	3,400	15	520
Darwin	13,000	84	10,870	Ottawa	9,300	75	6,930
DeWitt	8,000	54	4,280	Paulding	4,600	25	1,170
Delaware	8,700	57	4,940	Perry	3,400	60	5,060
Dodge	16,600	73	12,170	Pickaway	7,600	78	5,950
Fairfield	16,000	76	12,180	Pike	4,900	52	2,530
Fayette	7,100	73	5,150	Portage	13,800	77	14,400
Franklin	156,400	91	141,930	Putnam	3,300	84	6,940
Fulton	7,800	63	4,900	Richland	7,000	53	3,740
Gallia	6,500	41	2,680	Ross	23,200	58	16,280
Geauga	7,800	77	5,970	Sandusky	15,400	78	12,070
Greene	18,300	70	12,780	Scioto	14,400	75	10,730
Harrison	11,400	33	3,720	Seneca	25,000	55	13,810
Hamilton	235,100	88	206,970	Shelby	13,800	66	10,460
Hancock	14,600	52	7,550	Stark	3,400	60	5,000
Hardin	8,800	50	4,440	Summit	85,000	72	62,140
Harrison	5,700	32	1,850	Summit	127,000	95	120,450
Henry	6,800	54	3,640	Trumbull	47,200	85	40,220
Highland	9,200	41	3,760	Tuscarawas	21,500	67	14,460
Hocking	5,600	60	3,370	Union	3,200	57	3,520
Holmes	5,100	54	2,740	Van Wert	3,700	25	2,210
Huron	12,200	60	7,280	Vinton	2,800	60	1,690
Jackson	8,100	52	4,200	Warren	11,600	61	7,110
Jefferson	27,200	68	18,580	Washington	13,500	24	3,290
Jones	10,900	62	6,770	Wayne	17,000	54	9,120
Lake	24,600	76	18,880	Williams	8,400	63	5,270
Lawrence	13,900	70	9,770	Wood	17,400	92	16,070
				Wyandot	6,000	52	3,090
				Totals	2,435,000		1,927,550

AKRON

WAKR-TV

LICENSEE: Summit Radio Corp. Address: First National Tower. Phone: Hemlock 6151

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 182.4 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: Address, First National Tower. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU24BMS. Height, Above average terrain 368 ft. Above ground 488 ft.

OPERATION: Began July 19, 1953. Hours, 6:15 p.m.-11:20 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WAKR. FM, WAKR-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer Kear & Kennedy.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Two studios (56x75-ft. and 25x25-ft.). Three RCA camera chains. One rear screen projector. Two RCA TK20D film cameras. Two TP6A RCA film projectors. Two Gray Telocator scanners. One Gray Telop opaque projector. Two-camera RCA field pick-up equipment mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. S. Bernard Berk, Vice Pres. Roger G. Berk and Secy.-Treas. Viola G. Berk (55%). Beacon Journal Publishing Co. (Knight newspapers) owns 45% of the licensee. (For Knight holdings, see Group Ownership.)

EXECUTIVES:

S. Bernard Berk, Pres. & Gen. Mgr. Bloyce M. Wright, Prog. Dir.
 Roger G. Berk, Vice Pres. & Sta. Dir. Irwin L. Knopp, Ch. Eng.
 Dir. William Mavrides, Film Ed.
 O. Keith Baldwin, Sls. Mgr. Milton Komito, Floor Dir.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	618,000	2,386,000
Families in Area	179,800	698,300
No. of Sets (June 1)	116,000	510,000
Retail Sales	\$691,000	\$2,857,000
Income	\$1,058,000	\$4,598,000

ASHTABULA

WICA-TV

(Target Date, Fall, 1953)

LICENSEE: WICA Inc. Address: 221 Center St. Phone: 32-126

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Rt. 46. 3 1/2 miles south of Ashtabula. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type 24BLS. Height, Above average terrain 800 ft. Above ground 350 ft.

OPERATION: Target date fall, 1953. Hours, 6:00 p.m.-9:00 p.m.

AFFILIATIONS: Stations, AM, WICA. FM, WICA-FM.

REPRESENTATIVES: Gill-Perna. Attorney John A. Colin, Ashtabula. Consulting Engineer George E. Gautney.

SERVICES: One studio (27 x 38-ft.). One announcer booth (12 x 15-ft.). One RCA TK 11A camera chain. One RCA TK 20D film camera. Two RCA TP 20D film projectors. One Gray Dual slide projector.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. D. C. Rowley (50%), Vice Pres. John A. Colin and Secy. W. T. Webb. Olive D. Rowley is trustee for 50% of voting stock.

EXECUTIVES:

D. C. Rowley, Pres. John Strassen, Prog. Dir.
 John A. Colin, Gen. Mgr. Frank N. Bernato, Ch. Eng.
 D. W. Fassett, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Rate Card No. 1.

MARKET INFORMATION: (30-mile radius) Population, 257,339; Families in Area, 75,429; No. of Sets (June 1), 50,000; Retail Sales, \$281,495,840; Sales Per Family, \$9,543.

CINCINNATI

WCIN-TV

(Target Date, not set)

LICENSEE: Rounsaville-Clark TV Co. Address: 3301 Beekman St. Phone: Mulberry 7550

FACILITIES: Chan. 54. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: Address, 3301 Beekman St. Make, DuM. Model 15000. Antenna: Make GE. Type TY-25-E. Height, Above ground 399.05 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WCIN.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (50%) and George M. Clark (50%). Mr. Rounsaville owns WMBM Miami Beach, WLOU Louisville, WQXI Atlanta, WBAC Cleveland, Tenn., half interest in WGRV Greeneville, Tenn. and 51% interest in WBEJ Elizabethton, Tenn. Mr. Clark is a banker and owns 49% interest in WBEJ.

EXECUTIVES:

Robert W. Rounsaville, Pres. Paul B. Cram, Ch. Eng.

CINCINNATI (Continued)

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Phone: Capitol 0777

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, 2345 Symmes St. Make, GE. Model TT-6-D. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 660 ft. Above ground 545 ft.

OPERATION: Began July, 1949. Hours, 6:50 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WCPO. FM, WCPO-FM.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Segal, Smith, & Hennessey. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (55 x 25-ft. and 25 x 35-ft.). Two RCA studio camera chains. One RCA film camera. Two GE Syncrolite film projectors. Two 2 x 2" slides. One 16mm strip film projector. GE Balop opaque projector. One mobile unit. Two RCA field cameras. Two RCA microwave units. News Service, UP.

PRINCIPAL STOCKHOLDER: Majority of stock in licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV, WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co. also owns majority stock of Memphis Publishing Co., which owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post, and Columbus Citizen as well as majority stock in several other newspapers. [See newspaper ownership.]

EXECUTIVES:

Jack R. Howard, Pres. Ed Weston, Prog. Dir. & Film Buy.
M. C. Watters, Vice Pres. & Gen. Paul Adams, Ch. Eng.
Mgr. John G. Sweeney, Off. Mgr.
Harry A. LeBrun, TV Dir. Richard Zoom, Prom. Mgr.
Glenn Clark Miller, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 5.

MARKET INFORMATION: (Grade A, FCC Contour) No. of Sets (June 1), 430,000.

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg, 800 Broadway. Phone: Garfield 1331

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: Address, Highland & Dorchester. Make, GE. Model 5kw TT 6B (driver) & RCA TT 20 AH Amplifier. Antenna: Make GE. Type 12-Bay TY-28H. Height, Above average terrain 610 ft. Above ground 503 ft.

OPERATION: Began April 4, 1949. Hours, 8:30 a.m.-1:30 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WKRC. FM, WKRC-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Bernard Koteen. Consulting Engineer George Davis.

SERVICES: Two studios (30 x 40-ft. and 30 x 56-ft.). Four DuM. field type camera chains. Two GE film cameras. Two GE PF-2-B film projectors. One GE PF-3-A and one 2 x 2" slide projector. One PF-3-A opaque projector. GE mobile unit. One RCA microwave unit. News Service, AP. Library, Langworth.

PRINCIPAL STOCKHOLDER: Cincinnati Times Star Co., publisher of Cincinnati Times-Star. Publishing firm is principally owned by Taft family. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn. and owns WTVN (TV) Columbus.

EXECUTIVES:

Hulbert Taft Jr., Exec. Vice Pres. Kenneth W. Church, Nat. Sls.
U. A. Latham, Gen. Mgr. Mgr.
Robert T. Schlinkert, Loc. Sls. Robert Huber, Prod. Mgr.
Mgr. Paul Wagner, Com. Prod. Mgr.
Paul Shumate, Prog. Dir. Fred Thomas, Publ. & Prom. Dir.
George Wilson, Ch. Eng. Don L. Chapin, Coord. Dir. of
Barry Hersh, Film Buy. CDC Tri-State Network

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 13 weeks up to 20% for 52 weeks. Rate Card No. T-6.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,050,924	1,515,898	2,013,907
Families in Area	310,597	459,363	610,275
Area in Square Miles	3,597	464,635	760,447
No. of Sets (June 1)	414,000

WLWT (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 140 W. 9th St. Phone: Cherry 1822

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.6 kw, Aural 8.3 kw. Transmitter: Address, 2222 Chickasaw St. Make, RCA. Model TT 25AL. Antenna: Make RCA. Type TF 6AM. Height, Above average terrain 677 ft. Above ground 583 ft

OPERATION: Began Feb. 9, 1948. Hours, 6:30 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WLW.

REPRESENTATIVES: Sales, WLW Sales. Washington Attorney Hogan & Hartson. Consulting Engineers Weldon & Carr.

SERVICES: Three studios (55 x 58-ft., 53 x 81-ft., and 50 x 70-ft.). Three RCA studio and four RCA field camera chains. Two rear screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one LaBelle slide projectors. One Crosley 7 1/2 x 10" opaque projector. One fully equipped including microwave equipment mobile unit. News Services, Telenews, Facsimile, UP, INS.

PRINCIPAL STOCKHOLDER: Licensee is owned by Avco Mfg. Co., owner of WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, WINS New York (sale pending FCC approval) and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd. Frederic Gregg, Dir. of Client Ser.
R. E. Dunville, Pres. & Gen. Mgr. James E. Allen, Prom. Dir.
Ward L. Quall, Vice Pres. & Lin Mason, Prog. Dir.
Asst. Gen. Mgr. R. A. Rockwell, Vice Pres. in Chg.
John T. Murphy, Vice Pres. in Chg. of Eng.
of TV Opr. Howard Lepple, Eng. in Chg.,
Bernard C. Barth, Admin. Asst. to WLWT
Vice Pres. in Chg. of TV Opr. Arthur Nevins, Film Dir.
David E. Partridge, Gen. Sls. Mgr. Gilbert W. Kingsbury, Vice Pres.
John Bone, WLWT (TV) Sls. Mgr. (Public Relations)

RATE INFORMATION: Class A one hour Film \$850. Minute spot Film \$140. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks. Rate Card No. 8-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,171,490	2,113,705
Families in Area	355,000	640,500
Area in Square Miles	2,990	12,197
No. of Sets (June 1)	310,000	534,000
Retail Sales	\$1,257,187,000	\$2,235,711,000
Income Per Family	\$5,546	\$5,313
Income Per Capita	\$1,681	\$1,610

CLEVELAND

WERE-TV

(Target Date, Fall, 1953)

LICENSEE: Cleveland Broadcasting Inc. Address: 1501 Euclid Ave.

FACILITIES: Chan. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, 9256 Ridge Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 650 ft. Above ground 434 ft.

OPERATION: Target date Fall, 1953.

AFFILIATIONS: Stations, AM, WERE. FM, WERE-FM

REPRESENTATIVES: Washington Attorney Spearman & Roberson. Consulting Engineer George P. Adair.

PRINCIPAL STOCKHOLDERS: Pres. Ray T. Miller (14.6%), Vice Pres. Paul C. Aiken (3.28%), Secy. Ray L. Lamb (2.2%) and Donald W. Horbeck (7.16%).



PHOTOGRAPH BY SARRA

Competition's Wonderful!

It's one reason we all have so many of the good things that make life worth living!

Johnny couldn't tell you whether Mary's friendlier smile, or her name on the sign, made him choose her lemonade. But he's glad he did! Because let's face it—we all like to have somebody try extra hard to win our good will.

In fact, when so many brand manufacturers compete for your favor, as they do every day in this land of ours—it makes you

feel pretty wonderful, doesn't it?

Their keen competition is the chief reason we can all choose today from the biggest line-up of top-quality brands of merchandise ever offered to a purchaser anywhere in the world! It explains why makers of brand-name products never stop trying to improve their brands to increase our satisfaction. And why they keep us up-

to-date about them in magazines like this.

Yes, today it is truer than ever before—when you name your brand, you better your brand of living!

BRAND NAMES FOUNDATION

INCORPORATED

A Non-Profit

Educational Foundation

37 West 57 Street, N. Y. 19, N. Y.

CLEVELAND

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Phone: Tower 1-5454

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.0 kw, Aural 8.15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 7080 State Rd., Parma, Ohio. Make, DuM. Model TA-117A (modified). Antenna: Make RCA. Type 3-bay Superturnstile. Height, Above average terrain 640 ft. Above ground 437 ft.

OPERATION: Began Dec. 17, 1947. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATION: Network, CBS.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Dempsey & Koplovitz.

SERVICES: Three studios (55 x 75-ft., 20 x 25-ft. and 20 x 40-ft.). One RCA 3-camera chain. Three DuM. dual camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two 16mm GE film projectors. Two Eastman Kodak 2 x 2" slide projectors. One Telop 4 x 5" opaque projector. Spartan trailer equipped with power supply and microwave relay equipment. News Service, UP.

PRINCIPAL STOCKHOLDER: Majority of stock in licensee is owned by the E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati. WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co. also owns the majority of stock of Memphis Publishing Co. which owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, Pres.	Floyd E. Weidman, Adv. Mgr.
James C. Hanrahan, Vice Pres. & Gen. Mgr.	J. B. Epperson, Ch. Eng.
J. Harrison Hartley, Sta. Dir.	Donald L. Perris, Dir. News, Special Events & Prom.
David M. Baylor, Gen. Exec.	Gilbert S. Canfield, Film Buy.

RATE INFORMATION: Class A one hour Live \$950, Film \$800. Minute spot Live \$200, Film \$200. Frequency discounts from 2.5% for 13 times up to 15% for 104 times. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area) No. of Sets (June 1), 768,249.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Phone: Cherry 1-0942

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 39.22 kw, Aural 20.26 kw. Operating Pow.: Visual 5 kw, Aural 4 kw. Transmitter: Address, Brecksville, Ohio. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 4-Bay Batwing. Height, Above average terrain 619 ft. Above ground 465 ft.

OPERATION: Began Oct., 1948. Hours, 6:30 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WTAM. FM, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Cahill, Gordon, Zachry & Reindel. Consulting Engineer Raymond F. Guy (NBC).

SERVICES: Four studios (two 50 x 35 x 15-ft. each, one 7 x 7 x 7-ft., one 18 x 8-ft.) Ten RCA TK-10A camera chains. One Trans-Lux rear screen projector. Three RCA TK-20A film cameras. Two RCA 16mm film projectors. Two RCA 35mm film projectors. One Eastman 16mm film projector. Two SVE and two Selectoslide slide projectors. One RCA TK-3A scanner. One Lynn mobile unit. News Services, AP, UP, INS, Facsimile. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Radio Corp. of America. NBC also owns and operates WNBC-AM-FM and WNBT (TV) New York; WRC-AM-FM and WNBW (TV) Washington; WMAQ-AM-FM and WNBQ (TV) Chicago; KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

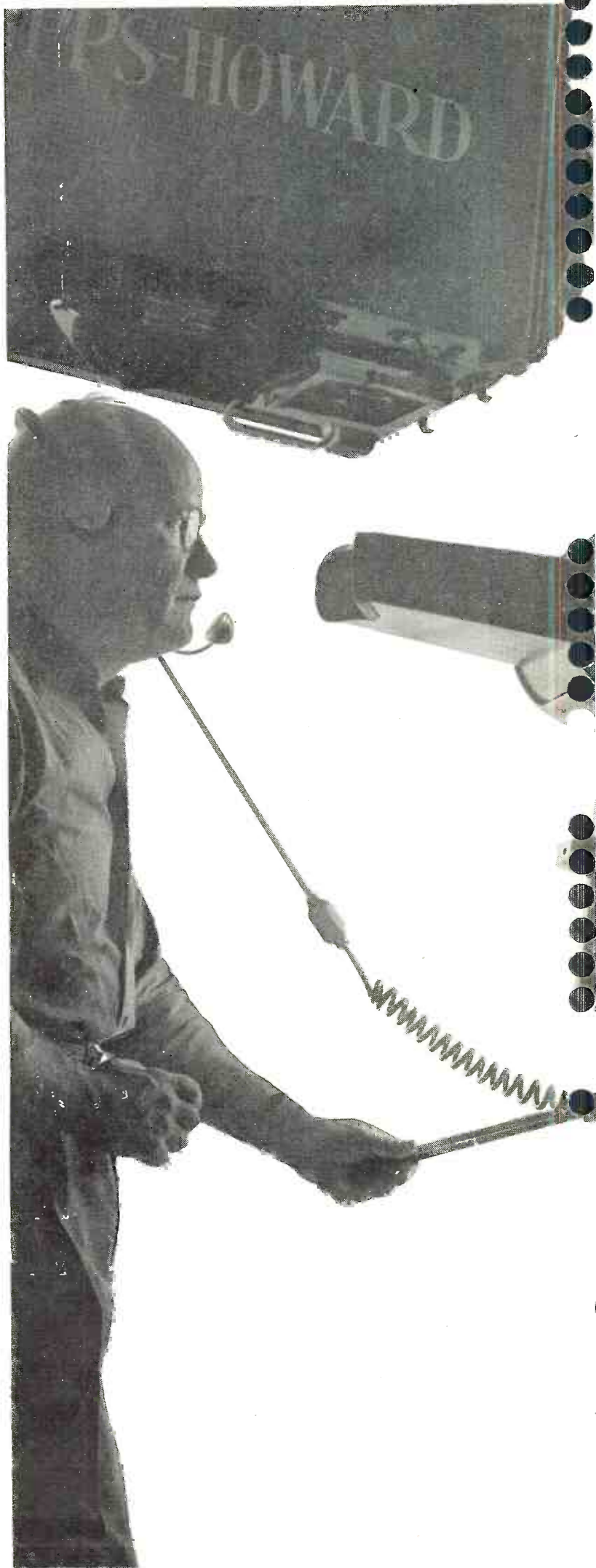
EXECUTIVES:

David Sarnoff, Chmn.	Gene Walz, Creative Prog. Mgr.
Lloyd E. Yoder, Gen. Mgr.	Charles Hutaff, Adv. Prom. & Merc. Dir.
Charles Phillips, Sls. Dir.	Clem Scerback, Adv. Mgr.
Brooke Taylor, Prog. Dir.	Frank Derry, Publ. Mgr.
S. E. Leonard, Ch. Eng.	William Dallmann, Merc. Mgr.
Albert O'Deal, Film Buy.	
George Cyr, TV Opr. Sup.	

RATE INFORMATION: Class A one hour Live \$1,000. Minute spot Live \$200. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION: Total Population, 3,538,000; Total Families, 1,038,800; Effective Buying Income, \$6,430,229,000; Total Retail Sales, \$4,014,514,000; Total Food Sales, \$1,067,551,000; Total Automotive Sales, \$675,535,000; Total Drug Sales, \$113,652,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.





First in Cleveland

1st

in audience —
covering effectively America's 7th largest
television area

1st

in viewers per dollar —
reaching a 6 billion dollar market

1st

in top-rated shows —
featuring the best local and CBS-TV programs

1st

in prestige —
awards include the George Foster Peabody
medal for outstanding local public service

1st

in the future —
in maximum authorized power (on the *same*
viewer-established Channel 5); in maintaining
technical leadership with the latest trans-
mission equipment; and in color television
when authorized.

details on request

WEWS

CBS-TV in Cleveland



TESTING...

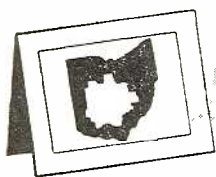
**IN THE NATION'S
NO. 1 TEST MARKET**

**ON THE NATION'S
NO. 1 TEST MARKET STATION**

National advertisers throughout the country have tested the sales potential of their products and services by using the top commercial facilities of **WBNS-TV . . . COLUMBUS, OHIO.**

As the Nation's No. 1 Test Market Station, reaching over 306,950 homes, **WBNS-TV** is recognized as the focal point of Mid-West sales.

A brochure on sales results, both local and national is available on request.



wbns-tv COLUMBUS, OHIO
CHANNEL 10

CENTRAL OHIO'S MOST HONORED STATION

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

OHIO

CLEVELAND (Continued)

WXEL (TV)

LICENSEE: Empire Coil Co. Address: 630 Euclid Ave. Phone: Tower 1-8989

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 13.4 kw. Operating Pow. Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Pleasant Valley & State Rd., Parma, Ohio. Make, GE. Model TT-6D. Antenna: Make GE. Type 6-Bay Superturnstile. Height, Above average terrain 725 ft. Above ground 437 ft.

OPERATION: Began Dec. 17, 1949. Hours, 10:30 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Lyon, Wilne & Bergson. Consulting Engineer Ben Adler.

SERVICES: Four studios (16 x 30-ft., 30 x 40-ft., 50 x 55-ft. and 44 x 60-ft. with fixed theatre seats for up to 300 people). Six field and five studio RCA image orthicon camera chains. One Trans-Lux and one Bodde rear screen projector. Two GE kinoscope film cameras. Two GE Synchronite 66mm film projectors. Two Selectro-slide Jr. slide projectors. One RCA flying spot 2x2" scanner. Special mobile unit. News Services, UP, AP, INS Movietone. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee is electronics parts manufacturer which owns KPTV (TV) Portland, Ore., KCTY (TV) Kansas City, KDEN (TV) Denver and WNES (TV) Indianapolis. Herbert Mayer is principal stockholder.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mgr.	Harry Black, Prog. Dir.
Franklyn Snyder, Vice Pres. & Sta. Mgr.	H. A. Brinkman, Ch. Eng.
Richard C. Wright, Asst. Com. Mgr.	Ben Wickham, Film Buy. & Exec. Asst.
	Barbara Snyder, Publ. Dir.
	R. J. Rowley, News Dir.

RATE INFORMATION: Class A one hour Live \$1,000. Film \$900. Minute spot Live \$175 and production costs, Film \$175. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 3,351,900: Families in Area, 966,200; No. of Sets (June 1), 768,249.

COLUMBUS

WBNS-TV

LICENSEE: The Dispatch Printing Co. Address: 33 N. High St. Phone: Adam 9265

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 123 kw. Operating Pow.: Visual 24.3 kw, Aural 12.15 kw. Transmitter: Address 495 Olentangy Blvd. Make, RCA. Model TT-5A. Antenna: Make RCA Type TF-6A. Height, Above average terrain 485 ft. Above ground 595 ft.

OPERATION: Began Oct. 1949. Hours, 8:45 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS. Station, AM, WBNS.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio (55 x 35-ft.). Two RCA camera chains. Two RCA film cameras. Two Eastman 16mm and two RCA 16mm film projectors. Two Selectroslide scanners. Houston film processing unit. News Service, AF Library, World.

PRINCIPAL STOCKHOLDER: The Dispatch Printing Co., publisher of Columbus Dispatch.

EXECUTIVES:

Preston Wolfe, Pres.	Jerome Reeves, Prog. Dir.
Richard A. Borel, Dir. of TV	Lester H. Nafziger, Ch. Eng.
Robert D. Thomas, Sls. Dir.	Betty A. Dixon, Film Buy.

RATE INFORMATION: Class A one hour Live \$700 plus additional costs, Film \$700. Minute spot Live \$125, Film \$125. Frequency discounts from 12% for 26 times up to 25% for 260 times. Rate Card No. 4A.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data, see Foreword.

COLUMBUS (Continued)

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 3165 Olentangy River Rd. Phone: Jefferson 5441

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 15.2 kw, Aural 8.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3165 Olentangy River Rd. Make, RCA. Model TT-5A. Antenna: Make RCA. Type 6-Bay Superturnstile PF6BM. Height, Above average terrain 455 ft. Above ground 578 ft.

OPERATION: Began April 3, 1949. Hours, 7:00 a.m.-1:20 a.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales, WLW Sales. Washington Attorney Hogan & Hartson. Consulting Engineer Weldon & Carr.

SERVICES: Three studios (40 x 60-ft., 33 x 24-ft., and 29 x 18-ft.). Three RCA TK10A camera chains. One RCA TK20A film camera. Two RCA TP16B film projectors. One LaBelle Model 301 slide projector. One strip film projector. One opaque projector.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Avco Mfg. Co., which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WINS New York, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chm. of Bd.
Robert E. Dunville, Pres.
James Leonard, Vice Pres. &
Gen. Mgr., WLWC.

C. George Henderson, Sls. Mgr.
Warren F. Warner, Prog. Dir.
Charles B. Sloan, Ch. Eng.
Walter S. Jacobs, Prod. Mgr.

RATE INFORMATION: Class A one hour \$625. Minute spot \$125. Frequency discounts from 5% for 13-25 weeks up to 10% for 26 weeks or more. Rate Card No. 6-A.

WOSU-TV*

(Target Date, not set)

(*Noncommercial-Educational)

LICENSEE: The Ohio State University. Address: N. High St. Phone: University 3148

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 220 kw. Transmitter: Address, corner of W. Lane Ave. & N. Starr Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 560 ft. Above ground 593 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WOSU. FM, WOSU-FM

REPRESENTATIVES: Attorney, Attorney General of Ohio. Consulting Engineer Robert C. Higgy, Ohio State U.

PRINCIPAL STOCKHOLDER: Ohio State U. (100%).

EXECUTIVES:

Howard L. Bevis, Pres.

Robert C. Higgy, Dir. & Gen.
Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

WTVN (TV)

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Phone: Fletcher 5801

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 19.8 kw, Aural 10 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 50 W. Broad St. Make, RCA. Model TT5A. Antenna: Make RCA TF-3A. Type 3-Bay Superturnstile. Height, Above average terrain 545 ft. Above ground 606 ft.

OPERATION: Began Sept., 1949. Hours, 10:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney Bernard Koteen.

SERVICES: Two studios (50 x 60-ft. and 35 x 28-ft.). Two RCA camera chains. One RCA film camera. Two 16mm film projectors. Two SUE opaque projectors. News Service, AP.

PRINCIPAL STOCKHOLDER: Radio Cincinnati (100%). Licensee is owned by Cincinnati Times-Star Co., publisher of Cincinnati Times-Star (WKRC-AM-FM-TV). Publishing firm is principally owned by Taft family.

EXECUTIVES:

Hulbert Taft Jr., Pres.
Ken Church, Exec. Vice Pres.
J. W. McGough, Gen. Mgr.
Robert Wiegand, Com. Mgr.

William Wagner, Prog. Dir.
Marvin Ingerson, Ch. Eng.
Ray Owen, Asst. Ch. Eng.
Dorothy Silver, Film Buy.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$80, Film \$25. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 6.

"I LED 3 LIVES"

starring
**RICHARD
CARLSON**



**TV'S MOST TIMELY AND
POWERFUL DRAMA!**

ZIV-TV

**SEE pages 352 & 353
for complete information
about this exciting TV
show!**

DAYTON

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Phone: Kenmore 4143

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, 1414 Wilmington Ave. Make, RCA. Model TT-5A. Antenna: Make RCA. Type AH6. Height, Above average terrain 570 ft. Above ground 517 ft.

OPERATION: Began Feb., 1949. Hours, 8:30 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont Station, AM, WHIO. FM, WHIO-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Frank McIntosh.

SERVICES: One studio (50 x 30-ft.). Four RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide Jr. slide projectors. One RCA mobile unit. Film processing unit for 35mm slides. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Licensee owned by former Ohio Gov. James M. Cox Sr. and family, who also publish Dayton News and Journal Herald and Atlanta Journal and Constitution, Springfield News and Sun and Miami News, and own WSB-AM-FM-TV Atlanta, and WIOD-AM-FM Miami.

EXECUTIVES:

James M. Cox Jr., Pres.	William Campbell, Film Buy.
Robert H. Moody, Gen. Mgr.	Jack L. Hodgkinson, Dir. TV Opr.
W. E. Wolaver, Com. Mgr.	Marion Ganje, Prod. Dir.
Don R. Lyons, Prog. Dir.	Don Wayne, News & Special
Ernest L. Adams, Ch. Eng.	Events Dir.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

WIFE (TV)

(Target Date, Sept. 15, 1953)

LICENSEE: Skyland Broadcasting Corp. Address: 380 W. 1st St. Phone: Michigan 6501-2-3

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 254.5 kw, Aural 132.5 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, W. Carlton Rd. Make, GE. Model TT25A. Antenna: Make GE. Type TY25B. Height, Above average terrain 701.04 ft. Above ground 650 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATION: Station, AM, WONE.

REPRESENTATIVES: Sales, Headley-Reed TV Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer George P. Adair.

SERVICES: Two studios (60 x 40-ft. and 35 x 30-ft.). Three GE PE4A camera chains. One GE PE5A film camera. Two GE PF5A film projectors. Two S&S 2" x 2" slide projectors. Two GE PE4A mobile units. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Pres. Ronald B. Woodyard (18%), Vice Pres. Loren M. Berry (12.3%), Col. Gustav Hirsch (12.3%) and Treas. James F. Gallaher (8%).

EXECUTIVES:

Ronald B. Woodyard, Pres. & Gen. Mgr.	Roger J. LaReau, Com. Mgr. & Film Buy.
Louis G. Froelich, Vice Pres.	Joseph Gill, Ch. Eng.
C. J. Thornquest, Vice Pres.	Del Shook, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$55.00, Film \$55.00. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Families in Area, 584,100; No. of Sets (June 1), 25,500.

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 32 kw, Aural 16 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, W. Carrolton & Frytown Rds. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6AL. Height, Above average terrain 510 ft. Above ground 459 ft.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OPERATION: Began March, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Network, NBC.

REPRESENTATIVES: Sales WLW Sales.

SERVICES: Two studios (80 x 50-ft. & 20 x 40-ft.). Three TK10A studio, th RCA field cameras and two RCA TK20A film camera chains. Two RCA 16mm film projectors. Two 35mm automatic slide projectors. One mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee is owned by Avco Mfg. Co., owner WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (TV) Atlanta Ga., and WLW New York.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd.	Neal Van Ells, Prog. Dir. & F Buy.
Robert E. Dunville, Pres.	Lester Sturgill, Ch. Eng.
H. Peter Lasker, Vice Pres & Gen. Mgr., WLWD.	Dorothy A. Sanders, Prom. M.
William J. Williamson, Com. Mgr.	

RATE INFORMATION: Class A one hour \$675. Minute spot \$125. Frequency discounts. Rate Card No. 6-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	729,409	1,434,279	2,227,640
Area in Square Miles	2,263	10,370
No. of Sets (June 1)	310,000

LIMA

WIMA-TV

(Target Date, Late 1953)

LICENSEE: Northwestern Ohio Broadcasting Corp. Address: 223 N. Main St

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 60 kw. Transmitter: Address, 121 W. High St. Make, DuM. Antenna: Make C. Height, Above average terrain 330 ft. Above ground 344 ft.

OPERATION: Target date late 1953.

AFFILIATION: Station, AM, WIMA.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney Bingham, Colli Porter & Kistler. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. George E. Hamilton (50%), Vice Pres. Robert W. Mack (42.7%) and F. E. Mack (7.3%).

WLOK-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11 kw. Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, 14 Rice Ave. Make, GE. Model TT-20-A. Antenna: Make GE. Type Helical, 5-Bay. Height, Above average terrain 360 ft. Above ground 335 ft.

OPERATION: Began April 18, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WLOK.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney Dow Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (30 x 60-ft. and 5 x 8-ft.). One film camera. One studio GE camera chain. One GE film camera. Two 16mm GPL film projectors. Two 2 x 2" glass slides. News Services, UP, INS. Library World.

PRINCIPAL STOCKHOLDERS: Pres. L. A. Pixley (51%), Vice Pres.-Treas. Lyman Case Jr. (16.4%), Ward C. Case (16.4%) and Robert B. Case (16.2%).

EXECUTIVES:

L. A. Pixley, Pres.	William W. Huffman, Prog. Dir. & Film Buy.
R. O. Runnerstrom, Exec. Vice Pres.	Darrel Hunter, Ch. Eng.
John U. Voorhees, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION: Population, 235,545; Families in Area, 67,298; Area in Square Miles, 60 miles in diameter (7-county area); No. of Sets (June 1), 10,826; Retail Sales, \$236,912,000.



*"Dig that Crazy Beam Pole"
1104 Feet High*

Tallest **TV**
TOWER OF ALL!
... and ready soon

With the world's tallest TV tower plus a boost in power to 316,000 watts, WHIO-TV increases coverage to bring 697,005 prosperous families within easy reach. Ask George P. Hollingbery representatives to tell you about

WHIO-TV—*One of America's Great Area Stations*



Channel 7
Dayton, Ohio

MASSILLON

WMAC-TV

(Target Date, Sept. 10, 1953)

LICENSEE: Midwest TV Co. Address: 610 First National Bank Bldg. Phone: Massillon 2-7222

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8 kw. Transmitter: Address, 12th St. Ext. N. W. Canton, Ohio. Make, GE. Model 1 kw. Antenna: Make GE: Type 5-Bay Helical. Height, Above average terrain 583 ft. Above ground 468 ft.

OPERATION: Target date Sept. 10, 1953. Hours, 4:30 p.m.-12:00 midnight.

AFFILIATION: Station, AM, WMAC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank McIntosh.

SERVICES: Two studios (33 x 35-ft. and 16 x 20-ft.). One GE camera chain. Two GE film projectors. One GE Electro Slide scanner. News Service, AP.

PRINCIPAL STOCKHOLDER: Edward Lamb Enterprises Inc. (100%) also owns WTOD Toledo, WIKK and WICU (TV) Erie, Pa. and WOOO-AM-FM, Orlando, Fla. and WTVQ Pittsburgh, Pa. (Purchase Pending FCC approval.)

EXECUTIVES:

Edward Lamb, Pres. Frank C. Oswald, Exec. Vice Pres.
Jim Bushman, Com. Mgr. Carl Nelson, Reg. Sls. Rep., Toledo

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. Frequency discounts from 5% for 13 times up to 15% for 52 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	688,300	284,000	1,143,800
Families in Area	210,820	87,520	330,460
No. of Sets (June 1)	149,087	51,200	248,500
Retail Sales	\$830,631,000	\$201,063,000	\$1,374,539,000
Income Per Family	\$5,974	\$4,889	\$4,725

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING-TELECASTING

RUNS MORE *

TELEVISION STATION ADVERTISING

THAN ANY OTHER JOURNAL

SERVING THE FIELD

*more Ohio stations

advertise with BROADCASTING • TELECASTING

THAN ANY OTHER PUBLICATION

SANDUSKY

WLEC-TV

(Target Date, Dec. 1, 1953)

LICENSEE: Lake Erie Broadcasting Co. Address: Cleveland Rd. Phone: 5110

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: Address, Cleveland Highway & Huntington Ave. Make, Antenna: Make GE. Height, Above average terrain 265 ft. Above ground 340 ft.

OPERATION: Target date Dec. 1, 1953.

AFFILIATION: Station, AM, WLEC.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consult Engineer George Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Gen. Mgr. Jay E. Wagner Jr. (4%); Treas. John R. Kahler (3.6%); Sec. Elmer A. Pimsner (3.6%); St. M. Hendrickson (7.4%); Russell A. Ramsey (3.6%); Claude B. Flesher (4%) and estate of A. E. Heiser (22.8%). Several other stockholders hold less than 4% each.

EXECUTIVES:

Jay E. Wagner Jr., Pres.

TOLEDO

WSPD-TV

LICENSEE: Storer Broadcasting Co. Address: 136 Huron St. Phone: Adams 3

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 12.3 Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 117 S. Superior. Make, RCA. Model TT-5A. Antenna: Make RCA. Ty, TF-6A-6-Bay. Height, Above average terrain 524 ft. Above ground 555

OPERATION: Began July, 1948. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WSPD. F WSPD-FM.

REPRESENTATIVES: Sales, Kaiz Agency Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Jansky & Bailey Inc.

SERVICES: One studio. Four RCA Disc. TK-30A camera chains. Trans-Lu rear screen projector. One TK 20-A film camera. One 16mm TP-16 film projector. Four 35mm Golde Proj. slide projectors. One mobile unit w power supply and microwave relayment. News Services, UP, INS. Libra Lang-Worth, World.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder. Storer Broadcasting Co. Also owns WJBK-AM-FM-TV Detroit, KABC and KE (TV) San Antonio, Tex., WAGA-AM-FM-TV Atlanta, Ga. and WBRC-AM-TV Birmingham, Ala. (See Group Ownership.)

EXECUTIVES:

George B. Storer, Pres. Bill Stringfellow, Ch. Eng.
Allen L. Haid, Vice Pres. & Elaine Phillips, Film Buy.
Managing Dir. Bill Ashworth, Merc. Dir.
Westford Shannon, Com. Mgr. Al Ruhfel, Prod. Mgr.
Les Dana, Prog. Dir.

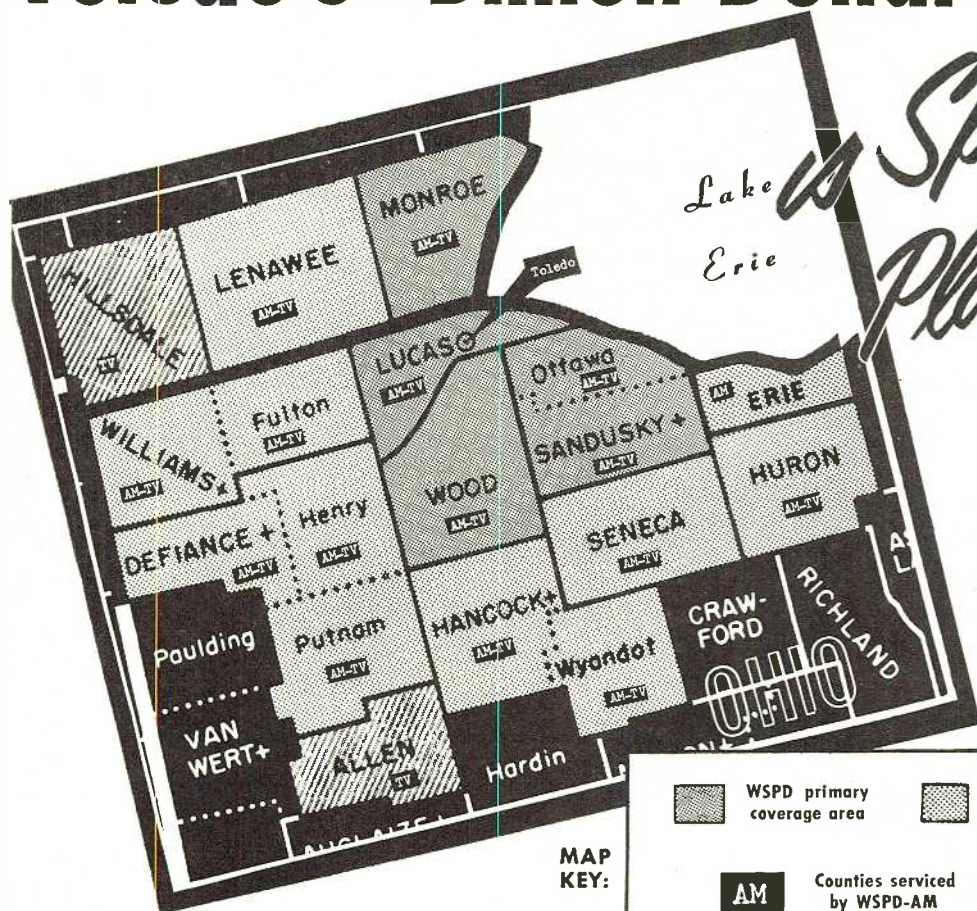
RATE INFORMATION: Class A one hour Film \$750. Minute spot Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	625,000	1,106,400
Families in Area	186,800	331,400
Area in Square Miles	1,441	5,027
No. of Sets (April 1)	226,000
Retail Sales	\$723,143,000	\$1,249,673,000
Income Per Family	\$5,262	\$4,637
Income Per Capita	\$1,492	\$1,406

BROADCASTING • TELECAST

Toledo's "Billion Dollar Market"



MAP KEY:

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

Speedy's Playground



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

Population 1,161,200
 Families 348,000
 Radio Homes 339,060
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 Television Homes 228,000
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,896,407,000
 Per Capita \$1,633
 Per Family \$5,449

RETAIL SALES
 Total \$1,310,208,000
 Per Family \$3,764
 Spent For:
 Food \$321,211,000
 Gen. Mdse. \$128,461,000
 Furniture & Household—\$67,725,000
 Automotive \$251,294,000
 Drug \$35,282,000

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

Toledo ranks 36th in total retail sales
 Toledo ranks 36th in food store sales
 Toledo ranks 35th in gen. mdse. store sales
 Toledo ranks 48th in apparel store sales
 Toledo ranks 38th in home furnishing sales
 Toledo ranks 31st in automotive store sales
 Toledo ranks 33rd in filling station sales
 Toledo ranks 50th in building material and hardware store sales.
 Toledo ranks 36th in drug store sales

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

Authority for above listening and market information:

Sales Management's Survey of Buying Power,
 Standard Rate & Data Consumer Markets
 Neilsen Coverage Service
 NBC Research



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

Represented Nationally
 by KATZ

51,300 UHF TV Sets
in YOUNGSTOWN, Ohio

(JULY 1, 1953)

(70,000 by September 1st)

For **TV** it's
WFMJ

In America's 30th ranking population market

NBC Basic Affiliate

1,000 FOOT TOWER

To be erected in fall of 1953

The Promotion Minded
Station . . . Plus Local Shows

Excellent Availabilities!

Headley-Reed Company
National Representatives

WFMJ
AM • FM • TV

101 WEST BOARDMAN ST. • RI. 3-4121
YOUNGSTOWN, OHIO

OHIO

YOUNGSTOWN

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Address: 101 W. Boardman St. Ph
Riverside 3-4121

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 89
Operating Pow.: Visual 19.6 kw, Aural 10.6 kw. Transmitter: Addr
750 Mabel St. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type
TFU-27 BHS. Height, Above average terrain 948 ft. Above grou
1,000 ft.

OPERATION: Began March 8, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, NBC. Stations, AM, WFMJ. FM, WFMJ-FM.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fisher, W
land, Duvall & Southmayd. Consulting Engineer A. Earl Cullum Jr.

SERVICES: One studio (50 x 30 x 16-ft.). Two RCA TK-11A and two RC
camera chains. One Television Specialty rear screen projector. Two RC
film cameras. Two RCA film projectors. Two scanners. News Servic
AP, UP, Fox Movietone. Library, Thesaurus, Standard.

PRINCIPAL STOCKHOLDERS: William F. Maag Jr. is principal stockholder.
Licensee publishes the Youngstown Vindicator.

EXECUTIVES:

William F. Maag Jr., Pres. & Gen. Mgr. Ronald W. Richards, Prog. Dir
Frank A. Dieringer, Ch. Enq.
Leonard E. Nasman, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute s
Live \$60, Film \$60. Frequency discounts from 5% for 26 times up
25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 542,6
Families in Area, 152,200; No. of Sets (June 1), 40,300; Retail Sa
\$565,948,000; Income Per Family, \$6,149; Income Per Capita, \$1,725.

WKBN-TV

LICENSEE: WKBN Broadcasting Corp. Address: 3930 Sunset Blvd. Pho
Sterling 2-1145

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 160.0 kw, Aural 95
kw. Operating Pow.: Visual 15.8 kw, Aural 9.5 kw. Transmitter: Addr
3930 Sunset Blvd. Make, RCA. Model TTU-1B. Antenna: Make RC
Type TFU-21BL. Height, Above average terrain 553 ft. Above grou
539 ft.

Market information in station listings is furnished by station and any inquir
should be directed to that source. Data in listings is corrected to Aug.
For full list of abbreviations and sources of county and state market data
see Foreword.

YOUNGSTOWN (Continued)

WKBN-TV (Continued)

OPERATION: Began Jan. 6, 1953. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WKBN. FM, WKBN-FM.

REPRESENTATIVES: Sales, The Paul H. Raymer Co. Washington Attorney Paul Loucks. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

EQUIPMENT: Two studios (30 x 50-ft. and 20 x 28-ft.). Two RCA film camera chains. Three RCA studio camera chains. One TV Specialty Co. rear screen projector. One RCA-TK-20D and one RCA-TK-20C film camera. Two Eastman film sound projectors. One Gray Telejector 2 x 2" and one Spindler & Sauppe turret 2 x 2" slide projector. One RCA-TK3A flying spot scanner. One Steinman and one Micro Record film processing unit. News Services, AP, UP, INS. Library, Telenews.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr. (60%) and Forest City Publishing Co. (Cleveland Plain Dealer and News) (40%) Forest City Publishing Co. also owns WHK-AM-FM Cleveland and WHKC-AM-FM, Columbus, Ohio.

EXECUTIVES:

W. P. Williamson Jr., Pres. & Gen. Mgr.
J. L. Bowden, Com. Mgr. & Film Buy.

D. S. Brice, Prog. Dir.
B. T. Wilkens, Ch. Eng.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total, including Fringe Area) Population, 750,200; Families in Area, 212,800; Area in Square Miles, 2,622; No. of Sets (June 1), 40,300; Retail Sales, \$776,629,000; Income Per Family, \$6,149; Income Per Capita, \$1,725.

WUTV (TV)

(Target Date, Aug. 31, 1953)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va. Phone: 2-0301

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, Gibson St., between Dewey and Wilbur Aves. Make, RCA. Model 12KW. Antenna: Make GE. Height, Above average terrain 530 ft. Above ground 550 ft.

OPERATION: Target date Aug. 31, 1953.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Albert S. Polan (20%), E. G. Polan (20%), Lincoln M. Polan (20%), Charles M. Polan (20%), and Lake Polan Jr. (20%). (For other Polan Holdings, see group ownership.)

WKBN-TV Blankets the 30th U.S. Market

...and More!

THE Youngstown Metropolitan Area, according to the 1950 U. S. Census, is the 30th U. S. market with a population of 528,500. But that's only part of the story! Mail, dealer reports and personal interviews show conclusively how WKBN-TV reaches practically every corner of two additional counties. The WKBN-TV coverage area then becomes an even bigger giant with thousands of additional customers and converted sets.

WKBN-TV

YOUNGSTOWN, OHIO

THREE BIG NETWORKS,
CBS, ABC, and DUMONT

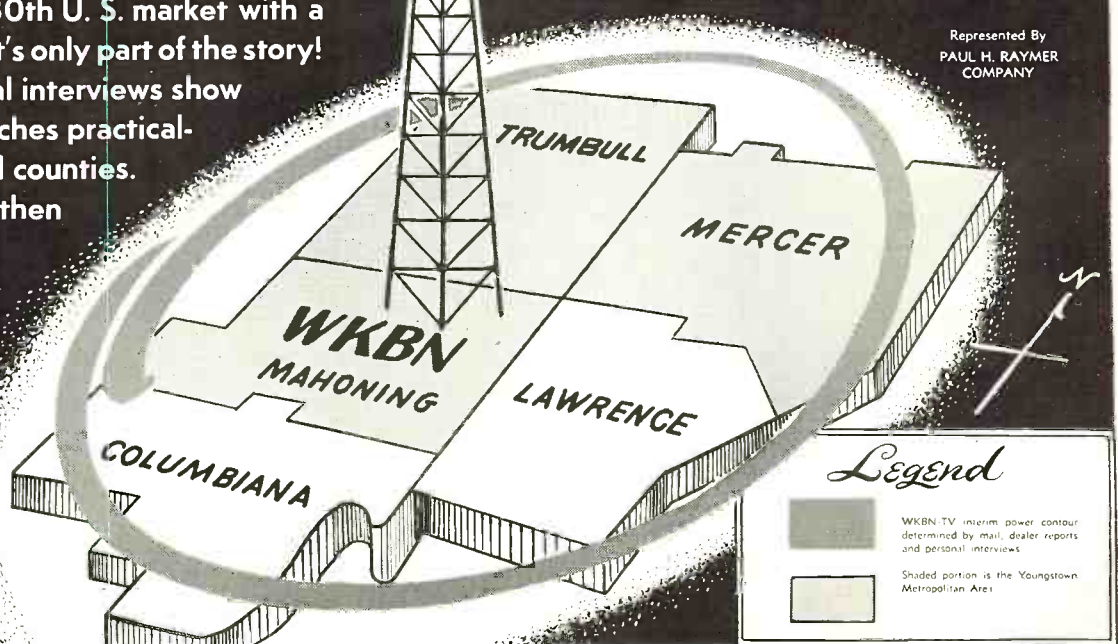
WKBN-TV COVERAGE AREA (5 Counties)

Population.....	750,200*
Families.....	212,800*
UHF Conversions.....	58% #
Effective Buying Income.....	\$1,267,243,000*

*Source: Copr. 1953, Sales Management Survey of Buying Power; further reproduction not licensed.

#Source: Dealer reports and personal interviews.

Represented By
PAUL H. RAYMER
COMPANY



ZANESVILLE

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg. N. Fifth St. Phone: 2-5431

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 38. kw. Operating Pow.: Visual 14 kw, Aural 7.5 kw. Transmitter: Address: Downard Rd. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type: TFU-24BH. Height, Above average terrain 535 ft. Above ground 497

OPERATION: Began May 23, 1953. Hours, 6:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney: Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culp

SERVICES: One studio (28 x 34-ft.). One RCA TK-11A studio camera chain. One RCA TK-20A film camera. Two GPL 16mm film projectors. One Selectro-Slide Jr. slide projector. Micro-record automatic re-wind film processing unit. Bolex 16mm motion picture camera. News Services, UP, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Clay Littick (25%), Orville B. Littick (25%), Arthur S. Littick (25%), Ernest B. Graham (15%) and Clarence B. Graham (10%). Messrs. Littick own Zanesville Publishing Co., publisher of Zanesville Signal & Times Recorder.

EXECUTIVES:

Clay Littick, Pres. Robert D. Maley, Prog. Dir.
 Vernon A. Nolte, Gen. Mgr. William A. Hunt, Sr., Ch. Eng.
 Nate Milder, Com. Mgr. Robert D. Maley, Film Buy.
 Robert Cromwell, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$1. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 269,900. Families in Area, 81,800; No. of Sets (June 1), 10,000; Retail Sales \$234,291; Income Per Family, \$3,783; Income Per Capita, \$1,137.

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

OKLAHOMA

OKLAHOMA MARKET INDICATORS

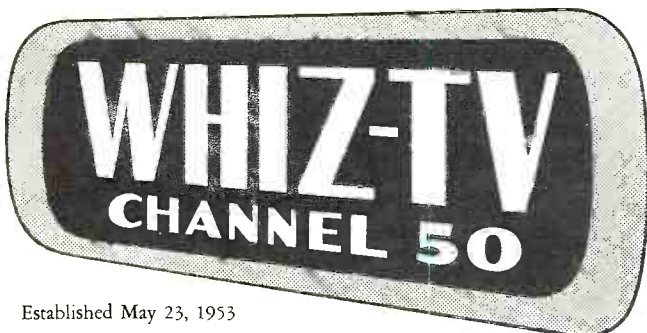
Total Population, July 1, 1952	2,265,000
Total Families, 1950	590,000
Total Urban Population, 1950	1,139,000
Total Rural Nonfarm Population, 1950	540,000
Total Farm Population, 1950	553,000
Employed in Nonagricultural Establishments, Feb., 1953	519,000
Total Employed 1950	753,000
Employed in Mining, Feb., 1953	46,000
Employed in Manufacturing, Feb., 1953	82,000
Employed in Construction, Feb., 1953	28,000
Employed in Agriculture, 1950	154,000
Retail Sales, 1952	\$ 2,105,954,000
Bank Assets, Jan. 1, 1953	\$ 2,162,285,000
Bank Deposits, Jan. 1, 1953	\$ 2,000,324,000
Major Income Sources, 1951: Agriculture 12.0%; Government 21.2%; Manufacturing Payrolls 9.4%; Trade and Service 25.6%; Other 31.8%	
Total Income Payments, 1951	\$ 2,677,000,000
Per Capita Income, 1951	\$ 1,182
Median Family Income, 1950	\$ 2,347
Total Internal Revenue Collections, 1952	\$ 678,935,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 69.47
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 69,291,000
Cash Receipts of Farms, 1952	\$ 704,311,000
Government Payments to Farmers, 1952	\$ 8,849,000
Value of Mineral Production, 1950	\$ 527,095,000
New Public Construction in 1952	\$ 159,500,000
Motor Vehicle Registration, 1952	891,000
Number of Telephones, 1952	628,000
Number of Electrical Connections, 1952	697,000
Number of Gas Utilities Connections, 1952	482,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

It Takes...
WHIZ-TV
 THE BULLSEYE MARKET
 TO HIT
 IN SOUTHEASTERN OHIO!

(✓) Check Ohio's NINTH Largest Trading Area For Results

- (✓) Population 552,416
- (✓) 1953 Eff. Buying Income \$803,036,000
- (✓) 1953 Retail Sales \$479,717,000
- (✓) 1953 E. B. I. Surplus \$323,319,000
- (✓) 1953 Food Sales \$146,147,000
- (✓) 1953 Drug Sales \$ 13,034,000
- (✓) Television programming from NBC-CBS-ABC-Dumont Networks.
- (✓) Complete film department service.
- (✓) Complete services for art work and set design.



Established May 23, 1953

National Representative - John E. Pearson, Inc.

First in Southeastern Ohio

LAWTON

KSWO-TV

LICENSEE: Oklahoma Quality Broadcasting Co. Address: P. O. Box 1385. Phone: 7777.

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 9.63 kw, Aural 4.8 kw. Operating Pow.: Visual 9.63 kw, Aural 4.8 kw. Transmitter: Address, 4 Miles East Lawton, State Highway 7, Make, RCA. Model TT2AH. Antenna: Make RCA. Type TF6AH, 6-Bay. Height, Above average terrain 540 ft. Above ground 525 ft.

OPERATION: Began March 8, 1953. Hours, 3:00 p.m.-10:30 p.m.

AFFILIATIONS: Station, AM, KSWO.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Lyon, Wilner & Bergson.

SERVICES: One studio, (20 x 40 ft., plus announcer's booth). One RCA field type camera chain. One RCA film camera. Two RCA 16mm film projectors. One 2 x 2" Selectroslide slide projector. Telop 4 x 5" opaque projector. Microrecord film processing unit. News Service, UP. Libraries, Standard & United Teletype.

PRINCIPAL STOCKHOLDERS: R. H. Drewry 50%, T. R. Warkentin 15 1/2%, J. R. Montgomery 15 1/2%, R. P. Scott 15 1/2% and G. G. Downing 3 1/2%. Partnership owns 90% KRHD Duncan, Okla.; is applicant for Channel 2, Midland, Tex.; owns KSWO Lawton, Okla.

ADDITIONAL INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$20, Film \$20. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

EXECUTIVES:

R. H. Drewry, Prin. Part.
Paul N. Goode, Gen. Mgr. & Film Buy.

L. W. Ozier Jr., Com. Mgr.
Henry Mattison, Prog. Dir.
William Buford, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	124,200	341,400	512,100
Families in Area	35,800	97,000	147,900
No. of Sets (June 1)	12,337	9,778	29,335
Retail Sales	\$136,324,000	\$363,565,000	\$529,335,000
Income per Family	\$4,125	\$4,194	\$3,980
Income per Capita	\$1,189	\$1,162	\$1,150

MIAMI

KMIV (TV)

(Target Date, not set)

LICENSEE: Miami TV Co. Address: Box 420, Wichita Falls.

FACILITIES: Chan. 58. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural 0.87 kw. Transmitter: Address, Miami Hotel. Make, GE. Antenna: Make GE. Height, Above average terrain 230 ft. Above ground 247 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Dallas.

PRINCIPAL STOCKHOLDERS: Gen. Part. George L. Coleman (75%), 24% owner of Monterey Radio-TV Corp. (KMBY Monterey, Calif.) and Kenyon Brown (25%) with interests in Little Rock Telecasters Inc. (Grantee for uhf Ch. 17 at Little Rock, Ark.) owner of KWFT Wichita Falls, Tex., grantee for vhf Ch. 6 there and KBYE Oklahoma City.

OKLAHOMA CITY

KLPR-TV

(Target Date, Sept., 1953)

LICENSEE: KLPR Television Inc. Address: 128 1/2 W. Commerce.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 49 kw. Transmitter: Address, SE 69th St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 580 ft. Above ground 551 ft.

OPERATION: Target date Sept., 1953.

AFFILIATION: Networks, ABC, DuMont. Station, AM, KLPR.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney William Howard Payne. Consulting Engineer Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Pres. Byrne Ross (500/2570) sole owner of KLPR Oklahoma City; Vice Pres. R. Lewis Barton (250/2570) owner of Barton Theatres, Oklahoma City; Sec.-Treas. Lester E. Johnson (5/2570) vice pres. Oklahoma Ntl. Bank, Okla. City; M. E. Nesbitt (50/2570) plumbing contractor; R. N. Salmon (25/2570) dry cleaner; Hugh Bumpas (5/2570) Baptist minister; Herman Merson (10/2570) attorney; Fred M. Farha (150/2570) commercial mgr. KLPR and Monty Wells (150/2570) account executive of KLPR.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Covering Oklahoma's 3rd Market

LAWTON, OKLAHOMA

Only KSWO-TV can give you complete coverage of Oklahoma's 3rd market where over 512,100 people spend \$529,335,000 annually in retail sales. The average income per family in KSWO's TV grade A coverage is \$4,125.

Results? One weekly 30 minute program on the air for only 7 weeks has produced a 25,894 mail response. Our national representatives can give you the full details of this success story and others.

Nationally represented by Everett-McKinney, Inc.

Southwestern representative: Clyde Melville Co. (Dallas).

KSWO-TV

CHANNEL 7

Affiliated with KSWO (AM).

9,630 watts

540 feet above average terrain

OKLAHOMA CITY (Continued)

KTVQ (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Republic Television & Radio Co. Address: Northwest Station. Phone: Jackson 5-6928.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 137 kw. Operating Pow.: Visual 275 kw, Aural 137 kw. Transmitter: Address, First National Bank Bldg., Oklahoma City. Make GE. Antenna: Make GE. Type High Gain Helical. Height above ground 600 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney Frank Fletcher. Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: One studio (60 x 90 ft.). Two GE camera chains. Two GE synchro-lite film projectors.

PRINCIPAL STOCKHOLDERS: Pres. John Esau (14%), former vice president and general manager of KTUL Tulsa, KFPW Ft. Smith, KATV (TV) Pine Bluff, Ark.; Vice Pres. Frank E. Brown (14%), oil; Vice Pres. Philip D. Jackson (15%), general manager KWCO Chickasha, Okla.; Secy. A. C. Saunders (14%), attorney; Treas. Frank A. Smith (14%), oil; R. P. Green (14%), oil; Clarence E. Wilson (15%), KPUT Puyallup, Wash.

EXECUTIVES:

John Esau, Pres. Bill Sadler, Prog. Dir.
Harry Abbott, Sta. Mgr. Harold Coomes, Ch. Eng.
Ben Holmes, Com. Mgr. Wayne Taylor, Film Buy.

KWTV (TV)

(Target Date, Late 1953)

LICENSEE: Oklahoma Television Corp. Address: 2701 First National Bank Bldg. Tel.: Victor 3-6441

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Lincoln Blvd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,530 ft. Above ground 1,585 ft.

OPERATION: Target date late 1953.

AFFILIATION: Sales, Avery-Knodel Network, CBS.

REPRESENTATIVES: Washington Attorney Frank U. Fletcher. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Merged applicants include: Bd. Chmn. John T. Griffin, head of Griffin family grocery interests in Okla. and Ark., and 57% owner of KOMA Inc.; Pres. Roy J. Turner (10%), ex-governor of Oklahoma and partner in oil firm; Exec. Vice Pres. Edgar T. Bell (holds 263 shares Class B nonvoting stock); Vice Pres. Luther T. Delaney (15%) RCA distributor and furniture manufacturer; Vice Pres. F. E. Harper (10%), associate of Mr. Turner in the oil business; Sec. Henry S. Griffin (15%) president and principal stockholder in Video Independent Theatres; Vice Pres. James C. Leake, 2% owner of KOMA and Director Marjorie Griffin Leake, 40% owner of KOMA.

WKY-TV

LICENSEE: WKY Radiophone Company. Address: P. O. Box 8668, Britton Station. Phone: Trinity 8-2161.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 16.85 kw, Aural 9.05 kw. Transmitter: Address, 500 East Britton Road. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-5-A superturnstile. Height, Above ground 962 ft.

OPERATION: Began June 6, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, NBC & DuM. Station, AM, WKY.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Pierson & Bell, Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios (38 x 58 ft. seating 200). Seven interchangeable studio field camera chains. Rear screen projector. Two RCA 16mm film cameras. Four RCA film projectors. Four slide projectors. Houston film processing unit. Mobile unit with three cameras, microwave relay equipment. One Auricon, one Bolex and two Cine Special motion picture cameras. News Services, UP, Movietone.

PRINCIPAL STOCKHOLDER: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

EXECUTIVES:

E. K. Gaylord, Pres. & Gen. Mgr. Kieth Mathers, Film Buy.
P. A. Sugg, Sta. Mgr. & Exec. Hoyt Andres, Asst. Sta. Mgr.
Vice Pres. Eugene B. Dodson, Night Oprs.
Robert Olson, Prog. Dir. Mgr.
H. J. Lovell, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

TULSA

KCEB (TV)

(Target Date, Oct.-Nov., 1953)

LICENSEE: Elfred Beck. Address: (Temporary) 1606 National Bank of (Permanent, Oct. 15) Lookout Mountain, Tulsa, Okla. Phone: 4-4044.

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.1 kw. Operating Pow.: Visual 10 kw, Aural 6 kw. Transmitter: Address, Lookout Mountain. Make RCA. Model TTU-1B. Antenna: Make RCA. TFU-4BLS. Height, Above average terrain 628 ft. Above ground 500 ft.

OPERATION: Target date Oct.-Nov., 1953. Hours, 8:00 a.m.-12:30 a.m.

REPRESENTATIVES: Sales, The Bolling Co. Inc. Washington Attorney W. Mott and Morgan. Consulting Engineer George C. Davis.

SERVICES: Two live studios: (60 x 40 ft. & 30 x 40 ft. One film; Out door garden setting; Wooded surroundings for location staging.) Three RCA camera chains. Locally fabricated rear screen projector. One RCA TK-20D 16mm camera. Two RCA TK-16D film projectors. One RCA automatic scanner. One Gray telop opaque projector. One RCA equipped (Microwave Relay Transmitter) mobile unit. News Service, UP. Libraries, Thesaurus, Gen

PRINCIPAL STOCKHOLDERS: Elfred Beck, sole owner, is owner of Albec Co. and has real estate and cattle holdings.

EXECUTIVES:

Elfred Beck, Own. N. Ray Kelly, Gen. Mgr. & Vice Pres.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot \$69, Film \$69. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	542,107
Families in area	165,470
Area in Square Miles	6,854
Income Per Family	\$5,358	Total Retail Sls. Tulsa County	\$332,401,000
Income Per Capita	\$1,771		

KOTV (TV)

LICENSEE: Wrather-Alvarez, Inc. Address: 302 So. Frankfort. Phone 2-9233.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 16.55 kw, Aural 8.5 kw. Transmitter: Address, National Bank of Tulsa Bldg. 4th & Boston. Make RCA. Antenna: Make RCA. Type TF3A. Height, Above average terrain 490 ft. Above ground 440 ft.

OPERATION: Began November, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, CBS, ABC.

REPRESENTATIVES: Sales, Edward Petry & Co., Inc. Washington Attorney W. Mott & Morgan. Consulting Engineer George Davis.

SERVICES: Two studios (112 x 60 x 22 ft. & 45 x 37 ft.) Four RCA TK 1 camera chains. Bodde 9 x 12 rear screen projector. Two RCA TK 2 film cameras. Two RCA TP 16D film projectors. 3/4 x 4 1/4" opaque projector. RCA mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Helen Alvarez (50%); Jack D. Wrather (25%); Mrs. Mazie Wrather (25%). (For other holdings, see group ownership.)

EXECUTIVES:

Jack Wrather, Jr., Pres. Don Thompson, Prog. Dir. & Film Buy.
Helen Alvarez, Gen. Mgr. & co-owner George Jacobs, Ch. Eng.
John Hill, Com. Mgr. Robert Freeland, Asst. Sta. Mgr.
Leo Howard, Sls. Mgr.

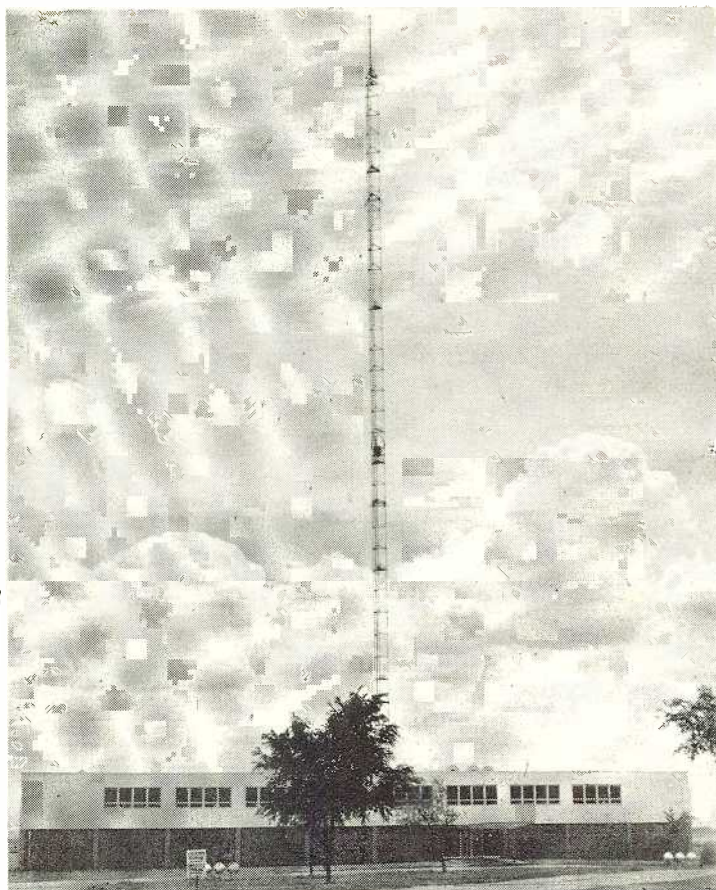
RATE INFORMATION: Class A one hour Live \$750, Film \$600. Minute spot Live \$170, Film \$120. Frequency discounts 5% for 52 times up to 13% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	271,000	94,500	816,000
Families in Area	86,450	33,400	243,400
No. of Sets (June 1)	55,600	16,250	151,100
Retail Sales	\$332,401,000	\$75,907,000	\$671,100,000
Income per Family	\$3,325	\$2,669	\$3,200
Income per Capita	\$1,005	\$788	\$997

WKY-TV

the station
of firsts in
Oklahoma!



first

TV station in Oklahoma!

WKY-TV ushered television into Oklahoma
June 6, 1949.

first

in size of audience!

WKY-TV now reaches more than 216,300
TV homes (June 1, 1953).

first

in program quality!

WKY-TV brings Oklahomans the tops
in network shows from NBC, CBS, ABC and
DUMONT via cable and film plus outstanding
local shows and a parade of sports and
special events. WKY-TV telecasts daily from
early morning until past midnight for a
total of more than 115 hours each week.

now . . .

100 KW Video

60 KW Audio

Affiliated with THE OKLAHOMA PUBLISHING CO.

The Daily Oklahoman • Oklahoma City Times • The Farmer-Stockman • WKY Radio • Represented by THE KATZ AGENCY

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adair	14,918	5,098	1,484	275		
Alfalfa	10,330	2,590	574		730	22%
Atoka	14,269	6,756	1,997	63	370	10%
Beaver	7,411	6,045	1,400	70		
Beckham	21,627	26,598	6,281	790		
Blaine	15,049	14,214	3,234	500	1,630	37%
Bryan	28,999	21,115	5,118	492	820	10%
Caddo	34,913	28,338	7,099	964	3,130	31%
Canadian	25,644	22,829	5,344	836	2,810	37%
Carter	36,455	35,541	8,554	1,431		
Cherokee	18,989	8,161	2,648	301		
Choctaw	20,405	11,398	4,039	322		
Cimarron	4,589	6,912	1,274	72		
Cleveland	41,443	30,336	8,796	1,548	6,440	57%
Coal	8,056	2,852	982	48	210	11%
Comanche	55,165	65,122	13,495	1,740	2,030	12%
Cotton	10,180	7,852	1,663	210	290	10%
Craig	18,263	10,217	2,212	319	1,490	31%
Creek	43,143	30,251	7,991	1,020	4,390	34%
Custer	21,097	25,747	5,350	891	640	10%
Delaware	14,734	3,387	1,134	118		
Dewey	8,789	6,161	1,556	277	250	10%
Ellis	7,326	5,762	1,451	169		
Garfield	52,820	68,649	11,323	2,544	6,840	40%
Garvin	29,500	29,272	6,774	930	870	10%
Grady	34,872	30,193	6,857	1,067	2,840	27%
Grant	10,461	8,050	1,930	355	680	22%
Greer	11,749	9,587	2,926	326		
Harmon	8,079	8,752	1,833	294		
Harper	5,977	7,106	1,396	274		
Haskell	13,313	5,335	1,054	85		
Hughes	20,664	13,782	3,924	477	870	15%
Jackson	20,082	23,154	4,954	694		
Jefferson	11,122	7,969	2,117	295	310	10%
Johnston	10,608	3,299	1,419	168	280	10%
Kay	48,892	51,589	12,339	2,339	4,990	31%
Kingfisher	12,860	16,674	3,103	563	1,480	37%
Kiowa	18,926	20,530	4,110	871	870	17%
Latimer	9,690	3,285	1,008	104		
LeFlore	35,276	16,105	4,725	428		
Lincoln	22,102	18,265	5,013	507	2,150	33%
Logan	22,170	16,777	4,165	561	2,240	33%
Love	2,566	3,534	1,122	139		
McClain	14,681	9,085	2,762	385	410	10%
McCurain	31,588	15,326	5,741	464		
McIntosh	17,829	8,248	2,254	272	680	15%
Major	10,279	8,342	1,684	180	700	22%
Marshall	8,177	4,416	1,277	181	230	10%
Mayes	19,743	10,668	2,785	291	1,740	31%
Murray	10,775	7,948	1,274	293	560	17%
Muskogee	65,573	50,440	11,304	2,200		
Noble	12,156	11,722	2,715	279	1,520	40%
Nowata	12,734	7,170	1,738	188	1,210	31%
Okfuskee	16,948	8,355	2,153	245	960	19%
Oklahoma	325,352	411,220	78,916	14,948	63,730	57%
Okmulgee	44,561	32,740	8,647	998	2,510	19%
Osage	33,071	17,856	4,971	681	4,260	43%
Ottawa	32,218	27,950	7,685	896		
Pawnee	13,616	8,561	2,456	349	1,760	43%
Payne	46,430	37,645	9,764	1,193	5,930	43%
Pittsburg	41,031	34,111	8,960	1,224		
Pontotoc	30,875	30,592	6,205	891	1,550	17%
Pottawatomie	43,517	40,467	8,630	1,672	3,120	24%
Pushmataha	12,001	5,302	1,932	196		
Roger Mills	7,395	3,172	780	73	210	10%
Rogers	19,532	11,817	3,318	383	1,800	31%
Seminole	40,672	31,446	7,195	1,254	2,940	27%
Sequoyah	19,773	5,873	1,680	207		
Stephens	34,071	42,927	10,966	1,358	1,190	11%
Texas	14,235	25,589	5,081	993		
Tillman	17,598	20,423	4,705	724	570	11%
Tulsa	251,683	332,401	69,818	10,650	44,250	52%
Wagoner	16,741	8,245	2,353	352		
Washington	32,880	36,621	9,021	1,479	2,920	27%
Washita	17,657	12,476	2,571	433	870	17%
Woods	14,526	18,536	2,966	614		
Woodward	14,383	15,135	3,417	580		

Note: For sources see foreword. Food, drug, and retail sales copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

OREGON

OREGON MARKET INDICATORS

Total Population, July 1, 1952	1,594,000
Total Families, 1950	411,690
Total Urban Population, 1950	819,318
Total Rural Nonfarm Population, 1950	473,788
Total Farm Population, 1950	228,235
Employed in Nonagricultural Establishments, Feb., 1953	430,400
Total Employed, 1950	576,510
Employed in Mining, Feb., 1953	1,100
Employed in Manufacturing, Feb., 1953	127,500
Employed in Construction, Feb., 1953	20,100
Employed in Agriculture, 1950	69,823
Retail Sales, 1952	\$ 2,003,176,000
Bank Assets, Jan. 1, 1953	\$ 1,764,864,000
Bank Deposits, Jan. 1, 1953	\$ 1,631,637,000
Major Income Sources, 1951: Agriculture 8.0%; Government 14.1%; Manufacturing Payrolls, 22.5%; Trade and Service 27.4%; Other 28.0%.	
Total Income Payments, 1951	\$ 2,572,000,000
Per Capita Income, 1951	\$ 1,652

Median Family Income, 1950	\$ 3,3
Total Internal Revenue Collections, 1952	\$ 485,797,200
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 80.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 54,790,000
Cash Receipts of Farms, 1952	\$ 473,755,000
Government Payments to Farmers, 1952	\$ 2,994,000
Value of Mineral Production, 1950	\$ 21,542,000
Total New Construction in 1952	\$ 361,500,000
New Private Construction in 1952	\$ 211,900,000
New Public Construction in 1952	\$ 149,600,000
Motor Vehicle Registration, 1952	711,900
Number of Telephones, 1952	490,2
Number of Electrical Connections, 1952	533,700
Number of Gas Utilities Connections, 1952	98,2

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

OREGON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Baker	16,175	16,793	3,679	482		
Benton	31,570	29,602	6,737	582		
Clackamas	86,716	65,688	17,682	1,885	*12,680	42%
Clatsop	30,776	38,861	11,182	810		
Columbia	22,967	18,694	6,903	445		
Coos	42,265	57,585	14,955	1,253		
Crook	8,991	8,995	2,646	278		
Curry	6,048	6,020	1,948	169		
Deschutes	21,812	37,463	7,900	806		
Douglas	54,549	72,522	21,426	1,769		
Gilliam	2,817	3,861	524	87		
Grant	8,329	8,296	1,871	204		
Harney	6,113	8,179	1,701	73		
Hood River	12,740	14,391	4,008	297		
Jackson	58,510	83,633	20,027	1,958		
Jefferson	5,536	6,669	1,259	107		
Josephine	26,542	39,541	9,735	1,087		
Klamath	42,150	59,521	12,879	1,557		
Lake	6,649	10,041	2,045	423		
Lane	125,776	151,007	36,271	3,262		
Lincoln	21,308	24,927	7,765	421		
Linn	54,317	79,209	19,135	1,457		
Malheur	23,223	32,383	4,666	795		
Marion	101,401	124,090	25,427	2,948		
Morrow	4,783	5,606	1,267	75		
Multnomah	471,537	757,945	165,509	15,709	*70,600	42%
Polk	26,317	18,946	5,444	471		
Sherman	2,271	2,505	482	33		
Tillamook	18,606	22,470	6,469	678		
Umatilla	41,703	52,072	11,560	1,642		
Union	17,962	20,201	4,373	721		
Wallowa	7,264	7,182	1,768	269		
Wasco	15,552	24,718	4,718	589		
Washington	61,269	54,197	15,981	1,247	*8,950	42%
Wheeler	3,313	1,659	273	31		
Yamhill	33,484	37,503	8,988	846		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adair	4,000			LeFlore	9,600		
Alfalfa	3,300	27	900	Lincoln	6,500	37	2,400
Atoka	3,700			Logan	6,800	37	2,530
Beaver	2,100			Love	1,900	14	270
Beckham	7,000			McClain	4,100	32	1,310
Blaine	4,400	46	2,040	McCurain	8,300		
Bryan	8,200			McIntosh	4,500	16	720
Caddo	10,100	38	3,880	Major	3,200	27	870
Canadian	7,600	46	3,530	Marshall	2,300		
Carter	11,200	15	1,650	Mayes	5,600	36	2,010
Cherokee	4,900			Murray	3,300	24	790
Choctaw	5,400			Muskogee	19,700	22	4,310
Cimarron	1,400			Noble	3,800	50	1,900
Cleveland	11,300	58	6,550	Nowata	3,900	36	1,400
Coal	1,900			Okfuskee	4,500	28	1,250
Comanche	16,900	24	4,050	Oklahoma	111,800	69	77,400
Cotton	2,900	13	390	Okmulgee	13,200	28	3,690
Craig	4,800	36	1,750	Osage	9,900	45	4,420
Creek	12,900	40	5,180	Ottawa	9,900	14	1,380
Custer	6,400	16	1,050	Pawnee	4,100	44	1,800
Delaware	4,100	14	570	Payne	13,800	45	6,220
Dewey	2,500	16	410	Pittsburg	11,500	11	1,260
Ellis	2,300			Pontotoc	9,100	23	2,100
Garfield	17,100	50	8,500	Pottawatomie	13,000	37	4,770
Garvin	8,700	32	2,810	Pushmataha	3,200		
Grady	10,500	34	3,560	Roger Mills	2,100	16	330
Grant	3,100	27	850	Rogers	5,800	36	2,100
Greer	3,400			Seminole	10,900	48	5,160
Harmon	2,300			Sequoyah	5,000		
Harper	1,800			Stephens	10,800	22	2,360
Haskell	3,300			Texas	4,600		
Hughes	5,800	16	900	Tillman	5,200	13	670
Jackson	6,200			Tulsa	85,100	64	54,620
Jefferson	3,100	13	410	Wagoner	4,500	22	990
Johnston	2,800			Washington	10,800	36	3,880
Kay	16,100	36	5,830	Washita	5,100	20	1,020
Kingfisher	4,000	46	1,850	Woods	4,600		
Kiowa	5,700	19	1,110	Woodward	4,100		
Latimer	2,500			Totals	681,800		251,860

COVER THIS

1/3 BILLION DOLLAR* MARKET

with the

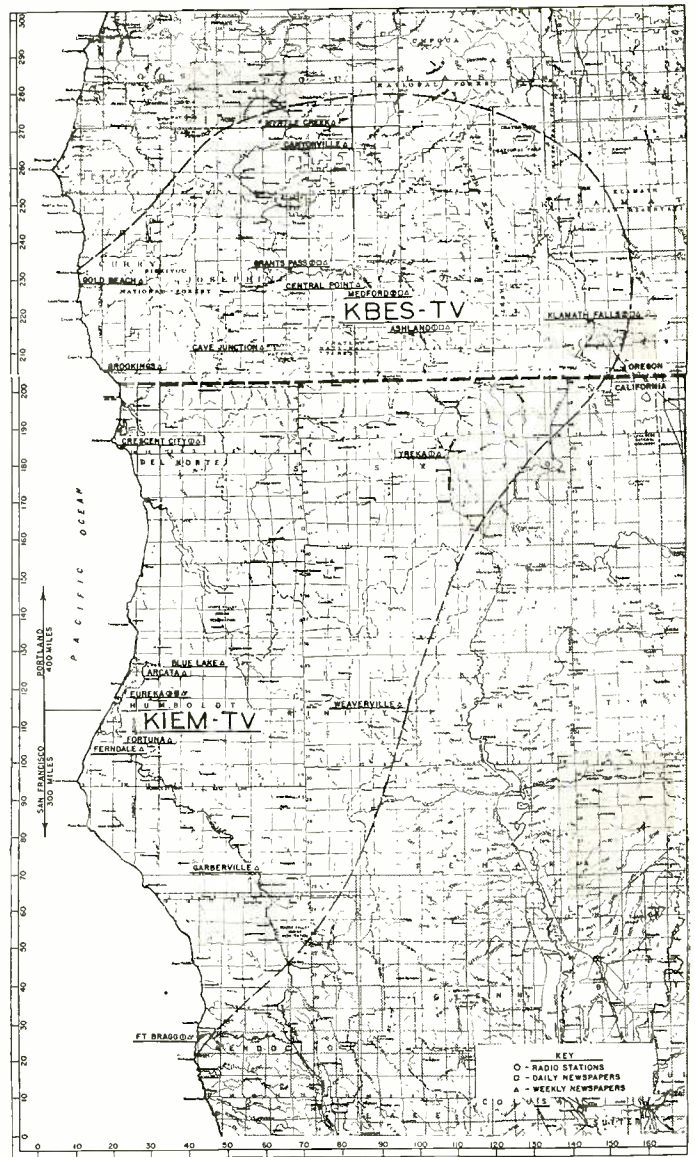
Smullin TV Stations

KIEM-TV and KBES-TV

Eureka, Cal.
CHANNEL 3
3069 feet
above sea level

Medford, Ore.
CHANNEL 5
2169 feet
above sea level

Let Blair-TV tell you how one billing reaches this rich Northwestern California and Southern Oregon market.



Market and Sales Data Area within 40 DBU or 100 UV/M
(based on FCC Engineering Standards)

POPULATION: 260,548 – FAMILIES: 84,164 – *RETAIL SALES: \$322,125,000

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

- ★ One half page, one time only, in the 22 weekly newspapers published within the "Smullin TV Stations" area **\$926.20**
 - ★ One half page, one time only, in the 6 daily newspapers published within the "Smullin TV Stations" area **\$480.40**
 - ★ One class B half hour program on the 13 radio stations operating within the "Smullin TV Stations" area **\$268.30**
- ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS" \$130.00**

Smullin TV Stations

Write, Wire or Phone
Wm. B. Smullin, General Manager
Box 1021, Eureka, California
Phone Hillside 3-1621 TWX 16

Affiliated with CBS-TV
Represented by Blair-TV

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Baker	5,100			Lake	2,000		
Benton	9,800			Lane	42,800		
Clackamas	30,200	10	3,120	Lincoln	7,800		
Clatsop	12,200			Linn	18,900		
Columbia	7,300			Malheur	6,700		
Coos	14,300			Marion	31,600	20	6,250
Crook	2,800			Morrow	1,400		
Curry	2,300			Multnomah	168,100	33	54,810
Deschutes	7,100			Polk	8,500		
Douglas	19,400			Sherman	700		
Gilliam	1,000			Tillamook	6,300		
Grant	2,600			Umatilla	14,300		
Harney	1,900			Union	5,800		
Hood River	4,000			Wallowa	2,200		
Jackson	21,100			Wasco	5,700		
Jefferson	2,100			Washington	21,300	16	3,450
Josephine	9,800			Wheeler	1,100		
Klamath	13,200			Yamhill	10,800		
				Totals	522,200		67,630

EUGENE

KTVF (TV)

(Target Date, not set)

LICENSEE: W. Gordon Allen. Address: 260 Henderson Ave., Salem, Ore.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: Address, Kelly Butte. Make, DuM. Antenna: Make RCA. Height, Above average terrain 300 ft. Above ground 190 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer John Truhan, Salem.

PRINCIPAL STOCKHOLDERS: W. Gordon Allen sole owner. Applicant is 59.1% owner of KGAL Lebanon, Ore.; 33-1/3% owner of KGAE Salem, Ore.; 50% owner of KSGA Redmond, Ore.; applicant for new AM stations in Lewiston, Ida. and Seattle, Wash.; and part owner of Willamette-land Television, applicant for vhf Ch. 3 in Salem, Ore.

(Target Date, Oct., 1953)

LICENSEE: Eugene Television Inc. Address: Box 112.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 30 kw. Transmitter: Address, Blanton Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,050 ft. Above ground 379 ft.

OPERATION: Target date Oct., 1953.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Pres. Robert Booth (62.3%) plumbing jobber; Vice Pres. C. H. Fisher (33-2/3%) 100% owner of KCGN Eugene agrees to divest himself of his radio interests.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MEDFORD

KBES-TV

LICENSEE: Southern Oregon Broadcasting Co. Address: Box 1189 Phcne: Gold Hill 5-9333

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Starvation Peak, Box 1189. Make, GE. Antenna: Make GE. Type 5-Bay. Height Above average terrain 429 ft. Above ground 169 ft.

OPERATION: Began Aug. 1, 1953. Hours, 12:00 Noon-10:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Blair TV Regional. Washington Attorney Dempsey & Koplovitz. Consulting Engineer Craven Lohnes & Culver.

SERVICES: Two studios (20 x 30 ft. & 20 x 40 ft.). Two GE camera chains: One GE film camera. Two GPL 16mm film projectors. Two Selectroslide slide projectors. News Service, AP. Libraries, MPTV, Snader.

PRINCIPAL STOCKHOLDERS: Pres. Amos Voorhies (50%), is 25% owner and president of Courier Pub. Co., Grants Pass, Ore. and licensee of KUIF Grants Pass.; Vice Pres. Edward A. Malone and Sec.-Treas. William B. Smullin (50%) who is sole owner of KIEM Eureka, Calif.

EXECUTIVES:

Amos E. Voorhies, Pres. Everett A. Faber, Vice Pres. & Bus. Mgr.
Wm. B. Smullin, Gen. Mgr. Nestor Williams, Ch. Eng.
Ed Malone, Vice Pres. & Sta. Mgr.

MARKET INFORMATION: Population 143,316; Families in area 46,315; No. of Sets (July 1) 2,500; Retail Sales \$187,881,000; Income Per Capita \$1,200

PORTLAND

KOIN-TV

(Target Date, Oct. 15, 1953)

LICENSEE: Mt. Hood Radio & TV Bcstg. Co. Address: New Heatman Hotel.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw Transmitter: Address, Barnes Rd., west of Portland. Make, GE. Antenna Make GE. Height, Above average terrain 1,416 ft. Above ground 594 ft.

OPERATION: Target date Oct. 15, 1953.

AFFILIATIONS: Network, CBS. Stations, AM, KOIN. FM, KOIN-FM.

REPRESENTATIVES: Sales, Avery Knodel Inc. Washington Attorney Dow, Lohne & Albertson. Consulting Engineer Page, Cruetz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Stockholders include Chmn. of Bd. Theodore R. Gamble (43.5%), Pres. C. Howard Lane (21.3%), Vice Pres. Harry H. Buckendahl (11.7%) and 25 others mostly employes. Note: Option to purchase 50% ownership held by Pioneer Bcstg. Co., formerly an applicant. Pioneer, owned by the Newhouse newspaper interests (Portland Oregonian) has sold KGW Portland (pending FCC approval). For other Newhouse interests, see Group Ownership. Mr. Gamble also owns 49% of KCMJ Palm Springs, Calif.; 87% of KJR Seattle (which has an option to acquire 33.3% of licensee of KOMO-TV there), and 20.36% of KLZ-AM-FM-TV Denver. Mr. Lane is associated in the ownership of KJR.



there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And BROADCASTING • TELECASTING has been covering this beat for more than 23 years.

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Announcing

PORTLAND'S

first **VHF**

TELEVISION STATION

KOIN-TV

channel 6 • portland, ore.

Now under construction and scheduled to begin operation, with 56,000 watts ERP, on OCTOBER 15, 1953, to bring better television service to over 125,000 television families in the Oregon-Washington market with retail sales of \$1,484,528,000.



C. HOWARD LANE
Managing Director

FOR AVAILABILITIES

EVERY-KNODEL, Inc.

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • HOLLYWOOD • ATLANTA

channel



PORTLAND, OREGON
MOUNT HOOD RADIO and TELEVISION BROADCASTING CORP.

PORTLAND (Continued)

KPTV (TV)

LICENSEE: Empire Coil Co. Inc. Address: 735 S. W. 20th Place. Phone: Capitol 9921

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 17.6 (STA) kw, Aural 8.8 (STA) kw. Operating Pow.: Visual 1 (STA) kw, Aural 5 (STA) kw. Transmitter: Address, 3405 S. W. Council Crest Drive. Make, RCA. Model TTU-1A. Antenna: Make RCA. Type TFU 21 BL. Height, Above average terrain 1,023 ft. Above ground 230 ft.

OPERATION: Began Sept. 20, 1952. Hours, 9:00 a.m.-12:00 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer Adler Communications Laboratories.

SERVICES: Two studios (55 x 60 ft. with 45 viewer seats & 22 x 38 ft.). Two RCA TK-11A and two RCA TK-31A camera chains. Two RCA TK-21B film cameras. Two RCA TP-16D - 16mm film projectors. Two Spindler & Sauppe slide projectors. RCA type TJ-50B mobile unit. News Service, INS. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Herbert Mayer, 45.2%; Frances Mayer, 45.2%; Own Empire Coil Co. Inc., New Rochelle, New York; WXEL Cleveland; KCTY Kansas City; CP for KDEN Denver; CP for Channel 26, Indianapolis. (See Group Ownership).

EXECUTIVES:

Herbert Mayer, Pres. William McAlister, Ch. Opr. Eng.
 Russell K. Olsen, Gen. Mgr. & Ch. Eng. Merry Ann Douglass, Traffic Mgr.
 Charles White, Com. Mgr. Charles D. Richardson, Off. Mgr.
 Eugene Ragle, Prog. Dir. & Film Buy. Janet Webster, Pub. Rel. Dir.

RATE INFORMATION: Class A one hour Live \$450. Film \$350. Minute spot Live \$102. Film \$75. Frequency discounts from 2% for 13 times to 20% for 260 times.

SALEM

KPIC (TV)

(Target Date, Oct. 1953)

LICENSEE: Lawrence A. Harvey. Address: 19200 South Western Ave., Torrance, California. Phone: Nevada 6-2111

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 164.1 kw, Aural 88.7 kw. Transmitter: Address, 5.25 miles SE of Silverton, Oregon. Make, RCA. Model, TTU-10A. Antenna: Make RCA. Type TFU-21 DAL. Height, Above average terrain 678 ft. Above ground 332 ft.

OPERATION: Target date Oct. 1953.

REPRESENTATIVES: Attorney Joseph Brenner, Beverly Hills, Calif. Consulting Engineer Harry Lubcke, Los Angeles.

SERVICES: Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Telop opaque projector. Two Gray scanners.

PRINCIPAL STOCKHOLDER: Lawrence A. Harvey, licensee, sole owner; holder of construction permit for KBAY-TV, Channel 20, San Francisco, California; applicant for television station construction permit at Los Angeles, California. (See Group Ownership).

EXECUTIVES:

Lawrence A. Harvey, Pres. Harold W. Jury, Dir. of TV Oprs.
 Joseph Brenner, Vice Pres.

PENNSYLVANIA

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1952.....	10,667,000
Total Families, 1950.....	2,639,925
Total Urban Population, 1950.....	7,403,036
Total Rural Nonfarm Population, 1950.....	2,389,769
Total Farm Population, 1950.....	705,207
Employed in Nonagricultural Establishments, Feb., 1953.....	3,694,000
Total Employed, 1950.....	3,931,169
Employed in Mining, Feb., 1953.....	155,300
Employed in Manufacturing, Feb., 1953.....	1,524,900
Employed in Construction, Feb., 1953.....	136,000
Employed in Agriculture, 1950.....	162,877
Retail Sales, 1952.....	\$11,169,820,000
Bank Assets, Jan. 1, 1953.....	\$14,273,617,000
Bank Deposits, Jan. 1, 1953.....	\$12,853,496,000
Major Income Sources, 1951: Agriculture 2.0%; Government 12.8%; Manufacturing Payrolls 31.2%; Trade and Service 24.3%; Other 29.7%.	
Total Income Payments, 1951.....	\$17,552,000,000
Per Capita Income, 1951.....	\$ 1,663

Median Family Income, 1950.....	\$ 3,182
Total Internal Revenue Collections, 1952.....	\$ 5,377,162.9
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 7.17
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 136,640.0
Cash Receipts of Farms, 1952.....	\$ 847,871.00
Government Payments to Farmers, 1952.....	\$ 6,538.0
Value of Mineral Production, 1950.....	\$ 1,186,212.00
Total New Construction in 1952.....	\$ 1,802,700.00
New Private Construction in 1952.....	\$ 1,336,000.00
New Public Construction in 1952.....	\$ 466,700.00
Motor Vehicle Registration, 1952.....	3,266.00
Number of Telephones, 1952.....	3,486.00
Number of Electrical Connections, 1952.....	3,307.8
Number of Gas Utilities Connections, 1952.....	1,984.00

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	Tele. Per Cent
Adams.....	44,197	46,588	10,302	899	3,500	2
Allegheny.....	1,515,237	1,854,243	522,525	50,329	371,710	85%
Armstrong.....	80,842	68,811	18,671	1,719	14,760	6
Beaver.....	175,192	178,558	56,836	4,792	40,260	8%
Bedford.....	40,775	29,765	7,485	356	3,440	3
Berks.....	255,740	275,142	64,617	5,336	53,610	7%
Blair.....	139,514	130,712	41,362	2,719	17,730	4%
Bradford.....	51,722	45,066	11,134	887	5,020	3
Bucks.....	144,620	142,846	40,978	2,854	42,130	93%
Butler.....	97,320	92,963	23,567	1,985	18,010	6
Cambria.....	209,541	178,228	50,430	3,011	46,200	84%
Cameron.....	7,023	7,725	2,416	67		
Carbon.....	57,558	45,905	16,287	860	9,220	58%
Centre.....	65,922	55,453	14,676	1,487	*2,690	1
Chester.....	159,141	155,175	40,190	4,368	41,850	96%
Clarion.....	38,344	37,604	9,792	734	4,940	4
Clearfield.....	85,957	77,185	22,669	1,416	8,970	3
Clinton.....	36,532	32,377	9,533	596		
Columbia.....	53,460	52,481	14,247	983	*3,660	2
Crawford.....	78,948	89,025	21,649	1,731	3,530	15%
Cumberland.....	94,457	94,847	24,716	2,508	6,890	2
Dauphin.....	197,784	244,170	54,598	7,810	21,980	37%
Delaware.....	414,234	374,711	114,088	13,660	116,470	9
Elk.....	34,503	24,190	8,917	790		
Erie.....	219,388	283,570	73,888	5,710	62,230	9
Fayette.....	189,899	171,529	45,687	3,478	33,860	6
Forest.....	4,944	2,718	1,009	29		
Franklin.....	75,927	80,599	18,593	1,640	7,380	3
Fulton.....	10,387	5,471	1,171	89	5,780	47%
Greene.....	45,394	29,162	9,221	571		
Huntingdon.....	40,872	29,042	8,234	343	*1,790	16%
Indiana.....	77,106	67,572	16,682	1,345	11,290	5
Jefferson.....	49,147	42,029	12,648	840	6,440	46%
Juniata.....	15,243	13,084	2,329	85		
Lackawanna.....	257,396	232,817	68,035	5,040	24,310	3%
Lancaster.....	234,717	263,331	550,826	5,110	51,450	7
Lawrence.....	105,120	106,604	30,496	2,301	18,850	6
Lebanon.....	81,683	83,962	19,824	1,564	16,580	6
Lehigh.....	198,207	235,744	51,480	4,071	42,120	7
Luzerne.....	392,241	361,526	43,227	7,001	*24,400	23
Lycoming.....	101,249	105,831	30,341	2,539		
McKean.....	56,607	57,417	16,317	1,513		
Mercer.....	111,954	126,651	32,811	3,174	16,690	5
Mifflin.....	43,691	40,256	11,420	1,054		
Monroe.....	33,773	40,981	9,863	873	5,860	5
Montgomery.....	353,068	372,966	112,062	10,635	87,350	8
Montour.....	16,091	8,714	2,515	313		
Northampton.....	185,243	214,535	66,235	5,163	37,490	7
Northumberland.....	117,115	107,630	30,957	2,803		
Perry.....	24,782	19,246	5,138	284		
Philadelphia.....	2,071,605	2,510,301	584,150	64,187	517,140	85%
Pike.....	8,425	7,346	2,327	74	840	2
Potter.....	16,810	15,596	4,077	199	490	10%
Schuylkill.....	200,577	159,083	47,750	3,288	28,990	5
Snyder.....	22,912	15,825	3,675	226		
Somerset.....	81,813	67,831	17,964	1,075	11,270	5
Sullivan.....	6,745	5,011	1,783	39		
Susquehanna.....	31,970	24,055	7,683	245	3,650	4
Tioga.....	35,474	31,385	7,290	495	1,050	1
Union.....	23,150	15,061	3,892	360		
Venango.....	65,328	58,119	16,763	1,207	7,360	4
Warren.....	42,698	52,611	11,291	816	1,440	12%
Washington.....	209,628	195,960	57,899	4,899	42,550	7
Wayne.....	28,478	27,186	6,733	420	2,240	28%
Westmoreland.....	313,179	314,861	94,610	6,845	66,730	7
Wyoming.....	16,766	16,353	4,096	161	1,970	4
York.....	202,737	216,431	55,272	3,653	45,040	7

*New television county.
 Note: For sources see foreword. Food, drug, and retail sales copyright 1953. Management; further reproduction unlicensed. Counties for which no sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.



KPTV PORTLAND, OREGON

**the nation's
FIRST UHF
station!**



KPTV
PORTLAND, OREGON
Channel 27

Only ten brief months have elapsed since the great Northwest hailed a new pioneer...KPTV in Portland, Oregon, first UHF commercial television station in America, and Portland's first TV outlet. Today the Portland area boasts more than 100,000 television sets and ownership figures are steadily soaring, past the 40 percent saturation mark. Let KPTV's busy beaver build new sales for you in this major one-station market.

KPTV is a basic NBC television network affiliate.

Represented by **NBC Spot Sales**

Owned and operated by the Empire Coil Company

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Adams	12,500	31	3,860	Lackawanna	71,500	43	30,730
Allegheny	437,300	92	401,030	Lancaster	67,700	76	51,450
Armstrong	22,700	69	15,690	Lawrence	30,400	63	19,150
Beaver	49,700	89	44,390	Lebanon	25,500	64	16,350
Bedford	11,100	42	4,660	Lehigh	57,700	74	42,620
Berks	75,500	73	55,000	Luzerne	106,100	29	30,670
Blair	40,300	62	24,980	Lycoming	30,800	15	4,750
Bradford	15,200	44	6,700	McKean	16,900	33	5,610
Bucks	45,300	84	38,020	Mercer	32,100	61	19,430
Butler	27,700	70	19,350	Mifflin	12,500	24	3,010
Cambria	55,000	90	49,530	Monroe	10,100	65	6,540
Cameron	1,900	30	570	Montgomery	100,400	92	91,900
Carbon	15,900	65	10,290	Montour	3,600	19	690
Centre	16,800	34	5,710	Northampton	52,800	81	42,770
Chester	42,700	98	41,850	Northumberland	33,200	22	7,210
Clarion	10,500	60	6,310	Perry	7,100	10	740
Clearfield	23,600	55	12,900	Philadelphia	608,400	94	572,140
Clinton	10,500	30	3,140	Pike	3,000	39	1,160
Columbia	15,900	19	3,050	Potter	4,900	26	1,280
Crawford	23,500	40	9,400	Schuylkill	54,700	64	35,120
Cumberland	28,700	30	8,710	Snyder	6,200	13	800
Dauphin	59,400	47	27,910	Somerset	22,100	60	13,320
Delaware	123,900	93	115,450	Sullivan	1,800	19	350
Elk	9,400	24	2,260	Susquehanna	8,900	47	4,140
Erie	65,500	97	63,340	Tioga	10,500	26	2,750
Fayette	51,300	68	34,860	Union	5,800	13	750
Forest	1,400	24	330	Venango	18,400	51	9,450
Franklin	21,700	42	9,110	Warren	12,000	19	2,230
Fulton	2,800	25	700	Washington	59,100	74	43,510
Greene	12,300	44	5,450	Wayne	8,000	39	3,100
Huntingdon	11,200	25	2,790	Westmoreland	87,800	79	69,140
Indiana	20,900	58	12,040	Wyoming	4,800	46	2,230
Jefferson	14,000	68	9,520	York	61,700	79	48,550
Juniata	4,300	10	450	Totals	3,016,900		2,232,990

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ALLENTOWN

(Target Date, not set)

LICENSEE: Pann-Allen Broadcasting Co. Address: Masonic Temple Bldg.
 FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 101.6 kw, Aural 57.5
 Transmitter: Address, North of Allentown. Make, DuM. Antenna: Make
 RCA. Height, Above average terrain 264 ft. Above ground 341 ft. j
 OPERATION: Target date not set.
 AFFILIATION: Station. FM, WFMZ (FM)
 REPRESENTATIVES: Washington Attorney Bernard Koteen. Consulting Engineer
 Commercial Radio Equipment Co.
 PRINCIPAL STOCKHOLDERS: Pres. Raymond F. Kohn (6.2%); Vice Pres. F.-
 J. Kohn (5.6%); Treas. Horace W. Gross (7.2%).

ALTOONA

WFBG-TV

LICENSEE: Gable Broadcasting Co. Address: Gable Arcade. Phone: 6467
 FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 37
 Operating Pow.: Visual 316 kw, Aural 37 kw. Transmitter: Address, W-
 sonock Mountain. Make, GE. Model TT 5 D. Antenna: Make
 Type 12-Bay Superturnstile. Height, Above average terrain 990 ft. Ab
 ground 163 ft.
 OPERATION: Began March 1, 1953. Hours, 5:30 p.m.-12:00 M.
 AFFILIATIONS: Networks, ABC, NBC, DuM. Station, AM, WFBG.
 REPRESENTATIVES: Sales, H-R Television, Inc. Washington Attorney George
 Sutton. Consulting Engineer Craven, Lohnes & Culver.
 SERVICES: One Studio (30 x 20 ft.). One GPL camera chain. Three Aurica
 One Eastman Cine Special film cameras. Two GPL PA 100 film c
 projectors. Two 2 x 2" slides, two 3 x 4" slide projectors. GE type
 opaque projector. News Services AP, INS. Library World.
 PRINCIPAL STOCKHOLDERS: President George P. Gable (20%); Vice P.
 W. S. Truby (20%); Secretary-Treasurer E. C. Callaway (20%).
 EXECUTIVES:
 Mr. George P. Gable, Pres. George Burgoon, Ch. Eng.
 Jack Snyder, Mngng. Dir. Howard Wright, Film Buy.
 RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot
 Live \$60, Film \$60. Frequency discounts from 5% for 26 times up
 25% for 260 times. Rate Card No. 2.
 MARKET INFORMATION: No. of Sets in coverage area (June 1) 177,0

TV'S MOST TIMELY AND POWERFUL DRAMA!

presented so dramatic-
 ally, so excitingly that
 as sheer entertainment
 it will grip and hold
 TV's largest audience.

See pages 352 and 353 for
 more information about this
 true-life adventure TV show!



Starring Hollywood's
 brilliant actor
 RICHARD CARLSON



THE PROGRAM YOU
 WILL BE PROUD
 TO SPONSOR!

BETHLEHEM

WLEV-TV

LICENSEE: Associated Broadcasters, Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278

FACILITIES: Chan. 51. Authorized Eff. Rad. Pow.: Visual 2.24 kw, Aural 2.24 kw. Address, Savercool Avenue, Fountain Hill. Make, RCA. Antenna: Make RCA. Height, Above average terrain 600 ft. Above ground 235 ft.

OPERATION: Began May 8, 1953. Hours: 3:00 p.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, WEST. FM, WEST-FM.

REPRESENTATIVES: Sales, Meeker TV, Inc. Washington Attorney George O. Sutton. Consulting Engineer James C. McNary.

SERVICES: News, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Chairman of the Board John F. Steinman (50%); President E. C. Anderson; Vice President Clair R. McCollough; Second Vice President J. Hale Steinman. Principals are officers and/or stockholders of WDEL-AM-FM-TV Wilmington, Del.; WGAL-AM-TV Lancaster, Pa.; WORK York, Pa.; WKBO Harrisburg, Pa., and WRaw Reading, Pa. (See Group Ownership).

EXECUTIVES:

Clair R. McCollough, Sta. Exec. J. Robert Gulick, Nat. Sls. Mgr.
Thomas R. Nunan, Jr., Sta. Mgr. & Film Buy. Richard W. Getz, Prog. Dir.
J. E. Mathiot, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

CHAMBERSBURG

WCHA-TV

(Target Date, Sept. 1953)

LICENSEE: Chambersburg Broadcasting Co. Address: Craft Press Building. Phone: 1111

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw. Operating Pow.: Visual 21.1 kw, Aural 10.5 kw. Transmitter: Address, Snowy Mountain, Quincy Township, Franklin County, Pa. Make, RCA. Model TTU1B. Antenna: Make RCA. Type TFU24BMS. Height, Above average terrain 1310 ft. Above ground 2428 ft.

OPERATION: Target date Sept. 1953. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Stations, AM, WCHA. FM, WCHA-FM

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Kear & Kennedy.

SERVICES: Studio. One RCA Iconoscope. Grey Teloprojector side projector. News Service, AP. Libraries, Standard, Thesaurus.

PRINCIPAL STOCKHOLDERS: President C. M. Cassel (8.2%); Vice President John S. Booth (32.6%) general manager WCHA; Secretary-Treasurer M. O. Warrenfeltz (8.2%); T. K. Cassel (25.8%) owner of WATS Sayre, Pa. and 99% owner of WDAD Indiana, Pa.

EXECUTIVES:

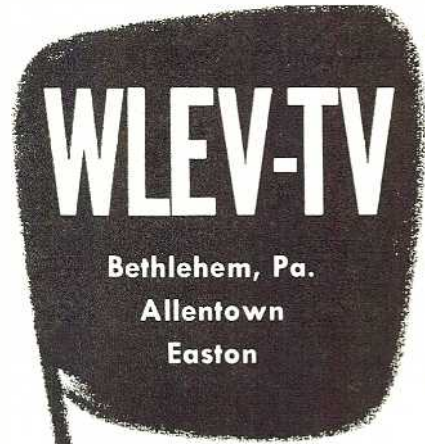
John S. Booth, Ch. Own., Gen. Mgr. & Film Buy. Allen Saunders, Prog. Dir.
Richard Koba, Com. Mgr. James McCurdy, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$120.00, Film \$120.00. Minute spot Live \$24.00, Film \$24.00. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	199,750	154,130	353,880
Families in area	61,351	44,144	105,495
Area in Square Miles	1,921	1,526	3,447
No. of Sets (June 1)	22,934	26,045	48,979
Retail Sales	\$183,142,000	\$144,979,000	\$328,121,000
Income per family	\$4,580
Income per Capita	\$1,172

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



**prime
profit
market**

WLEV-TV, in the heart of the rich Lehigh Valley, reaches a consistently prosperous industrial and farm market area —

1,047,110

people who spend

\$1,037,542,000

annually in retail sales. For bigger sales . . . buy WLEV-TV. Top time available now. Write!

A Steinman Station

Represented by

MEEKER TV,

Incorporated

New York
Chicago



Los Angeles
San Francisco

EASTON

WGLV (TV)

LICENSEE: Easton Publishing Co. Address: 48 North 4th St. Phone: 3-8371

FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 80 kw. Operating Pow.: Visual 5 kw, Aural 4 kw. Transmitter: Address, Gaffney Hill. Make, DuM. Model Series 15,000-5 kw-UHF. Antenna: Make Workshop. Type Highband, Highgain. Height, Above average terrain 1,063 ft. Above ground 481 ft.

OPERATION: Began Aug. 14, 1953.

AFFILIATIONS: Networks, ABC, DuM. Station, FM, WEEX

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Eliot C. Lovett. Consulting Engineer Paul Godley.

SERVICES: Two Studios. Two DuM Image Orthicon camera chains. One DuM Image Orthicon film camera. Two Holmes Model LT film projectors. Flying Spot DuM TA-150C scanner.

PRINCIPAL STOCKHOLDER: Easton Daily Express (100%), operates WEEX (FM).

EXECUTIVES:

J. L. Stackhouse, Pres. Nelson Rounsley, Bus. Mgr.
Richard W. Hubbell, Asst. to Pres. Charles R. Thon, Ch. Eng.
in Chg. of TV and Radio Alice O'Hare, Prog. Co-or.
William H. Blackton, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	566,197	2,503,503	3,069,700
Families in Area	161,850	686,715	848,565
Area in Square Miles	2,642	4,901	7,543
No. of Sets (June 1)	24,600 (UHF)
Retail Sales	\$722,426,000	\$4,032,920,000	\$4,755,346,000
Income per Family	\$5,725	\$5,622

ERIE

WICU (TV)

LICENSEE: Dispatch, Inc. Address: 3514 State St. Phone: 45-201

FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3514 State St. Make, DuM. Model Oak Series 8000. Antenna: Make RCA. Type 6-Bay Superturnstile. Height, Above average terrain 110 ft. Above ground 319 ft.

OPERATION: Began March 3, 1949. Hours, 7:00 a.m.-12.15 a.m.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuM. Station, AM, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co. Consulting Engineer Frank McIntosh.

SERVICES: Three studios (15 x 16 x 16 ft., 30 x 40 x 19 1/2 ft. & 31 x 36 x 19 1/2 ft.). Three DuM TA-129C camera chains. One DuM TA-512A film camera. One Holmes, one RCA TP-16D, & one GPL portable film projectors. Two SVE slide projectors. News Services, AP, NBC. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb and family. Mr. Lamb owns WTOD-AM & WTRT (FM) Toledo; WIKK and WICU (TV) Erie; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio, and Purchaser of WTVO (TV) Pittsburgh Pending FCC Approval. He is an applicant for TV in Orlando, Fla., Toledo, O. and Portsmouth, O. (See Group Ownership.)

EXECUTIVES:

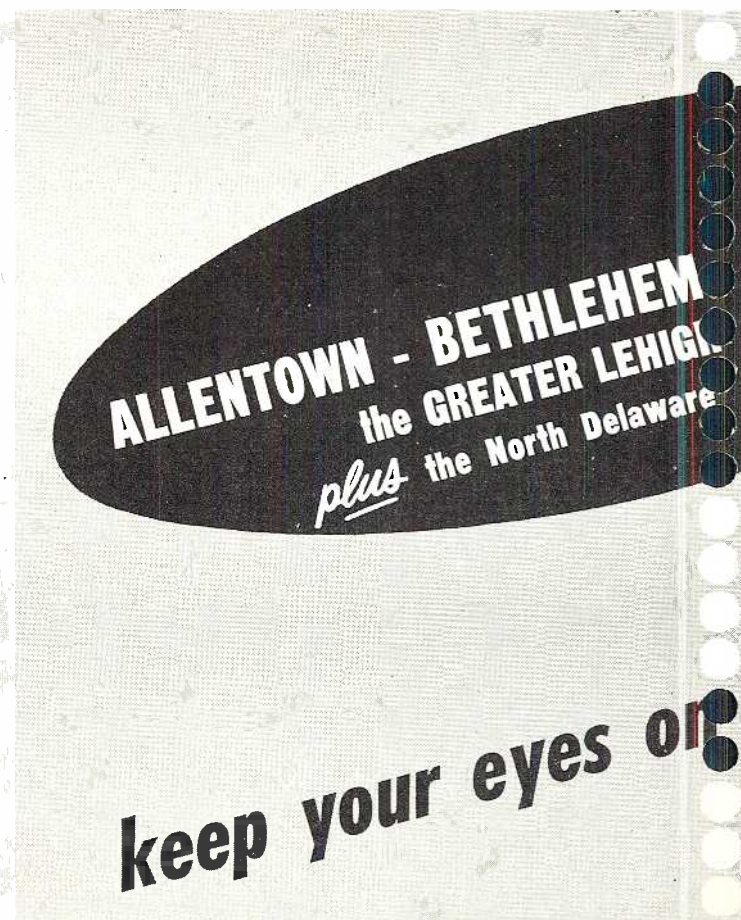
Edward Lamb, Pres. Don Lick, Prog. Dir.
Paul Albracht, Vice Pres. Michael Csop, Ch. Eng.
Ben McLaughlin, Gen. Mgr. & Film Buy. Jack Schumacher, Prom. Dir.
Don Boyce, Com. Mgr. Ken Wiederhold, Merc. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	396,950	396,950
Families in area	122,070	122,070
No. of Sets (June 1)	186,000
Retail Sales	\$535,606,900
Income per family	\$5,782
Income per Capita	\$1,663

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



when you're talking
GREATER LEHIGH VALLEY
plus the fast growing Delaware Valley
you're talking **BIG**

POPULATION "A" 566,197
"A" & "B" 3,069,700

RETAIL SALES "A" \$722,426,000
"A" & "B" 4,750,326,000

AVERAGE INCOME PER FAMILY "A" \$5,725
"B" 5,622
Source: Sales Management 1953 Survey (U. S. Average — \$5086)

Represented by

HEADLEY-REED TV

New York Chicago San Francisco
Hollywood Atlanta Philadelphia

WGLV (Television) WEEX (AM & FM Radio)

**EASTON MARKET
VALLEY AREA**
Valley Area

WGLV

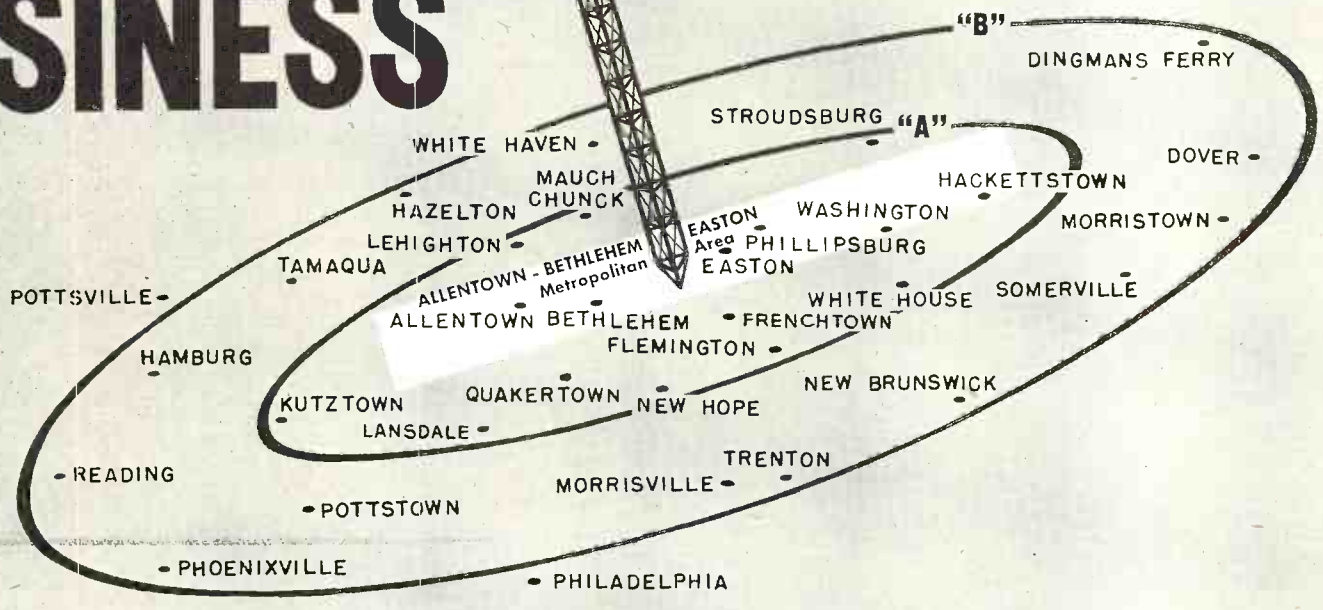
CHANNEL
5

Super power
100,000 WATTS
(ERP)

ELEVATION 1481 FEET

1063 above average terrain

BUSINESS



The only TV station that blankets this entire area...
...WGLV (TV)

and the EASTON EXPRESS (Newspaper) are owned and operated by the Easton Publishing Co.—Easton, Pa.

*WEEEX (AM) under construction — 1230 kc. unlimited time.

J. L. Stackhouse, President; Richard W. Hubbell, Assistant to the President in charge of Television and Radio

HARRISBURG

WCMB-TV

(Target Date, Dec. 15, 1953)

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: 4-3005.
FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 98.9 kw, Aural 49.5 kw
 Operating Pow.: Visual 5 kw, Aural 2.66 kw. Transmitter: Address, Blue Mountain. Make, DuM. Model 15000. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 839 ft. Above ground 250 ft
OPERATION: Target date Dec. 15, 1953. Hours, 4 p.m.-12 M.
AFFILIATION: Station, AM, WCMB.
REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney McKenne & Wilkinson. Consulting Engineer Frank McIntosh.
SERVICES: Studio A (1240 sq. ft.), Studio B (468 sq. ft.) announcer's booth and music rehearsal studio. DuM. camera chain. DuM. film camera. DuM. film projector. DuM. slide projector. DuM. scanner. RCA equippeo mobile unit. News Service, AP. Library, Thesaurus.
PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr. & Ed K. Smith, co-owners.
EXECUTIVES:
 Edgar T. Shepard Jr., Pres. Rudolph O. Marcoux, Com. Mgr.
 Ed. K. Smith, Vice Pres., Gen Mgr. J. Howard Bair, Ch. Eng.
 & Film Buy.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: 43211
FACILITIES: Chan. 55. Authorized Eff. Rad. Pow.: Visual 253, kw. Aural 126.5 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Blue Mountain, five miles north of Harrisburg. Make RCA. Model TTU-10A. Antenna: Make RCA. Type TFU-27BHS. Height Above average terrain 940 ft. Above ground 180 ft.
OPERATION: Began April 15, 1953.
AFFILIATIONS: Network, CBS. Stations, AM, WHP. FM, WHP-FM
REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Dow, Lohne & Albertson. Consulting Engineer George C. Davis.
SERVICES: Two Studios (43 x 54 ft. & 15 x 19 ft.). Four RCA Camera Chains One TSC Profit-maker Rear Screen Projector. One ICA Film Camera Two RCA Film Projectors. One Gray Slide Projector. News Service UF Libraries MPTV & Consolidated.
PRINCIPAL STOCKHOLDER: Telegraph Press sole owner.
EXECUTIVES:
 A. K. Redmond, Gen. & Com. Beatrice Potteiger, Sales Ser. Dir.
 Mgr. E. Dan Leibensperger, Ch. Eng
 Dick Redmond, Prog. Dir. & Film Buy.
RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spo Live \$50, Film \$50. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 1.

WTPA (TV)

LICENSEE: Harrisburg Broadcasters Inc. Address: 3235 Hoffman St. Phone 8-717
FACILITIES: Chan. 71. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 110 kw. Operating Pow.: Visual 17.4 kw, Aural 11 kw. Transmitter: Address, 5.7 mi. N. East Pennsburo in Cumberland Co. Make RCA. Model TTU1-B Antenna: Make RCA. Height, Above average terrain 989 ft. Above ground 400 ft.
OPERATION: Began July 6, 1953.
AFFILIATION: Network, NBC.
REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney Fisher, Wayland Duvall & Southmayd. Consulting Engineer Craven, Lohnes & Culver.
SERVICES: Two studios (55 x 35 ft. & 31 x 21 ft.) Three RCA Image Orthicon camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Telojector. One Houston 16mm film processing unit. One 25 ft. ACF Land Cruiser mobile unit. News Service UP, INS. Library Capitol.
PRINCIPAL STOCKHOLDERS: Donald E. Newhouse sole owner. He is one third owner of KGW Portland, Ore., and vice president of the Evening Journal Association, Jersey City, N. J., Long Island Daily Press Pub. Co Jamaica, N. Y. and Newark Morning Ledger Co., Newark, N. J. (Fo. Newhouse Holdings, See Group Ownership.)
EXECUTIVES:
 Donald Newhouse, Pres. Don Wear, Prog. Dir.
 David Bennett, Gen. Mgr. Paul Gross, Ch. Eng.
 Allen Solada, Com. Mgr. Mac McCauley, Prod. Mgr.

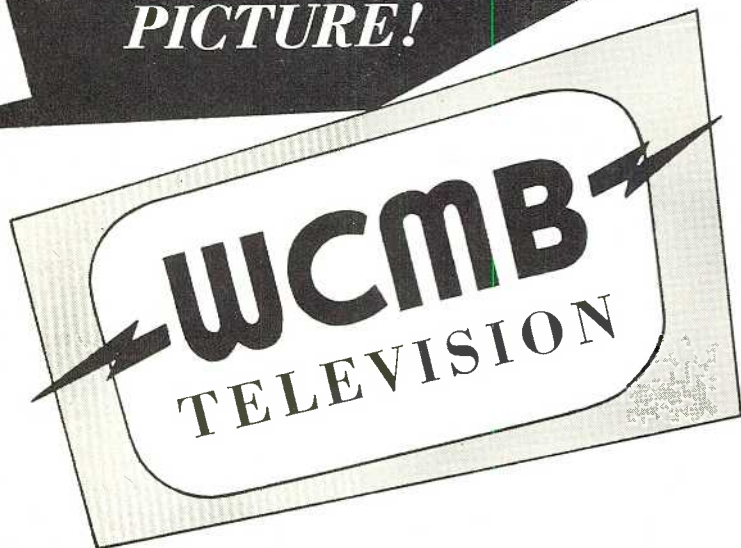
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fring Area)
Population	315,640	310,542	626,172
Families in Area	94,533	92,977	187,510
Area in Sq. Miles	1,256	1,451	2,707
No. of Sets (June 1)	20,040	19,711	39,751
Retail Sales	\$339,017,000
Income Per Family	\$5,206
Income Per Capita	\$1,800	\$1,552

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 7 For full list of abbreviations and sources of county and state market data see Foreword.

PUT
YOURSELF

IN THE
HARRISBURG
PICTURE!



WCMB-TV PROGRAMS

are fresh and interesting, produced with exacting care from a quality talent roster larger than all other Harrisburg stations combined. WCMB-TV follows the successful formula of WCMB-Radio with selected films, network and specialty shows.

WCMB-TV POWER

covers the area that counts. Fixed, dependable coverage of the ENTIRE HARRISBURG MARKETING AREA from a tower high atop Blue Mountain overlooking greater Harrisburg and mile upon mile of central Pennsylvania.

WCMB-TV PRICES

are better than just "in line". Sensibly scaled to make Harrisburg a real BUY on WCMB-TV, they are less than you expect for the companion station to one of the nation's most alert, progressive and successful radio operations.

GET THE FULL STORY FROM



RADIO and TELEVISION

HARRISBURG

Represented by

DONALD COOKE, Inc.

New York • Chicago

PENNSYLVANIA

HAZLETON

WAZL-TV

(Target Date, not set)

LICENSEE: Hazleton Broadcasting Company Inc. Address: 708 Hazleton National Bank Building. Phone: 5400-01

FACILITIES: Chan. 63. Authorized Eff. Rad. Pow.: Visual 97.8 kw, Aural 48.9 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, R.F.D. Box 775, Hazleton, Pa. Make, RCA. Model TT-USA. Antenna: Make RCA. Type TFU-24BH. Height, Above average terrain 665 ft. Above ground 408 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WAZL. FM, WAZL-FM.

REPRESENTATIVES: Sales, Robert Meeker Assoc. Inc. Washington Attorney George Sutton. Consulting Engineer James C. McNary.

EQUIPMENT: Two Studios (30 x 30 ft. & 20 x 15 ft.). Two RCA No. TK-31A camera chains. One RCA TK-20D film camera. Two RCA 16mm TP-16D film projectors. MI-26131 slide projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Victor C. Diehm (25%); Vice Pres. Hilda M. Desiroth (25%); Vice Pres. E. H. Whitney (25%). Same interests own WVDA Boston.

EXECUTIVES:

Victor C. Diehm, Pres. & Gen. Mgr. Bill Graham, Prog. Dir.
Thomas A. Tito, Com. Mgr. Elwood C. Tito, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$190, Film \$190. Minute spot Live \$25, Film \$25. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	271,927	298,330	570,257
Families in area	67,981	129,075	197,056
Area in Square Miles	625	1,250	1,875
No. of Sets (June 1)	9,067	18,125	27,192
Retail Sales	\$86,091,000	\$313,881,000	\$399,972,000
Income per family	\$6,576
Income per Capita	\$1,644

JOHNSTOWN

WARD-TV

(Target Date, not set)

LICENSEE: Rivoli Realty Co. Address: 502 First National Bank Building. Phone 9-8166

FACILITIES: Chan. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Cover Hill, Johnstown, Pa. Make, DuM. Model 15000. Antenna: Make RCA. Type TFU-27-BH, 18 section slot antenna. Height, Above ground 542 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WARD. FM, WARD-FM

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Walter M. Thomas (12.5%); Sec. Margaret E. Gartland (57.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, Johnstown.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. Full list of abbreviations and sources of county and state market data see Foreword.

BROADCASTING • TELECASTING

They love us *
in the counties

WHP-TV

the most
versatile medium
between Philly
and Pittsburgh.

* 23 counties to be precise and they're listed below.

Here are the counties where over a million consumers live — people with more money in their jeans, more per capita income and more buying power than any other major market in Pennsylvania.

Counties	Population	Families
Pennsylvania		
Adams	39,940	11,875
Berks	45,240	13,189
Centre	817	204
Columbia	6,679	1,968
Cumberland	97,900	28,200
Dauphin	202,300	59,300
Franklin	11,592	3,248
Huntingdon	2,760	764
Juniata	15,400	4,400
Lancaster	222,000	62,530
Lebanon	83,500	23,700
Mifflin	39,117	11,151
Montour	7,889	1,791
Northumberland	112,992	32,448
Perry	25,300	7,200
Schuylkill	107,522	29,962
Snyder	23,400	6,300
Union	16,517	4,095
York	208,200	61,300
Maryland		
Baltimore	11,496	3,144
Carroll	8,208	2,106
Frederick	2,131	570
Harford	1,106	290

Total 1/2 MV/M Area 1,292,006 369,735

Whether you're in the counties or the boroughs, you'll love us too. Ask Bolling.

THE
KEY
STATIONS



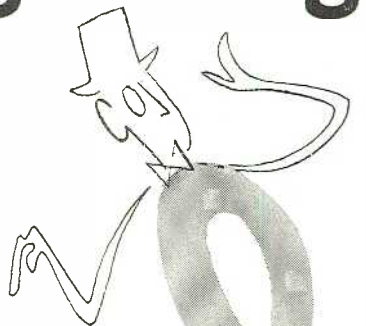
OF THE
KEYSTONE
STATE
CBS

Nationally Represented by
THE BOLLING COMPANY



HARRISBURG, PA.

growing



growing

growing



WGAL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

market prosperity... loyal
viewing audience...

Write for information—

Sales Representative

MEEKER

New York
Los Angeles

Chicago
San Francisco

WGAL
AM TV FM

Steinman Station
Clair McCollough, President

PENNSYLVANIA

JOHNSTOWN (Continued)

WJAC-TV

LICENSEE: WJAC, Inc. Address: 329 Main St. Phone: 91-965, 58-251

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 70 kw, Aural 35 kw. Operating Pow.: Visual 70 kw, Aural 35 kw. Transmitter: Address, Lat hill Mountain. Make, RCA. Model TT 25 AL. Antenna: Make RCA Type Superturnstile. Height, Above average terrain 1120 ft. At ground 175 ft.

OPERATION: Began Sept. 15, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WJAC. FM WJAC-FM

REPRESENTATIVES: Sales, The Katz Agency, Inc. Washington Attorney Dorn Lohnes & Albertson. Consulting Engineer James C. McNary.

SERVICES: Two RCA film cameras. Two RCA 16mm film projectors. Two Selectroslide 35mm scanners. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDER: The Johnstown Tribune Publishing Co. sole owner

EXECUTIVES:

Walter W. Krebs, Pres. Frank P. Cummins, Prog. Dir.
Arvin D. Schrott, Gen. Mgr. Film Buy.
John H. Hepburn, Com. Mgr. Theodore Campbell, Ch. Eng.
Nevin L. Straub, Dir. Tech. C.

RATE INFORMATION: Class A one hour Film \$600.00. Minute spot Film \$110. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	861,928	1,871,998	2,981,800
Families in area	234,000	511,900	810,000
Retail Sales	\$647,670,000	\$1,690,612,000	\$2,520,880,000
Income per family	\$4,143	\$5,516	\$4,800
Income per Capita	\$1,125	\$1,508	\$1,300

LANCASTER

WGAL-TV

LICENSEE: WGAL, Inc. Address: 24 South Queen St. Phone: 5246

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 7.2 kw, Aural 3.0 kw. Transmitter: Address, 8 West King Street. Make, RCA. Antenna: Make RCA. Height, Above average terrain 270 ft. Above ground 321 ft.

OPERATION: Began June 1, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks NBC, CBS, ABC, DuM. Stations, AM, WGAL. FM WGAL-FM

REPRESENTATIVES: Sales, Meeker TV, Inc. Washington Attorney George Sutton. Consulting Engineer James C. McNary.

SERVICES: News, UP & INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. F. and J. H. Steinm publishers of Lancaster Intelligencer Journal and New Era. Steinm stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg-WORK York, WRAW Reading. WEST Easton, WGAL-AM-FM-TV Lancaster and WLEV-TV Bethlehem, all Pa.

EXECUTIVES:

Clair R. McCollough, Pres. J. Robert Gulick, Nat. Sls. M.
Harold E. Miller, Sta. Mgr. & Film Paul C. Rodenhauer, Prog. Dir.
Buy. J. E. Mathiot, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 7.

WWLA-TV

(Target Date, Late 1953)

LICENSEE: Harold C. Burke. Address: Hotel Brunswick

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 18.4 kw, Aural 11.1 kw. Transmitter: Address, Centerville-Rohrstown Road, RFD #1. Make, RCA Model TTU-1B. Antenna: Make RCA. Type TFU-21B. Height, Above average terrain 608 ft. Above ground 505 ft.

OPERATION: Target date late 1953.

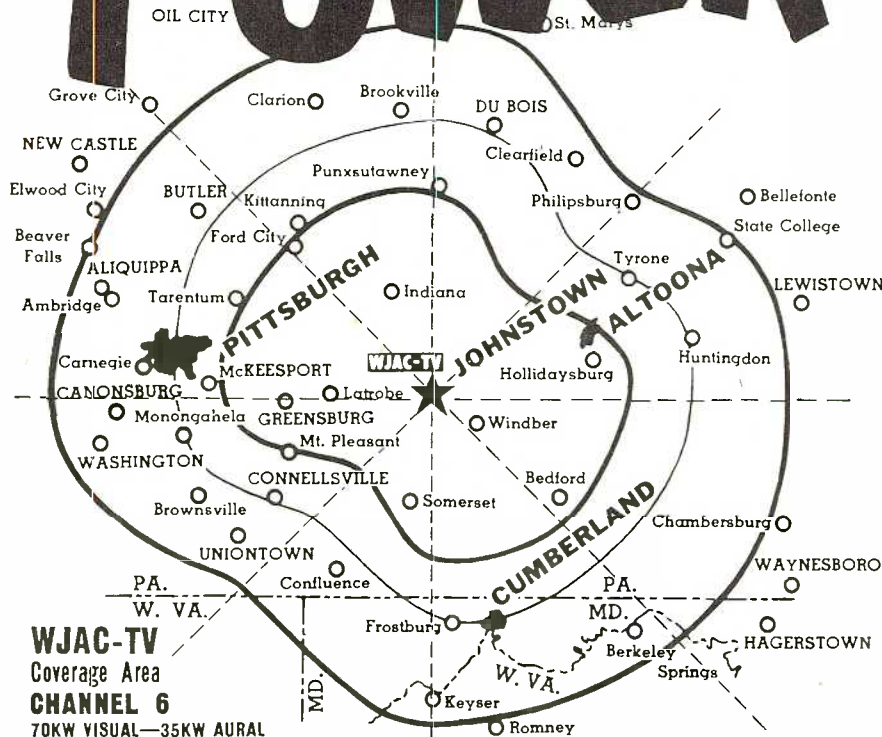
REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Bingham Porter, Collins & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One Studio (19 x 27 ft.). One RCA camera chain. One RCA film camera (TK-20D). Two RCA TP-16E film projectors. Gray 3A Telejoc slide projector.

PRINCIPAL STOCKHOLDER: Harold C. Burke sole owner (Mr. Burke, in 1952 was vice president of WBAL-AM-TV Baltimore. Now a television consultant and phonograph record manufacturer and distributor.)

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

POWER



...Your
TV sales
story into
... "the
Big 4"

Pittsburgh · Altoona · Johnstown · Cumberland

with **WJAC-TV**

Here's how to saturate the industrial heart of southwestern Pennsylvania without "scattering your shot" among all the various media. Simply buy the TV station that reaches and sells all 4 major markets in this area . . . WJAC-TV. By doing this, you will power your sales story into the living rooms of over a million TV set owners in this rich industrial region.

The population of this fertile industrial center is 3,503,200 and their retail sales for the year 1951 were \$3,377,035,000. Those two figures alone give you an idea of the tremendous profit potential of this market. You can sell this 8th largest TV market of the U. S. by buying southwestern Pennsylvania's preferred TV station . . . WJAC-TV.

Serving millions from atop the Alleghenies **WJAC-TV** JOHNSTOWN, PENNSYLVANIA

REPRESENTED By **KATZ AGENCY, Inc.**

LANCASTER (Continued)

WWLA-TV (Continued)

EXECUTIVES:

Harold C. Burke, Own.

MARKET INFORMATION:

	15 miles	25 miles	35 miles
Population	241,800	520,398	851,063
Households in area	67,240	131,828	215,600
Retail Sales	\$255,334,000	\$548,833,000	\$889,020,000
Income per family	(1) \$6,844	(2) \$6,172	(3) \$5,848

(1) Lancaster County figures per household. (2) Average. (3) Average.

LEBANON

WLBR-TV

(Target Date, Nov., 1953)

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland St.

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 92.8 kw, Aural 50 kw. Transmitter: Address, 2 mi. north of city. Make, DuM. Antenna: Make RCA. Height, Above average terrain 328 ft. Above ground 253 ft.

OPERATION: Target date Nov., 1953.

AFFILIATIONS: Stations, AM, WLBR. FM, WLBR-FM

REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (87.5%) licensee WLBR Lebanon: Julian F. Skinnell (5%) WLBR operations manager; Philip J. Reilly (2.5%) WLBR commercial manager; W. Leonard Savage (5%) WLBR chief engineer.

LEWISTOWN

WMRF-TV

(Target Date, not set)

LICENSEE: Lewistown Broadcasting Co. Address: 5 West Market St.

FACILITIES: Chan. 38. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11 kw. Transmitter: Address, Jacks Mountain. Make, DuM. Antenna: Make RCA. Height, Above average terrain 1,020 ft. Above ground 92 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WMRF. FM, WLTN (FM)

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. J. S. Woods (25%); W. J. Woods (25%); Marjorie W. Matthews (25%); The Sentinel Co. (25%)

NEW CASTLE

WKST-TV

LICENSEE: WKST, Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501

FACILITIES: Chan. 45. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.55 kw. Operating Pow.: Visual 17.8 kw, Aural 9.55 kw. Transmitter: Address, Old Pittsburgh & Savannah Center Roads. Make, RCA. Model TTUIB. Antenna: Make RCA. Type TFU-24BM. Height, Above average terrain 555 ft. Above ground 200 ft.

OPERATION: Began April 15, 1953. Hours, 7:00 p.m.-10:00 p.m.

AFFILIATIONS: Network, DuM. Stations, AM, WKST.

REPRESENTATIVES: Sales Meeker-TV, Inc. Washington Attorney Pierson & Ball. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Studio. One RCA film camera. Two Eastman Type 250 film projectors. Gray Model TP3A slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend, President and treasurer (41%); Wanda E. Townsend (37%); Marjorie Clipp (14%) and Secretary A. W. Graham (8%).

EXECUTIVES:

S. W. Townsend, Pres.
 Art Graham, Sta. Mgr.
 A. W. Graham, Com. Mgr.
 Harry Reith, Prog. Dir.
 Donald Dout, Ch. Eng.
 Croy Pitzer, Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$30. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: No. of Sets (June 1) Grade A (FCC Contour) (UHF) 40,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PHILADELPHIA

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Monument Avenues. Phone: Greenwood 7-8300

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 14.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 12 S. Twelfth St. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF6A. Height, Above average terrain 670 ft. Above ground 737 ft.

OPERATION: Began March 15, 1948.

AFFILIATIONS: Network CBS. Stations, AM, WCAU. FM, WCAU-FM

REPRESENTATIVES: Sales, CBS Spot Sales. Washington Attorney Pierson & Ball.

SERVICES: Four studios (three 60 x 80 ft. and one 30 x 35 ft.). Fourteen RCA camera chains. Two (1 Trans Lux, 1 custom) rear screen projectors. Three RCA film cameras. Three RCA 16mm film projectors. Three Gray slide projectors. One Custom opaque projector. Houston developing machine. One RCA, One custom mobile units. News Services, UP, AP, INS, WU Sports.

PRINCIPAL STOCKHOLDER: Philadelphia Evening Bulletin sole owner.

EXECUTIVES:

Donald W. Thornburgh, Pres. & Gen. Mgr.
 Robert M. McGredy, TV Sls. Mgr.
 Charles Vanda, Vice Pres. in Chg. of TV
 John L. Leitch, Vice Pres. in Chg. of Eng.
 Lee Varker, Film Buy.
 Joseph L. Tinney, Exec. Vice Pres.
 Robert N. Pryor, Vice Pres. in Chg. of Prom. & Publ. Rel.

RATE INFORMATION: Class A one hour Live \$1,800, Film \$1,800. Minute spot Live \$375, Film \$375. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 8.

MARKET INFORMATION: Population 6,005,100; Families in area 1,713,700; No. of Sets (June 1) 1,370,000; Retail Sales \$6,667,557,000; Income per family \$5,609; Income per Capita \$1,593.

WFIL-TV

LICENSEE: Triangle Publications, Inc. Address: 46th & Market Streets. Phone: Evergreen 2-4700

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Foot of Culp St., Roxborough, Pa. Make, RCA. Model TT25BL. Antenna: Make RCA. Type 5-Bay. Height, Above average terrain 650 ft. Above ground 645 ft.

OPERATION: Began Sept. 13, 1947. Hours, 8:30 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, DuM. Stations, AM, WFIL. FM, WFIL-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney Lyon, Wliner & Bergson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (48 x 65 ft., 28 x 55 ft., & 22 x 30 ft.). Ten RCA camera chains. Trans-Lux rear screen projector. Two RCA film cameras. Three RCA 16mm film projectors. One Gray scanner. One GE opaque projector. Two Houston film processing units. One RCA mobile unit. News Services, UP, Telenews. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee, Triangle Publications Inc., is publisher of Philadelphia Inquirer and other publications. Walter H. Annenberg and family are principal stockholders. Triangle Publications owns 50% of WHGB Harrisburg, TV applicant.

EXECUTIVES:

Roger W. Clipp, Gen. Mgr.
 John D. Scheuer Jr., Exec. Asst. to Gen. Mgr.
 George A. Koehler, Exec. Asst. to Gen. Mgr.
 Kenneth W. Stowman, Gen. Sls. Mgr.
 Jack Steck, Exec. Prog. Dir.
 Edmund Rogers, Dir. TV Prod.
 Joe Zimmerman, Dir. Adv. & Prom.
 Dr. Roy K. Marshall, Educ. Dir.
 Charles Harrison, Dir. News & Spec. Events
 Henry Rhea, Ch. Opr. Eng.
 Louis E. Littlejohn, Ch. Maint. Eng.
 Walter Tillman, Dir. of Film
 John J. Hyland, Dir. of Pub.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$300, Film \$300. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION: Population Grade A (FCC Contour) 3,731,270; Grade B (FCC Contour) 1,974,538; Total (Including fringe area) 5,705,808. Number of Sets (June 1) 1,562,505.

WIP-TV

(Target Date, not set)

LICENSEE: Pennsylvania Broadcasting Co. Address: 35 South 9th St.

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 140 kw. Transmitter: Address, Waverly Road, Hillcrest, Pa. Make, GE. Antenna: Make GE. Height, Above average terrain 800 ft. Above ground 632 ft.

First in Philadelphia with

MAXIMUM POWER

on **LOW-BAND VHF!**



The greatest coverage . . . the best reception . . . of any TV station in the Greater Philadelphia Market!

WFIL-TV now offers 4 to 5 times the power of any other Philadelphia TV station . . . plus the greater reach and penetration of *low band VHF*.

No increase in rates! With *Maximum Power*, WFIL-TV gives you intensive coverage of Philadelphia and the growing Delaware Valley . . . *plus* top-quality, one-station coverage of rich bonus markets like Lancaster, Atlantic City, Trenton, Bethlehem, Allentown, Reading, Wilmington . . . at no extra cost! It's the biggest buy in television today.

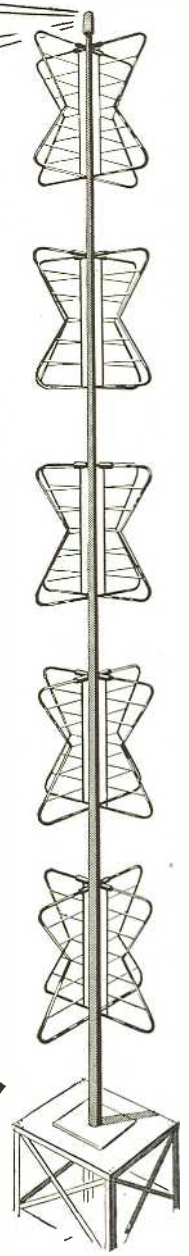
.....

GET THE FULL STORY!

Write for WFIL-TV's new presentation showing how **Maximum Power on low band VHF** gives you the biggest buy in television today. Address **WFIL-TV, Philadelphia 39, Pa.**

Better Buy  *a Better Buy than Ever!*

MAXIMUM POWER on LOW BAND VHF



The Philadelphia Inquirer STATION... ABC and DUMONT NETWORKS... Represented by THE KATZ AGENCY

PHILADELPHIA (Continued)

WIP-TV (Continued)

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WIP.

REPRESENTATIVES: Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Gimbel Bros. sole owner, a department store.

WPTZ (TV)

LICENSEE: Westinghouse Radio Stations, Inc. Address: 1600 Architects Building. Phone: Locust 4-5500

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Wyndmoor, Pa. Make, RCA. Model TT-5A, plus Amplifier TT-25 BL. Antenna: Make RCA. Type 6-Bay Turnstile TF-6AL. Height, Above average terrain 749 ft. Above ground 602 ft.

OPERATION: Began Sept. 16, 1941. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC. Stations, AM, KYW. FM, KYW-FM

REPRESENTATIVES: Sales Free & Peters Inc. Washington Attorney John Steen, Westinghouse Radio Stations.

SERVICES: Four Studios (30 x 50 ft., 30 x 50 ft., 22 x 28 ft. & one auditorium seating 160.) Twelve RCA (2 studio, 10 field) camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three RCA 16mm film projectors. One Philco flying spot scanner. One Philco baloptican opaque projector. Mobile Unit with ten image orthicon cameras; full complement of lenses; Two microwave relay units. News Services, UP, INS. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDER: Westinghouse Radio Stations, Inc. sole owner (See Group Ownership listing).

EXECUTIVES:

E. V. Huggins, Pres.	Stan Lee Broza, Prog. Dir.
J. E. Baudino, Exec. Vice Pres.	Raymond J. Bowley, Ch. Eng.
Rolland V. Tooke, Gen. Mgr.	Edward G. Murray, Film Buy.
A. W. Dannenbaum, Jr., Com. Mgr.	E. Preston Stover, Oprs. Mgr.
	John J. Kelly, Prom. & Publ. Mgr.

RATE INFORMATION: Class A one hour Live \$1500, Film \$1500. Minute spot Live \$300, Film \$300. Frequency discounts from 5% for 26 weeks up to 10% for 52 weeks. Rate Card No. 8, Oct. 1, 1951.

PITTSBURGH

WDTV (TV)

LICENSEE: Allen B. Du Mont Laboratories, Inc. Address: Chamber of Commerce Bldg. Phone: Express 1-1071

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.6 kw, Aural 8.3 kw. Transmitter: Address, 4101 Grizella Street. Make, DuM. Model Oak Series 7000. Antenna: Make Blaw-Knox. Type H-21. Height, Above average terrain 815 ft. Above ground 549 ft.

OPERATION: Began Jan. 11, 1949. Hours, 6:45 a.m.-2:00 a.m.

AFFILIATIONS: Networks, DuM, ABC, CBS, NBC.

REPRESENTATIVES: Sales, DuMont Spot Sales. Washington Attorney Roberts & McInnis, Inc.

SERVICES: Studio, One (60 x 50 ft.). Five DuM T A 124 B-Orth camera chains. Two DuM Iconoscope film cameras. Two DuM 5130C- 16 mm projectors. One DuMont TA 150A scanner. B & L baloptican opaque projector. Mobile unit. News Service, UP. Library, Assoc.

PRINCIPAL STOCKHOLDER: Allen B. Du Mont Laboratories, Inc., licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C. and WDTV (TV) Pittsburgh. Also manufactures electronics equipment and receivers.

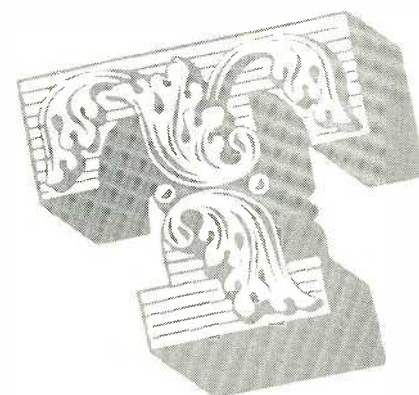
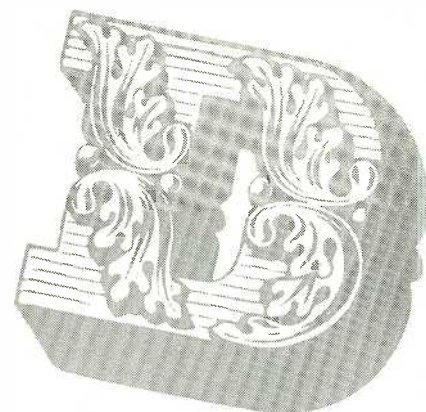
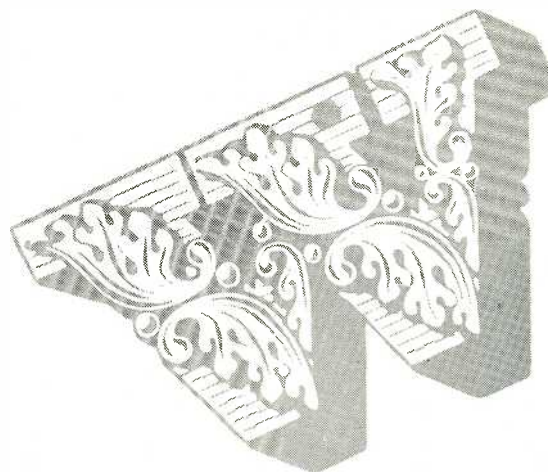
EXECUTIVES:

Harold C. Lund, Gen. Mgr.	Dick Fortune, Pub. Rel. Dir.
George Baren Bregge, Com. Mgr.	Paul P. Palangi, Personnel Mgr.
Byron Dowty, Prog. Dir.	Bill Burns, News Dir.
Raymond C. Rodgers, Ch. Eng.	Ray Scott, Sports Dir.
Richard Dreyfuss, Film Buy.	

RATE INFORMATION: Class A one hour Live \$1200, Film \$1200. Minute spot Live \$190, Film \$190. Frequency discounts from 5% for 26 times up to 20% for 260 or more times. Rate Card No. 8.

MARKET INFORMATION: Population 2,213,200; Families in area 810,000; Area in Square Miles 17,672 Approx.; No. of Sets (June 1) 641,000; Retail Sales \$5,098,764,000; Income per family \$5,800; Income per capita \$1,665.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Pittsburgh's

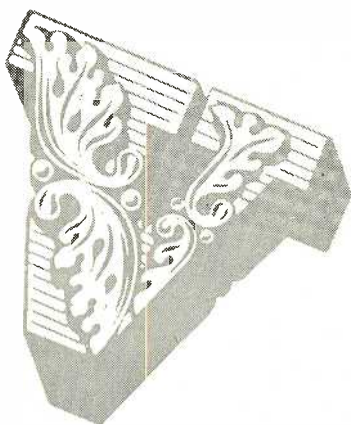
First

Television Station

CHAMBER OF COMMERCE BLDG.
PITTSBURGH 19, PA.

Right Sales Twist in PITTSBURGH

Channel 2



Every day, every night, in more than 600,000 Pittsburgh District homes *your* customers are tuning to Channel 2 — Du Mont's WDTV!

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

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

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC. HAROLD C. LUND, *General Manager*

IN AUGUST, A NEW ERA IN
PITTSBURGH TELEVISION

WENS

CHANNEL 16

Locally owned and operated

POWER

200,000 watts—
Strongest power in Pittsburgh

LOCATION

1883 feet above sea level—
Highest site in the market

NETWORK

ABC and CBS programs on a
live-weekly basis

FEATURING

Extensive local and national
Sports coverage

PITTSBURGH— city of industrial miracles
*America's 8th market—
with its "own" TV station*

WENS

CHANNEL 16

Sales Office—
Oliver Building, Pittsburgh

Represented Nationally by
Edward Petry and Company



PENNSYLVANIA

PITTSBURGH (Continued)

WENS (TV)

LICENSEE: Telecasting Company of Pittsburgh. Address: 700 Ivory Ave. Phone: Studio: Wellington 1-1200; Sales Office Atlantic 1-4300.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 106 kw. Operating Pow.: Visual 200 kw, Aural 106 kw. Transmitter: Address, 70 Ivory Ave. Make, GE. Model TT-25-A. Antenna: Make GE. Type, TY-25-A Five Section. Height, Above average terrain 870 ft. Above ground 552 ft.

OPERATION: Began Aug. 22, 1953. Hours, 3:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios (64 x 60 ft. & 24 x 20 ft.). Live camera announcer booth (8 x 10 ft.). Three GE camera chains. Two Bell & Howell 70's, Auricon Pro film cameras. Two GE film projectors. Selectroslide scanner 3" x 4" opaque projector. Mobile unit available with 2 cameras. News Services UP, INS. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson (44.5%); Henry Oliver Rea (44.5%); A. Donovan Faust (5%); Larry H. Israel (5%); William H. Rea (1%); Rea Interests own 35% Mt. Washington TV, Inc. and 35% WPOP Portland, Maine.

EXECUTIVES:

A. Donovan Faust, Mging. Partner	Jay Gould, Film Dir.
Larry H. Israel, Mging. Partner	Thomas Bordenkircher, Prod. Mgr.
Don Menard, Com. Mgr.	Bob Prince, Sports Dir.
David C. Murray, Prog. Dir.	Peter Thornton, Publ. Dir.
Fred M. Eames Jr., Ch. Eng.	Joe Bock, Art Dir.
	Betty Jane Wylie, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70 Film \$70. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (including Fringe Area)
Population	2,299,898	736,903	2,966,801
Families in Area	632,563	207,556	840,119
Retail Sales	\$2,524,362,000	\$695,962,000	\$3,220,324,000

WKJF-TV

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Phone: Hubbard 1-2626

FACILITIES: Chan. 53. Authorized Eff. Rad. Pow.: Visual 19.28 kw, Aural 11.7 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 1715 Grandview Ave. Make, RCA. Model TTU 1-B. Antenna: Make RCA. Type TFU 27 DH. Height, Above average terrain 531 ft. Above ground 426 ft.

OPERATION: Began Aug. 1, 1953. Hours, 12:00 noon-12:00 midnight

AFFILIATIONS: Station, FM, WKJF

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George Davis.

SERVICES: Two studios (16 x 35 ft. & 35 x 55 ft.). Two RCA TK-11A camera chains. One Television Specialty Co. rear screen projector. One TK-20C RCA film camera. Two TP-16D RCA film projectors. One RCA automatic slide projector. RCA TK-3A flying spot camera scanner. RCA special effects amplifier. News Service, UP. Libraries, Wcri Lang-Worth.

PRINCIPAL STOCKHOLDER: Agnes J. Reeves Greer sole owner. Also owns WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va. and WJF-TV Dover, Ohio. Holds controlling interest in steel and coal firms and West Virginia Newspaper Publishing Co. which publishes newspapers in Morgantown and New Martinsville.

EXECUTIVES:

Agnes J. Reeves Greer, Ch. Own.	Peter E. Pappas, Ch. Eng.
Joseph A. Jenkins, Gen. Mgr.	George P. Turner, Film Buy.
Herbert A. Waters, Com. Mgr.	Harrison W. H. Eagles, Spec.
Carlisle Freeborn, Prog. Dir.	Events Director

RATE INFORMATION: Class A one hour Live \$450, Film \$350. Minute spot Live \$90.00, Film \$70.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION.

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,400,000	1,850,000
Families in area	438,000	759,600
No. of Sets (June 1)	25,000	50,000
Retail Sales	\$1,786,624	\$2,794,114
Income per family	\$6,359	\$4,417
Income per Capita	\$1,822	\$1,225

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. For full list of abbreviations and sources of county and state market data see Foreword.

PITTSBURGH (Continued)

WQED (TV)*

(Target Date, Jan. 1, 1954)

(*Educational-Noncommercial)

LICENSEE: Metropolitan Pittsburgh Educational TV Station. Address: 200 Ross St.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 24.5 kw. Transmitter: Address, 2805 Berthoud St. Make, RCA. Antenna: Make Andrew. Height, Above average terrain 620 ft. Above ground 574 ft.

OPERATION: Target date Jan. 1, 1954.

REPRESENTATIVES: Washington Attorney Fischer, Willis & Panzer. Consulting Engineer George E. Hagerty.

PRINCIPAL STOCKHOLDERS: Pres. Leland Hazard, vice pres. Pittsburgh Plate Glass Co.; vice presidents Leon Falk Jr., Pittsburgh oil refiner; John T. Ryan Jr. Pittsburgh safety equipment manufacturer; Dr. E. A. Dimmick, superintendent of Pittsburgh public schools and Treas. George D. Lockhart, Pittsburgh attorney.

WTVQ (TV)

(Target Date, Fall, 1953)

LICENSEE: Golden Triangle Television Corp. Address: 5 S. Jefferson St., Dayton, Ohio

FACILITIES: Chan. 47. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 123 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Chicago St. Make, GE. Model TT25A. Antenna: Make GE. Type TY25A. Height, Above average terrain 480 ft. Above ground 391 ft.

OPERATION: Target date Fall 1953.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Equal partners J. Frank Gallaher, treasurer and 8.1% owner of WONE Dayton (permittee of WIFE (TV) there), 51% owner of The Gallaher Drug Co., and vice president and 50% owner of

Stock Gallaher Co. (Building); Loren M. Berry, vice president and 12.33% owner of WONE, president of L. M. Berry & Co. Ltd., Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton and officer or director in various telephone companies; and Ronald B. Woodyard president and 17.87% owner of WONE. Note: Sale to Edward Lamb pending FCC approval.

EXECUTIVES:

Ronald B. Woodyard, Pres.

Loren M. Berry, Vice Pres.

WEEU-TV

READING

LICENSEE: Hawley Broadcasting Co. Address: 433-35 Penn Street. Phone: 6-7335

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 167 kw, Aural 87.1 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Skyline Drive, Mt. Penn, Reading, Pennsylvania. Make, GE. Model 12 kw UHF. Antenna: Make GE. Type Helical 5-Bay. Height, Above average terrain 1,100 ft. Above ground 408 ft.

OPERATION: Began April 15, 1953. Hours, 3:30 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC & NBC. Stations, AM, WEEU. FM, WEEU-FM.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Cohn & Marks. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One live studio (36 x 75 ft.). One projection studio. Two live-GE, two film-GE, one monoscope & transmitter GE camera chains. Two GE film cameras. Two Syncrolite GE 16mm projectors. Two still projectors. GE opaque projector. News Service, UP. Library AP.

PRINCIPAL STOCKHOLDERS: President Hawley Quier, Executive Vice President Harrison F. Flippin, Secretary William J. Rohn and General Manager Thomas E. Martin. Reading Eagle Co. owns 99% of stock.

EXECUTIVES:

Hawley Quier, Pres.
Thomas E. Martin, Exec. Vice Pres. & Gen. Mgr.
K. Richard Creitz, Com. Mgr.
George Carroll, Prog. Dir.
Daniel W. Shields, Asst. Prog. Dir.

David J. Miller, Jr., Dir. Tech. Oper.
Harold E. Schearer, Asst. Dir. Tech. Oper.
Ewart M. Blain, Dir. TV Sls.
Roy V. Swinamer, Sr. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$40, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

PITTSBURGH'S PIONEER UHF TELEVISION STATION

WKJF - TV

THE BEST
ADVERTISING
BUY IN
Pittsburgh

CHANNEL 53 IN 1953

PITTSBURGH 11, PA. HUBBARD 1-2626

Represented Nationally by Weed Television

READING (Continued)

WEEU-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,239,000	4,143,000	4,143,000
Families in area	339,000	1,153,000	1,153,000
Area in Square Miles	1,225	3,025	3,025
No. of Sets (June 1)	UHF 39,000	80,000	80,000
	VHF 220,000	760,000	760,000
Retail Sales	\$922,000,000	\$3,583,000,000	\$3,583,000,000
Income per family	\$5,500	\$5,000	\$5,000

(Above based on full power operation, effective approximately Sept. 1953.)

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Berkshire Hotel.

FACILITIES: Chan. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Transmitter: Address, Berks County. Make, GE. Height, Above average terrain 1,780 ft. Above ground 1,036 ft.

OPERATION: Began Feb. 17, 1953.

AFFILIATIONS: Network CBS

REPRESENTATIVES: Sales, H-R TV. Washington Attorney Arnold, Fortas & Porter. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Studio. Three studio cameras. Two film cameras. Two Eastman Sincrolite film projectors. One slide projector (3/4 x 4-in.). One slide projector (2 x 2-in.). One mobile unit with two cameras.

PRINCIPAL STOCKHOLDERS: President Humboldt J. Greig (39.4%), Jessie P. Greig (25.6%), Arthur W. Heim (11.5%), Max O'Rell Truitt (8.5%).

EXECUTIVES:

Humboldt Greig, Pres. & Gen. Mgr.	Robert M. Reuschle, Ntl. Sls. Mgr.
Richard G. Fichtorn, Vice Pres.	Frank Elliott, Reg. Sls. Mgr.
Jack Schuler, Opr. Mgr.	Stanford Levy, Prog. Dir.
	Arthur Heim, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SCRANTON

WARM-TV

(Target Date, Fall, 1953)

LICENSEE: Union Broadcasting Co. Address: Bowman Building. Phone: Diamond 4-1148

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 130 kw. Transmitter: Address, Television Hill, Mt. Dewey, Pa. Make, GE. Antenna: Make GE. Height, Above average terrain 1244 ft. Above ground 277 ft.

OPERATION: Target date Fall, 1953.

AFFILIATIONS: Stations, AM, WARM.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Martin F. Memolo (70%); William W. Scranton (28%).

EXECUTIVES:

Martin F. Memolo, Pres.	Joseph H. Salsburg, Prog. Dir.
William W. Scranton, Vice Pres.	Ross J. Parker, Ch. Eng.
William M. Dawson, Gen. Mgr.	

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WGBI-TV

LICENSEE: Scranton Broadcasters Inc. Address: 1000 Wyoming Ave. Phone: 2-0296

FACILITIES: Chan. 22. Authorized Eff. Rad. Pow.: Visual 215.5 kw, Aural 114.2 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Bald Mount, Ransom Township. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 1,163 ft. Above ground 150 ft.

OPERATION: Began June 7, 1953. Hours 5:00 a.m.-11:15 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, WGBI. FM, WGBI-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer George C. Davis.

SERVICE: Two studios. Two GE camera chains. One GE film camera. Two GE film projectors. One slide projector. Film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: President and Treasurer M. E. Megargee (12%); Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee (6%). NOTE: Sale of part interest to WQAN interests pending FCC approval.

EXECUTIVES:

Mrs. M. E. Megargee, Pres.	R. E. McDowell, Sta. Mgr.
Mrs. Douglas Holcomb, Vice Pres.	K. R. Cooke, Ch. Eng.
George D. Coleman, Gen. & Com. Mgr.	Frank Monaghan, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$300.00. Minute spot Live \$60.00. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,272,150	131,800	1,403,950
Families in Area	358,900	38,500	397,400
No. of Sets (June 1)	45,000 Apprx.
Retail Sales	\$1,152,750,000	\$147,197,000	\$1,299,947,000
Income per family	\$5,042

WTVU (TV)

LICENSEE: Appalachian Corp. Address: 915 First National Bank Building. Phone: Diamond 7-3334

FACILITIES: Chan. 73. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, Television Hill. Make, Fed. Model 20B. Antenna: Make, Workshop. Type Omnidirectional. Height, Above average terrain 1270 ft. Above ground 367 ft.

OPERATION: Began Aug., 17, 1953. Hours, 3:00 p.m.-12:00 M.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney Krieger & Jorgensen. Consulting Engineer George P. Adair.

SERVICES: One Studio (1200 sq. ft.). Three Fed. Image Orthicon camera chains. Two General Precision Laboratories film projectors. Two Fed slide projectors. Fed. Flying spot scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Frank J. Collins (50%); Jane C. Collins (50%).

EXECUTIVES:

Frank J. Collins, Pres.	Malcolm J. Wilson, Prog. Dir.
Martin Silver, Gen. Mgr.	Charles F. Halle, Ch. Eng.
John E. Karabin, Com. Mgr.	Jay Russell, Film Buy.

DATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	200,000	500,000
Families in area	138,000	92,000	230,000
Area in Square Miles	900,000	600,000	15,000,00'
No. of Sets (June 1)	72,000	48,000	120,000
Retail Sales	\$242,544,000

WILKES-BARRE

WBRE-TV

LICENSEE: Louis G. Baltimore. Address 62 S. Franklin Street. Phone: Valley 3-3101.

FACILITIES: Chan. 28. Authorized Eff. Rad. Pow.: Visual 18.0 kw, Aural 10 kw. Operating Pow.: Visual 18.0 kw, Aural 10 kw. Transmitter: Address, Laurel Run Road, Route 933. Make, RCA. Model TTUIB. Antenna: Make RCA. Type TFU-21. Height, Above average terrain 1224 ft. Above ground 420 ft.

OPERATION: Began Jan. 1, 1953. Hours, 7:00 a.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, WBRE. FM, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two Studios (17 x 30 & 14 x 17 ft.). RCA film camera. RCA 16mm projector. Two slide projectors. Micro record film processing unit.

PRINCIPAL STOCKHOLDER: Louis G. Baltimore sole owner.

EXECUTIVES:

Louis G. Baltimore, Pres. Franklin D. Coslett, Prog. Dir. & Film Buy.
David M. Baltimore, Gen. Mgr. Charles Sakoshi, Sr., Ch. Eng.
A. C. Baltimore, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Live \$70, Film \$60. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	859,000	1,355,182
Families in area	244,300	386,141
Area in Square Miles	4,109	8,128
No. of Sets (June 1)	82,000	90,000
Retail Sales	\$781,306,000	\$1,262,639
Income per family	\$6,124	\$5,164
Income per Capita	\$1,699	\$1,467

WILK-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Wyoming Valley Broadcasting Co. Address: 88 North Franklin Street. Phone: Valley 4-4666

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 87 kw. Operating Pow.: Visual 170 kw, Aural 87 kw. Transmitter: Address, Mountaintop, Pa. Make, GE. Model TT25A-12 KW. Antenna: Make GE. Type 4-Bay Helical. Height, Above average terrain 1,010 ft. Above ground 249 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 12 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM. Stations, AM, WILK.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Miller & Schroeder. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (35 x 35 ft.). Two GE camera chains. One GE film camera. Two GE Eastman syncolite film projectors. One Selectroslide junior scanner. One GE opaque & strip projector.

PRINCIPAL STOCKHOLDERS: Mrs. Edna Morgan, Mitchell Jenkins, Leon Schwartz, Roy E. Morgan, Thomas P. Shelburne, Vernon Wise, Gerald Wise, Harold Gray—each 12½%. Vernon and Gerald Wise have interests in WBUT Butler, Pennsylvania and the Butler Eagle. Harold Gray also has interest in WCED and Courier Express, DuBois, Pennsylvania.

EXECUTIVES:

Mitchell Jenkins, Pres. Malcolm Dale, Com. Mgr.
Roy E. Morgan, Exec. Vice Pres. Hal Berg, Prog. Dir.
Thomas P. Shelburne, Treas., Theodore French, Ch. Eng.
Mgning. Dir.-TV & Film Buy.

RATE INFORMATION: Class A one hour Live \$337, Film \$250. Minute spot Live \$60, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	861,900	545,000	1,406,900
Families in area	242,700	154,200	396,900
Area in Square Miles	4,124	3,832	7,956
No. of Sets (June 1)	70,791	60,000	130,791
Retail Sales	\$744,059,000	\$500,783,000	\$1,244,842,000

WILLIAMSPORT

WRAC-TV

(Target Date, not set)

LICENSEE: WRAC, Inc. Address: 244 W. 4th St. Phone 2-6116.

FACILITIES: Chan. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 12 kw. Transmitter: Address, N. White Deer Ridge Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,281 ft. Above ground 242 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WRAC. FM, WRAC-FM.

REPRESENTATIVES: Sales, Everett McKinney Inc. Washington Attorney Spearman & Roberson. Consulting Engineer Geo. Davis.

PRINCIPAL STOCKHOLDERS: President E. N. Case; Vice Presidents Margaret T. Steele (3.8%) and John E. Person; Treasurer W. Van Person; Secretary-Asst. Treasurer George E. Joy (1.3%). Sun Gazette Co. owns 66.6% of grantee. West Branch Bank and Trust Co. owns 27%.

EXECUTIVES:

George E. Joy, Gen. Mgr. Leon E. Kelly, Prog. Dir.
J. Wright Mackey, Com. Mgr. Glenn Sherman, Ch. Eng.

YORK

WNOW-TV

(Target Date, Oct., 1953)

LICENSEE: Broadcast Division, Helm Coal Co. Address: 25 South Duck Street. Phone: 8-2911, 8-2952

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Pleasureville, R. D. #5. Make, DuM. Model 15000. Antenna: Make Workshop. Height, Above average terrain 660 ft. Above ground 384 ft.

OPERATION: Target date Oct., 1953.

AFFILIATIONS: Network DuM. Stations, AM, WNOW. FM, WNOW-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney McKenna & Wilkinson. Consulting Engineer John H. Mullaney.

SERVICES: One Studio (40 x 40 ft. with kitchen, news, and living room set.) Two DuM studio camera chains. One TV Specialty Co. rear screen projector. One DuM film camera. Two 16mm Holmes film projectors. One DuM 150C monochrome scanner. News Services, AP, NBC.

PRINCIPAL STOCKHOLDERS: Partners: Howard J. Williams (30.4½%), Morgan E. Cousler (43.5%), Lowell W. Williams (26.1%).

EXECUTIVES:

Lowell W. Williams, Gen. Mgr. Sidney Barbet, Buyers Assoc., Inc.,
John O. Border, Com. Mgr. Film Buy.
Glenn Winter, Ch. Eng. Edwin L. Jay, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2½% for 13 times up to 30% for 312 times. Rate Card No. 1 Feb. '53.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	731,000	252,700	2,487,700 Est.
Families in area	209,200	70,900	695,900
Area in Square Miles	2,250 Est.	3,600 Est.	8,100 Est.
No. of Sets (June 1)	VHF-180,000	VHF-210,000	VHF-280,000
	UHF-120,000	UHF-130,000	UHF-160,000
Retail Sales	\$809,000,000	\$210,000,000	\$2,680,000,000
Income per family	\$6,385 (1951)	\$6,010	\$5,985
Income per Capita	\$1,690	\$1,623	\$1,592

YORK

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co. Address: 53 North Duke St. Phone: 82676, 81308

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, South Queen St. Hill. Make, RCA. Model RCA TTU 1B. Antenna: Make RCA. Type 81M 24. Height, Above average terrain 500 ft. Above ground 437 ft.

OPERATION: Began Dec. 22, 1952. Hours, 12:00 noon-11:30 p.m.

AFFILIATION: Network, ABC. Station, AM, WSBA.

REPRESENTATIVES: Sales, Radio-TV Representatives Inc. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer George C. Davis.

SERVICES: Three studios (40 x 60 ft., 12 x 26 ft. & 8 x 12 ft.). Two TK 11 B's camera chains. One RCA TK 20 C film cameras. RCA 15 D film projector. Two Spindler & Sauppe slide projectors. New Services, AP & WU Sports. Library, Associated, World.

PRINCIPAL STOCKHOLDERS: All stock is owned by estate of Louis J. Appell, deceased and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr. and George N. Appell.

EXECUTIVES:

Louis J. Appell, Jr., Pres. Frederick Shaffer, Prog. Dir.
Walter J. Rothensies, Gen. Mgr. Llewellyn Jones, Ch. Eng.
Philip K. Eberly, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. Frequency discounts from 2 1/2% for 13 times up to 20% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	400,000	800,000
Families in area	70,300	112,500	225,000
No. of Sets (June 1)	30,000	25,000	60,000
Retail Sales	\$200,000	\$300,000	\$700,000
Income per family	\$3,293	\$3,043

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

RHODE ISLAND

RHODE ISLAND MARKET INDICATORS

Total Population, July 1, 1952.....	817,000
Total Families, 1950.....	198,630
Total Urban Population, 1950.....	667,212
Total Rural Nonfarm Population, 1950.....	114,346
Total Farm Population, 1950.....	10,338
Employed in Nonagricultural Establishments, Feb., 1953.....	304,700
Total Employed, 1950.....	304,512
Employed in Manufacturing, Feb., 1953.....	149,200
Employed in Construction, Feb., 1953.....	13,300
Employed in Agriculture, 1950.....	4,461
Retail Sales, 1952.....	\$ 832,729,000
Bank Assc'ts, Jan. 1, 1953.....	\$ 1,224,014,000
Bank Deposits, Jan. 1, 1953.....	\$ 1,113,301,000
Major Income Sources, 1951: Agriculture 1.6%; Government 17.1%; Manufacturing Payrolls 34.7%; Trade and Service 23.3%; Other 24.3%.	
Total Income Payments, 1951.....	\$ 1,341,000,000
Per Capita Income, 1951.....	\$ 1,691
Median Family Income, 1950.....	\$ 3,117
Total Internal Revenue Collections, 1952.....	\$ 303,579,891
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 61.51
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 4,025,000
Cash Receipts of Farms, 1952.....	\$ 26,465,000
Government Payments to Farmers, 1952.....	\$ 80,000
Value of Mineral Production, 1950.....	\$ 1,425,000
Total New Construction in 1952.....	\$ 115,600,000
New Private Construction in 1952.....	\$ 70,300,000
New Public Construction in 1952.....	\$ 45,300,000
Motor Vehicle Registration, 1952.....	270,983
Number of Telephones, 1952.....	259,800
Number of Electrical Connections, 1952.....	270,216
Number of Gas Utilities Connections, 1952.....	167,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Bristol	29,079	20,676	7,456	812	7,740	91%
Kent	77,763	68,337	21,037	2,028	23,710	96%
Newport	61,539	57,078	21,875	2,173	13,530	81%
Providence	574,973	641,535	168,380	21,196	145,070	84%
Washington	48,542	45,103	14,715	1,608	10,350	75%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Sets & per cent figures from CBS-TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Kent	24,700	86	21,120	Washington	13,800	66	9,120
Newport	16,700	78	13,010	Totals	236,400		203,040

PROVIDENCE

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Phone: Gaspee 1-8255

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 225 kw, Aural 113 kw. Transmitter: Address, Pine St., Rehoboth, Mass. Make, RCA. Model TT20AH. Antenna: Make RCA. Type TF12AH. Height, Above average terrain 608 ft. Above ground 494 ft.

OPERATION: Began July 12, 1949. Hours, 6:45 a.m.-2:30 a.m.

AFFILIATIONS: Networks NBC, CBS, ABC, DuM. Stations, AM, WJAR.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (46 x 37-ft.). Four RCA camera chains. Two RCA Iconoscope film cameras. One RCA TP16B. One RCA TP6A film projectors. Two Selectroslide Isvs Strip scanners. Gray Telop opaque projector. Microfilm processing unit. RCA mobile unit. News Services, INS, AP. Libraries, Sesac, World.

PRINCIPAL STOCKHOLDER: Outlet Co. sole owner (a department store).

EXECUTIVES:

George O. Griffith, Vice Pres. Thomas C. Prior, Ch. Eng.
Norman Gittleson, TV Oprs. Mgr. Dody Sinclair, Dir. Pub. Rel.,
Seymour Horowitz, Prog. Dir. Merc. & Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$135, Film \$135. Frequency discounts from 5% for 26 times up to 20% for 204 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	2,707,900	4,623,300
Families in area	783,700	1,327,200
Area in square miles	5,200
No. of Sets (June 1)	653,385	1,043,320
Retail Sales	\$3,131,501,000	\$5,028,006,000
Income per family	\$5,372	\$5,250
Income per Capita	\$1,550	\$1,515

WNET (TV)

(Target Date, not set)

LICENSEE: Ch. 16 of Rhode Island Inc. Address: Industrial Trust Building.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 115 kw. Transmitter: Address, Pine St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 520 ft. Above ground 453 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Abraham Belilove, Providence. Consulting Engineer J. Gordon Keyworth, Williamstown, Mass.

PRINCIPAL STOCKHOLDERS: Pres. George Gerber (2/7) retail jeweler; Vice Pres. Samuel Hamin (2/7) jewelry manufacturer; Vice Pres. John Dunne (1/7) automobile distributor and Alfred DeMaris (1/7) bus transportation.

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1952.....	2,130,000
Total Families, 1950.....	477,780
Total Urban Population, 1950.....	777,921
Total Rural Nonfarm Population, 1950.....	638,495
Total Farm Population, 1950.....	700,611
Employed in Nonagricultural Establishments, Feb., 1953.....	523,300
Total Employed, 1950.....	455,378
Employed in Mining, Feb., 1953.....	1,300
Employed in Manufacturing, Feb., 1953.....	221,800
Employed in Construction, Feb., 1953.....	54,300
Employed in Agriculture, 1950.....	197,055
Retail Sales, 1952.....	\$ 1,493,035,000
Bank Assets, Jan. 1, 1953.....	\$ 900,073,000
Bank Deposits, Jan. 1, 1953.....	\$ 841,183,000
Major Income Sources, 1951: Agriculture 14.8%; Government 20.0%; Manufacturing Payrolls 25.8%; Trade and Service 21.1%; Other 18.3%.	
Total Income Payments, 1951.....	\$ 2,131,000,000
Per Capita Income, 1951.....	\$ 1,003
Median Family Income, 1950.....	\$ 1,921
Total Internal Revenue Collections, 1952.....	\$ 284,886,401
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 49.69
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 23,430,000
Cash Receipts of Farms, 1952.....	\$ 380,359,000
Government Payments to Farmers, 1952.....	\$ 3,497,000
Value of Mineral Production, 1950.....	\$ 11,394,000
New Public Construction in 1952.....	\$ 736,500,000
Motor Vehicle Registration, 1952.....	686,270
Number of Telephones, 1952.....	300,500
Number of Electrical Connections, 1952 ¹	1,781,499
Number of Gas Utilities Connections, 1952.....	44,700

Includes North Carolina.
For sources see foreword. Retail Sales, copyright 1953 Sales Management. Other reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Abbeville	22,456	11,852	3,668	414		
Aiken	53,137	31,907	10,206	692	2,430	13%
Allendale	11,773	5,170	1,609	168		
Anderson	90,664	66,981	16,507	1,851	4,740	20%
Bamberg	17,533	9,348	2,056	240		
Barnwell	17,266	7,837	2,058	259		
Beaufort	26,993	13,025	3,702	284		
Berkeley	30,251	8,889	3,186	130		
Calhoun	14,753	4,539	1,392	141		
Charleston	164,856	144,172	38,686	4,510		
Cherokee	34,992	18,320	5,283	461	4,340	51%
Chester	32,597	20,703	6,791	541	3,840	48%
Chesterfield	36,236	20,133	4,453	616	2,030	25%
Clarendon	32,215	10,681	2,705	307		
Colleton	28,242	14,939	2,896	615		
Darlington	50,016	32,652	8,876	784	1,320	11%
Dillon	30,930	16,415	4,370	433		
Dorchester	22,601	11,209	3,595	397		
Edgefield	16,591	7,815	2,181	247	1,140	30%
Effingham	21,780	8,849	2,255	252	2,350	48%
Florence	79,710	65,075	15,423	1,488	3,060	16%
Georgetown	31,762	19,512	5,996	635		
Greenville	168,152	169,577	36,971	4,995	12,770	27%
Greenwood	41,628	38,958	9,457	1,349		
Hampton	18,027	8,077	2,006	260		
Horry	59,820	37,632	6,132	1,358		
Jasper	10,995	5,714	647	106		
Kershaw	32,287	17,368	5,269	474	1,430	19%
Lancaster	37,071	26,720	7,146	731	4,320	48%
Laurens	46,974	26,446	7,525	752	2,350	48%
Lexington	23,173	7,238	2,258	280	910	19%
Marion	44,279	23,148	8,171	686	2,950	25%
McCormick	9,577	3,379	980	78		
Marion	33,110	20,661	4,807	736		
Marlboro	31,766	16,763	4,682	437	1,850	25%
Newberry	31,771	22,722	6,242	739	2,520	30%
Orangeburg	39,050	20,843	5,195	464		
Pickens	68,726	38,095	9,578	1,118		
Richland	40,058	21,513	7,018	727		
Saluda	142,565	165,756	31,397	5,180	8,080	20%
Spartanburg	15,924	5,637	1,210	140	1,140	30%
Sumter	150,349	132,379	31,058	3,125	16,150	41%
Union	57,634	36,845	9,456	1,057	1,810	13%
Williamsburg	31,334	17,450	5,463	632	3,830	51%
York	43,807	19,682	5,075	416		
York	71,596	60,409	16,385	1,513	6,620	37%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Abbeville	5,600			Greenwood	11,000		
Aiken	18,700	11	590	Hampton	4,400	11	1,170
Allendale	3,400			Horry	13,600		
Anderson	23,700	19	4,480	Jasper	2,600		
Bamberg	4,100			Kershaw	7,500	21	1,580
Barnwell	4,800			Lancaster	9,000	45	4,070
Beaufort	6,400			Laurens	11,600	21	2,460
Berkeley	6,700			Lee	4,800	21	1,010
Calhoun	3,400			Lexington	11,800	19	2,230
Charleston	45,900			McCormick	2,100	10	220
Cherokee	8,500	40	3,390	Marion	7,700	11	860
Chester	8,000	45	3,620	Marlboro	7,400	21	1,590
Chesterfield	8,100	21	1,730	Newberry	8,400	25	2,070
Clarendon	6,500			Oconee	9,400	11	1,010
Colleton	7,100			Orangeburg	16,000		
Darlington	12,000	11	1,270	Pickens	10,200	11	1,080
Dillon	6,600	11	730	Richland	40,400	20	8,000
Dorchester	5,600			Saluda	3,800	24	930
Edgefield	3,800	24	930	Spartanburg	39,400	43	17,110
Fairfield	4,900	45	2,210	Sumter	13,900	23	3,140
Florence	19,100			Union	7,500	40	3,000
Georgetown	7,600			Williamsburg	9,100		
Greenville	47,300	28	13,480	York	17,900	37	6,710
Totals	538,300			Totals	538,300		90,670

CAMDEN

WACA-TV

(Target Date, Jan. 1954)

LICENSEE: Camden Broadcasting Corp. Address: Camden, S. C. Phone: 80

FACILITIES: Chan. 14. Authorized Eff. Rad. Pow.: Visual 92 kw, Aural 52 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Make, DuM. Model 5000. Antenna: Make RCA. Type TFU-24BL. Height, Above average terrain 556 1/2 ft. Above ground 565 ft.

OPERATION: Target date, Jan. 1954

AFFILIATION: Station, AM, WACA.

REPRESENTATIVES: Washington Attorney A. L. Stein. Consulting Engineer William E. Bennis, Jr.

SERVICES: Two Studios (30 x 30 & 24 x 34 ft.). Two DuM camera chains. Two Audicon film cameras. Two DuM film projectors. One DuM slide projector. Multi-Scanner (DuM). News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Haygood S. Bowden (30.9%); Vice Pres. Thomas J. Richards (2%); Vice Pres. and Gen. Mgr. of WACA; Sec. Harold W. Funderburk (8%); Woodrow R. Bowden (15%); Talmage Bowen; C. V. Shannon IV; C. G. Kornegay.

EXECUTIVES:

H. S. Bowden, Pres. Charles Ballard, Com. Mgr.
Tom Richards, Gen. Mgr. Joe Toher, Ch. Eng.
& Film Buy.

RATE INFORMATION: Class A one hour Live \$167.00, Film \$167.00. Minute spot Live \$27.00, Film \$24.00. Frequency discounts up to 35% for 266 times. Rate Card No. 1.

MARKET INFORMATION: Population 512,000; Families in area 130,000; Area in Square Miles 8,203; No. of Sets (June 1) Approx. 14,000; Retail Sales \$319,352,000.00.

CHARLESTON

WCSC-TV

LICENSEE: WCSC, Inc. Address: Francis Marion Hotel. Phone: 2-7611, 3-8371

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 31.4 kw, Aural 15.7 kw. Transmitter: Address, 485 East Bay. Make, DuM. Model 9000. Antenna: Make Truscon. Type F-30. Height, Above average terrain 515 ft. Above ground 525 ft.

OPERATION: Began June 17, 1953. Hours, 4:15 p.m.-11:00 p.m.

AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Stations, AM, WCSC. FM, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney Dow, Lohnes, Albertson. Consulting Engineer Craven, Lohnes, Culver.

SERVICES: One studio (50 x 31 ft.). Three DuM camera chains. Two Holmes film projectors. News Services, UP, Movietone. Library, World.

PRINCIPAL STOCKHOLDER: John M. Rivers (63.74%).

EXECUTIVES:

John M. Rivers, Pres. Wilbur R. Albee, Ch. Eng.
& Gen. Mgr. Charles Hall, Prod. Mgr.
Roland Weeks, Com. Mgr. Annie Lee Small, Copy Ch.
Russell Long, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 975,400 (serves 22 counties); Retail Sales \$590,532,000; Effective Buying Income \$906,205,000; Radio Homes 231,460.

COLUMBIA

WCOS-TV

LICENSEE: Radio Columbia. Address: Cornell Arms Building. Phone: 22177

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 78.4 kw, Aural 39.2 kw. Operating Pow.: Visual 15.7 kw, Aural 7.85 kw. Transmitter: Address, Two Notch Road & Wisteria Dr. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type TFU21BLS. Height, Above average terrain 650 ft. Above ground 525 ft.

OPERATION: Began May 1, 1953. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks ABC, NBC, DuM. Stations, AM, WCOS. FM, WCOS-FM

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney Pierson & Ball. Consulting Engineer George C. Davis.

SERVICES: One Studio (25 x 40 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%); H. W. Pittman (28%).

EXECUTIVES:
 Charles W. Pittman, Pres. & Gen. Mgr. Law Epps, Nat. Sls. Mgr.
 Stewart Spencer, Dir. of TV & Film Buy. J. Wayne Poucher, Loc. Sls. Mgr.
 Arthur A. Haynes, Prog. Dir.
 Robert D. Lambert, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 2 1/2% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	300,000	60,000	400,000
Families in area	103,000	17,000	135,000
Area in Square Miles	7,850
No. of Sets (June 1)	24,000
Retail Sales	\$300,000,000

WIS-TV

(Target Date, Oct., 1953)

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 160 kw. Transmitter: Address, Gervais & Bull Sts. Make, RCA. Model TT10AH. Antenna: Make RCA. Type TF-12AH. Height: Above average terrain 643 ft. Above ground 582 ft.

OPERATION: Target date Oct. 1953.

AFFILIATIONS: Network: NBC. Stations, AM, WIS. FM, WIS-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Studio now in use (20 x 37 ft.), second studio to be constructed (50 x 50 ft.) Two RCA studio camera chains. One RCA TK-20D film camera. Two RCA TP-16-E TV projectors. One Gray dual-disc slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: The Broadcasting Co. of the South (80.9%), licensee WIS-AM-FM Columbia, S. C., WSPA-AM-FM Spartanburg, S. C. and WIST-AM-FM Charlotte, N. C., applicant for vhf Ch. 9 in Charlotte, N. C. and vhf Ch. 7 in Spartanburg, S. C. President G. Richard Shafto, The Broadcasting Co. of the South, general manager WIS Columbia, S. C.; Group including A. R. Heywood II, Thomas B. Boyle, Paul A. Cooper, Joseph L. Nettles, Frank B. Gary and E. Greenville Seibels II withdrawing under grant from WMSC Columbia own 14.5%.

EXECUTIVES:
 G. Richard Shafto, Pres. Herbert G. Eidson Jr., Ch. Eng.
 Charles A. Batson, Mng. Dir. E. Greenville Seibels II, Prom. & Publ. Dir.
 Thomas F. Daisley, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Film \$70. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	100 Microvolt Contour
Population	388,300	567,800	944,000
Families in Area	71,600	138,600	231,940
Area in Square Miles	3,220	8,500	14,350
No. of Sets (June 1)	14,760	25,100	47,340
Retail Sales	\$227,362,000	\$371,327,000	\$680,075,000
Income per Family	\$4,610	\$4,052	\$4,461
Income per Capita	\$851	\$987	\$1,096

WNOK-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Palmetto Radio Corp. Address: 1811 Main St. (P. O. Box 5307). Phone: 2-7737

FACILITIES: Chan. 67. Authorized Eff. Rad. Pow.: Visual 786 kw, Aural 393 kw. Operating Pow.: Visual 78.6 kw, Aural 39.3 kw. Transmitter: Address, Cushman Road. Make, DuM. Model Series 15,000. Antenna: Make Workshop. Height, Above average terrain 624 ft. Above ground 500 ft.

OPERATION: Target date Sept. 1, 1953.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATIONS: Networks CBS, DuM. Station, AM, WNOK.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney Covington & Burling. Consulting Engineer Kear & Kennedy.

SERVICES: Two Studios (23 x 40 & 23 x 25 ft.). Two DuM camera chains. Holmes film projectors. DuM scanner. 16mm movie & 35mm still film processing unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: President Samuel Litman (20%); Vice President J. W. Lindau III (20%); Treasurer W. Croft Jennings (20%); Secretary Carlisle Robert (20%).

EXECUTIVES:
 H. Moody McElveen, Jr., Gen. Mgr. David M. Campbell, Prog. Dir. & Film Buy.
 W. C. Bochman, Com. Mgr. Donald E. Willoughby, Ch. Enc.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	205,000	333,000	587.4C
Families in area	51,000	81,000	146 350
No. of Sets (June 1)	11,000	7,000	27,000
Retail Sales	\$360,542,000
Income per family	\$3.43
Income per Capita	\$38.

GREENVILLE

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.51 kw. Operating Pow.: Visual 1 kw, Aural 1 kw. Transmitter: Address, Paris Mountain, Greenville, S.C. Make, RCA. Model TTU1B. Antenna: Make RCA. Type TFU 21 DLS. Height, Above average terrain 1133 ft. Above ground 131 ft.

OPERATION: Began Aug. 1, 1953.

AFFILIATIONS: Networks ABC, NBC, DuM.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney Fisher, Wayland Duvall & Southmayd. Consulting Engineer Frank McIntosh.

SERVICES: One small studio. One TK 31 A RCA camera chain. Two RCA TK 20D film cameras, Two TP16D film projectors. TP2D automatic slide projector. Projectal 300 opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Robt. M. Caine (15%) real estate, mort. loa and gen. insurance; Edgar M. Norris (10%) investment firm; Calvin F. Teague (10%) real estate and apt. operation; V. M. Manning (10%) stocks and bonds broker-dealer; Hugh K. Aiken (10%) paint manuf. Keith Hane Smith, J. I. Converse, C. M. Manning, W. W. Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry, Jr., B. R. Maybank, Jr., W. M. Walker (each 5%). All are Greenville residents except Mrs. Curry, who is of Greenwood, S. C.

EXECUTIVES:
 Edgar M. Norris, Pres. Emil A. Sellars, Ch. Eng.
 Ben K. McKinnon, Gen. Mgr. L. Herbert Porter, Prom. Mgr.
 Ben Greer, Prog. Dir. & Film Buy. John Wrightson, Bus. Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts. Rate Card No. 1A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	292,700	560,150	932,900
Families in area	78,000	147,000	236,800
Area in Square Miles	1,520	4,415	7,850
No. of Sets (June 1)	20,000	35,000
Retail Sales	\$263,267,000	\$454,340,000	\$707,968,000
Income per family	\$5,289	\$4,834	\$4,750
Income per Capita	\$1,409	\$1,269	\$1,192

(Target Date, not set)

LICENSEE: Carolina TV Inc. Address: Box 120.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,211 ft. Above ground 604 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Pres. Alester G. Furman Jr. (10%), 24% ownes WESC Greenville; Vice Pres. Clement F. Haynsworth Jr. (4.5%); Sec. Treas. Roy F. McCall (4%); Chmn. of Bd. Charles E. Daniel (10%).

Wrap Up

a

BILLION-DOLLAR MARKET

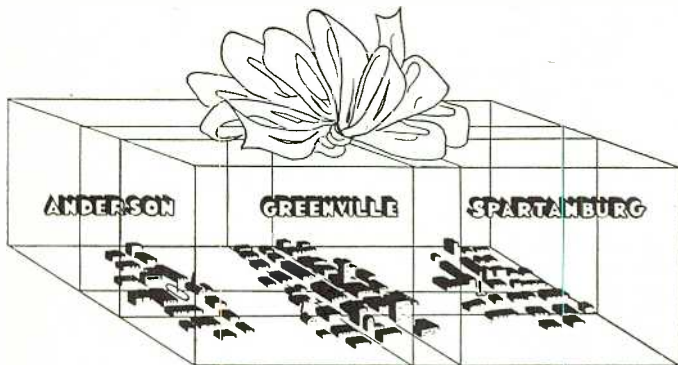
through

WGVL

Channel 23 . . . Greenville, S. C.

ABC • NBC • DUMONT

The only TV Station in the prosperous
PIEDMONT AREA of South Carolina.



MARKET DATA

50-mile Radius of Greenville

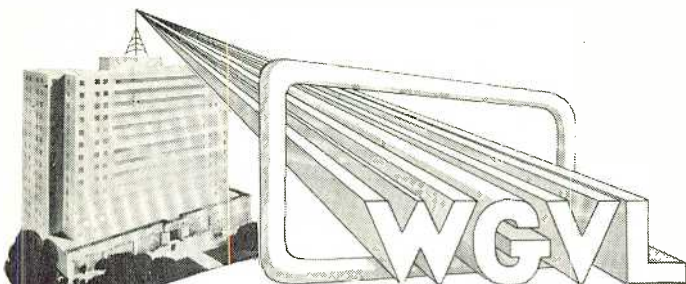
1952:	Population	940,000
	Effective Buying Income	\$1,111,000,000
	Retail Sales	\$ 707,968,000

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area . . . ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas".

Population (U.S. Census, 1950)	168,152
Employment (S. C. Emp. Sec. Comm., 1951)	45,056
Retail Sales (Sales Management, 1952)	\$167,610,000
Covered Wages (S. C. Emp. Sec. Comm., 1951)	\$121,840,536
Autos & Trucks (S. C. Highway Dept., 1951)	52,400
Building Permits (Fed. Res. Bank, 1951)	\$ 9,772,985
Manufacturing Plants	203
Value of Manufactured Products (S. C. Labor Dept., 1951)	\$326,952,524

Note: Greenville leads all South Carolina markets in all of the above.



CHANNEL 23 GREENVILLE, S. C.

National Representative: H-R Television
Southeastern Representative: James S. Ayers

SOUTH CAROLINA

GREENWOOD

WCRS-TV

(Target Date, not set)

LICENSEE: Grenco Inc. Address: P. O. Box 868

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 50 kw.
Transmitter: Address, William St. Make, RCA. Antenna: Make RCA.
Height: Above average terrain 440 ft. Above ground 374 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WCRS.

REPRESENTATIVES: Consulting Engineer Palmer A. Greer, Fairforest, S. C.

PRINCIPAL STOCKHOLDERS: Pres. & Treas. Douglas Featherstone (86.96%);
Sec. C. A. Mays (13.04%).

SPARTANBURG

WCSV-TV

(Target Date, Jan. 1954)

LICENSEE: Sterling Telecasting Co. Address: 124 1/2 East Main St. Phone: 9919

FACILITIES: Chan. 17. Authorized Eff. Rad. Pow.: Visual 105.42 kw, Aural 63,227 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, Lyman, S. C. Make, RCA. Model TTU-5A. Antenna Make RCA. Type TFU-24BL. Height, Above average terrain 597 ft. Above ground 558 ft.

OPERATION: Target date Jan. 1954.

REPRESENTATIVES: Washington Attorney Wilkinson, Boyden, Cragun & Barker.
Consulting Engineer O. K. Garland, Johnson City, Tenn.

PRINCIPAL STOCKHOLDERS: Pres. Sterling W. Wright (17.37%); Robert M. Carlisle (2.61%); Fred W. Symmes (17.37%), holds interests in WBCU Union City and WMRC Greenville; Edward S. Tennent (17%); J. Vivian Maxwell (8.5%); Marshall C. Stone (8.5%).

EXECUTIVES:

Sterling W. Wright, Pres. & Gen. Mgr. Robert M. Carlisle, Sec. & Treas.

SOUTH DAKOTA

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1952	664,000
Total Families, 1950	160,625
Total Urban Population, 1950	216,710
Total Rural Nonfarm Population, 1950	182,485
Total Farm Population, 1950	253,545
Employed in Nonagricultural Establishments, Feb., 1953	117,000
Total Employed, 1950	242,268
Employed in Mining, Feb., 1953	2,200
Employed in Manufacturing, Feb., 1953	10,900
Employed in Construction, Feb., 1953	4,500
Employed in Agriculture, 1950	98,025
Retail Sales, 1952	\$ 707,945,000
Bank Assets, Jan. 1, 1953	\$ 592,801,000
Bank Deposits, Jan. 1, 1953	\$ 553,548,000
Major Income Sources, 1951: Agriculture 43.3%; Government 14.7%; Manufacturing Payrolls 3.7%; Trade and Service 21.8%; Other 16.5%.	
Total Income Payments, 1951	\$ 989,000,000
Per Capita Income, 1951	\$ 1,529
Median Family Income, 1950	\$ 2,771
Total Internal Revenue Collections, 1952	\$ 79,634,840
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 61.01
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 85,916,000
Cash Receipts of Farms, 1952	\$ 553,730,000
Government Payments to Farmers, 1952	\$ 2,981,000
Value of Mineral Production, 1950	\$ 32,716,000
New Public Construction in 1952	\$ 78,200,000
Motor Vehicle Registration, 1952	299,909
Number of Telephones, 1952	163,000
Number of Electrical Connections, 1952	199,950
Number of Gas Utilities Connections, 1952	40,800

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Aurora	5,020	3,399	491	125		
Beadle	21,082	26,721	5,273	574		
Bennett	3,396	2,889	551	48		
Bon Homme	9,440	10,178	1,306	286		
Brookings	17,851	17,626	3,925	395		
Brown	32,617	54,658	8,776	1,181		
Brule	6,076	8,330	2,084	275		
Buffalo	1,615	166	115			
Butte	8,161	11,283	2,085	291		
Campbell	4,046	2,045	594	23		
Charles Mix	15,558	15,063	3,299	424		
Clark	8,369	7,281	1,182	186		
Clay	10,993	7,809	1,529	279	*290	9%
Coddington	18,944	28,496	3,967	480		
Corson	6,168	3,307	755	37		
Custer	5,517	3,665	980	34		
Davison	16,522	30,436	3,760	676		
Day	12,294	12,969	2,173	282		
Deuel	7,689	4,466	1,081	59		
Dewey	4,916	3,451	875	135		
Douglas	5,636	3,630	772	140		
Edmunds	7,275	6,662	776	79		
Fall River	10,439	8,876	2,147	492		
Faulk	4,752	4,726	795	44		
Grant	10,233	7,819	1,721	176		
Gregory	8,556	6,725	1,336	174		
Haakon	3,167	4,400	818	183		
Hamlin	7,058	6,113	877	46		
Hand	7,149	8,163	1,275	355		
Hanson	4,896	1,895	508	32		
Harding	2,289	1,404	398	25		
Hughes	8,111	11,660	2,430	303		
Hutchinson	11,423	11,795	1,770	252		
Hyde	2,811	3,476	611	43		
Jackson	1,768	2,600	430	53		
Jerauld	4,476	3,765	887	129		
Jones	2,281	2,768	308	21		
Kingsbury	9,962	10,949	2,020	207		
Lake	11,792	11,735	1,942	203		
Lawrence	16,648	13,003	3,406	586		
Lincoln	12,767	12,829	2,511	275	*340	9%
Lyman	4,572	3,147	692	39		
McCook	8,828	7,422	983	165		
McPherson	7,071	6,607	967	47		
Marshall	7,835	7,142	1,315	127		
Meade	11,516	7,555	2,157	151		
Mellette	3,046	1,181	238	22		
Miner	6,268	5,871	993	225		
Minnehaha	70,910	95,261	16,725	2,804		
Moody	9,252	6,610	1,066	130		
Pennington	34,053	49,588	7,142	1,532		
Perkins	6,776	11,305	1,638	62		
Potter	4,688	7,564	1,326	207		
Roberts	14,929	11,185	1,770	214		
Sanborn	5,142	4,340	1,025	45		
Shannon	5,669	518	235	18		
Spink	12,204	12,329	2,231	299		
Stanley	2,055	893	260			
Sully	2,713	2,944	580	23		
Todd	4,758	646	272			
Tripp	9,139	12,195	1,926	180		
Turner	12,100	11,470	2,502	331		
Union	10,792	9,331	1,488	416	*300	9%
Walworth	7,648	11,471	1,941	298		
Washabaugh	1,551	156	46			
Yankton	16,804	20,431	3,328	332		
Ziebach	2,606	1,552	420	23		

*New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction uncensored. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	County	Total Homes	Per Cent Television
Armstrong			Hyde	800	
Aurora	1,400		Jackson	500	
Beadle	6,500		Jerauld	1,300	
Bennett	800		Jones	800	
Bon Homme	2,800		Kingsbury	2,900	
Brookings	5,200		Lake	3,300	
Brown	9,900		Lawrence	5,100	
Brule	1,800		Lincoln	3,800	11
Buffalo	400		Lyman	1,200	400
Butte	2,500		McCook	2,500	
Campbell	1,000		McPherson	1,800	
Charles Mix	4,400		Marshall	2,100	
Clark	2,500		Meade	2,900	
Clay	3,200	11	Mellette	900	
Coddington	5,700	340	Miner	1,800	
Corson	1,500		Minnehaha	22,400	13
Custer	1,600		Moody	2,600	2,970
Davison	5,100		Pennington	11,300	
Day	3,400		Perkins	1,900	
Deuel	2,000		Potter	1,400	
Dewey	1,300		Roberts	3,900	
Douglas	1,300		Sanborn	1,500	
Edmunds	1,900		Shannon	1,200	
Fall River	2,900		Spink	3,400	
Faulk	1,500		Stanley	500	
Grant	2,800		Sully	800	
Gregory	2,500		Todd	1,100	
Haakon	800		Tripp	2,400	
Hamlin	2,100		Turner	3,700	11
Hand	1,900		Union	3,300	390
Hanson	1,300		Walworth	2,200	11
Harding	800		Washabaugh	300	
Hughes	2,300		Yankton	4,300	
Hutchinson	3,300		Ziebach	700	
			Totals	189,000	4,450

SIoux FALLS

KELO-TV

LICENSEE: Midcontinent Broadcasting Co. Address: 8th & Phillips Avenue. Phone: 4-5841

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 189.6 kw. Operating Pow.: Visual 55.0 kw, Aural 33.0 kw. Transmitter: Adcra RFD #1, Sioux Falls, S. D. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 528 ft. Aoc ground 574 ft.

OPERATION: Began May 19, 1953. Hours, 9:30 a.m.-12:00 p.m.

AFFILIATIONS: Network, NBC. Stations, AM, KELO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohn & Albertson. Consulting Engineer A. D. Ring & Associates.

SERVICES: Four studios (33 x 45 ft., 15 x 25 ft., 10 x 12 ft. & 12 x 15 ft.). One RCA TK-20D camera chain. One RCA TK-20D film camera. Two RCA TP-16D film projectors. Selectro Slide Jr. slide projector. News Service UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: President Joseph L. Floyd (33 1/3%); Vice President N. L. Bentson (33 1/3%); Secretary and Treasurer Edmond R. Rub (33 1/3%).

EXECUTIVES:

Joseph L. Floyd, Pres. Murray Stewart, Prog. Dir.
Evans A. Nord, Gen. Mgr. Lester C. Froke, Ch. Eng.
Marion Stoneking, Local Sls. Mgr. Dave Dedrick, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	402,487	342,000	744,487
Families in area	125,000	80,000	205,000
Area in Square Miles	1,912	6,503	8,415
Retail Sales	\$455,649,500	\$390,000,000	\$845,362,500

Market information in station listings is furnished by station and any inquiry should be directed to that source. Data in listings is corrected to Aug. 1, 1953. For full list of abbreviations and sources of county and state market data see Foreword.

TENNESSEE

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1952	3,257,000
Total Families, 1950	808,000
Total Urban Population, 1950	1,452,000
Total Rural Nonfarm Population, 1950	822,000
Total Farm Population, 1950	1,016,000
Employed in Nonagricultural Establishments, Feb., 1953	813,000
Total Employed, 1950	1,135,000
Employed in Mining, Feb., 1953	9,000
Employed in Manufacturing, Feb. 1953	286,000
Employed in Construction, Feb., 1953	46,000
Employed in Agriculture, 1950	247,000
Retail Sales, 1952	\$ 2,619,095,000
Bank Assets, Jan. 1, 1953	\$ 2,488,063,000
Bank Deposits, Jan. 1, 1953	\$ 2,298,929,000
Major Income Sources, 1951: Agriculture 10.5%; Government 18.1%; Manufacturing Payrolls 21.4%; Trade and Service 25.3%; Other 24.7%	
Total Income Payments, 1951	\$ 3,530,000,000
Per Capita Income, 1951	\$ 1,064
Median Family Income, 1950	\$ 1,300
Total Internal Revenue Collections, 1952	\$ 513,246,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 4.00
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 80,637,000
Cash Receipts of Farms, 1952	\$ 523,275,000
Government Payments to Farmers, 1952	\$ 6,766,000
Value of Mineral Production, 1950	\$ 89,694,000
Total New Construction in 1952	\$ 661,400,000
New Private Construction in 1952	\$ 366,000,000
New Public Construction in 1952	\$ 295,400,000
Motor Vehicle Registration, 1952	933,000
Number of Telephones, 1952	710,000
Number of Electrical Connections, 1952	912,000
Number of Gas Utilities Connections, 1952	201,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction uncensored.

TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Anderson	59,407	36,060	13,720	2,058	1,720	10%
Bedford	23,627	16,460	4,103	410	2,240	33%
Benton	11,495	4,271	1,164	113		
Bledsoe	8,561	2,926	835	75	290	16%
Blount	54,691	37,289	10,609	1,267		
Bradley	32,338	23,619	5,949	534		
Campbell	34,369	18,849	6,323	451	760	33%
Cannon	9,174	3,551	725	39		
Carroll	26,553	15,696	4,756	392		
Carter	42,432	26,639	7,068	780		
Cheatham	9,167	4,011	1,030	66	700	32%
Chester	11,149	5,727	1,672	190	410	14%
Claiborne	24,788	8,014	1,238	104		
Clay	8,701	1,881	348	30	670	32%
Cocke	22,991	11,417	3,287	136		
Coffee	23,049	17,167	4,291	361	2,340	33%
Crockett	16,624	9,058	2,766	283	1,010	23%
Cumberland	18,877	11,027	3,078	101		
Javidson	321,758	356,597	77,684	10,258	63,920	68%
Decatur	9,442	4,708	998	111		
De Kalb	11,680	3,460	811	63	1,090	39%
Dickson	18,805	9,981	2,821	444	1,700	32%
Dyer	33,473	30,170	7,418	631	2,160	23%
Fayette	27,535	9,728	2,736	180	2,200	36%
Fentress	14,917	4,724	836	71		
Franklin	25,431	14,527	3,263	411		
Gibson	48,132	35,153	7,927	1,163	2,840	20%
Giles	26,961	15,788	3,353	417	780	11%
Grainger	13,086	2,269	480	34		
Greene	41,048	24,959	5,466	578		
Grundy	12,558	4,054	1,376	41	480	16%
Hamblen	23,976	23,904	5,471	525		
Hamilton	208,255	231,175	53,325	6,845		
Hancock	9,116	1,517	216	64		
Hardeman	23,311	8,631	2,774	210	1,770	34%
Hardin	16,908	8,241	1,866	94	600	14%
Hawkins	30,434	9,894	2,551	230		
Haywood	26,212	14,028	4,567	344	2,110	34%
Henderson	17,173	9,329	2,106	262		
Henry	23,828	15,095	3,838	489	980	14%
Hickman	13,353	5,278	920	78	1,120	34%
Houston	5,318	1,315	441	61	470	36%
Jumphreys	11,030	5,772	1,611	198	1,080	36%
Jackson	12,348	1,984	338	67	900	32%
Jefferson	19,667	9,117	2,647	321		
Johnson	12,278	4,239	1,049	114		
Knox	223,007	229,999	49,638	6,513		
Lake	11,655	7,887	2,047	249	360	12%
Lauderdale	25,047	14,550	4,035	527	2,240	34%
Lawrence	28,818	16,167	3,504	289	800	11%
Lewis	6,078	4,041	1,076	70	510	34%
Lincoln	25,624	14,586	3,548	408		
Loudon	23,182	15,026	4,758	521	1,100	18%
McMinn	32,024	19,312	5,010	538		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
McNairy	20,390	10,315	2,361	179	740	14%
Macon	13,599	2,497	685	35	1,440	39%
Madison	60,128	50,748	11,132	1,128	4,640	27%
Marion	20,520	10,168	2,806	313	800	16%
Marshall	17,768	13,053	3,233	382	2,500	49%
Maury	40,368	31,123	7,189	804	3,880	34%
Meigs	6,080	1,312	526	39	210	16%
Monroe	24,513	12,804	3,446	419	1,040	18%
Montgomery	44,186	29,495	7,506	853	4,070	36%
Moore	3,948	1,112	389	35		
Morgan	15,727	4,143	1,381	37		
Obion	29,056	20,503	4,824	520	1,030	12%
Overton	17,566	5,746	1,174	206		
Perry	6,462	1,703	440			
Pickett	5,093	984	219	28		
Polk	14,074	6,479	1,197	145		
Putnam	29,869	16,440	3,698	453	2,560	32%
Rhea	16,041	7,732	2,197	340	660	16%
Roane	31,665	20,061	5,651	731	1,490	18%
Robertson	27,024	14,242	4,138	571	2,340	32%
Rutherford	40,696	29,707	7,532	739	5,940	54%
Scott	17,362	6,082	994			
Sequatchie	5,685	2,270	566	36	210	16%
Sevier	23,375	13,745	4,159	402		
Shelby	482,393	601,491	114,461	16,887	93,800	65%
Smith	14,098	5,609	942	134	1,480	39%
Stewart	9,175	2,676	542	71	760	36%
Sullivan	95,063	81,708	16,386	2,325	2,680	10%
Sumner	33,533	15,089	4,721	460	4,510	49%
Tipton	29,782	18,475	4,373	497	2,700	36%
Trousdale	5,520	2,671	581	65	620	39%
Unicoi	15,886	8,527	1,876	89	430	11%
Union	8,670	1,136	387			
Van Buren	3,985	822	371	35	130	16%
Warren	22,271	15,950	4,204	401	1,010	16%
Washington	59,971	53,647	9,663	1,440	1,710	11%
Wayne	13,864	5,848	1,812	137		
Weakley	27,962	13,448	3,675	532	1,150	14%
White	16,204	8,496	2,273	320	1,340	32%
Williamson	24,307	11,916	3,216	309	3,040	49%
Wilson	26,318	18,255	3,904	494	3,680	49%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent TV figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Per Cent Television Homes			County	Per Cent Television Homes		
	Total Homes	Television	Homes		Total Homes	Television	Homes
Anderson	17,200			Bledsoe	1,800		
Bedford	6,800	38	2,550	Blount	14,600		
Benton	3,200	13	410	Bradley	8,700	15	1,340

You get a pretty picture from Memphis



“Channel 5” land served by WMCT, Memphis

- 217,586 TV Homes
- \$1,435,280,000 spendable income*
*In counties served by WMCT, based on 1953 Sales Management figures.
- \$1.83 cost per thousand homes reached*
*Based on 1 minute Class “C” rate, noon to 5 P.M. Monday through Friday.

National Representatives The Branham Co. Affiliated with NBC Owned and operated by THE COMMERCIAL APPEAL Also affiliated with CBS, ABC and Dumont

NBC TV HOME ESTIMATES (Continued)

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Campbell	8,200			Lincoln	6,800	10	710
Cannon	2,300	37	860	Loudon	6,100		
Carroll	7,600	13	960	McMinn	8,500	15	1,310
Carter	10,900			McNairy	5,300	12	660
Cheatham	2,200	34	750	Macon	3,700	36	1,350
Chester	2,900	12	360	Madison	17,200	30	5,130
Claiborne	5,700			Marion	5,000		
Clay	2,100	25	520	Marshall	5,100	43	2,190
Cocke	5,500			Mauzy	11,400	26	3,000
Coffee	7,100	37	2,660	Meigs	1,300		
Crockett	4,400	28	1,250	Monroe	5,800		
Cumberland	4,600			Montgomery	11,300	39	4,370
Davidson	94,000	66	61,940	Moore	1,200	10	120
Decatur	2,500	12	290	Morgan	3,300		
DeKalb	2,800	36	1,020	Obion	8,600	15	1,330
Dickson	5,300	34	1,800	Overton	4,200		
Dyer	9,400	28	2,670	Perry	1,600	11	180
Fayette	6,100	30	1,840	Pickett	1,100		
Fentress	3,300			Polk	3,300	15	510
Franklin	6,300	10	660	Putnam	8,000	25	1,980
Gibson	14,200	24	3,370	Rhea	4,100		
Giles	7,100	11	780	Roane	8,300		
Grainger	3,000			Robertson	7,300	34	2,470
Greene	10,700			Rutherford	11,000	51	5,570
Grundy	3,000			Scott	4,000		
Hamblen	6,600			Sequatchie	1,300		
Hamilton	60,900	19	11,670	Sevier	5,700		
Hancock	2,100			Shelby	144,300	65	94,210
Hardeman	5,200	32	1,660	Smith	3,800	37	1,390
Hardin	4,300	12	530	Stewart	2,100	39	820
Hawkins	7,400			Sullivan	26,800		
Haywood	6,200	32	1,980	Sumner	9,200	44	4,030
Henderson	4,500	12	520	Tipton	7,500	30	2,260
Henry	7,000			Trousdale	1,600	38	600
Hickman	3,300	26	870	Unicoi	3,900	14	550
Houston	1,300	38	500	Union	2,000		
Humphreys	3,000	39	1,160	Van Buren	800		
Jackson	2,800	25	690	Warren	6,300		
Jefferson	5,100			Washington	15,500	14	2,190
Johnson	2,800			Wayne	3,400	11	390
Knox	63,400			Weakley	8,200		
Lake	3,000	16	470	White	4,200	25	1,030
Lauderdale	6,600	32	2,100	Williamson	6,200	43	2,670
Lawrence	7,300	11	810	Wilson	7,500	44	3,280
Lewis	1,500	27	400	Totals	901,600		253,690

CHATTANOOGA

WOUC (TV)

(Target Date, not set)

LICENSEE: Chattanooga TV Inc. Address: 1024 James Bldg.

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, White Oak Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 460 ft. Above ground 442 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WMFS.

REPRESENTATIVES: Sales, John Pearson Television Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer W. J. Holey, Atlanta.

PRINCIPAL STOCKHOLDERS: Pres. J. Glen Stone (16.7%); Vice Pres. J. E. Summers (16.6%); Sec. C. W. Hoffman (16.7%); WMFS Inc. (50%).

WTVT (TV)

(Target Date, not set)

LICENSEE: Tom Potter. Address: 1032 Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 43. Authorized Eff. Rad. Pow.: Visual 232,174 kw, Aural 135,454 kw. Transmitter: Address, Lookout Mountain. Make, GE. Antenna: Make GE. Height, Above average terrain 1,520 ft. Above ground 392 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Welch, Mott & Morgan. Consulting Engineer John H. Mullaney.

PRINCIPAL STOCKHOLDER: Tom Potter sole owner. Independent oil producer and grantee of new uhf TV station in Austin, Tex. and applicant for stations in Baton Rouge, La. and Beaumont, Tex. [See Group Owner.]

JOHNSON CITY

WJHL-TV

(Target Date, Sept., 1953)

LICENSEE: WJHL Inc. Address: 145 West Main Street, Phone: 2780

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 108 kw, Aural 54 kw.



get set . . . GO!

Soon . . . long before this yearbook is out of date . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one half billion dollars will have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.

It's not too early—nor too late—to get information on rates and availabilities.

WHBQ-TV

CHANNEL 13

A New Columbia Affiliate

Offices: Hotel Chisca • Memphis, Tenn.
Represented nationally by John Blair & Company

JOHNSON CITY (Continued)

WJHL-TV (Continued)

Operating Pow.: Visual 58.78 kw, Aural 29.39 kw. Transmitter: Address, Tannery Knob. Make, GE. Model TT-6E. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 720 ft. Above ground 629 1/2 ft.

OPERATION: Target date Sept. 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Stations, AM, WJHL. FM, WJHL-FM.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney McKenna & Wilkinson.

SERVICES: One studio (40 x 50 ft. & One Announcer's Booth). Two GE PE-8-B camera chains. One GE model PE-5-AB film camera. Two GPL, PA-100A film projectors. Gray Teletector scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: President W. H. Lancaster Sr. (19.38%) general manager WJHL; First Vice President W. H. Lancaster Jr. (4%), commercial manager WJHL; 2d Vice President (Mrs.) Harriet B. Campbell; Secretary-Treasurer T. F. Dooley (0.4%); (Mrs.) Evelyn Lancaster (22.2%); (Mrs.) Edna Dooley (8.35%); and estate of S. H. Campbell Sr. (31.44%).

EXECUTIVES:

W. H. Lancaster Sr., Pres. O. K. Garland, Ch. Eng.
W. H. Lancaster Jr. Gen. Mgr. Walter Heeb, Film Buy.
William Shell, Prog. Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40.00. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Population 804,500; Families in area 198,350; No. of Sets 12,768 (Feb. 28); Retail Sales \$469,296,000.00.

KNOXVILLE

(Target Date, not set)

WTSK (TV)

LICENSEE: Television Services of Knoxville. Address: c/o Krieger & Jorgensen, Wyatt Bldg., Washington, D. C.

FACILITIES: Chan. 26. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, Sharp Ridge. Make, DuM. Antenna: Make RCA. Height, Above average terrain 480 ft. Above ground 147 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Krieger & Jorgensen. Consulting Engineer George C. Davis.

PRINCIPAL STOCKHOLDERS: W. R. Tulley (80%) oil producer; Harold H. Thoms (10%); J. Horton Doughton (10%). Two latter are broadcasters. (See Group Ownership.)

MEMPHIS

WHBQ-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Harding College. Address: Hotel Chisca. Phone: 8-6868

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Raleigh-LaGrange Road. Make, RCA. Model TT-50AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 1,050 ft. Above ground 1,050 ft.

OPERATION: Target Date Sept. 15, 1953. Hours, 9:00 a.m.-12:00 M.

AFFILIATIONS: Network CBS. Stations, AM, WHBQ.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Krieger & Jorgensen. Consulting Engineer Frank H. McIntosh.

SERVICES: Three Studios (1,500 sq. ft. & two 150 sq. ft.). Two RCA TK-11A camera chains. One TK-20D RCA film camera. Two RCA TP-16B slide projectors. Super Projectall #300 opaque projector. One Houston film processing unit.

PRINCIPAL STOCKHOLDER: Harding College sole owner.

EXECUTIVES:

John H. Cleghorn, Gen. Mgr. Welton M. Roy, Ch. Eng.
William H. Grumbles, Oprs. Mgr. Wilson Northcross, Prod. Dir.
Gorden A. Lawhead, Prog. Dir.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WMCT (TV)

LICENSEE: Memphis Publishing Co. Address: Goodwyn Institute Building. Phone: 8-7464

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, Thomas Road. Make, RCA. Model TT-25 AL. Antenna: Make RCA. Type TF6AM. Height, Above average terrain 940 ft. Above ground 1050 ft.

OPERATION: Began Dec. 11, 1948. Hours, 7:00 a.m.-12:00 M.

AFFILIATIONS: Network NBC, CBS, ABC & DuM. Stations, AM, WMC, FM, WMCF (FM).

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer George C. Davis.

SERVICES: Three studios (27 x 30, 14 x 16 & Auditorium Stage Seating Cap. 1050). Four RCA TK30 camera chains. One Beede rear screen projector. One Auricon Pro, One Auricon Super 1200, One Eastman Cine, Two Special, 2 Bell & Howell 70 DE film cameras. Two RCA TP16 C film projectors. One RCA slide projector. One opaque projector. Houston film processing unit. RCA mobile unit. News Services, AP, UP. Library, United.

PRINCIPAL STOCKHOLDER: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville; Memphis Publishing Co., Scripps-Howard subsidiary owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

EXECUTIVES:

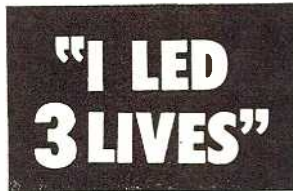
Enoch Brown, Pres. E. C. Frase, Jr. Ch. Eng.
H. W. Slavick, Gen. Mgr. Wilson Mount, Film Buy.
Earl Moreland, Com. Mgr. Jay Scott, Prod. Mgr.
Wilson Mount, Prog. Dir. Walter E. Frase, Publ. & Prom.

RATE INFORMATION: Class A one hour Live \$760, Film \$700. Minute spot Live \$155, Film \$140. Rate Card No. 10.

MARKET INFORMATION: Population 1,698,600; Families in area 455,000; Area in Square Miles 1,130.5; No. of Sets (June 1) 209,756; Retail Sales \$1,304,586,000.



starring RICHARD CARLSON in



AUTHORITATIVE!
POWERFUL!
COMPELLING!

See pages 352 and 353 for more information about this true-life adventure TV show!



NASHVILLE

WSIX-TV

(Target Date, Nov. 1, 1953)

LICENSEE: WSIX Broadcasting Co. Address: Louis R. Draughon, Nashville Trust Building.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 8 mi. S. of Nashville. Make, GE. Antenna: Make, GE. Height, Above average terrain 866 ft. Above ground 440 ft.

OPERATION: Target date Nov. 1, 1953.

AFFILIATIONS: Network, CBS. Stations, AM, WSIX. FM, WSIX-FM.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Stephen Tuhy Jr. & Dempsey & Koplowitz. Consulting Engineer A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Louis R. Draughon individually and as executor of estate of Jack M. Draughon. Mr. Draughon and estate each own 50% interest in WSIX as well as Draughon Bros. Oil Co. and other interests. Option to buy 25% interest held by WMAK, former applicant.

WSM-TV

LICENSEE: WSM Inc. Address: 301 Seventh Avenue, North. Phone: 6-7181.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 23.8 kw, Aural 11.9 kw. Operating Pow.: Visual 23.8 kw, Aural 11.9 kw. Transmitter: Address, Fourteenth Ave., South & Compton St. Make, Fed. Model FTL 17-A. Antenna: Make GE. Type TY-17A. Height, Above average terrain 680 ft. Above ground 578 ft.

OPERATION: Began Sept. 30, 1950. Hours, 10 a.m.-12 M.

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WSM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: One studio (33 x 40 ft. & one announcer's booth 7 x 9 ft.). Four RCA camera chains. One 7 kw composite rear screen projector. One GE 4-PE5-A1 film camera. Two GE PF2B film projectors. Projectall type 209 slide projectors. Projectall opaque projector. Completely equipped mobile unit with 2 cameras and microwave relay. News Services, UP, AP, INS, Movietone film. Library, Thesaurus.

PRINCIPAL STOCKHOLDER: 100 per cent owned by National Life and Accident Insurance Company.

EXECUTIVES:

E. W. Craig, Chrm. of Board	Aaron Shelton, Ch. Eng.
John H. DeWitt Jr., Pres.	Brad Crandall, Prod. Mgr.
Irving Waugh, Exec. Asst. to Pres.	William R. McDaniel, Dir. of Pub. & Com. Mgr.
Shelton Weaver, Oprs. Mgr.	

RATE INFORMATION: Class A one hour Film \$425. Minute spot Film \$75. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	854,100	137,100	991,200
Families in area	214,100	36,200	250,300
No. of Sets (June 1)	107,280	10,170	117,450
Retail Sales	\$673,386,000	\$66,853,000	\$740,239,000
Income per family	\$4,089	\$2,181	\$3,814
Income per Capita	\$1,026	\$501	\$962

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TEXAS

TEXAS MARKET INDICATORS

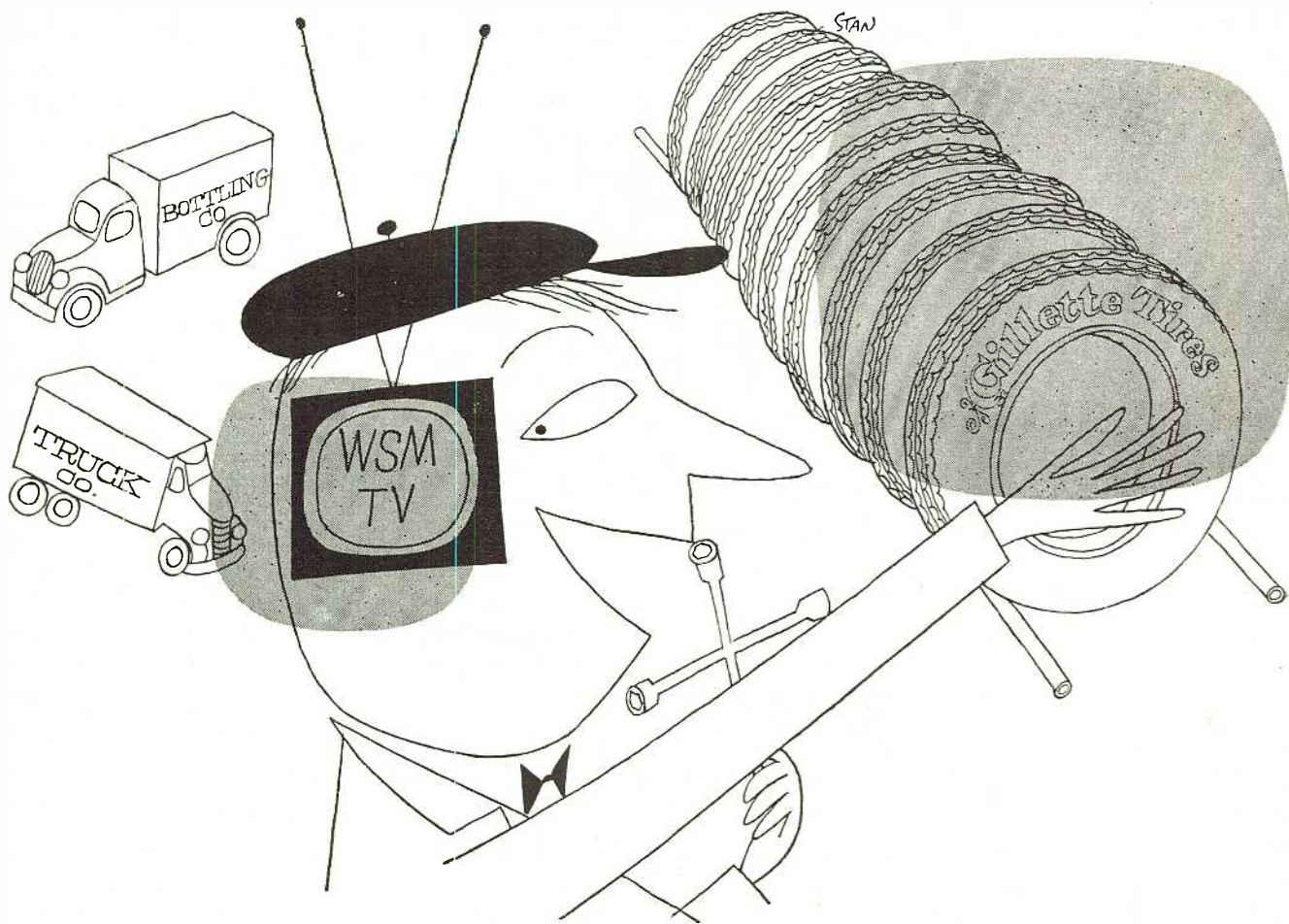
Total Population, July 1, 1952	8,189,000
Total Families, 1950	1,978,950
Total Urban Population, 1950	4,838,060
Total Rural Nonfarm Population, 1950	1,580,867
Total Farm Population, 1950	1,292,267
Employed in Nonagricultural Establishments, Feb., 1953	2,240,500
Total Employed, 1950	2,758,443
Employed in Mining, Feb., 1953	125,900
Employed in Manufacturing, Feb., 1953	436,400
Employed in Construction, Feb., 1953	167,500
Employed in Agriculture, 1950	442,341
Retail Sales, 1952	\$ 8,925,203,000
Bank Assets, Jan. 1, 1953	\$ 9,203,902,000
Bank Deposits, Jan. 1, 1953	\$ 8,576,540,000
Major Income Sources, 1951: Agriculture 13.4%; Government 16.7%; Manufacturing Payrolls 12.2% Trade and Service 25.7% Other 32.0%	
Total Income Payments, 1951	\$11,285,000,000
Per Capita Income, 1951	\$ 1,412
Median Family Income, 1950	\$ 2,680
Total Internal Revenue Collections, 1952	\$ 2,269,747,215

Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 68.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 229,588,000
Cash Receipts of Farms, 1952	\$ 2,121,173,000
Government Payments to Farmers, 1952	\$ 20,034,000
Value of Mineral Production, 1950	\$ 2,673,950,000
Total New Construction in 1952	\$ 2,136,300,000
New Private Construction in 1952	\$ 1,565,100,000
New Public Construction in 1952	\$ 571,200,000
Motor Vehicle Registration, 1952	3,155,300
Number of Telephones, 1952	2,200,800
Number of Electrical Connections, 1952	2,355,100
Number of Gas Utilities Connections, 1952	1,588,700

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

TEXAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Televi- sion Per C.
Anderson	31,875	23,237	7,400	703	1,100	12%
Andrews	5,002	5,244	1,907	154		
Angelina	36,032	35,770	8,989	1,136		
Aransas	4,252	3,478	1,297	237	180	15%
Archer	6,816	3,538	1,278	143	*180	9%
Armstrong	2,215	1,407	289	28	*40	5%
Atascosa	20,048	13,064	3,189	331	1,960	40%
Austin	14,663	14,713	3,368	288	770	17%
Bailey	7,592	9,776	2,483	335		
Bandera	4,410	4,524	1,611	190	650	50%
Bastrop	19,622	13,046	4,349	874	*1,900	34%
Baylor	6,875	8,030	1,697	73		
Bee	18,174	16,612	3,920	575	830	17%
Bell	73,824	64,842	16,324	2,233		
Bexar	500,460	529,236	122,177	16,820	69,970	51%
Blanco	3,780	3,802	1,334	50	290	22%
Borden	1,106	37	9		*70	34%
Bosque	11,836	9,753	2,386	451	610	17%
Bowie	61,966	52,348	14,552	1,832		
Brazoria	46,549	57,341	16,965	1,747	4,120	28%
Brazos	38,390	39,371	9,281	1,283	1,210	11%
Brewster	7,309	7,170	1,830	297		
Briscoe	3,528	3,252	854	70		
Brooks	9,195	11,254	2,870	344		
Brown	28,607	27,665	6,800	1,271		
Burleson	13,000	8,284	2,774	222	400	11%
Burnet	10,356	6,836	1,412	238	*340	11%
Caldwell	19,350	18,232	3,783	411	*1,770	34%
Calhoun	9,222	9,007	2,514	211	420	15%
Callahan	9,087	5,103	1,957	254		
Cameron	125,170	123,879	28,392	3,306	3,410	10%
Camp	8,740	5,236	1,736	60		
Carson	6,852	6,791	1,420	282	*100	5%
Cass	26,732	18,818	3,447	549		
Castro	5,417	5,282	1,135	61		
Chambers	7,871	6,322	1,773	65	900	41%
Cherokee	38,694	28,088	8,516	960		
Childress	12,123	16,223	4,042	355		
Clay	9,896	6,409	1,750	218	*270	9%
Cochran	5,928	7,862	2,031	165	*580	34%
Coke	4,045	3,125	943	83		
Coleman	15,503	15,020	3,345	528		
Collin	41,692	32,408	9,672	891	4,160	33%
Collingsworth	9,139	9,705	2,283	310	740	14%
Colorado	17,576	24,926	5,266	416		
Comal	16,357	21,045	4,460	553	1,100	22%
Comanche	15,516	14,205	3,208	653		
Concho	5,078	4,474	930	86	160	10%
Cooke	22,146	24,132	5,467	830	910	14%
Coryell	16,284	9,782	3,067	278		
Cottle	6,099	6,747	1,791	206		
Crane	3,965	3,940	894	73		
Crockett	3,981	4,812	1,164	178		
Crosby	9,582	10,551	2,950	249	*920	34%
Culberson	1,825	2,504	509	57		
Dallam	7,640	13,337	3,012	519		
Dallas	614,799	970,415	184,627	31,914	135,850	65%
Dawson	19,113	27,066	6,017	799	*1,870	34%
Deaf Smith	9,111	14,902	3,577	399	*150	5%
Delta	8,964	6,390	1,917	75		
Denton	41,365	40,285	9,588	1,498	5,990	47%
De Witt	22,973	27,441	6,680	706	740	11%
Dickens	7,177	7,582	1,659	198		
Dimmit	10,654	5,986	1,755	162	510	22%
Donley	6,216	6,233	1,556	222		
Duval	15,643	7,832	2,919	370	770	22%
Eastland	23,942	29,153	7,997	878		
Ector	42,102	65,735	16,442	2,038		
Edwards	2,908	1,542	613	59		
Ellis	45,645	40,060	12,397	1,218	2,950	22%
El Paso	194,968	220,628	48,562	7,885	*15,600	29%
Erath	18,434	18,057	3,325	503	1,000	17%
Falls	26,724	23,800	5,794	605	800	11%
Fannin	31,253	19,469	6,355	784	940	10%
Fayette	24,176	23,002	4,697	683	980	14%
Fisher	11,023	7,931	2,269	310		
Floyd	10,535	12,001	2,674	367	*1,090	34%
Foard	4,216	4,056	833	66		
Fort Bend	31,056	31,657	6,190	470	1,330	17%
Franklin	6,257	3,665	704	67		
Freestone	15,696	9,597	2,739	336		
Frio	10,357	7,705	2,267	191	1,040	40%
Gaines	8,909	12,477	2,553	373		
Galveston	113,066	150,341	35,190	5,854	7,990	22%
Garza	6,281	6,151	1,523	153	*610	34%
Gillespie	10,520	12,349	2,672	227	330	10%
Glasscock	1,089	377	53	31		
Goliad	6,219	4,431	1,131	63	230	15%
Gonzales	21,164	34,175	6,072	391	610	11%
Gray	24,728	37,215	8,686	1,780	*390	5%
Grayson	70,467	70,856	18,878	2,238	2,210	10%
Gregg	61,258	96,052	17,036	2,369		
Grimes	15,135	10,988	3,420	308		
Guadalupe	25,392	23,464	6,283	483	1,960	28%
Hale	28,211	53,168	10,110	1,940	*3,030	34%
Hall	10,930	13,339	3,390	641		
Hamilton	10,660	10,561	3,985	309	560	17%



“... Good Increases in Business ...”

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

“After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business.”

“Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising...”

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?

Nashville WSM-TV Channel 4

TEXAS MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Hansford	4,202	6,359	1,003	327		
Hardeman	10,212	9,131	2,317	297		
Hardin	19,535	13,554	3,890	371		
Harris	806,701	1,138,535	277,101	34,930	137,750	51%
Harrison	47,745	35,953	9,588	868		
Hartley	1,913	515	305	23	*30	5%
Haskell	13,736	10,329	2,424	442		
Hays	17,840	13,701	4,185	519	1,010	22%
Hemphill	4,123	4,716	1,084	63		
Henderson	23,405	17,539	3,846	439	770	12%
Hidalgo	160,446	132,466	32,614	4,000	4,570	11%
Hill	31,282	25,497	6,463	746	3,850	41%
Hockley	20,407	29,130	7,920	1,003	*2,140	34%
Hood	5,287	4,888	1,058	142	620	39%
Hopkins	23,490	14,718	3,228	552		
Houston	22,825	14,590	3,701	385		
Howard	26,722	35,731	7,562	1,035		
Hudspeth	4,298	2,344	608	97	*320	29%
Hunt	42,731	38,209	9,965	1,155	4,260	33%
Hutchinson	31,580	39,951	11,180	1,771	*520	5%
Irion	1,590	1,086	307	65		
Jack	7,755	6,560	1,607	258	320	14%
Jackson	12,916	10,508	2,965	379	590	16%
Jasper	20,049	20,858	5,169	639		
Jeff Davis	2,090	879	310	65		
Jefferson	195,083	258,117	59,446	8,187		
Jim Hogg	5,389	3,503	907	144	280	20%
Jim Wells	27,991	30,055	7,165	1,043		
Johnson	31,390	27,815	7,472	836	4,100	41%
Jones	22,147	25,740	6,337	688		
Karnes	17,139	16,690	3,839	396	1,150	28%
Kaufman	31,170	25,104	6,184	650	2,510	31%
Kendall	5,423	5,942	1,501	222	850	50%
Kenedy	632	82	83	...		
Kent	2,249	1,180	412	58		
Kerr	14,022	18,977	3,980	482	440	10%
Kimble	4,619	3,922	1,083	128	130	10%
King	870	211	72	...		
Kinney	2,668	1,394	285	58		
Kleberg	21,991	22,565	6,974	528		
Knox	10,082	8,752	2,402	421		
Lamar	43,033	38,070	9,197	1,391	1,280	10%
Lamb	20,015	25,498	6,839	965	*1,970	34%
Lampasas	9,929	10,422	1,838	286		
La Salle	7,485	5,416	712	37	420	22%
Lavaca	22,159	12,369	4,728	236	680	11%
Lee	10,144	8,912	2,022	188	*950	34%
Leon	12,024	5,497	1,897	230		
Liberty	26,729	30,612	8,366	816	3,200	41%
Limestone	25,251	15,832	4,653	658	760	11%
Lipscomb	3,658	6,504	1,351	288		
Live Oak	9,054	6,855	1,639	194	460	22%
Llano	5,377	6,241	1,482	213		
Loving	227	147	49	...		
Lubbock	101,048	178,066	27,633	6,647	*11,560	34%
Lynn	11,030	9,131	2,126	329	*1,020	34%
McCulloch	11,701	12,218	2,783	336	340	10%
McLennan	130,194	152,925	34,223	4,161		
McMullen	1,187	289	107	54	110	22%
Madison	7,996	6,975	1,598	198		
Marion	10,172	5,335	1,596	196		
Martin	5,541	2,707	734	62		
Mason	4,945	3,896	899	184	170	10%
Matagorda	21,559	26,934	6,653	894	1,010	16%
Maverick	12,292	14,712	4,282	581		
Medina	17,013	12,209	2,471	334	2,300	50%
Menard	4,175	4,959	885	67	120	10%
Midland	25,785	38,056	7,969	1,787		
Milam	23,585	21,186	5,873	738		
Mills	5,999	4,326	866	98		
Mitchell	14,357	12,847	3,422	327		
Montague	17,070	16,983	3,795	525	730	14%
Montgomery	24,504	19,974	5,184	537	3,140	43%
Moore	13,349	18,021	5,736	541	*260	5%
Morris	9,433	5,629	2,053	258		
Motley	3,963	4,554	1,238	158		
Nacogdoches	30,326	22,518	6,794	877		
Navarro	39,916	34,141	10,050	974	2,320	20%
Newton	10,832	3,978	1,753	115		
Nolan	19,808	25,911	5,594	1,235		
Nueces	165,471	205,096	46,406	6,810		
Ochiltree	6,024	13,608	3,346	621		
Oldham	1,672	1,595	155	33	*20	5%
Orange	40,567	44,220	15,230	1,303		
Palo Pinto	17,154	16,741	4,140	551	2,300	39%
Panola	19,250	14,845	3,199	440		
Parker	21,528	20,202	4,206	382	2,810	39%
Parmer	5,787	5,590	1,291	146		
Pecos	9,939	10,932	2,521	392		
Polk	16,194	11,178	3,477	358	1,100	25%
Potter	73,366	160,743	27,469	5,541	*1,240	5%
Presidio	7,354	6,666	1,325	240		
Rains	4,266	1,723	442	68		
Randall	13,774	11,910	2,186	383	*250	5%
Reagan	3,127	5,940	1,523	281		
Real	2,479	1,336	487	67		
Red River	21,851	12,032	3,775	457		
Reeves	11,745	16,456	4,536	388		
Refugio	10,113	8,448	2,557	403	420	15%
Roberts	1,031	745	124	49		
Robertson	19,908	14,782	4,579	534		
Rockwall	6,156	4,529	1,554	127	560	33%
Runnels	16,771	15,237	3,871	438		
Rusk	42,348	30,323	7,398	904		
Sabine	8,568	3,266	1,127	67		
San Augustine	8,837	5,263	1,749	243		
San Jacinto	7,172	1,917	796	67	450	25%
San Patricio	35,842	26,313	7,269	893	1,580	17%
San Saba	8,666	8,706	2,079	226		
Schleicher	2,852	2,968	712	69		
Scurry	22,779	35,645	5,275	794		
Shackelford	5,001	4,926	1,050	198		
Shelby	23,479	14,083	3,762	514		
Sherman	2,443	6,111	827	84		
Smith	74,701	80,793	16,161	2,807		
Somervell	2,542	1,938	549	69	140	17%
Starr	13,948	6,745	2,695	330	600	20%
Stephens	10,597	13,961	3,428	420		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Sterling	1,282	1,362	158	53		
Stonewall	3,679	2,029	628	69		
Sutton	3,746	4,376	1,100	176		
Swisher	8,249	11,490	2,248	502	*120	5%
Tarrant	361,253	574,468	108,641	17,608	70,000	57%
Taylor	63,370	92,104	16,631	2,637		
Terrell	3,189	2,869	635	63		
Terry	13,107	19,552	4,008	647	*1,290	34%
Throckmorton	3,618	3,012	825	135		
Titus	17,302	14,520	4,386	362		
Tom Green	58,929	78,063	15,831	2,371		
Travis	160,980	182,914	38,800	7,294	*15,710	34%
Trinity	10,040	9,010	2,593	189	730	25%
Tyler	11,292	9,184	1,925	239		
Upshur	20,822	12,824	3,311	377		
Upton	5,307	5,242	1,307	268		
Uvalde	16,015	18,589	4,196	626		
Val Verde	16,635	15,982	3,528	483		
Van Zandt	22,593	13,909	3,439	469	2,020	31%
Victoria	31,241	37,497	8,554	635	1,410	15%
Walker	20,163	14,626	4,031	494	1,230	25%
Waller	11,961	10,291	1,939	283	1,330	43%
Ward	13,346	14,943	3,702	511		
Washington	20,542	16,714	3,957	438		
Webb	56,141	53,919	12,712	1,809	2,660	20%
Wharton	36,077	37,843	8,856	849	1,600	16%
Wheeler	10,317	12,692	2,943	470		
Wichita	98,493	131,178	25,230	4,315	*2,550	9%
Wilbarger	20,552	24,492	5,479	740		
Willacy	20,920	23,232	7,370	520	560	10%
Williamson	38,853	35,765	8,755	955	*3,770	34%
Wilson	14,672	9,024	1,250	355	1,010	28%
Winkler	10,064	11,613	3,436	494		
Wise	16,141	12,356	3,744	290	2,300	47%
Wood	21,308	19,715	4,159	576		
Yoakum	4,339	2,839	926	98		
Young	16,810	19,883	3,944	562		
Zapata	4,405	1,365	649	48	200	20%
Zavala	11,201	7,805	1,495	249		

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953 Sales Management; further reproduction uncensored. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Anderson	9,200	10	950	Eastland	7,700		
Andrews	2,200	12	270	Ector	16,200		
Angelina	10,900			Edwards	800		
Aransas	1,200	17	200	Ellis	13,400	25	3,350
Archer	2,000	11	210	El Paso	53,800	42	22,796
Armstrong	700	10	70	Erath	5,900	20	1,180
Atascosa	4,900	39	1,920	Falls	7,300		
Austin	4,500	26	1,180	Fannin	9,400		
Bailey	2,100	19	400	Fayette	7,000	21	1,470
Bandera	1,300	49	640	Fisher	3,000		
Bastrop	5,600	14	780	Floyd	3,200	27	864
Baylor	2,200	10	230	Foard	1,200		
Bee	4,900			Fort Bend	7,800	26	2,028
Bell	21,600	13	2,770	Franklin	1,800		
Bexar	137,200	60	81,770	Freestone	4,300	16	688
Blanco	1,300	32	420	Frio	2,600	39	1,014
Borden	200	10	20	Gaines	2,400	13	312
Bosque	3,600	20	730	Galveston	36,300	36	13,068
Bowie	19,400			Garza	1,800	11	198
Brazoria	14,700	42	6,240	Gillespie	3,300		
Brazos	11,000	11	1,230	Glasscock	200		
Brewster	1,900			Goliad	1,500	17	255
Briscoe	900	10	90	Gonzales	5,500	18	990
Brooks	2,600			Gray	7,800	10	780
Brown	9,300			Grayson	22,100	29	6,409
Burleson	3,600	14	500	Gregg	18,800		
Burnet	3,100			Grimes	4,200	25	1,050
Caldwell	5,200	14	720	Guadalupe	7,000	36	2,520
Calhoun	2,800	16	460	Hale	8,900		

"S E T H A M A I L L O A K E T B Y P L A N ?

Man, you need a Canberra jet!"



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.¹ Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.² What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.³ Up road, boys with Erector sets.⁴ Turned nw, over vast oil refinery.⁵ Another town, with kids fooling around space ships.⁶ Guide pointed out three carbon black plants with huge smokestacks, one not working.⁷ South, over scattered dozen lonesome structures.⁸ Thin cloud across horizon; closed in on zinc smelter,⁹ smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down

wind of. Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC-TV antenna, all 833 ft. of it.¹⁰ Panhandle big place, all buildings new. People great—speak to stranger on street."

¹Palo Duro Canyon, recreation spot. ²Raw natural gas becomes plastic bases here. ³Cabot Carbon's; pump units for oil wells also made here. ⁴The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). ⁵Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. ⁶Town of Borger, with butadiene plant; looks like something from another world. ⁷Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. ⁸Natural gas pumping stations, on pipelines supplying 27 states. ⁹The American Zinc Smelter, located near Dumas because of low gas rate. ¹⁰Whence, powered with 100,000 watts, our Channel 4 signal reaches a potential audience of 398,700 in 30 Texas and New Mexico counties. Availabilities are available.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

NBC TV HOME ESTIMATES (Continued)

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Kimble	1,300			Refugio	2,800	16	460
King	200			Roberts	300	10	30
Kinney	600			Robertson	5,300	11	560
Kleberg	6,200			Rockwall	1,700	36	620
Knox	2,800			Runnels	4,900		
Lamar	12,800			Rusk	11,700		
Lamb	5,800	19	1,120	Sabine	2,100		
Lampasas	3,100			San Augustine	2,200		
LaSalle	1,900	19	360	San Jacinto	1,800	32	570
Lavaca	6,200	18	1,100	San Patricio	9,300		
Lee	2,800	14	390	San Saba	2,500		
Leon	3,300	16	520	Schleicher	800		
Liberty	7,800	46	3,590	Scurry	8,000	10	830
Limestone	6,900			Shackelford	1,400		
Lipscomb	1,100	10	110	Shelby	6,600		
Live Oak	2,100	19	390	Sherman	600	18	110
Llano	1,900			Smith	22,200	14	3,190
Loving	100			Somervell	800	21	170
Lubbock	34,000	42	14,120	Sossamon	3,000		
Lynn	3,000	10	310	Stephens	3,400		
McCulloch	3,400			Sterling	400		
McLennan	40,000	13	5,390	Stonewall	1,000		
McMullen	500	20	100	Sutton	1,000		
Madison	2,200	25	560	Swisher	2,400	11	260
Marion	2,600			Tarrant	122,800	60	73,170
Martin	1,400	12	170	Taylor	20,200		
Mason	1,700			Terrell	1,000		
Matagorda	6,300	30	1,880	Terry	3,800	12	470
Maverick	2,800			Throckmorton	1,000		
Medina	4,600	49	2,260	Titus	5,100		
Menard	1,200			Tom Green	19,000		
Midland	9,900			Travis	46,200	35	16,370
Milam	6,500	11	690	Trinity	2,900	32	930
Mills	1,800			Tyler	3,100	17	530
Mitchell	4,200	10	440	Ushur	5,600		
Montague	5,200	26	1,340	Upton	1,700		
Montgomery	7,300	45	3,310	Uvalde	4,600		
Moore	5,100	15	780	Val Verde	4,200		
Morris	2,700			Van Zandt	6,500	31	2,020
Motley	1,200			Victoria	9,400	17	1,560
Nacogdoches	8,300			Walker	4,900	32	1,570
Navarro	11,600	23	2,720	Waller	3,100	45	1,410
Newton	2,700	17	460	Ward	4,100		
Nolan	6,100			Washington	5,900	25	1,490
Nueces	50,300			Webb	13,300		
Ochiltree	2,000	11	210	Wharton	10,000	30	2,970
Oldham	400	10	40	Wheeler	2,800	10	290
Orange	13,700	16	2,190	Wichita	28,300	22	6,260
Palo Pinto	5,900	37	2,200	Wilbarger	6,000	11	630
Panola	4,900			Willacy	5,600	13	710
Parker	7,200	37	2,680	Williamson	11,100	26	2,850
Parmer	1,800	11	200	Wilson	3,600	36	1,300
Pecos	2,700			Winkler	3,400		
Polk	4,400	32	1,400	Wise	4,900	46	2,260
Presidio	1,700			Wood	6,100	15	920
Rains	1,100	15	170	Yoakum	1,100	12	130
Randall	5,000	27	1,350	Young	5,200		
Reagan	900			Zapata	1,000		
Real	700			Zavala	2,500		
Red River	6,100			Potter	24,800	27	6,690
Reeves	3,500			Totals	2,328,100		717,930

KRBC-TV

ABILENE

(Target Date, Aug. 30, 1953)

LICENSEE: Reporter Broadcasting Co. Address: 11th Floor, Windsor Hotel. Phone: 4-6255

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 25.8 kw. Aural 12.9 kw. Operating Pow.: Visual 25.8 kw. Aural 12.9 kw. Transmitter: Address, Cedar Gap Mountain. Make, GE. Antenna: Make GE. Type TY14F. Height, Above average terrain 772 ft. Above ground 437 ft.

OPERATION: Target date Aug. 30, 1953. Hours, 6:00 p.m.-10:00 p.m.

AFFILIATIONS: Station, AM, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Dempsey & Koplavitz. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (Temporary 12 x 24 ft.). One GE PE-5-A camera chain. Two Gen. Precision 16mm PA-100-A film projectors. PF-3-C (1) opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Eva May Hanks (64%), George S. Anderson (16%), Howard Barrett (8%), Max Bentley (8%), Ben M. Davis (2%), Athalene Gulley (2%). Miss Hanks is a principal stockholder in Abilene Reporter-News, Big Spring Herald (KBST), Paris News, Corpus Christi Caller-Times and Denison Herald, all Texas.

EXECUTIVES:

Eva May Hanks, Pres. John Renshaw, Prog. Dir. & Film Buy.
Howard Barrett, Gen. Mgr.
Troy Mallon, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$18, Film \$18. Frequency discounts from 2 1/2% for 13 times up to 20% for 365 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area) Population 216,681; Families in area 63,722; Retail Sales \$272,405,000.

AMARILLO

KFDA-TV

LICENSEE: Amarillo Broadcasting Co. Address: P. O. Box 1400. Phone 4-5343

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 56 kw. Aural 30 kw. Operating Pow.: Visual 5 kw. Aural 2.7 kw. Transmitter: Address, 2 miles north of city limits at intersection. Make, GE, Model TT-6E. Antenna: Make GE. Type TY-28-H, 12 Bay Superturndstile. Height, Above average terrain 550 ft. Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 4:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks CBS, ABC. Stations, AM, KFDA.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Eugene Burk Consulting Engineer Commercial Radio Equipment Co.

SERVICES: Two studios: (40 x 50 ft. & 15 x 18 ft.). Two GE camera chain. One GE film camera. Two Eastman 16mm film projectors. FTL-93-B, du flying spot scanner. News Services, AP, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Co-owners are President Wendell Mayes (25%) chief owner of KBWD Brownwood and KNOW Austin, Tex.; Vice President C. C. Woodson (25%) oil, gas and publishing interests; Secretary-Treasurer Charles B. Jordan (25%), vice president-assistant general manager of Texas State Network and vice-president of KABC San Antonio, WACO Waco, KRIO McAllen and KFJZ Ft. Worth; Director Gene L. Cag (25%), president-general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRIO, 25% owner of KSTB Big Spring and director of KFDA and Waco TV Corp. Mr. Woodson is owner of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light, all Texas, and Miami, Okla. News-Herald.

EXECUTIVES:

Wendell Mays, Pres. Bill Spiller, Ch. Eng.
John Hopkins, Gen. Mgr. Kindred Raley, Film Buy.
Ross Lamb, Com. Mgr. Don Daniels, TV Supvr.
Kindred Raley, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40.00, Film \$40.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

KGNC-TV

LICENSEE: Plains Radio Broadcasting Co. Address: Box 751. Phone: 3-4242

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50 kw. Operating Pow.: Visual 10 kw. Aural 5 kw. Transmitter: Address, 4.5 miles North Amarillo city limits. Make, RCA. Model TT 10 AL. Antenna: Make RCA. Type TF 12 AMD. Height, Above average terrain 767 ft. Above ground 833 ft.

OPERATION: Began March 11, 1953. Hours, 3:45 p.m.-12:00 M.

AFFILIATIONS: Networks NBC-TV & DuM. Stations, AM, KGNC.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (36 x 55 & 12 x 16 ft.). RCA camera chain. Two RCA TK 20 B film cameras. Two RCA Type TT 16 D film projectors. Gen. Telop opaque projector. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Globe-News Publishing Co. (81%); Globe-News Employees Pool (19%). (See Newspaper Ownership.)

EXECUTIVES:

B. E. Walker, Pres. William H. Torrey, Ch. Eng.
Tom Kritser, Gen. Mgr. Bill Clarke, Loc. Sls. Mgr.
Bud Thompson, Com. Mgr. Max Ewing, Prod. Mgr.
Kelly Maddox, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	228,900	169,800	398,700
Families in area	61,970	46,850	108,820
Area in Square Miles	3,272	12,972
No. of Sets (June 1)	26,217
Retail Sales	\$329,392,000	\$224,571,000	\$553,963,000
Income per family	\$5,946	\$5,339	\$5,642
Income per Capita	\$1,724	\$1,488	\$1,606

AUSTIN

KTBC-TV

LICENSEE: Texas Broadcasting Corp. Address: 6th & Brazos Sts., Driskill Hotel. Phone: 2-2424

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50 kw. Operating Pow.: Visual 100 kw. Aural 50 kw. Transmitter: Address, Moulton. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-12AH. Height, Above terrain 740 ft. Above ground 578 ft.

OPERATION: Began Nov. 27, 1952. Hours, 1:00 p.m.-12:00 p.m.

AFFILIATIONS: Networks CBS, NBC, ABC, DuM. Stations, AM, KTBC.

REPRESENTATIVES: Sales, The O. L. Taylor Co. Washington Attorney Cohn & Marks. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (26 x 30 & 15 x 20 ft.). Two RCA field camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA scanner. News Service, UP. Library, Sterling.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson (99.5%).

AUSTIN (Continued)

KTBC-TV (Continued)

EXECUTIVES:

Claudia T. Johnson, Pres.	Richard Pryor, Prog. Dir.
J. C. Kellam, Gen. Mgr. & Film Buy.	Ben Hearn, Ch. Eng.
O. P. Bobbit, Sls. Mgr.	Paul Bolton, News Ed.
	Harry Voelker, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$315, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	256,762	336,447	506,960
Families in area	69,395	91,227	145,124
Area in Square Miles	3,730	8,469	*15,400
No. of Sets (June 1)	27,500	34,649	38,791
Retail Sales	\$289,000,000	\$378,783,000	\$506,960,000
Income per family	\$4,505	\$4,491	\$4,405
Income per Capita	\$1,220	\$1,210	\$1,215

* 0.1 m/vm contour

BEAUMONT

KBMT (TV)

(Target Date, Summer, 1953)

LICENSEE: Television Broadcasters. Address: P. O. Box 1592

FACILITIES: Chan. 31. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 14 kw. Transmitter: Address, 2 miles west on Washington Blvd. Make, DuM. Antenna: Make RCA. Height, Above average terrain 820 ft. Above ground 844 ft.

OPERATION: Target date Summer, 1953.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: J. A. Newborn Jr. (10%), president of Beaumont Savings and Loan Assn. and TV grantee at Tyler, Tex.; N. D. Williams (30%), president Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president Reed Co. and Gulf-York Inc., wholesale appliances; Jack S. Josey (30%), independent oil producer.

BROWNSVILLE

XELD-TV (MATAMOROS, MEX.)

LICENSEE: Television de Matamoros, S. A. Address: 1014 E. Washington St., Brownsville. Phone: Brownsville 2-6953

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 2.8 kw, Aural 1.4 kw. Transmitter: Address, Matamoros, Mex. Make, RCA. Antenna: Make RCA. Height, Above average terrain 700 ft. Above ground 650 ft.

OPERATION: Began Sept. 1951. Hours, 3 p.m.-10:30 p.m.

AFFILIATIONS: Network ABC, CBS, NBC, DuM.

REPRESENTATIVES: Sales Adam Young Jr.

PRINCIPAL STOCKHOLDERS: Romulo O'Farrill Sr., publisher of Mexico City Novedades and owner XEX and XHTV (TV) Mexico City, Emilio Azcarraga owns Radio Programas de Mexico, S.A., XEW-TV and XEQ-TV Mexico City.

EXECUTIVES:

Romulo O'Farrill Jr., Pres.	L. W. Smith, Com. Mgr.
Monte Kleban, Gen. Mgr.	George B. Smith, Ch. Eng.
Bert Metcalf, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$35, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

DALLAS

KDTX (TV)

(Target Date, not set)

LICENSEE: UHF Television Co. Address: Magnolia Building

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 115 kw. Transmitter: Address, Cliff Towers Hotel. Make, GE. Antenna: Make GE. Height, Above average terrain 510 ft. Above ground 577 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. (See Group Ownership for other holdings).

KLIF-TV

(Target Date, not set)

LICENSEE: Trinity Broadcasting Corp. Address: 2104 Jackson St. Phone: Randolph 7121

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 2104 Jackson St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 491 ft. Above ground 539 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KLIF.

REPRESENTATIVES: Washington Attorney Cohn & Marks. Consulting Engineer Weldon & Carr.

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Barton R. McLendon (50%), 20% owner of Tri-State Theatres, Dallas; Vice Pres. Gordon B. McLendon (49%) 20% owner of Tri-State Theatres. Applicant is also licensee of KELP El Paso and KLBS Houston.

EXECUTIVES:

B. R. McLendon, Pres. Gordon McLendon, Gen. Mgr.

BROADCASTING-TELECASTING

RUNS MORE*

**TELEVISION STATION ADVERTISING
THAN ANY OTHER JOURNAL
SERVING THE FIELD**

** more Texas stations*

advertise with BROADCASTING • TELECASTING

THAN ANY OTHER PUBLICATION

DALLAS (Continued)

KRLD-TV

LICENSEE: KRLD Radio Corporation. Address: Herald Square. Phone Randolph 6811

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cam & Griffin Sts. Make, GE. Model TT6-C with TF3-A Amplifier. Antenna: Make GE. Type TY-13-F 6-Bay. Height, Above average terrain 463 ft Above ground 568 ft.

OPERATION: Began Dec. 3, 1949. Hours, 7:30 a.m.-12:00 p.m.

AFFILIATIONS: Network CBS. Stations, AM, KRLD. FM, KRLD-FM

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Eliot Lovet. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Two studios (22 x 45 ft. each). 5-TA-124 DuM camera chains. Two GE PE-2-B-modified film cameras. Two GE film projectors. Gray Teo opaque projector. GE mobile unit. News Services, AP, UP, INS. Library Official.

PRINCIPAL STOCKHOLDER: Times Herald Printing Co. sole owner, publisher of the Dallas Times Herald.

EXECUTIVES:

Clyde W. Rembert, Pres.	B. B. Honeycutt, Ch. Eng.
Roy M. Flynn, Gen. Mgr.	Nicholas Mueller, Film Buy.
W. A. Roberts, Com. Mgr.	A. J. Putman, Prom. & Publ. Mgr.
Ves Box, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 2.5% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Fringe Area)
Population	1,296,940	1,625,840	2,095,900
Families in area	451,000	560,400	616,500
Area in Square Miles	750	3,249	10,000
No. of Sets (June 1)	200,000	250,000	272,000
Retail Sales	\$1,712,433,000	\$1,997,292,000	\$2,433,657,000
Income per family	\$5,021	\$4,200	\$4,955
Income per Capita	\$1,547	\$1,250	\$1,397

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: Young & Houston Streets. Phone: Riverside 3315

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.1 kw, Aural 13.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 3000 Harry Hines Blvd. Make, DuM. Model 5000 Oak. Antenna: Make RCA Type TF6A. Height, Above average terrain 350 ft. Above ground 373 ft.

OPERATION: Began September 17, 1949. Hours, 10:15 a.m.-12:00 M.

AFFILIATIONS: Networks NBC, ABC, & DuM. Stations, AM, WFAA 820 & WFAA 570.

REPRESENTATIVES: Sales, Edward Petry Co. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios: (25 x 35 ft.). Five DuM studio field camera chains Two DuM Iconoscope film cameras. Two Holmes, film projectors. Gray Telop opaque projector. DuM Telecruiser mobile unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: Licensee is publisher of the Dallas Morning News

EXECUTIVES:

E. M. (Ted) Dealey, Pres.	Jay Watson, Prog. Dir.
Martin B. Campbell, Supvr.	Wm. C. Ellis, Ch. Eng.
Ralph W. Nimmons, Sta. Mgr.	George Krutilek, Supvr. TV
Terry H. Lee, Asst. Mgr., Sls.	Howard Anderson, Film Buy.

RATE INFORMATION: Class A one hour Live \$650. Minute spot Live \$130. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,386,000	1,669,600
Families in area	416,000	503,300
Area in Square Miles	9,600	19,400
No. of Sets (June 1)	279,573	312,759
Retail Sales	\$1,792,677,000	\$2,039,189,000
Income per family	\$5,542	\$5,145
Income per Capita	\$1,667	\$1,551

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

KRLD-TV

Channel 4, Dallas

Exclusive Outlet for CBS Television Network Programs in Dallas and Fort Worth.

MAXIMUM POWER

VIDEO 100,000 Watts
AUDIO 50,000 Watts

North Texas's Most Powerful Television Station!

In a survey of 750 North Texas Television Sales and Service dealers, the question was asked:

"WHAT TELEVISION STATION DELIVERS THE BEST PICTURE AND AUDIO SIGNAL IN YOUR AREA?"

94.7% MORE said KRLD-TV than the second television station.

53.8% MORE said KRLD-TV than the second and third stations COMBINED.

SURVEY FALL, 1952

The *BIGGEST* buy
in the *BIGGEST* market
in the *BIGGEST* state

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

KRLD-TV

Channel 4, Dallas

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE



**THE SUIT
WITH
THE EXTRA
PANTS**

... a fitting analogy

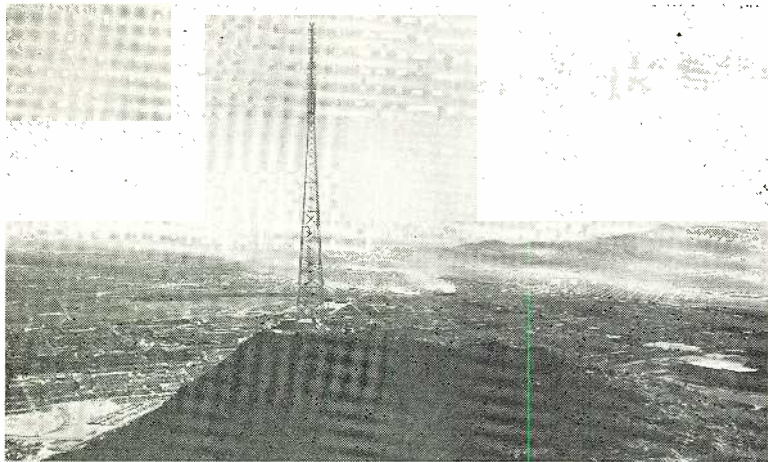
Buy the DALLAS suit . . . get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the DALLAS-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,339,300 Texans, the pockets lined with two billion dollars. It's worn in the homes of 402,400 families that average 31% more than the national average on purchases of automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the DALLAS suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

*... displayed
on 295,000
TV screens*

XX
channel 8
WFAA-TV
NBC • ABC • DUMONT
XX

RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

the City?



EL PASO, TEXAS

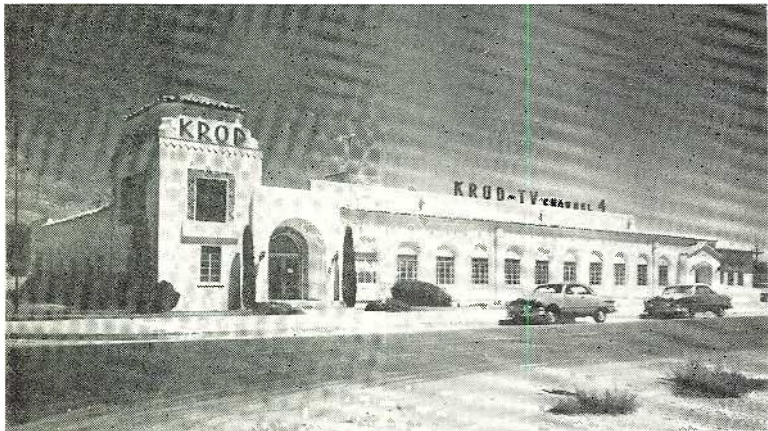
heart of America's largest trading area

Vital, prosperous, growing El Paso is the distribution center in a trade territory doing more than half a billion in retail sales annually. It is 400 miles or more from any city of equal or larger size.

Because of its geographical location it cannot be reached by any other TV city.

Although television has been in El Paso only 7 months, there are more than 27,000 sets in use.

The Station?



KROD-TV CHANNEL 4

really covers the El Paso market

You sell more on Channel 4 because more people watch KROD-TV. KROD-TV with 56,300 watts and an antenna 1,783 feet above the city is vastly superior in area and local coverage. KROD-TV has unrivalled studio and staff facilities, more and better local programs, unequalled film shows, the best of CBS, DuMont and ABC Network programs, aggressive merchandising, effective promotion and a newspaper affiliation.

RODERICK BROADCASTING CORP.

D. D. Roderick Chairman of Board
Val Lawrence Pres. & Gen. Mgr.
Dick Watts Gen. Sales Mgr.

Now Nationally Represented by the **BRANHAM COMPANY**

TEXAS

EL PASO

KEPO-TV

(Target Date, Fall 1953)

LICENSEE: KEPO Inc. Address: 2419 North Piedras St. Phone: 5-2731.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 60 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, El Paso, Texas (On Mountain Crest, 0.4 miles North of Scenic Point). Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,050 ft. Above ground 420 ft.

OPERATION: Target date Fall 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KEPO.

REPRESENTATIVES: Sales, Avery-Knode! Inc. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pres. Miller C. Robertson (25%); Vice Pres. W. A. Porter Jr. (25%); Sec.-Treas. W. B. Pratt (25%); Vice Pres. Ralph I. Richardson (25%). Messrs. Porter, Richardson and Pratt are associated with coal mining and construction interests in Minneapolis.

EXECUTIVES:

Miller C. Robertson, Pres. & Gen. Mgr.
Willard L. Kline, Sta. Mgr. & Sls. Dir.

Arthur B. Davis, Prog. Dir.
E. L. Gemoets, Chief Eng.

KROD-TV

LICENSEE: Roderick Broadcasting Corp. Address: Wyoming at Walnut. Phone: 2-6551.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 56.3 kw, Aural 28.2 kw. Operating Pow.: Visual 56.3 kw, Aural 28.2 kw. Transmitter: Address, Mt. Franklin. Make, RCA. Model TT10 AL. Antenna: Make RCA. Type TF 6 AM. Height, Above average terrain 1,052 ft. Above ground 285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 2:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuM, ABC. Stations, AM, KROD.

REPRESENTATIVES: Sales, Branham Co. Washington Attorney Segal, Smith & Hennessey.

SERVICES: Two studios (48 x 52 ft. & 24 x 36 ft.). Three RCA studio camera chains. Two RCA iconoscope film cameras. Two RCA 16mm film projectors. Gray Telop opaque projector. News Service, AP. Libraries, Capitol; Sesac.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (78%) Pres. El Paso Times Inc.; Val Lawrence (10%) Vice Pres. El Paso Times Inc. majority stockholder KAYE Carlsbad, N. M.

EXECUTIVES:

Dorrance D. Roderick, Chairman
Val Lawrence, Pres. & Gen. Mgr.
Dick Watts, Com. Mgr. & Film Buy.

Bernie Bracker, Prog. Dir.
Ed Talbot, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$312.50 Film \$250. Minute spot Live \$62.50, Film \$50. Frequency discounts from 5% for 52 times up to 10% for 156 times. Rate Card No. 1.

EL PASO (Continued)

KTSM-TV

LICENSEE: Tri State Broadcasting Co. Address: 801 N. Oregon St. Phone: 2-5423

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, 401 S. Santa Fe St. Make, RCA. Antenna: Make Stainless. Type 500. Height above ground 500 ft.

OPERATION: Began Jan. 4, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network NBC

REPRESENTATIVES: Sales, Geo. P. Hollingbery. Washington Attorney Loucks, Zias, Young & Jansky. Consulting Engineer Geo. P. Adair.

SERVICES: Two studios (25 x 40 ft. & 15 x 25 ft). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. Gray Telop opaque projector. Composite film processing unit. News Service, NBC. Libraries, Thesaurus, World.

PRINCIPAL STOCKHOLDERS: Karl O. Wyler (85%); F. L. Koons (10%); and W. C. Bailey (5%).

EXECUTIVES:

Karl O. Wyler, Pres., Gen. Mgr.	K. J. Walton, Ch. Eng.
Roy T. Chapman, Com. Mgr.	Karl O. Wyler Jr., Prom. Dir.
Jack Chapman, Prog. Dir. & Film Buy.	Jack Rye, Prod. Sup.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 1 time up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
*Population	265,454	298,900
Families in area	64,457	12,743	77,200
No. of Sets (June 1)	25,000
Retail Sales	\$280,103,000

*Figures do not include Juarez, Mexico, 130,000 population plus 100,000 military personnel.

FORT WORTH

KTCO (TV)

(Target Date, not set)

LICENSEE: Tarrant Television Co. Address: 1101 W. Seventh St.

FACILITIES: Chan. 20. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 150 kw. Transmitter: Address, Fair Bldg. Make, GE. Antenna: Make RCA. Height, Above average terrain 320 ft. Above ground 394 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: K. K. Kellam (30%), Ford distributor; A. H. Lightfoot (40%), automobile financing and automobile dealer.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

The American Research Bureau asked 637 leading television agencies and advertisers the following:

Q.

As an advertising medium, which of these publications should a television station use to best reach you?

A.

BROADCASTING TELECASTING

overwhelmingly the first choice among leading TV agencies and advertisers*

Nearly 50% (289) responded as follows:

BROADCASTING • TELECASTING 108

Publication "B".....	65
Publication "C".....	36
Publication "D".....	24
All others.....	56

* For complete brochure describing this study in detail write your nearest B•T office.

FT. WORTH (Continued)

"we chose H-R because everybody says you are the comers..."



This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to SELL. (Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.) The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm. Please remember—H-R is the organization which Always Sends A Man to Do A Man's Work.

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



NEW YORK CHICAGO HOLLYWOOD SAN FRANCISCO

WBAP-TV

LICENSEE: Carter Publications, Inc. Address: 400 West Seventh St., Fort Worth, Texas. Phone: Fort Worth—Lockwood 1981; Dallas—Tremont 975.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 16.4 kw, Aural 8.2 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 39C Barnett St. Make, RCA. Model TT5A. Antenna: Make RCA. Type TF-3B. Height, Above average terrain 490 ft. Above ground 502 ft.

OPERATION: Began Sept. 29, 1948. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, WBAP-820; W3AP-570. FM, WBAP-FM

REPRESENTATIVES: Sales, Free & Peters, Inc. Washington Attorney Seegal, Smith & Hennessey. Consulting Engineer A. D. Ring & Associates.

SERVICES: Studio 1, 45 x 82 x 28 ft., (seats 250), 1, 20 x 33 x 20 ft., Announcer's booth 15 x 15 x 10 ft., Two outdoor studios. Four RCA TK-30A & Two RCA-TK-10A camera chains. One Bodie Model P3AB rear screen projector. Two RCA TK 20A film cameras. Two TPI6D film projectors. Transparent 2 x 2—Selectroslide, Jr. Gray Telop opaque projector. One Houston 22, and one Houston 11-B film processing units. One RCA—TJ50/ mobile unit. News Service, AP. Libraries, Associated, World.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Ft. Worth Star Telegram.

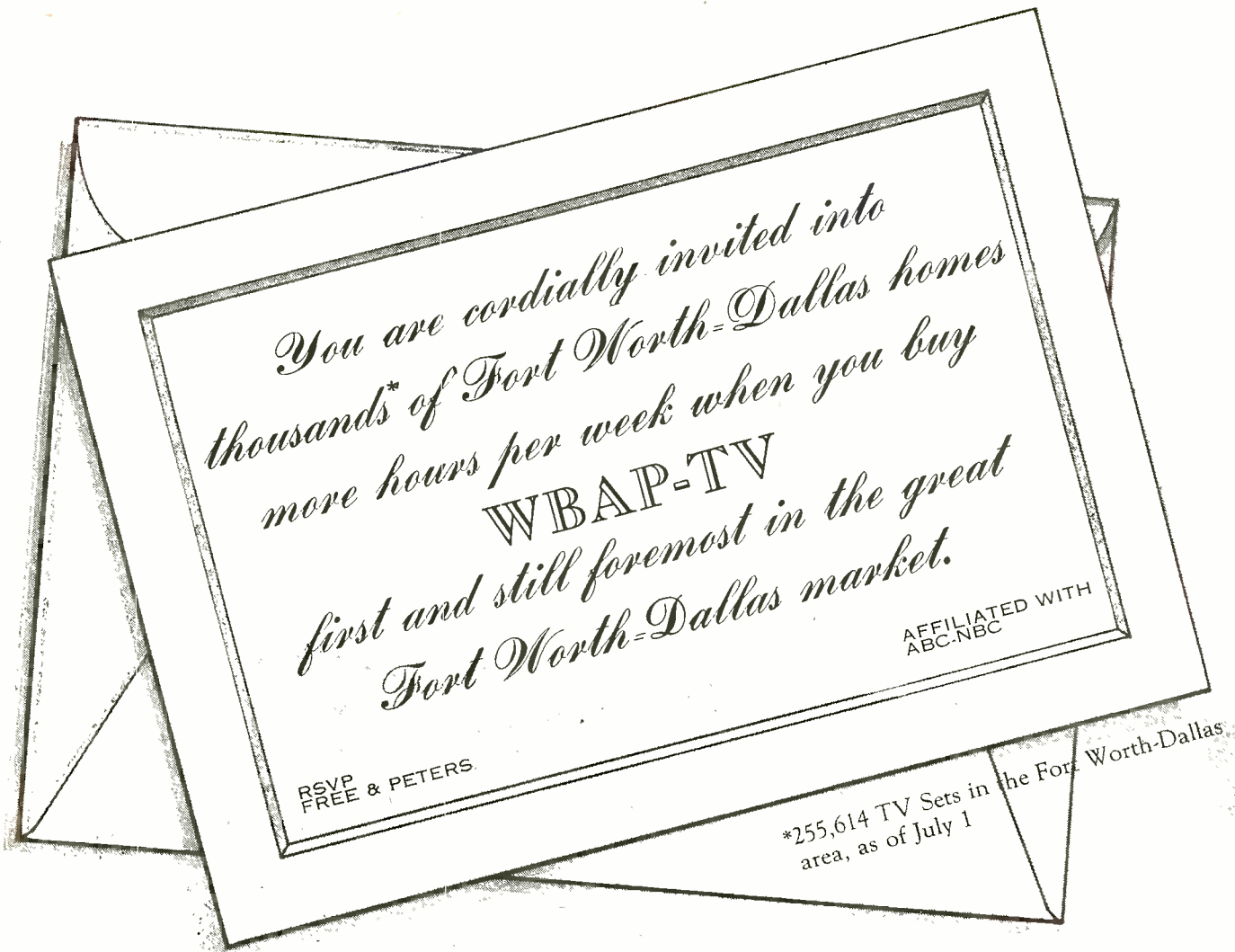
EXECUTIVES:

Amon Carter, Chmn.	Tommy Thompson, Prod. Dir.
Amon Carter, Jr., Pres.	James A. Byron, News Ed.
Harold Hough, Dir.	Roberta Wygant, Cont. Ch.
George Cranston, Mgr.	Clare Tuohy, Traffic Ch.
Roy Bacus, Com. Mgr.	Marshall Atwell, Art Dir.
Jack Rogers, Reg. Sls. Mgr.	Merl Hartung, Film Lab. Ch.
Howard Fisher, Dir. of Publ., Prom. & Merc.	John Quigley, Com. Film Dir.
Robert Gould, Prog. Dir.	Margaret McDonald, Home Ec.
Lynn Trammel, Film Prog. Mgr.	R. C. Stinson, Eng. Dir.

RATE INFORMATION: Class A one hour Live \$650. Minute of 20 second spo. Live \$130. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8-TV.

MARKET INFORMATION: Population 1,309,670; Families in area 394,800; No. of Sets (June 1) 252,814; Retail Sales \$1,720,369,000; Income per family \$3,743.94; Income per Capita \$1,127.44. Sixteen counties within 100 uv/m circle.

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Top coverage in the foremost market in the South

First in the Southwest — established 1948

Outstanding local and network programming

Finest facilities in the Southwest

Award-winning news service staff

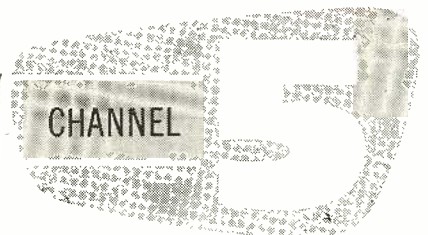
Complete film laboratory, Daily News Reels

Top Hooper ratings

\$1½ Billion Dollar Market

Proven response area of 30 wealthy counties

WBAP-TV



STAR-TELEGRAM STATION NBC-ABC FORT WORTH, TEXAS

AMON CARTER
Chairman

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

GALVESTON

KGUL-TV

LICENSEE: Gulf Television Company. Address: 2002 45th St. Phone: 3-1607

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 125 kw. Operating Pow. Visual 235 kw, Aural 125 kw. Transmitter: Address, Near Arcadia, Texas. Make, GE. Model TT-23-A (20 kw). Antenna: Make GE. Type 12 Section TY-28-H. Height, Above average terrain 550 ft. Above ground 574 ft.

OPERATION: Began March 22, 1953. Hours, 11:30 a.m.-12:00 M.

AFFILIATIONS: Networks CBS, ABC, DuM., NBC.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: One Multi-purpose studio 30 x 30 ft. (Planned: Auxiliary studio located in Houston). Two GE Orthecons, type PC 7-A (Model 4DC-7A1) camera chains. One GE & one RCA film cameras. Two 16mm Eastman (Model 250) film projectors. Two Spindler & Sauppe Selectroslide, Jr. slide projectors. News Services, AP.

PRINCIPAL STOCKHOLDERS: Paul E. Taft (55%), Houston business executive; Francis Kirk Johnson (15%), oil producer and executive; James M. Stewart (15%) actor and investor; R. Lee Kempner.

EXECUTIVES:

Paul E. Taft, Pres. & Gen. Mgr.	M. B. Johnson, Film Buy.
Raymond E. Jones, Com. Mgr.	W. D. Evans, Jr., Prom. Dir.
Henry B. Williamson, Prog. Dir.	John L. Eisele, Merc. Mgr.
William R. Sloat, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population 1,218,400; Families in area 355,200; Area in Square Miles 5,800; No. of Sets (June 1) 235,000; Retail Sales \$1,479,585,000; Effective Buying Income per family \$6,137.

KTVR (TV)

(Target Date, Early Fall, 1953)

LICENSEE: Rudman Television Co. Address: Mercantile Bank Bldg.

FACILITIES: Chan. 41. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, Hitchcock, Tex. Make, GE. Antenna: Make GE. Height, Above average terrain 470 ft. Above ground 480 ft.

OPERATION: Target date early Fall, 1953.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: M. B. Rudman, independent oil operator, sole owner. For Mr. Rudman's other holdings, see Group Ownership.

HARLINGEN

KGBS-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Harbenito Bcstg. Co. Address: P. O. Box 711. Phone: 2200

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.0 kw. Operating Pow.: Visual 13 kw, Aural 6.0 kw. Transmitter: Address, U.S. Highway 83. Make, GE. Model TT 10A. Antenna: Make GE. Height, Above average terrain 410 ft. Above ground 410 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, CBS. Station, AM, KGBS.

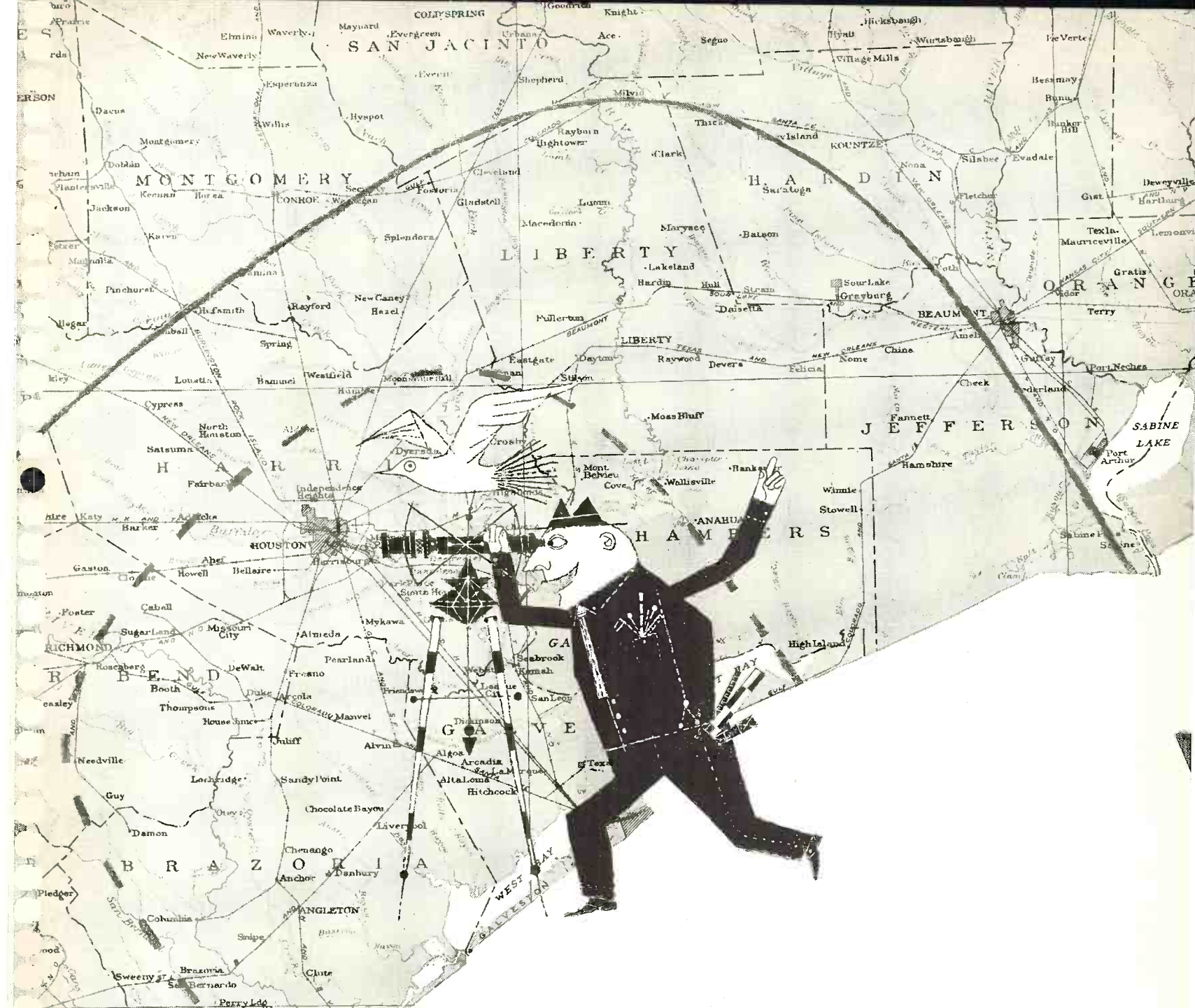
REPRESENTATIVES: Sales, John E. Pearson Television Inc. Washington Attorney Cohn & Marks. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Two studios. Two GE camera chains.

PRINCIPAL STOCKHOLDERS: President McHenry Tichenor (50%); Vice President J. C. Looney (40%); Secretary-Treasurer Troy McDaniel (10%).

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Bigger than predicted!

And in Texas, that's *big!* KGUL-TV, with the most powerful signal in the Southwest—

- ... wings not only to Houston, *but 25 miles beyond!*
- ... brings into range a greater metropolitan area than ever—*Galveston and Houston combined, now 14th in the nation!*
- ... one of the top dozen richest areas in the U. S. in family income, with an average of \$6,342 a year!
- ... spans more people than ever, *now 1,218,400*, and more total income, *now \$2,179,947,000!* Sources on request.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.

Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on ...

KGUL-TV



Channel 11
in Galveston-Houston
Basic CBS Television Network

Represented by CBS
Television Spot Sales

HARLINGEN (Continued)

KGBS-TV (Continued)

EXECUTIVES:

McHenry Tichenor, Pres. Al Beck, Ch. Eng.
Troy McDaniel, Gen. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Live \$26, Film \$20. Rate Card No. 1.

MARKET INFORMATION: Population 330,000; Families in area 83,000; No. of Sets (June 1) 22,000; Retail Sales \$225,000,000; Income per family \$3,494.

HOUSTON

KNUZ-TV

(Target Date, Sept. 15, 1953)

LICENSEE: KNUZ Television Co. Address: Texas Television Center, P. O. Box 2631. Phone: Keystone 2581

FACILITIES: Chan. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: Make, DuM. Antenna: Make DuM. Height, Above average terrain 749 ft. Above ground 700 ft.

OPERATION: Target date Sept. 15, 1953. Hours, 2:55 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KNUZ.

REPRESENTATIVES: Sales, Forjoe TV, Washington Attorney Cohn & Marks. Consulting Engineer Weldon & Carr.

SERVICES: Three studios (40 x 80 ft., 40 x 50 ft., & 30 x 40 ft.). Four DuM. camera chains. One rear screen projector. DuM. film projector. DuM. 2 x 2 in. slide projector. DuM. scanner. DuM. opaque projector. Custom built mobile unit. News Service, UP. Library, United.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs (40%) 26% of KNUZ Radio; Irvin Shlenker (40%); Douglas Hicks (5%) 26% KNUZ Radio; David H. Morris (5%); Leon Green (5%) 24% of KNUZ Radio; Beiky Swenson (5%) 24% of KNUZ Radio.

EXECUTIVES:

Max H. Jacobs, Pres. Roger Van Duzer, Prog. Dir. & Film Buy.
David H. Morris, Vice Pres. & Gen. Mgr. O. C. Crossland, Ch. Eng.
Jack Heely, Com. Mgr. Bill Crawford, News Dir.

RATE INFORMATION: Class A one hour Film \$350. Minute spot Film \$70. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,024,428	71,746	1,096,174
No. of Sets (May 11)	9,996
Retail Sales	\$1,299,856,125	\$69,442,833	\$1,369,298,958

KPRC-TV

LICENSEE: The Houston Post Co. Address: 3014 Post Oak Road, P. O. Box 1234. Phone: Madison 9271

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3014 Post Oak. Make, GE. Model TT6A-TF-3-A Amplifier. Antenna: Make GE. Type 4T412C1. Height, Above average terrain 630 ft. Above ground 686 ft.

AFFILIATIONS: Networks NBC, ABC, DuM, CBS. Stations, AM, KPRC. FM, KPRC-FM

OPERATION: Began Jan. 1, 1949. Hours, 7:00 a.m.-12.30 a.m.

REPRESENTATIVES: Sales, Edw. Petry & Co. Washington Attorney Miller & Schroeder. Consulting Engineer Frank H. McIntosh.

SERVICES: Three studios (Patio outside, 40 x 70 ft., 40 x 50 ft. & 40 x 70 ft.). Four (3 DuM & 1 GE) camera chains. Two Bodde rear screen projectors. Two GE iconoscope film cameras. Two GE Bell & Howell 16mm film projectors. Four 2 x 2" Spindler & Sauppe slide projectors. Linn Coach fully equipped mobile unit. News Services AP, UP. Library Thesaurus.

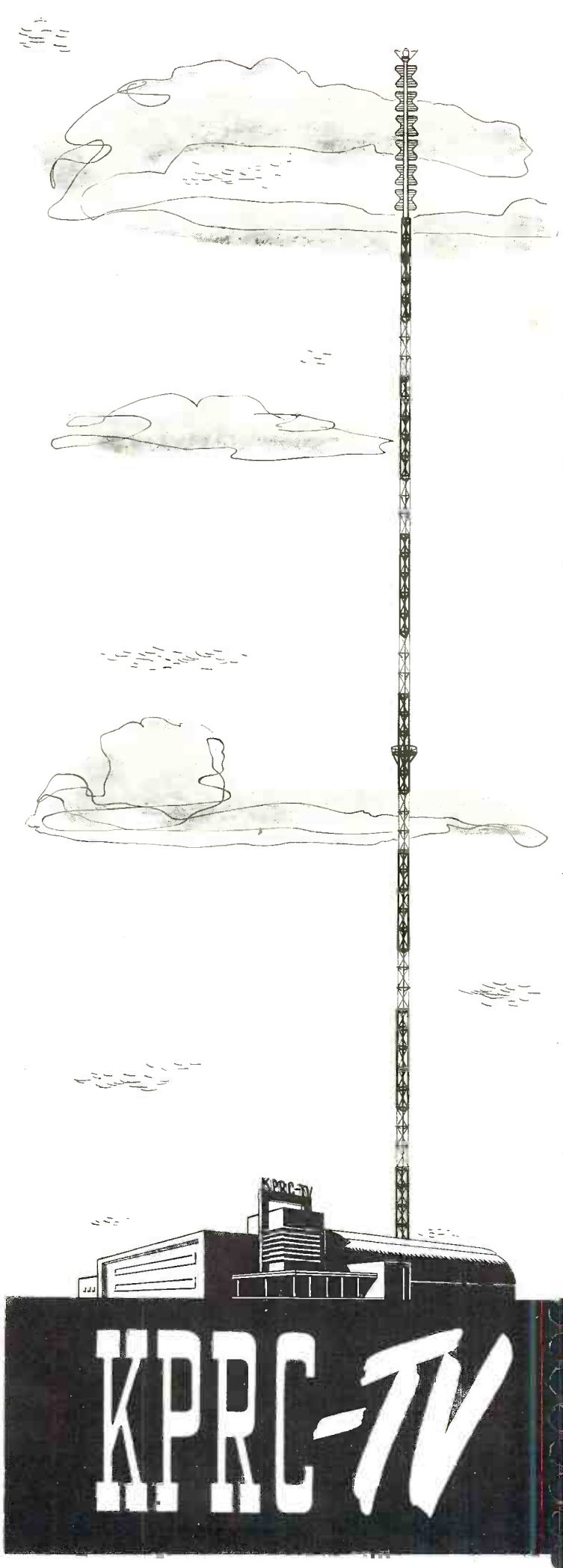
PRINCIPAL STOCKHOLDERS: W. P. Hobby; W. P. Hobby Jr.; Jessica Queta Hobby; publishes the Houston Post.

EXECUTIVES:

W. P. Hobby, Pres. Marthalu Brooks, Film Buy.
Jack W. Harris, Vice Pres. & Gen. Mgr. Pat Flaherty, News Dir.
Marsh Callaway, Prom. Mgr.
Jack McGrew, Asst. Mgr. Kurt Harriss, Merc. Mgr.
Bert Mitchell, Prog. Dir. Bruno Leonardt, Loc. Sis. Mgr.
Paul Huhndorff, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$750, Film \$700. Minute spot Live \$165, Film \$140. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 6.

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Now

MAXIMUM POWER

100,000 WATTS

A GREATER BUY THAN EVER!

Now you'll have greater coverage than ever before in the BIG Texas Gulf Coast Market. Up goes the power, down goes your cost-per-thousand.

KPRC-TV's new, 750 foot tower with 6 Bay Antenna completes our TV Center . . . topping the South's finest telecasting facilities with a tower that handles the maximum allowed power . . . 100,000 Watts on Channel 2. KPRC-TV's clear, dominating picture now reaches a larger, richer audience!

FIRST in every time period every day, KPRC-TV continues now, more than ever, to influence the viewing and buying habits of this tremendous Texas market.

CHANNEL 2 HOUSTON

JACK HARRIS
Vice President and General Manager

Nationally represented by
EDWARD PETRY & CO.

HOUSTON (Continued)

KPRC-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,123,100	1,273,400	2,199,700
Families in area	329,200	371,200	638,500
Area in Square Miles	2,826	12,241	49,616
No. of Sets (June 1)	212,000	224,221	260,000
Retail Sales	\$1,377,874,000	\$1,524,472,000	\$2,335,644,000
Income per family	\$5,762	\$3,471	\$4,133
Income per Capita	\$1,613	\$941	\$1,141

HOUSTON

KTVP (TV)

(Target Date, not set)

LICENSEE: UHF Television Co. Address: Magnolia Building

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Transmitter: Address, 4600 Calhoun Rd. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. (See Group Ownership for other holdings.)

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston—Houston Public Schools. Address: 3801 Cullen Blvd. Phone: Charter 0141

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 15 kw, Aural 7.5 kw. Operating Pow.: Visual 7.5 kw, Aural 3.75 kw. Transmitter: Address, 3801 Cullen Blvd. Make, Fed. Model FTL-19-B. Antenna: Make Red. Type 23A-2. Height, Above average terrain 347 ft. Above ground 297 ft.

OPERATION: Began May 25, 1953. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: Station, FM, KUHF

SERVICES: Studio. One FTL—56A dual camera chain. One Century rear screen projector. One FTL-56-A-F film camera. One Holmes LT film projector. FTL-93A scanner. One Polyflex 2 x 2" scanner. DuM film scanner to be delivered Oct., 1953. News Service, AP.

PRINCIPAL STOCKHOLDERS: University of Houston and Houston Public Schools.

EXECUTIVES:

John C. Schwarzwalder, Gen. Mgr.	George Arms, Prod. Dir.
William T. Davis, Ch. Eng.	Paul Owen, Prod. Dir.
John Meaney, Film Buy.	George Collins, Art Dir.
Patrick Welch, Asst. Mgr.	Richard Uray, News Dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	803,420	133,240	936,660
Area in Square Miles	1,529	3,783	5,312
No. of Sets (June 1)	250,000

KXYZ-TV

(Target Date, not set)

LICENSEE: Shamrock Broadcasting Co. Address: 5th Floor Gulf Bldg. Phone: Capitol 6151

FACILITIES: Chan. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, Cullen Blvd. Make, GE. Model TT-25-A. Antenna: Make GE. Type TY-25-D. Height, Above average terrain 670 ft. Above ground 698 ft.

OPERATION: Target date not set.

AFFILIATION: Stations, AM, KXYZ. FM, KXYZ-FM

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Pres. Glen H. McCarthy (86.66%); Exec. Vice Pres. Fred J. Nahas.

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LONGVIEW

KTVE (TV)

(Target Date Sept. 20, 1953)

LICENSEE: East Texas Television Co. Address: P. O. Box 1232. Phone: 4534

FACILITIES: Chan. 32. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow. Visual 1 kw, Aural .6 kw. Transmitter: Address, Kilgore Highway, Longview, Texas. Make, GE. Model TT-20A. Antenna: Make GE. Type Helical. Height, Above average terrain 650 ft. Above ground 400 ft.

OPERATION: Target date Sept. 20, 1953. Hours, 4:00 p.m.-12:00 midnight.

REPRESENTATIVES: Sales: Forjoe-TV. Washington Attorney Ross K. Prescott (Dallas). Consulting Engineer Guy C. Hutcheson (Arlington, Tex.).

SERVICES: Two studios (18 x 35 ft. & 12 x 20 ft.). Two GE camera chains. One GE film camera. Two Holmes film projectors. Two Federal fly spot scanners. One mobile unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: A. James Henry, sole owner.

EXECUTIVES:

A. James Henry, Pres. & Gen. Mgr.	Wm. M. Morrow, Jr., Com. Mgr. & Film Buy.
	Jay Hawks, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150 + cost. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	172,173	404,762	594,000
Families in area	46,600	113,100	166,200
Area in Square Miles	225	1,225	3,000
No. of Sets (June 1)	7,439	11,071	14,400
Retail Sales	\$177,030,000	\$370,221,000	\$482,200,000
Income per family	\$4,500	\$4,398	\$3,000
Income per Capita	\$1,378	\$1,286	\$1,000

LUBBOCK

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Ave. A, Box 15. Phone: 5-6348

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 5 Avenue A., Lubbock, Texas. Make, RCA. Model TT-10AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 751 ft. Above ground 786 ft.

OPERATION: Began May 10, 1953. Hours, 2:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KCBD.

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney Welch, M. & Morgan. Consulting Engineer Weldon & Carr.

SERVICES: Two studios (35 x 60 ft. & 17 x 26 ft.). Two RCA TK11A studio camera chains. Two RCA TK20D film cameras. Two RCA TP16D projectors. One RCA Selectroslide projector. Gray Telop opaque projector. News Service, UP. Libraries, United, Official.

PRINCIPAL STOCKHOLDER: Caprock Broadcasting Co. (KCBD) (55%).

EXECUTIVES:

Joe H. Bryant, Pres. & Gen. Mgr.	Don Wood, Prog. Dir.
Robert L. Snyder, Asst. Mgr.	Frank Lee, Ch. Eng.
George L. Tarter, Com. Mgr.	Hulen Penney, Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$26.50, Film \$20.00. Frequency discounts up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	209,614	268,224	343,000
Families in area	62,618	83,220	108,900
Area in Square Miles	4,075	8,830	19,000
No. of Sets (June 1)	28,760
Retail Sales	\$298,964,000	\$374,638,000	\$402,493,000
Income per family	\$6,007	\$5,428	\$5,000
Income per Capita	\$1,670	\$1,538	\$1,000

LUBBOCK (Continued)

KDUB-TV

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: Lubbock 5-9388

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 17.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 7400 College Avenue. Make, DuM. Model 8000. Antenna: Make RCA. Type 6-Bay Super Turnstile. Height, Above average terrain 832 ft. Above ground 852 ft.

OPERATION: Began Nov. 13, 1952. Hours, 2:30 p.m.-12:00 M.

AFFILIATIONS: Networks CBS, DuM.

REPRESENTATIVES: Sales, Avery-Knode, Inc. Washington Attorney Eliot C. Lovett. Consulting Engineer Frank McIntosh.

SERVICES: Two studios 130 x 60 ft. & 30 x 24 ft.). Three image orth. camera chains. Two Holmes rear screen projectors. Two DuM film cameras. Two Holmes film projectors. Monochrome DuM scanner. Belop opaque projector. Custom-made film processing unit. Mobile unit. News Service, INS. Library, APS.

PRINCIPAL STOCKHOLDERS: W. D. Rogers, Jr. (31.6%); Vernice Ford (20.3%); W. W. Conley (9.2%); Roger L. Kuykendall (17.4%); Flora Cameron Kampmann (8.3%); Charles W. Balthrope (4.0%); A. L. Lott (9.2%).

EXECUTIVES:

W. D. Rogers, Jr., Pres. & Gen. Mgr.
 E. R. Norris, Prog. Dir. & Film Buy.
 Mike Shapiro, Com. Mgr. & Asst. Mgr.
 T. W. Kirksey, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$20. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	218,272	128,849	347,121
Families in area	105,188
Area in Square Miles	20,928
No. of Sets (June 1)	29,000
Retail Sales	\$442,235,000
Income per family	\$6,007
Income per Capita	\$1,670

KFYO-TV

(Target Date, Late 1953)

LICENSEE: Plains Radio Broadcasting Co. Address: 914 Ave. J. Phone: 5-5567

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter Address, 74th St. & College Ave.

OPERATION: Target date late 1953.

AFFILIATIONS: Networks, CBS, DuM. Station, AM, KFYO.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum, Jr. (Dallas).

PRINCIPAL STOCKHOLDERS: Globe News Publishing Co. (81%); Employees of Globe News pool (19%). Same interests publish Lubbock Avalanche and Journal and Amarillo News and Globe-Times (KGNC-AM-TV).

EXECUTIVES:

B. E. Walker, Pres.
 Gordon Thompson, Gen. Mgr.
 W. S. Bledsoe, Ch. Eng.

LUFKIN

KTRE-TV

(Target Date, Early 1954)

LICENSEE: Forest Capital Broadcasting Co. Address: P. C. Box 701. Phone: 3-7771

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 11.3 kw, Aural 5.65 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, Clawson, Tex. Make, RCA. Antenna: Make RCA. Type TF-6A1 6-bay. Height, Above average terrain 666 ft. Above ground 500 ft.

OPERATION: Target date early 1954.

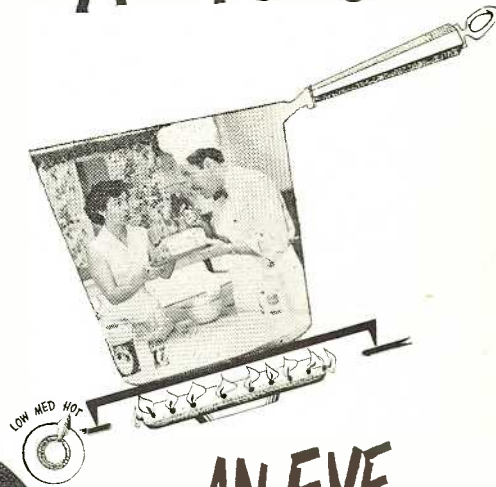
AFFILIATION: Station, AM, KTRE.

K" DUB "TV

LUBBOCK, TEXAS

the station with the

LOCAL TOUCH

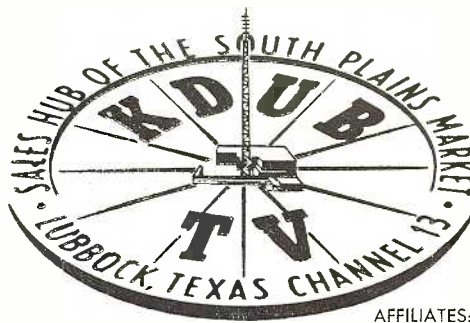


AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channelled 13 . . . ask your Avery-Knode man.

EFFECTIVE POWER
 35,000 Watts Visual
 17,500 Watts Aural



W. D. "Dub" ROGERS
 president

MIKE SHAPIRO
 asst. mgr., director of sales

AFFILIATES: CBS DUMONT PARAMOUNT

LUFKIN (Continued)

KTRE-TV (Continued)

REPRESENTATIVE: Sales, O. L. Taylor Co. Washington Attorney Cohn & Marks. Consulting Engineer Earl Cullum Jr. (Dallas).

PRINCIPAL STOCKHOLDERS: Pres. R. W. Wortham Jr. (32%) officer Southland Paper Mills; Vice Pres. E. L. Kurth Sr. (16%) executive of paper mill, lumber company and Lufkin Amusement Co.; Henry B. Clay (9.5%) general manager of KWKH Shreveport, La.; William E. Antony (9.3%) chief engineer KWKH and partner in Bcstg. Engineering Service (consulting engineers) of Shreveport; Mrs. Ola Thompson (10%); L. A. Mailhes (4.6%) general manager of Shreveport Times.

EXECUTIVES:

R. W. Wortham Jr., Pres. Royce Christenson, Prog. Dir.
 Richman Lewin, Gen. Mgr. Fred C. Hill, Ch. Eng.
 Murphy Martin, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$37.50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	54,223	115,326	312,000
Families in area	10,843	20,232	62,403
Area in Square Miles (est.)	1,225	4,935	12,633
No. of Sets (June 1)	2,500	4,000	7,000

MARSHALL

(Target Date, not set)

LICENSEE: Marshall TV Corp. Address: 270 Park Ave., New York 17, N. Y.

FACILITIES: Chan. 16. Authorized Eff. Rad. Pow.: Visual 18.6 kw. Aural 9.3 kw. Transmitter: Address, 1.9 mi. west Harrison, Tex., city limits. Make, RCA.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

Antenna: Make RCA. Height, Above average terrain 470 ft. Above ground 493 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Pres. Albin May, executive of Ladenburg Thalman Co., N. Y. investment house which has 10% interest; Treas. Joseph Lev (18%); George Becker (22%). Latter two are N. Y. Attorneys.

MIDLAND

KMID (TV)

(Target Date, Nov. 1, 1953)

LICENSEE: Midessa Television Company. Address: Box 1385, Lawton, Okla

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.7 kw. Operating Pow.: Visual 10.5 kw, Aural 5.7 kw. Transmitter: Address 3 3/4 mi. East Midland. Make, RCA. Antenna: Make RCA. Height, Above average terrain 510 ft. Above ground 550 ft.

OPERATION: Target date Nov. 1, 1953.

REPRESENTATIVES: Washington Attorney Lyon, Wilner & Bergson. Consulting Engineer William Buford.

SERVICES: Two studios (30 x 50 ft. & 15 x 20 ft.). Two Image Orthicon camera chains.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (50%); T. R. Warkentin (15 1/2%); J. R. Montgomery (15 1/2%); R. P. Scott (15 1/2%) and G. G. Downing (3 1/2%). Same partnership owns KSWO AM-TV Lawton, Okla. and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, Principal Partner

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	94,400	141,900	165,800
Families in area	27,500	40,900	47,300
Retail Sales	\$106,498,000	\$157,032,000	\$190,038,000
Income per family	\$7,000	\$7,032	\$6,899

KTXL-TV

SAN ANGELO,
TEXAS

CHANNEL 8

THE BUSINESS CAPITAL OF WEST TEXAS IS A ONE STATION MARKET

- Coverage area has a buying power of \$244,869,000.00.
- Retail sales, \$196,194,000.00.
- Approximately 66,660 families are included in the viewers' circle of KTXL-TV.
- San Angelo, Texas is the largest inland wool market in the world . . .
- It's "Round-up-time" for buyers in this fabulous western market.
- Practically unlimited buying power.

SALES REPRESENTATIVE: THE O. L. TAYLOR COMPANY

Station Facilities Include: DuMont Transmitter 5 Kw OAK, 443 foot tower with RCA 6 bay antenna by, J. J. Phillips and Son, Manufacturing Co., San Antonio, Texas.

KTXL-TV

Offers the best in equipment, programs and experienced personnel

WESTEX TELEVISION COMPANY-P.O. BOX 1065, SAN ANGELO, TEXAS

SAN ANGELO

KTXL-TV

LICENSEE: Westex Television Co. Address: 1015 E. 28th St. Phone: 7677.

FACILITIES: Chan. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.5 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, 1015 E. 28th St. Make, DuM. Model 8000. Antenna: Make RCA. Type Super-turndstile. Height, Above average terrain 420 ft. Above ground 443 ft.

OPERATION: Began July 6, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, KTXL.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Welch, Mott & Morgan. Consulting Engineer Craven, Lohnes, & Culver.

SERVICES: Two studios (20 x 16 ft. each). One DuM Image Orth. camera chain. Two Holmes Model LT film projectors. DuM. monochrome scanner.

PRINCIPAL STOCKHOLDERS: Armistead Rust (49%), president KTXL, mayor San Angelo, B. P. Blutworth (50%), holds business interests in outdoor advertising firms, Mrs. A. D. Rust (1%).

EXECUTIVES:

Armistead D. Rust, Pres. & Gen. Mgr.	Bob Benson, Ch. Eng.
Walton Foster, Com. Mgr.	Pearl Morgan, Prom. Mgr.
Martha G. Stephens, Prog. Dir. & Film Buy.	Walt Collier, Prod. Co-Dir.
	Ray O'Neal, Prod. Co-Dir.

LATE INFORMATION: Class A one hour Live \$237.50, Film \$200. Minute spot Live \$30. plus 10%, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population 244,140; Families in area approx. 66,660; Area in Square Miles 90 mile radius; No. of Sets (June 1) Approx. 4,000; Retail Sales \$244,869,000.

SAN ANTONIO

KEYL (TV)

LICENSEE: San Antonio Television Co. Address: Transit Tower Bldg. Phone: Garfield 8151

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Transit Tower. Make DuM. GE amplifier Model DuM. 1000, GETF3A. Antenna: Make GE. Type TY-13F. Height, Above average terrain 445 ft. Above ground 555 ft.

OPERATION: Began Feb. 15, 1950. Hours, 8 a.m.-11 p.m.

AFFILIATIONS: Networks CBS, ABC, DuM. Station, AM, KABC.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney Dow, Lohnes & Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas).

SERVICES: Two studios (30 x 25 ft. and 11 x 15 ft. Seating 25). Five interchangeable cameras for studio or field use. Two DuM. film cameras. Two Holmes 16 mm film projectors. Two Golde projectors for 2 x 2 in. slides. One opaque projector for 3 x 4 in. cards. Mobile unit with two cameras, standard complement of lenses. RCA microwave relay equipment. News Service, UP. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Storer Broadcasting Co. (For other holdings see Group Ownership.)

EXECUTIVES:

George B. Storer, Pres.	Hugh B. Higgins, Loc. Sls. Mgr.
George B. Storer Jr., Gen. Mgr.	William B. R Cobb Jr., Prog. Dir.
William E. Kelley, Ntl. Sls. Mgr.	William J. Jackson, Ch. Eng.

LATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$90. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 5.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

**a representative firm
is no stronger than
the men who sell . . .
. . . on the street!**

There can be little argument with that statement
it's just plain, everyday horse sense.

Every owner of H-R Representatives was a competent
and highly successful sales executive in previous
advertising businesses before joining hands three
years ago to form one of the fastest
growing representative organizations
in the radio industry.

And one of the big reasons for this
phenomenal growth is the service H-R renders to
its family stations. Every owner is out on the
street every day, calling on advertisers and agencies.

THERE IS NO DESK-BOUND BRASS AT H-R.

That's why the statement can be made . . . mah
for man there is no finer quality representation
—actively on the street—
than is offered by H-R Representatives.

- FRANK HEADLEY, President
- DWIGHT REED, Vice President
- FRANK PELLEGRIN, Vice President
- CARLIN FRENCH, Vice President
- PAUL WEEKS, Vice President



NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO

SAN ANTONIO (Continued)

WOAI-TV

LICENSEE: Southland Industries, Inc. Address: P. O. Box 2641, 1031 Navarro St. Phone: Garfield 4221

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, 1031 Navarro St. Make, RCA. Model TT-25AL. Antenna: Make RCA. Type TP-5A, 5-Bay. Height, Above average terrain 480 ft. Above ground 572 ft.

OPERATION: Began December 11., 1949. Hours, 12:45 p.m.-11:30 p.m.

AFFILIATIONS: Network NBC. Stations, AM, WOAI.

REPRESENTATIVES: Sales, Edward Petry & Co., Inc. Washington Attorney Hogan & Hartson. Consulting Engineer A. D. Ring & Associates.

SERVICES: Two studios (48 x 47 ft. & 22 x 24 ft.). Three RCA studio and three RCA field camera chains. Two RCA TK 20 film cameras. Two Holmes 16mm film projectors. Two 35mm slide projectors. One Projectall for 3 x 4" cards, opaque projector. Three cameras, Raytheon microwave relay equipment, mobile unit. News Services, AP, UP, INS. Library, World.

PRINCIPAL STOCKHOLDER: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.

EXECUTIVES:

Hugh A. L. Halff, Pres.	Charles L. Jeffers, Ch. Eng.
Arden X. Pangborn, Gen. Mgr.	Edward D. Hyman, Film Buy.
Edward V. Cheviot, Com. Mgr.	Morton E. Grossman, Prom. Mgr.
W. Perry Dickey, Prog. Dir.	

RATE INFORMATION: Class A one hour Film \$600. Minute spot Film \$110. Frequency discounts from 10% for 52 times up to 20% for 312 times. Rate Card No. 10.

MARKET INFORMATION: Population, 1,373,000; Families in area, 302,200. Area in Square Miles, 22,750; No. of Sets (June 1), 145,000; Retail Sales, \$1,119,511,000; Income per family, \$3,533; Income per Capita, \$915.

KALA (TV)

(Target Date, not set)

LICENSEE: Alamo Television Co. Address: Kirby Building, Dallas

FACILITIES: Chan. 35. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 513 North San Saba St. Make, GE. Antenna: Make GE. Height, Above average terrain 420 ft. Above ground 491 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDER: W. W. Lechner sole owner. Mr. Lechner owns oil properties and ranches in Texas.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SHERMAN

KSHM (TV)

(Target Date, Late Summer, 1953)

LICENSEE: Sherman Television Co. Address: Life of America Bldg., Dallas, Tex.

FACILITIES: Chan. 46. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, E. Mulberry & North Walnut Sts. Make, GE. Antenna: Make GE. Height, Above average terrain 310 ft. Above ground 338 ft.

OPERATION: Target date late Summer, 1953.

REPRESENTATIVES: Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDERS: Partners John A. Prather (31.25%); Hugh E. Prather (12.5%); S. Foster Yancey (25%); Robert S. Burgher (6.25%); William R. Moore (12.5%).

TEMPLE

KCEN-TV

(Target Date, Nov. 1, 1953)

LICENSEE: Bell Publishing Co. Address: 119 West Ave. A. Phone: 3-2161

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, 14 miles North of Temple on Waco highway. Make, RCA. Model TT-10 AL. Antenna: Make RCA. Type TF-12AM. Height, Above average terrain 830 ft. Above ground 833 ft.

OPERATION: Target date Nov. 1, 1953. Hours 3 p.m.-11 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall and Southmayd. Consulting Engineer A. Ear Cullum, Jr., Dallas, Tex.

SERVICES: Studio to be constructed. Stand by studio (23 x 29 ft.) at transmitter bldg. Two RCA studio cameras. One RCA film camera. Two RCA 16mm film projectors. Gray dual disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee, Bell Pub. Co., publishes Temple Daily Telegram. Frank W. Mayborn is President and 95% owner, and C. A. Schulz is Secy.-Treas. and 5% owner of Bell Pub. Co. Mr. Mayborn is also President and 85% owner of KTEM and KTEM-FM, Temple, Tex. President and 75% owner of WMAK, Nashville, Tenn.; President and 50% owner of Sherman (Tex.) Democrat. Mr. Schultz is also Secy.-Treas. and 5% owner of KTEM and KTEM-FM, Temple, Tex.

EXECUTIVES:

Frank W. Mayborn, Pres.	Harry Stone, Gen. Mgr.
Burton Bishop, Asst. to Pres.	W. O. Crusinberry, Ch. Eng.

WOAI TV

se ves a market of

373,000

people . . .

San Antonio's
FIRST
Maximum Power
Station

WOAI-TV

now serves

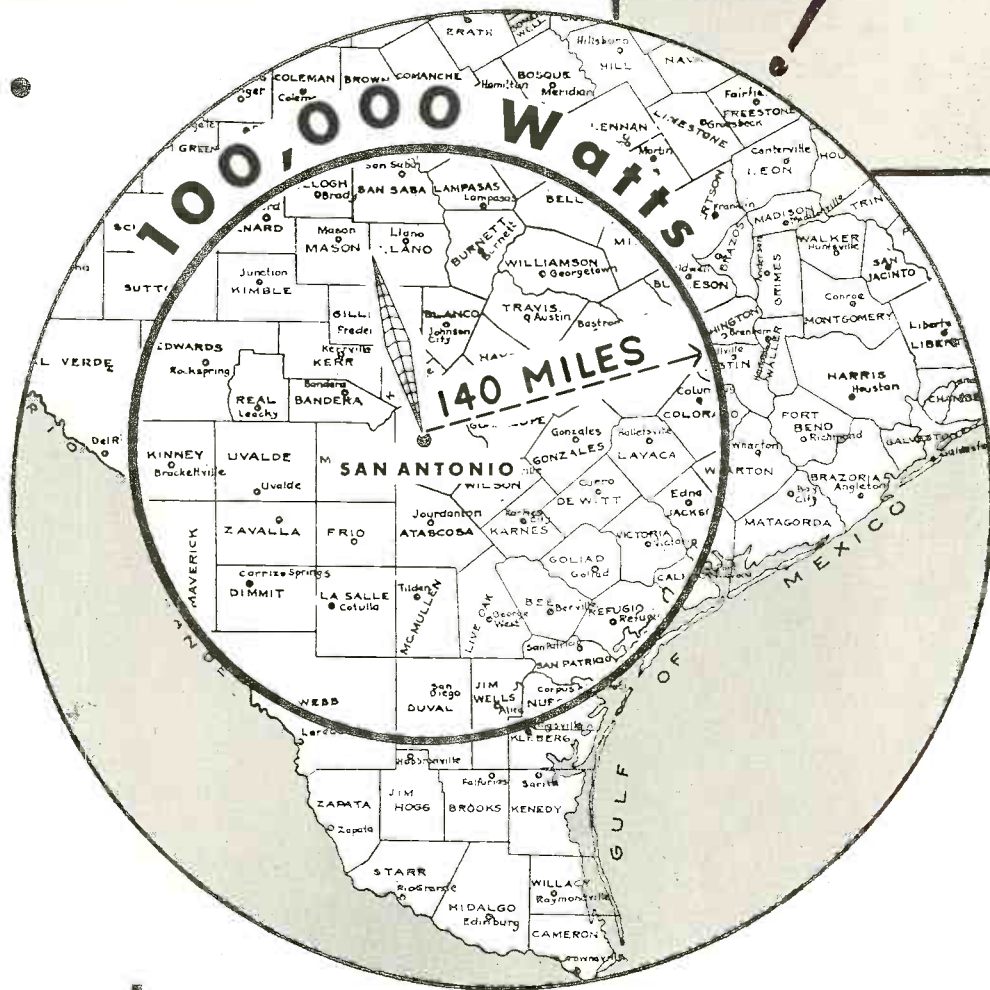
TWICE

the area with

SHARPER,

CLEARER,

STEADIER pictures!



An extensive Field survey of the San Antonio TV area was made this summer. It is complete—concise—gives distance from antenna—altitude above sea level—reception—quality of reception. Ask Petry for copy.

Represented nationally by

EDWARD PETRY & COMPANY, INC.

New York • Chicago • Los Angeles • St. Louis

Dallas • San Francisco • Detroit



TEXARKANA

KCMC-TV

LICENSEE: KCMC, Inc. Address: 315 Pine St. Phone: 3-6151, 3-7023

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.5 kw. Transmitter: Address, Summerhill Road. Make, GE. Model TP-10-A. Antenna: Make GE. Type 400 5-Bay. Height, Above average terrain 406 ft. Above ground 400 ft.

OPERATION: Began Aug. 16, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, KCMC. FM, KCMC-FM

REPRESENTATIVES: Sales, The O. L. Taylor Co. Washington Attorney Eugene Burke. Consulting Engineer Commercial Radio Equipment Co.

SERVICES: One studio (35 x 40 ft.). One GE camera chain. One GE film camera. Two Eastman 16mm film projectors. One Deluxe slide projector. One Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Pres. C. E. Palmer (37%); Vice Pres. W. E. Hussman (45%); Vice Pres. Mrs. C. E. Palmer (5%); and Sec.-Treas. J. Q. Mahaffey (5%). Identified with ownership of Texarkana Gazette and News.

EXECUTIVES:

C. E. Palmer, Pres. W. E. Hussman, Vice Pres.
Frank O. Myers, Gen. Mgr. Harvey Robertson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 489,200; Radio homes 136,633; Retail Sales \$364,237,000; Grade A and Grade B coverage in Northeast Texas, Northwest Louisiana, Southeast Oklahoma and Southwest Arkansas.

TYLER

KETX-TV

(Target Date, Aug. 30, 1953)

LICENSEE: Jacob A. Newborn, Jr. Address: P. O. Box 686, 918 North Englewood. Phone: 2-0801

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Operating Pow.: Visual 270 kw, Aural 141 kw. Transmitter: Address, Star Mountain. Make, GE. Model TT 25-A. Antenna: Make GE. Type TY-25-B. Height, Above average terrain 1,000 ft. Above ground 708 ft.

OPERATION: Target date Aug. 30, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuM, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.

SERVICES: One studio (20 x 22 ft.). Three GE and Dage camera chains. Two GE Icon (PE-5-A) film cameras. Two Eastman 16mm Mod. 250 film projectors. Two Selectro slide projectors. One GE PF-4-A opaque projector. News Services, NBC, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Newborn, Jr., sole owner, also owns 25% of KBMT-TV Beaumont, Tex. (See Group Ownership.)

EXECUTIVES:

Jacob A. Newborn, Jr., Pres. William Schocke, Ch. Eng.
Austin Williams, Prog. Dir. John Summerfield, Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$60, Film \$50. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 594,200; Families in area, 166,230; Retail Sales, \$582,200,000; Income per family, \$5,844; Income per Capita, \$1,913.

VICTORIA

KNAL-TV

(Target Date, not set)

LICENSEE: KNAL Television Co. Address: Victoria Bank & Trust Bldg.

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 13.5 kw. Transmitter: Address, 2402 Port Lavaca Dr. Make, RCA. Antenna: Make RCA. Height, Above average terrain 333 ft. Above ground 350 ft.

OPERATION: Target date not set.

AFFILIATION: Station, AM, KNAL.

REPRESENTATIVES: Sales, Best & Co. Attorney Ross K. Prescott, Dallas. Consulting Engineer Guy C. Hutcheson, Arlington, Tex.

PRINCIPAL STOCKHOLDER: Albert B. Alkek is sole owner. He is 51% owner of KNAL and owner of majority interest in Sinclair-Alkek Oil Co.

WACO

KANG-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Central Texas Television Co. Address: 609 Medical Arts Bldg. Phone: 31525

FACILITIES: Chan. 34. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Address, Medical Arts Bldg. Make, DuM. Antenna: Make RCA. Height, Above average terrain 350 ft. Above ground 398 ft.

OPERATION: Target date Sept. 15, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KCLW Hamilton.

REPRESENTATIVES: Sales, John E. Pearson Television Inc. Attorney Ross K. Prescott, Dallas. Consulting Engineer Weldon & Carr.

SERVICES: Two studios. DuM camera chain. DuM film camera. DuM film projector. DuM scanner. DuM opaque projector.

PRINCIPAL STOCKHOLDERS: Clyde Weatherby, sole owner; also owns KCLW Hamilton, Tex.

EXECUTIVES:

Clyde Weatherby, Pres. J. H. Smith, Ch. Eng.
Bob Walker, Gen. Mgr.

WESLACO

KRGV-TV

(Target Date, Oct. 1, 1953)

LICENSEE: KRGV-TV Inc. Address: P. O. Box 626. Phone 375.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Transmitter: Address, Kansas City Dr. Make, GE. Antenna: Make GE. Type TY-27-F 6-Bay. Height, Above average terrain 752 ft. Above ground 791 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, NBC. Station KRGV.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Dow, Lohr & Albertson. Consulting Engineer A. Earl Cullum Jr., Dallas.

PRINCIPAL STOCKHOLDERS: O. L. Taylor (100%) also owns KANS Wichita Kans.

EXECUTIVES:

O. L. Taylor, Pres. Louis Hartwig, Ch. Eng.
Byron W. Ogle, Gen. Mgr. Millman Rochester, Film Buy.

WICHITA FALLS

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: City Nat'l. Bldg. P. O. Box 2331. Phone: 2-7814

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 30 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Seymour Hi-Way. Make, RCA. Antenna: Make RCA. Type 6-Bay Superturnst' Height, Above average terrain 504 ft. Above ground 564 ft.

OPERATION: Began April 12, 1953. Hours, 3:30 p.m.-10:30 p.m.

AFFILIATIONS: Networks, NBC, ABC, Stations, AM, KFDX.

REPRESENTATIVES: Sales, The O. L. Taylor Co. Attorney Abe Herman, Worth. Consulting Engineer George C. Davis.

SERVICES: Two studios (35 x 40 ft. & 14 x 16 ft.). Two RCA image orthic camera chains. Two RCA film cameras. Two RCA film projectors. Selectronic 2 x 2 in. scanner. Gray Teloptican opaque projector. News Service UP. Library, World.

PRINCIPAL STOCKHOLDERS: Pres. Darrold A. Cannan (53.9%); Vice Pres. W. P. Hood (3.33%); Vice Pres. Howard H. Fry (6%); Sec.-Treas. M. Kuhfuss (2.33%); Darrold A. Cannan Jr. (12%); John Adams (3.67%); Mott Johnson (3.33%) and John White (1.67%).

EXECUTIVES:

Darrold A. Cannan, Pres. Mott M. Johnson, Com. Mgr.
Howard H. Fry, Gen. Mgr. & Hank Davis, Prog. Dir.
Film Buy. John Adams, Ch. Eng.

formula

*for buying time in a billion dollar
TEXARKANA-SHREVEPORT market...*

*first...look at this market
covered by KCMC-TV...*



OKLAHOMA
ARKANSAS
KCMC-TV TEXARKANA
SHREVEPORT
TEXAS
LOUISIANA

POPULATION 489,200 RETAIL SALES \$364,237,000

CBS - ABC - DUMONT
CHANNEL 6

The O.L. TAYLOR Co.
New York Chicago
Dallas Los Angeles

then look at these figures...

next look at KCMC-TV...

finally, call...

kcmc-tv *serving the Texarkana-Shreveport market*

FIRST

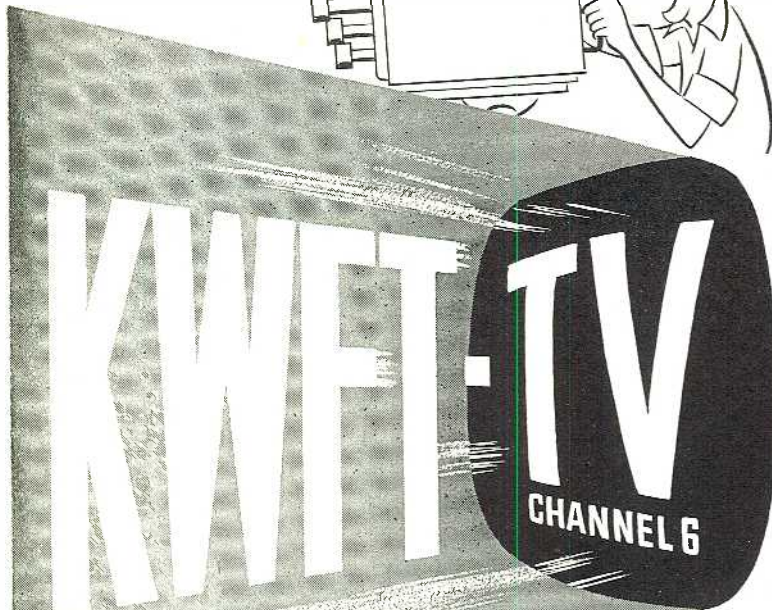
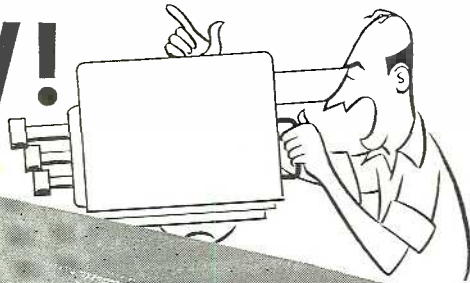
IN RADIO!



NOW

FIRST

IN TV!



in Wichita Falls ★ Texas!

**CBS AND DuMONT
TELEVISION NETWORKS**

Wichita Falls Television, Inc.

TEXAS

WICHITA FALLS (Continued)

KFDX-TV (Continued)

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$30.
Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	126,925	286,720	396,800
Families in area	34,190	81,235	113,370
Area in Square Miles	1,385	8,825
No. of Sets (June 1)	16,100	37,500
Retail Sales	\$141,031,000	\$314,804,000
Income per family	\$5,477
Income per Capita	\$1,446

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: P. O. Box 420. Phone 3-4181
FACILITIES: Chan. 6: Authorized Eff. Rad. Pow.: Visual 22.3 kw, Aural 13.5 k.
Operating Power, Visual 22.3 kw, Aural 13.5. Transmitter Address, 2.5 mi.
west of Wichita Falls. Make, GE Model TT10A. Antenna: Make GE. Typ.
5-Bay. Height, Above average terrain 495 ft. Above ground 465 ft.
OPERATION: Began March 1, 1953. Hours 4:30 p.m.-10:30 p.m.
AFFILIATIONS: Networks CBS, DuM. Station, AM, KWFT. FM, KWFT-FM.
REPRESENTATIVES: Sales, Blair TV. Washington Attorney Dow, Lohnes
Albertson. Consulting Engineer A. Earl Cullum Jr. (Dallas.)
SERVICES: Studio. Two GE Image Orthicon camera chains. Two GE Iconoscop
film cameras. One Spindler slide projector, One Sauppe projectorslid
News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDERS: Kenyon Brown (50%); E. H. Rowley (12%
John H. Rowley (25%); Agnes D. Rowley (12 1/2%). For other holdings,
see Group Ownership.

EXECUTIVES:

Kenyon Brown, Pres. & Gen. Mgr. Blaine Cornwell, Prog. Dir.
Sid Grayson, Com. Mgr. Herbert T. Wiley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200 Film \$200. Minute spot
Live \$40 Film \$40. Frequency discounts from 5% for 13 times up to 20%
for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,011,000	4,083,000	7,096,000
Families in Area	898,000	1,222,000	3,120,000
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$3,898	\$3,686	\$3,777
Income per Capita	\$1,158	\$1,083	\$1,111

Market information in station listings is furnished by station and any inquiries
should be directed to that source. Data in listings is corrected to Aug. 1.
For full list of abbreviations and sources of market data see Foreword.

UTAH

UTAH MARKET INDICATORS

Total Population, July 1, 1952.....	737,000
Total Families, 1950.....	169,975
Total Urban Population, 1950.....	449,000
Total Rural Nonfarm Population, 1950.....	158,397
Total Farm Population, 1950.....	80,000
Employed in Nonagricultural Establishments, Feb., 1953.....	210,800
Total Employed, 1950.....	228,000
Employed in Mining, Feb., 1953.....	13,900
Employed in Manufacturing, Feb., 1953.....	29,000
Employed in Construction, Feb., 1953.....	10,100
Employed in Agriculture, 1950.....	28,000
Retail Sales, 1952.....	\$ 752,707,000
Bank Assets, Jan. 1, 1953.....	\$ 745,379,000
Bank Deposits, Jan. 1, 1953.....	\$ 695,827,000
Major Income Sources, 1951: Agriculture 9.2% Government 22.2%; Manufacturing Payrolls 10.5%; Trade and Service 24.6%; Other 33.5%	
Total Income Payments, 1951.....	\$ 1,008,000,000
Per Capita Income, 1951.....	\$ 1,367
Median Family Income, 1950.....	\$ 3,200
Total Internal Revenue Collections, 1952.....	\$ 152,688,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	72.00
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 20,545,000
Cash Receipts of Farms, 1952.....	\$ 178,469,000
Government Payments to Farmers, 1952.....	\$ 2,043,000
Value of Mineral Production, 1950.....	\$ 229,956,000
Total New Construction in 1952.....	\$ 136,500,000
New Private Construction in 1952.....	\$ 92,700,000
New Public Construction in 1952.....	\$ 43,800,000
Motor Vehicle Registration, 1952.....	273,310
Number of Telephones, 1952.....	225,000
Number of Electrical Connections, 1952.....	212,500
Number of Gas Utilities Connections, 1952.....	87,000

For sources see foreword. Retail Sales, copyright 1953 Sales Management.
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UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	
					TV Sets 1953	Television Per Cent
Beaver	4,853	3,931	742	161		
Box Elder	19,734	22,850	3,915	408		
Cache	33,535	35,910	6,262	1,049		
Carbon	24,901	27,323	5,636	532		
Daggett	364	101	48			
Davis	30,867	27,187	9,021	673	2,880	30%
Duchesne	8,134	8,027	1,528	81		
Emery	6,304	2,565	390	64		
Garfield	4,151	2,425	276	36		
Grand	1,903	1,019	390	23		
Iron	9,642	15,321	2,484	437		
Juab	5,981	6,118	1,482	166		
Kane	2,299	1,760	140	58		
Millard	9,387	9,901	1,046	255		
Morgan	2,519	2,590	266	68		
Piute	1,911	598	96			
Rich	1,673	966	307			
Salt Lake	274,895	329,406	70,194	10,746	59,780	71%
San Juan	5,315	1,676	322			
Sanpete	13,891	10,790	1,853	379		
Sevier	12,072	14,995	2,083	283		
Summit	6,745	4,655	1,189	140		
Tooele	14,636	13,967	3,906	586	688	13%
Uintah	10,300	10,288	1,140	305		
Utah	81,912	80,730	18,428	2,156	8,780	39%
Wasatch	5,574	6,052	790	69		
Washington	9,836	8,549	1,471	186		
Wayne	2,205	1,137	148	31		
Weber	83,319	101,870	22,313	3,081		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Box Elder	5,300	28	1,460	Rich	500	18	90
Cache	9,200	16	1,440	Salt Lake	84,200	78	65,260
Carbon	7,000			San Juan	1,100		
Daggett	100			Sanpete	3,800		
Davis	9,600	40	3,880	Sevier	3,300		
Duchesne	2,000			Summit	1,800		
Emery	1,500			Tooele	5,200	27	1,390
Garfield	900			Uintah	2,600		
Grand	500			Utah	22,500	50	11,170
Iron	2,600			Wasatch	1,400		
Juab	1,600			Washington	2,600		
Kane	600			Wayne	400		
Millard	2,400			Weber	26,100	42	11,030
Morgan	600			Totals	201,100		95,810

SALT LAKE CITY

KDYL-TV

LICENSEE: Intermountain Broadcasting & TV Corp. Address: 143 South Main St. Phone: 5-2991.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 20 kw. Operating Pow.: Visual 27.15 kw, Aural 14.5 kw. Transmitter: Address, Mt. Vision, Utah. Make, RCA. Model TT5A. Antenna: Make RCA. Type 6 AM. Height, Above average terrain 3,083 ft. Above ground 189 ft.

OPERATION: Began April 1, 1948. Hours, 9:30 a.m.-12 M

AFFILIATIONS: Network, NBC. Stations, AM, KDYL. FM, KDYL-FM

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney Pierson & Ball.

SERVICES: Two studios (625 sq. ft. & 2100 sq. ft.). Seven RCA Camera Chains. Two RCA Iconoscope film cameras. Two RCA 16 square Film Projectors. One Selectroslide Slide Projector. Opaque Projector. RCA TK30A Mobile Unit. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Time Inc. (80%); G. Bennett Larson (20%). Time Inc. Also owns 50% of KOB AM-TV Albuquerque, New Mexico.

EXECUTIVES:

G. Bennett Larson, Pres., Gen. Mgr. & Film Buy.
John Baldwin, Vice Pres.

Douglas R. Clawson, Com. Mgr.
Dan Rainger, Prog. Dir.
Allen Gunderson, Ch. Eng.

Driving into Four States

UTAH, IDAHO, NEVADA, WYOMING



Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.



RADIO **NBC** TELEVISION

CHANNEL
4

SALT LAKE CITY, UTAH

REPRESENTATIVES: JOHN BLAIR & CO. AND BLAIR-TV, INC.

SALT LAKE CITY (Continued)

KDYL-TV (Continued)

RATE INFORMATION: Class A one hour Live \$697.50 Film \$575.00. Minute spot Live \$130 Film \$100. Frequency discounts from 10% for 13 times up to 30% for 312 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	542,900	192,200	735,100
Families in area	150,200	52,700	202,000
Areas in Square Miles	5,500	27,500	33,000
No. of Sets (June 1)	101,200	26,000	127,200
Retail Sales	\$564,674,000	\$198,926,000	\$736,600,000
Income per Family	\$4,959	\$4,098	\$4,528
Income per Capita	\$1,327	\$1,129	\$1,228

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Address: 145 Motor Avenue. Phone: 5-4641.

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 19 kw, Aural 9.5 kw. Transmitter: Address, Coon Peak, Oquirrh Mountains. Make, GE. Model TT-10-A. Antenna: Make GE. Type TY-27-A. Height, Above average terrain 4,045 ft. Above ground 9,234 ft.

OPERATION: Began June 1, 1949. Hours, 10:00 a.m.-12:00 M

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, KSL. FM, KSL-FM

REPRESENTATIVES: Sales, CBS-TV Spot Sales, Washington Attorney Wilkinson, Boyden & Cragun, Consulting Engineer. A. D. Ring & Assoc.

SERVICES: One auditorium studio (seating capacity 200 people, 50 x 70 ft.), One Studio (50 x 80 ft.). Four DuM. camera chains. Two Bodde 5,000 rear screen projectors. Two DuM. Iconscope film cameras. Three Holmes 16mm film projectors. One composite dual slide projector. One GE dual slide projector, One GE dual (4 1/4 x 3 1/4") opaque projector. One mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Corporation of the President of the Church of Jesus Christ of Latter-Day Saints; Spencer P. Felt; Raddatz Corporation; Utah Woolen Mills, William R. Wallace; Richard L. Evans; Ivor Sharp, Gordon C. Holt; Earl J. Glade. For other holdings see Group Ownership.

EXECUTIVES:

Ivor Sharp, Exec. Vice Pres.	A. Richard Robertson, Prom. & Publ. Dir.
D. Lennox Murdoch, Gen. Mgr.	Scott R. Clawson, Prod. Mgr.
Edward B. Kimball, Com. Mgr.	A. Stanton Mason, Exec. Accountant
Wayne F. Richards, Prog. Dir.	
Vincent E. Clayton, Ch. Eng.	
Richard V. Thiriot, Film Buy.	

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	648,800	79,700	728,500
Families in area	179,300	11,507	190,807
Area in Square Miles	57,600	44,188	101,788
No. of Sets (Estimated, June 1)	116,000	1,905	117,905
Retail Sales	\$676,607,000	\$92,482,000	\$769,089,000
Income per family	\$4,514	\$4,302	\$4,408
Income per Capita	\$1,117	\$1,143	\$1,130

KUTV (TV)

(Target Date, Oct. 15, 1953)

LICENSEE: Utah Broadcasting & Television Corp. Address: 179 Motor Ave. Phone: 22-5681

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 29.50 kw, Aural 14.70 kw. Operating Pow.: Visual 10.00 kw, Aural 5.00 kw. Transmitter: Address, Pix-Peak Oquirrh Mountains. Make, RCA. Model 10 kw. Antenna: Make RCA. Type 3-Bay. Height, Above average terrain 4,046 ft. Above ground 150 ft.

OPERATION: Target date Oct. 15, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, KUTA. FM, KUTF.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Haley, Doty & Schellenberg Consulting Engineer Grant R. Wrathall (Aptos, Calif.).

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: Three studios: (65 x 65 ft., 30 x 50 ft., & 14 x 16 ft.). Three RCA camera chains. One Holmes rear screen projector. Two RCA film cameras. Two RCA, two Holmes film projectors. RCA flying spot, Kodak scanners. Gray belop opaque projector. One mobile unit. News Service, UF Library, Standard.

PRINCIPAL STOCKHOLDERS: Frank Carman (25%); Grant R. Wrathall (25%); TV Corp. of Utah (50%). Latter is 100% owned by Salt Lake Tribune. Carman and Wrathall have multiple AM, FM and TV interests including co-partnership of KUTA Salt Lake City which is distinct from TV grantee. (see Group Ownership).

EXECUTIVES:

Frank C. Carman, Pres. & Gen. Mgr.	S. John Schile, Com. Mgr.
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RATE INFORMATION: Class A one hour Live \$585.00, Film \$450.00. Minute spot Live \$97.50, Film \$75.00. Frequency discounts from 5% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Population 628,000; Families in area 174,820; No. of Sets (June 1) 124,700; Retail Sales \$637,580,000; Income per Family, \$5,100.00; Income per Capita \$1,540.00.

VERMONT

VERMONT MARKET INDICATORS

Total Population, July 1, 1952	372,0
Total Families, 1950	90,10
Total Urban Population, 1950	137,6
Total Rural Nonfarm Population, 1950	159,00
Total Farm Population, 1950	81,1
Employed in Nonagricultural Establishments, Feb., 1953	100,20
Total Employed, 1950	137,2
Employed in Mining, Feb., 1953	1,20
Employed in Manufacturing, Feb., 1953	40,3
Employed in Construction, Feb., 1953	2,70
Employed in Agriculture, 1950	25,0
Retail Sales, 1952	\$ 396,984,00
Bank Assets, Jan. 1, 1953	\$ 417,968,00
Bank Deposits, Jan. 1, 1953	\$ 376,449,00
Major Income Sources, 1951: Agriculture 9.2%; Government 14.1%; Manufacturing Payrolls 25.2%; Trade and Service 24.0%; Other 27.5%	
Total Income Payments, 1951	\$ 493,000,00
Per Capita Income, 1951	\$ 1,3
Median Family Income, 1950	\$ 2,5
Total Internal Revenue Collections, 1952	\$ 72,011,6
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 61,5
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 17,342,0
Cash Receipts of Farms, 1952	\$ 117,179,00
Government Payments to Farmers, 1952	\$ 949,0
Value of Mineral Production, 1950	\$ 18,563,00
New Public Construction in 1952	\$ 12,000,0
Motor Vehicle Registration, 1952	125,8
Number of Telephones, 1952	98,6
Number of Electrical Connections, 1952	130,08
Number of Gas Utilities Connections, 1952	20,9

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952(\$000)	Food Sales 1952(\$000)	Drug Sales 1952(\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Addison	19,442	16,205	4,733	365		
Bennington	24,115	25,946	7,796	543	2,990	41%
Caledonia	24,049	26,906	6,353	508		
Chittenden	62,570	74,105	19,632	1,543	1,690	10%
Essex	6,257	3,364	1,754	81		
Franklin	29,894	31,292	9,589	655		
Grand Isle	3,406	2,134	893			
Lamoille	11,388	9,541	3,096	294		
Orange	17,027	14,144	2,983	372		
Orleans	21,190	20,456	4,183	398		
Rutland	45,905	54,828	14,484	1,008	5,410	41%
Washington	42,870	43,556	12,693	820		
Windham	28,740	32,170	9,104	703		
Windsor	40,885	42,337	11,571	892		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953 Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Addison	5,100	16	830	Lamoille	3,000	14	420
Bennington	7,300	42	3,080	Orange	4,700		
Caledonia	7,000			Orleans	5,700		
Chittenden	16,900	15	2,480	Rutland	13,200	42	5,544
Essex	1,800			Washington	11,900	16	1,904
Franklin	8,200	14	1,130	Windham	8,400		
Grand Isle	800	14	110	Windsor	12,100		
				Total	106,100		15,5

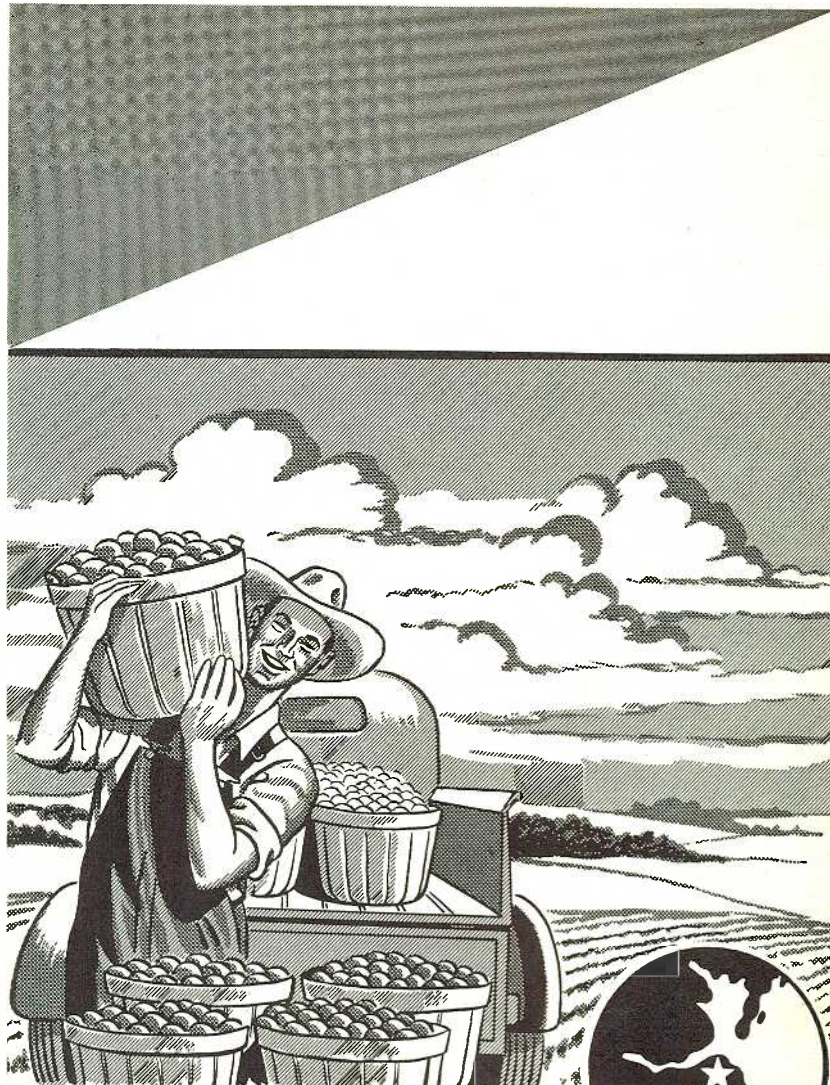
VIRGINIA MARKET INDICATORS

Total Population, July 1, 1952.....	3,498,000
Total Families, 1950.....	785,060
Total Urban Population, 1950.....	1,560,115
Total Rural Nonfarm Population, 1950.....	1,026,604
Total Farm Population, 1950.....	731,961
Employed in Nonagricultural Establishments, Feb., 1953.....	870,900
Total Employed, 1950.....	1,150,164
Employed in Mining, Feb., 1953.....	20,600
Employed in Manufacturing, Feb., 1953.....	252,900
Employed in Construction, Feb., 1953.....	48,000
Employed in Agriculture, 1950.....	167,459
Retail Sales, 1952.....	\$ 2,868,538,000
Bank Assets, Jan. 1, 1953.....	\$ 2,577,793,000
Bank Deposits, Jan. 1, 1953.....	\$ 2,370,796,000
Major Income Sources, 1951: Agriculture 8.7%; Government 26.3%; Manufacturing Payrolls 16.7%; Trade and Service 23.2%; Other 25.1%.	
Total Income Payments, 1951.....	\$ 4,099,000,000
Per Capita Income, 1951.....	\$ 1,295
Median Family Income, 1950.....	\$ 2,602
Total Internal Revenue Collections, 1952.....	\$ 1,136,159,206
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	54.79
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 64,202,000
Cash Receipts of Farms, 1952.....	\$ 501,560,000
Government Payments to Farmers, 1952.....	\$ 4,963,000
Value of Mineral Production, 1950.....	\$ 137,806,000
Total New Construction in 1952.....	\$ 709,700,000
New Private Construction in 1952.....	\$ 438,000,000
New Public Construction in 1952.....	\$ 271,700,000
Motor Vehicle Registration, 1952.....	1,034,011
Number of Telephones, 1952.....	798,200
Number of Electrical Connections, 1952.....	901,552
Number of Gas Utilities Connections, 1952.....	249,900

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Accomack.....	33,832	27,847	7,777	543	2,700	27%
Adams.....	26,662	54,769	11,731	1,776	2,430	18%
Alleghany.....	23,139	26,180	5,951	934	*2,200	29%
Amelia.....	7,908	3,107	348	66	410	24%
Amherst.....	20,332	4,642	2,641	66	*1,250	29%
Appomattox.....	8,764	3,925	648	61	*550	29%
Arlington.....	135,449	256,372	80,484	14,182	56,100	85%
Augusta.....	34,154	55,255	13,068	1,838	4,100	24%
Bath.....	6,296	3,181	987	64	190	12%
Bedford.....	29,627	12,489	3,375	72	*2,090	29%
Bland.....	6,436	1,999	363	45	*410	29%
Botetourt.....	15,766	4,948	2,128	133	*1,130	29%
Brunswick.....	20,136	11,343	1,899	160	1,030	24%
Buchanan.....	35,748	15,181	2,525	69		
Buckingham.....	12,288	4,470	900	40	780	29%
Campbell.....	28,877	84,380	16,937	3,253	*6,000	29%
Caroline.....	12,471	6,203	2,174	69	1,110	41%
Carroll.....	26,695	7,068	1,708	32	1,910	29%
Charles City.....	4,676	699	539	360	40%
Charlotte.....	14,057	4,603	923	82	*510	16%
Chesterfield.....	40,400	11,017	4,128	213	6,970	54%
Clarke.....	7,074	4,058	1,309	192	790	44%
Culpeper.....	3,452	1,255	253	29	*260	29%
Dalrymple.....	13,242	13,582	2,344	311	1,580	48%
Dumfries.....	7,252	1,454	291	68	490	29%
Dickenson.....	23,393	8,155	1,632	106		
Dinwiddie.....	18,839	50,611	12,178	1,862	7,020	52%
Elizabeth City.....	55,028				9,520	55%
Essex.....	6,530	5,364	1,413	70	620	41%
Fairfax.....	98,557	44,023	15,257	1,366	25,370	86%
Fauquier.....	21,248	18,173	4,040	407	2,590	48%
Floyd.....	11,351	4,649	783	76	*780	29%
Fuvanna.....	7,121	2,663	1,200	71	550	29%
Franklin.....	24,560	11,731	2,023	301	*1,620	29%
Frederick.....	17,537	40,755	8,172	1,236	4,000	44%
Giles.....	18,956	17,172	4,494	603	*1,390	29%
Goochland.....	10,343	7,175	1,448	74	1,200	40%
Goshland.....	8,934	2,256	1,109	410	24%
Grayson.....	21,379	16,150	2,297	315	*1,600	29%
Greene.....	4,745	1,174	225	200	18%
Greensville.....	16,319	12,888	2,869	438	910	24%
Halifax.....	41,442	22,113	4,853	733	*1,520	16%
Hanover.....	21,985	9,458	2,927	110	2,300	41%
Henrico.....	57,340	387,607	82,289	13,810	61,340	73%
Henry.....	31,219	41,435	9,601	857	2,360	19%
Highland.....	4,069	983	329	110	12%
Isle of Wight.....	14,906	9,402	2,281	191	1,260	35%
James City.....	6,317	12,394	2,904	41	1,080	40%
King and Queen.....	6,299	1,874	1,083	570	41%
King George.....	6,710	2,168	1,019	970	54%
King William.....	7,589	7,474	2,357	31	780	41%
Lancaster.....	8,640	7,485	1,724	167	830	36%
Lee.....	36,106	12,462	2,259	329		
Loudoun.....	21,147	16,481	4,748	496	2,550	49%
Louisiana.....	12,826	6,363	1,808	129	740	24%
Lunenburg.....	14,116	8,929	1,825	225	840	24%
Madison.....	8,273	2,351	949	32	640	32%
Mathews.....	7,148	4,332	970	71	760	40%
Mechlenburg.....	33,497	24,950	5,218	484	1,900	24%
Middlesex.....	6,715	4,431	622	74	760	40%
Montgomery.....	29,780	35,278	8,361	1,149	*2,930	29%
Panemond.....	25,238	31,988	7,081	1,159	3,430	35%



SCIENTIFIC AGRICULTURE RESULTS IN MORE PRODUCTS IN HAMPTON ROADS, VA.



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Miracle
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PRODUCE MORE SALES... use both *Dominant* WTAR-AM and WTAR-TV, Norfolk. Contact Edward Petry & Company, National Sales Representative.

The great strides that have been, and are being made, in the development of more productive farms means that agriculture is playing an even bigger part in this market's economy.

Get your share of the increased retail sales in Norfolk, Portsmouth, Hampton, Newport News and Warwick — America's 26th market.

WTAR: NBC Affiliate
WTAR-TV: All Networks

NORFOLK, VA.



VIRGINIA MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Cent
Nelson	14,042	4,088	1,379	36	*930	29%
New Kent	3,995	2,066	934	410	41%
Norfolk	99,937	434,563	108,604	14,634	105,010	86%
Northampton	17,300	12,213	4,020	266	1,270	27%
Northumberland	10,012	4,857	954	67	940	36%
Nottoway	15,479	14,451	3,128	582	1,280	29%
Orange	12,755	11,324	2,031	379	580	18%
Page	15,152	9,178	1,879	276	1,250	32%
Patrick	15,642	4,897	1,186	37	*1,040	29%
Pittsylvania	66,096	85,368	19,715	2,514	6,300	25%
Powhatan	5,556	2,563	443	290	24%
Prince Edward	15,398	12,519	2,163	450	1,100	29%
Prince George	19,679	16,391	5,151	548	2,680	40%
Prince William	22,612	17,372	4,280	580	2,550	49%
Princess Anne	42,277	29,058	9,947	994	8,570	72%
Pulaski	27,758	18,472	4,954	627	*2,120	29%
Rappahannock	6,112	1,397	175	720	48%
Richmond	6,189	4,344	768	31	810	54%
Roanoke	41,486	157,964	36,992	4,452	*10,960	29%
Rockbridge	23,359	19,390	5,096	1,320	2,030	29%
Rockingham	35,079	44,128	5,083	1,012
Russell	26,818	12,721	1,731	122
Scott	27,640	7,195	1,297	174
Shenandoah	21,169	15,961	3,677	343	1,820	32%
Smyth	30,187	18,941	3,598	622
Southampton	26,522	15,591	4,205	487	2,170	35%
Spotsylvania	11,920	32,523	6,691	954	3,350	54%
Stafford	11,902	3,543	1,920	40	1,670	54%
Surry	6,220	2,101	430	65	600	40%
Sussex	12,785	8,802	1,962	201	1,120	40%
Tazewell	47,512	35,559	8,294	984
Warren	14,801	15,256	4,140	516	1,850	44%
Warwick	39,875
Washington	37,536	46,256	9,462	1,465	15,130	61%
Westmoreland	10,148	7,950	1,392	229	1,460	54%
Wise	56,336	45,696	10,192	1,075
Wythe	23,327	20,004	3,865	443	*1,650	29%
York	11,750	3,563	1,368	72	1,280	40%

* New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Albemarle	13,500	20	2,660	Louisa	3,100	25	770
Alleghany	7,600	19	1,450	Lunenburg	3,500	22	770
Amelia	1,700	25	420	Madison	2,000	30	590
Amhurst	4,300	10	450	Mathews	1,900	42	790
Appomattox	1,900	11	200	Mecklenburg	7,900	22	1,730
Arlington	66,000	87	57,120	Middlesex	1,900	42	790
Augusta	17,100	27	4,550	Montgomery	10,100	29	2,940
Bath	1,600	11	170	Nansemond	9,800	38	3,680
Bedford	7,200	13	910	Nelson	3,200	10	330
Bland	1,400	15	210	New Kent	1,000	41	410
Botetourt	3,900	19	740	Norfolk	122,100	81	98,930
Brunswick	4,300	22	940	Northampton	4,700	21	1,010
Buchanan	7,300	Northumberland	2,600	42	1,090
Buckingham	2,700	31	850	Nottoway	4,400	32	1,390
Campbell	20,700	47	9,740	Orange	3,200	20	630
Caroline	2,700	41	1,100	Page	3,800	29	1,150
Carroll	6,600	11	720	Patrick	3,600	11	390
Charles City	9,900	41	370	Pittsylvania	25,200	30	7,640
Charlotte	3,200	18	560	Powhatan	1,200	25	300
Chesterfield	12,900	44	5,620	Prince Edward	3,800	31	1,190
Clarke	1,800	48	870	Prince George	6,700	41	2,720
Craig	9,900	20	180	Princess Anne	11,900	60	7,180
Culpeper	3,300	42	1,400	Prince Wm.	5,200	57	2,970
Cumberland	1,700	32	540	Pulaski	7,300	29	2,110
Dickenson	4,900	Rappahannock	1,500	43	640
Dinwiddie	13,500	62	8,360	Richmond	1,500	64	960
Essex	1,500	41	610	Roanoke	37,800	41	15,630
Fairfax	29,500	76	22,310	Rockbridge	7,000	11	760
Fauquier	5,400	43	2,310	Rockingham	12,200	16	1,980
Floyd	2,700	11	290	Russell	6,000
Fluvanna	1,900	32	600	Scott	6,500	29	1,670
Franklin	5,600	13	720	Smyth	6,900	37	2,320
Frederick	9,100	48	4,390	Southampton	6,200	64	3,960
Giles	4,800	29	1,250	Spotsylvania	6,200	64	3,960
Glooucester	3,000	42	1,250	Stafford	3,100	64	1,980
Goochland	1,700	25	420	Surry	1,500	42	630
Grayson	5,500	15	810	Sussex	2,800	40	1,130
Greene	1,100	20	220	Tazewell	11,200
Greensville	3,800	22	830	Warren	4,200	48	2,020
Halifax	9,500	17	1,660	*Warwick	42,100	61	25,520
Hanover	5,600	41	2,280	Washington	13,000
Henrico	84,100	76	63,860	Westmoreland	2,700	63	1,710
Henry	12,400	34	4,240	Wise	13,300
Highland	900	11	100	Wythe	5,700	15	850
Isle of Wight	3,600	38	1,350	York	3,200	42	1,330
James City	2,700	42	1,130	Totals	889,100	424,090
King-Queen	1,400	41	570	* Includes former counties of Warwick and Elizabeth City, now combined by Sales Management under "Newport News" County.			
King George	1,800	64	1,150				
King William	1,900	41	780				
Lancaster	2,300	42	970				
Lee	8,000				

CHARLOTTESVILLE

WCHV-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Barham & Barham. Address: Box 631, Charlottesville.

FACILITIES: Chan. 64. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 66 kw.

OPERATION: Target Date Sept. 1, 1953.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

AFFILIATIONS: Station, AM, WCHV.

REPRESENTATIVES: Sales, Walker Representation Co. Consulting Engineer A. J. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Charles Barham (50%) and Emma Lou Barham (50%).

DANVILLE

WBTV-TV

(Target Date, Oct. 1953)

LICENSEE: Piedmont Broadcasting Corp. Address: Hotel Danville. Phone: 2350.

FACILITIES: Chan. 24. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 12 kw. Transmitter: Address: Danville, Va. (Located 10 miles north on Route 29). Make, RCA. Model TTU-10A. Antenna: Make RCA. Height, Above average terrain 647 ft. Above ground 273 ft.

OPERATION: Target date Oct., 1953.

AFFILIATIONS: Stations, AM, WBTV. FM, WBTV-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney John H. Midlen. Consulting Engineer George C. Davis.

SERVICES: One studio (39 x 42 x 18 ft.). One RCA TK-11A camera chain. One RCA TK-20C film camera. Two RCA TP 16D film projector. One RCA TP 3A dual disk for 2 x 2 transparencies. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: President L. N. Dibrell, Vice Pres. and Gen. Mgr. Edward C. Gardner and Vice Pres. James W. Ray.

EXECUTIVES:

L. N. Dibrell, Pres. Milton N. Adams, Prog. Dir.
Edward G. Gardner, Vice Pres. & Lyle C. Motley, Ch. Eng.
Gen. Mgr. Charles Slate, Farm Service Dir.
John Holland, Com. Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Summaries are based on geographical percentages of coverage within the individual contours for all counties with 20% or more of such coverage.)

	Grade A	Grade B	500 M/V	100 M/V
Population (Est. 1952)	198,260	429,298	766,545	1,363,794
Households (Est. 1952)	48,421	106,046	192,201	344,398
Consumer Spendable Income (1-1-52 Est.)	\$195,500,000	\$424,014,000	\$837,813,000	\$1,555,701,000
Retail Sales (Est. 1951)	\$130,322,000	\$287,997,000	\$582,530,000	\$1,056,962,000

HAMPTON

WVEC-TV (NORFOLK)

(Target Date, Sept. 19, 1953)

LICENSEE: Peninsula Broadcasting Corp. Address: Commonwealth Blvd. Phone: 6332

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 12 kw, Aural 6 kw. Transmitter: Address, Commonwealth Blvd. Make, GE. Model TT-25-A. Antenna: Make GE. Type 5-Bay Helical. Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date Sept. 19, 1953. Hours, 7:00 a.m.-12 midnight.

AFFILIATIONS: Network, NBC. Station, AM, WVEC.

REPRESENTATIVES: Sales, William G. Rambeau, Co., Inc. Washington Attorney, Cohn & Marks. Consulting Engineer Lynne C. Smeby.

SERVICES: One studio (20 x 30 ft.). Two GPL remote controlled camera chains. One GE PE-5-A film camera. Two GPL 16mm film projectors. One Gray Teletext slide projector. One GE PF-4-A opaque projector. News Services, AP. INS. Libraries, World, Standard.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman (20%); J. W. W. Chisman (20%); James E. Swafford (20%); Harrol A. Brauer, Jr. (10%).

EXECUTIVES:

Thomas P. Chisman, Pres., Gen. Mgr. & Film Buy. L. W. Kliever, Oprs. Mgr., & Prog. Dir.
Harrol A. Brauer, Jr., Vice Pres. William C. King, Jr., Ch. Eng. & Dir. of Sls.

RATE INFORMATION: Class A one hour Live \$345, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

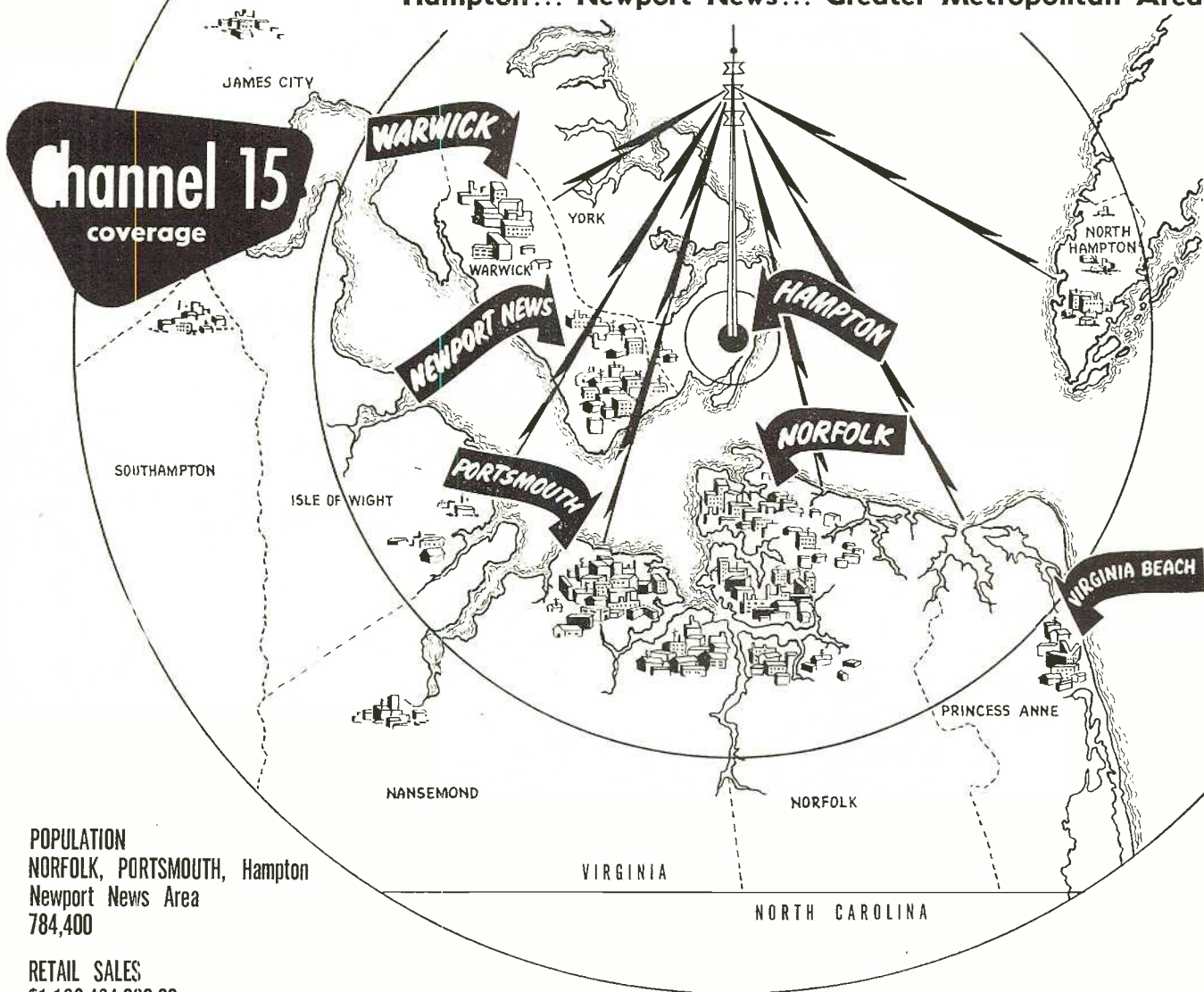
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	720,000	823,700	1,050,000
Families in area	232,600	265,600	338,400
Area in Square Miles	1,661	3,846	6,936
No. of Sets (June 1)	4,000
Retail Sales	\$1,046,000,000	\$1,128,000,000	\$1,213,000,000
Income per Family	\$5,760	\$4,605	\$3,204
Income per Capita	\$1,860	\$1,495	\$1,075

WVEC-TV

channel 15
nbc affiliate
virginia's "power" station

200,000 watts
500 foot tower

serving over 3/4 million people in Norfolk... Portsmouth...
Hampton... Newport News... Greater Metropolitan Area



Source: Consumer Markets '52 - '53

WVEC-TV blankets this rich metropolitan market with a primary NBC signal. A market so fabulous many sales campaigns are first tested here.

For lowest rates — best availabilities call NOW

WVEC-TV

represented by **RAMBEAU**

NBC television —

HARRISONBURG

WSVA-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Shenandoah Valley Broadcasting Corp. Address: Rawley Pike. Phone: 4-4431

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 8.3 kw, Aural 4.15 kw. Operating Pow.: Visual 8.3 kw, Aural 4.15 kw. Transmitter: Address, Big Mountain, Endless Caverns, New Market, Virginia. Make, GE. Model TT-10-A. Antenna: Make GE. Type TY-12-C. Height, Above average terrain 2,130 ft. Above ground 3,304 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Networks, NBC, CBS. Stations, AM, WSVA. FM, WSVA-FM

REPRESENTATIVES: Sales, Devney & Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

SERVICES: One studio (20 x 30 ft.). One Image Orthicon camera chain. One GE type PE-5-C film camera. Two GE 16mm Synchro-Lite PF-5A film projectors. One GE type PF-4-A & double unit slide projector. Selectro-slide opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Frederick L. Allman (99.35%); Mary P. Allman (0.65%). Mr. Allman also has controlling interest in WSIR Winter Haven, Fla., and Minority interests in WJMA Orange and WREL Lexington, Both Va.

EXECUTIVES:

Frederick L. Allman, Pres. & Ch. Own.	Warren L. Braun, Ch. Eng.
Robert B. Harrington, Com. Mgr.	Richard H. Johnson, Film Buy.
Richard H. Johnson, Prog. Dir.	Harold A. Wright, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$260. Film \$200. Minute spot Live \$19.50, Film \$15.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	319,004	338,613	657,617
Families in area	82,226	84,073	166,299
Area in Square Miles	11,024	16,833	27,857
No. of Sets (June 1)	24,668	25,222	49,890
Retail Sales	\$367,928,000	\$187,704,000	\$555,632,000
Income per family	\$4,190	\$3,882
Income per Capita	\$1,132	\$1,010

LYNCHBURG

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp. Address. 925 Church St. Phone: Lynchburg 2-1242

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Tobacco Row Mountain, Amherst County. Make, DuM. Antenna: Make RCA. Height, Above average terrain 2,090 ft. Above ground 117 ft.

OPERATION: Began February 8, 1953. Hours, 10:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, WLVA. FM, WLVA-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney George O. Sutton. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: One studio (15 x 26 ft.). DuM camera chain. DuM film camera. Two Holmes film projectors. DuM scanner. News Service, AP. Libraries Lang-Worth, Unity, Official.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (27.77%); Philip P. Allen (27.77%).

EXECUTIVES:

Edward A. Allen, Pres.	Warren Uttal, Prog. Dir. & Film Buy.
Philip P. Allen, Gen. Mgr.	John Orth, Ch. Eng.
Joseph F. Wright, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$275, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts from 15% for 52 times up to 25% for 260 times. Rate Card No. 1 Dec., 1952.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in area	84,830	211,350	296,180
Area in Square Miles	50 mile radius	70 mile radius
No. of Sets (June 1)	70,000	85,000

MARION

WMEV-TV

(Target Date, not set)

LICENSEE: Mountain Empire Broadcasting Corp. Address: Park Blvd. Phone: 3-9001

FACILITIES: Chan. 50. Authorized Eff. Rad. Pow.: Visual 112.6 kw, Aural 56.3 kw. Transmitter: Address, Rt. 16. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1,600 ft. Above ground 284 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WMEV.

REPRESENTATIVES: Sales, Donald Cooke, Inc. Washington Attorney Loucl Zias, Young & Jansky. Consulting Engineering O. K. Garland.

PRINCIPAL STOCKHOLDERS: C. C. Lincoln, Jr. (8.33%) cattle breeder retired furniture manufacturer; John D. Lincoln, president of Linco Industries, furniture manufacturer; Leon D. BeVillie (8.33%) secretary-treasurer of Lincoln Industries; Robert C. Wolfenden (20.56%) Vice Pres. & Gen. Mgr. of WMEV.

MARION (Continued)

WMEV-TV (Continued)

EXECUTIVES:

Robert C. Wolfenden, Vice Pres., Gen. & Com. Mgr.
 Mrs. Robert C. Wolfenden, Prog. Dir.
 F. M. White Jr., Ch. Eng.
 Bob Wolfenden, Film Buy.

RATE INFORMATION: Class A one hour Live \$145, Film \$130. Minute spot Live \$20, Film \$20. Frequency discounts from 5% for 13 times up to 35% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	340,000	400,000	740,000
Families in Area	85,230	86,600	181,830
No. of Sets (June 1)	5,000	3,000	8,000
Retail Sales	\$224,322,100	\$228,358,000	\$452,680,100

NEWPORT NEWS

WACH (TV)

(Target Date, Oct. 1, 1953)

LICENSEE: Eastern Broadcasting Corp. Address: 114 24th Street. Phone: 3-1631

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 21.6 kw, Aural 11.8 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 114 24th Street. Make, FTL. Antenna: Make FTL. Type Slotted Line. Height, Above average terrain 350 ft. Above ground 315 ft.

OPERATION: Target date Oct. 1, 1953. Hours, 12 N-12 M.

AFFILIATIONS: Station, AM, WHYU.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Eugene L. Burke. Consulting Engineer George P. Adair.

SERVICES: Two studios: (15 x 25 ft. & 30 x 50 ft.). One FTL camera chain.

PRINCIPAL STOCKHOLDERS: President John Doley (23%); Vice President Stuart A. Smith (16%); Assistant Secretary Ralph T. Baker (2%); Assistant Treasurer Margaret S. Doley (23%); C. Arthur Smith (27%); Charles K. Hutchins Sr. (4.5%); and L. C. Purday (4.5%).

EXECUTIVES:

John Doley, Pres.
 Frederic F. Clair, Gen. Mgr.
 Etoyse Patterson, Com. Mgr.
 Thomas O. Bradshaw Jr., Film Buy.
 Percy C. Magoun, Ch. Eng.
 Gertrude B. Hockaday, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$430, Film \$430. Minute spot Live \$60, Film \$60. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,000	863,000	1,260,000
No. of Sets (June 1) 173,000; Total UHF converted CA. 2,000			

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NORFOLK

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Phone: 56711

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 4.96 kw, Aural 2.35 kw. Transmitter: Address, 720 Boush St. Make, RCA. Model TT-5A. Antenna: Make RCA. Type TF-5A. Height, Above average terrain 365 ft. Above ground 399.5 ft.

OPERATION: Began April 2, 1950. Hours, 7:00 a.m.-12:10 a.m.

AFFILIATIONS: Networks, CBS, ABC, DuM. Stations, AM, WTAR. FM, WTAR-FM

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Washington Attorney Eliot Lovett, Consulting Engineer Jansky & Bailey Inc.

SERVICES: Two studios (60 x 30 ft. & Auditorium with stage about 20 x 30 ft.). Two TK-10A RCA camera chains. One Master Vu-Graph rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16C film projectors. One Kodak, one super Projectall slide projectors. Houston model 22 film processing unit. RCA with 2 TK 30A camera chains & microwave link mobile unit. Mobile unit used with auditorium as auxiliary studio. News Service, Telenews. Library, Standard.

PRINCIPAL STOCKHOLDER: Wholly owned by Norfolk Newspapers, Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch)

EXECUTIVES:

Campbell Arnoux, Pres. & Gen. Mgr.
 John C. Pepper, Oprs. Mgrs.
 Robert M. Lambe, Jr., Com. Mgr.
 Harold Soldinger, Prog. Dir.
 Richard L. Lindell, Ch. Eng.
 Patrick C. Arnoux, Film Buy.
 Joel F. Carlson, Pub. Rels. Dir.
 Robert M. Davis, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$760, Film \$700. Minute spot Live \$161, Film \$140. Frequency discounts from 5% for 52 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	548,250	775,880
Families in area	15,229	21,552
Area in Square Miles	694	3,715
No. of Sets (June 1)	173,729
Income per family	\$5,423
Income per Capita	\$1,509

NORFOLK (Continued)

WTOV-TV

(Target Date, not set)

LICENSEE: Commonwealth Broadcasting Corp. Address: 21st & Manteo. Phone: 45677

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 19.6 kw, Aural 11.7 kw. Transmitter: Address, Spratley St., Portsmouth. Make, RCA. Antenna: Make RCA. Height, Above average terrain 410 ft. Above ground 410 ft.

OPERATION: Target date not set. Hours, 12 N-12 M.

AFFILIATIONS: Stations, AM, WLOW. Network, ABC.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20 x 40 ft. & 15 x 30 ft.). RCA camera chain. RCA film camera. RCA film projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: E. L. Scoot (33 1/3%); Robert Wasdon (33 1/3%); Jack Siegel (33 1/3%).

EXECUTIVES:

Robert Wasdon, Exec. Vice Pres. & Film Buy. Joseph Matthews, Sta. Mgr. Robert Drepperd, Prod. Mgr. William Carpenter, Gen. Mgr. Jack Siegel, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$200 Film \$200. Minute spot Live \$100 Film \$80. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B & A	Total
Population	530,000	645,000	700,000
Families in area	204,000		
Retail Sales	\$308,729,000	\$350,500,000	
Income per family	\$5,086		

WVEC-TV (HAMPTON)

(Target Date, Sept. 19, 1953)

LICENSEE: Peninsula Broadcasting Corp. Address: Norfolk Office: Selden Arcade

EXECUTIVES:

Thomas P. Chisman, Pres. & Gen. Mgr. Harrol A. Brauer Jr., Vice Pres. & Dir. of Sls.

(For Full Listing, see Hampton.)

RICHMOND

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: 3301 W. Broad St., P. O. Box 5229. Phone: 5-8611

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Staples Mill Road, just off Broad St. Make, DuM. Antenna: Make RCA. Type Superturnstile. Height, Above average terrain 844 ft. Above ground 1049 ft.

OPERATION: Began April 22, 1948. Hours, 7:30 a.m.-12:00 M

AFFILIATIONS: Networks, NBC, CBS, ABC, DuM. Stations, AM, WMBG. FM, WCOD

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney John H. Midlen. Consulting Engineer James C. McNary.

SERVICES: Two studios: (52 x 52 x 22 ft. & 29 x 17 1/2 x 12 ft.). Three DuM studio camera chains. Speed Graphic for stills & two 16mm & two 35mm motion picture cameras. Two 16mm, DuM film projectors. Four 2 x 2 inch slide projectors & one 35mm strip film projector. Baloptican opaque projector. Film processing unit (for 16mm & 35mm film.). News Services, UP & Movietone.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, owner

EXECUTIVES:

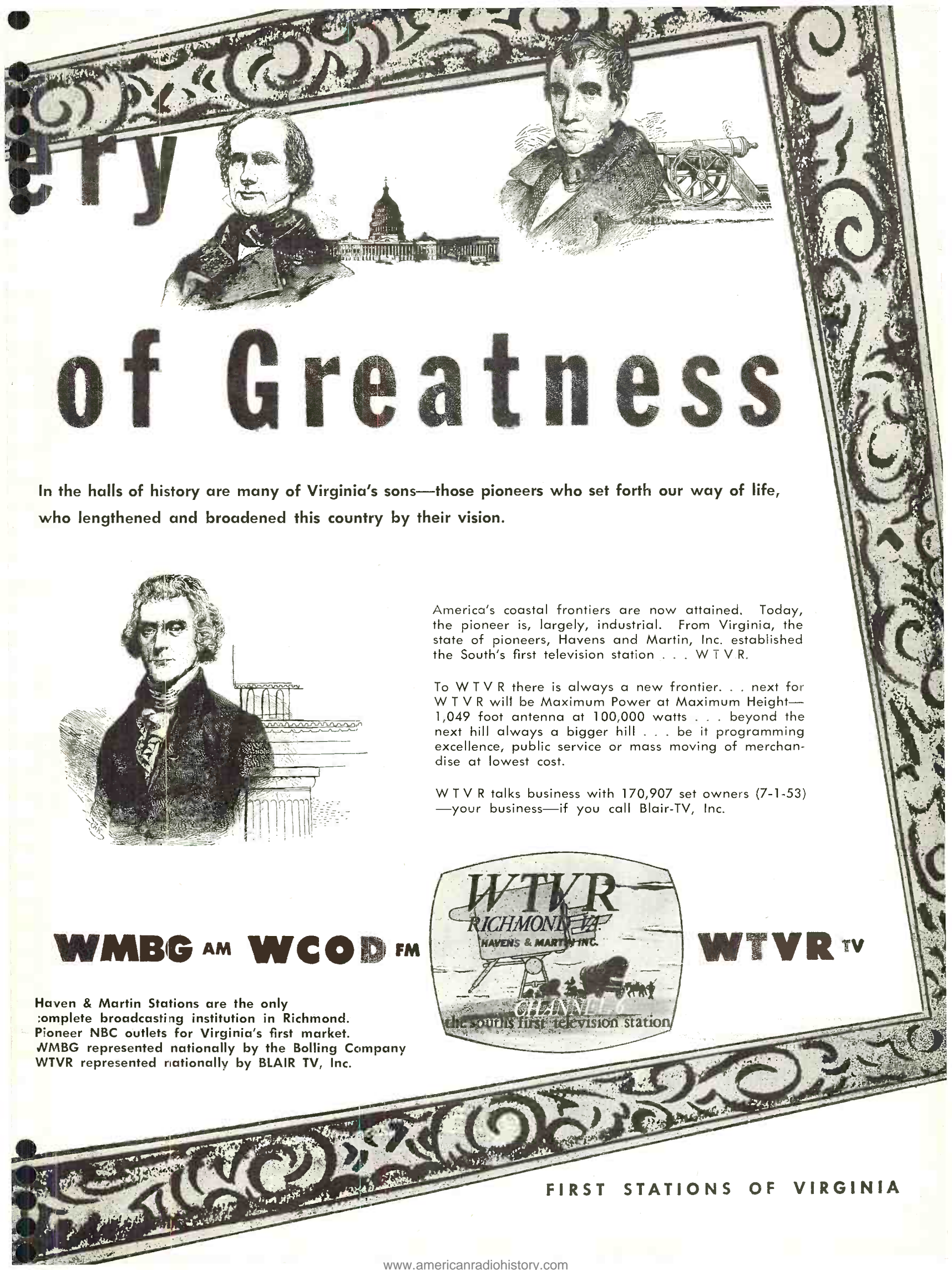
Wilbur M. Havens, Pres., Gen. Mgr. & Com. Mgr. John V. Shand, Dir. Studio Opr. James W. Kyle, Ch. Eng. G. Conrad Rianhard, Jr., Dir. of Film Opr. & Film Buy. Walter A. Bowry, Jr., Asst. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$100, Film \$100. Frequency discounts. Rate Card No. 1.

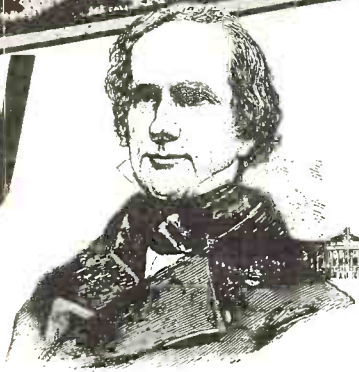
MARKET INFORMATION: 197,700 Families are within the coverage area.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

**Now readying completion—
WTVR giant television tower
—located in the heart of the
City of Richmond—to be
operated with—MAXIMUM
POWER at MAXIMUM
HEIGHT—1,049 feet above
sea level, 100,000 watts of
video power.**



ary



of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.



America's coastal frontiers are now attained. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin, Inc. established the South's first television station . . . WTVR.

To WTVR there is always a new frontier. . . next for WTVR will be Maximum Power at Maximum Height—1,049 foot antenna at 100,000 watts . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass moving of merchandise at lowest cost.

WTVR talks business with 170,907 set owners (7-1-53)—your business—if you call Blair-TV, Inc.

WMBG AM **WCOD** FM



WTVR TV

Haven & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WMBG represented nationally by the Bolling Company WTVR represented nationally by BLAIR TV, Inc.

FIRST STATIONS OF VIRGINIA

ROANOKE

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc. Address: 301 First Street S.W. Phone: 9227

FACILITIES: Chan. 10. Authorized Eff. Rad. Pow.: Visual 296 kw, Aural 148 kw. Operating Pow.: Visual 25.2 kw, Aural 12.6 kw. Transmitter: Address, Poor Mountain, Roanoke County. Make, RCA. Model TT-2AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 1950 ft. Above ground 175 ft.

OPERATION: Began Dec. 11, 1952. Hours, 7 a.m.-11 p.m.

AFFILIATIONS: Networks, NBC, CBS. Stations, AM, WSLS. FM, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knodel, Inc. Washington Attorney Eliot C. Lovett. Consulting Engineer George C. Davis.

SERVICES: One studio (20 x 30 ft.). Three RCA TK-11A camera chains. One RCA TK-20C film camera. Two RCA 16mm film projectors. One 2 x 2" automatic slide projector. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDER: Shenandoah Life Insurance Co., sole owner.

EXECUTIVES:

Paul Buford, Pres. George Chernault, Prog. Dir.
James H. Moore, Exec. Vice Pres. J. Philip Briggs, Ch. Eng.
Horace Fitzpatrick, Asst. Mgr. & Fred L. Corstaphney, Prom. Mgr.
Film Buy.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	915,300	941,400	1,856,700
Families in area	215,800	266,800	482,600
Area in Square Miles	11,580	18,480	30,060
No. of Sets (June 1)	52,000	35,000	87,000
Retail Sales	\$663,899,000	\$576,389,000	\$1,240,288,000
Income per family	\$3,860	\$3,540	
Income per capita	\$955	\$822	
Effective Buying Income	\$957,279,000	\$884,356,000	\$1,841,635,000

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1952	2,467,000
Total Families, 1950	625,100
Total Urban Population, 1950	1,503,100
Total Rural Nonfarm Population, 1950	602,000
Total Farm Population, 1950	273,700
Employed in Nonagricultural Establishments, Feb., 1953	707,500
Total Employed, 1950	840,000
Employed in Mining, Feb., 1953	2,800
Employed in Manufacturing, Feb., 1953	186,800
Employed in Construction, Feb., 1953	40,000
Employed in Agriculture, 1950	78,200
Retail Sales, 1952	\$ 2,755,132,000
Bank Assets, Jan. 1, 1953	\$ 2,620,196,000
Bank Deposits, Jan. 1, 1953	\$ 2,434,877,000
Major Income Sources, 1951; Agriculture 6.6%; Government 20.8%; Manufacturing Payrolls 18.5%; Trade and Service 26.5%; Other 27.6%	
Total Income Payments, 1951	\$ 4,257,000,000
Per Capita Income, 1951	\$ 1,700
Median Family Income, 1950	\$ 3,490
Total Internal Revenue Collections, 1952 ¹	\$ 838,209,000
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 79.70
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 91,232,000
Cash Receipts of Farms, 1952	\$ 597,360,000
Government Payments to Farmers, 1952	\$ 3,836,000
Value of Mineral Production, 1950	\$ 49,055,000
Total New Construction in 1952	\$ 745,500,000
New Private Construction in 1952	\$ 377,100,000
New Public Construction in 1952	\$ 370,400,000
Motor Vehicle Registration, 1952	988,800
Number of Telephones, 1952	823,700
Number of Electrical Connections, 1952	800,300
Number of Gas Utilities Connections, 1952	73,500

¹ Including Alaska.

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.



people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

- \$793,206,000 spent in retail stores
- \$180,541,000 spent for food
- \$151,766,000 spent in automobiles
- \$ 23,667,000 spent in drugs

All figures from Sales Management Survey of Buying Power, 1953

Yes, People in Roanoke have dollars to spend, and the best way to get your share is with the complete radio and television coverage of the Shenandoah Stations . . . WSLS-AM-FM and now TV.

WSLS
ROANOKE, VIRGINIA

AM • FM

and now TV

NBC • 610 K.C.

NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **AVE Y- NODEL** MAN TODAY

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	6,584	11,749	1,727	229	*640	29%
Asotin	10,878	5,486	2,009	87		
Benton	51,370	62,146	17,424	3,374		
Chelan	39,301	68,556	16,647	2,332		
Clallam	26,396	34,815	10,137	793	3,650	42%
Clark	85,307	78,948	22,117	2,013	*12,680	42%
Columbia	4,860	4,743	1,074	71		
Cowlitz	53,369	63,831	14,727	1,658		
Douglas	10,817	6,421	1,537	44		
Ferry	4,096	1,254	466	32		
Franklin	13,563	27,772	6,226	968		
Grays Harbor	3,204	3,887	432	116		
Grant	24,346	19,312	5,760	594		
Island	53,644	68,841	17,595	1,567		
Jefferson	11,079	7,764	2,487	210	2,610	67%
King	11,618	8,945	3,183	121	1,510	42%
Kitsap	732,992	914,238	209,810	26,308	146,320	57%
Klickitat	75,724	81,385	25,225	2,930	17,960	67%
Lewis	22,235	28,875	6,847	591		
Mason	12,049	10,382	2,798	258		
Multnomah	43,755	51,547	11,998	1,207		
Pacific	10,970	15,912	2,686	360	*960	29%
Pend Oreille	15,022	14,064	4,094	169	2,140	42%
Pierce	29,131	22,066	6,176	794		
San Juan	16,558	16,796	5,251	368		
Skagit	7,413	4,566	1,501	214	*670	29%
Skamania	275,876	273,392	68,093	7,422	49,620	56%
Snohomish	3,245	2,422	697	40	320	27%
Spokane	43,273	60,373	15,339	1,196	3,670	27%
Stevens	4,788	1,935	945	35		
Thurston	111,580	116,886	31,053	2,663	18,240	48%
Wahkiakum	221,561	279,221	56,772	8,242	*21,690	29%
Walla Walla	18,580	13,976	3,439	359	*1,600	29%
Whatcom	44,884	48,748	12,488	1,159	6,430	42%
Whitman	3,835	1,753	709	32		
Yakima	40,135	52,611	10,289	1,533		
Totals	66,733	77,134	16,533	1,733		
	32,469	35,394	8,012	1,259	*2,730	29%
	135,723	156,986	36,899	4,293		

New television county.
 Note: For sources see forward. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set and per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes
Adams	2,200		
Asotin	3,700	11	390
Benton	20,500		
Chelan	13,000		
Clallam	8,700	48	4,140
Clark	30,200	17	5,170
Columbia	1,600	11	170
Cowlitz	17,308		
Douglas	3,400		
Ferry	1,100	14	150
Franklin	5,100		
Grant	900	11	100
Island	7,900		
Jefferson	17,400	10	1,770
King	3,900	74	2,870
Kitsap	3,600	48	1,720
	256,700	60	153,820
	26,800	74	19,760

BELLINGHAM

KVOS-TV

LICENSEE: KVOS Inc. Address: 1321 Commercial St. Phone: 790
 FACILITIES: Chan. 12. Authorized Eff. Rad. Pow.: Visual 33.4 kw, Aural 16 kw.
 Transmitter: Address, 2704 Yew Road. Antenna: Height, Above sea level 1,042 ft. Above ground 305 ft.
 OPERATION: Began June 1, 1953.
 AFFILIATIONS: Stations, AM, KVOS.
 REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney Haley, Doty & Schellenberg, Consulting Engineer Wm. Foss Inc.
 SERVICES: One studio. One Bolex. Two Auricons. One Speed Graphic film camera. One RCA & one Holmes film projectors. One TDC DUO slide projector. One flying spot scanner. Vue-Lyte & Multiscope opaque projectors. Micro record for news spots. Film processing unit. Mobile unit for film. News Service, UP. Libraries, MPTV, Consolidated.
 PRINCIPAL STOCKHOLDER: Pres. Rogan Jones (90%).
 EXECUTIVES:
 Rogan Jones, Pres.
 John K. Clarke, Gen. Mgr.
 Jerry C. Worthen, Film Buy.
 Dave Mintz, Prog. Dir.
 Ernest Harper, Ch. Eng.
 Fred Elsethagen, Com. Mgr.

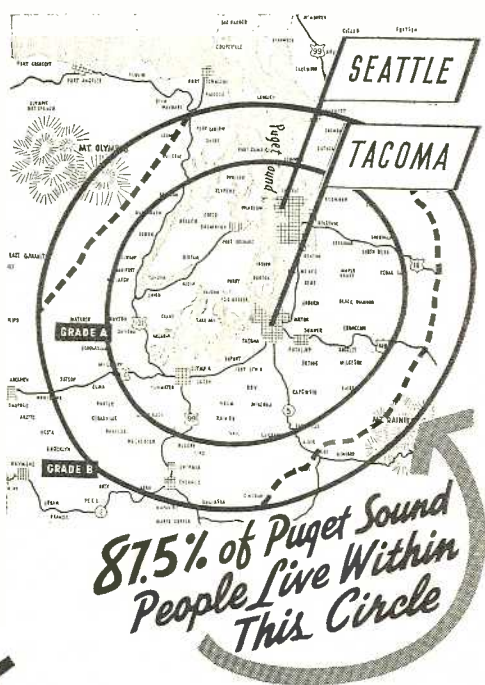
Northwest's Newest

Channel 13

- ERP—95,000 watts
- ANTENNA—951 feet above sea level—highest tower in the Pacific Northwest—and HEIGHT is the most important factor in TV Coverage!
- Trained, experienced TV personnel serving
 - 1,453,000 people
 - 267,000 TV Sets
 - 11 Counties of 16,101 Square Miles
- \$1,639,492,000 in retail sales

Buy

All this, including Seattle at low Tacoma rates!



GETS 'EM WHERE THEY LIVE

KMO-TV

TACOMA, Washington



Represented Nationally by The Branham Company

BELLINGHAM (Continued)

KVOS-TV (Continued)

RATE INFORMATION: Class A one hour Live \$90 Film \$90. Minute spot Live \$18, Film \$18. Frequency discounts from 2 1/2% for 13 times up to 17 1/2% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	152,300	901,400	1,053,700
Families in area	49,300	281,500	330,900
No. of Sets (June 1)	10,000	15,000	25,000
Retail Sales	\$182,508,000	\$1,070,805,000	\$1,253,313,000
Income per family	\$1,424	\$1,435
Income per Capita	\$4,324	\$4,607

SEATTLE

KING-TV

LICENSEE: KING Broadcasting Co. Address: 320 Aurora. Phone: Mutual 3555

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 35 kw, Aural 18 kw. Transmitter: Address, 301 Galer St. Make, GE. Model 4TF3A-1. Antenna: Make GE. Type MOD-4-TY-27-D4. Height, Above average terrain 822 ft. Above ground 570 ft.

OPERATION: Began November 25, 1948. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Network, ABC. Stations, AM, KING. FM, KING-FM.

REPRESENTATIVES: Sales, Blair TV, Inc. Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer Craven, Lohnes & Culver.

SERVICES: Three studios: (52 x 52 ft., 52 x 55 ft., & 25 x 25 ft.). Six camera chains (2, RCA TK31; 4, RCA TK 30). Two RCA TK20A film cameras. Two Eastman model 250 two RCA TPI6A film projectors. Four Selectroslide slide projectors. GE baloptican opaque-projector. One composite scanner. One Dodge van truck with RCA field equipment. News Services, UP; UP Wirephoto; Telenews. Library, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder. Has majority interest in Portland TV application.

EXECUTIVES:

Mrs. A. Scott Bullitt, Pres.	Robt. A. Ferguson, Ch. Eng.
Otto P. Brandt, Vice Pres. & Gen. Mgr.	Robt. E. Priebe, Asst. to Gen. Mgr.
A. P. Hunter, Com. Mgr.	Elizabeth Wright Evans, Educ. Dir.
Lee Schulman, Prog. Dir. & Film Buy.	Gloria Chandler, Dir. Publ. Service
James L. Middlebrooks, Dir. of Eng.	Charles Herring, News Dir.
	Mel Anderson, Prom. Publ. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$180.00, Film \$150.00. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,131,800	187,300	1,500,300
Families in area	353,160	59,850	480,830
Area in Square Miles	4,424	5,598	19,203
No. of Sets (June 1)	231,500	27,550	266,900
Retail Sales	\$1,270,989,000	\$190,570,000	\$1,717,464,000
Income per family	\$5,127	\$3,798	\$4,265
Income per Capita	\$1,519	\$1,212	\$1,334

KOMO-TV

(Target Date, Dec. 11, 1953)

LICENSEE: Fisher's Blend Stations Inc. Address: 100 4th Ave. N. Phone: Seneca 6000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Warren Ave. & Galer St. Make, RCA. Model TT-25-BL. Antenna: Make RCA. Type TF6-BM. Height, Above average terrain 810 ft. Above ground 509 ft.

OPERATION: Target date Dec. 11, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, KOMO. FM, KOMO-FM

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer A. D. Ring & Assoc.

SERVICES: Three studios (1502 sq. ft., 1566 sq. ft., & 1359 sq. ft.). Four RCA studio camera chains. Two RCA film cameras. Two Eastman 16mm Model 250 film projectors. Two automatic Selectroslide slide projectors. One GE balop PF4C opaque projector. One RCA field equipment mobile unit.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

PRINCIPAL STOCKHOLDER: Fisher Flouring Mills sole owner of licensee.

EXECUTIVES:

O. W. Fisher, Pres.	F. J. Brott, Dir. Eng.
W. W. Warren, Gen. Mgr.	S. O. Bennett, Ch. TV Eng.
Ray Baker, Com. Mgr.	

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,187,181	1,423,577	1,653,291
Families in area	395,727	474,525	551,097
Area in Square Miles	3,613	13,427
No. of Sets (June 29)	266,900
Est. Retail Sales	\$900,000,000
Est. Income per family	\$6,678.00
Est. Income per Capita	\$2,226.00

SPOKANE

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Chan. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, S. 410 1/2 Regal, Spokane, Wash. Make, GE. Model TF-3-A. Antenna: Make GF Type 5-Bay. Height, Above average terrain 941 ft. Above ground 826 ft.

OPERATION: Began Dec. 20, 1952. Hours, 3:00 p.m.-12:00 M.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KHQ.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer George C. Davis.

SERVICES: Two Studios: (24 x 30 ft.). Four RCA camera chains. One RCA rear screen projector. Two RCA film cameras. Two RCA film projector. Two Selectroslide slide projectors. One Telop opaque projector. Film processing unit. Mobile unit. News Services, AP, NBC daily film. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee owned by Spokane Chronicle Co., which is owned by W. H. Cowles and family, publishers of Spokane Spokesman-Review and Chronicle.

EXECUTIVES:

R. O. Dunning, Pres. & Gen. Mgr.	A. G. Sparling, Ch. Eng.
Robert H. Wesson, Com. Mgr.	Pat Cullen, News Dir.
William A. Neilson, Prog. Dir. & Film Buy.	Birney Blair, Prom. Mgr.
	M. O. Fritsch, Asst. Secy. & Treas.

RATE INFORMATION: Class A one hour Live \$370, Film \$250. Minute spot Live \$65.00, Film \$50.00. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

KXLY-TV

LICENSEE: Symons Broadcasting Co. Address: 315 West Sprague Ave. Phone: Madison 4291.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 47.9 kw, Aural 28.8 kw. Transmitter: Address, Mt. Spokane. Make, RCA. Model TT 25A. Antenna Make RCA. Type 3D. Height, Above average terrain 6,018 ft. Above ground 150 ft.

OPERATION: Began February 22, 1953. Hours, 2:00 p.m.-12:00 M.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KXLY

REPRESENTATIVES: Sales, Walker Co. (East), Pacific Northwest Brcdstfr (West). Washington Attorney Wheeler & Wheeler. Consulting Engineer Geo. Adair.

SERVICES: One studio (45 x 45 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA scanners. Multiscope opaque projector. Mobile unit, home made with RCA equip. News Service, UP

PRINCIPAL STOCKHOLDERS: Licensee half-owned by Symons Broadcasting Co licensee of KXLY, and Harry L. (Bing) Crosby Jr. Symons Broadcasting Co. is owned by E. B. Craney and John L. and Lulu M. Wheeler. Mr. Craney has major or controlling interests in KXLF Butte, Mont.; KX, Portland, Ore.; KXLY Spokane, Wash.; KXLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLL Missoula, Mont., and KXLK Great Falls, Mont. Mr. Crosby has a 24% interest in KMBY Monterey, Calif. See Group Owner ship.

EXECUTIVES:

E. B. Craney, Pres.	Richard P. Kepler, Prog. Dir.
Norman Hawkins, Sta. Mgr.	Jack Provis, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$75, Film \$60. Volume discounts.

MARKET INFORMATION: Total families 343,950; radio homes 335,420; Total Retail sales \$1,080,833; General Merchandise Sales \$125,964; Food Store Sales \$242,316; Apparel Store Sales \$47,490; Home Furnishing Sales \$45,184; Building & Hardware Sales \$129,548; Eat & Drink Sales \$91,700; Drug Store Sales \$34,165; All other Sales \$365,466; Total Farms \$2,151; Total Value Farm Products \$555,073. (All \$ figures in thousands)

KXLY-TV

4-MOST

**in the
RICH
SPOKANE
MARKET**



**4 MOST
HEIGHT**

6018 Ft. atop Mt. Spokane. Highest in the northwest.

**4 MOST
Sq. Miles**

Daily reports from viewers up to 300 miles away.

**4 MOST
Top Shows**

CBS.
Dumont.
Studio (4 hrs daily)

**4 MOST
Families**

343,950 families in KXLY-TV's wealthy area.

**4 MOST
Hrs. on Air**

Most hours of daily programming. . . .
Live! Film! Network!

KXLY-TV

Channel 4 Spokane, Washington

PACIFIC NORTHWEST BROADCASTERS

SEATTLE, WASHINGTON
Jones Building
MUTual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9 5408



MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
Geneva 9631

THE WALKER COMPANY

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

TACOMA

KMO-TV

LICENSEE: KMO Inc. Address 914 Broadway, P. O. Box 1651. Phone: Fulton 1581

FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 57 kw. Operating Pow.: Visual 95.5 kw, Aural 57 kw. Transmitter: Address, No. 34th & Highland. Make, RCA. Model TT10 AH. Antenna: Make RCA. Type TF 12 AH. Height, Above average terrain 784 ft. Above ground 533 ft.

OPERATION: Began Aug. 2, 1953. Hours, 4:00 p.m.-12:00 M.

AFFILIATIONS: Network NBC. Stations, AM, KMO.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30 x 40 ft.). Two RCA TK 31A camera chains. One RCA TK 20A film camera. Two Eastman 250 D-16mm film projectors. Two 35mm Selectroslide slide projectors. News Services, NBC, UP. Libraries, Snader-Telescriptions (film); Standard & Thesaurus, (music).

PRINCIPAL STOCKHOLDERS: Carl E. Haymond (owns majority stock in KIT Inc., Yakima, Washington) and Carl D. Haymond (owns minority stock in KIT Inc., Yakima, Washington).

EXECUTIVES:

Carl E. Haymond, Pres. & Film Buy.
 John L. Boor, Ch. Eng.
 Jerry Geehan, Gen. Mgr. Gordon H. Tuell, Exec. Prod.
 Earl M. Willhite, Com. Mgr. Tess M. Williams, Film Dir.

RATE INFORMATION: Class A one hour Live \$425.00, Film \$425.00. Minute spot Live \$85.00. Film \$85.00. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,166,500	185,500	1,463,100
Families in area	364,490	59,180	458,571
Area in Square Miles	4,927	5,720	16,101
No. of Sets (June 1)	236,000	30,900	266,900
Retail Sales	\$1,324,622,000	\$191,244,000	\$1,639,492,000
Income per family	\$5,197	\$4,599	\$4,820

KTNT-TV

LICENSEE: Tribune Publishing Co. Address: South 11th & Grant Sts. Phone Fulton 2561

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 62 kw. Operating Pow.: Visual 125 kw, Aural 62 kw. Transmitter: Address, South 11th & Grant Sts. Make, GE. Model TT6E plus TF4A. Antenna: Make GE Type TY 28F. Height, Above average terrain 450 ft. Above ground 291 ft

OPERATION: Began March 1, 1953. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Networks, CBS, DuM. Stations, AM, KTNT.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Dow, Lohner & Albertson. Consulting Engineer Alvin H. Barnard.

SERVICES: Two Studios: (20 x 20 ft. & 45 x 50 ft.). DuM TA124E 2 camera field chains. GE film cameras. Two Eastman Model 250 film projectors. One Selectroslide & one GE balop slide projectors. GE balop opaquer projector. News Services, UP & AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: President Frank S. Baker (62.6%); Alton F. Baker (12.46%) president and 63 1/2% owner Eugene (Ore.) Register-Guard and KERG Eugene; Elbert H. Baker Jr. (12.46%) president of Locke Machine Co., Cleveland, O.; Louis B. Hastings (12.46%). Licensee publishes Tacoma News-Tribune.

EXECUTIVES:

Frank S. Baker, Pres.
 Len Higgins, Gen. Mgr.
 Larry Carino, Com. Mgr.
 Burke Ormsby, Prog. Dir. & Film Buy.
 Max Rice, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$725, Film \$625. Minute spot Live \$150, Film \$135. Frequency discounts from 2 1/2% for 13 times up to 12 1/2% for 260 times. Rate Card No. 1.



**KING COUNTY (SEATTLE)
 ACCOUNTS FOR SLIGHTLY MORE
 THAN HALF THE FABULOUS
 PUGET SOUND MARKET**

The population of Seattle-King County represents but 57% of the prosperous area so capably served by KTNT-TV. The Seattle-King County population is important to advertisers, but just as important are the other 550,300 able-to-buy folks in the fabulous Puget Sound area. Over 60% of the families own TV sets, and they are tuning to KTNT-TV. And set sales continue to boom! Going beyond the area's present 266,900 sets.

You can sell this vibrant, prosperous, growing market with one television station, KTNT-TV. Send today for the complete KTNT-TV story.

KTNT-TV

CHANNEL 11 - 125,000 WATTS SOON



Affiliated with CBS and DuMont Television Networks.
 Transmitter strategically located at Tacoma, in Middle Puget Sound for greater penetration of the entire area.
 Sales Representatives:
 Weed Television, Nationally
 Art Moore & Son, Pacific Northwest

KTNT-TV Coverage Area

Families	418,100
Population	1,318,700
Retail sales	\$1,316,645,000
Net Effective Buying	
Income per family	\$5,285
TV sets in Area (June 1)	266,900

**POPULATION OF THE
 KTNT-TV AREA**

King County (Seattle)	768,400
Pierce County (Tacoma)	293,700
Other Counties	256,600
TOTAL	1,318,700

YAKIMA

KIMA-TV

LICENSEE: Cascade Broadcasting Co. Address: Box 702. Phone: 6104

FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.3 kw. Operating Pow.: Visual 1.05 kw, Aural 0.53 kw. Transmitter: Address, Ahtenum Ridge, near Union Gap, Washington. Make, GE. Model TT20A. Antenna: Make GE. Type TY 25C. Height, Above average terrain 960 ft. Above ground 120 ft.

OPERATION: Began June 30, 1953. Hours, 4:00 p.m.-10:30 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, KIMA.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Prince, Taylor, Crampton & Goodson. Consulting Engineer Frank H. McIntosh.

SERVICES: Three Studios (30 x 50 ft., 20 x 30 ft., & 20 x 25 ft.). One DuM dual camera chain. One GE film camera. Two GE syncro-lite film projectors. One Selectroslide slide projector. Custom made to carry all live chain, mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: A. W. Talbot (72.5%); Thomas C. Bostic (15%); Ralph Sundquist (5%); R. W. Trenerry (2.5%); R. Lee Black (2.5%); F. E. Mitchell (0.5%); J. B. Watkinson (0.5%); J. D. Rolfe (0.5%).

EXECUTIVES:

A. W. Talbot, Pres. Jim Nolan, Prog. Dir. & Film Buy.
Tom Bostic, Gen. Mgr. J. Barry Watkinson, Ch. Eng.
Herchel Cary, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	100,000	140,000	160,000
Families in area	35,000	45,000	53,000
No. of Sets (June 1)			1,400
Retail Sales			\$165,000,000
Income per family			\$4,656
Income per Capita			\$1,424

KIT-TV

(Target Date, Aug., 1953)

LICENSEE: KIT, Inc. Address: 414 1/2 E. Yakima Avenue, P. O. Box 1222. Phone: 8115

FACILITIES: Chan. 23. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Ahtenum Ridge. Make, RCA. Model TTU 1 B. Antenna: Make RCA. Type 21 BLS. Height, Above average terrain 960 ft. Above ground 140 ft.

OPERATION: Target date Aug., 1953.

AFFILIATIONS: Networks, NBC, ABC. Stations, AM, KIT.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: One Studio: (40 x 40 ft.). Two RCA camera chains. One RCA film camera. Two RCA TPI6D film projectors. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carl E. Haymond (93.67%) Owns majority of stock in KMO, Inc.; Carl D. Haymond (1.25%). Balance of stock unissued.

EXECUTIVES:

Carl E. Haymond, Pres. H. B. Murphy, Ch. Eng.
James A. Murphy, Gen. & Com.
Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1952.....	1,951,000
Total Families, 1950.....	479,265
Total Urban Population, 1950.....	694,487
Total Rural Nonfarm Population, 1950.....	900,143
Total Farm Population, 1950.....	410,922
Employed in Nonagricultural Establishments, Feb., 1953.....	503,000
Total Employed, 1950.....	628,157
Employed in Mining, Feb., 1953.....	107,600
Employed in Manufacturing, Feb., 1953.....	134,700
Employed in Construction, Feb., 1953.....	12,800
Employed in Agriculture, 1950.....	61,440
Retail Sales, 1952.....	\$ 1,473,530,000
Bank Assets, Jan. 1, 1953.....	\$ 1,138,677,000
Bank Deposits, Jan. 1, 1953.....	\$ 1,036,460,000
Major Income Sources, 1951: Agriculture 4.1%; Government 13.3%; Manufacturing Payrolls 20.2%; Trade and Service 21.0%; Other 41.4%.	
Total Income Payments, 1951.....	\$ 2,343,000,000
Per Capita Income, 1951.....	\$ 1,174
Median Family Income, 1950.....	\$ 2,584
Total Internal Revenue Collections, 1952.....	\$ 323,331,893
Average Weekly Earnings Manufacturing Workers, Feb., 1953.....	\$ 69.60
Receipts from Farm Marketing, Jan.-Feb., 1953.....	\$ 18,208,000
Cash Receipts of Farms, 1952.....	\$ 134,264,000
Government Payments to Farmers, 1952.....	\$ 1,844,000
Value of Mineral Production, 1950.....	\$ 829,624,000
New Public Construction in 1952.....	\$ 60,000,000
Motor Vehicle Registration, 1952.....	497,313
Number of Telephones, 1952.....	383,000
Number of Electrical Connections, 1952.....	562,853
Number of Gas Utilities Connections, 1952.....	305,400

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Barbour.....	19,745	7,146	2,713	182	600	12%
Berkeley.....	30,359	23,589	6,609	797	4,080	48%
Boone.....	33,173	21,194	6,373	415	1,930	25%
Braxton.....	18,082	6,606	1,809	211		
Brooke.....	26,904	15,499	5,537	368	3,460	48%
Cabell.....	108,035	121,238	25,976	3,734	27,050	81%
Calhoun.....	10,259	1,938	590	57	390	17%
Clay.....	14,961	4,047	503	34		
Doddridge.....	9,026	3,410	1,066	32		
Fayette.....	82,443	62,312	13,701	1,159	2,180	11%
Gilmer.....	9,746	2,516	1,107	60		
Grant.....	8,756	7,852	1,308	79		
Greenbrier.....	39,295	29,653	7,716	777	*2,810	29%
Hampshire.....	12,577	5,374	1,247	68		
Hancock.....	34,388	21,059	7,834	747	4,370	48%
Hardy.....	10,032	5,292	755	76		
Harrison.....	85,296	83,604	21,101	1,916		
Jackson.....	15,299	7,915	1,952	142	660	17%
Jefferson.....	17,184	12,566	3,244	422	2,160	48%
Kanawha.....	239,629	238,105	59,659	5,791	29,170	44%
Lewis.....	21,074	10,739	2,879	327		
Lincoln.....	22,466	7,121	2,541	71	2,110	43%
Logan.....	77,391	62,158	12,204	1,104	4,830	27%
McDowell.....	98,887	69,329	15,923	1,326		
Marion.....	71,521	58,025	16,436	1,406	3,430	17%
Marshall.....	36,893	16,361	7,366	464	1,940	20%
Mason.....	23,537	10,849	3,199	94	2,620	43%
Mercer.....	75,013	60,280	13,493	1,889		
Mineral.....	22,333	9,831	3,161	291		
Mingo.....	47,409	43,796	10,133	1,040	2,440	22%
Monongalia.....	60,797	51,674	14,815	1,415	5,020	31%
Monroe.....	13,123	4,825	1,389	151	*900	29%
Morgan.....	8,276	3,241	1,334	34		
Nicholas.....	27,696	15,879	5,429	205		
Ohio.....	71,672	93,457	20,771	2,124	3,970	19%
Pendleton.....	9,313	2,759	321	70		
Pleasants.....	6,369	3,481	1,043	59		
Pocahontas.....	12,480	4,279	1,041	58	360	12%
Preston.....	31,399	16,369	4,538	476	1,720	22%
Putnam.....	21,021	4,755	1,207	57	2,240	43%
Raleigh.....	96,273	69,415	14,550	973		
Randolph.....	30,558	17,093	4,408	456	880	12%
Ritchie.....	12,535	4,750	1,346	132		
Roane.....	18,408	6,722	1,699	61	710	17%
Summers.....	19,183	9,820	3,213	253	1,080	22%
Taylor.....	18,422	9,021	3,160	363		
Tucker.....	10,600	5,389	1,872	119		
Tyler.....	10,535	3,960	1,491	126		
Upshur.....	19,242	10,071	2,938	424	600	12%
Wayne.....	38,696	8,568	3,027	307	4,540	54%
Webster.....	17,888	8,254	1,923	134		
Wetzel.....	20,154	11,439	3,476	271		
Wirt.....	5,119	1,021	178	27	240	17%
Wood.....	66,540	57,882	14,302	1,689	1,960	10%
Wyoming.....	37,540	19,957	5,532	351	2,200	25%

*New television county.

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

NBC TV HOME ESTIMATES			NBC TV HOME ESTIMATES		
County	Total Homes	Per Cent Television Homes	County	Total Homes	Per Cent Television Homes
Barbour	5,000		Mineral	6,000	
Berkeley	8,500	53	Mingo	11,100	33
Boone	7,700	32	Monongalia	16,200	30
Braxton	4,200		Monroe	3,100	10
Brooke	7,200	52	Morgan	2,300	
Cabell	33,400	90	Nicholas	6,600	
Calhoun	2,800	27	Ohio	20,900	38
Clay	3,400		Pendleton	2,100	
Doddridge	2,200		Pleasants	1,700	
Doddrige	10,800	23	Pocahontas	3,000	
Fayette	2,300		Preston	7,800	19
Gilmer	2,200		Putnam	5,200	44
Grant	9,700	10	Raleigh	23,500	21
Greenbrier	3,100		Randolph	7,300	
Hampshire	9,100	52	Ritchie	3,200	
Hancock	2,400		Roane	4,200	27
Hardy	23,600	27	Summers	4,800	10
Harrison	3,900		Taylor	4,900	19
Jackson	4,500	53	Tucker	2,600	
Jefferson	66,300	60	Tyler	2,900	
Kanawha	5,100		Upshur	5,000	
Lewis	4,900	44	Wayne	8,400	
Lincoln	17,000	48	Webster	4,100	47
Logan	22,200	12	Wetzel	5,200	
McDowell	20,200	23	Wirt	1,400	26
Marion	9,700	24	Wood	19,600	20
Marshall	6,100	44	Wyoming	8,800	32
Mason	18,900	18	Totals	517,800	160,870
Mercer					

BECKLEY

(Target Date, not set)

LICENSEE: Appalachian TV Corp. Address: 270 Park Ave., New York, N. Y.

FACILITIES: Chan. 21. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 9.77 kw. Transmitter: Address, Fitzpatrick Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 680 ft. Above ground 400 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: President Albin May, executive of Ladenburg Thalmann Co. which holds 10% interest; Treasurer Joseph Low (18%) N. Y. attorney; George Becker (22%) N. Y. attorney. Corporation has uhf grant in Marshall Tex., filed for uhf stations in Goldsboro, N. C., Clarksburg, W. Va. and Merced, Calif. Mr. Becker holds minority interests in other applications.

CHARLESTON

WKNA-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Joe L. Smith, Jr., Inc. Address: 804 1/2 Kanawha Boulevard. Phone: 39-971

FACILITIES: Chan. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 12.0 kw. Transmitter: Address, Bownemont, South Charleston. Make, RCA. Model TTU 1B. Antenna: Make RCA. Type TFU-24DM. Height, Above average terrain 390 ft. Above ground 337 ft.

OPERATION: Target date Sept. 1, 1953.

AFFILIATIONS: Network, ABC. Stations, AM, WKNA. FM, WKNA-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney Pierson & Ball. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One Studio (20 x 30 ft.). One RCA image orthicon camera chain. RCA film camera. Two RCA 16mm film projectors. Gray 2 x 2" automatic slide projector. News Service, UP.

PRINCIPAL STOCKHOLDER: Joe L. Smith (100%); same interests own & operate WJLS, WJLS-FM, Beckley, W. Va.

EXECUTIVES:

Joe L. Smith Jr., Pres. & Gen. Mgr. Virginia N. Cooper, Secy. & Bus. Mgr.
 George J. Gray, Asst. Gen. Mgr. & Sta. Mgr. Don O. Hays, Prog. Dir.
 A. J. Ginkel, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$42.00. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	329,225	246,192	575,417
Families in area	87,550	63,060	150,610
Area in Square Miles	1,395	2,405	3,800
No. of VHF Sets (June 1)	46,529	30,631	77,160
Retail Sales	\$249,743,000	\$155,346,000	\$405,089,000
Income per family	\$3,968	\$4,113	\$4,113
Income per Capita	\$1,005	\$993	\$993

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Address: Charleston Regional Office: Capital City Building. (For Full Listing see Huntington, W. Va.)

FAIRMONT

WJPB-TV

(Target Date, Feb., 1954)

LICENSEE: Fairmont Broadcasting Co. Address: Radio-TV Centre Bldg., Gastor Ave. Phone: 5000

FACILITIES: Chan. 35. Authorized Eff. Rad. Pcv.: Visual 20.4 kw, Aural 10.33 kw. Transmitter: Address, Radio Park. Make, RCA. Model 1 kw. Antenna: Make RCA. Type beamed. Height, Above average terrain 251 ft. Above ground 241 ft.

OPERATION: Target date, Feb., 1954. Hours, 2:00 p.m.-10:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WVVW FM, WJPB.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney D. R. Davies. Consulting Engineer A. D. Ring & Associates.

SERVICES: Two Studios (24 x 20 ft. & 16 x 14 ft.). One RCA camera chain. One Eastman Rear Screen Projector. One Eastman, One Dage Film cameras. Two Eastman Film Projectors. One Philco Scanner. One Eastman Film Processing unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: J. Patrick Beacom, 100% owner Fairmont Broadcasting Co. Mr. Beacom owns WETZ New Martinsville, W. Va., and WBUT-AM-FM Butler, Pa. Mr. Beacom is president and publisher of the Mannington Times, West Va. small weekly newspaper.

EXECUTIVES:

J. Patrick Beacom, Pres. Numa Fabra Jr., Prog. Dir.
 Robert M. Drummond, Gen. Mgr. G. L. Smith, Ch. Eng.
 & Film Buy. Emily Peed, Womens Dir.
 R. E. Radcliff, Com. Mgr. J. F. Watkins, Prom. Mgr.
 T. J. Kelly, TV Dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	105,000	241,000	300,000
Families in area	22,000	43,610	61,500
Area in Square Miles	601	1,010	18,101
No. of Sets (June 1)	12,000	16,450	26,000
Retail Sales	\$101,201,000	\$198,350,000	\$241,101,000
Income per family	\$3,107.00	\$3,100.00	
Income per Capita	\$1,207.00	\$1,200.00	

HUNTINGTON

WSAZ-TV (CHARLESTON)

LICENSEE: WSAZ Inc. Address: WSAZ Bldg., 201 Ninth St. Phone: 3-9441

FACILITIES: Chan. 3. Authorized Eff. Rad. Pow.: Visual 84 kw, Aural 42 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: Address, Eighth St. Hill. Make, RCA. Model RCA TT25AL. Antenna: Make RCA. Type RCA TF3A Superturnstile. Height, Above average terrain 600 ft. Above ground 350 ft.

OPERATION: Began Nov. 15, 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATIONS: Network NBC, CBS, ABC, DuM. Stations, AM, WSAZ.

REPRESENTATIVES: Sales, The Katz Agency, Inc. Washington Attorney Cohn & Marks, Cafritz Bldg.

SERVICES: Two studios (41 x 52 ft. & 25 x 34 ft.). Three complete RCA TV camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two automatic slide projectors. One station-designed custom built opaque projector. Complete still and silent film facilities for processing. Ford F-5, custom-built mobile unit. Two RCA field cameras. Microwave gear. Ford station-wagon. Complete newsreel unit. News Service, AP, NBC Film. Library, Langworth.

PRINCIPAL STOCKHOLDER: Huntington Publishing Co. (89%) publishes the Huntington Herald-Dispatch, Advertiser. Mrs. Eugene Katz (11%) (The Katz Agency Inc.)

EXECUTIVES:

Col. J. H. Long, Pres. J. P. Clay, Stu. Eng. Supvr.
 L. H. Rogers, Vice Pres. & Gen. Mgr. E. Conaty, Nat'l. Sls. Dir.
 H. Stohl, Prod. Mgr.
 C. T. Garten, Asst. Gen. Mgr. W. Murray, Charleston Reg. Mgr.
 J. H. Ferguson, Prog. Dir. C. W. Dinkins, Prom. & Merc. Dir.
 L. E. Kilpatrick, Vice Pres. & Tech. Dir. W. T. Romaine, Adm. Asst. to Mgr.
 N. R. Brooke, Film Dir. R. E. White, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$750, Film \$500. Minute spot Live \$150, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

the *geographical* center of the U. S. is here...



the *population* center of the U. S. is here...

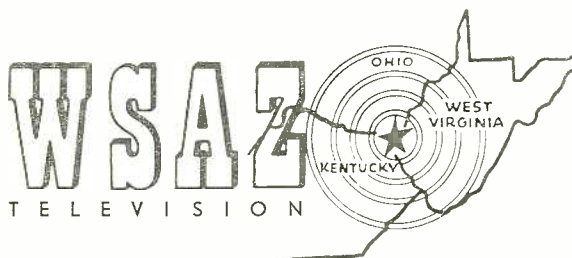


but... the industrial center of the U. S. is here...

Don't be off-center. Let WSAZ-TV carry your advertising message to the TV families in these 114 counties of five states... and help you tap a bigger share of the *four billion dollars* they have available for spending!



No other television station commands this high-income heart of industrial America!



Huntington, West Virginia

CHANNEL 3
84,000 WATTS ERP
NBC - CBS - DUMONT - ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency

HUNTINGTON (Continued)

WSAZ-TV (Continued)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	302,000	1,024,000	3,306,200
Families in area	70,200	238,000	839,000
Area in Square Miles	2,310	10,430	111,100
No. of Sets (June 1)	49,480	119,140	200,430
Retail Sales	\$231,865,000	\$707,139,000	\$2,198,961,000
Income per family	\$4,050	\$4,050	\$4,050
Income per Capita	\$1,030	\$1,030	\$1,030

PARKERSBURG

WTAP (TV)

(Target Date, Sept. 21, 1953)

LICENSEE: West Virginia Enterprises, Inc. Address: P. O. Box 1732. Phone: 77371

FACILITIES: Chan. 15. Authorized Eff. Rad. Pow.: Visual 18.9 kw, Aural 9.45 kw. Operating Pow.: Visual 1 kw, Aural 0.5 kw. Transmitter: Address, Dole's Knob, Constitution, Ohio. Make, RCA. Model TTU-1B. Antenna: Make Workshop Associates. Type WA-25-15-NFI. Height, Above average terrain 1353 ft. Above ground 453 ft.

OPERATION: Target date Sept. 21, 1953.

REPRESENTATIVES: Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Frank A. Baer et al (42.5%); Howard L. Chernoff (42.5%); Theodore A. Eiland (10%); Lydia Busek (5%). Baers and Chernoff each hold 32.5% interest WTBO, Cumberland, Maryland.

EXECUTIVES:

Theodore A. Eiland, Pres. & Gen. Mgr.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$25. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,000	23,110	133,110
Families in area	32,229	6,739	38,968
Area in Square Miles	App. 18	App. 30	App. 30
No. of Sets (June 1)	App. 6500	App. 1500	App. 8000
Retail Sales	\$86,015,000	\$13,255,600	\$99,271,000

WHEELING

WLTV (TV)

(Target Date, Oct. 1953)

LICENSEE: Polan Industries. Address: 521 8th St., Huntington, W. Va.

FACILITIES: Chan. 51. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 13.5 kw. Transmitter: Address, Palo Alto St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 170 ft.

OPERATION: Target date Oct., 1953. Hours, 3 p.m.-12 M.

REPRESENTATIVES: Washington Attorney McKenna & Wilkinson. Consulting Engineer A. D. Ring & Co.

PRINCIPAL STOCKHOLDERS: Albert S. Polan (20%); E. G. Polan (20%); Lincoln M. Polan (20%); Dr. Charles M. Polan (20%); Lake Polan Jr. (20%). For other holdings, see Group Ownership.

WTRF-TV

(Target Date, Oct. 1, 1953)

LICENSEE: Tri-City Broadcasting Co. Address: 1329 Market Street. Phone: Bellaire 1515

FACILITIES: Chan. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, RD #1 Bridgeport, Ohio. Make, RCA. Model TT 50 AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 584 ft. Above ground 359 ft.

OPERATION: Target date Oct. 1, 1953.

AFFILIATIONS: Network, NBC. Stations, AM, WTRF. FM, WTRF-FM

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney Barnes & Neilson. Consulting Engineer Jack Moffet.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

SERVICES: One studio: (35 x 50 ft.). Two RCA type TK 31A camera chains. One RCA, Series 400 rear screen projector. One RCA TK-20D film camera. Two RCA TP-6A film projectors. Dual disc (RCA) slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Thomas M. Bloch, Betty Bloch Harris, A. V. Dix, Gordon C. Dix, Robert W. Ferguson, News Publishing Co. News Publishing Co. owns 34% of WTRF-TV and owns 100% of WBLK Clarksburg and WPAR Parkersburg. They own Wheeling News-Register & Intelligencer. A. V. Dix and G. C. Dix own Martins Ferry and Bellaire Times Leader and own interest in WWST Wooster, Ohio. They own together 30% of WTRF-TV.

EXECUTIVES:

Thomas M. Bloch, Pres. Frank Curtis, Prog. Dir.
Robert W. Ferguson, Vice Pres. Howard Daubenmeyer, Ch. Eng.
& Gen. Mgr. George Diab, News Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 616,764; Families in area 212,000; Area in Square Miles 3,300; No. of Sets (June 1) 110,000; Retail Sales \$450,000,000.

WISCONSIN

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1952	3,539,0
Total Families, 1950	867,99 ⁰⁰
Total Urban Population, 1950	1,987,8
Total Rural Nonfarm Population, 1950	721,45
Total Farm Population, 1950	725,2
Employed in Nonagricultural Establishments, Feb., 1953	1,082,70 ⁰⁰
Total Employed, 1950	1,355,2
Employed in Mining, Feb., 1953	3,50 ⁰⁰
Employed in Manufacturing, Feb., 1953	478,8
Employed in Construction, Feb., 1953	43,90 ⁰⁰
Employed in Agriculture, 1950	251,9.
Retail Sales, 1952	\$ 3,991,222,00 ⁰⁰
Bank Assets, Jan. 1, 1953	\$ 3,740,856,0.
Bank Deposits, Jan. 1, 1953	\$ 3,499,631,00 ⁰⁰
Major Income Sources, 1951: Agriculture 11.0%; Government 11.2%; Manufacturing Payrolls 31.3%; Trade and Service 23.8%; Other 22.7%	
Total Income Payments, 1951	\$ 5,610,000,0.
Per Capita Income, 1951	\$ 1,6 ⁰
Median Family Income, 1950	\$ 3,2
Total Internal Revenue Collections, 1952	\$ 1,384,265,0 ⁰⁰
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 75.
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 161,635,0 ⁰⁰
Cash Receipts of Farms, 1952	\$ 1,142,643,00 ⁰⁰
Government Payments to Farmers, 1952	\$ 8,060,0 ⁰⁰
Value of Mineral Production, 1950	\$ 41,693,00 ⁰⁰
Total New Construction in 1952	\$ 635,200,0 ⁰⁰
New Private Construction in 1952	\$ 472,600,00 ⁰⁰
New Public Construction in 1952	\$ 162,600,0 ⁰⁰
Motor Vehicle Registration, 1952	1,249,26 ⁰⁰
Number of Telephones, 1952	1,059,2
Number of Electrical Connections, 1952	1,169,40 ⁰⁰
Number of Gas Utilities Connections, 1952	456,6

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS)	(CBS)
					TV Sets 1953	Television Per Ct
Adams	7,906	5,309	1,020	39		
Ashland	19,461	22,037	5,746	503		
Barron	34,703	46,010	8,022	1,042	1,940	19%
Bayfield	13,760	7,230	1,845	222		
Brown	98,314	114,251	24,158	2,929	*2,500	9%
Buffalo	14,719	10,114	1,695	242	900	21%
Burnett	10,236	7,521	1,728	156		
Calumet	18,840	21,409	3,548	342	1,380	26%
Chippewa	42,839	45,454	7,735	800		
Clark	32,459	32,328	5,027	597		
Columbia	34,023	44,130	8,139	989	1,460	14%
Crawford	17,652	13,974	3,433	289		
Dane	169,357	206,258	41,873	7,549		
Dodge	57,611	52,923	11,900	997	10,350	62%
Door	20,870	23,118	5,494	543	*580	9%
Douglas	46,715	49,194	14,145	1,264		
Dunn	27,341	26,062	3,059	499	1,460	19%
Eau Claire	54,187	61,911	13,887	1,803		
Florence	3,756	2,413	850	26		
Fond Du Lac	67,829	82,722	16,786	2,324	6,730	34%
Forest	9,437	6,597	1,397	157		
Grant	41,460	46,353	8,479	839	1,330	11%
Green	24,172	38,204	9,132	988		
Green Lake	14,749	20,340	3,927	283	640	14%
Iowa	19,610	15,506	3,477	300		

WISCONSIN MARKET DATA BY COUNTIES (Continued)

County	Population 1950	Retail Sales 1952 (\$'000)	Food Sales 1952 (\$'000)	Drug Sales 1952 (\$'000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Adams	8,714	7,482	2,427	62		
Dodge	16,073	14,572	2,302	216		
Dane	43,069	53,409	11,876	1,018	5,760	44%
Delafield	18,930	19,053	4,342	387		
Kenosha	75,238	92,131	24,957	2,314	18,640	79%
Wauna	17,366	15,645	2,482	252	*420	9%
La Crosse	67,587	83,213	20,523	1,732		
Lafayette	18,137	18,602	3,806	255		
Langlade	21,975	24,961	5,914	368		
Lincoln	22,235	25,242	6,652	662		
Manitowoc	67,159	74,727	18,634	1,097	5,150	26%
Marathon	80,337	86,378	17,004	1,501		
Marinette	35,748	33,510	9,014	619		
Marquette	8,839	7,761	1,497	121	380	14%
Milwaukee	871,047	1,142,562	271,329	30,138	235,050	89%
Monroe	31,378	24,525	5,474	598		
Oconto	26,238	22,793	4,218	258	*660	9%
Oneida	20,648	25,642	7,242	701		
Outagamie	81,722	96,833	20,379	1,978	*2,120	9%
Ozaukee	23,361	27,217	5,748	543	5,400	76%
Pepin	7,462	7,571	1,748	67	420	21%
Pierce	21,448	20,735	5,208	424	3,050	50%
Polk	24,944	27,810	5,325	757	3,700	50%
Portage	34,858	30,858	7,342	806		
Price	16,344	14,956	2,763	276		
Racine	109,585	144,780	37,432	3,976	23,860	71%
Richland	19,245	22,197	4,715	494		
Rock	92,773	120,932	29,768	2,927		
Rusk	16,790	15,697	3,128	237		
St. Croix	25,905	27,038	4,984	499	3,800	50%
Sauk	38,120	43,410	9,282	1,019		
Sawyer	10,323	9,507	2,063	318		
Shawano	35,249	28,687	6,371	483	*860	9%
Sheboygan	80,631	90,350	19,112	1,858	18,530	75%
Taylor	18,455	14,150	2,396	217		
Trempealeau	23,730	21,517	3,762	353	1,410	21%
Vernon	27,905	22,354	5,939	602		
Vilas	9,363	12,152	3,638	67		
Walworth	41,584	56,132	12,283	1,455	7,640	57%
Washington	11,665	11,492	3,413	404		
Washington	33,902	42,219	9,024	658	7,680	76%
Waushara	85,901	84,706	23,228	2,064	21,660	83%
Waupaca	35,056	47,110	8,710	906	*940	9%
Waushara	13,920	14,186	2,248	183		
Winnebago	91,103	105,644	27,689	2,451	*2,490	9%
Wood	50,500	57,406	13,418	1,095		

* New television county.
 Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Television	Television Homes	County	Total Homes	Per Cent Television	Television Homes
Delafield	2,500			Marathon	22,200		
Dodge	5,500			Marinette	10,300		
Barron	10,200	24	2,460	Marquette	2,700	11	310
Bayfield	3,900			Milwaukee	264,100	94	248,820
Brown	27,800	18	4,980	Monroe	8,500		
Buffalo	4,300	18	780	Oconto	7,300		
Burnett	3,000	13	400	Oneida	6,300		
Calumet	5,300	30	1,600	Outagamie	23,500	15	3,500
Chippewa	11,500	14	1,580	Ozaukee	7,100	75	5,330
Clark	9,100			Pepin	2,000	18	360
Columbia	10,400	12	1,200	Pierce	6,100	51	3,090
Crawford	4,900			Polk	7,400	51	3,750
Dane	49,500	14	6,940	Portage	9,200		
Dodge	16,700	59	9,920	Price	4,700		
Door	6,400	12	760	Racine	33,600	70	23,510
Douglas	14,000			Richland	5,400		
Grant	7,700	24	1,860	Rock	29,000	16	4,510
Eau Claire	16,400	18	2,910	Rusk	4,600	13	620
Lafayette	1,200			St. Croix	7,600	51	3,860
Lac du Lac	19,800	35	7,010	Sauk	11,500		
Forest	2,300			Sawyer	3,000	13	400
Franklin	12,100	13	1,620	Shawano	9,600		
Green	7,400			Sheboygan	24,700	76	18,690
Green Lake	4,600	12	530	Taylor	4,900		
Iowa	5,600			Trempealeau	6,700	18	1,230
Manitowoc	2,500			Vernon	7,900		
Dane	4,800			Vilas	2,900		
Delafield	13,100	48	6,270	Walworth	13,400	55	7,310
Dodge	5,400			Washington	3,300	13	430
Kenosha	23,600	79	18,530	Washington	10,100	75	7,570
Wauna	4,700	12	550	Waushara	26,100	76	19,710
La Crosse	20,100			Waupaca	10,400		
Lafayette	5,200			Waushara	4,200		
Langlade	6,000			Winnebago	27,700	14	3,800
Lincoln	6,400			Wood	14,400		
Manitowoc	19,800	30	5,950	Totals	1,016,100		432,650

BELOIT

WRBJ (TV)

(Target Date, Sept., 1953)

LICENSEE: Beloit Bcstg. Co. Address: Hotel Hilton
 FACILITIES: Chan. 57. Authorized Eff. Rad. Pow.: Visual 20.82 kw, Aural 12.5 kw. Transmitter: Address, U. S. 51. Make, RCA. Antenna: Make RCA. Height, Above average terrain 230 ft. Above ground 339 ft.
 OPERATION: Target date Sept., 1953.
 AFFILIATIONS: Station, AM, WGEZ.
 REPRESENTATIVES: Sales, George C. Clark Inc. Attorney Edwin C. Conrad, Madison, Wis. Consulting Engineer Page, Cruetz, Garison & Waldschmitt.
 PRINCIPAL STOCKHOLDER: Sidney H. Bliss, sole owner, is president of Gazette Printing Co. (Janesville Gazette) which is licensee of WCLO-FM Janesville, Wis. and Southern Wisconsin Radio Co. which is licensee of WCLO Janesville.

EAU CLAIRE

WEAU-TV

(Target Date, Fall, 1953)

LICENSEE: Central Broadcasting Co. Address: 1546 So. Hastings Way
 FACILITIES: Chan. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 30 kw. Transmitter: Address, 1456 Hastings Way. Make, RCA. Antenna: Make RCA. Height, Above average terrain 840 ft. Above ground 837 ft.
 OPERATION: Target date Fall, 1953.
 AFFILIATIONS: Station, AM, WEAU.
 REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Scharfeld, Jones & Baron. Consulting Engineer C. B. Parsons.
 PRINCIPAL STOCKHOLDERS: Pres. W. C. Bridges (18 2/3%); Sec.-Treas. Morgan Murphy (14 1/3%); Elizabeth Murphy (40%); Eau Claire Press Co. (Eau Claire Telegram and Leader) (24 1/3%). For other Murphy-Bridges Holdings, see Group Ownership.
 EXECUTIVES:
 W. C. Bridges, Pres. T. O. Jorbenson, Ch. Eng.
 Harry S. Hyett, Gen. Mgr.

GREEN BAY

WBAY-TV

LICENSEE: St. Norbert College. Address: Bellin Building. Phone: Adams 1
 FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 25 kw, Aural 10 kw. Transmitter: Address, De Pere, Wis. Make, RCA. Model TT2AL. Antenna: Make RCA. Height, Above average terrain 435 ft. Above ground 325 ft.
 OPERATION: March 17, 1953. Hours, 4:30 p.m.-11:30 p.m.
 AFFILIATIONS: Networks, CBS, NBC, ABC, DuMont. Station, AM, WBAY.
 REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney Hogan & Hartson. Consulting Engineer George C. Davis.

SERVICES: Two studios (one 9,000 sq. ft. plus stage 1,400 sq. ft. and one 1,200 sq. ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm-SOF film projector. Projectall, scanner, opaque projector and slide projectors. News Services, UP and AP.
 PRINCIPAL STOCKHOLDERS: Nonprofit, nonstock religious order.
 EXECUTIVES:
 Haydn R. Evans, Gen. Mgr. Clair Stone, Prog. Dir.
 Burkett Farquhar, Sta. Mgr. Wallace Stangel, Ch. Eng.
 Robert C. Nelson, Sls. Mgr. Jim Krause, Film Dir.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$44.63. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MADISON

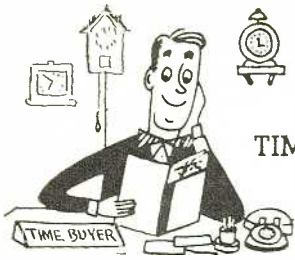
WKOW-TV

LICENSEE: Monona Broadcasting Co. Address: 215 West Washington Ave. Phone: 72261
 FACILITIES: Chan. 27. Authorized Eff. Rad. Pow.: Visual 87.00 kw, Aural 47 kw. Operating Pow.: Visual 16.98 kw, Aural 8.49 kw. Transmitter: Address, Gilbert Road. Make, RCA. Antenna: Make RCA. Height, Above average terrain 688 ft. Above ground 597 ft.
 OPERATION: Began July, 1953. Hours, 5:00 p.m.-12:00 M.
 AFFILIATIONS: Network CBS. Station, AM, WKOW.
 REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney Fly, Shuebruk & Blume. Consulting Engineer Walter F. Keane (Riverside, Ill.).
 SERVICES: One studio (32 x 54 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Projectall scanner. One Projectall opaque projector. One RCA film processing unit. News Service, UP. Library, Lang-Worth.
 PRINCIPAL STOCKHOLDERS: Stewart Watson, Pres. (12%); E. B. Rundell, Vice Pres. (8.7%); George W. Icke, Vice Pres. (6%); E. C. Severson, Treas. (11%); B. W. Huiskamp, Secy. (8%); Otto Sanders (6.1%); Theodore J. Pankow (6%); J. Raiman Feldman (5.4%).
 EXECUTIVES:
 Stewart Watson, Pres. Audrey Bland, Prog. Dir.
 Michael Henry, Gen., Com. Mgr. Vince Vanderheiden, Ch. Eng. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 35% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	75,000	115,000	200,000
No. of Sets (June 1)	9,000	3,000	12,000
Retail Sales	\$126,056,000	\$424,785,000



TIME BUYER OR ACCOUNT EXEC.

ADV. MGR. OR VEEP . . .



Whatever title they go by, if they've a finger in buying radio and television, then they've one thing in common . . . the Monday morning BROADCASTING • TELECASTING habit.

That means 6200 copies opened for business every Monday morning. This includes some 600 very select population which has paid subscriptions at home, too, in addition to office copies. This unhurried, easychair readership means a thorough-going concentration on both editorial and advertising.

Our 6200 buyers are a pretty powerful chunk of people. They control the network and national spot dollar—both radio and television. Your representative sees them often; you visit them occasionally.

But BROADCASTING • TELECASTING sees them every Monday. The book's there because it's invited. It stays for longer than a casual call.

Nine out of 10 buyers read BROADCASTING • TELECASTING for their news and information. It earns their first vote for dependability, for usefulness and, as "the most effective journal for station advertising."

And, sir, that means **your** advertising.

National Press Bldg., Washington 4, D. C.



WISCONSIN

MADISON (Continued)

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: W. Beltline Highway. Phone: 3-5331

FACILITIES: Chan. 33. Authorized Eff. Rad. Pow.: Visual 17.1 kw, Aural 8.6 kw. Operating Pow.: Visual 17.1 kw, Aural 8.6 kw. Transmitter: Address, W. Beltline Highway. Make, RCA. Model TTU-1B. Antenna: Make RCA. Type Slotted Line. Height, Above average terrain 650 ft. Above ground 555 ft.

OPERATION: Began July 19, 1953. Hours, 4:00 p.m.-12:00 p. m.

AFFILIATIONS: Networks ABC, DuM.

REPRESENTATIVES: Sales, Meeker TV Inc. Washington Attorney Samuel Miller. Consulting Engineer Mullaney & Co.

SERVICES: One studio (40x50 ft.). Two DuM Image Orthicon camera chains One Trans-Lux rear screen projector. One Cine Special II 16mm film camera. Two DuM film projectors. Two DuM slide projectors. DuM scanner. DuM opaque projector. News Services, UP, Fox-Movietone.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Pres. (33 $\frac{1}{3}$ %); Earl W. Fessler, Vice Pres. (6 $\frac{2}{3}$ %); Lee K. Beznor, secy-treas. (26 $\frac{2}{3}$ %); David Beznor, (33 $\frac{1}{3}$ %). Mr. Fessler is owner of WMFM. Messrs. Lee and David Beznor and Gerald Bartell are principals in AM stations WOKY, Milwaukee; WAPL Appleton, Wis.; and KCHA Charles City. Iowa; WOKY-TV Milwaukee; also are TV applicants for Appleton, Wis.

EXECUTIVES:

Gerald A. Bartell, Pres. & Gen. Mgr. & Film Buy.	Alan Beaumont, Sta. Dir.
Morton J. Wagner, Sls. Mgr.	Earl Fessler, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 26 times up to 33 $\frac{1}{3}$ % for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,400	391,200	469,500
Families in Area	47,200	115,140	138,150
No. of Sets (June 1)	8,124	5,000	15,000
Retail Sales	\$202,023,000	\$435,676,000	\$522,811,000
Income per Family	\$6,571	\$5,079
Income per Capita	\$1,704	\$1,408

MILWAUKEE

WCAN-TV

(Target Date, Sept. 1, 1953)

LICENSEE: Midwest Broadcasting Co. Address: 723 North Third St. Phone: Broadway 6-2154.

FACILITIES: Chan. 25. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 50 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Schroeder Hotel. Make, RCA. Model TTU-241B. Antenna: Make RCA. Type TFU-24BLF. Height, Above average terrain 597 ft. Above ground 654 ft

OPERATION: Target date Sept. 1, 1953. Hours, 10:00 a.m.-12:00 M.

AFFILIATIONS: Station, AM, WCAN.

REPRESENTATIVES: Sales, O. L. Taylor Co. Washington Attorney Philip M Baker. Consulting Engineer Russell P. May.

SERVICES: One studio (28x42 ft.). Two studio RCA TK-11A camera chains. Two RCA Type TK-20D film cameras. Two RCA TP-16D (16mm) film projectors. Transparency 2"x2" Auto slide projectors. Gray Telop, Jr. 4"x5" opaque projector. News service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Lou Poller (66 $\frac{2}{3}$ %); Cy Blumenthal (33 $\frac{1}{3}$ %). Mr. Poller owns WPWA Chester, Pa.: 51% of WARL Arlington, Va., and is a TV applicant for Philadelphia. Mr. Blumenthal owns 39% of WARL Arlington, Va.

EXECUTIVES:

Lou Poller, Pres., Gen. & Com. Mgr.	Elmer Jaspan, Asst. Gen. Mgr., Prog. Dir. & Film Buy.
	Walter Wesley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$50, Film \$50. Frequency discounts from 5% for 26-51 weeks up to 10% for 52 weeks. Rate Card No. 1.

MARKET INFORMATION: Population, 1,196,555; Families in Area, 363,700; Retail Sales, \$1,356,850,000.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

all eyes are on **WCAN TV** (MILWAUKEE)

In the rich and growing eight county market served by WCAN-TV reside one million, two hundred thousand people comprising four hundred thousand families. They own four hundred thirty three thousand television sets.

Milwaukee, the 13th largest market in the country, is a city of home owners. Two hundred fifty thousand homes — 55% of which are owned by their occupants. The average weekly pay check is \$81.69 compared with the U. S. average of \$72.10. Here is a vital and growing market with retail sales totaling one billion three hundred fifty six million eight thousand dollars.


The most effective way to reach this important source of spendable income is with WCAN-TV . . . Milwaukee!

Source: SRDS Consumer Markets 1951-1952
Broadcasting, Weekly TV Set Summary, June 9, 1953



A NEW landmark has been added to the Milwaukee skyline. The WCAN-TV tower rises 677 feet above Wisconsin Avenue in downtown Milwaukee, atop Wisconsin's most prominent hotel, The Schroeder.

WCAN-TV

For WCAN-TV is catching the  in Milwaukee

channel **25** Milwaukee
represented nationally by O. L. Taylor and Co.

**FOR
MILWAUKEE'S
RICH MARKET**

WOKY-TV

CHANNEL



*proudly announces
affiliations with*

ABC
TELEVISION NETWORK

DU MONT
TELEVISION NETWORK

**SERVING THE HEART
OF WISCONSIN'S
DAIRY STATE**

REPRESENTED BY
H-R TELEVISION, INC.
New York Chicago San Francisco Hollywood

the station to see is 'Waukeee TV
CHANNEL 19

WISCONSIN

MILWAUKEE (Continued)

WOKY-TV

(Target Date, Sept. 15, 1953)

LICENSEE: Bartell Broadcasters Inc. Address: 704 W. Wisconsin Ave. Phone: Broadway 1-8428

FACILITIES: Chan. 19. Authorized Eff. Rad. Pow.: Visual 17.28 kw, Aural 8.64 kw. Transmitter: Address, 2439 W. Hopkins St. Make, RCA. Antenna: Make RCA. Height, Above average terrain 1250 ft. Above ground 550 ft.

OPERATION: Target date, Sept. 15, 1953.

AFFILIATIONS: Networks, ABC, DuM. Station, AM, WOKY.

REPRESENTATIVES: Sales, H-R Television. Attorney Lee K. Beynor, Milwaukee. Consulting Engineer Ralph E. Evans, Milwaukee.

PRINCIPAL STOCKHOLDERS: Pres. Gerald A. Bartell (16.667%); Vice Pres. Melvin M. Bartell (0.4%); Sec.-Treas. Lee K. Beznor (41.266%) and David Beznor (41.667%). Messrs. Lee and David Beznor and Gerald Bartell are principals in WMTV (TV) Madison, WAPL Appleton, both Wis., and KCHA Charles City, Iowa, are TV applicants in Appleton.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 West State St., Zone 1. Phone: Broadway 1-6000

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 720 E. Capitol Drive. Make, RCA. Model TFS-12A. Antenna: Make RCA. Type TF-3A. Height, Above average terrain 910 ft. Above ground 1,035 ft.

OPERATION: Began Dec. 3, 1947. Average Hours, 8 a.m.-12:05 a.m.

AFFILIATIONS: Network NBC, ABC, CBS, DuM. Station, AM, WTMJ.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons. Washington Attorney Hogan and Hartson.

SERVICES: Six studios (54 x 30 x 26 ft., 42 x 26 x 18 ft., 19 x 27 x 13 ft., 13x11x8 ft., 29x36x25 ft., a stage seating 336, 125x225 ft. outdoor); Eight RCA Image Orthicon camera chains. Trans-Lux rear screen projector. Two RCA TK20C film cameras. RCA TP 16C and Eastman model 250 film projectors. Five slide projectors: Eastman 2x2; Selectroslide 2x2 rotary projector; automatic LaBelle 2x2; Kaleidoscope; Golde 3 1/2x4 1/2. Special Belop unit opaque projector. Mobile unit with two image orthicon cameras. News services, AP, Telenews. Libraries, Snader, UTP.

PRINCIPAL STOCKHOLDER: The Journal Co. sole owner.

EXECUTIVES:

Walter J. Damm, Vice Pres. & Gen. Mgr.	Jack Krueger, News Ed.
R. C. Winnie, Asst. Gen. Mgr.	Bob Heiss, Sports, Dir.
George Comte, Sta. Mgr.	Bruce Wallace, Mgr. Pub. Ser. & Prom.
George Nicoud, Asst. to Sta. Mgr.	Wendell Palmer, Cont. Mgr.
L. W. Herzog, Research and Dev. Co-Ord.	Maurice Kiper, Mus. Dir.
Neale V. Bakke, Sls. Mgr.	Phillip B. Laeser, Mgr. AM, TV Eng.
James Robertson, Prog. Mgr.	Edwin L. Cordes, TV Ch. Eng.
Colby Lewis, Asst. Prog. Mgr.	Henry Goeden, Fld. Sup.
Hugo Birmingham, Prod. Sup.	Alva Van Alstyne, TV Trans. Sup.
Jim Fitzgerald, Film Ed.	Nick Brauer, Studio, Sup.

RATE INFORMATION: Class A one hour Live \$960, Film \$960. Minute spot Live \$180, Film \$180. Rate Card No. 13.

MARKET INFORMATION: Population (within 100 microvolts) Wis., 1,891,235; Ill. (exclu. Cook Co.) 304,700; Total 2,195,935. Population (25 to 100 microvolts) Wis. 248,545; Ill. (exclu. Cook Co.) 437,010; Mich. 212,670; Total 898,225. Totals: Wisconsin, 2,139,780; Ill. (exclu. Cook Co.) 741,710; Mich. 212,670. Grand total 3,094,160.

NEENAH

WNAM-TV

(Target Date, Oct. 21, 1953)

LICENSEE: Neenah-Menasha Broadcasting Company. Address: Post Office Box 602, Neenah, Wisconsin. Phone: Appleton 2-2871

FACILITIES: Chan. 42. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.3 kw. Operating Pow.: Visual 15.5 kw, Aural 8.3 kw. Transmitter: Address, Town of Neenah (mailing address: Box 602, Neenah, Wisconsin). Make, RCA. Antenna: Make RCA. Height, Above average terrain 290 ft. Above ground 327 ft.

OPERATION: Target date Oct. 21, 1953.

AFFILIATIONS: Stations, AM, WNAM.

REPRESENTATIVES: Sales, George W. Clark, Inc. Washington Attorney McKenna & Wilkinson. Consulting Engineer Walter Kean, Riverside, Ill.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

NEENAH (Continued)

WNAM-TV (Continued)

SERVICES: One studio (35x35 ft.).

PRINCIPAL STOCKHOLDERS: Pres. Samuel N. Pickard (80%); Reinhold D. Molzow (4%); Vice Pres. Don C. Wirth (.54%); Dortha W. Pickard (15.4%).

EXECUTIVES:

Don C. Wirth, Vice Pres., Gen. Mgr. E. W. Fliegel, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	198,000	406,500
Families in area	11,000	114,500
No. of Sets (June 1)	11,000	23,000
Retail Sales	\$223,886,000	\$467,999,000
Income per family	\$5,300	\$5,100
Income per Capita	\$1,547	\$1,502

OSHKOSH

WOSH-TV

LICENSEE: Oshkosh Bcstg. Co. Address: 1235 Bowen St.

FACILITIES: Chan. 48. Authorized Eff. Rad. Pow.: Visual 1.31 kw, Aural 0.7 kw. Transmitter: Address, 1235 Bowen St. Make, GE. Antenna: Make GE. Height, Above average terrain 310 ft. Above ground 344 ft.

OPERATION: Began April 1, 1953.

AFFILIATIONS: Station, AM, WOSH.

REPRESENTATIVES: Sales, Headley-Reed Television. Attorney Frederick A. Collatz, St. Paul. Consulting Engineer Nathan Williams, Oshkosh.

PRINCIPAL STOCKHOLDERS: William F. Johns Jr. (51%); William F. Johns Sr. (17%); Penrose H. Johns (17%) and Frederick Renshaw (15%).

EXECUTIVES:

William F. Johns Jr., Gen. Mgr. Clark Hogan, TV Mgr.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

WYOMING

WYOMING MARKET INDICATORS

Total Population, July 1, 1952	308,000
Total Families, 1950	72,235
Total Urban Population, 1950	144,618
Total Rural Nonfarm Population, 1950	89,207
Total Farm Population, 1950	56,704
Employed in Nonagricultural Establishments, Feb., 1953	82,100
Total Employed, 1950	107,836
Employed in Mining, Feb., 1953	9,700
Employed in Manufacturing, Feb., 1953	5,700
Employed in Construction, Feb., 1953	5,300
Employed in Agriculture, 1950	22,123
Retail Sales, 1952	\$ 413,239,000
Bank Assets, Jan. 1, 1953	\$ 333,938,000
Bank Deposits, Jan. 1, 1953	\$ 313,799,000
Major Income Sources, 1951: Agriculture 24.0%; Government 17.2%; Manufacturing Payrolls 5.2%; Trade and Service 21.9%; Other 31.7%.	
Total Income Payments, 1951	\$ 508,000,000
Average Per Capita Income, 1951	\$ 1,722
Median Family Income, 1950	\$ 3,482
Total Internal Revenue Collections, 1952	\$ 67,803,420
Average Weekly Earnings Manufacturing Workers, Feb., 1953	\$ 80.99
Receipts from Farm Marketing, Jan.-Feb., 1953	\$ 10,941,000
Cash Receipts of Farms, 1952	\$ 163,866,000
Government Payments to Farmers, 1952	\$ 2,790,000
Value of Mineral Production, 1950	\$ 177,577,000
Motor Vehicle Registration, 1952	156,097
Number of Telephones, 1952	87,900
Number of Electrical Connections, 1952	90,977
Number of Gas Utilities Connections, 1952	47,200

For sources see foreword. Retail Sales, copyright 1953 Sales Management. Further reproduction unlicensed.

WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Albany	19,055	22,771	5,425	504		
Big Horn	13,176	13,356	2,861	550		
Campbell	4,839	7,603	1,420	248		
Carbon	15,742	18,549	3,753	590		
Converse	5,933	7,738	1,628	211		
Crook	4,738	4,997	1,093	116		
Fremont	19,580	26,055	5,657	860		

County	Population 1950	Retail Sales 1952 (\$000)	Food Sales 1952 (\$000)	Drug Sales 1952 (\$000)	(CBS) TV Sets 1953	(CBS) Television Per Cent
Goshen	12,634	18,261	3,370	430		
Hot Springs	5,250	8,205	2,155	391		
Johnson	4,707	6,073	1,408	122		
Laramie	47,662	65,215	13,565	1,793		
Lincoln	9,023	9,934	2,299	325		
Natrona	31,437	58,879	9,068	1,579		
Niagara	4,701	7,003	1,061	153		
Park	15,182	28,960	6,468	834		
Platte	7,925	10,764	2,379	499		
Sheridan	20,185	28,350	6,628	843		
Sublette	2,481	2,418	385	162		
Sweetwater	22,017	30,333	5,998	891		
Teton	2,593	4,831	927	58		
Uinta	7,331	9,954	1,950	237		
Washakie	7,252	12,927	2,575	343		
Weston	6,733	7,445	1,663	350		
Yellowstone						
National Park	353	2,618	46		

Note: For sources see foreword. Food, drug, and retail sales, copyright 1953, Sales Management; further reproduction unlicensed. Counties for which no TV sets or percentage are given have less than 10% ownership and are not new television counties. Set & per cent figures from CBS TV Research.

NBC TV HOME ESTIMATES

County	Total Homes	Per Cent Tele- vision	Tele- vision Homes	County	Total Homes	Per Cent Tele- vision	Tele- vision Homes
Albany	5,900			Niobrara	1,400		
Big Horn	3,700			Park	5,100		
Campbell	1,600			Platte	2,400		
Carbon	5,000			Sheridan	6,400		
Converse	1,800			Sublette	900		
Crook	1,400			Sweetwater	6,500		
Fremont	5,900			Teton	800		
Goshen	3,700			Uinta	1,900		
Hot Springs	1,800			Washakie	2,000		
Johnson	1,400			Weston	2,200		
Laramie	14,600	18	2,670	Yellowstone Pk.	100		
Lincoln	2,500			Totals	90,100		2,670
Natrona	11,100						

CASPER

KSPR-TV

(Target Date, not set)

LICENSEE: Donald Lewis Hathaway. Address: Box 930. Phone: 3-5777

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 1.386 kw, Aural .692 kw. Transmitter: Address, 1st & Lennox St. Make, DuM. Antenna: Make RCA. Height, Above average terrain 10 ft. Above ground 372 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KSPR.

REPRESENTATIVES: Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer George E. Gautney.

SERVICES: One studio (1250 sq. ft.). News Services, UP & UP Telephoto.

PRINCIPAL STOCKHOLDER: Donald Lewis Hathaway.

EXECUTIVES:

Donald Lewis Hathaway, Own. & Gen. Mgr. Marcus R. Nichols, Prog. Dir. & Film Buy.
Frederic W. Hufsmith, Com. Mgr. John Cheatham, Ch. Eng.

CHEYENNE

KFBC-TV

(Target Date, Dec. 25, 1953)

LICENSEE: Frontier Broadcasting Co. Address: Plains Hotel. Phone: 4-4461

FACILITIES: Chan. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 19 kw, Aural 9.5 kw. Transmitter: Address, Borie, Wyoming. Make, RCA. Antenna: Make RCA. Type 6-Ray Sperturnstile. Height, Above average terrain 500 ft. Above ground 350 ft.

OPERATION: Target date Dec. 25, 1953.

AFFILIATIONS: Networks CBS, ABC. Stations, AM, KFBC.

REPRESENTATIVES: Washington Attorney Bernard Koteen.

SERVICES: Two studios (30x40 ft. each). One RCA camera chain. One RCA film camera. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: Cheyenne Newspapers (33%), publishes Wyoming State Tribune and Wyoming Eagle; Wm. C. Grove (13%) Gen. Mgr. KFBC-TV, owner of KSID Sidney, Neb.; 25% stockholder, managing director and Vice Pres. KRAL Rawlins, Wyo.; 11% stockholder and Vice Pres. KQRS Rock Springs, Wyo.; Tracy S. McCracken (11%) publisher Cheyenne Newspapers Inc., Pres. Laramie Newspapers Inc. and publisher of newspapers in Rock Springs, Big Horn, Rawlins and Pres. KRAL Rawlins; A. E. Stoddard (8%) Pres. Union Pacific Railroad.

EXECUTIVES:

Robert S. McCracken, Pres. Charles P. Cahill, Com. Mgr.
Wm. C. Grove, Treas. & Gen. Mae Sunada, Prog. Dir.
Mgr. Robert C. Pfannenschmid, Ch. Eng

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population 450,000; Families in Area 120,000; Area in Sq. Mi. 17,150.

ANCHORAGE

KTVA (TV)

(Target Date, not set)

LICENSEE: Northern TV Inc. Address: 111 F St.

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 3.22 kw, Aural 1.61 kw. Transmitter: Address, Denali St. and E. 4th Ave. Make, DuM. Antenna: Make GE. Height, Above average terrain 168 ft. Above ground 230 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Miller & Schroeder. Consulting Engineer Jack M. Walden, Anchorage.

PRINCIPAL STOCKHOLDERS: Pres. A. G. Hiebert (27.6%), minority stockholder and director of KABI Ketchikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; Jack M. Walden (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR; and 22 minority stockholders.

KFIA (TV)

(Target Date, Dec., 1953)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise St., San Diego, Calif.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 15.85 kw, Aural 9.5 kw. Transmitter: Address, Westward Hotel. Make, Composite. Antenna: Make RCA. Height, Above average terrain 137 ft. Above ground 150 ft.

OPERATION: Target date Dec. 1953.

REPRESENTATIVES: Washington Attorney Haley, Doty & Schellenberg. Consulting Engineer James G. Duncan, San Diego.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice pres. and Richard R. Rollins, realtor and former minority stockholder KIOA Des Moines. Also own KFIF (TV) Fairbanks.

FAIRBANKS

KFIF (TV)

(Target Date, Dec., 1953)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise, San Diego, Calif.

FACILITIES: Chan. 2. Authorized Eff. Rad. Pow.: Visual 15.85 kw, Aural 9.5 kw. Operating Pow.: Visual 5.0 kw, Aural 3.0 kw. Make, Composite. Antenna: Make RCA. Type TF-3C. Height, Above average terrain 109.7 ft. Above ground 168.0 ft.

OPERATION: Target date Dec. 1953.

REPRESENTATIVES: Washington Attorney Andrew G. Haley. Consulting Engineer James G. Duncan.

PRINCIPAL STOCKHOLDERS: Keith Kiggins & Richard R. Rollins, partners, also own KFIA (TV) Anchorage.

EXECUTIVES:

James G. Duncan, Gen. Mgr. & Film Buy. Wilbur R. Williams, Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	(Fringe Area)
Population	30,000	35,000	10,000
Retail Sales	\$30,000,000

HAWAII

HONOLULU

KGMB-TV

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1534 Kapiolani Boulevard. Phone: 90914

FACILITIES: Chan. 9. Authorized Eff. Rad. Pow.: Visual 34.8 kw, Aural 17.4 kw. Operating Pow.: Visual .5 kw, Aural .25 kw. Transmitter: Address, Mount Tantalus. Make, RCA. Model TT10AH. Antenna: Make GE. Type TY-14C. Height, Above average terrain 1768 ft. Above ground 2107 ft.

OPERATION: Began Dec. 1, 1952. Hours, 2:15 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, ABC. Stations, AM, KGMB.

REPRESENTATIVES: Sales, Free & Peters, Inc. Washington Attorney Fisher, Wayland, Duvall & Southmayd. Consulting Engineer Vandivere, Cohen & Wearn.

SERVICES: Two studios (26 x 42 ft. & 40 x 92 ft.). Four RCA Image Orthicon; 1 electro zoom lens camera chains. One Bodde 9 x 12 ft. rear screen projector. Two RCA iconoscope film cameras. Two RCA 16mm film projectors. Two automatic and two manual slide projectors. Gray Telop opaque projector. Two RCA field cameras and 2 RCA microwave units available for remotes. News Service, INS. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., Ltd. (66.77%); Honolulu Star-Bulletin, Ltd. (24.25%); Corp. of the President of the Church of Jesus Christ of Latter Day Saints (8.98%) (See Group Ownership)

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

EXECUTIVES:

J. Howard Worrall, Pres. Robert Costa, Prog. Dir.
C. Richard Evans, Gen. Mgr. Daniel O. Hunter, Ch. Eng.
Wayne Kearl, Asst. Gen. Mgr. Faye Johnson, Prom. Dir.
in Chg. of Sls.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$52, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population 328,194 (for Oahu only. Additional fringe coverage on some of the other islands). Families in area 82,000; Area Square Miles 604; No. of Sets (June 1) 22,000; Retail Sales \$423,748,500 (for Oahu only); Income per family \$6,215 (\$7,198 for Honolulu City population 233,888); Income per Capita \$1,569 (\$1,784 per capita for Honolulu City).

KONA (TV)

LICENSEE: Radio Honolulu, Ltd. Address: 1071 Bishop St. Phone: 6-2366

FACILITIES: Chan. 11. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 2 1/2 kw. Transmitter: Address, Piikoi Street & Ala Moana Blvd. Make, GE. Model Type TT 6E. Antenna: Make GE. Type 6-Bay Superturndstile. Height Above ground 362 ft.

OPERATION: Began Nov. 7, 1952. Hours, 4:00 p.m.-approx. 10:30 p.m.

AFFILIATIONS: Networks, NBC, DuM.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney Kirkland Fleming, Green, Martin & Ellis.

SERVICES: One Studio (5,500 sq. ft.). Three GE camera chains. Two GE 16mm film projectors. One Selectroslide 35mm scanner. Belop GE opaque projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Voting stock owned 50% by Island Broadcasting Co. (KPOA) which is owned jointly by John D. Keating and J. Elmer McCaw, and 50% by Advertiser Publishing Co. Ltd. (KGU), publisher of Honolulu Advertiser. Run by board of trustees including Lorrin Thurston and Allen J. McGuire, representing KGU; Messrs. Keating and McCaw, representing KPOA, and Paul Anderson, vice president of the Hawaiian Electric Co. Messrs. Keating and McCaw have other radio TV interests (see Group Ownership department).

EXECUTIVES:

John D. Keating, Pres. & Gen. Mgr. Barbara Thurston, Film Buy. Vic Rowland, Dir. of Pub. Rel.
Craig Maudsley, Prog. Dir.
Frank Fitch, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Estimated TV Receivers on Island, June 1, 20,000.

KABS (TV)

(Target Date, not set)

LICENSEE: American Broadcasting Station Inc. Address: Barr Bldg., Washington, D. C.

FACILITIES: Chan. 4. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, Mt. Tantalus. Make, RCA. Antenna: Make RCA Height, Above average terrain 1,741 ft. Above ground 183 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney Bingham, Collins, Porter & Kistler. Consulting Engineer Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Pres. Helen S. Mark (59.6%), 5% partner. KJBS San Francisco and half owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice Pres. William B. Dolph, owner. William B. Dolph Prod., Washington radio production and talent agency; 15% partner in KJBS San Francisco; and others.

PUERTO RICO

SAN JUAN

WKAQ-TV

(Target Date, Feb., 1954)

LICENSEE: El Mundo Bcstg. Corp. Address: Box 1072. Phone: 2-2000

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.5 kw, Aural 8.4 kw. Transmitter: Address, Cerro Marquero Mt. Make, GE. Model H28A. Antenna: Make GE. Type TY-12-F. Height, Above average terrain 1,279 ft. Above ground 300 ft.

OPERATION: Target date 1954.

AFFILIATIONS: Station, AM, WKAQ.

REPRESENTATIVES: Sales, Inter-American. Washington Attorney Segal, Smith Hennessey. Consulting Engineer George C. Davis.

SERVICES: Two studios (60 x 53 ft. & 30 x 40 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. One GE scanner. GE opaque projector. Mobile Unit with two camera chains.

PRINCIPAL STOCKHOLDER: Mr. Angel Ramos, sole owner.

EXECUTIVES:

Mrs. Angel Ramos, Pres.

RATE INFORMATION: Class A one hour Live \$225 Film \$225. Minute spot Live \$100 Film \$100. Frequency discounts from 5% for 26 times up to 30% for 260 times.