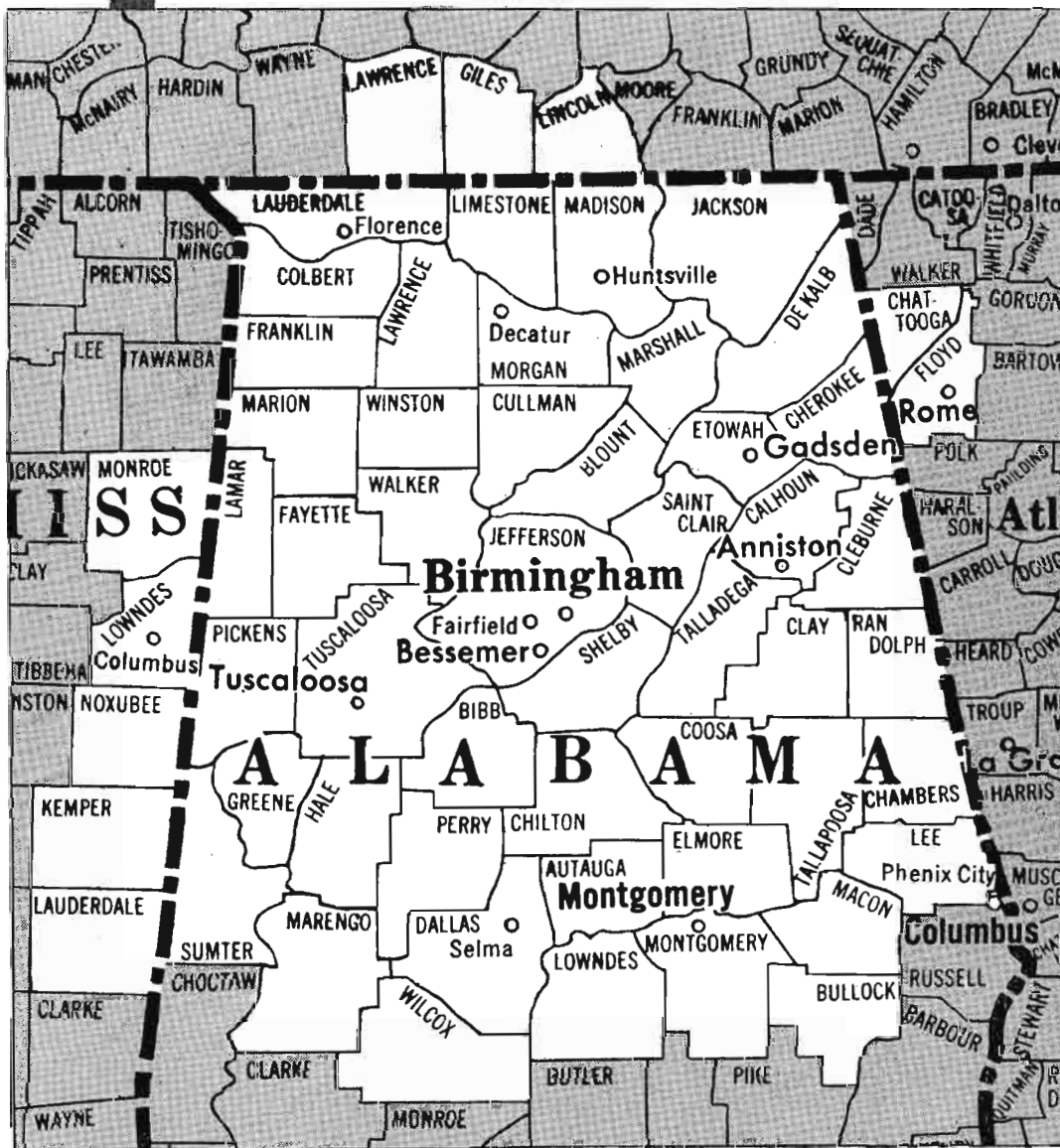


you win!

when you cover this
\$2,713,407,000 market
 in the **HEART of DIXIE**

WITH **WABT**
 CHANNEL 13 TELEVISION

MAXIMUM POWER 316,000 WATTS



- Population 2,708,200
- Families 721,900
- Effective Buying Income \$2,713,407,000
- Retail Sales \$1,911,493,000
- Food Sales \$478,412,000
- Automotive Sales \$428,825,000
- Television Homes 271,330
- Furniture, Household, Radio, TV Sales \$112,450,000

JOHN BLAIR & COMPANY

National Representatives



TELEVISION NETWORK
 Also Dumont and ABC



316,000 Watts--Birmingham, Alabama

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1954

ALABAMA

ALABAMA MARKET INDICATORS

Total Population, July 1, 1953	3,082,000
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, April 1954	663,600
Employed in Agriculture, 1950	250,707
Employed in Mining, April 1954	16,200
Employed in Manufacturing, April 1954	226,700
Employed in Construction, April 1954	29,100
Employed in Transportation & Public Utilities, April 1954	50,600
Employed in Wholesale & Retail Trade, April 1954	136,500
Employed in Finance, Insurance & Real Estate, April 1954	22,200
Employed in Service and Miscellaneous, April 1954	57,600
Employed in Government Service, April 1954	124,700
Retail Sales, 1953	\$ 2,191,237,000
Bank Assets, Jan. 1, 1954	\$ 1,617,422,000
Bank Deposits, Jan. 1, 1954	\$ 1,491,290,000
Major Income Sources, 1952: Agriculture 10.0%; Government 22.6%; Manufacturing Payrolls 20.6%; Trade and Service 23.7%	
Total Income Payments, 1952	\$ 3,089,000,000
Per Capita Income, 1952	\$ 1,012
Total Internal Revenue Collections, 1953	\$ 389,005,335
Average Weekly Earnings Manufacturing workers, April, 1954	\$ 54.24
Cash Receipts from Farm Marketing, 1953	\$ 414,431,000
Government Payments to Farmers, 1953	\$ 4,547,000
Value of Mineral Production, 1951	\$ 164,279,000
New Public Construction in 1952	\$ 165,200,000
Motor Vehicle Registration, 1953	859,710
Number of Telephones, Jan. 1, 1954	521,900
Number of Electrical Connections, Jan. 1, 1954	804,461
Number of Gas Utilities Connections, 1953	251,800

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

ALABAMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Autauga	18,186	\$6,255	\$2,606	\$ 194
Baldwin	40,997	28,228	7,901	845	2,790	24%
Barbour	28,892	13,646	4,085	378
Bibb	17,987	8,094	1,983	154	2,600	62%
Blount	28,975	11,014	3,060	220	2,860	39%
Bullock	16,054	4,983	1,467	170	600	17%
Butler	29,228	16,588	4,413	380
Calhoun	79,539	67,728	19,404	1,967	10,360	46%
Chambers	39,528	11,660	3,923	622	3,920	38%
Cherokee	17,634	4,927	1,238	96	1,480	36%
Chilton	26,922	11,621	3,094	352	2,310	33%
Choctaw	19,152	6,719	1,438	74	480	11%
Clarke	26,548	20,899	2,843	458	790	12%
Clay	13,929	5,308	1,627	198	1,060	33%
Cleburne	11,904	3,317	1,095	63	1,040	36%
Coffee	30,720	12,908	3,845	377
Colbert	39,561	32,130	9,115	1,005	1,060	10%
Conecuh	21,776	7,540	2,203	158	620	13%
Coosa	11,766	4,149	1,615	134	920	33%
Covington	40,373	23,423	6,701	831
Crenshaw	18,981	8,146	2,098	147
Cullman	49,046	20,777	6,155	531	5,710	46%
Dale	20,828	8,646	3,527	363
Dallas	56,270	37,880	9,081	1,183	3,260	22%
DeKalb	45,048	19,005	4,879	401	2,330	20%
Elmore	31,649	14,376	4,706	431	1,750	23%
Escambia	31,443	23,941	5,730	560	990	13%
Etowah	93,892	81,906	21,186	2,182	13,520	48%
Fayette	19,388	8,354	1,999	163	910	19%
Franklin	25,705	14,024	3,849	369	1,430	22%
Geneva	25,899	14,076	2,915	369
Greene	16,482	7,759	1,614	180	660	17%
Hale	20,832	7,277	1,932	211	790	17%
Henry	18,674	8,033	1,663	240
Houston	46,522	42,388	9,076	1,052
Jackson	38,998	14,837	2,991	349	920	10%
Jefferson	558,928	621,372	148,526	15,184	110,120	65%
Lamar	16,441	4,853	1,335	135	720	19%
Lauderdale	54,179	41,330	9,381	1,078	1,550	10%
Lawrence	27,128	7,374	2,621	307	1,630	25%
Lee	45,073	29,408	8,159	1,078	1,340	12%
Limestone	35,766	17,857	4,831	463	2,210	25%
Lowndes	18,018	5,199	1,099	32
Macon	30,561	10,826	3,724	263	1,170	17%
Madison	72,903	60,049	12,248	1,303	4,060	20%
Marengo	29,494	14,855	3,268	352	1,030	15%
Marion	27,264	12,229	3,276	284	1,550	22%
Marshall	45,090	35,706	7,195	939	2,650	22%
Mobile	231,105	223,288	57,772	9,955	26,940	37%
Monroe	25,732	11,339	2,886	197

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Montgomery	138,965	143,788	30,375	3,747	8,840	21%
Morgan	56,924	46,958	12,669	954	4,420	29%
Perry	20,439	8,462	1,950	221	710	17%
Pickens	24,349	10,246	2,496	274	970	18%
Pike	30,608	15,553	4,319	539
Randolph	22,513	10,586	3,027	214	1,880	35%
Russell	40,364	10,371	3,369	286	1,770	17%
St. Clair	26,687	10,532	3,798	350	2,550	38%
Shelby	30,362	12,332	5,451	319	4,730	61%
Sumter	23,610	9,177	1,615	150	780	15%
Talladega	63,639	43,235	13,510	1,227	10,830	65%
Tallapoosa	35,074	21,479	6,237	859	2,020	22%
Tuscaloosa	94,092	63,036	17,267	2,232	7,090	30%
Walker	63,769	38,859	14,263	914	8,810	54%
Washington	15,612	4,499	1,573	29	400	11%
Wilcox	23,476	6,296	1,577	83
Winston	18,250	7,951	1,929	224	2,070	46%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

BIRMINGHAM

(Jefferson County)

WABT (TV)

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

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 178 kw. Operating Pow.: Visual 302 kw, Aural 178 kw. Transmitter: Address, Radio Park Atop Red Mountain, Make, RCA Driver; Standard Electronics Amplifier. Antenna: Make, RCA. Type I2-bay Superturnstile. Height, above average terrain 840 ft. Above ground 505 ft.

OPERATION: Began May 29, 1949. Hours, 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WAPI. FM, WAFM (FM).

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Gautney & Jones.

SERVICES: Two studios (20 x 20-ft. and 60 x 40-ft.). Three DuM. TA-124-B camera chains. One Bodde rear screen projector. One RCA TK-20A film camera. Two Eastman Model 250 film projectors. Two Selectroslide Jr. slide projectors. One RCA microwave mobile unit. News Service, AP. Library, Snader.

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. & Mngng. Charles F. Grisham, Com. Mgr.
Dir. J. V. Sanderson, Ch. Eng.

RATE INFORMATION: Class A one hour \$600. Minute spot \$150. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION:

	Total	(Including
	Grade B	Fringe Area)
Population	2,353,800	2,696,400
Families in Area	611,300	702,700
Area in Square Miles	49,800	57,600
No. of Sets (June 1)	253,000	260,120
Retail Sales	\$1,647,635,000	\$1,861,647,000
Income per Family	\$3,627	\$3,514
Income per Capita	\$941	\$908

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Address: Atop Red Mountain. Phone: 4-4701.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Atop Red Mountain. Make, RCA. Model TT-10AL and TT-25BL. Antenna: Make, RCA. Type TF-6AM (6 sections). Height, Above average terrain 900 ft. Above ground 560 ft.

OPERATION: Began July 1, 1949. Hours, 6:00 a.m.-12:00 midnight.

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

BIRMINGHAM (Cont.)

WBRC-TV (Cont.)

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (24x48 ft. and 15x21 ft.). Two RCA TT-11A camera chains. Four interchangeable cameras for studio or field use. One Bodde Model P-3AG rear screen projector. One DuM. TA-107A/B film camera. Two Holmes 16mm film projectors. One Selectroslide Jr. slide projector. One RCA two-camera unit with RCA microwave relay. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Storer Broadcasting Co. Storer also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KGBS-AM-TV San Antonio, WWVA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami.

EXECUTIVES:

George B. Storer, Pres. Oliver V. Naylor, Com. Mgr. & Loc. Sls. Mgr.
 J. Robert Kerns, Vice Pres. & Mngng. Dir. M. D. Smith III, Prog. Dir.
 Robert L. Dupriest, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$660, Film \$550. Minute spot Live \$147.50, Film \$137.50. Frequency discounts up to 5% for 26-51 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,216,000	720,000	1,936,000
Families in Area	526,328
No. of Sets (June 1)	245,080
Retail Sales	\$1,409,586,000
Income per Family	\$5,032
Income per Capita	\$1,300

WJLN-TV†

(Target Date, Not Set)

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

FACILITIES: Ch. 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 650 ft. Above ground 331 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WJLD. FM, WJLN-FM

REPRESENTATIVES: Washington Attorney, Pehle, Lesser, Mann, Riemer & Lufford. 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.

† WJLN-TV has suspended construction but has not returned its CP.

DECATUR

(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Co. Address: 701 Bank St. Phone 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw. Aural 8.52 kw. Operating Pow.: Visual 15.8, Aural 8.52. Transmitter: Address, 701 Bank St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TTU-21B-S. Height, Above average terrain 350 ft. Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours, 5:00 p.m.-10:00 p.m.

AFFILIATION: Station, AM, WMSL.

REPRESENTATIVES: Sales, Walker Representation Co. Washington Attorney, Harry J. Daly. Consulting Engineer, John Mullaney.

SERVICES: One studio (21x30 ft.). One RCA TK-11 camera chain. One RCA Vidicon film camera. Two RCA TP 16-F film projectors. Gray Teloprojector, Type 3-B slide projector. RCA Vidicon scanner. News Service, AP. Library, MPTV, Official.

PRINCIPAL STOCKHOLDERS: Frank Whisenant (69%), Mrs. Frank Whisenant (6%) and Bryan McAfee (3%).

EXECUTIVES:

Frank Whisenant, Pres. Garland Candlin, Ch. Eng.
 Bill Guy, Gen. Mgr., Com. Mgr. John Utley, Prog. Dir.
 & Film Buy.

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 Live \$190. Film \$150. Minute spot Live \$40. Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: No. of Uhf Sets (July 1), 11,437.

DOTHAN

(Houston County)

WTVY (TV)

(Target Date, Dec. 1954)

LICENSEE: Ala-Fla-Ga Tv Inc. Address: Cottonwood Rd.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 28.2 kw. Transmitter: Address, Cottonwood Rd. Make, GE. Model, TT6E. Antenna: Make GE. Type TY-28-H. Height, Above average terrain 550 ft. Above ground 471 ft.

OPERATION: Target date, Dec. 1954.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder. Consulting Engineer, Richard I. Kearley Jr.

SERVICES: One studio (30x30 ft.). I.O. studio camera. Vidicon film camera. Two film projectors. Two slide projectors.

PRINCIPALS STOCKHOLDERS: Over 100 Dothan, Ala., businessmen hold interest in licensee.

EXECUTIVES:

Charles Woods, Pres. & Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	126,123	263,971	361,750
Families in Area	25,000	55,000	75,000
Area in Square Miles	2,122	5,278	7,500
Retail Sales	\$ 45,000,000
Income per Family	\$ 1,800
Income per Capita	\$ 350

MOBILE

(Mobile County)

WALA-TV

LICENSEE: Pape Television Co. Inc. Address: 210 Government St. Phone: 3-3756.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 120 kw, Aural 72 kw. Transmitter: Address: 210 Government St. Make, RCA. Model, TT 10 AH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 408 ft. Above ground 430 ft.

OPERATION: Began Jan. 14, 1953. Hours 1:00 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 (20x40 ft. and 50x20 ft.). Two RCA camera chains. One Master Vu-Graph rear screen projector. One RCA film camera. Four RCA film projectors. Two slide projectors. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: W. O. Pape, president (99.5%), H. K. Martin, executive vice president (.25%) and W. B. Pape, secretary (.25%).

EXECUTIVES:

W. O. Pape, Pres. Al Holman, Prog. Dir. & Film Buy.
 H. K. Martin, Exec. Vice Pres. A. R. Bell, Ch. Eng.
 W. B. Pape, Secy.-Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WKAB-TV†

LICENSEE: Pursley Broadcasting Service Inc. Address: Box 1306. Phone: 7-6345.

FACILITIES: Ch. 48. Operating Pow.: Visual 270 kw, Aural 140 kw. Transmitter: Address, 525 Donald St. Make, GE. Antenna: Make, GE. Type, Helical. Height, Above average terrain 316 ft. Above ground 326 ft.

OPERATION: Began 1952. Hours, 3:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Geo. P. Adair.

SERVICES: Two studios. One GE Synchronite camera chain. One GE film camera. Two GE film projectors. One GE slide projector. News Service, AP.

MOBILE (Cont.)

WKAB-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Louise P. Pursley (85%), C. L. Pursley (13.33%) and R. H. Moore, (1.66%).

EXECUTIVES:

Louise P. Pursley, Chmn. of Bd.
R. H. Moore, Pres., Gen. Mgr. & Film Buy.
J. H. Johnson, Com. Mgr.
J. T. Jackson, Prog. Dir.
H. E. Miller, Ch. Eng.
J. C. Smith, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Frequency discounts from 5% for 26 times up to 10% for 52 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	256,798	32,000
Families in Area	72,421	11,049
No. of Sets (June 1)	73,000	9,460
Retail Sales	\$350,000,000	\$23,401,000

†WKAB-TV has suspended operation but has not surrendered its CP.

MONTGOMERY
(Montgomery County)

WCOV-TV

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

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 15.9 kw, Aural 7.95 kw. Transmitter: Address, Adrian Lane. Make, RCA. Model, TTULB. Antenna: Make, RCA. Type, TFW 21BW. Height, Above average terrain 440 ft. Above ground 460 ft.

OPERATION: Began April 22, 1953. Hours, 1:00 p.m.-11:00 p.m.

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

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

SERVICES: One studio (25 x 50 ft.). Two RCA TK11A camera chains. 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 Davies (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%). Same interests own WGWC Selma, Ala., and WGWD Gadsden, Ala.

EXECUTIVES:

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

RATE INFORMATION: Class A one hour, Film \$200. Minute spot, Film \$40. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

WSFA-TV

(Target Date, Dec. 1, 1954)

LICENSEE: Montgomery Broadcasting Co. Address: Box 1031. Phone: 5-1251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Mt. Carmel, Crenshaw County. Make, RCA. Model TT-50AH. Antenna: Make, RCA. Type TT-12AH. Height, Above average terrain 1,040 ft. Above ground 823 ft.

OPERATION: Target date, Dec. 1, 1954.

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

REPRESENTATIVES: Sales, Headley Reed Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, George E. Gautney.

SERVICES: Two studios (32x46 ft. and 12x15 ft.). Two RCA TK 31-A camera chains. One RCA TK-20D film camera. Two RCA TP-16F 16mm film projectors. One RCA Dual Disk slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: David E. Dunn, president (11 2/3%), R. F. Hudson Sr., vice president (25%), H. S. Durden, secretary-treasurer (38 1/3%), R. F. Hudson (16 2/3%) and Sebie B. Smith (8 1/3%). Mr. Hudson is publisher of Montgomery Advertiser and Journal.

EXECUTIVES:

David E. Dunn, Pres.
Lionel F. Baxter, Vice Pres. & Gen. Mgr. & Film Buy.
Sebie B. Smith, Tech. Dir.

RATE INFORMATION: Class A one hour Live, \$250. Minute spot Live, \$50. Frequency discounts from 5% for 13 times up to 27 1/2% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	423,775	340,715	764,490
Families in Area	110,000	83,100	193,100
No. of Sets (June 1)	35,000	10,000	60,000
Retail Sales	\$283,641,000	\$156,020,000	\$439,661,000
Income per Family	\$3,004	\$2,894	\$2,949
Income per Capita	\$759	\$726	\$742

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.

MUNFORD

(Jefferson County)

WEDM (TV)*

(Target Date, Sept. 1, 1954)

(* Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: 714 Protective Life Bldg. Birmingham. Phone: 53-5602.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Mt. Cheaha. Make, GE. Model, TT-26-A. Antenna: Make, GE. Type, TY-30-H. Height, Above average terrain 2,000 ft. Above ground 574 ft.

OPERATION: Target date, Sept. 1, 1954. Hours, 12:45 p.m.-2:45 p.m.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios at U. of Alabama. Two studios at Alabama Polytechnic Institute. Two GE camera chains.

PRINCIPAL STOCKHOLDERS: Members of Commission. Raymond Hurlbert, president; T. D. Russell Jr., secretary; Mrs. T. S. Acker, dir.; Milton Cummings, dir.; and Rex Sikes, dir.

EXECUTIVES:

Raymond Hurlbert, Pres.
James L. Evans, Ch. Eng.
Donald D. Patton, Sup. Eng.
Norton S. Holt, Consultant

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

LICENSEE: Deep South Broadcasting Co. Address: Box 1447, Montgomery, Ala.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Address, 3 miles west of Selma. Make, Standard Electronics. Antenna: Make, GE. Height, Above average terrain 360 ft. Above ground 387 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Charles S. Rhyne. Consulting Engineer, William E. Bennis Jr.

PRINCIPAL STOCKHOLDERS: Licensee also owns WBAM Montgomery, Ala. Mrs. J. F. Richardson, president (10%), William E. Bennis Jr., vice president (40%), William J. Brennan, secretary-treasurer (40%), Francis U. Brennan (5%) and Cyril G. Brennan (5%).

ARIZONA

ARIZONA MARKET INDICATORS

Total Population, July 1, 1953	905,000
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, April 1954	203,000
Employed in Agriculture, 1950	35,196
Employed in Mining, April 1954	13,300
Employed in Manufacturing, April 1954	25,800
Employed in Construction, April 1954	19,400
Employed in Transportation & Public Utilities, April 1954	20,000
Employed in Wholesale & Retail Trade, April 1954	50,900
Employed in Finance, Insurance & Real Estate, April 1954	7,500
Employed in Service and Miscellaneous, April 1954	25,800
Employed in Government Service, April 1954	40,300
Retail Sales, 1953	\$ 975,856,000
Bank Assets, Jan. 1, 1954	\$ 687,647,000
Bank Deposits, Jan. 1, 1954	\$ 636,479,000
Major Income Sources, 1952: Agriculture 18.5%; Government 19.1% Manufacturing Payrolls 7.1%; Trade and Service 25.4%.	
Total Income Payments, 1952	\$ 1,287,000,000
Per Capita Income, 1952	\$ 1,498
Total Internal Revenue Collections, 1953	\$ 169,091,583
Average Weekly Earnings Manufacturing workers, April 1954	\$ 78.69
Cash Receipts from Farm Marketing, 1953	\$ 399,088,000
Government Payments to Farmers, 1953	\$ 1,312,000
Value of Mineral Production, 1951	\$ 243,887,000
New Public Construction in 1952	\$ 77,900,000
Motor Vehicle Registration, 1953	359,199
Number of Telephones, Jan. 1, 1954	216,400
Number of Electrical Connections, Jan. 1, 1954	243,561
Number of Gas Utilities Connections, 1953	177,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

ARIZONA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Apache	27,767	\$7,389	\$1,147	\$ 141
Cochise	31,488	35,672	9,407	1,103
Coconino	23,910	30,397	4,851	692
Gila	24,158	22,013	5,559	825
Graham	12,985	13,922	2,389	332
Greenlee	12,805	9,895	3,214	224
Maricopa	331,770	483,516	99,684	16,568	79,870	67%
Mohave	8,510	10,724	2,218	216
Navajo	29,446	19,740	3,696	690
Pima	141,216	212,080	48,578	9,839	16,730	31%
Pinal	43,191	42,391	13,400	1,609	6,240	47%
Santa Cruz	9,344	14,383	2,814	755
Yavapai	24,991	26,892	6,031	896
Yuma	28,006	46,842	10,379	1,330	3,110	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1954, 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.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave. Phone: Alpine 4-4161.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 16.5 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, Mount Suappa. Make, DuMont. Model, 8,000. Antenna: Make, RCA. Type, TF-6-AH. Height, Above average terrain 1,550 ft. Above ground 97 ft.

OPERATION: Began April 23, 1953.

AFFILIATIONS: Networks, NBC, DuMont; Station, AM, KTAR.

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

SERVICES: Two studios (one 40x80 ft. and one 30x40 ft.). Three DuMont camera chains. One Bodde slide and one Holmes 16mm rear screen projector. One DuMont Image Orthicon film camera. Two Holmes film projectors. One DuMont flying spot slide projector. One DuMont flying spot scanner. Slide film processing unit.

PRINCIPAL STOCKHOLDERS: KTAR Broadcasting Co. is owned by John J. Louis, chairman of board, and family, (68.23%), Richard O. Lewis, president (17.47%), E. W. Harvey, vice president (1.55%), B. R. Fulbright, secretary-treasurer (1.39%), Sam Kahan (7.73%). Licensee owns KVOA-AM-TV Tucson, KYUM Yuma, and KYCA Prescott.

EXECUTIVES:

Richard O. Lewis, Pres. W. B. Robb Jr., Prog. Dir.
Dwight Harkins, Sta. Mgr. A. C. Anderson, Eng. Dir.
E. W. Harvey, Com. Mgr.

RATE INFORMATION: Class A one hour, Film \$450. Minute spot, Film \$90. Frequency discounts up to 27.5% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	568,800
Families in Area	149,684
No. of Sets	94,250
Retail Sales	\$675,165,699
Income per Family	\$5,183
Income per Capita	\$1,428

PHOENIX

(Maricopa County)

KOOL-TV

LICENSEE: Maricopa Broadcasters Inc. Address: 511 W. Adams. Phone: Alpine 3-3121.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, Atop South Mountain. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 1,620 ft. Above ground 173 ft.

OPERATION: Began Oct. 24, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, KOOL.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Maurice Barnes.

SERVICES: Two studios. Two DuM. monochrome camera chains. One rear screen projector. Two DuM. film projectors. Two DuM. slide projectors. One DuM. scanner. Two DuM. opaque projectors. Two Bell & Howell projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gene Autry (70%), Tom Chauncey (20%), Frank Beer (5%) and Charles H. Garland (5%). Mr. Autry also owns 48% of KOPO-AM-TV Tucson, 48% of KNOG Nogales, 85% of KOLD Yuma, Arizona, and 51% of KMPC Los Angeles.

EXECUTIVES:

Gene Autry, Pres. Don Cordray, News Editor
Charles H. Garland, Gen. Mgr. Douglas Carruth, Asst. Prog. & Com. Mgr. Dir.
Miles Reed, Prog. Dir. & Film Buy. Elizabeth W. Baumgardt, Traffic Mgr.
Walter J. Stiles, Ch. Eng.
Kenneth Morton, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$438, Film \$365. Minute spot Live \$84, Film \$70. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 472,000; Families in Area, 135,000; Area in Square Miles, 1,300; No. of Sets (June 1), 93,300; Retail Sales, \$579,000,000; Income per Family, \$5,018; Income per Capita, \$1,454.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. 1st Ave. Phone: Alpine 8-4511.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 8.75 kw. Operating Pow.: Vis. 17.5 kw, Aural 8.75 kw. Transmitter: Address, Hotel Westward Ho, Phoenix. Make, DuMont. Model Series 1000. Antenna: Make, RCA. Type TF3A. Height, Above average terrain 400 ft. Above ground 497 ft.

OPERATION: Began Dec. 4, 1949. Hours, 8:30 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: Two studios (35x50 ft. and 14x34 ft.). Three DuM. I.O. camera chains. Two film cameras. Two GE PF5A film projectors. Two Selectro-slide projectors. One Houston film processor. One mobile unit. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Meredith Engineering Co., owner, is subsidiary of Meredith Pub. Co. (Better Homes & Gardens and Successful Farming). Also owns WOW-AM-TV Omaha, Neb., KCMO-AM-FM-TV Kansas City, Mo., and WHEN-AM-TV Syracuse, N. Y.

EXECUTIVES:

E. T. Meredith Jr., Pres. George McClanathan, Ch. Eng.
Payson Hall, Treas. & Dir. of Jack Murphy, Exec. Prod.
Radio & Tv Albert M. Rau, Traffic Mgr.
Richard B. Rawls, Gen. Mgr. Fred Frederick, Film Dir.
C. A. Larson, Com. Mgr. Dan Schwartz, Prom. & Publicity.
& Film Buy.
Robert Martin, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$90, Film \$90. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7A.

MARKET INFORMATION: Grade A (FCC Contour): Population, 509,000; Families in Area, 146,200; No. of Sets (June 1), 95,000; Retail Sales, \$515,290,000; Income per Family, \$5,274.

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.

PHOENIX (Cont.)

KTVK (TV)

(Target Date, Not Set)

LICENSEE: Arizona Television Co. Address: 4701 N. 24th St.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Salt River Mountain. Make GE. Antenna: Make GE. Height, Above average terrain 1,670 ft. Above ground 288 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Ernest W. McFarland, president (40%), Leon M. Nowell, vice president (20%), Ralph A. Watkins, vice president-treasurer (20%), H. R. Larson, secretary (5%), Edward Cooper (10%), Lorenzo Wright (2.5%) and Bassett Wright (2.5%).

KVAR (TV) (MESA)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave. Phone: Alpine 4-4161. (For full listing see Mesa, Ariz.)

TUCSON

(Pima County)

KOPO-TV

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

FACILITIES Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, 115 W. Drachman St. Make, DuMont. Model Type 8000. Antenna: Make, RCA. Type TF-6-AA. Height, Above average terrain 280 ft. Above ground 500 ft.

OPERATION: Began Feb. 1, 1953.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Maurice R. Barnes. Consulting Engineer, Walter J. Stiles.

SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuM. TA124-E camera chains. One Bodde rear screen projector. One DuM. TA124-E film camera. One Holmes film projector. One DuM. scanner. Library, World.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), Charles H. Garland (10%), Tom Chauncey (20%), Robert Garland (10%), William Kemball (2%) and H. C. Tovrea (10%). Mr. Autry also owns 70% of KOOL-AM-TV Phoenix, 48% of KNOG Nogales, 85% of KOLD Yuma, Arizona, and 51% of KMPC Los Angeles.

EXECUTIVES:

Gene Autry, Prin. Own. Paul Plunkett, Com. Mgr.
E. S. Mittendorf, Gen. Mgr. & Cliff Stillinger, Prog. Dir.
Film Buy. Paul Benewitz, Ch. Eng.

RATE INFORMATION: Class A, One hour film \$225. Minute spot Live \$54, Film \$45. Frequency discounts. Rate Card No. 2.

KVOA-TV

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

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: Address, N. Tenth Ave. & Lee St. Make, RCA. Model TT-2-AL. Antenna: Make, RCA. Type TF-3D three section sperturnstile. Height, Above average terrain 30 ft. Above ground 263 ft.

OPERATION: Began Sept. 27, 1953. Hours, 10:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KVOA.

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

SERVICES: One studio (25x27 ft.). Two RCA TK-11A image orthicon cameras. One Bodde rear screen projector. One RCA TK-20D film camera. Two RCA TP-6A professional 16mm projectors. One Gray dual-disc projector for 2x2 in. slides. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: KTAR Broadcasting Co. (85.08%), licensee of KTAR and KVAR (TV) Mesa, KYUM Yuma and KYCA Prescott, Ariz.; John J. Louis, chairman of the board; R. B. Williams, president (10.13%); Richard O. Lewis, vice president; B. R. Fulbright, secretary-treasurer; Harper M. Phillips (2.7%); Raymond H. Holsclaw (1.35%).

EXECUTIVES:

R. B. Williams, Pres. & Gen. Mgr. Ben L. Slack Jr., Prog. Dir.
Harper M. Phillips, Bus. Mgr. Raymond H. Holsclaw, Ch. Eng.
John C. Underwood Jr., Sls. Mgr.

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:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	191,000	10,000	201,000
Families in Area	56,000	2,500	58,500
Area in Square Miles	2,560	2,560
No. of Sets (June 1)	24,916	24,916
Retail Sales	\$212,000,000	\$25,000,000	\$237,000,000
Income per Family	\$ 5,371	\$ 5,371
Income per Capita	\$ 1,565	\$ 1,565

YUMA

(Yuma County)

KIVA (TV)

LICENSEE: Valley Telecasting Co. Inc. Address: P. O. Box 1708. Phone: 6-8311.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw, Aural 16 kw. Transmitter: Address, Highway 80, Winterhaven, Calif. Make, DuMont. Model, 8,000. Antenna: Make, RCA. Type, TF-6AH. Height, Above average terrain 440 ft. Above ground 485 ft.

OPERATION: Began Oct. 24, 1953. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, DuMont.

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

SERVICES: One studio (35x60 ft.). Two DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One DuMont slide projector. One film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Howard Roberts (17%), A. S. Reber (17%), Wm. S. Porter (17%), Donald Ellsworth (17%), Russell Madsen (6%), Robert Anderson (8%), Virgil Crisman (8%) and Park Dunford (10%).

EXECUTIVES:

Donald Ellsworth, Pres. Robert Schofield, Ch. Eng.
Jerry Burns, Gen. & Com. Mgr. Mary Lou Barth, Continuity Ed.
& Film Buy. Robert Harker, Bus. Mgr.
Robin Adair, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$45, 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	175,000	50,000	253,000
Families in Area	40,000	12,000	57,000
No. of Sets (June 1)	18,581
Retail Sales	\$234,899,512

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.

ARKANSAS

ARKANSAS MARKET INDICATORS

Total Population, July 1, 1953	1,845,000
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, April 1954	307,000
Employed in Agriculture, 1950	215,270
Employed in Mining, April 1954	5,600
Employed in Manufacturing, April 1954	80,400
Employed in Construction, April 1954	13,900
Employed in Transportation & Public Utilities, April 1954	28,100
Employed in Wholesale & Retail Trade, April 1954...	73,800
Employed in Finance, Insurance & Real Estate, April 1954	9,100
Employed in Service and Miscellaneous, April 1954...	35,000
Employed in Government Service, April 1954	60,300
Retail Sales, 1952	\$ 1,412,935,000
Bank Assets, Jan. 1, 1954	\$ 1,021,931,000
Bank Deposits, Jan. 1, 1954	\$ 944,638,000
Major Income Sources, 1952: Agriculture 22.0%; Government 18.3%; Manufacturing Payrolls 11.9%; Trade and Service 24.8%.	
Total Income Payments, 1952	\$ 1,785,000,000
Per Capita Income, 1952	\$ 951
Total Internal Revenue Collections, 1953	\$ 158,469,373
Average Weekly Earnings Manufacturing workers, April 1954	\$ 50.72
Cash Receipts from Farm Marketing, 1953	\$ 558,340,000
Government Payments to Farmers, 1953	\$ 3,454,000
Value of Mineral Production, 1951	\$ 118,693,000
New Public Construction in 1952	\$ 163,000,000
Motor Vehicle Registration, 1953	528,814
Number of Telephones, Jan. 1, 1954	286,500
Number of Electrical Connections, Jan. 1, 1954	514,427
Number of Gas Utilities Connections, 1953	209,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

ARKANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Arkansas	23,665	\$31,076	\$5,775	\$ 844	1,360	20%
Ashley	25,660	13,393	3,565	359	1,140	17%
Baxter	11,683	10,265	2,172	273
Benton	38,076	41,563	7,944	892
Boone	16,280	15,330	2,669	333
Bradley	15,987	11,185	2,012	220
Calhoun	7,132	2,015	478	21
Carroll	13,244	7,333	1,667	312
Chicot	22,306	12,658	3,216	355	1,040	17%
Clark	22,998	15,472	3,325	427
Clay	26,674	13,620	3,011	323	1,920	26%
Cleburne	11,487	3,781	836	112
Cleveland	8,956	1,797	589	45
Columbia	28,770	17,502	3,262	619
Conway	18,137	9,371	1,904	246	480	11%
Craighead	50,613	42,952	8,060	1,275	8,260	59%
Crawford	22,727	9,192	2,555	355
Crittenden	47,184	35,548	7,750	518	6,610	52%
Cross	24,757	16,544	3,145	452	2,270	36%
Dallas	12,416	5,888	1,939	196
Desha	25,155	14,751	3,763	302
Drew	17,959	8,231	2,904	199
Faulkner	25,289	15,518	2,602	370	730	11%
Franklin	12,358	5,826	1,073	138
Fulton	9,187	2,016	447	50	960	37%
Garland	47,102	55,755	11,220	2,297
Grant	9,024	3,273	842	73
Greene	29,149	20,030	4,242	423	2,020	25%
Hempstead	25,080	16,039	3,253	365
Hot Springs	22,181	13,546	3,716	381
Howard	13,342	7,588	1,767	263
Independence	23,488	16,232	3,025	314	1,540	24%
Izard	9,953	1,768	397	92
Jackson	25,912	18,303	3,658	464	1,710	24%
Jefferson	76,075	58,448	13,635	1,193
Johnson	16,138	7,738	2,234	166
Lafayette	13,203	6,220	1,550	153
Lawrence	21,303	9,791	1,894	235	2,090	37%
Lee	24,322	11,440	2,571	371	1,920	31%
Lincoln	17,079	4,148	1,181	151
Little River	11,690	4,655	1,621	177	1,030	38%
Logan	20,260	10,664	1,679	224
Lonoke	27,278	18,799	4,399	507	1,440	20%
Madison	11,734	2,868	585	85
Marion	8,609	3,027	833	54
Miller	32,614	33,432	6,293	631	3,890	37%
Mississippi	82,375	61,748	13,367	1,523	14,010	65%
Monroe	19,540	12,387	3,533	318	1,120	22%
Montgomery	6,680	1,643	361	49

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Nevada	14,781	6,890	1,570	167
Newton	8,685	675	379	20
Ouachita	33,051	25,843	6,819	717
Perry	5,978	1,580	389	28
Phillips	46,254	30,251	7,949	852	4,770	37%
Pike	10,032	4,243	802	129
Poinsett	39,311	30,515	6,276	863	3,600	36%
Polk	14,182	9,220	2,481	274
Pope	23,291	12,699	2,839	353
Prairie	13,768	5,789	1,451	147	720	20%
Pulaski	196,685	229,850	43,219	7,478	10,570	17%
Randolph	15,982	7,563	1,509	199	1,590	37%
St. Francis	36,841	21,708	5,351	430	2,920	31%
Saline	23,816	15,086	3,765	276
Scott	10,057	3,999	614	121
Searcy	10,424	3,224	724	127
Sebastian	64,202	84,538	14,197	2,297	6,930	35%
Sevier	12,293	7,635	1,660	251
Sharp	8,999	1,395	313	42
Stone	7,662	1,893	483	54
Union	49,686	45,966	9,495	1,661	1,780	12%
Van Buren	9,687	2,576	612	72	290	11%
Washington	49,979	58,270	10,260	1,250	2,950	19%
White	38,040	22,116	3,983	657
Woodruff	18,957	9,476	1,994	324	920	21%
Yell	14,057	7,166	1,015	191

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

EL DORADO

(Union County)

KRBB (TV)

(Target Date, Jan. 1, 1955)

LICENSEE: South Arkansas Television Co. Address: El Dorado, Ark.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: Address, 2.4 miles SSE of El Dorado.

OPERATION: Target date, Jan. 1, 1955.

REPRESENTATIVES: Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Dr. Joe F. Rushton, president (33 1/3%), W. C. Blewster Jr., vice president (33 1/3%), William M. Bigley, secretary-treasurer (33 1/3%). Dr. Rushton is 30% owner of KVMA Magnolia, Ark.; Mr. Blewster, 3.9% owner and Mr. Bigley, general manager and 12 1/2% owner.

FORT SMITH

(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: 2-9126.

FACILITIES: Ch. 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 300 ft.

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

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

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Haley, Doty and Wollenberg. 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 2/3%) also owns KZTV (TV) Reno, Nev., KBRS Springdale, Ark., KHBG Okmulgee, Okla., and KLRJ-TV Henderson, Nev. Licensee also publishes Fort Smith South-west American and other newspapers. Edith R. Reynolds (33 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), 18,000; 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.



TV'S DOUBLE DUTY BUY!

in the HEART of ARKANSAS

CHANNEL 7

12-Bay High-Gain
Antenna
1015 Ft. Above
Avg. Terrain

LITTLE ROCK



KATV



PINE BLUFF

TWO fine studios
Little Rock • Pine Bluff
172,600 Watts ERP
From the State's Tallest Tower
Full Network Service

AREA COVERAGE THAT COUNTS

Population	806,400
Buying Income	\$857,900,000
Retail Sales	\$653,091,000
TV Sets	80,000 (est.)



JOHN FUGATE
General Manager



General Offices: 100 Williams Road, Pine Bluff, Ark.



BRUCE COMPTON
National Sales Mgr.
620 Beech, Little Rock

AVERY-KNODEL, Inc. — NATIONAL REPRESENTATIVES

FORT SMITH (Cont.)

KNAC-TV

(Target Date, Jan. 1, 1955)

LICENSEE: American Television Co. Address: 15 Court St.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address, 5.3 miles NNE of center of Ft. Smith. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 640 ft. Above ground 448 ft.

OPERATION: Target date, Jan. 1, 1955.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: H. S. Nakdimen, president (33 1/3%), Richard Allis, vice president (33 1/3%) and Edgar E. Bethell, secretary-treasurer (33 1/3%). George T. Herrreich has option to purchase 50%.

HOT SPRINGS

(Garland County)

KTVR (TV)

(Target Date, Not Set)

LICENSEE: Southern Newspapers Inc. Address: 912 Central Ave.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 12.6 kw, Aural 6.31 kw. Transmitter: Address, West Mountain. Make, RCA. Antenna: Make, GE. Height, Above average terrain 660 ft. Above ground 137 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Clyde E. Palmer, president (20.5%), Bettie M. Palmer, vice president (1%), Alden P. Mooney, secretary-treasurer (30.5%), Frank R. Palmer, assistant secretary-treasurer (.8%), Associated Arkansas Newspapers Inc., owned by Clyde Palmer (33.8%), News Times Pub. Co., publisher of El Dorado News and Times (3%), and 12 others none holding more than 5% each. Licensee is publisher of Hot Springs Sentinel Record and New Era.

LITTLE ROCK

(Pulaski County)

KARK-TV

LICENSEE: Arkansas Radio & Equipment Co. Address: 1001 Spring St. Phone: Franklin 6-2481.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 58 kw, Aural 29 kw. Transmitter: Address, 6815 Cantrell Rd. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type TF3-D. Height, Above average terrain 1,650 ft. Above ground 1,084 ft.

OPERATION: Began April 15, 1954. Hours, 11 a.m.-12 midnight.

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

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

SERVICES: Two studios (59x63 ft. and 25x33 ft.). Two RCA TK11-A camera chains. One Television Specialty rear screen projector. Two RCA Vidicon film cameras. Two RCA TP6-A film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: T. H. Barton, president (72.68%), T. K. Barton, vice president (18.16%), Dave Grundfest, vice president (4.58%), Harry C. Couch, vice president (4.58%).

EXECUTIVES:

T. K. Barton, Vice Pres. & Gen. Mgr.	H. Lee Bryant, Com. Mgr.
Douglas J. Romine, Asst. Gen. Mgr.	Dale E. Hart, Prog. Dir.
	Lon C. Smith, Ch. Eng.

RATE INFORMATION: Class A one hour \$350. Minute spot \$70. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (0.1 mv/m Contour): Consumer Spendable Income \$796,132,000; Population, 687,300; Households, 197,350; Retail Sales, \$547,024,000.

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.

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: Ch. 23. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.91 kw. Transmitter: Address, at intersection of Cedar Hill Rd. & Oak St. Extended. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 620 ft. Above ground 502 ft.

OPERATION: Target date, not set.

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

PRINCIPAL STOCKHOLDERS: Herbert Scheffel, president-secretary, also president and 25% stockholder in Transcontinental Properties Inc. and president and 19% stockholder in Telenews Productions Inc.; Alfred G. Burger, treasurer, also 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. Same interests own WICS (TV) Springfield, Ill.; KCTV (TV) Sioux City, Iowa, and WFTV (TV) Duluth.

KATV (TV) (PINE BLUFF)

LICENSEE: Central South Sales Co. Inc. Address: 620 Beach, Little Rock. Phone: Mohawk 6-9401. (For full listing see Pine Bluff, Ark.)

PINE BLUFF

(Jefferson County)

KATV (TV) (LITTLE ROCK)

LICENSEE: Central South Sales Co. Inc. Address: 100 Williams Rd., Pine Bluff. Phone: 3880.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Operating Pow.: Visual 170 kw, Aural 89.1 kw. Transmitter: Address, Jefferson Springs, Ark. Make, GE. Antenna: Make, GE. Type 12 Bay High Gain. Height, Above average terrain 1,010 ft. Above ground 922 ft.

OPERATION: Began Dec. 19, 1953. Hours, 6:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul F. Godley Co.

SERVICES: Two studios (60x60 ft. in Pine Bluff and 135x45 ft. in Little Rock). Four GE camera chains. Three GE film cameras. Two Eastman 16mm film projectors. Two GE film projectors. Three Selectroslide slide projectors. One Balop projector. News Services, AP & UP. Library, NBC Newsfilm, Guild Sports Library, Standard, World, SESAC, Snader.

PRINCIPAL STOCKHOLDERS: John T. Griffin (45%), James C. Leake (45%), Bryan Mathes (10%). Same interests own KTVX (TV) Muskogee, KTUL Tulsa, KOMA Oklahoma City, 50% of KWTW (TV) Oklahoma City, Okla., and KFPW Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, Pres.	A. R. Garrett, Ch. Eng.
John H. Fugate, Gen. Mgr.	Don B. Curran, Prom. Mgr.
Bruce B. Compton, Nat. Sls. Mgr.	
Roy Pickett, Prog. Dir., Asst. Mgr. & Film Buy.	

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 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	419,200	654,000	1,003,287
Families in Area	138,270	215,820	282,800
Area in Square Miles	3,848	9,503	14,527
No. of Sets (June 1)	58,766	72,785	82,000
Retail Sales	\$397,866,000	\$457,436,000	\$834,597,000
Income per Family	\$ 5,698	\$ 4,110	\$ 4,904
Income per Capita	\$ 1,694	\$ 1,291	\$ 1,492

TEXARKANA

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address, 315 Pine St. Phone: 3-6151. (For full listing see Texarkana, Tex.)

THIS



IS THE

Only

LICENSE YOU NEED

to sell 65,091 TV homes

KARK-TV is all you need to drive home your sales story to the 65,091 television families in Central Arkansas — a 24 county market of 699,700 people who earned \$796,132,000 in spendable income and spent \$547,024,000 on retail goods last year.*

You reach this vast audience via KARK-TV's powerful 58,000-watt E.R.P. video signal over a 70-mile 0.1 mv/m radius on Arkansas' lowest band, VHF channel four.

*Source: SRDS 1954 Consumer Markets

In the driver's seat for KARK-TV is the same skilled management that has steered KARK radio to the Number One position among all Little Rock stations in sponsor acceptance and audience ratings.

And you won't find a better sales vehicle than KARK-TV's exceptional programming, featuring the greatest attractions in show business as NBC's exclusive television affiliate in Central Arkansas, with local personalities of proven popularity.

Your License, to Succeed in the Land of Opportunity



LITTLE ROCK, ARKANSAS

CALIFORNIA MARKET INDICATORS

Total Population, July 1, 1953	12,087,000
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, April 1954	3,796,000
Employed in Agriculture, 1950	286,642
Employed in Mining, April 1954	35,200
Employed in Manufacturing, April 1954	1,019,900
Employed in Construction, April 1954	225,600
Employed in Transportation & Public Utilities, April 1954	330,100
Employed in Wholesale & Retail Trade, April 1954	868,000
Employed in Finance, Insurance & Real Estate, April 1954	172,500
Employed in Service and Miscellaneous, April 1954	496,800
Employed in Government Service, April 1954	647,900
Retail Sales, 1953	\$ 15,171,556,000
Bank Assets, Jan. 1, 1954	\$ 18,264,021,000
Bank Deposits, Jan. 1, 1954	\$ 16,822,185,000
Major Income Sources, 1952: Agriculture 6.0%; Government 18.7%; Manufacturing Payrolls 18.7%; Trade and Service 28.4%.	
Total Income Payments, 1952	\$ 23,146,000,000
Per Capita Income, 1952	\$ 2,032
Total Internal Revenue Collections, 1953	\$ 5,229,772,298
Average Weekly Earnings Manufacturing workers, April 1954	\$ 79.54
Cash Receipts from Farm Marketing, 1953	\$ 2,575,480,000
Government Payments to Farmers, 1953	\$ 10,040,000
Value of Mineral Production, 1951	\$ 1,209,428,000
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, 1953	5,504,418
Number of Telephones, Jan. 1, 1954	4,653,000
Number of Electrical Connections, Jan. 1, 1954	4,244,837
Number of Gas Utilities Connections, 1953	3,326,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

CALIFORNIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Alameda	740,315	\$1,009,435	\$255,258	\$28,916	202,750	73%
Alpine	241	153	29	40	38%
Amador	9,151	9,164	2,817	235	1,020	34%
Butte	64,930	94,596	25,725	2,226	4,770	20%
Calaveras	9,902	6,789	2,333	191	1,190	34%
Colusa	11,651	19,289	3,947	511	960	24%
Contra Costa	298,984	310,068	110,145	9,105	63,530	61%
Del Norte	8,078	11,491	3,146	322
El Dorado	16,207	16,782	6,289	278	2,120	34%
Fresno	276,515	376,431	86,122	9,863	45,460	49%
Glenn	15,448	23,071	4,604	362	1,210	24%
Humboldt	69,241	106,391	26,451	1,863	4,560	17%
Imperial	62,975	89,317	20,560	2,289	3,620	21%
Inyo	11,658	19,689	5,042	561
Kern	228,309	298,239	73,309	5,925	28,280	35%
Kings	46,768	62,740	13,789	1,385	6,300	42%
Lake	11,481	13,679	4,520	478	1,130	24%
Lassen	18,474	20,052	5,659	688
Los Angeles	4,151,687	6,365,632	1,486,869	219,450	1,409,450	86%
Madera	36,964	43,469	12,371	786	5,330	45%
Marin	85,619	97,882	30,846	3,167	22,990	73%
Mariposa	5,145	3,476	1,165	49	530	38%
Mendocino	40,854	49,910	12,153	847
Merced	69,780	94,351	20,436	2,434	8,830	39%
Modoc	9,678	16,034	3,345	308
Mono	2,115	1,923	535	270	38%
Monterey	130,498	173,066	40,699	4,273	20,250	41%
Napa	46,603	49,983	13,077	1,156	7,190	46%
Nevada	19,888	21,683	6,560	542	1,830	26%
Orange	216,224	318,652	73,696	9,864	71,660	79%
Placer	41,649	50,346	13,985	1,412	5,660	39%
Plumas	13,519	16,433	5,430	702	1,220	26%
Riverside	170,046	238,095	59,940	6,845	39,580	58%
Sacramento	277,140	390,016	90,703	12,180	51,270	49%

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.

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
San Benito	14,370	14,935	4,121	381	1,920	40%
San Bernardino	281,642	361,713	94,710	11,766	74,780	69%
San Diego	556,808	775,008	183,855	24,168	172,220	73%
San Francisco	775,357	1,256,567	262,134	34,320	191,990	67%
San Joaquin	200,750	262,839	59,412	5,635	40,080	58%
San Luis Obispo	51,417	73,903	17,787	1,603	7,550	31%
San Mateo	235,659	283,121	87,120	6,471	78,050	84%
Santa Barbara	98,220	149,808	32,497	4,670	16,960	47%
Santa Clara	290,547	426,139	97,956	12,535	79,330	74%
Santa Cruz	66,534	86,600	24,089	2,198	7,890	30%
Shasta	36,413	61,050	16,092	1,419
Sierra	2,410	1,594	505	88	130	26%
Siskiyou	30,733	36,110	9,005	1,010
Solano	104,833	131,221	38,315	2,695	28,570	71%
Sonoma	103,405	163,252	30,975	3,725	18,370	46%
Stanislaus	127,231	190,174	35,901	3,908	17,540	39%
Sutter	26,239	20,748	7,094	289	2,620	29%
Tehama	19,276	24,126	5,115	524	1,240	18%
Trinity	5,087	3,500	1,469	162	340	18%
Tulare	149,264	170,795	44,806	3,539	13,870	30%
Tuolumne	12,584	14,126	3,898	395	1,750	38%
Ventura	114,647	143,136	38,586	3,916	31,300	78%
Yolo	40,640	50,624	16,067	1,986	6,000	42%
Yuba	24,420	52,140	10,058	1,116	2,470	29%

Noet: For sources see foreword. Food, drug, and retail sales, copyright 1954. 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.

BAKERSFIELD

(Kern County)

KBAK-TV

LICENSEE: Bakersfield Broadcasting Co. Address: 29 Woody Rd., P. O. Box 1448. Phone: Fairview 4-6421.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw. Transmitter: Address, 29 Woody Rd. Make, RCA. Model, TTUIB. Antenna: Make, RCA. Type TFU-24BM. Height, Above average terrain 630 ft. Above ground 396 ft.

OPERATION: Began Aug. 10, 1953. Hours, 12 noon-11:30 p.m.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, John P. Hearne.

SERVICES: One studio (55x60 ft.). Two RCA camera chains. Two film cameras. Two RCA 16mm film projectors. Two slide projectors.

PRINCIPAL STOCKHOLDERS: Chronicle Pub. Co. (San Francisco Chronicle), owner of KRON-TV San Francisco (97 1/3%); Charles Thieriot, vice president of Chronicle Pub. Co. and KRON general manager (1 2/3%); Harold P. See, manager, KRON-TV (1%).

EXECUTIVES:

Harold P. See, Pres.	Vern Mack, Prog. Dir.
A. H. Constant, Gen. Mgr. & Film Buy.	Don Anderson, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$282. Film \$235. Minute spot Live \$47, Film \$47. Frequency discounts from 5% for 13 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	270,000	110,000	380,000
Families in Area	90,000	37,000	127,000
No. of Sets (June 1)	65,000	15,000	80,000

KERO-TV

LICENSEE: Kern County Broadcasters Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Breckenridge Mountain. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 6 Bay-TF6AH. Height, Above average terrain 3,738 ft.

OPERATION: Began Sept. 26, 1953. Hours, 12:00 noon-12:00 midnight.

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

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

SERVICES: One studio (20x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Dual-Disk slide projector. News Service, UP. Library, World, Snader.

PRINCIPAL STOCKHOLDERS: Albert E. DeYoung (45.9%), G. L. Harlan (26.1%), Edward Urner (9.0%), Edwin Andress (5.34%), Kenneth Croes (3.60%).

CALIFORNIA

BAKERSFIELD (Cont.)

KERO-TV (Cont.)

EXECUTIVES:

Gene DeYoung, Pres. & Gen. Mgr.
Edward Urner, Gen. Sls. Mgr.

Kenneth Croes, Dir. Opr.
John Ballinger, Film Buy.
Donald A. Seeks, Tech. Dir.

RATE INFORMATION: Class A one hour Live \$360, Film \$300. Minute spot Live \$72, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	367,094	483,032	776,600
Families in Area	122,364	161,010	228,253
No. of Sets (June 1)	47,246	68,939	115,692
Retail Sales	\$521,801,000		\$891,172,000

BERKELEY

(Contra Costa County)

KQED (TV) * (SAN FRANCISCO)

(*Non-Commercial Educational)

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

FACILITIES: Ch. 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: Began June 10, 1954.

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 and citizens in the San Francisco Bay Area.

CHICO

(Butte County)

KHSL-TV

LICENSEE: Golden Empire Broadcasting Co. Address: P. O. Box 303, 350 Wall St. Phone: Firestone 2-5614.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: Address, Paradise, Calif. Make, RCA. Model TT-2 AH. Antenna: Make, RCA. Type TF 6 AH. Height, Above average terrain 1,263 ft. Above ground 237.3 ft.

OPERATION: Began Aug. 29, 1953. Hours, 3:30 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 18x23 ft. and one 20x33 ft.). One RCA type TK-31A camera chain. One RCA type TK-20D film camera. Two RCA type TP-16E film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. 35mm slide film processing equipment. 16mm film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung (92.5%), Hugh McClung Jr. (5%) and Martha McClung Roberts (2.5%). Licensee also owns KVCV and KVRE (FM) Redding, and KYOS and KVME (FM) Merced, Calif.

EXECUTIVES:

Mrs. Hugh McClung, Pres.
M. F. Woodling, Gen. Mgr. & Film Buy.

J. A. Pero, Com. Mgr.
Martin Jacobson, Prog. Dir.
Russell B. Pope, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	144,566	276,929
Families in Area	42,520	81,450
Area in Square Miles	1,330	3,980
No. of Sets (June 1)	42,220
Retail Sales	\$355,507,000
Income per Family	\$4,786

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.



Another winner!

from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

CORONA

(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Broadcasting Co. Address: Pico Blvd., Santa Monica.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw.
Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make, RCA.
Height, Above average terrain 2,910 ft. Above ground 191 ft.

OPERATION:.. Target date, not set.

REPRESENTATIVES: Consulting Engineer, Harry R. Lubcke.

PRINCIPAL STOCKHOLDER: Arthur H. Croghan, president (100%). Licensee also owns KOWL Santa Monica, Calif.

EL CENTRO

(Imperial County)

KPIC-TV

(Target Date, Not Set)

LICENSEE: Valley Empire Telecasters Inc. Address: 71495 San Gorgonia Rd., Rancho Miraga, Calif.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw.
Transmitter: Address, West of Highway 111, 1 1/2 miles south of Wilson's Corner. Make, GE. Antenna: Make, GE. Height, Above average terrain 270 ft. Above ground 297.5 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Attorney, Prichard & Brenner. Consulting Engineer, Harry B. Lubcke.

PRINCIPAL STOCKHOLDERS: William B. Ross, trustee of KPRO Riverside, KROP Brawley, KREO Indio and KYOR Blythe, (50%) and W. G. Ross (50%).

EUREKA

(Humboldt County)

KIEM-TV

LICENSEE: Redwood Broadcasting Co. Address: Sixth and E. Sts., Box 1021. Phone: Hillside 2-5754.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw.
Transmitter: Address, Redwood Peak, Kneeland Mountain, 12 miles east of Eureka. Make, GE. Model TT-10-A. Antenna: Make, GE. Type 3-Bay.
Height, Above average terrain 1,650 ft. Above ground 249 ft.

OPERATION: Began Oct. 25, 1953. Hours, 4:00 p.m.-10:00 p.m.

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: One GE camera chain. Two General Precision Labs scanners. One Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: William B. Smullin (100%). Mr. Smullin also owns 50% of KBES-TV Medford, Ore., and 50% of KUIM and KGPO (FM) Grants Pass, Ore.

EXECUTIVES:

William B. Smullin, Pres. & Film Buy.	Jerold L. Poulos, Prog. Dir.
Donald H. Telford, Vice Pres. & Com. Mgr.	Donald King, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 124,740; Families in Area, 37,500; No. of Sets (June 1), 14,000; Retail Sales, \$133,534,000; Income per Capita, \$1,400.

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.

FRESNO

(Fresno County)

KBID-TV†

LICENSEE: John H. Poole. Address: 1117 N St. Phone: 6-0791.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw.
Transmitter: Address, Bear Mountain. Make, GE. Model TT-25-A. Antenna: Make, RCA. Type TFU27DAH. Height, Above average terrain 2,230 ft. Above ground 167 ft.

OPERATION: Began Feb. 13, 1954. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KBIF.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jay E. Tapp.

SERVICES: Two studios (one 36x50 ft. and 36x31 ft.). Two RCA Image Orthicon camera chains. One RCA Iconoscope film camera. Two RCA Type TP6A film projectors. One Gray 2x2 in. Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avalon, Calif., KBIC-TV Los Angeles, and KBIE-TV Sacramento, Calif.

EXECUTIVES:

John H. Poole, Pres.	Hal Davis, Prog. Dir. & Film Buy.
George Nickson, Gen. Mgr.	Thornton Chew, Ch. Eng.
Gene Grant, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$300, Film \$225. Minute spot Live \$55, Film \$40. 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; Families in Area, 189,400; Area in Square Miles, 16,072; No. of Sets (June 1), 123,354; Retail Sales, \$733,761,000; Income per Family, \$4,713; Income per Capita, \$1,414.

† KBID has suspended operation but has not returned its CP.

KJEO (TV)

LICENSEE: O'Neill Broadcasting Co. Address: P. O. Box 1708. Phone: 7-8405.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 91.2 kw, Operating Pow.: Visual 178 kw, Aural 91.2 kw. Transmitter: Address, Bald Mountain. Make, RCA; GE. Model, RCA TTU 1B; GE TF 8A. Antenna: Make, RCA. Height: Above average terrain, 1,790 ft. Above ground 138 ft.

OPERATION: Began Oct. 1, 1953. Hours, 12:00 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, The Branham Co.

SERVICES: Two studios (A 35x45 ft. and B 40x55 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Selectroslide slide projectors. Mobile unit complete with micro relays. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: J. E. O'Neill (100%).

EXECUTIVES:

J. E. O'Neill, Pres. & Own.	W. O. Edholm, Com. Mgr.
Charles Theodore, Vice Pres.	Jack McElwain, Ch. Eng.
Joe Drilling, Vice Pres. & Film Buy.	Jack Shepard, Prog. Dir.

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 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 680,040; Families in Area, 201,742; Area in Square Miles, 20,000; No. of Sets (June 1), 123,354; Retail Sales, \$781,404,000; Income per Family, \$5,038.

Smullin TV Stations

... Cover Northwestern California—Southern Oregon. Let Blair-TV tell you how one billing reaches two growing markets (\$358,309,000 Retail Sales).

KIEM-TV
Channel 3, 14,600 watts ERP
Eureka, California
3069 feet above sea level
1673 feet above average terrain
3026 feet above Eureka.

KBES-TV
Channel 5, 29,000 watts ERP
Medford, Oregon
2169 feet above sea level
429 feet above average terrain
840 feet above Medford.

MARKET AND SALES DATA Area within 40 DBU or 100 UV/M (based on FCC Engineering Standards)

COUNTY	POPULATION	PERSONS PER FAMILY	FAMILIES	RETAIL SALES***	CONSUMER SPEND-ABLE INCOME PER HOUSEHOLD***
Curry	8,400*	2.89	2,906	\$ 6,233,000	\$4,793
Jackson	68,900*	3.05	22,590	84,416,000	4,462
Josephine	30,800*	3.06	10,065	39,941,000	4,527
Klamath (2/3 county)	27,700*	3.12	8,872	43,652,000	5,158
Douglas (1/6 county)	13,700*	3.45	3,971	13,409,000	5,458
Coos	52,100	} signal seen, but depth of penetration not known			
Lake	6,600				
Deschutes	22,500				
**Del Norte	14,700	3.	4,900	19,003,000	5,200
**Humboldt	86,300	3.13	27,572	120,666,000	6,251
**Trinity (1/2 county)	3,150	2.75	1,145	3,446,000	4,342
**Mendocino (1/8 county)	5,979	3.43	1,451	6,865,000	5,355
**Siskiyou (8/15 county)	16,987	3.06	5,551	20,678,000	5,888
Total	276,616		89,023	\$358,309,000	

*Sales Management Survey, May, 1954

**1954 California State Roster

***Consumer Markets' '64 Edition

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**

Write, Wire or Phone

Smullin TV Stations

Box 1021, Eureka, California
Phone Hillside 2-5754 TWX 16

General Manager: Wm. B. Smullin

National Representative: Blair TV, Inc., New York 17, Chrysler Bldg., 150 E. 43rd St., Murray Hill 2-5644
Chicago 11—520 N. Michigan Ave., Su 7-5580 • Los Angeles 28—6331 Hollywood Blvd., Granite 6103 • San Francisco—3010 Russ Bldg., Yukon 2-7068 • Detroit 26—1115 Book Bldg., Woodward 5-3230 • St. Louis 1—434 Paul Brown Bldg., Chestnut 5688 • Dallas—Rio Grande National Bldg., Riverside 4228

Affiliated with CBS-TV, NBC-TV, ABC-TV & DuMont-TV

FRESNO (Cont.)

KMJ-TV

LICENSEE: McClatchy Broadcasting Co. Address: Van Ness & Calaveras phone: Fresno 3-6277.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Operating Pow.: Visual 33 kw, Aural 16.5 kw. Transmitter: Address, Bear Mountain. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-21 DAL. Height, Above average terrain 2,290 ft. Above ground 248 ft.

OPERATION: Began June 1, 1953. Hours 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC. Stations, AM, KMJ, FM, KMJ-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, Geo. C. Davis.

SERVICES: One studio (20x40 ft.). Two RCA TK-11 and two RCA TK-30 camera chains. Two RCA TK-20-D film cameras. Two RCA TP-16-D film projectors. Two Spindler & Sauppe Selectroslide slide projectors. Gray telop No. 11 opaque projector. Andre Debrie film processing unit. RCA mobile unit. News Services, UP & AP.

PRINCIPAL STOCKHOLDERS: McClatchy Newspapers own 100% of licensee. Principals are Eleanor McClatchy (33 1/3%), president, Charlotte Maloney (33 1/3%), vice president and secretary-treasurer, and James B. McClatchy (11.11%). McClatchy is also licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Reno. McClatchy publishes Fresno Bee, Sacramento Bee, and Modesto Bee.

EXECUTIVES:

Eleanor McClatchy, Pres.	Joe Tomes, Prog. Dir.
Perry Nelson, Gen. Mgr. & Film Buy.	John B. Hancock, Ch. Eng.
Wilson Lefler, Com. Mgr.	Tom Flynn, Prod. Mgr. & News Ed.
	Marian Anderson, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$425, Film \$350. Minute spot Live \$85, Film \$70. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 3.

MARKET INFORMATION: Population 680,040; Families 201,742; Net Effective Buying Income, \$1,016,365,000; Effective Buying Income Per Family, \$5,038; Total Retail Sales, \$781,404,000.

LOS ANGELES

(Los Angeles County)

KABC-TV

LICENSEE: American Broadcasting-Paramount Theatres. Address: Prospect & Talmadge Aves. Phone: Normandie 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 64.6 kw. Operating Pow.: Visual 118 kw, Aural 59 kw. Transmitter: Address, Mount Wilson. Make, GE. Antenna: Make, GE, Type, 6-Bay Tilted. Height, Above average terrain 2,970 ft. Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 12:20 p.m.-1:00 a.m.

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

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

SERVICES: Five studios. Fifteen RCA camera chains. Three Bodde rear screen projectors. Four film cameras (three IKE and one 1.0 all RCA). Six film projectors (two RCA 35mm, two Eastman 16mm, and two RCA 16mm). Four S & S turret slide projectors. Belop opaque projector. RCA truck with three cameras. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: American Broadcasting-Paramount Theatres Inc., of which American Broadcasting Co. is a division, owns and operates WABC-AM-FM-TV New York, WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, and KGO-AM-FM-TV San Francisco. AB-PT also owns 50% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, Pres. (AB-PT)	Frank G. King, Gen. Mgr.
Robert E. Kintner, Pres. (ABC Div.)	Elton Rule, Gen. Sls. Mgr.
Robert H. O'Brien, Vice Pres. (ABC Div.)	Hunt Stromberg Jr., Exec. Prod.
Earl Hudson, Vice Pres., Western Div.	Phil Caldwell, Ch. Eng.
	Russ Landers, Film Buy.
	John M. Asher, Dir. of Prom. & Pub.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$350, Film \$350. 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.



... keeps viewers tuned to

KMJ-TV

FRESNO • CHANNEL 24

the FIRST TV station in
California's San Joaquin Valley

KMJ-TV pioneered television in this important inland California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

LOS ANGELES (Cont.)

KABC-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	6,230,200	531,800	6,762,000
Families in Area	2,143,700	170,400	2,314,100
Area in Square Miles	16,320	12,240	28,560
No. of Sets (June 1)	1,822,300	144,300	1,966,600
Retail Sales	\$8,030,502,000	\$603,723,000	\$8,634,225,000
Income per Family	\$5,166	\$5,023	\$5,099
Income per Capita	\$1,686	\$1,577	\$1,635

KBIC-TV

(Target Date, Not Set)

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

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

OPERATION: Target date, not set.

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

PRINCIPAL STOCKHOLDERS: John H. Poole (100%), also owns KBIG Avation, KBIF and KBID-TV Fresno, and KBIE-TV Sacramento.

KCOP (TV)

(formerly KLAC-TV)

LICENSEE: The Copley Press Inc. Address: 1000 Cahuenga Blvd. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 8 kw. Operating Pow.: Visual 30.9 kw, Aural 8 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model, TT-5-A. Antenna: Make, RCA. Type, TF6-A. Height, Above average terrain 2,950 ft. Above ground 237 ft.

OPERATION: Began Sept. 1948.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Four field camera chains. Six studio camera chains. Two RCA Iconoscope film cameras. Two RCA TP-16 film projectors. One RCA 35mm film projector. Two 2x2 in. automatic slide projectors. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Copley Press Inc. owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Register (under lease), all Illinois; San Diego (Calif.) Union and Tribune, and through Southern California Associated Newspapers the following newspapers in California: Alhambra Post-Advocate, Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard and San Pedro News-Pilot (60% ownership).

EXECUTIVES:

Jack Heintz, Vice Pres. & Gen. Mgr.	Alvin Flanagan, Asst. Gen Mgr., Prog. Dir. & Film Buy.
David E. Lundy, Gen. Sls. Mgr.	Marvin Wentworth, Ch. Eng.
	Helen McDermott, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$900. Minute spot Live \$215. Rate Card No. 1.

KHJ-TV

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

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.7 kw. Operating Pow.: Visual 30.4 kw, Aural 15.7 kw. Transmitter: Address, Mount Wilson. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type TF-6A, Six Bay. Height, Above average terrain 3,100 ft. Above ground 199 ft.

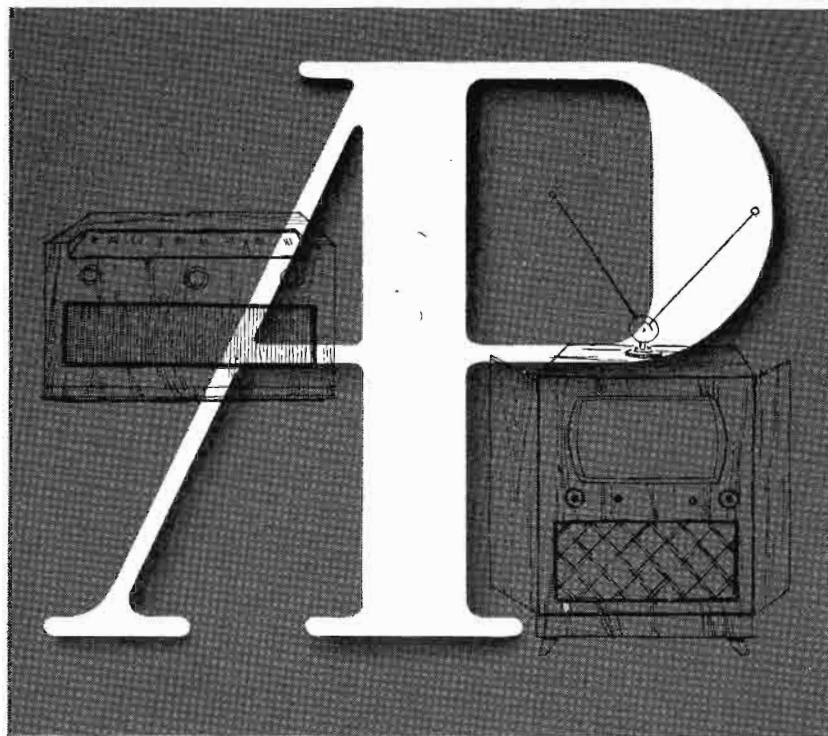
OPERATION: Began Aug. 1948. Hours 1:45 p.m.-11:00 p.m.

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

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

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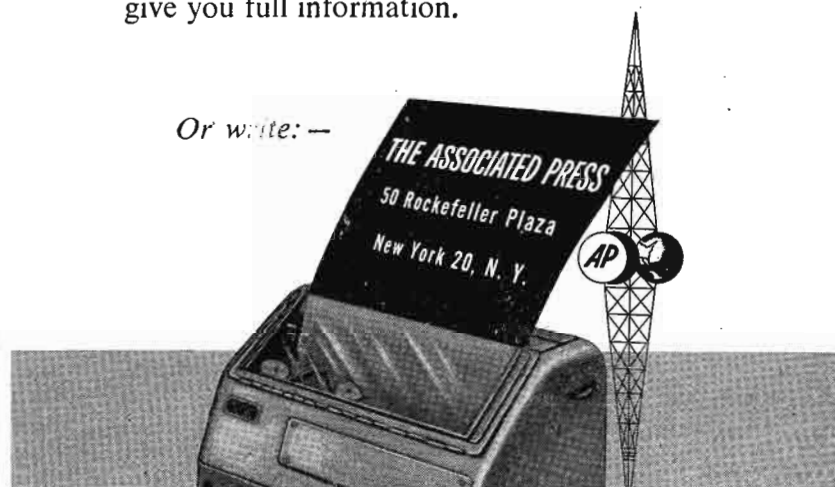
Those who know famous brands know the most famous brand in news is



AP newscasts are easier to sell, bring bigger profits. Sponsors and audiences alike *know* AP . . . recognize its leadership. AP's famous name builds station prestige, guarantees program quality.

If you are not yet using Associated Press service, your AP field representative can give you full information.

Or write: —



LOS ANGELES (Cont.)

KHJ-TV (Cont.)

SERVICES: Five studios (60x40 ft., 50x30 ft., 18x32 ft., and two auditoriums each with seating capacity of 300). Three RCA studio cameras (TK10A). Five interchangeable field cameras (TK30A) and one RCA field camera (TK31A). Two film cameras, RCA and GE. Four 16mm film projectors. Four slide projectors for 2x2 in. slides. One opaque projector for 3 1/4 in. and one opaque projector for 6x8 in. slides. Mobile unit with four cameras all lenses up to 25 in. and Zoomar. Two microwave relay units. News Service, UP. Library, Studio Films.

PRINCIPAL STOCKHOLDERS: Owned by General Tire & Rubber Co., Akron, Ohio. General Teleradio Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. Yankee Network Division owns and operates WNAC-AM-TV Boston, WEAN Providence, WGTB-AM-TV Hartford (55%). WOR Division owns and operates WOR-AM-FM-TV New York. General Teleradio also owns WHBQ-AM-TV Memphis, Tenn.

EXECUTIVES:

Thomas F. O'Neill, Pres. (General Teleradio)	James Higson, Prog. Dir. and Film Buy.
Willett H. Brown, Pres. (Don Lee Network)	Robert Arno, Ch. Eng.
Ward D. Ingram, Gen. Mgr. (Don Lee Network)	Elbert Walker, Prod. Mgr.
John T. Reynolds, Gen. Mgr.	Robert M. Light, Sls. Prom. Mgr.
Howard Wheeler, Sls. Mgr.	Rodney "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.

KNBH (TV)

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

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Operating Pow.: Visual 42.7 kw, Aural 21.4 kw. Transmitter: Address, Mount Wilson. Make, RCA. Model TF-5A. Antenna: Make, RCA. Type Turnstyle. Height, Above average terrain 3,200 ft. Above ground 490 ft.

OPERATION: Began Jan. 6, 1949. Hours 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, NBS Spot Sales. Attorney, Cahill, Gordon, Reindell & Ohl. Consulting Engineer, James R. DeBaun (Hollywood).

SERVICES: Two studios plus network studio facilities. Ten RCA camera chains including three from remote unit. Six film cameras. Three Spindler & Sauppe Selectroslide slide projectors. Complete film and kine processing lab. Two mobile units. News Services, AP, UP, INS.

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:

Sylvester L. Weaver Jr., Pres.	Dean Craig, Exec. Prod.
Robert W. Sarnoff, Exec. Vice Pres.	J. B. Knight, Ch. Eng.
John K. West, Vice Pres. (Western Div.)	George Burke, Film Buy.
Tom McCray, Gen. Mgr.	Jack Kenaston, Prom. Mgr.
James Parks, Com. Mgr.	Bob Pelgram, Pub. Mgr.
	James Damon, Opr. Dir.

RATE INFORMATION: Class AA one hour \$2,500. 20-second spot \$575. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: Total (Including Fringe Area): Population, 6,475,000; Families in Area, 2,166,500; No. of Sets (May 1), 1,835,863; Retail Sales, \$7,778,159,000; Effective Buying Income \$11,594,401,000.

KNXT (TV)

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

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model 22A. Antenna: Make, RCA. Type, 4-Bay. Height, Above average terrain 3,140 ft. Above ground 466 ft.

OPERATION: Began May 6, 1948.

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

REPRESENTATIVES: Sales, CBS-TV Spot Sales.

SERVICES: Eight studios, four audience, and four non-audience. Thirty-five RCA camera chains. Twelve RCA film cameras. Twelve film projectors, six 16mm and six 35mm. Two slide projectors. Three opaque projectors. One mobile unit equipped with three cameras and microwave relay equipment. News Services, AP, 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 Boston; CBS also owns 45% of WTOP-AM-FM Washington (55% owned by Washington Post and Times-Herald) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio-Television Inc.).

EXECUTIVES:

Frank Stanton, Pres.	L. H. Bowman, Ch. Eng.
J. L. Van Volkenburg, Pres. (CBS-TV)	Dean Linger, Dir. Sls. Prom. & Publ.
James T. Aubrey Jr., Gen. Mgr.	Howard Barnick, Bus. Mgr.
Edmund C. Bunker, Gen. Sls. Mgr.	Robert Quinlan, Prod. Mgr.
Donald M. Hine, Prog. Dir.	

RATE INFORMATION: Class A1 one hour Live, \$2,700; Class A2, \$2,000. Film A1, \$2,700; A2, \$2,000. Minute spot Live A1, \$550; A2, \$400. Film A1 \$550; A2, \$400. Frequency discounts from 5% for 3, 4 or 5 times per week up to 10% for 6 or 7 times per week. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 6,663,000; Families in Area, 2,212,450; No. of Sets (June 1), 1,993,200; Retail Sales, \$9,073,252,000; Income per Family, \$6,316; Income per Capita, \$2,097.

KTHE (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Southern Calif. Address: 3518 University Ave. Phone: Richmond 6362.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 46 kw, Aural 26 kw. Operating Pow.: Visual 17.5 kw, Aural 10 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Antenna: Make, GE. Height, Above average terrain 2,910 ft. Above ground 146 ft.

OPERATION: Began Sept. 22, 1953.

AFFILIATION: Station, FM, KUSC.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, George P. Adair.

SERVICES: Three studios. Two DuM. and two RCA camera chains. RCA, Holmes Bell & Howell film cameras. Telojector 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.	Lee M. Smith, Pub. Rel. Dir.
Eugene Sakasegawa, Ch. Eng.	Florence Thalheimer, Prog. Dir.

KTLA (TV)

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

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address, Mt. Wilson. Make, RCA. Model, 3-Bay Superturnstyle. Antenna: Make, RCA. Type, 3-Bay Superturnstyle. Height, Above average terrain 2,990 ft. Above ground 240 ft.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Ray White.

SERVICES: Two studios (A 22x36 ft. and B 36x46 ft.). Theatre with seating capacity of 550 persons. RCA Image Orthicon camera chain. Four Iconoscope rear screen projectors. Two 16mm and two 35mm RCA film cameras. Two RCA film projectors. One Multiscope slide projector. One opaque projector. Two Composite mobile units. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc.

EXECUTIVES:

Paul Raibourn, Pres.	Joseph Coffin, Sls. Development Dir.
Klaus Landsburg, Vice Pres. & Gen. Mgr.	Howard Wormser, Publ.
J. Gordon Wright, Prog. Dir.	Gilbert Martyn, News Ed.
Ray White, Ch. Eng.	Leland J. Muller, Film Buy.
Robert Mohr, Sls. 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.

*The best sales
are made in person*



KTLA IS THE *PERSONAL STATION*
TO THE VIEWERS IN SOUTHERN CALIFORNIA

KTLA programming reflects the taste and ideas of Los Angeles people.

KTLA has built live talent and personalities who are "local celebrities to Los Angeles viewers.

KTLA does the outstanding job in covering local news events and affairs of public interest.

KTLA covers Southern California, the Nation's second largest television market, with 1,950,000 television homes. Exclusive live programs and personalities on KTLA mean *more sales power* for your advertisers.

K T L A

5451 MARATHON ST., HOLLYWOOD 38, CALIFORNIA

HO 9-3181

Represented Nationally by Paul H. Raymer Co.

LOS ANGELES (Cont.)

KTLA (TV) (Cont.)

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	6,450,000	275,000	6,725,000
Families in Area	2,186,400	81,100	2,267,500
Area in Square Miles	4,030	3,380	7,410
No. of Sets (June 1)	1,900,000	40,000	1,940,000
Retail Sales	\$6,979,660,000	\$1,089,310,000	\$8,068,966,000
Income per Family	\$5,874	\$5,286	\$5,784
Income per Capita	\$1,937	\$1,576	\$1,875

KTTV (TV)

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

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Operating Pow.: Visual 135 kw, Aural 69.2 kw. Transmitter: Address, Mt. Wilson. Make, GE. Model, TF-5-A. Antenna: Make, GE. Type TY-29-F. Height, Above average terrain 2,940 ft. Above ground 237 ft.

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

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Eliot C. Lovett, Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Six studios (one 93x80x30 ft., one 108x71x30 ft., one 98 1/2x80x23 ft., one 104x128x35 ft., one 58x45 ft., and one 23 1/2x46 ft.). Sixteen RCA Image Orthicon camera chains. Two dual head slide rear screen projectors. Three RCA Iconoscope film cameras. Two Eastman 16mm, one RCA 16mm and two RCA 35mm film projectors. Two S&S Autoslide and one SVE slide projector. Balopticon opaque projector. Two RCA vans. One international 9 ft. van. One jeep unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: The Times-Mirror Co. (100%), publisher of Los Angeles Times and Mirror.

EXECUTIVES:

Norman Chandler, Pres.	Jack O'Mara, Prom. & Merc. Mgr.
Richard A. Moore, Gen. Mgr.	Reavis Winckler, Pub. Dir.
John R. Vrba, Com. Mgr.	Leslie H. Norins, Loc. Sls. Mgr.
Robert Breckner, Prog. Dir.	Val Conte, Sls. Serv. Coordinator
Edward Benham, Ch. Eng.	George Ruby, Controller
Richard Woollen, Film Buy.	

RATE INFORMATION: Class A one hour Live \$1,400. Minute spot Live \$290. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	6,082,216
Families in area	2,207,405
No. of Sets (June 1)	1,851,810	2,056,581
Retail Sales	\$7,169,691,000
Income per Family	\$3,579

MODESTO

(Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Broadcasting Co. Address: Box 593.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, Norwegian Ave. & Coffee Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 300 ft. Above ground 328 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KTRB.

REPRESENTATIVES: Washington Attorney, Eliot C. Lovett. Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., president-treasurer (80%), and Margie W. Cleary, secretary (20%).

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.

MONTEREY

(Monterey County)

KMBY-TV

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

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 10 kw, Aural 5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Baldy Peak, Monterey County. Make, RCA. Antenna: Make, RCA. Type 6-bay. Height, Above average terrain 2,630 ft. Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Shares times with KSBW-TV Salinas.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KMBY.

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

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

PRINCIPAL STOCKHOLDERS: Kenyon Brown, president (30%), also owns 33 1/3%, KWFT-TV Wichita Falls, Tex., and holds stock in KGLC Miami, Okla., and KBYC Oklahoma City; George Coleman Jr., vice president-secretary (30%); Harry M. (Bing) Crosby, vice president-treasurer (24%); S. M. Aston, vice president-assistant secretary (10%); and William Morrow (6%).

EXECUTIVES:

Kenyon Brown, Pres.	George Freeman, Ch. Eng.
S. M. Aston, Gen. Mgr. & Sls. Mgr.	Bruce Arias, Prog. 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:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	302,700	553,875
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	\$ 5,858

SACRAMENTO

(Sacramento County)

KBIE-TV

(Target Date, Not Set)

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

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 107 kw. Transmitter: Address, on south bank of American River, about 1,500 ft. east of confluence of American and Sacramento Rivers. Make, GE. Antenna: Make, GE. Height, Above average terrain 514.2 ft. Above ground 538.5 ft.

OPERATION: Target date not set.

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

PRINCIPAL STOCKHOLDERS: John H. Poole is sole owner. He also owns KBIG Avalon, KBIC-TV Los Angeles, and KBIF and KBID-TV Fresno.

EXECUTIVES:

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

LICENSEE: Capital City Tv Corp. Address: Senator Hotel. Phone: Gilbert 3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93.3 kw. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: Address, Garden Highway. Make, RCA Driver; GE Amplifier. Model RCA-TTU-1B; GE-4TF8A1. Antenna: Make RCA Type TFU24B. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours 10:30 a.m.-12:00 midnight.

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

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

SERVICES: Two studios (36x52 ft. and 20x25 ft.). Two RCA TK30A camera chains. One rear screen projector. One RCA TK20A film camera. Two RCA TPI6E film projectors. Two Selectroslide slide projectors. One composite slide machine. One mobile unit equipped for two-camera operation and field microwave. News Service, UP.

SACRAMENTO (Cont.)

KCCC-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Harry W. McCart, president (50%), Ashley L. Robison, secretary-treasurer (50%).

EXECUTIVES:

Harry W. McCart, Pres.	A. J. Richards, Nat. Sls. Mgr.
Ashley L. Robison, Gen. Mgr.	John J. Kehoe, Loc. Sls. Mgr.
Malcolm O. O'Mara, N. Y. Mgr.	John E. Edwards, Prog. Dir.
George E. Ladell Jr., Los Angeles Mgr.	Paul E. Leake, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$97.50, Film \$90. 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	618,200	200,000	818,200
Area in Square Miles	40,516
No. of Sets (June 1)	100,000
Retail Sales	\$801,000,000
Income per Family	\$6,025
Income per Capita	\$2,003

SALINAS

(Monterey County)

KSBW-TV

LICENSEE: Salinas Broadcasting Corp. Address: 238 John St. Phone: Salinas 2-6422.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 10 kw, Aural 5 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address: Mt. Toro, Salinas, California. Make, RCA. Model, TT-2AH. Antenna: Make, RCA. Type, TF6A1. Height, Above average terrain 2,630 ft. Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Shares time with KMBY-TV Monterey, Calif. Hours, 5:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Krieger & Jorgensen. Los Angeles Attorney, John P. Hearne. Consulting Engineer, Robert L. Hammett, San Francisco.

SERVICES: Two studios (60x80 ft. and 50x50 ft.). Two RCA TK31A camera chains. One RCA Iconoscope TR20A film camera. Two RCA 16D film projectors. One Gray 3A slide projector. One film processing unit. One mobile unit

PRINCIPAL STOCKHOLDERS: John C. Cohan (50%) and W. M. Oates (50%).

EXECUTIVES:

John C. Cohan, Pres. & Gen. Mgr.	Neal Edmondson, Prog. Dir.
W. M. Oates, Com. Mgr.	George A. Freeman, Ch. Eng.
Orbie Sullivan, Asst. Mgr.	Peg Miner, Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. 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 (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	438,320	2,431,550	2,674,705
Families in Area	129,068	769,230	846,153
Area in Square Miles	14,160	20,096	22,434
No. of Sets (June 1)	74,250	419,089	460,998
Retail Sales	\$505,380,100	\$2,924,575,000	\$3,217,032,500
Income per Family	\$5,304	\$5,400	\$5,379
Income per Capita	\$1,560	\$1,778	\$1,692

SAN DIEGO

(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave., San Diego. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Mt. Soledad. Make, GE. Model TT-6D. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 750 ft. Above ground 284 ft.

OPERATION: Began May 16, 1949. Hours, 6:30 a.m.-11:45 p.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, George C. Davis.

SERVICES: Two studios (70x30 ft. and 40x20 ft.). Four DuM. TA-124E camera chains. Two GE film cameras. Two Eastman film projectors. One GE Balopticon opaque projector. Two film processing units. One mobile unit. One newsreel truck. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., president-director (38.89%); holds permit for WJDW (TV) Boston; Maria Helen Alvarez, vice president-director (38.89%) and Edward Petry & Co. (22.22%).

EXECUTIVES:

J. D. Wrather, Pres.	Bill Fox, Prog. Dir. & Film Buy.
Helen Alvarez, Vice Pres.	Charles F. Abel, Ch. Eng.
George Whitney, Gen. Mgr.	Wm. A. Houser, Prom. Mgr.
Robert B. Hoag, Com. Mgr.	Paul W. White, Exec. News Dir.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 2 1/2% for 26-51 times up to 15% for 312 times. Rate Card No. 8.

MARKET INFORMATION:

Grade A (FCC Contour); Population, 720,600; Families in Area, 240,600; No. of Sets (June 1), 214,771; Retail Sales, \$775,097,000; Income per Family, \$5,481; Income per Capita, \$1,828.

KFSD-TV

LICENSEE: Airfan Radio Corp. Ltd. Address: U. S. Grant Hotel, 326 Broadway. Phone: Cypress 8-7151.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 178 kw. Operating Pow.: Visual 63 kw, Aural 36 kw. Transmitter: Address, Mt. Soledad. Make, RCA. Model TT10AH. Antenna: Make, RCA. Type TF6A1. Height, Above average terrain 700 ft. Above ground 223 ft.

OPERATION: Began Sept. 13, 1953. Hours, 9:45 a.m.-12:00 midnight.

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

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

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SAN DIEGO (Cont.)

KFSD-TV (Cont.)

SERVICES: Two studios (30x35 ft. and 35x48 ft.). Two TK11A and one TK31A camera chains. One RCA TK20D film camera. Two RCA TP6A film projectors. One Gray Dual slide projector. One RCA Flying Spot TK3A scanner. RCA special effects.

PRINCIPAL STOCKHOLDERS: Thomas E. Sharp (66%) and TBC Television (33%). Charles E. Salik has option to buy 50% of Mr. Sharp's interest.

EXECUTIVES:

Thomas E. Sharp, Ch. Own., Pres. & Gen. Mgr.	Leon Papernow, Tv Sls. Mgr.
John C. Merino, Mgr.	John Clement, Prog. Dir.
	Leroy Bellwood, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$500. Minute spot Film \$100. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	681,900	454,000	900,800
Families in Area	21,309	141,081	281,500
Area in Square Miles	1,124	1,276	2,400
Retail Sales (1952)	\$717,687,000	\$520,565,000	\$962,286,000
Income per Family	\$5,478
Income per Capita	\$1,655

KUSH (TV)

(Target Date, Not Set)

LICENSEE: Elliot L. Cushman. Address: 13th & Broadway.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Transmitter: Address, Mt. Soledad. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 810 ft. Above ground 250 ft.

OPERATION: Target date, not set.

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

PRINCIPAL STOCKHOLDER: Elliot L. Cushman is 62½% owner and general manager of San Diego Shopping News and 95% owner of Southwest Color Press.

XETV (TV) (TIJUANA)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S. A. Transmitter & Studio Address: P. O. Box 121, Tijuana. Sales & Administrative Office: Bay City Television, 4229 Park Blvd., San Diego. Phone: Cypress 8-7191.

SAN FRANCISCO

(San Francisco County)

KBAY-TV

(Target Date, Not Set)

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

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: Address, Mt. Sutro. Make, RCA. Model TTU-10A. Antenna: Make, RCA. Type TFU 12 BL. Height, Above average terrain 1,070 ft. Above ground 370 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Attorney, Joseph Brønner, 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: Mr. Harvey is a manufacturer of aluminum products.

EXECUTIVES: Harold W. Jury, Dir. of Tv Opns.

KGO-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 277 Golden Gate. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 160 kw, Aural 80 kw. Transmitter: Address, Mount Sutro. Make, GE. Model TT-23A. Antenna: Make, GE. Type TY-29-H. Height, Above average terrain 1,210 ft. Above ground 517 ft.

OPERATION: Began May 1949. Hours, 11:30 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Inc. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 40x45 ft. and one 60x100 ft.). One announce booth. Ten RCA studio-field camera chains. Two RCA film cameras. Two RCA TP-6, one RCA TP16 and one RCA TP35 film projectors. Two Spindler & Sauppe 2x2 in. and one GE Baloptican slide projector. One GE Baloptican opaque projector. One mobile unit with three RCA cameras.

PRINCIPAL STOCKHOLDER: American Broadcasting-Paramount Theatres owns and operates WABC-AM-FM-TV New York; WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit and KABC-AM-FM-TV Los Angeles. AB-PT also owns 50% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, Pres., AB-PT	David Sacks, Com. Mgr.
Robert E. Kintner, Pres. (ABC Div.)	Russ Baker, Prog. Dir.
Robert H. O'Brien, Exec. Vice Pres. (ABC Div.)	Harry Jacobs, Ch. Eng.
Amos Baron, Gen. Mgr.	Robert Mitchell, Film Buy.
	Jon Barkhurst, Prom. Mgr.
	Ed Smith, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$1,100. Minute spot Live \$220. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: Total (Including fringe area.) No of Sets (June 1), 950,130.

KPIX (TV)

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

FACILITIES: Ch. 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/22A. Antenna: Make, GE. Type, Batwing. Height, Above average terrain 1,140 ft. Above ground 529 ft.

OPERATION: Began Dec. 22, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, The Katz Agency.

SERVICES: Three studios (A-40x68 ft., B-29x43 ft., C-14x25 ft.). Six RCA TK10 camera chains. One composite rear screen projector, Two RCA TK20C film cameras. Two RCA film projectors. Two Spindler & Sauppe selectroslide projectors. Two Eastman slide projectors. One Gray Telop opaque projector. One RCA equipped mobile unit. News Service, INS. Library, World.

PRINCIPAL STOCKHOLDER: WBC is a subsidiary of Westinghouse Electric Corp., owns WBZ-AM-FM-TV Boston, KYW and WPTZ (TV) Philadelphia, WBZA-AM-FM Springfield, Mass., KDKA-AM-FM Pittsburgh, WOWO Fort Wayne, and KEX-AM-FM Portland, Ore.

EXECUTIVES:

Chris Witting, Pres.	A. E. Towne, Ch. Eng.
Joseph E. Baudino, Exec. Vice Pres.	R. W. Wassenberg, Prog. Dir. & Film Buy.
Philip G. Lasky, Gen. Mgr.	Herb Bachman, Prom. Mgr.
Lou Simon, Com. Mgr.	

RATE INFORMATION: Class AA one hour Live \$1,250, Film \$1,250. Minute spot Live \$260, Film \$260. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,973,000	819,000	4,161,500
Families in Area	959,120	253,520	1,323,310
Area in Square Miles	6,988	5,374	27,213
No. of Sets (June 1)	755,910	157,740	970,180
Retail Sales	\$3,728,384,000	\$1,043,325,000	\$5,197,976,000
Consumer Income per Family	\$ 6,322	\$ 5,530	\$ 5,945

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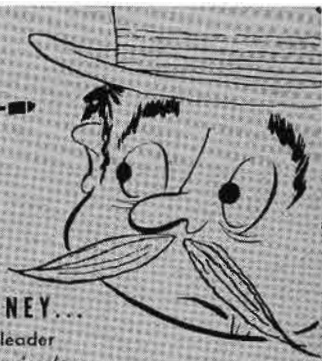
IN SAN FRANCISCO...

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FOR HOLDING
5 ACES...**

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world into results with
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local kid show.



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



SANDY SPILLMAN...
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CHANNEL 5
SAN FRANCISCO, CALIFORNIA

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

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ-WBZA • WBZ-TV, Boston
KYW • WPTZ, Philadelphia
KDKA, Pittsburgh
WOWO, Fort Wayne
KEX, Portland
Represented by Free & Peters, Inc.

SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Pub. Co. Address: 929 Mission St. Phone: Garfield 1-1100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, San Bruno Mountain. Make, RCA. Model TT5A/TT25AL. Antenna: Make, RCA. Type TFS-6B4. Height, Above average terrain 1,310 ft. Above ground 200 ft.

OPERATION: Began Nov. 15, 1949. Hours, 8:15 a.m.-12:30 a.m.

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

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

SERVICES: Three studios (one 60x40 ft., one 20x12 ft. and one 40x80 ft.). Three RCA TK11A and five RCA TK30 camera chains. One Bodde rear screen projector. Two RCA TK20A film cameras. Two Eastman and two RCA film projectors. Three RCA TP3B slide projectors. One Projectall opaque projector. One remote truck with small studio, microwave facilities and Back Zoomar.

PRINCIPAL STOCKHOLDERS: Chronicle Pub. Co. is publisher of San Francisco Chronicle, also owns 97 1/3% of KBAK-AM-TV Bakersfield, Calif.

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.

RATE INFORMATION: Class AA one hour Live \$1,300, Film \$1,300. 20 second spot Live \$275, Film \$275. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,840,700	1,000,400	4,219,500
Families in Area	947,400	318,600	1,382,400
No. of Sets (June 1)			975,000
Retail Sales	\$3,514,443,000	\$1,193,488,000	\$5,109,861,000
Income per Family	\$6,252		
Income per Capita	\$2,104		

KSAN-TV

LICENSEE: S. H. Patterson. Address: 1355 Market St. Phone: Market 1-8171.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 46.8 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Mt. Sutro. Make, GE. Antenna: Make, GE. Type 5-bay Helical. Height, Above average terrain 1,080 ft. Above ground 372 ft.

OPERATION: Began April 6, 1954. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Station, AM, KSAN.

REPRESENTATIVES: Sales, McGillvra. Washington Attorney, Reed T. Rollo. Consulting Engineer, Radio Engineering Co.

SERVICES: One studio (15x30 ft.). Four GE camera chains. One GE Iconoscope film camera. Two Holmes film projectors. One GE 2 1/4 x 3 1/4 slide projector and one selectroslide 2x2 in. slide projector. One GE opaque projector. One composite film processing unit. Two mobile units with up to four cameras. Sound-on-film motion picture cameras for remotes.

PRINCIPLE STOCKHOLDER: S. H. Patterson.

EXECUTIVES:

S. H. Patterson, Own. & Pres. Herm Falk, Prog. Dir.
Norwood J. Patterson, Gen. & Com. Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$225. Minute spot Live \$18. Frequency discounts. Rate Card No. 1-B.

KQED (TV)* (BERKELEY)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 1225 Fallon St., Oakland. (For full listing see Berkeley, 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.

SAN JOSE

(Santa Clara County)

KQXI (TV)

(Target Date, Not Set)

LICENSEE: Standard Radio & Television Co. Address: 702-10 Commercial Bldg.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 100 kw. Transmitter: Address, Peak Loma Prieta. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 2,770 ft. Above ground 273 ft.

OPERATION: Target date, not set.

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

PRINCIPAL STOCKHOLDERS: A. T. Gilliland, president (17%), Patrick H. Peabody, vice president (8.5%), Fred J. Fletcher, secretary (6%), Roy M. Butcher (10%).

SAN LUIS OBISPO

(San Luis Obispo County)

KVEC-TV

LICENSEE: Christina M. Jacobson & Leslie H. Hacker, tr/as Valley Electric Co. and Stations KVEC & KVEC-TV. Address: 787 Higuera St. Phone: San Luis Obispo 1100.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.9 kw. Operating Pow.: Visual 16 kw, Aural 8.9 kw. Transmitter: Address, Los Padres National Forest. Make, DuMont. Height, Above average terrain 1,263 ft. Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours, 3:00 p.m.-12:00 midnight.

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

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

SERVICES: Two studios (40x70 ft. and 40x35 ft.). One DuM. camera chain. One RCA film camera. Two Holmes film projectors. One DuM. slide projector. Mobile unit. 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. James Cochran, Ch. Eng.
Les Hacker, Gen. Mgr. Ted Warner, Dir. of Prod.
Si Darrah, Com. Mgr. Ted Davies, Sports & Spec. Events.
Robert S. Wilton, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	192,721	324,497	517,218
Families in Area	54,223	118,164	172,387
Area in Square Miles	2,500	5,600	8,100
No. of Sets (June 1)	27,318	40,468	67,786
Retail Sales	\$170,841,000	\$330,810,000	\$501,651,000

SANTA BARBARA

(Santa Barbara County)

KEYT (TV)

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

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 730 Miramonte Dr. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 3,010 ft. Above ground 201 ft.

OPERATION: Began July 26, 1953. Hours, 1:00 p.m.-12:00 midnight.

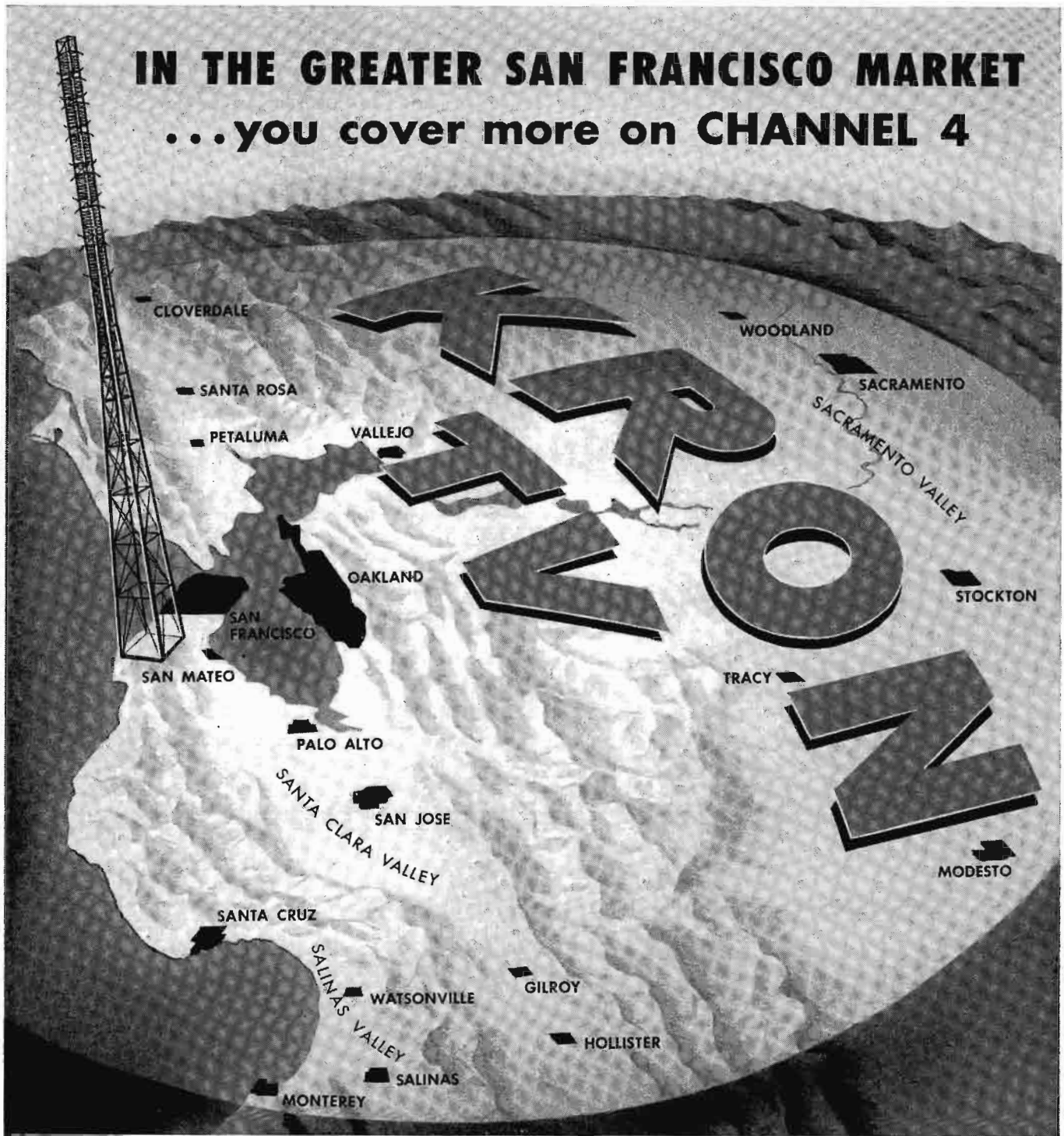
AFFILIATIONS: Networks, NBC, CBS, ABC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, Seymour F. Johnson.

SERVICES: One studio (52x52x52 ft.) Two TK11 RCA studio cameras. Two TK20D RCA film cameras. Two Eastman 16mm film projectors. Two Spindler & Sauppe slide projectors. Processing equipment for 16mm film.

PRINCIPAL STOCKHOLDERS: Harry C. Butcher (13.2%), Colin M. Selph (18.5%), Cecil I. Smith (10.8%), Alvin C. Weingand (3.7%), C. H. Jackson Jr. (26.2%), Arthur Marquette (9.2%), Ronald Colman (9.2%), P. M. Hamilton (6.2%). Mr. Butcher owns KIST Santa Barbara.

**IN THE GREATER SAN FRANCISCO MARKET
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KRON-TV COVERS THIS BIG MARKET...

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- Spending 4 1/2 billion dollars annually on retail purchases
- The eighth largest in set ownership

**...SO COVER MORE ON
CHANNEL 4**

FREE & PETERS, INC. • NATIONAL REPRESENTATIVES

BECAUSE CHANNEL 4 PROVIDES...

- Maximum legal power operating at 100,000 watts
- Highest antenna in San Francisco at 1441 feet above sea level
- Low channel frequency insuring stronger signal
- Top-rated NBC and local programs



SANTA BARBARA (Cont.)

KEYT (TV) (Cont.)

EXECUTIVES:

Colin M. Selph, Pres. & Gen. Mgr. Lloyd Jones, Ch. Eng.
 J. G. Hoyt, Comptroller Mary Ann Casey, Prog. Sup.
 R. Hill Carruth, Reg. Sls. Mgr. Joe Costantino, Prom. Mgr.
 Russell L. Furse, Opr. Dir.

RATE INFORMATION: Class A one hour Live \$400. Rate Card No. 2.
 MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	525,900	1,358,593	1,884,493
Families in Area	155,500	421,159	576,659
No. of Sets (June 1)	115,180	328,692	443,872

STOCKTON

(San Joaquin County)

KOVR (TV)

(Target Date, Sept. 1, 1954)

LICENSEE: Television Diablo Inc. Address: 225 E. Miner Ave. Phone: Howard 6-6981.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Box 697, Walnut Creek. Make, RCA. Model TT25BH. Antenna: Make, RCA. Type, TF12BH. Height, Above average terrain 3,244 ft. Above ground 398 ft.

OPERATION: Target date, Sept. 1, 1954.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Loucks, Zias, Young & Jansky.

SERVICES: Two studios (63x40 ft. and 48x40 ft.). Five RCA TK31A camera chains. Two RCA Vidicon film cameras. Two Eastman 16 mm film projectors. Two Spindler & Sauppe 2x2 in. and one GE 3 1/4x4 in. slide projectors. One mobile unit.

PRINCIPAL STOCKHOLDERS: H. Leslie Hoffman, president (64.5%); Orrin H. Brown, vice president (4.95%); W. W. Eitel, vice president (4.95%); J. A. McCullough, vice president (4.95%). Same principals own KSBK (FM) San Bruno, Calif. Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers. Messrs. Eitel and McCullough are principals of Eitel-McCullough Inc., manufacturer of power tubes.

EXECUTIVES:

H. L. Hoffman, Pres. Stant D. Bennett, Ch. Eng.
 A. E. Joscelyn, Gen. Mgr. Robert L. O'Brien, Sls. Prom. &
 Joseph E. Fisher, Com. Mgr. Pub. Rel. Mgr.
 William Hollenbeck, Prog. Dir. & P. H. Rempel, Controller
 Film Buy.

RATE INFORMATION: Class A one hour live \$700. Film \$700. Minute spot live \$150. Film \$150. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total: Population, 4,282,500; Families in Area, 1,403,300; No. of Sets (June 1) 943,705; Retail Sales, \$5,196,812,000; Buying Income, \$8,235,714,000.

KTVU (TV)

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

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 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 1,630 ft. Above ground 120 ft.

OPERATION: Began Dec. 15, 1953.

AFFILIATION: Network NBC. Station, AM, KSTN.

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

PRINCIPAL STOCKHOLDERS: Brown Industries (100%) is owner of Fontana (Calif.) Herald News, La Mesa (Calif.) Scout and Richmond (Calif.) Independent.

EXECUTIVES:

Warren Brown Jr., Pres. David M. Greene, Mgr.

MARKET INFORMATION: (Total Including Fringe Area): Population, 850,000; No. of Sets (June 1), 110,000.

TULARE

(Tulare County)

KVVG (TV)

LICENSEE: Sierra Bcstg. System Inc. Address: 1385 E. Tulare. Phone: 6-3481.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 148 kw. Operating Pow.: Visual 282 kw, Aural 148 kw. Transmitter: Address, Eshom Point. Make, GE. Model TT25A. Antenna: Make, GE. Type TY25C. Height, Above average terrain 820 ft. Above ground 147 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 Nov. 16, 1953. Hours, 1:00 p.m.-12:30 a.m

AFFILIATIONS: Network, DuMont. Stations, AM, KCOK.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Ron Oakley.

SERVICES: One studio (80x60 ft.). Two RCA TV 31A camera chains. One GE film camera. Two GE PF 5A film projectors. One Gray Teletector slide projector. One GE PF4A opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Byron S. Walters, 45%; Cordell W. Fray, 45%, Milton M. Fray 0.7%.

EXECUTIVES:

Sheldon Anderson, Pres. & Own. Joe Fray, Prog. Dir.
 Cordell Fray, Gen. Mgr. & Don Ferguson, Ch. Eng.
 Film Buy. Ray Wilson, Prom. Mgr.
 Robert H. Hill, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$325. Minute spot Live \$65. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	600,000	1,200,000	1,500,000
Families in Area	210,728	411,200	500,000
Area in Square Miles	17,280	21,720	25,000
No. of Sets (June 1)	107,000	156,000	170,000
Retail Sales	\$561,006,000	\$962,000,000	\$1,465,295,000
Monthly Income per Family	\$ 609.90	\$ 536	\$ 769
Monthly Income per Capita	\$ 152.40	\$ 134.15	\$ 192.20

COLORADO

COLORADO MARKET INDICATORS

Total Population, July 1, 1953	1,456,000
Total Families, 1950	338,205
Total Urban Population, 1950	831,318
Total Rural Nonfarm Population, 1950	295,590
Total Farm Population, 1950	198,191
Employed in Nonagricultural Establishments, April 1954	392,200
Employed in Agriculture, 1950	71,808
Employed in Mining, April 1954	10,600
Employed in Manufacturing, April 1954	62,300
Employed in Construction, April 1954	23,900
Employed in Transportation & Public Utilities, April 1954	42,100
Employed in Wholesale & Retail Trade, April 1954	103,900
Employed in Finance, Insurance and Real Estate, April 1954	17,700
Employed in Service & Miscellaneous, April 1954	50,800
Employed in Government Service, April 1954	80,900
Retail Sales, 1953	\$ 1,688,211,000
Bank Assets, Jan. 1, 1954	\$ 1,539,924,000
Bank Deposits, Jan. 1, 1954	\$ 1,431,038,000
Major Income Sources, 1952: Agriculture 11.0%; Government 21.0%; Manufacturing Payrolls 10.8%; Trade and Service 26.7%.	
Total Income Payments, 1952	\$ 2,316,000,000
Per Capita Income, 1952	\$ 1,618
Total Internal Revenue Collections, 1953	\$ 727,401,548
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 71.82
Cash Receipts from Farm Marketing, 1953	\$ 523,257,000
Government Payments to Farmers, 1953	\$ 10,344,000
Value of Mineral Production, 1951	\$ 179,434,000
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, 1953	648,641
Number of Telephones, Jan. 1, 1954	516,000
Number of Electrical Connections, Jan. 1, 1954	470,267
Number of Gas Utilities Connections, 1953	253,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

COLORADO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	40,234	\$26,584	\$5,867	\$ 866	10,810	78%
Alamosa	10,531	14,725	2,892	432
Arapahoe	52,125	62,988	21,168	2,780	11,050	57%
Archuleta	3,030	1,965	348	230
Baca	7,964	12,636	2,884	443
Bent	8,775	6,591	1,720	218
Boulder	48,296	60,390	14,552	1,966	7,350	44%
Chaffee	7,168	7,311	1,910	170	280	12%
Cheyenne	3,453	4,178	749	125
Clear Creek	3,289	3,485	788	141	170	14%
Conejos	10,171	4,745	1,142	157
Costilla	6,067	1,623	360	81
Crowley	5,222	4,287	938	155	360	26%
Custer	1,573	762	216	43	70	12%
Delta	17,365	14,389	3,312	400

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Denver	415,786	696,492	127,050	27,560	97,220	62%
Dolores	1,966	1,322	420	59
Douglas	3,507	2,162	552	97	140	12%
Eagle	4,488	2,947	865	118	160	15%
Elbert	4,477	2,937	647	155	120	12%
El Paso	74,523	98,898	21,321	4,597	9,900	33%
Fremont	18,366	14,529	3,452	485	700	12%
Garfield	11,625	13,776	3,062	560
Gilpin	850	351	140	30	30	15%
Grand	3,963	5,643	676	360	150	15%
Gunnison	5,716	6,373	1,612	200
Hinsdale	263	129	50	34
Huerfano	10,549	7,045	1,833	181
Jackson	1,976	1,451	403	86	110	15%
Jefferson	55,687	52,299	14,577	2,384	15,990	73%
Kiowa	3,003	3,282	755	121
Kit Carson	8,600	13,969	2,163	562
Lake	6,150	6,064	1,539	253	220	12%
La Plata	14,880	15,192	3,204	444
Larimer	43,554	53,424	11,639	1,830	7,920	52%
Las Animas	25,902	17,466	5,127	422
Lincoln	5,909	9,458	1,431	404	240	15%
Logan	17,187	23,834	3,989	515	1,280	25%
Mesa	38,974	45,475	10,036	1,365
Mineral	698	407	141	31
Moffat	5,946	10,899	2,495	397
Montezuma	9,991	11,732	2,653	508
Montrose	15,220	13,064	2,762	361
Morgan	18,074	23,727	4,038	654	1,280	24%
Otero	25,275	24,776	5,692	738	2,110	26%
Ouray	2,103	1,251	354	146
Park	1,870	1,468	258	84	50	12%
Phillips	4,924	7,792	1,273	289	380	25%
Pitkin	1,646	1,374	353	65
Prowers	14,836	26,513	3,769	1,180
Pueblo	90,188	106,057	23,744	2,450	14,050	48%
Rio Blanco	4,719	7,148	2,026	435
Rio Grande	12,832	11,289	2,334	417
Routt	8,940	7,335	1,567	330
Saguache	5,664	4,533	721	178
San Juan	1,471	866	244	87
San Miguel	2,693	1,305	528	89
Sedgwick	5,095	6,708	1,295	252	380	25%
Summit	1,135	505	158	40	60	15%
Teller	2,754	2,021	544	99	70	12%
Washington	7,520	8,420	2,107	265	600	25%
Weld	67,504	75,192	14,039	1,795	10,910	54%
Yuma	10,827	12,652	2,199	494	880	25%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

COLORADO SPRINGS

(El Paso County)

KKTV (TV)

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

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 45 kw, Aural 22.5 kw. Transmitter: Address, Cheyenne Mountain. Make, DuMont. Model, Oak. Antenna: Make, RCA. Type 12-AH. Height, Above average terrain 1,760 ft. Above ground 223 ft.

OPERATION: Began Dec. 7, 1952. Hours, 12:00 noon-12:00 midnight.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney Hogan & Hartson. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (each 60x30 ft.). Two DuM. camera chains. One Composite rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One Dual Gray slide projector. One Composite film processing unit. One Composite mobile unit. News Service, UP. Library, Official Film.

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

EXECUTIVES:

James D. Russell, Pres. & Gen. Mgr.
 Robert D. Ellis, Vice Pres. & Nat. Sls. Mgr.
 William Rodgers Jr., Com. Mgr.
 Cecil Seavey, Prog. Dir.
 Vince Hostetler, Prod. Mgr.
 Carl Pehlman, Film Editor
 H. Cozine Strang, Trans. Sup.
 Willis C. Shanks, Studio Sup.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$52, Film \$40. 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	241,200	125,100	970,300
Families in Area	73,850	37,300	315,900
Area in Square Miles	12,861	10,827	8,119
No. of Sets (June 1)	39,057	15,481	199,619
Retail Sales	\$250,216,000	\$113,037,500	\$1,160,514,500
Income per Family	\$4,383	\$4,029	\$4,356
Income per Capita	\$1,294	\$1,220	\$1,314

KRDO-TV

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

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.8 kw. Operating Pow.: Visual 11.5 kw, Aural 5.8 kw. Transmitter: Address, 399 S. 8th St. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF6A-1. Height, Above average terrain minus 630 ft. Above ground 465 ft.

OPERATION: Began Sept. 21, 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 (18x30 ft. and 40x60 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 Service, UP. Library, Unity, Snader.

PRINCIPAL STOCKHOLDERS: Joseph H. Rohrer (58%), William J. Gregory (34%) and Paul C. Crozier (8%).

EXECUTIVES:

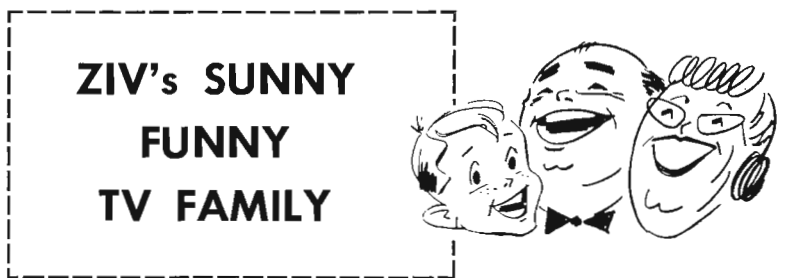
Joseph H. Rohrer, Pres. & Gen. Mgr. & Film Buy.
 Harry W. Hoth, Com. Mgr.
 Jean Gitz, Prog. Dir.
 Herbert W. Schubarth, Ch. Eng.
 Paul C. Crozier, Bus. Mgr.
 Robert Fitzmorris, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$125. Minute spot Live \$30, Film \$25. 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	\$102,000,000	\$52,000,000	\$152,000,000
Income Per Capita	\$1,380

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.



ZIV's SUNNY
 FUNNY
 TV FAMILY

LAUGH

AFTER LAUGH AFTER LAUGH!

See Pages 433, 434 & 435

COLORADO

DENVER

(Denver County)

KBTv (TV)

LICENSEE: Colorado Television Corp. Address: 1089 Bannock St. Phone: Tabor 5-6386.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 141 kw. Operating Pow.: Visual 282 kw, Aural 141 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TT 25 BH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 950 ft. Above ground 273 ft.

OPERATION: Began Oct. 12, 1952. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, ABC.

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

SERVICES: Two studios (60x60 ft. and 40x60 ft.). Four RCA TK 31A camera chains. One Trans-Lux rear screen projector. Two TK 20C RCA film cameras. Two TP 16D RCA film projectors. Two Gray Teloprojector slide projectors. One Projectall opaque projector. News Services, INS, UP.

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

EXECUTIVES:

W. D. Pyle, Pres.
Joseph Herold, Gen. Mgr.
James Brown, Nat. Sls. Mgr.
Mort Thorp, Loc. Sls. Mgr.
S. R. Worsham, Prog. Dir.
Russell Elias, Studio Sup.

Carl Bliesner, Transmitter Sup.
W. L. Murray, Film Buy.
Ev Wren, Prod. Mgr.
Loren Orr, Stage Mgr.
Bill Michelson, News Editor
Bill Køene, Sports Dir.

RATE INFORMATION: Class A one hour Live \$450. Minute spot Live \$90. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	700,000	800,000	900,000
Are in Square Miles	5,398	10,840
No. of Sets (June 1)	220,000

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: 550 Lincoln St. Phone: Keystone 4-8281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Buffalo Bill Highway, Lookout Mountain. Make, DuMont. Model, Series 9000. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 780 ft. Above ground 201 ft.

OPERATION: Began July 18, 1952. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, DuMont.

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

SERVICES: Three studios (one 35x45 ft., one 29x32 ft., and one 125x175 ft. with seating capacity of 2,000 persons). Three RCA two-camera field chains. One Television Specialty Co. rear screen projector. Two RCA film cameras. Two RCA 16mm, one Holmes and one RCA remote film projectors. One RCA turret scanner. One Multiscope opaque projector. One custom van mobile unit with two cameras. One Vugraph. News Service, UP. 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.

DOMINANT in DENVER

BEAMING BETTER PROGRAMS from ATOP LOOKOUT MOUNTAIN

with
**Top Shows from
ABC-TV**
and
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plus
**The Finest in Local
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KBTv

**CHANNEL 9 DENVER
ABC-TV 9 ABC-TV**

Contact Your Nearest Free & Peters Representative

JOE HEROLD, Manager

STUDIOS AND OFFICES: 1089 BANNOCK STREET
DENVER, COLORADO TAbor 5-6386



DENVER (Cont.)

KFEL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Eugene P. O'Fallon, president (97.86%), Joseph A. Myers, vice president (.17%) and Frank L. Bishop, secretary-treasurer (1.15%) and four others.

EXECUTIVES:

Eugene P. O'Fallon, Pres. & Gen. Mgr.	Brad Robinson, Opr. Mgr.
Joseph A. Myers, Vice Pres.	Tom Breen, Film Buy.
Frank Bishop, Secy.-Treas. & Dir.	Gene O'Fallon Jr., Prom. & Pub. Dir.
Bob Hart, Com. Mgr.	Chet Goodfellow, Art Dir.
Duncan Ross, Prog. Dir.	Jack Swenson, News Dir.
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	852,800	183,200	1,036,000
Families in Area	271,300	57,200	328,500
Area in Square Miles	15,316	12,098	27,414
No. of Sets (May 1)	220,778
Retail Sales	\$1,034,287,000	\$208,614,000	\$1,242,901,000
Income per Family	\$4,838	\$4,693	\$4,765
Income per Capita	\$1,433	\$1,446	\$1,439

KLZ-TV

LICENSEE: LTF Broadcasting Corp. Address: 131 Speer Blvd. Phone: Main 3-4271.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model, TT-50-AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain, 1,010 ft. Above ground 285 ft.

OPERATION: Began Nov. 1, 1953.

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

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

SERVICES: Two studios (each 45x48 ft.). Two RCA TK-11A and two RCA TK 30A camera chains. Bodde double head rear screen projector. Two RCA TK-20 film cameras. Two RCA TP-16E film projectors. One Gray Teloprojector slide projector. INS Projectall opaque projector. News Services, AP, UP, INS. Library, Capitol, Standard, World.

PRINCIPAL STOCKHOLDERS: LTF Inc. is a subsidiary of Time Inc., publisher of Time, Life and Fortune Magazines. Time Inc. also owns 50% of KOB-AM-TV Albuquerque, N. M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah.

EXECUTIVES:

Hugh B. Terry, Pres. & Gen. Mgr.	Wm. Witt, Film. Buy.
Phil Hoffman, Sta. Mgr.	Lewis Thomas, Prom.
Jack Tipton, Com. Mgr.	Jerre Wyatt, Prod.
Clayton Brace, Prog. Dir. & Film Buy.	Carl Herzman, Farm
Eugene Jenkins, Tv Ch. Eng.	Sheldon Peterson, News

RATE INFORMATION: Class A one hour Live \$530, Film \$500. Minute spot Live \$110, Film \$100. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	738,890	113,436	947,036
Families in Area	237,040	37,830	304,590
Area in Square Miles	15,702	10,500	30,551
No. of Sets (Nov. 1, 1953)	146,420	15,520	172,870
Retail Sales	\$915,234,000	\$131,828,000	\$1,156,541,000
Income per Family	\$4,957
Income per Capita	\$1,538

KOA-TV

LICENSEE: Metropolitan Television Inc. Address: 1625 California St. Phone: Main 3-6211.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6 BM 6-Section super turnstile. Height, Above average terrain 1,030 ft. Above ground 383 ft.

OPERATION: Began Dec. 24, 1953. Hours, 8:00 a.m.-12:00 midnight.

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

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

SERVICES: Two studios (34x48 ft. and 23x42 ft.). Two RCA TK11A and two RCA TK31-A camera chains. One Trans Lux rear screen projector. Two RCA TR-20-D film camera. Two RCA TP-6 film projectors. One Gray telop opaque projector. One Gray teloprojector slide projector. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Class A stockholders are William Grant, 11.1%; Thomas Campbell, 7.5%; Quigg Newton, 7.1%, Hendrie & Bolthoff Co. 28.9% and 12 other stockholders. Class B stockholders are Bob Hope, 79.3%; James L. Saphier, 9.3% and three other stockholders. Both groups also have varying holdings of Class C stock.

EXECUTIVES:

William Grant, Pres.	Jud Woods, Prog. Opr. Mgr.
Don Searle, Gen. Mgr. & Vice Pres.	J. A. Slusser, Tech. Opr. Mgr.
William F. MacChrystall, Com. Mgr.	Van Haaften, Film Buy.
	James Butts, Sup., Tv Eng. Opr.
	Dick Harris, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$100, Film \$100. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

(Total, Including Fringe Area): Population, 866,400; Families in Area, 268,500; Area in Square Miles, 14,427; No. of Sets (May 1), 220,778; Retail Sales, \$1,164,798,000; Income per Family (Denver County only), \$5,569.

KRMA-TV*

(Target Date, 1954)

(* Non-Commercial Educational)

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

FACILITIES: Ch. 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

(Mesa County)

KFXJ-TV

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

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.29 kw, Aural .776 kw. Operating Pow.: Visual 1.29 kw, Aural .776 kw. Transmitter: Address, Hillcrest Manor. Make, Gates. Model, BT1A. Antenna: Make, GE. Type, TY13C. Height, Above average terrain —10 ft. Above ground 343 ft.

OPERATION: Began May 30, 1954. Hours, 6:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Hal Holman Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 24x40 ft. and one 40x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16D film projectors. One Select slide projector. One Micrrecord film processing unit. Library, Standard.

PRINCIPAL STOCKHOLDERS: Rex Howell (71%), Laura Howell (24%), Ruth Howell (3%) and Marlene Jane Howell (2%). Mr. Howell also owns 51% KGLN Inc. Glenwood Springs, Colo.

EXECUTIVES:

Rex Howell, Pres. & Gen. Mgr.	Cecil Whitchurch, Ch. Eng.
E. Anson Thomas, Com. Mgr.	Rick Krepela, Film Buy. & Prod. Dir.
Ruth Howell, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$168, Film \$120. Minute spot Live \$28.80, Film \$24. 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.

COLORADO

GRAND JUNCTION (Cont.)

KFXJ-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	42,900	46,200	91,000
Families in Area	13,100	14,300	27,900
Area in Square Miles	2,827	7,854	15,400
Retail Sales	\$28,000,000	\$26,000,000	\$56,000,000
Income per Family	\$4,106	\$3,400	\$3,750
Income per Capita	\$1,254	\$1,100	\$1,144

PUEBLO

(Pueblo County)

KCSJ-TV

LICENSEE: Star Broadcasting Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17.5 kw, Aural 10.5 kw. Operating Pow.: Visual 17.5 kw, Aural 10.5 kw. Transmitter: Address, 2226 Television Lane. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type 3 bay. Height, Above average terrain 400 ft. Above ground 490 ft.

OPERATION: Began June 1953. Hours, 1:30 p.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (40x48x22 ft., and one 6x8 ft.). Two RCA camera chains. One GE film camera. Two RCA 16mm film projectors. Projectall (two slides) slide projector. Two Projectall opaque projectors. Bus equipped for two field cameras. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDERS: Douglas D. Kahle (67%) and Robert L. Clinton (33%).

EXECUTIVES:

Douglas D. Kahle, Pres., Gen. Mgr. & Film Buy.
 Robert L. Clinton, Secy.-Treas. & Com. Mgr.
 Russ Truesdell, Prog. Dir.
 Marian Cunningham, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$45.50, Film \$35. 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	120,400	137,500	375,400
Families in Area	35,100	44,200	108,700
No. of Sets (June 1)	20,490	20,530	44,340
Retail Sales	\$120,586,000	\$137,789,000	\$368,848,000

KDZA-TV†

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

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.3 kw. Transmitter: Address, 3011 Elizabeth St. Make, DuM. Model 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.

REPRESENTATIVES. Sales, Joseph Hershey McGillrva Inc. Consulting Engineer, John Heffelfinger.

SERVICES: One studio (30x47 ft.). Two DuM. camera chains. One DuM. film camera. Two Holmes film projectors. One DuM. scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Zula Seaton (52%), Nina Ulrich (12%), Dee B. Crouch (16%) and Allen Penzoldt (20%).

EXECUTIVES:

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

† KDZA-TV has suspended operation but has not returned its CP.

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.

CONNECTICUT

CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1953.....	2,188,000
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, April 1954	852,800
Employed in Agriculture, 1950	24,131
Employed in Mining, April 1954.....(See Footnote 1, Foreword)	
Employed in Manufacturing, April 1954	424,400
Employed in Construction, April 1954	37,400
Employed in Transportation & Public Utilities, April 1954	41,800
Employed in Wholesale & Retail Trade, April 1954..	150,200
Employed in Finance, Insurance and Real Estate, April 1954	43,100
Employed in Service & Miscellaneous, April 1954 ...	83,300
Employed in Government Service, April 1954	72,600
Retail Sales, 1953	\$ 2,865,751,000
Bank Assets, Jan. 1, 1954	\$ 3,977,920,000
Bank Deposits, Jan. 1, 1954	\$ 3,606,672,000
Major Income Sources, 1952: Agriculture 1.5%; Government 9.9% Manufacturing Payrolls 39.4%; Trade and Service 2.1%.	
Total Income Payments, 1952	\$ 4,375,000,000
Per Capita Income, 1952	\$ 2,080
Total Internal Revenue Collections, 1953	\$ 1,226,096,412
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 71.10
Cash Receipts from Farm Marketing, 1953.....	\$ 178,162,000
Government Payments to Farmers, 1953	\$ 461,000
Value of Mineral Production, 1951	\$ 6,299,000
New Public Construction in 1952	\$ 105,400,000
Motor Vehicle Registration, 1953	828,392
Number of Telephones, Jan. 1, 1954	918,100
Number of Electrical Connections, Jan. 1, 1954.....	725,032
Number of Gas Utilities Connections, 1953	372,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Fairfield	504,342	\$784,836	\$221,445	\$22,896	119,990	75%
Hartford	539,661	787,686	195,082	24,544	124,110	73%
Litchfield	98,872	134,104	38,273	4,060	22,870	72%
Middlesex	67,332	90,496	24,304	2,822	16,820	82%
New Haven	545,784	741,510	197,094	22,248	148,310	87%
New London	144,821	186,408	53,235	4,961	26,140	58%
Tolland	44,709	40,048	12,331	684	7,930	60%
Windham	61,759	100,663	23,831	1,818	13,240	67%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

BRIDGEPORT

(Fairfield County)

WCTB (TV)*

(Target Date Not Set)

(*Non-Commercial-Educational)

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

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: Address, Israel 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. Inc. Address: P. O. Box 9140. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Trumbull, Conn. Make, Federal. Antenna: Make, Blaw-Knox. Height, Above average terrain 700 ft. Above ground 470 ft.

CONNECTICUT

BRIDGEPORT (Cont.)

WICC-TV (Cont.)

OPERATION: Began March 29, 1953. Hours, 1:00 p.m.-11:15 p.m.
AFFILIATIONS: Network, ABC. Station, AM; WICC.
REPRESENTATIVES: Sales, Adam Young. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
SERVICES: Two studios. One DuM. camera chain. One GPL film projector. One Federal slide projector. One Federal scanner. One Composite film processing unit. News Service, AP. Library, Thesaurus.
PRINCIPAL STOCKHOLDERS: Licensee is 60% owned by Bridgeport Bcstg. Co. (WICC), which is 23.7% owned by Philip Merryman.
EXECUTIVES:
 Philip Merryman Pres. & Gen. Mgr. Alvin Andrus, Ch. Eng. Wallace Dunlap, Prog. Dir. & Film Buy.
 Manning Slater, Com. Mgr. Buy.
RATE INFORMATION: Class A one hour Live \$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, 1,435,000; Families in Area, 453,180; No. of Sets (June 1), 72,500; Retail Sales, \$1,843,069,000; Income per Family, \$6,513; Income per Capita, \$1,907.

HARTFORD
(Hartford County)

WEDH (TV)*

(Target Date, Not Set)
 (* Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford 15. Phone: Hartford 7-6344.
FACILITIES: Ch. 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.
OPERATION: Target date not set.
REPRESENTATIVES: Attorney, Attorney General, State of Connecticut. Consulting Engineer, Craven, Lohnes & Culver.

WGTH-TV

(Target Date, Sept. 1, 1954)

LICENSEE: General-Times Television Corp. Address: 54 Pratt St. Phone: Jackson 7-9131.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: Address, Avon Mt. Make, GE. Model, TT-25-A. Antenna: Make, GE. Type TY-24-B. Height, Above average terrain 640 ft. Above ground 291 ft.
OPERATION: Target date Aug. 15, 1954. Hours: 4:00 p.m.-11 p.m.
AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WGTH.
REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Pierson & Ball. Consulting Engineer, I. B. Robinson.
SERVICES: Two GE camera chains. GE film camera. Two GE 16mm film projectors. Two Gray Teloprojector slide projectors. Gray Telop II opaque projectors. News Service, UP.
PRINCIPAL STOCKHOLDER: General Teleradio Inc. (55%), Hartford Times (Gannett Newspapers) (45%). For other holdings of General Teleradio and Gannett see Group Ownership.
EXECUTIVES:
 Thomas F. O'Neil, Pres. John O. Downey, Prog. Dir.
 Fred W. Wagenvoord, Gen. Mgr. Rogers Holt, Ch. Eng.
 John Kinsella, Com. Mgr. Daniel German, Film Buy.
RATE INFORMATION: Class A one-hour Film \$350; Minute spot Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	1,210,000	1,954,000
Families in Area	349,800	566,300
Retail Sales	\$1,472,000,000	\$2,311,000,000

WKNB-TV (NEW BRITAIN)

LICENSEE: The New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford. Phone: Adams 3-7511. (For full listing see New Britain, Conn.)

NEW BRITAIN
(Hartford County)

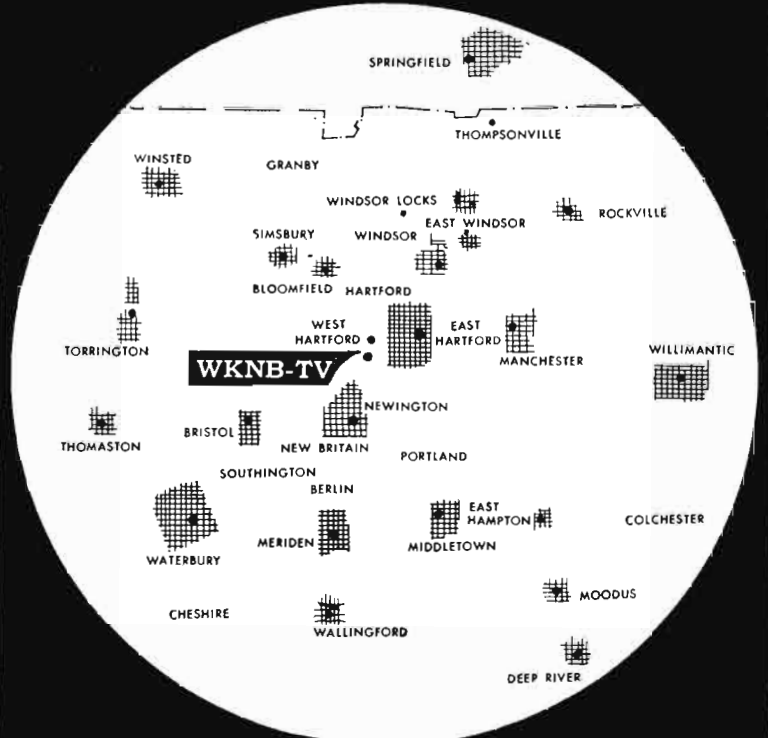
WKNB-TV (HARTFORD)

LICENSEE: The New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford 10, Conn. Phone: Adams 3-7511.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 155 kw, Aural 81.3 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Rattlesnake Mountain. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Type TFU-21DL. Height, Above average terrain 970 ft. Above ground 545 ft.

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WKNB-TV
delivers
RESULTS



**in the BIG
HARTFORD
NEW BRITAIN
MARKET**

3rd in U.S. . . . per capita income
 25th in U.S. Population



The New WKNB Television-Radio Center
1422 New Britain Ave., WEST HARTFORD 10, CONN.
 Represented Nationally by **The Bolling Company**

NEW BRITAIN (Cont.)

WKNB-TV (Cont.)

OPERATIONS: Began Feb. 13, 1953. Hours: 7:00 a.m.-12:30 a.m.
AFFILIATIONS: Network, CBS. Station, AM, WKNB.
REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, George C. Davis.
SERVICES: Two studios (one 60x40 ft. and one 35x26 ft.). One RCA field camera. One RCA studio camera. Two RCA Iconoscope film cameras. Two RCA TP-16D film projectors. Two Spindler & Sauppe slide projectors. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Julian Gross (47.7%), Chester Bland (15.7%), Goodman Banks (10.3%), Lawrence Whitehead (3.3%) and Milton Conhaim (6.4%).
EXECUTIVES:
 Julian Gross, Pres. Erwin Needles, Loc. Tv Sls. Mgr.
 Peter B. Kennedy, Exec. Vice Ralph Kanna, Prog. Dir.
 Pres. & Gen. Mgr. John Shipley, Ch. Eng.
 William H. Ray, Secy. & Comp. Philip B. Hale, Asst. Prog. Dir.
 David Scott, Nat. Tv Sls. Mgr. Elliot Weisman, Film Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Live \$80, Film \$70. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,218,176	304,544	1,522,720
Families in Area	340,080	85,020	425,100
Area in Square Miles	2,339	585	2,924
No. of Sets (June 1)	147,200	36,800	184,000
Retail Sales	\$1,327,535,549	\$331,883,888	\$1,659,419,437
Income per Family	\$ 6,443	\$ 5,627	\$ 6,252
Income per Capita	\$ 1,852	\$ 1,737	\$ 1,811

NEW HAVEN

(New Haven County)

WELI-TV

(Target Date, Not Set)

LICENSEE: Connecticut Radio Foundation Inc. Address: 221 Orange St. Phone: University 5-1133.
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: Address, Baldwin Dr. on top of West Rock Ridge. Make, GE. Antenna: Make, GE. Height, Above average terrain 560 ft. Above ground 334 ft.
OPERATION: Target date not set.
AFFILIATION: Station, AM, WELI.
REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Richard W. Davis, president (24.19%), Rudy Frank, vice president (3.88%), Edwin Schweitzer, vice president (7.12%) and Colony Broadcasting Corp. licensee of WBIB-FM New Haven (21.35%); William Horowitz, vice president (0.64%); John B. Grant, secretary (1.29%); William J. Falsey, treasurer (0.33%); Anna M. Costa, assistant secretary-treasurer (3.95%); Harris Iron & Metal Co. (3.23%); George R. Willis (2.59%), and Lewis D. Kennedy (1.29%).

WNHC-TV

LICENSEE: The Elm City Broadcasting Corp. Address: 1110 Chapel St. Phone: Spruce 7-3611.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Gaylord Mountain, Hamden, Conn. Make, RCA. Model TT50 AH. Antenna: Make, RCA. Type TF 12AH. Height, Above average terrain 712 ft. Above ground 330 ft.
OPERATION: Began June, 1948. Hours, 6:45 a.m.-1:15 a.m.
AFFILIATIONS: Network NBC, CBS, ABC, DuMont. Station, AM, WNHC. FM, WNHC-FM.
REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Caro W. Ray.
SERVICES: Two studios (42x28 ft. and 16x14 ft.). Four DuM. Image Orthicon camera chains. One Television Specialties Co. rear screen projector. Two DuM. Iconoscope film cameras. Three GE 16mm film projectors. One GPL 16mm slide projector. One Holmes 16mm film projector. One Super Projectall scanner. One teloprojector opaque projector. Houston 16mm reversal film processing unit. One Auricon 16mm sound camera. Two Bell & Howell 16mm cameras.

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: 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 DeLaurtis (5.56%) and Eleanor G. Saunders (11.11%). Mr. DeDominicis owns controlling interest in Continental Enterprises Inc. which owns controlling interest in Central Connecticut Bestg. Co., owner and operator of WHAY New Britain.

EXECUTIVES:

Patrick J. Goode, Pres.	Edward C. Obrist, Sta. Mgr.
Aldo DeDominicis, Gen. Mgr. & Secy.-Treas.	J. Vincent Callanan, Com. Mgr.
Edward D. Taddei, Exec. Vice Pres.	Vincent DeLaurentis, Ch. Eng.
	William G. Mulvey, Film Buy.

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

(Total) Population, 3,262,500; Families in Area, 960,900; No. of Sets (June 1), 702,032; Retail Sales, \$4,030,731,000.

NEW LONDON

(New London County)

WNLC-TV

(Target Date, 1955)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: Gibson 2-4365.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1, Aural 10.2 kw. Transmitter: Make, RCA. Antenna: Make, Stainless. Height, Above average terrain 700 ft. Above ground 468 ft.
OPERATION: Target date, 1955.
AFFILIATIONS: Station, AM, WNLC.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Roderick L. Morey, Gerald J. Morey and Mary L. Morey.

NORWICH

(New London County)

WCTN (TV)*

(Target Date, Not Set)

(*Non-Commercial-Educational)

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

(Fairfield County)

WSTF (TV)

(Target Date, Not Set)

LICENSEE: Stamford-Norwalk Television Corp. Address: 127 Washington Loan & Trust Bldg., Washington, D. C. Phone: District 7-4377.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: Make, DuM. Antenna: Make, GE. Height, Above average terrain 240.57 ft. Above ground 374 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Attorney, Vincent M. Gaughan, Buffalo, N. Y. Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, president (42.5%), attorney and chairman of the board, Detroit Edison Co.; Vincent M. Gaughan, vice president (15%), attorney and Wendell Lund, secretary-treasurer (42.5%), Washington attorney.

WATERBURY

(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Address 440 Meadow St.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 18.9 kw, Aural 11.3 kw. Transmitter: Address, West Peak, Meriden Mountain, Meriden, Conn. Make, RCA. Model TTV-1B. Antenna: Make, RCA. Type TTV-27BHS. Height, Above average terrain 800 ft. Above ground 120 ft.

WHERE
BUYING
POWER



PLUS...
SELLING
POWER

Produce Sales!

Channel 8
316,000 Watts

New Haven, Conn.

*an
Important
Market!*

MARKET...*

- Population 3,187,684
- Consumer spendable income — \$5 billion +
- Total Retail Sales — \$4 billion +
- Average spendable income per family \$6,178
- 14 Counties in New York, Rhode Island, New Hampshire and Vermont included as bonus

*Source: SRDS 1954 Consumer Markets

PROGRAMS...

- Consistently higher ratings than any other Connecticut telecaster
- 8 of top 10 (Nielsen rated) programs carried by WNHC-TV
- Program listings published by 125 newspapers and magazines in huge coverage area

ACHIEVEMENTS...

- 6 National News Scoops
- First Facsimile News
- First Color Transmission in New England
- Zenith Public Service Award
- First Educational Telecast Approved by State Board of Education

W N H C

AM • FM • TV

SERVING MORE THAN 3 MILLION VIEWERS
REPRESENTED BY KATZ

CHANNEL 12
time

CHANNEL 12
for sales

CHANNEL 12
WDEL-TV
Wilmington, Delaware

Steinman Station

Represented by
MEEKER TV, Inc.
New York Chicago
Los Angeles San Francisco

CONNECTICUT

WATERBURY (Cont.)

WATR-TV (Cont.)

OPERATION: Began Sept. 6, 1953. Hours, 9:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Burke Stuart Co. Inc. Consulting Engineer, Garo Ray.

SERVICES: One RCA TK 31 A camera chain. One TK 20D film camera. Two RCA 16D film projectors. One Gray Teloprojector slide projector.

PRINCIPAL STOCKHOLDERS: Harold Thomas, president (99%).

EXECUTIVES:

Harold Thomas, Pres.

Samuel Elman, Gen. Mgr. & Com. Mgr.

Edmund Waller, Prog. Dir. & Film Buy.

Andrew Torros, Ch. Eng.

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	1,075,000	1,245,000
Families in Area	310,200	352,000
No. of Sets (June 1)	125,000
Retail Sales	\$1,250,200,000	\$1,429,000,000

DELAWARE

DELAWARE MARKET INDICATORS

Total Population, July 1, 1953	353,000
Total Families, 1950	79,730
Total Urban Population, 1950	199,122
Total Rural Nonfarm Population, 1950	84,738
Total Farm Population, 1950	34,225
Employed in Agriculture, 1950	11,200
Employed in Manufacturing, April 1954	56,500
Employed in Government Service, April 1954	13,300
Retail Sales, 1953	\$ 518,587,000
Bank Assets, Jan. 1, 1954	\$ 711,685,000
Major Income Sources, 1952: Agriculture 4.7%; Government 10.3%; Manufacturing Payrolls 34.9%; Trade and Service 18.7%.	
Total Income Payments, 1952	\$ 764,000,000
Per Capita Income, 1952	\$ 2,260
Total Internal Revenue Collections, 1953	\$ 807,375,348
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 69.93
Cash Receipts from Farm Marketing, 1953	\$ 100,328,000
Government Payments to Farmers, 1953	\$ 347,000
Value of Mineral Production, 1951	\$ 644,000
New Public Construction in 1952	\$ 42,700,000
Motor Vehicle Registration, 1953	133,970
Number of Telephones, Jan. 1, 1954	144,000
Number of Electrical Connections, Jan. 1, 1954	113,248
Number of Gas Utilities Connections, 1953	54,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1953 (\$000)	1953 (\$000)	1953 (\$000)	1954	1954
Kent	37,870	\$64,313	\$9,885	\$1,290	9,950	78%
New Castle	218,879	323,135	69,237	7,612	53,230	78%
Sussex	61,336	131,139	17,146	1,792	11,930	58%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

DOVER

WHRN (TV)

(Target Date, Not Set)

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

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 100 kw. Transmitter: Address, 1.4 miles NE of Harrington. Make, GE. Antenna: Make, GE. Height, Above average terrain 530 ft. Above ground 541 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.

DELAWARE

DOVER (Cont.)

WHRN (TV) (Cont.)

REPRESENTATIVES: Washington Attorney, Barnes & Neilson. Consulting Engineer, G. R. Chambers, Rehoboth.
PRINCIPAL STOCKHOLDERS: John W. Rollins, president (45%), O. Wayne Rollins, vice president-secretary (50%) and Katherine E. Rollins, treasurer (4.2%). Rollins Bcstg. is also licensee of WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAD Radford, Va.; WRAP Norfolk, Va. and WNJR Newark, N. J.

**WILMINGTON
(New Castle County)**

WDEL-TV

LICENSEE: WDEL Inc. Address: 1003 West St., Dolson Bldg. Phone: 6-2567.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2.51 kw, Aural 1.26 kw. Transmitter: Address, Shipley Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 480 ft. Above ground 333 ft.
OPERATION: Began July 1, 1949. Hours, 7:00 a.m.-12:00 midnight.
AFFILIATIONS: Networks, NBC, DuMont. Stations, AM, WDEL. FM, WDEL-FM.
REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, George O. Sutton, Duke M. Patrick. Consulting Engineer, James C. McNary.
SERVICES: One film processing unit. One mobile unit. News Services, UP, INS.
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.; WKBO Harrisburg; WORK, York; WRAW Reading; WEST Easton, Pa. and WLEV-TV Bethlehem.
EXECUTIVES:
 Clair R. McCollough, Sta. Exec. Robert S. Darby, Prog. Dir.
 Barton K. Feroe, Sta. Mgr. & Glenn B. Lau, Com. Mgr.
 Film Buy. J. E. Mathiot, Ch. Eng.
 J. Robert Gulick, Nat. Sls. Mgr.
RATE INFORMATION: Class A one hour \$575. Minute spot \$100. Frequency discounts. Rate Card No. 6.

WILM-TV

(Target Date, 1955)

LICENSEE: Delaware Broadcasting Co. Address: 920 King St. Phone: 4-7771.
FACILITIES: Ch. 83. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.1 kw. Transmitter: Make, RCA. Model, TTU-1B. Antenna: Make, RCA. Type, TFU-27DH. Height, Above average terrain 420 ft. Above ground 406 ft.
OPERATION: Target date 1955.
AFFILIATIONS: Station, AM, WILM.
REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Jansky & Bailey.
PRINCIPAL STOCKHOLDERS: Ewing B. Hawkins, president (40%), W. W. Hawkins Jr., vice president and treasurer (40%), and Ewing B. Hawkins as trustee for estate of the late W. W. Hawkins Sr. (20%).

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.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET INDICATORS

(See Footnotes 2 and 6, Foreword)

Total Population, July 1, 1953	853,000
Total Families, 1950	198,180
Total Urban Population, 1950	802,178
Employed in Nonagricultural Establishments April 1954	488,400
Employed in Agriculture, 1950	680
Employed in Mining, April 1954	(See Footnote 3, Foreword)
Employed in Manufacturing, April 1954	16,000
Employed in Construction, April 1954	16,200
Employed in Transportation & Public Utilities, April 1954	29,800
Employed in Wholesale & Retail Trade, April 1954....	88,600
Employed in Finance, Insurance and Real Estate, April 1954	23,400
Employed in Service & Miscellaneous, April 1954....	65,000
Employed in Government Service, April 1954.....	249,400
Retail Sales, 1953	\$ 1,388,592,000
Bank Assets, Jan. 1, 1954	\$ 1,365,592,000
Bank Deposits, Jan. 1, 1954	\$ 1,266,757,000
Major Income Sources, 1952: Government 48.4%; Manufacturing Payrolls 3.0%; Trade and Service 27.2%.	
Total Income Payments, 1952	\$ 2,420,000,000
Per Capita Income, 1952	\$ 2,129
Value of Mineral Production, 1951	\$ 82,000
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, 1953	192,362
Number of Telephones, Jan. 1, 1954	533,900
Number of Electrical Connection, Jan. 1, 1954 ¹	935,531
Number of Gas Utilities Connections, 1953	181,700

¹ Includes Maryland
 For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.



CAPTAIN GALLANT
of the Foreign Legion
 starring **BUSTER CRABBE**
 introducing **CULLEN "CUFFY" CRABBE**

Another winner!

from the portfolio of **TPA Sales Builders**

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 2710 West Summerdale Avenue
 Hollywood: 6253 Hollywood Boulevard

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET DATA

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Washington ...	802,178	\$1,388,592	\$273,377	\$50,377	197,710	80%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

WASHINGTON

WMAL-TV

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

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 22 kw, Aural 12 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: Address, Nebraska & Massachusetts Ave., N. W. Make, RCA. Model TT5A. Antenna: Make, RCA. Type Super Turnstile 6 bay. Height, Above average terrain 515 ft. Above ground 400 ft.

OPERATION: Began Oct. 3, 1947. Hours, 8:30 a.m.-12:45 a.m.

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

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

SERVICES: Three studios (one 40x70 ft., one 30x50 ft. and one auditorium 40x70 ft.). Two RCA TK11A camera chains. 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., publisher of Washington (D. C.) Evening Star.

EXECUTIVES:

John W. Thompson Jr., Pres.
Frederick S. Houwink, Gen. Mgr.
Charles L. Kelly, Mgr. Tv Dept.
Neal J. Edwards, Com. Mgr.

Charles D. Bishop, Prog. Dir.
Frank Harvey, Ch. Eng.
E. Haywood Meeks, Tv Prom. 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. 7.

MARKET INFORMATION:

(Total, Including Fringe Area): No. of Sets (June 1), 595,600.

WNBW (TV)

LICENSEE: National Broadcasting Co. Address: Sheraton-Park Hotel. Phone: Adams 4-5400.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Sheraton-Park Hotel. Make, RCA. Model TT258L. Antenna: Make, RCA. Type 6 bay Super Turnstile. Height, Above average terrain 500 ft. Above ground 538 ft.

OPERATION: Began May 27, 1947. Hours, 6:45 a.m.-12:30 a.m.

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

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

SERVICES: Three studios (one 52x76 ft., one 11x21 ft. and one 6x10 ft.). Eight RCA TK-30 and TK-30 A camera chains. One Bodde rear screen projector. Two film cameras. One RCA TP-16C 16mm film projector. One Eastman 250 16mm film projector. One Acme 35mm projector. Two Selecto slide projectors. One NBC flying spot scanner. One Gray Telop opaque projector. Two Lynn mobile units. News Services, AP, UP, INS, NBC-TV News. Library, Thesaurus.

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-TV and WNBC (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

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 REAL POWER IN WASHINGTON

Behind the marble curtain of official Washington is a city few people know. But smart advertisers should. Because an awful lot of the nation's capital is right here in the nation's capitol.

Buying power has no politics. In Washington, family income is the second highest in the U. S. with an average of \$7,259.00!

Washington is big. It's America's 10th largest city with 1,655,600 people. It's busy . . . with 330,300 privately employed and 294,500 in government service.

And it spent a healthy \$2,027,037,000 last year in retail sales — which is a lot of money even in Washington.

And if you'd care for the returns from the outlying districts . . . Arlington County, Va. and Montgomery County, Md. within the Washington metropolitan area are the two highest family income counties in the country.

To tap this tremendous buying power, it's good business to use the most powerful advertising medium in Washington. The only television station in Washington operating on maximum authorized power:

WNBW 4

channel



IN WASHINGTON

Represented by NBC Spot Sales



Washington, D. C.
where money is made!

Inside the Bureau of Engraving and outside... everywhere you look they're making money in Washington. We've got the highest major-market family income in the nation here—a lovely green \$7,259 per family! That's 40% higher than the national average and considerably higher even than our own record high of last year.

What's inside Treasury you can't take with you... but your share of the treasure outside is here for the asking—when you ask for it over WTOP-TV (Washington's most watched television station). For this Washington Post-CBS Television station delivers more potential customers each week for your sales message than any other television station in the Washington metropolitan area.

*SOURCES:
Sales Management,
May 1954
(top 25 metropolitan
areas); Telepulse,
Jan.-June 1954*

WTOP-TV

Represented by

CBS

Television Spot Sales

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.

DISTRICT OF COLUMBIA

WASHINGTON (Cont.)

WNBW (TV) (Cont.)

EXECUTIVES:

Sylvester L. Weaver, Pres., NBC	George Dorsey, Prog. Mgr. & Film Buy.
Robert W. Sarnoff, Exec. Vice Pres.	Javes Kovach, Prog. Dir.
Carleton D. Smith, Vice Pres. & Gen. Mgr.	John Rogers, Ch. Eng.
Joseph Goodfellow, Dir. of Sls.	Robert M. Adams, Prom. Mgr.
Charles de Lozier, Sls. Mgr.	Jay Royen, Dir. of Pub.
	L. A. McClelland, Dir. of Opr.

RATE INFORMATION: Class AA one hour Live \$1,000, Class A one hour, Film \$800. Minute spot Live \$175, Film \$175. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	1,655,600	2,592,300
Families in Area	476,700	728,500
Area in Square Miles	15,800
No. of Sets (June 1)	618,000
Retail Sales	\$2,027,037,000	\$2,885,533,000
Income per Family	\$7,259	\$6,221
Income per Capita	\$2,090

WOOK-TV

(Target Date, Not Set)

LICENSEE: United Broadcasting Co. Address: 8th & Eye St., N.W.

FACILITIES: Ch. 50, Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 13.5 kw. Transmitter: Address, First Pl. & Riggs Rd., N.E. Make, DuMont. Antenna: Make, Workshop. Height, Above average terrain 340 ft. Above ground 341 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WOOK.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton, president (99%) and Margaret Eaton, secretary-treasurer (1%). Mr. Eaton owns WSID Essex, Md. WINX Rockville, Md., WANT Richmond, Va., WJMO Cleveland, WARK Hagerstown, Md. and holds CP for WTLF (TV) Baltimore.

WTOP-TV

LICENSEE: WTOP Inc. Address: 4001 Brandywine St., N. W. Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operating Pow.: Visual 54.9 kw, Aural 27.5 kw. Transmitter: Address, 4001 Brandywine St., N. W. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 530 ft. Above ground 373 ft.

OPERATION: Began Jan. 1949. Hours, 6:55 a.m.-1:05 a.m.

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

REPRESENTATIVES: Sales, CBS-TV Spot Sales. Washington Attorney, Covington & Burling. Consulting Engineer, George C. Davis.

SERVICES: Three studios (one 45x65 ft., one 44x57 ft. and one 33x46 ft.). Eight RCA TK-3A field cameras. One Translux rear screen projector. One Television Specialty rear screen projector. Three RCA TK20A film cameras. Two RCA TP-16B film projectors. One RCA TP-6A film projector. Three RCA TP-2A slide projectors. One Gray Telop II opaque projector. One RCA mobile unit. One Stancil-Hoffman sound on film unit with Auricon, Eastman and Bell & Howell cameras. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: The Washington (D. C.) Post & Times-Herald (55%) and CBS Inc. (45%). Washington Post & Times-Herald also owns WMBR-AM-FM-TV Jacksonville, Fla. 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 47% of WCCO-AM-TV Minneapolis and 45% of KQV Pittsburgh.

EXECUTIVES:

John S. Hayes, Pres.	Thomas H. Tausig, Prog. Dir. & Film Buy.
George F. Hartford, Vice Pres. for Tv.	Granville Klink Jr., Ch. Eng.
Clyde M. Hunt, Vice Pres. for Eng.	L. A. Wilkinson, Asst. Ch. Eng.
Robert A. J. Bordley, Com. Mgr.	Cody Pfanstiehl, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$1,250, Film \$1,250. Minute spot Live \$225, Film \$225. Frequency discounts from 2 1/2% for 3 times up to 5% for 6 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.

WASHINGTON (Cont.)

WTOP-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,465,770	2,942,840	4,408,610
Families in Area	476,700	893,300
Area in Square Miles	2,120	5,230	7,350
No. of Sets (June 1)	600,000
Retail Sales	\$2,027,037,000	\$3,222,796,000
Income per Family	\$7,259	\$6,221
Income per Capita	\$2,090

WTTG (TV)

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

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 10 kw. Operating Pow.: Visual 16.5 kw, Aural 10 kw. Transmitter: Address, 5217 19th Road North, Arlington, Va. Make, DuMont. Model Master Series. Antenna: Make, RCA. Type TF 3-A. Height, Above average terrain 580 ft. Above ground 465 ft.

OPERATION: Began Jan. 1, 1947. Hours, 9:00 a.m.-12:45 a.m.

AFFILIATIONS: Network, DuMont.

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

SERVICES: Two studios (one 40x60 ft. and one 40x40 ft.). Nine DuMont Image Orthicon camera chains. One Bodde rear screen projector. Two DuMont Iconoscope film cameras. Two DuMont 16mm film projectors. Two LaBelle 2x2 in. slide projectors. One DuMont slide scanner. One DuMont field remote unit with four cameras. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is tv and electronics equipment manufacturer and also owns WDTV (TV) Pittsburgh, Pa. and WABD (TV) New York, N. Y.

EXECUTIVES:

Dr. Allen B. DuMont, Pres. & Own.	Martin E. Calle Jr., Merc. & Client Ser. Dir. & Baltimore Sls. Rep.
Leslie G. Arries Jr., Gen. Mgr.	Malcolm M. Burselson, Eng. Dir.
George Griesbauer, Gen. Sls. Dir.	George Flax, Prom. & Pub. Dir.
F. Victor Guidice, Prog. Opr. Dir. & Film Buy.	Richard Stakes, Off. Mgr.
	Matthew Warren, News Dir.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,204,000	398,805	3,602,805
Families in Area	775,000	101,150	876,150
Area in Square Miles	9,811	4,993	14,804
No. of Sets (June 1)	620,000	620,000
Retail Sales	\$3,155,108,000	\$4,083,056,000	\$3,159,191,056
Income per Family	\$ 6,994	\$ 6,994
Income per Capita	\$ 2,206	\$ 2,206

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.

FLORIDA

FLORIDA MARKET INDICATORS

Total Population, July 1, 1953	3,268,000
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, April 1954	879,900
Employed in Agriculture, 1950	123,194
Employed in Mining, April 1954	7,400
Employed in Manufacturing, April 1954	127,700
Employed in Construction, April 1954	74,500
Employed in Transportation & Public Utilities, April 1954	76,500
Employed in Wholesale & Retail Trade, April 1954	274,000
Employed in Finance, Insurance and Real Estate, April 1954	42,500
Employed in Service & Miscellaneous, April 1954	136,400
Employed in Government Service, April 1954	140,900
Retail Sales, 1953	\$ 3,494,120,000

Bank Assets, Jan. 1, 1954	\$ 2,833,168,000
Bank Deposits Jan. 1, 1954	\$ 2,641,501,000
Major Income Sources, 1952: Agriculture 7.5%; Government 20.2%; Manufacturing Payrolls 8.1%; Trade and Service 32.4%	
Total Income Payments, 1952	\$ 4,088,000,000
Per Capita Income, 1952	\$ 1,319
Total Internal Revenue Collections, 1953	\$ 667,363,401
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 56.01
Cash Receipts from Farm Marketing, 1953	\$ 528,806,000
Government Payments to Farmers, 1953	\$ 3,302,000
Value of Mineral Production, 1951	\$ 78,548,000
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, 1953	1,300,592
Number of Telephones, Jan. 1, 1954	909,900
Number of Electrical Connections, Jan. 1, 1954	1,110,125
Number of Gas Utilities Connections, 1953	181,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Alachua	57,026	\$61,186	\$15,681	\$1,825	3,600	22%
Baker	6,313	3,551	1,023	90	790	61%
Bay	42,689	51,517	13,848	1,643	1,710	11%
Bradford	11,457	8,670	2,768	141	2,010	61%
Brevard	23,653	23,361	7,350	699	1,110	13%
Broward	83,933	153,366	33,928	5,721	26,310	72%
Calhoun	7,922	4,797	1,481	126
Charlotte	4,286	3,922	1,200	129	180	12%
Citrus	6,111	5,366	1,697	254	260	16%
Clay	14,323	10,317	3,603	404	1,890	44%
Collier	6,488	2,876	703	86	280	12%
Columbia	18,216	16,781	4,225	402	1,010	20%
Dade	495,084	880,496	174,020	42,069	130,330	65%
De Soto	9,242	7,693	2,404	341
Dixie	3,928	2,367	622	53	110	16%
Duval	304,029	388,945	92,976	14,280	60,720	61%
Escambia	112,706	115,551	28,512	3,499	7,950	22%
Flagler	3,367	2,268	558	40	110	11%
Franklin	5,814	2,661	1,212	134
Gadsden	36,457	24,450	5,688	568
Gilchrist	3,499	2,360	560	82	120	20%
Glades	2,199	1,676	388	84	60	10%
Gulf	7,460	5,604	1,478	215
Hamilton	8,981	4,537	1,385	142	530	24%
Hardee	10,073	9,535	2,496	258
Hendry	6,051	7,888	1,410	104	200	12%
Hernando	6,693	6,317	1,678	197	300	16%
Highlands	13,636	12,558	4,236	422	480	10%
Hillsborough	249,894	309,540	71,583	10,282	28,380	33%
Holmes	13,988	4,898	1,280	175
Indian River	11,872	13,018	3,905	524	420	10%
Jackson	34,645	21,930	4,651	552
Jefferson	10,413	5,270	1,848	134	620	24%
Lafayette	3,440	1,878	586	120	20%
Lake	36,340	33,519	9,348	1,332	3,360	27%
Lee	23,404	32,606	7,939	1,182	1,060	12%
Leon	51,590	51,895	11,945	1,955
Levy	10,367	6,209	1,990	173	450	16%
Liberty	3,182	1,524	432
Madison	14,197	6,028	2,144	201	770	23%
Manatee	34,704	38,477	10,458	1,438	3,970	32%
Marion	38,187	46,546	10,436	1,294	2,940	25%
Martin	7,807	7,750	2,709	297	280	10%
Monroe	29,957	26,496	8,073	993	1,220	12%
Nassau	12,811	10,722	3,012	248	2,200	61%
Okaloosa	27,533	17,463	4,910	721	810	10%
Okeechobee	3,454	3,224	929	79	90	10%
Orange	144,950	161,102	35,690	5,992	4,730	11%
Osceola	11,406	11,736	3,908	346	590	14%
Palm Beach	114,688	186,994	39,295	5,941	9,790	23%
Pasco	20,529	16,378	5,818	489	1,080	15%
Pinellas	159,249	237,112	41,704	7,308	10,270	15%
Polk	123,997	115,664	33,136	4,032
Putnam	23,615	24,877	6,479	512	3,300	44%
St. Johns	24,998	23,912	7,813	1,007	3,530	44%
St. Lucie	20,180	28,837	7,230	423	790	11%
Santa Rosa	18,554	8,934	3,494	163	550	11%
Sarasota	28,827	52,401	13,187	1,717
Seminole	26,883	25,436	6,892	727	1,190	14%
Sumter	11,330	7,636	2,385	238	480	15%
Suwannee	16,986	12,595	3,337	342	880	20%
Taylor	10,416	9,391	2,468	243	700	24%
Union	8,906	2,528	1,098	90	670	61%
Volusia	74,229	92,938	24,329	3,776	3,030	11%
Wakulla	5,258	1,234	584	32
Walton	14,725	10,429	2,612	280	440	11%
Washington	11,888	4,377	1,418	157

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

CLEARWATER

(Hillsborough County)

WPGT (TV)

(Target Date, Not Set)

LICENSEE: Pioneer Gulf Television Broadcasters. Address: Box 1146.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 53.7 kw. Transmitter: Address, 3835 Gulf to Bay Blvd. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 344 ft.

REPRESENTATIVES: Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDER: W. Frank Hobbs (100%).

DAYTONA BEACH

(Volusia County)

WMFJ-TV

(Target Date, Not Set)

LICENSEE: Telrad Inc. Address: 44 N. Beach St. Phone: 6491.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 1.26 kw, Aural .759 kw. Transmitter: Address, 6th & Center Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 349 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WMFJ.

REPRESENTATIVES: Sales, Joseph Hershey McGillivra Inc. Washington Attorney, A. L. Stein. Consulting Engineer, Lynne C. Smeby.

PRINCIPAL STOCKHOLDERS: W. Wright Esch, president-treasurer (98.5%), A. B. Esch, secretary (1%) and Louis Ossinsky Sr., vice president (.5%).

EXECUTIVES:

W. Wright Esch, Pres.

FORT LAUDERDALE

(Broward County)

WFTL-TV

LICENSEE: Tri County Broadcasting Co. Address: 229 S. E. 1st Ave. Phone: 3-6531.

FACILITIES: Ch. 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, 3:30 p.m.-11:30 p.m.

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

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

SERVICES: Three studios (one 46x31 ft., one 25x26 ft. and one 12x14 ft.). Two RCA TK31A camera chains. One TK20 film camera. Two RCA TP16D film projectors. One RCA Telojector slide projector. One RCA flying spot scanner. One Houston film processing unit. News Service, AP, Library, World.

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

EXECUTIVES:

J. W. Dickey, Pres.	Richard Northey, Ch. Eng.
Noran E. Kersta, Gen. Mgr. & Exec. Vice Pres.	David L. O'Shea, Nat. Sls. Mgr.
John L. Crosby, Prog. Dir. & Film Buy.	G. E. Bauer, Sls. Mgr.

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. 3.

WITV (TV) (MIAMI)

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

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 89.1 kw. Operating Pow.: Visual 43 kw, Aural 21.5 kw. Transmitter: Address, 5500 Hallandale Beach Blvd, Hollywood, Fla. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type Slotted. Height, Above average terrain 730 ft. Above ground 752 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 Nov. 26, 1953. Hours, 7:45 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One indoor studio (24x36 ft.). One outdoor studio (40x100 ft.). Two RCA camera chains with full complement of lens. One RCA 20D film camera. Two RCA 16E film projectors. One Gray Telop and one Gray Telojector slide projector. One Telop opaque projector. One remote mobile unit with two complete DuMont image orthicon camera chains. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Mortimer W. Loewi, president (20%), L. C. Judd, vice president (10%), E. J. Richardson, vice president (10%) and George English, secretary (10.6%), Don McCullough (10%), James Kirkwood Jr. (.07%). Mr. Judd, Mr. Richardson and Mr. English hold 17 1/2%, 17 1/4% and 5% interest, respectively, in WBRD Ft. Lauderdale, Fla.

EXECUTIVES:

Mortimer W. Loewi, Pres.	Jack Nelson, Asst. Mgr. & Film Buy.
Blayne Butcher, Gen. Mgr.	William Latham, Ch. Eng.
Wm. W. Van Der Busch, Com. Mgr. & Sls. Mgr.	Clarence Riggs, Comp.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	747,600	816,200	883,200
Households in Area	214,710	265,780	287,180
Area in Square Miles	1,100	2,400	3,330
No. of Sets (June 1)	107,200	114,200	117,600
Retail Sales	\$1,111,358,000	\$1,259,021,000	\$1,306,376,000

FORT MYERS

(Lee County)

WINK-TV

LICENSEE: Fort Myers Broadcasting Co. Address: 54 Palm Beach Blvd. Phone: Edison 4-1331.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Transmitter: Address, 54 Palm Beach Blvd. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type 6-Bay Super Turnstile. Height, Above average terrain 320 ft. Above ground 343 ft.

OPERATION: Began March 18, 1954. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, WINK.

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

SERVICES: One studio (20x28 ft.). One RCA Image Orthicon camera equipped with Zoomar lens. One RCA film camera. Two RCA 16mm film projectors. Two electrically operated slide projectors. One Super Projectall 300 opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland, 100%. Daniel Sherby owns 50% of United Garage, and Edward McBridge Jr., 50%.

EXECUTIVES:

A. J. Bauer, Gen. Mgr., Com. Mgr. & Film Buy.	Robert W. Bachman, Ch. Eng.
Frank Nodine, Prog. Dir.	Vernon Lundquist, News Dir.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Rate Card No. 1.

MARKET INFORMATION:

(Total, Including Fringe Areas): No. of Sets (June 1), 8,500; Retail Sales, \$113,971,000.

JACKSONVILLE

(Duval County)

WJHP-TV

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

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 274 kw, Aural 141 kw. Transmitter: Address, Lane Ave. & Lake Shore Blvd. Make, GE. Antenna: Make, GE. Height, Above average terrain 460 ft. Above ground 472 ft.

OPERATION: Began Dec. 13, 1953.

AFFILIATIONS: Network ABC, NBC, DuMont. Station, 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, WDLF 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.
T. S. Gilchrist Jr., Gen. Mgr.
C. Speed Veal, Opr. Mgr.
Beeche Hayford, Tech. Dir.

WMBR-TV

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

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, Vine at Southampton Sts. Make, GE. Model TT6C & TF3A. Antenna: Make GE. Type TY-27C. Height, Above average terrain, 440 ft. Above ground 473 ft.

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

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

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

SERVICES: Two studios (one 40x60 ft. and one 20x24 ft.). Three GE PC7A camera chains. One Composite rear screen projector. One GE PC2A and one PE-11A Vidicon (GE) film camera. Two GE PF5A film projectors. One Selectroslide Jr. and two Viewlex V-33 slide projectors. One GE Balop opaque projector. One mobile unit with two DuM. cameras and GE microwave. News Service, UP.

PRINCIPAL STOCKHOLDERS: The Washington Post & Times Herald (100%), also owns 55%, WTOP-AM-FM-TV, Washington, D. C.

EXECUTIVES:
Philip L. Graham, Pres. Harry Kalkines, Prog. Dir. & Film Buy.
John S. Hayes, Vice Pres.
Glenn Marshall Jr., Pres., WMBR Div. Ernest Vordermark, Ch. Eng.
Charles M. Stone, Com. Mgr. Charles Sears, Ch. Tr. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 3 days per week up to 10% for 6 days a week; 5% additional for 26 to 51 weeks, up to 10% for 52 weeks. Rate Card No. 5.

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The Finest Facilities...

WJHP-TV

channel 36 • 276,000 watts

JACKSONVILLE, FLA.

Affiliated:
NBC ABC DuMont Networks
Jacksonville Journal
Represented by:
John H. Perry Associates

—Keyed to produce low-cost sales!

JACKSONVILLE (Cont.)

WMBR-TV (Cont.)

MARKET INFORMATION:

	0.1 MV/M	Total (Including Fringe Area)
Population	842,000	3,362,900
Families in Area	234,000	937,900
Area in Square Miles	17,957	66,406
No. of Sets (May 1)	115,993	261,000
Retail Sales	\$800,152,000	\$2,856,071,000
Income per Family	\$3,413	\$3,160
Income per Capita	\$869	\$822

WOBS-TV

(Target Date, March 1955)

LICENSEE: Southern Radio & Equipment Co. Address: 1036 Mary St. Phone: 98-5059.

FACILITIES: Ch. 30. Operating Pow.: Visual 18.2 kw, Aural 11 kw. Transmitter: Address, Jernigan & Linder Rd. Make, Continental. Antenna: Make, RCA. Height, Above average terrain 430 ft. Above ground 446 ft.

OPERATION: Target date, March 1955. Hours, 4:00 p.m.-10:00 p.m.

AFFILIATIONS: Stations, AM, WOBS.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey.

SERVICES: One studio (25x60 ft.). Two GPL camera chains. One GPL film camera. Two GPL film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Sr. (60%); Jack R. Sharp Jr. (10%); Carmen Macri (10%); Mrs. J. J. Mangham Jr., (10%); Wyolene Rivers (10%). Mr. Rivers is 66.5% owner of Sun Coast Broadcasting Co., which is licensee of WMIE Miami and 50% owner of WMIE-TV Miami, and 100% owner of WCTV (TV) Thomasville, Ga., and WLBS Birmingham, Ala.

EXECUTIVES:

E. D. Rivers Sr., Pres.
Jim Macri, Gen. Mgr.

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

MIAMI

(Dade County)

WMFL (TV)

(Target Date, Not Set)

LICENSEE: Miami Biscayne Television Corp. Address: Biscayne Terrace Hotel.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Transmitter: Address, 432 Biscayne Blvd. Make, RCA. Antenna, Make, RCA. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, president (20%), Irving Kipnis, secretary (50%), Edward Mercer, treasurer (10%) and Rex Rand, general manager of WINZ Hollywood (20%). Mr. Klein also owns minority stock in WINZ.

WMIE-TV

(Target Date, Sept. 30, 1954)

LICENSEE: WMIE-TV Inc. Address: Hotel Everglades.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw. Transmitter: Address, 65 S.E. 5th St. Make, RCA. Antenna, Make, RCA. Height, Above average terrain 340 ft. Above ground 366.5 ft.

OPERATION: Target date Sept. 30, 1954.

AFFILIATIONS: Station, AM, WMIE.

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: Sales, Stars National. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey, Atlanta.

PRINCIPAL STOCKHOLDERS: Sun Coast Broadcasting Co. (WMIE Miami) (50%); A. J. Harris (25%); B. J. Harris (25%). E. D. Rivers Sr. is 66.5% owner of Sun Coast Broadcasting Co. He is also 60% owner of WOBS-AM-TV Jacksonville, Fla., and 100% owner of WCTV (TV) Thomasville, Ga., and WLBS Birmingham, Ala.

WTHS-TV*

(Target Date, March 1, 1955)

(*Non-Commercial Educational)

LICENSEE: Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction. Address: 1410 N.E. Second Ave. Phone: 82-6870.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: Address, 244 Biscayne Blvd. Make, GE. Model TT-7A. Antenna: Make, GE. Type TY-26C. Height, Above average terrain 280 ft. Above ground 309 ft.

OPERATION: Target date, March 1, 1955.

AFFILIATIONS: Station, FM, WTHS (FM)

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

SERVICES: One studio (25x46 ft.). Two DuMont I.O. camera chains.

PRINCIPAL STOCKHOLDER: Owned by public school system.

EXECUTIVES: Vernon Bronson, Dir. of Radio & Tv Education.

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 316 N. Miami Ave. Phone: Miami 2-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: Address, Hallandale Beach Blvd. Hallandale, Fla. Make, GE. Model TT10A Exciter TF-3A Final. Antenna: Make, GE. Type 6 Bay. Height, Above average terrain 950 ft. Above ground 990 ft.

OPERATION: Began March 21, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Segal, Smith & Hennessy. Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Three studios (one 68x100 ft. with theatre seats for audience participation, one 40x20 ft., one rehearsal studio 25x60 ft. with observation facilities and projection booth). Two RCA studio cameras. Two GE studio cameras and three DuMont field cameras. One Trans-Lux rear screen projector. Four Iconoscope film cameras. Four 16mm, two Eastman and two GE film projectors. Two GE 3/4x4 in. slides on opaques. Two GE 3/4x4 in. slide opaque projectors. One Metalmaster, two Bridgeomatic film processing units. GE unit in Linn truck. News Services, UP & INS.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. (98%), also holds 10% interest in Piedmont Electronics and Fixture Corp., tv applicant in Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, Pres.	Burt Toppan, Pub. Dir. & Prog. Mgr.
Lee Ruwitch, Exec. Vice Pres. & Gen. Mgr.	Stan Gordon, Nat. Sls. Mgr.
John S. Allen, Vice Pres. & Gen. Sls. Mgr.	Mary Ford, Loc. Sls. Mgr.
Jack Shay, Vice Pres. in Chg. Oprs.	Lee Waller, Dir. of Prog. Oprs.
Richard Wolfson, Legal Dir.	Ash Dawes, Prod. Mgr.
Louis Wolfson, Bus Mgr.	Lynn Morrow, Merc. Dir.
Earl Lewis, Ch. Eng.	Ralph Renick, News Dir.
	Jack Cummins, Sports Dir.

RATE INFORMATION: Class AA one hour Film \$900. 20 second-spot Film \$180. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	956,000	99,700	1,055,700
Families in Area	298,100	29,500	327,600
Area in Square Miles	5,024	12,598	17,622
No. of Sets (June 1)	228,000	16,600	244,600
Retail Sales	\$1,258,116,000	\$98,266,000	\$1,356,382,000
Income per Family	\$ 4,903	\$ 3,632
Income per Capita	\$ 1,461	\$ 1,052

The newest, **TALLEST** wonder in fabulous **SOUTH FLORIDA...**

WTVJ now telecasting
a 100,000 watt signal
from its new 1,000 ft.
tower.

POPULATION
Served
1,055,700

FAMILIES Served
327,600

TOTAL
Retail Sales
\$1,356,382,000

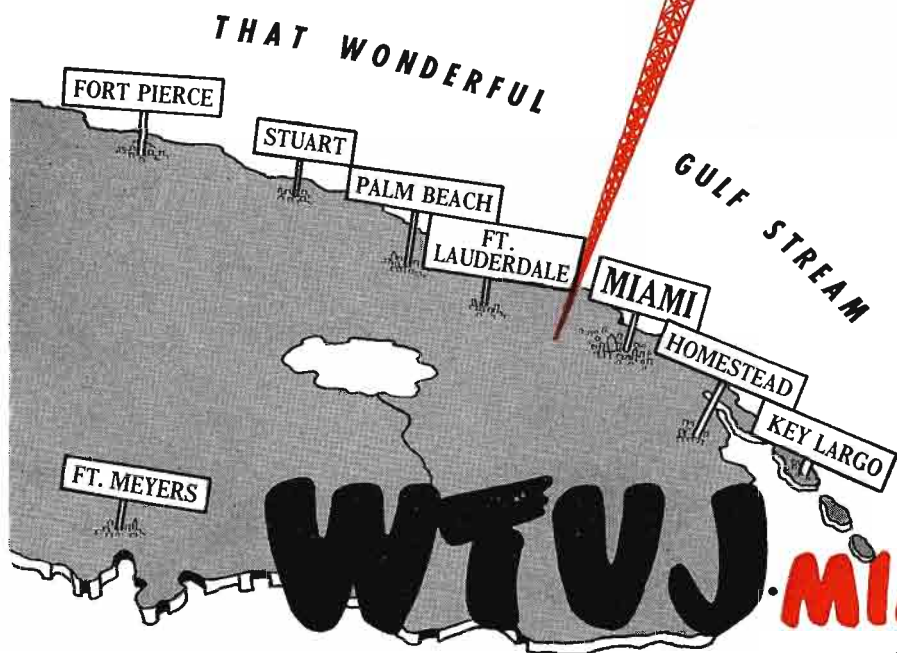
Florida's First TV
Station - delivering
the maximum VHF
signal to 1,055,700
year 'round residents
in the Billion Dollar
S. Florida market...

Get the complete
story from your
Free and Peters
colonel - or write
to Mitchell Wolfson,
Pres. WTVJ, Miami.

TOTAL NET
EFFECTIVE
BUYING INCOME
\$1,749,287,000.

Retail Sales
by Class of Outlet

FOOD	\$284,464,000.
GEN. MERCH.	\$105,796,000.
FURN. RADIO	\$86,282,000.
AUTOMOTIVE	\$248,935,000.
DRUGS	\$57,871,000.
OTHERS	\$573,034,000.



* Sales Management 1954

FLORIDA

ORLANDO (Orange County)

WDBO-TV

LICENSEE: Orlando Broadcasting Co. Address: 30 S. Ivanhoe Blvd. E. Phone: 6181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw. Aural 50 kw. Transmitter: Address, 950 N. Texas Ave. Make, GE; RCA. Model GE 4TF3A1; RCA BTF10B. Antenna: Make, GE. Type TY27F. Height, Above average terrain 503 ft. Above ground 543 ft.

OPERATION: Began July 1, 1954. Hours: 8 a.m.-9:30 a.m.; 3:15 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDBO. FM, WDBO-FM.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, George O. Sutton. Consulting Engineer, George C. Davis.

SERVICES: One studio (40x60 ft.). Two GE 4PESCI camera chains. One TSP rear screen projector. Two GE Vidicon film cameras. Two GE 4PF5A film projectors. One Gray 3A Telojector slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Harold P. Danforth, (18.4%), James E. Yarbrough, (18.4%), J. Thomas Gurney (16%).

EXECUTIVES:

Harold P. Danforth, Pres. & Gen. Mgr.	Walter E. Sickles, Prog. Dir. & Film Buy.
John Thorwald, Sls. Dir.	James E. Yarbrough, Ch. Eng.
	Mark V. Barker Jr., Prod. Dir.

RATE INFORMATION: Class A one hour Live \$200. Film \$200. Minute spot live \$50. Film \$50. Frequency Discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 557,200; Families in Area, 166,000; Area in Square Miles, 11,595; No. of Sets (June 1), 59,000; Retail Sales, \$580,060,300.

PALM BEACH (Palm Beach County)

WJNO-TV (WEST PALM BEACH)

LICENSEE: WJNO-TV Inc. Address: 5 Coconut Row. (For full listing see West Palm Beach).

PANAMA CITY (Bay County)

WJDM (TV)

LICENSEE: J. D. Manly, Address: Leesburg, Florida.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: Address, Highway 98 West of Panama City. Make, RCA. Model TT2AH. Antenna: Make, RCA. Type TF6AH. Height, Above average terrain 480 ft. Above ground 487 ft.

OPERATION: Began Dec. 15, 1953.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (19x22 ft.). One Dage Vidicon camera chain. One RCA TK20D film camera. Two RCA TP16F film projectors. One RCA Dual Disc slide projector.

EXECUTIVES:

Mel Wheeler, Pres.	Jay Mills, Com. Mgr.
Milt de Reyna, Asst. Gen. Mgr. & Nat. Sls. Mgr.	Jerry Williams, Prog. Dir. & Film Buy.
Harry C. Babb, Sta. Mgr.	Jim Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$178, Film \$150. Minute spot Live \$26.70, Film \$22.50. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	108,500	55,000	217,560
Families in Area	31,080	16,450	62,160
No. of Sets (June 1)	6,500	2,100	9,700
Income per Family	\$ 4,785	\$ 4,520	\$ 4,630
Income per Capita	\$ 1,365	\$ 1,225	\$ 1,320

PENSACOLA (Escambia County)

WEAR-TV

LICENSEE: Gulfport Broadcasting Co. Address: P. O. Box 1188. Phone: 8-4449.

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: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: Address, Highway 90 west of Pensacola. Make, RCA. Model TT 10 AL. Antenna: Make RCA, Type TF6AL. Height, Above average terrain 580 ft. Above ground 613 ft.

OPERATION: Began Jan. 14, 1954. Hours, 11:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Welch, Mott, and Morgan. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 50x38 ft. and one 19x22 ft.). One outdoor studio (100x110 ft.). Two RCA TK 31A camera chains. One Trans-Lux rear screen projector. One RCA TK 20 D film camera. Two RCA TP 16 F film projectors. One RCA dual disc slide projector. Complete slide, 16mm SOF and silent production facilities. One mobile unit with microwave unit. News Service, AP. Library Thesaurus.

PRINCIPAL STOCKHOLDERS: Charles Smith (51%), Mel Wheeler (25%), Cliff Johnson (12%), F. M. Turner Jr., (12%).

EXECUTIVES:

Mel Wheeler, Pres. & Gen. Mgr.	Jerry Williams, Prog. Dir. & Film Buy.
Milt de Reyna, Asst. Gen. Mgr. & Nat. Sls. Mgr.	Jim Smith, Ch. Eng.
Irv Welch, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$36, Film \$30. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	189,024	378,103	756,196
Families in Area	47,574	95,148	190,295
No. of Sets (June 1)	22,756	27,463	59,500
Retail Sales	\$125,233,000	\$253,467,000	\$500,932,000
Income per Family	\$4,576	\$4,334	\$4,460
Income per Capita	\$1,232	\$1,304	\$1,298

WPFA-TV

LICENSEE: WPFA Inc. Address: North "O" and Lolita Sts. Phone: 3-1141.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, North "O" and Lolita Sts. Make, GE. Model 4TF7A1. Antenna: Height, Above average terrain 370 ft. Above ground 353 ft.

OPERATION: Began Oct. 16, 1953.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, George Gautney.

SERVICES: Two studios (one 30x34 ft., one 24x30 ft.). One GE PE8B camera chain. One GE 4PE5C film camera. Two GPL PA100A film projectors. One Gray Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (56%) also holds 56% interest in KTAG-TV, Lake Charles, La., minority interest in WAFF-TV Baton Rouge, La., and owns KCIL Houma, La.

EXECUTIVES:

Chas. W. Lamar, Jr., Pres.	Bo Mitchell, Com. Mgr.
F. E. Busby, Vice Pres. & Gen. Mgr.	Howard Gordon, Prog. Dir. & Film Buy.
T. E. Gibbens, Vice Pres. & Secy.	N. V. Pieler, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$25. Rate Card No. 1.

MARKET INFORMATION:

(Grade A FCC Contour): Population, 175,000; Families in Area, 72,000; No. of Sets (June 1) 21,760.

ST. PETERSBURG (Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg. Address: P. O. Box 240. Phone: 5-4121.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Operating Pow.: Visual 10 kw, Aural 5 kw. Transmitter: Address, Gandy Bridge. Make, RCA. Model TTV-10A. Antenna: Make, RCA. Model TFU-24BM. Height, Above average terrain, 460 ft. Above ground 492 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 (35x46 ft. and 20x30 ft.). Two RCA TK-11A camera chains. Two RCA TK-20 film cameras. Two RCA TP-6A film projectors. Two Selectroslide 2x2 in. slide projectors. RCA flying spots TK-3A scanner. Telop III opaque projector. News Service, UP. Library, World.

PRINCIPALS: Mayor Samuel G. Johnson, Vice Mayor Harold W. Reeves and City Manager Ross E. Windom.

EXECUTIVES:

Vera New, Com. Mgr.	Monte Gurwit, Film Buy.
Louis J. Link, Ch. Eng.	

RATE INFORMATION: Class A one hour, \$200. Minute spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

ST. PETERSBURG (Cont.)

WSUN-TV (Cont.)

EXECUTIVES:

Vera New, Com. Mgr. Louis J. Link, Ch. Eng.
Charles Vaughan, Prog. Dir. Monte Gurwit, Film Buy.

RATE INFORMATION: Class A one hour, \$200. Minute spot, \$34. Frequency discounts from 5% for 26 times up to 25% for 260 times.

TAMPA

WFLA-TV

(Target Date, Not Set)

LICENSEE: Tribune Co. Address: Lafayette & Morgan Sts., Tampa. Phone: 2-4747.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter, Address: 5.5 miles north of Balm, Fla. Make, RCA. Antenna: Make, RCA. Height, Above average terrain, 1,034 ft. Above ground 1,054 ft.

AFFILIATIONS: Station, AM, WFLA.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Members of David Tennant Bryan family (52%), members of James A. Griffin Jr. family (31%) and nearly 50 other minor stockholders. Firm publishes Tampa Tribune.

EXECUTIVES:

David Tennant Bryan, Chmn. of Board James A. Griffin Jr., Vice Pres.
John C. Council, Pres. & Treas. George W. Harvey, Mgr. Bcst. Oprs.

WEST PALM BEACH

WEAT-TV

(Target Date, Nov. 1954)

LICENSEE: WEAT-TV Inc. Address: Box 619.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 50.12 kw, Aural 26.98 kw. Transmitter: Address, Congress Ave. & Lark Rd. Make, GE. Antenna: Make, GE. Height, Above average terrain 323 ft. Above ground 335 ft.

OPERATION: Target date, November, 1954.

AFFILIATIONS: Station, AM, WEAT.

REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: James R. Meachem, president (50.56%). There are 23 other minor stockholders.

EXECUTIVES:

James R. Meachem, Pres. & Gen. Mgr.

RATE INFORMATION: Class A one hour live, \$175; film, \$175.

WIRK-TV

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: West Palm Beach 3-7305.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Operating Eff. Rad Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: Address, Harvey Bldg. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 220 ft. Above ground 248 ft.

OPERATION: Began Sept. 13, 1953. Hours, 3:00 p.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Weed-TV. Washington Attorney, Speerman & Roberson. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (25x45 ft.). RCA camera chain. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Bell & Howell film processing unit. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr. (17%), A. M. Shandloff (17%), E. H. Sills (17%) and Ken Sell Inc., licensee of WIRK West Palm Beach (17%).

EXECUTIVES:

Joseph S. Field Jr., Pres. Shirlee Barrish, Prog. Dir.
Arthur I. Gray, Gen. Mgr. & Com. Mgr. Earl Heglund, Ch. Eng.
Arthur L. Gray, Film Buy.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$30, Film \$25. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	196,000	207,300	287,690
Families in Area	76,021	90,100	
No. of Sets (June 1)	31,485	40,000	55,000
Retail Sales	\$186,994,000	\$230,000,000	\$376,774,000
Income per Family	\$4,416		
Income per Capita	\$1,415		

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.



Another winner!

from the portfolio of **TPA** Sales Builders

No mystery about the success of this one. Here's a brand new series, that boasts an unbroken record of success in every major medium. Ellery Queen is a fictional detective who is very real to tens of millions of fans. And Hugh Marlowe, star of stage, ("Voice of the Turtle") and screen ("Twelve O'Clock High" and many others) brings him to vivid life in each episode.

With scripts (which avoid sadism and brutality) supervised by Ellery Queen, with production on the level of the highest quality dramatic offerings, the show has won instantaneous acceptance by local and regional advertisers throughout the country, as well as by stations which bought the property to make sure it was on their air. All of them are profiting from the audience-building tie-in with the American Weekly.

If you're interested in a series where you know how you're going to come out, ELLERY QUEEN is your dish.

For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

ALBANY
(Dougherty County)

WALB-TV

LICENSEE: Herald Pub. Co. Address: 138 Pine Ave. Tel.: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Rad. pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: Address, 4 miles north of Albany. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 390 ft. Above ground 410 ft.

OPERATION: Began April 7, 1954.

AFFILIATIONS: Networks, ABC, DuMont, NBC. Station, AM, WALB.

REPRESENTATIVES: Sales, Burn-Smith. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: James H. Gray, president (79.4%), Mrs. W. B. Haley, executrix of estate of W. B. Haley (9.3%), A. C. and I. C. Gortatowsky (2.7%), Mrs. Clara B. Wilson (2.6%) and nine others none with more than 1.56%. Licensee publishes Albany Herald.

RATE INFORMATION: Class A one hour live, \$200; minute spot, \$40. Frequency discounts. Rate Card No. 1.

ATLANTA
(Fulton County)

WAGA-TV

LICENSEE: Storer Broadcasting Co. Address: 1018 W. Peachtree St., N.W. Phone: Vernon 3553.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1018 W. Peachtree St., N.W. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type TF-5 Superturnstile. Height, Above average terrain 530 ft. Above ground 484 ft.

OPERATION: Began March 8, 1949. Hours, 7:00 a.m.-11:30 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 Jr.

SERVICES: Three studios (one 30x50 ft., two 20x20 ft. each). Two RCA TK 10A studio cameras. One Vucograph and two RCA TK30A studio and field cameras, rear screen projector. Two 16mm Bolex film cameras. Two RCA TP-16C film projectors. Two Viewlex 5006 slide projectors. RCA mobile unit. News Services, AP, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: George B. Storer Sr. is principal owner. Licensee also owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, W. Va., WGBS-AM-FM Miami, KGBS-AM-TV San Antonio and WBRC-AM-TV Birmingham. Mr. Storer is publisher of Miami Beach Florida Sun.

EXECUTIVES:

George B. Storer, Pres.	Hugo Bondy, Ch. Eng.
Glen C. Jackson, Mngng. Dir.	Charles E. Trainor, Prom. Pub. Mgr.
John W. Collins Jr., Sta. Mgr.	Terry Mason, Prod. Mgr.
Don Naylor, Prog. Dir. and Film Buy.	

RATE INFORMATION: Class A one hour Live \$750.00, Film \$750.00. Minute spot Live \$120.00, Film \$120.00. Frequency discounts from 13 times at 5% up to 30% plus for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	750,000	1,000,000	1,000,000
No. of Sets (June 1)			380,000

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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.*

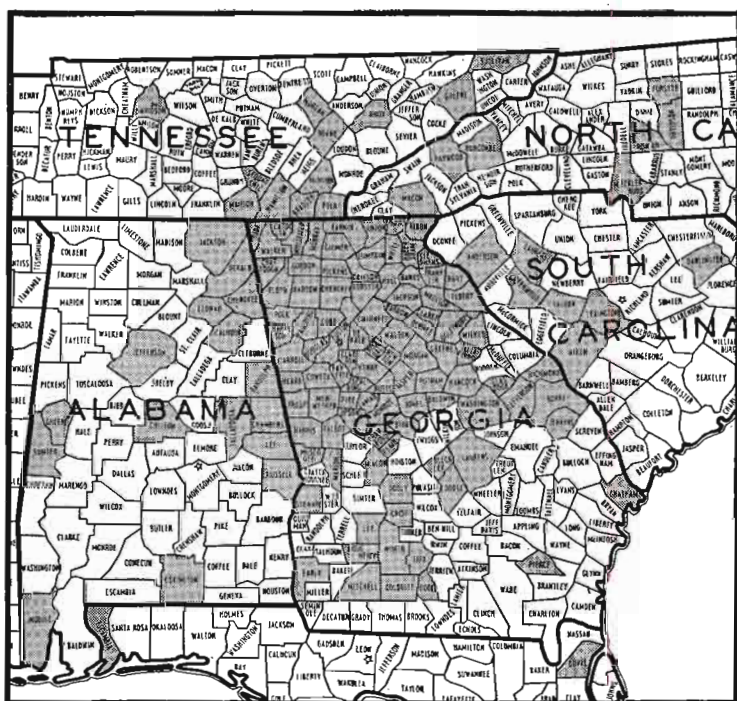
These findings were drawn from a questionnaire sent by the American Research Bureau to 637 leading television agencies and advertisers. Nearly 50% (289) responded:

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.

44,578 VIEWERS WANTED OUR TRADE-MARK...



COVERAGE MAP—based on 44,578 entries in “Win A Waga” contest, March, 1954. Of the total entries, 38,951 or 87% came from Metropolitan Atlanta—Georgia’s richest trading area. 5,079 came from other Georgia localities. 548 came from out of the state. In all, entries came from 7 states, 150 counties, 378 cities. WAGA-TV is obviously top dog in this rich market area.

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

Who’d ever have thought that 31 Scottie puppies would pull 44,578 entries in a one-month contest?

To celebrate our 5th Anniversary in March, we offered our viewers a chance to win a live replica of our Scottie trade-mark, “Waga,” every day. Entry blanks had to be obtained from local stores or postal cards mailed in to enter the daily drawings.

In poured the entries—44,578 of them. They came from seven states, 150 counties, 378 cities. Metropolitan Atlanta accounted for 38,951 or 87%. Out-of-state entries totaled 548. The balance, 5,079 were outside Metropolitan Atlanta.

Here is coverage where it counts—coverage that blankets the rapidly-growing, rich Atlanta-plus market. Let our reps give you full information about WAGA-TV’s leadership in viewers, coverage, and selling power.



100,000 WATTS



waga-tv

CHANNEL **5** CBS-TV, ATLANTA, GA.

ATLANTA (Cont.)

WLWA (TV)

LICENSEE: Crosley Broadcasting of Atlanta Inc. Address: 1611 W. Peachtree, N. E. Phone: Vernon 1141.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: Address, 1611 W. Peachtree, N. E. Make, Standard Electronics. Antenna: Make, GE. Type TY30H. Height, Above average terrain 545 ft. Above ground 598 ft.

OPERATION: Began. Oct. 1, 1951. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, WLW Sales. Consulting Engineer, A. Earl Cullum.

SERVICES: Two studios [one 40x65 ft. and one 30x40 ft.]. Seven RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Projectall slide projectors. GE opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Crosley Broadcasting Corp. (Avco Mfg. Co.) which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, all Ohio.

EXECUTIVES:

W. P. Robinson, Pres.	Wilber L. Fattig, Asst. Ch. Eng.
Bernard I. Ochs, Gen. Sls. Mgr.	Wade Perkins, Acting Film Mgr.
Harvey J. Aderhold, Ch. Eng.	John C. Roesel, Prom. Dir.
Gerard Appy, Prog. Dir.	J. P. Dwyer, Bus. Mgr.

RATE INFORMATION: Class AA one hour \$700. Minute spot \$112. Frequency discounts. Rate Card No. 2.

WQXI-TV

(Target Date, Oct. 1954)

LICENSEE: Robert W. Rounsaville. Address: Peachtree at Mathieson. Phone: Cherokee 2196.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw. Operating Pow.: Visual 20 kw, Aural 20 kw. Transmitter: Address, Rear of 525 Bishop St., N. E., Atlanta, Ga. Make, Continental. Model 716. Antenna: Make, Truscon. Height, Above average terrain 440 ft. Above ground 447 ft.

OPERATION: Target date, Oct. 1954.

AFFILIATIONS: Station, AM, WQXI.

REPRESENTATIVES: Sales, George P. Hollingbery, Washington Attorney, Welch Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDER: Mr. Rounsaville owns also WLOU and WQXL-TV Louisville, WCIN and WQXN-TV Cincinnati, WMBM Miami Beach, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn.

EXECUTIVES:

Robert W. Rounsaville, Pres., Own.	Paul B. Cram, Ch. Eng. & Gen. Mgr.
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WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., NW. Phone: Elgin 6711.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 780 Willoughby Way, N.E. Make, RCA. Model TT5A & TT25A1. Antenna: Make, RCA. Type TFS-14A. Height, Above average terrain 932 ft. Above ground 1,059 ft.

OPERATION: Began Sept. 29, 1948. Hours, 6:45 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Three RCA TK10A camera chains. One Bodde 2P-3AC rear screen projector. Three RCA TK-20A film cameras. Two RCA TP16C film projectors. Two Selectroslide slide projectors. One Composite 4x5 in. opaque projector. RCA mobile unit with three field cameras, Zoomar Lens and Dual Microwave equipment. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee publisher Atlanta Journal and Constitution. James M. Cox, former governor of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton, WIOD-AM-FM Miami and publish Dayton Daily News and Journal Herald, Springfield News and Sun and Miami News.

EXECUTIVES:

J. Leonard Reinsch, Mngng. Dir.	Mark Toalson, Prod. Mgr.
John M. Outler Jr., Gen. Mgr.	R. A. Holbrook, Ch. Eng.
Marcus Bartlett, Sta. Mgr.	Jean Hendrix, Film Buy.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$130. Frequency discounts. Rate Card No. 7.

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 COLUMBUS, GA.
YOU GET MORE
ON Channel 4** 

MORE *Area Served*
WRBL-TV **28 Counties**
Station B **8 Counties**

VIDEODEX and TELEVISION MAGAZINE

MORE *Families Served*
WRBL-TV **147,290 Families**
Station B **64,870 Families**

SALES MANAGEMENT, VIDEODEX

MORE *TV Homes*
WRBL-TV leads in TV set
count by more than 3 to 1

VIDEODEX, TV MAGAZINE, NIELSEN

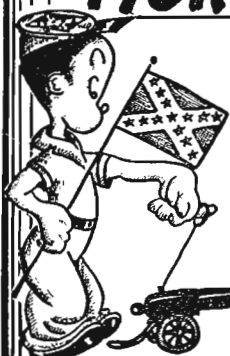
MORE *Viewers*

WRBL-TV viewed most in ratio of more than 3 to 1. Earned top ratings in 84% of 240 quarter hours operating

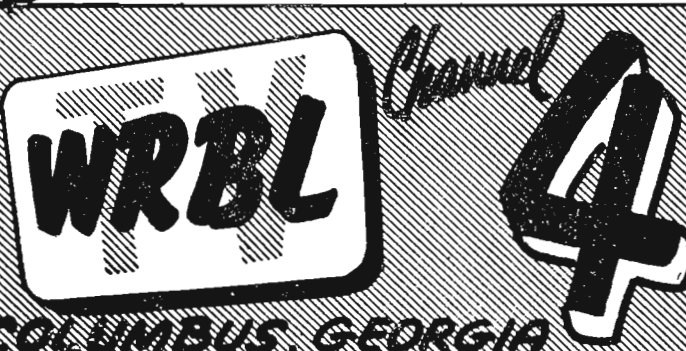
ARB, VIDEODEX, TELEPULSE

MORE *Results*

With more of everything WRBL-TV is your sure way to get more results in this market of 600,000 people with \$670 million to spend



"WEE REBEL" SAYS:
CALL HOLLINGBERY
FOR FULL DETAILS



Delivers a greater total audience and builds distribution for you faster than any other Atlanta television outlet . . . because WSB-TV is

The great AREA station of the Southeast

Rep'd by Edw. Petry & Co. Affiliated with the Atlanta Journal & Constitution

wsb-tv

Atlanta, Georgia

100,000 watts — channel 2

1062-ft. tower

AUGUSTA
(Richmond County)

WJBF-TV

LICENSEE: Georgia-Carolina Broadcasting Co. Address: Augusta, Ga. Phone: 7-7787.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 67.6 kw. Operating Pow.: Visual 100 kw, Aural 67.6 kw. Transmitter: Address, 1305 Georgia Ave. Make, DuM. Model, 25kw. Antenna: Make, RCA. Type TF 5A. Height, Above average terrain 615 ft. Above ground 479 ft.

OPERATION: Began Nov., 1953. Hours, 12 noon-11:30 p.m.

AFFILIATIONS: Networks, ABC, DuM., NBC. Station, AM, WJBF.

REPRESENTATIVES: Sales, George P. Hollingbery.

SERVICES: Two studios, one 60x40 ft. Two GPL camera chains. One rear screen projector. One RCA TK-20D and one GPL Vidicon film cameras. Two GPL 16mm and one RCA 16mm film projector. One Gray Telejector slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. B. Fuqua (65%) and Martin Theaters of Georgia (35%), which also owns 75% of WDAK-AM-TV Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, Pres. & Film Buy.	Lou Epps, Com. Mgr.
D. M. Kelly, Vice Pres. & Gen. Mgr.	Thomas J. Henessy, Prog. Dir.
	John P. Jopling, 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: (Total Including Fringe Area): Population, 1,208,000; Families in area, 307,200; Area in Square Miles, 18,000; No. of Sets (June 1) 96,200; Retail Sales, \$821,000,000.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: Georgia at Observatory Ave. Phone: 7-5432.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 51.3 kw. Operating Pow.: Visual 102 kw, Aural 51.3 kw. Transmitter: Address, Georgia at Observatory Ave. Make, RCA. Model RCA TT-10AH. Antenna: Make, RCA. Type TF-12AH-P S.T. Height, Above average terrain 650 ft. Above ground 498 ft.

OPERATION: Began Feb. 9, 1954. Hours, 12:00 noon-12:00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed, Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

SERVICES: Two studios (35x40 ft. and 40x60 ft.). Two RCA TK-11 A camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA TP-16F 16mm film projectors. Two RCA TP-3A slide projectors. One film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Grover C. Maxwell (20%), president; Harry W. Jernigan (20%), vice president; W. R. Ringson (20%), secretary-treasurer; Allen M. Woodall (20%), executive vice president, and Frederick Kennedy (20%), vice president.

EXECUTIVES:

Grover C. Maxwell, Pres.	William H. Mackenzie, Prog. Dir.
Allen M. Woodall, Exec. Vice Pres.	Joseph P. Gill, Ch. Eng.
W. R. Ringson, Gen. Mgr.	John Atkinson, Prod. Dir.
Roger J. LaReau, Sta. Mgr. & Film Buy.	Warren Hites, News Dir.

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): Population, 326,700; Families in Area, 86,560; No. of Sets (June 1), 51,820; Retail Sales, \$167,493,000 (metropolitan Augusta); Income per Family, \$4,917 (metropolitan Augusta). (Grade B FCC Contour): Population, 275,000; Families in Area 65,120; No. of Sets 43,630. Total (including Fringe Area): Population, 1,169,300; Families in Area, 280,698; No. of Sets, 165,960.

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
(Muscogee County)

WDAK-TV

LICENSEE: Television Columbus. Address: 1307 First Ave. Phone: 2-8828.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 138 kw, Aural 74.1 kw. Operating Pow.: Visual 15.8 kw, Aural 8.5 kw. Transmitter: Address, Walker Mountain, Phenix City, Ala. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-1B. Height, Above average terrain 650 ft. Above ground 449 ft.

OPERATION: Began Oct. 6, 1953. Hours, 2:55 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WDAK.

REPRESENTATIVES: Sales, Headley-Reed TV. Washington Attorney, Spearman & Roberson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (32x54 ft.). Two RCA TK-11A camera chains. One Vuegraph rear screen projector. One RCA TK-20D film camera. Two RCA TP-16 film projectors. One Gray telejector slide projector. Processing unit for stills and 16mm film. News Service, AP. Library, Official.

PRINCIPAL STOCKHOLDERS: Martin Theatres of Georgia Inc. (75%) of which E. D. Martin is president, R. E. Martin Jr., vice president, and C. L. Patrick, secretary-treasurer, and Radio Columbus Inc. (25%), of which Allen M. Woodall is president, Howard E. Pill, vice president, and Miles H. Ferguson, secretary-treasurer.

EXECUTIVES:

Allen M. Woodall, Pres.	Jack Rathbun, Prog. Dir. & Film Buy.
E. F. MacLeod, Gen. Mgr.	
Ed. J. Henessy, Com. Mgr.	Reeve Owen, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$45 Film \$40. Frequency discounts from 2 1/2% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 576,700; Families in Area, 147,300; No. of Sets (June 1), 53,849; Retail Sales, \$345,435,000; Income per Family, \$2,352; Income per Capita, \$593.

WRBL-TV

LICENSEE: Columbus Broadcasting Co. Inc. Address: 1350 13th Ave. Phone: 2-0601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: Address, 1350 13th Ave. Make, GE. Model TT-10-A. Antenna: Make, GE. Type TY-27-F. Height, Above average terrain 330 ft. Above ground 460 ft.

OPERATION: Began Nov. 15, 1953. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WRBL. FM, WRBL-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 30x45 ft., and one 14x18 ft.). Two RCA TK-30 and one TK-11 camera chains. Tv Specialty Co. rear screen projector. One GE 4PE5CI film camera. Two GE Syncrolight 16mm film projectors. Two Selectoslide Jr. slide projectors. Bolex 16mm camera. Micro-Record Developer film processing unit. RCA TJ-50-A mobile unit. News Service, UP. Library, Telecriptions.

PRINCIPAL STOCKHOLDERS: R. W. Page Corp. (51%), J. W. Woodruff Sr. and J. W. Woodruff Jr. (49%). R. W. Page Corp. owns Columbus Enquirer and Ledger and Bradenton (Fla.) Herald. Senior Mr. Woodruff owns 70% of WAOK Atlanta, Ga., and 90% of WGPC Albany, Ga. Junior Mr. Woodruff owns 10% of WGPC Albany, Ga.

EXECUTIVES:

Jim W. Woodruff Jr., Pres. & Gen. Mgr.	Joseph A. Gamble, Ch. Eng.
Walter Graham, Loc. Sls. Mgr.	George A. Gingell, Sls. Ser. Dir.
Ridley Bell, Prog. Dir. and Film Buy.	George Jenkins, Prom. Dir.

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	216,000	443,150	645,790
Families	48,052	105,022	155,562
Area in Square Miles	860	5,542	9,506
No. of Sets (June 1)	28,000	57,760	77,780
Retail Sales	\$324,150,000	\$540,200,000	\$670,000,000

Audience Dominance!

HOOPER CONFIRMS!

Area Dominance!

Maximum FCC Power
100,000 Watts

NBC-ABC-DuMont
Interconnected

Population: 1,208,000
Homes: 307,000

Average share of audience:

	WJBF-TV	Station "B"
EVENING (Sun.-Sat.— 6-12 mid.)	76%	24%
DAYTIME (Mon.-Fri.— noon-5 p.m.)	68%	32%

April, 1954

**NOW — OVER
100,000 TV HOMES!**

POPULATION RANKING OF SOUTHERN MARKETS

Metropolitan Area	National Rank	Metropolitan Population
AUGUSTA	86	242,800
Charlotte	96	214,600
Greensboro- High Point	99	205,500
Charleston	110	176,400
Winston-Salem	122	153,900
Columbia	123	152,500
Roanoke	128	143,200

—Source: Consumer Market estimates, Jan. 1, 1954

TOTAL WJBF-TV COVERAGE
AREA POPULATION—
1,208,000

If classified as a "Standard Metropolitan Area" it would rank 13th in the nation—just behind Baltimore!

Represented by Hollingbery
VHF CHANNEL **6**

ONE OF THE NATION'S GREAT AREA STATIONS



WJBF
TV
AUGUSTA, GA.

MACON

(Bibb County)

WMAZ-TV

LICENSEE: Southeastern Broadcasting Co. Address: Bankers Insurance Bldg. Phone: 2-7373.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address: U.S. 129, South of Macon. Make, DuM. Model 8000. Antenna: Make, RCA. Type TF12-AH. Height, Above average terrain 437 ft. Above ground 514 ft.

OPERATION: Began Sept. 27, 1953. Hours, 6:30 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc. Consulting Engineer, George C. Davis.

SERVICES: One studio (30x30 ft.), outside patio. Two RCA TK-11 studio camera chains. One Television Specialty Co. rear screen projector. One RCA TK 20 D film camera. Two RCA TP 16 E film Projectors. One Gray Telejector. One Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr. (71%), Wilton E. Cobb (23%), Wallace Miller (3%), and Mary S. Miller (3%).

EXECUTIVES:

George P. Rankin Jr., Pres. & Ch. Eng.	Herman Hatton, Dir. of Opr. Dick Ashby, Prod. Dir.
Wilton E. Cobb, Gen. Mgr.	Ben Chatfield, News Dir.
Frank Crowther, Com. Mgr.	J. D. Lawhon, Tech. Dir.
Ed Pendleton, Film & Prom. Dir.	

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 10% for 26 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	434,900	265,200	700,100
Families in Area	110,000	66,900	176,900
No. of Sets (June 1)	51,023	25,030	76,053
Retail Sales	\$256,860,000	\$138,445,000	\$395,305,000
Income per Family	\$ 4,331	\$ 4,331	\$ 4,331

WNEX-TV

LICENSEE: Macon Television Co. Address: 2411 Pio Nono Ave. Phone: 3-9355.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 16.85 kw, Aural 9.1 kw. Transmitter: Address, 2411 Pio Nono Ave. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type TFU24 BM. Height, Above average terrain 490 ft. Above ground 437 ft.

OPERATION: Began Aug. 21, 1953. Hours, 3:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Dempsey & Koplowitz. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio. One RCA TK11A camera chain. One RCA TK20D film camera. Two RCA TP16D film projectors. One Type 3A Telejector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: William A. Fickling, president (18%), Ed Lowe, vice president, Al Lowe, executive vice president and Ellsworth Hall, secretary-treasurer. Macon Broadcasting Co. (WNEX) owns 80%.

EXECUTIVES:

Al Lowe, Exec. Vice Pres.	Charles A. Walker, Ch. Eng.
John A. Hicks, Asst. Mgr., Prog. Dir. & Film Buy.	Mary Britt, Traffic Mgr.
Carl M. Williams, Com. Mgr.	Robert F. Jones, Film Dir.
	Bob Saggese, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$165, Film \$150. Minute spot Live \$32.50, Film \$30. Frequency discounts. Rate Card No. 2.

ROME

(Floyd County)

WROM-TV

LICENSEE: WROM-TV Inc. Address: 121 Broad St. Phone: 2-0833.

FACILITIES: Ch. 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 Mtn., 4.2 mi. SW of Rome. Make, DuM. Model 8000. Antenna: Make, RCA. Type TF-6. Height, Above average terrain 720 ft. Above ground 87 ft.

OPERATION: Began June 15, 1953. Hours, 5:15 p.m.-12:30 a.m.

AFFILIATIONS: Station AM, WROM.

REPRESENTATIVES: Sales, Weed Television. Consulting Engineer, Ben Akerman.

SERVICES: Two studios. Two GPL Image Orthicon camera chains. One Image Orthicon pickup film camera. One GPL PA-100 film projector. One LaBelle 302 automatic 2x2 slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington (33 1/3%), president, Chas. Doss (33 1/3%), vice president, and Ed McKay (33 1/3%), secretary.

EXECUTIVES:

Dean Covington, Pres.	Ivan Hoge, Film Dir.
Ed McKay, Gen. Mgr. & Film Buy.	Dorothy McKay, Traffic & Ops. Desk
Chas. Doss, Com. Mgr. & Vice Pres.	Price Selby, Sports Dir.
Blair Jessee, Prog. Dir.	Geo. Swearingen, Off. Mgr.
T. H. Robertson, Ch. Eng.	

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 256 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	185,500	818,000	2,550,000
Families in Area	46,400	217,300	637,000
Area in Square Miles	2,290	7,235	13,267
No. of Sets (June 1)	23,500	102,150	405,203
Retail Sales	\$123,000,000	\$600,000,000	\$2,086,000,000
Income per Family	\$ 4,000	\$ 4,000	\$ 4,500
Income per Capita	\$1,000	\$ 1,000	\$ 1,125

SAVANNAH

(Chatham County)

WTOC-TV

LICENSEE: Savannah Broadcasting Co. Inc. Address: 516 Abercorn St. Phone: 2-0127.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: Address, 516 Abercorn St. Make, GE. Model TT 6 E. Antenna: Make, GE. Type TY28C. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Feb. 14, 1954. Hours, 1:00 p.m.-11:20 p.m.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Miller & Schroeder. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 60x40 ft. and one 14x16 ft.). Two GE PC-7-A camera chains. Klieg! Brothers rear screen projector. Two GPL PA-100-A film projectors. One Gray 3-A slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. (51%), president and treasurer; S. P. Driscoll (3.6%), vice president and secretary; Grace Schley Knight (16.6%), F. Schley Knight (4.6%) and 83 minority stockholders.

EXECUTIVES:

William T. Knight Jr., Pres. & Gen. Mgr.	Kyle E. Goodman, Ch. Eng.
Ben B. Williams, Com. Mgr.	F. Schley Knight, Vice Pres. in Charge of TV
Dwight J. Bruce, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$230, Film \$200. Minute spot Live \$45, Film \$40.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	256,500	139,700	396,200
Families in Area	69,600	35,100	104,700
No. of Sets (June 1)	28,000	12,000	40,000
Retail Sales	\$194,893,000	\$80,782,000	\$275,675,000
Income per Family	\$ 3,050	\$ 2,786	\$ 2,918
Income per Capita	\$ 772	\$ 702	\$ 737

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.

THOMASVILLE

(Thomas County)

WCTV (TV)

(Target Date, Not Set)

LICENSEE: E. D. Rivers Sr. Address: Rt. 1, Lakeland, Ga. Phone: 14.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 6.03 kw. Aural 3.02 kw. Transmitter: Address, Thomasville. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 365 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Stars National. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, W. J. Holey, Atlanta.

PRINCIPAL STOCKHOLDERS: Mr. Rivers is also 60% owner of WOBS-AM-TV Jacksonville, Fla., 66.5% owner of Sun Coast Broadcasting Co. (WMIE) which is 50% owner of WMIE-TV Miami, and owns WLBS Birmingham, Ala.

EXECUTIVES:

E. D. Rivers Sr., Pres.

VALDOSTA

(Lowndes County)

WGOV-TV

(Target Date, Sept. 1954)

LICENSEE: WGOV-TV Inc. Address: Daniel Ashley Hotel. Phone: 1420.

FACILITIES: Ch. 37. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 52 kw. Transmitter: Address, Valdosta. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 342 ft.

OPERATION: Target date Sept. 1954.

AFFILIATION: Station, AM, WGOV.

REPRESENTATIVES: Sales, Stars National Inc. Washington Attorney, Philip M. Baker. Consulting Engineer, W. J. Holey, Atlanta.

SERVICES: One studio (30x50 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: E. D. Rivers Jr. (99.97%), W. H. Keller Jr. (0.01%) and A. B. Smith (0.01%) and H. E. Ulmer (0.01%). Mr. Rivers also owns WEAS Decatur, WJIV Savannah, Ga., 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

IDAHO MARKET INDICATORS

Total Population, July 1, 1953	598,000
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, April 1954	127,800
Employed in Agriculture, 1950	55,241
Employed in Mining, April 1954	4,600
Employed in Manufacturing, April 1954	19,900
Employed in Construction, April 1954	6,900
Employed in Transportation & Public Utilities, April 1954	16,100
Employed in Wholesale & Retail Trade, April 1954	33,600
Employed in Finance, Insurance and Real Estate, April 1954	4,300
Employed in Service & Miscellaneous, April 1954	15,500
Employed in Government Service, April 1954	26,900
Retail Sales, 1953	\$ 699,994,000

BROADCASTING • TELECASTING

Bank Assets, Jan. 1, 1954	\$ 543,074,000
Bank Deposits, Jan. 1, 1954	\$ 512,160,000
Major Income Sources, 1952: Agriculture 22.5%; Government 15.9%; Manufacturing Payrolls 10.9%; Trade and Service 22.5%.	
Total Income Payments, 1952	\$ 874,000,000
Per Capita Income, 1952	\$ 1,438
Total Internal Revenue Collections, 1953	\$ 115,071,035
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 75.36
Cash Receipts from Farm Marketing, 1953	\$ 342,577,000
Government Payments to Farmers, 1953	\$ 3,828,000
Value of Mineral Production, 1951	\$ 82,793,000
New Public Construction in 1952	\$ 68,200,000
Motor Vehicle Registration, 1953	304,062
Number of Telephones, Jan. 1, 1954	158,700
Number of Electrical Connections, Jan. 1, 1954	205,551
Number of Gas Utilities Connections, 1953	500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Ada	70,649	\$92,616	\$16,434	\$2,321	9,010	36%
Adams	3,347	2,558	961	80
Bannock	41,745	48,723	11,191	1,380	1,440	11%
Bear Lake	6,834	7,359	1,199	230	190	11%
Benewah	6,173	5,835	1,495	41
Bingham	23,271	22,030	4,591	566
Blaine	5,384	6,354	1,375	147
Boise	1,776	1,065	375	70	11%
Bonner	14,853	13,098	3,308	299	1,850	41%
Booneville	30,210	52,673	8,723	990
Boundary	5,908	6,705	1,776	77	660	41%
Butte	2,722	2,002	442	30
Camas	1,079	871	145	34
Canyon	53,597	65,328	12,878	1,693	3,050	18%
Caribou	5,576	9,835	1,522	55	230	11%
Cassia	14,629	19,850	3,309	446
Clark	918	794	167
Clearwater	8,217	5,798	1,255	259	330	15%
Custer	3,318	2,570	734	69
Elmore	6,687	7,268	797	67	370	16%
Franklin	9,867	9,860	1,790	258	290	11%
Fremont	9,351	9,531	1,847	280
Gem	8,730	7,130	1,749	71	270	11%
Gooding	11,101	15,497	3,248	365
Idaho	11,423	10,884	1,838	202
Jefferson	10,495	7,921	1,815	275
Jerome	12,080	15,324	3,232	344
Kootenai	24,947	26,695	7,648	697	3,300	40%
Latah	20,971	18,626	4,132	562
Lemhi	6,278	5,714	1,633	108
Lewis	4,208	4,198	619	157
Lincoln	4,256	3,316	741	72
Madison	9,156	12,423	1,995	286
Minidoka	9,785	8,872	1,751	210
Nez Perce	22,658	41,528	6,827	971
Oneida	4,387	4,764	836	77	110	11%
Owyhee	6,307	5,605	1,622	89	290	17%
Payette	11,921	10,949	2,628	258	390	10%
Power	3,988	4,922	848	40	90	11%
Shoshone	22,806	22,509	7,153	643	1,020	14%
Teton	3,204	2,759	558	87
Twin Falls	40,979	58,508	8,652	1,297
Valley	4,270	5,324	1,380	95
Washington	8,576	13,803	1,725	199	290	11%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1954, 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.

BOISE

(Ada County)

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: Boise 2-4611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 51 kw, Aural 26 kw. Operating Pow.: Visual 51 kw, Aural 26 kw. Transmitter: Address, 700 Crestline Dr. Make, RCA. Model TT 10 AH. Antenna: Make, RCA. Type TF 6A1. Height, Above average terrain 80 ft. Above ground 387 ft.

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

AFFILIATIONS: Network NBC, ABC. Station, AM, KIDO.

SERVICES: One studio (33x50 ft.). Two TK31A RCA camera chains. One Television Specialty rear screen projector. One TK 20D film camera. Two RCA TP 16D projectors. One Gray Telejector type 34A slide projector. Multiscope opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Georgia M. Davidson, pres. (88.5%); Walter E. Wagstaff, vice pres. (11.5%).

BOISE (Cont.)

KIDO-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	43,000	16,000	67,000
No. of Sets (June 1)	-----	-----	34,400
Retail Sales	-----	-----	\$257,600,000
Income per Family	-----	-----	\$ 4,989
Income per Capita	-----	-----	\$ 1,587

KBOI (TV) (MERIDIAN)

LICENSEE: Boise Valley Broadcasters Inc. Address: 1004 N. 10th St. Phone 2-2222.
(For full listing see Meridian)

**IDAHO FALLS
(Bonneville County)**

KID-TV

LICENSEE: Idaho Radio Corp. Address: Ammon Rd. Phone: Idaho Falls 3.

FACILITIES: Ch. 3. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, 32 miles west of Idaho Falls. Make, GE Driver, RCA Amplifier. Model GE TT6C, RCA-TT25BL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 1,600 ft. Above ground 201 ft.

OPERATION: Began Dec. 20, 1953. Hours, 4:45 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KID.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, Wilkinson, Boyden, Cragun & Barker. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (one 25x50 ft. and one 25x25 ft.). One RCA-TK-11A camera chain. One RCA-TK-20P film camera. One RCA-TP-16F film projector. One Gray Telejector slide projector. One Gray Telop II opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: A. W. Schweider (7.3%), president; Guy A. Poulson (6.7%), vice president. 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.

EXECUTIVES:

C. N. Layne, Gen. Mgr. Carroll Secrist, Ch. Eng.
Claude W. Cain, Com. Mgr. Roy Southwick, Film Buy.
& Prog. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$33, Film \$25. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	106,000	171,000	230,000
Families in Area	26,500	42,500	62,000
No. of Sets (June 1)	10,600	9,200	36,500
Retail Sales	-----	-----	\$271,970,000
Income per Family	-----	-----	\$ 3,811

KIFT (TV)

(Target Date, 1955)

LICENSEE: Idaho Falls Television Inc. Address: P. O. Box 581, North Yellowstone Highway. Phone: Idaho Falls 1054.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 23.5 kw, Aural 12 kw. Transmitter: Height, Above average terrain 240 ft. Above ground 349 ft.

OPERATION: Target date, 1955. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, KIFI.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John Midlen. Consulting Engineer, Grant Wrathall.

SERVICES: One studio (30x40 ft.). News Service, AP. Library, Standard.

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: J. Robb Brady Trust Co. (80%), also owns 50% of KIFI Idaho Falls, 50% of KWIK-AM-TV Pocatello, 50% of KLIX-AM-TV Twin Falls, all Idaho, and owns Idaho Falls Post-Register.

EXECUTIVES:

James M. Brady, Pres., Gen. Mgr. & Film. Buy. George Stone, Ch. Eng.

**MERIDIAN
(Ada County)**

KBIO (TV) (BOISE)

LICENSEE: Boise Valley Broadcasters Inc. Address: 1004 N. 10th St., Boise. Phone: 2-2222.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: Address, Deer Point on Shafer Butte. Make, DuM. Model 7000. Antenna: Make, RCA. Type TF 3C. Height, Above average terrain 2,540 ft. Above ground 149 ft.

OPERATION: Began Nov. 26, 1953. Hours, 3:00 p.m.-11:00 p.m.

AFFILIATION: Networks, CBS, DuMont. Station, AM, KDSH.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Two studios (one 30x30 ft. and one 40x50 ft.). Two DuMont and RCA camera chains. One DuMont Scanner film camera. Two 16mm film projectors. One Scanner slide projector. One DuMont opaque projector. One mobile unit. News Service, CBS News Film. Library, Official.

PRINCIPAL STOCKHOLDERS: Westerman Whillock (8.6%), Earl Glade Jr. (5.3%), Willis C. Moffatt (11.6%), Fred M. Taylor (10.3%), Stanley E. King (16%), Edwin Snow (5.3%), Rudy Anderson (3.4%) and Theresa Whillock (8.6%).

EXECUTIVES:

Westerman Whillock, Pres. & Gen. Mgr. Bill Gratton, Prod. Dir.
Earl Glade Jr., Asst. Gen. Mgr., James A. Johntz Jr., Ch. Eng.
Com. Mgr. & Film Buy. Robert Howell, Film Editor
Dave Johnson, News Editor

RATE INFORMATION: Class A one hour Live \$170, Film \$150. Minute spot Live \$36, 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)	Total (Including Fringe Area)
Population	173,300	52,800	325,400
Families in Area	53,100	15,400	99,400
Area in Square Miles	6,936	13,920	44,316
No. of Sets (June 1)	24,550	5,390	34,190
Retail Sales	\$189,961,000	\$70,739,000	\$447,983,000
Income per Family	\$ 4,520	\$ 4,507	\$ 4,543
Income per Capita	\$ 1,384	\$ 1,314	\$ 1,388

**NAMPA
(Canyon County)**

KTVI (TV)

(Target Date, Not Set)

LICENSEE: Idaho Broadcasting & Television Co. Address: Cassia St., Boise.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 9.8 kw. Transmitter: Address, Deer Point Peak. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 2,250 ft. Above ground 108.8 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KGEM (Boise).

REPRESENTATIVES: Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: Frank C. Carman and associates, who also own KGEM Boise. Mr. Carman and Grant Wrathall and associates also own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, 66 2/3% of KOPR-AM-TV Butte, Mont., 50% of KWIK-AM-TV Pocatello, 50% of KLIX-AM-TV Twin Falls, all Idaho.

POCATELLO

(Bannock County)

KISJ (TV)

(Target Date, Nov. 1954)

LICENSEE: Tribune-Journal Co. Inc. Address: 305 S. Arthur St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 7.2 kw, Aural 3.6 kw. Transmitter: Address: .72-mi. SW of Tyhee. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 20 ft. Above ground 320 ft.

OPERATION: Target date, Nov. 1954.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Western Publishing Co. (50%), owned 37% by Robert S. Howard, president who owns more than 25% of The Dalles (Ore.) Chronicle, less than 25% of Logan (Utah) Herald-Journal, and less than 25% of Kalispell (Mont.) Inter Lake; G. Nicholas Ifft, chairman (25%), Catherine Ifft Kirchof, secretary (25%) and James G. Scripps, treasurer. Mr. Scripps owns 48% of Scripps Newspapers Inc.

KWIK-TV

(Target Date, 1955)

LICENSEE: Eastern Idaho Broadcasting & Television Co. Address: Bannock Hotel. Phone: 3400.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 3.2 kw, Aural 1.9 kw. Transmitter: Address, 3.5 mi. W. of Pocatello. Make, Composite. Antenna: Height, Above average terrain 870 ft. Above ground 88 ft.

OPERATION: Target date, 1955.

AFFILIATIONS: Network, ABC. Station, AM, KWIK.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co., 50%; Frank C. Carman and Grant Wrathall and associates, 50%. J. Robb Brady Trust Co. also owns 50% of WLIX-AM-TV Twin Falls, 50% of KIFI and 80% of KIFT (TV) Idaho Falls, and owns Idaho Falls Post-Register. Messrs. Carman and Wrathall and associates own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, and 66 2/3% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates also own KGEM Boise and KTVI (TV) Nampa, Ida.

EXECUTIVES:

James M. Brady, Pres. Tom Morrison, Com. Mgr.
John R. Taylor, Gen. Mgr. & Film Bert Godfrey, Prog. Dir.
Buy.

TWIN FALLS

(Twin Falls County)

KLIX-TV

(Target Date, Sept. 1954)

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Blvd. & Eastland Drive.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow: Visual 26.9 kw, Aural 13.5 kw. Transmitter: Address, Flat Top Butte. Make, Composite. Antenna: Make, RCA. Height, Above average terrain 660 ft. Above ground 250 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Network, ABC. Station, AM, KLIX.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, John H. Midlen. Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co., 50%, and Frank C. Carman and Grant Wrathall, 50%. J. Robb Brady Trust Co. also owns 50% of KWIK-AM-TV Pocatello, 50% of KIFI and 80% of KIFT (TV) Idaho Falls, and owns Idaho Falls Post-Register. Messrs. Carman and Wrathall also own 50% of KIFI Idaho Falls, 100% of KUTA and 50% of KUTV (TV) Salt Lake City, 66 2/3% of KOPR-AM-TV Butte, Mont. Mr. Carman and other associates own KGEM Boise and KTVI (TV) Nampa, Ida.

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.

ILLINOIS MARKET INDICATORS

Total Population, July 1, 1953	9,093,000
Total Families, 1950	2,287,955
Total Urban Population, 1950	6,759,271
Total Urban Nonfarm Population, 1950	1,189,709
Total Farm Population, 1950	763,196
Employed in Nonagricultural Establishments, April 1954	3,304,900
Employed in Agriculture, 1950	251,123
Employed in Mining, April 1954	32,300
Employed in Manufacturing, April 1954	1,220,700
Employed in Construction, April 1954	155,000
Employed in Transportation & Public Utilities, April 1954	293,000
Employed in Wholesale & Retail Trade, April 1954....	712,300
Employed in Finance, Insurance and Real Estate, April 1954	166,800
Employed in Service & Miscellaneous, April 1954.....	379,300
Employed in Government Service, April 1954.....	345,500
Retail Sales, 1953	\$ 11,352,340,000
Bank Assets, Jan. 1, 1954.....	\$ 15,910,328,000
Bank Deposits, Jan. 1, 1954	\$ 14,794,061,000
Major Income Sources, 1952: Agriculture 4.8%; Government 12.1%; Manufacturing Payrolls 29.4% Trade and Service 25.7%.	
Total Income Payments, 1952	\$ 17,681,000,000
Per Capita Income, 1952	\$ 1,983
Total Internal Revenue Collections, 1953	\$ 5,706,475,641
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 74.61
Cash Receipts from Farm Marketing, 1953	\$ 1,902,366,000
Government Payments to Farmers, 1953	\$ 9,330,000
Value of Mineral Production, 1951	\$ 489,933,000
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, 1953	2,847,961
Number of Telephones, Jan. 1, 1954	3,377,300
Number of Electrical Connections, Jan. 1, 1954.....	2,832,025
Number of Gas Utilities Connections, 1953	1,855,400

For sources see Foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

ILLINOIS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	64,690	\$72,345	\$15,606	\$1,998	6,370	29%
Alexander	20,316	19,629	3,884	469	1,210	17%
Bond	14,157	13,697	2,961	166	2,540	54%
Boone	17,070	19,474	4,641	361	2,050	38%
Brown	7,132	9,573	1,571	79	620	27%
Bureau	37,711	36,902	7,319	505	4,950	41%
Calhoun	6,898	4,675	957	60	900	53%
Carroll	18,976	23,836	5,063	149	4,860	76%
Cass	15,097	15,831	4,175	411	1,690	36%
Champaign	106,100	128,154	24,596	4,232	4,460	14%
Christian	38,816	38,494	8,866	732	3,690	29%
Clark	17,362	17,946	3,490	274	2,000	35%
Clay	17,445	14,379	2,432	252	1,010	18%
Clinton	22,594	18,837	4,333	188	3,790	55%
Coles	40,328	53,636	10,609	1,092	3,330	25%
Cook	4,508,792	6,490,654	1,358,178	190,674	1,208,970	82%
Crawford	21,137	21,006	4,725	414	2,580	35%
Cumberland	10,496	5,909	1,432	102	1,160	35%
De Kalb	40,781	54,432	11,025	1,558	7,320	56%
De Witt	16,894	19,883	4,174	375	590	11%
Douglas	16,706	18,329	4,484	332	1,400	26%
Du Page	154,599	173,848	52,560	5,502	44,930	85%
Edgar	23,407	25,234	5,309	777	2,060	26%
Edwards	9,056	9,679	1,495	111	570	19%
Effingham	21,675	29,960	5,201	401	2,610	39%
Fayette	24,582	18,566	3,441	328	2,950	40%
Ford	15,901	19,521	4,134	411	1,660	32%
Franklin	48,685	35,112	10,210	804	3,900	24%
Fulton	43,716	41,799	11,052	972	5,180	35%
Gallatin	9,818	8,423	1,763	118
Greene	18,852	17,057	4,825	360	3,240	52%
Grundy	19,217	21,749	5,651	346	3,930	62%
Hamilton	12,256	7,516	1,644	215
Hancock	25,790	24,095	5,376	433	3,720	43%
Hardin	7,530	4,285	1,420	116
Henderson	8,416	8,202	1,824	77	1,160	43%

ILLINOIS MARKET DATA BY COUNTIES (Cont.)

County	1950 Population	1953 (\$000) Retail Sales	1953 (\$000) Food Sales	1953 (\$000) Drug Sales	(CBS) 1954 TV Sets	(CBS) 1954 TV %
Henry	46,492	60,632	12,976	1,341	11,440	73%
Iroquois	32,348	38,008	7,827	601	3,400	33%
Jackson	36,124	37,948	8,250	778	4,500	37%
Jasper	12,266	9,256	1,929	62	1,370	35%
Jefferson	35,892	35,233	6,682	648	3,900	33%
Jersey	15,264	12,413	2,895	342	2,540	53%
Jo Daviess	21,459	21,227	4,803	400	2,720	40%
Johnson	8,729	4,243	1,012	60
Kane	150,388	232,624	55,263	6,523	36,730	78%
Kankakee	73,524	103,840	20,223	2,494	14,370	71%
Kendall	12,115	13,169	3,637	212	2,420	62%
Knox	54,366	78,732	16,803	2,109	12,440	68%
Lake	179,097	198,322	51,215	5,140	48,130	84%
La Salle	100,610	131,396	33,384	3,255	8,190	26%
Lawrence	20,539	16,976	3,909	386	1,230	18%
Lee	36,451	39,270	8,953	837	4,870	48%
Livingston	37,809	38,590	7,802	661	2,400	21%
Logan	30,671	30,033	6,117	508	1,930	22%
McDonough	28,199	40,932	8,379	765	2,480	26%
McHenry	50,656	78,068	17,248	1,944	11,160	64%
McLean	76,577	111,384	21,735	2,956	5,390	22%
Macon	98,853	136,728	28,980	2,951	9,720	28%
Macoupin	44,210	40,114	10,604	808	6,750	46%
Madison	182,307	195,915	55,296	5,015	45,000	74%
Marion	41,700	42,868	9,072	1,103	5,870	44%
Marshall	13,025	13,169	3,377	198	670	16%
Mason	15,326	19,476	4,116	460	1,140	22%
Massac	13,594	8,967	2,048	305
Menard	9,639	7,733	1,710	144	680	22%
Mercer	17,374	17,088	3,553	299	3,470	63%
Monroe	13,282	12,089	2,229	133	2,600	62%
Montgomery	32,460	32,880	7,679	549	3,760	34%
Morgan	35,568	46,480	8,447	941	3,640	36%
Moultrie	13,171	12,212	2,330	163	840	20%
Ogle	33,429	41,302	10,608	848	4,160	38%
Peoria	174,347	235,638	53,459	6,340	25,030	44%
Perry	21,684	18,228	4,714	449	2,590	37%
Piatt	13,970	12,285	2,757	272	440	10%
Pike	22,155	17,055	4,521	271	2,480	34%
Pope	5,779	1,893	388	26
Pulaski	13,639	5,384	1,573	157	750	17%
Putnam	4,746	3,848	867	34	210	16%
Randolph	31,673	30,952	7,529	579	5,430	62%
Richland	16,889	18,222	3,791	380	1,100	19%
Rock Island	133,558	172,056	41,496	5,077	34,900	80%
St. Clair	205,995	215,784	57,015	4,953	50,650	75%
Saline	33,420	33,384	7,239	722	1,980	18%
Sangamon	131,484	185,818	37,595	6,030	8,090	18%
Schuyler	9,613	7,272	1,871	106	890	27%
Scott	7,245	7,038	1,606	101	820	34%
Shelby	24,434	20,684	4,940	417	1,580	20%
Stark	8,721	7,209	1,797	143	1,120	40%
Stephenson	41,595	52,615	11,428	953	5,400	40%
Tazewell	76,165	64,408	17,190	859	13,520	52%
Union	20,500	14,423	3,440	315	950	17%
Vermilion	87,079	105,181	22,651	3,570	5,610	20%
Wabash	14,651	16,235	3,586	290	910	19%
Warren	21,981	26,915	4,919	442	4,530	63%
Washington	14,460	11,933	2,355	122	2,540	54%
Wayne	20,933	19,009	3,685	264	1,220	18%
White	20,935	19,551	4,147	446
Whiteside	49,336	60,241	13,832	1,466	12,500	77%
Will	134,336	171,361	45,941	4,700	33,670	80%
Williamson	48,621	39,050	10,300	906	3,820	23%
Winnebago	152,385	233,928	54,723	6,104	25,890	50%
Woodford	21,335	22,751	4,629	270	1,080	16%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BELLEVILLE

(St. Clair County)

WTVI (TV) (ST. LOUIS)

LICENSEE: Signal Hill Telecasting Corp. Address: 10200 W. Main St. Phone: Express 7-0054.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 129 kw. Operating Pow.: Visual 12 kw, Aural 7 kw. Transmitter: Address, 10200 W. Main St. Make, GE. Model TT25A. Antenna: Make, Gaberial-Workshop. Type WA25NFIXX. Height, Above average terrain 630 ft. Above ground 589 ft.

OPERATION: Began Aug. 10, 1953.

AFFILIATIONS: Network Dumont, CBS.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Sher, Oppenheimer & Harris.

SERVICES: One studio (20x30 ft.). Three DuMont camera chains. One DuMont film camera. Two Type AQ-2 Model 11000CD film projectors. Two Selectroslide Jr. slide projectors. One Poly-F-X Federal scanner. One mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason (25%) and Harry Tenenbaum (25%) plus nine other stockholders.

EXECUTIVES:

Paul E. Peltason, Pres. Richard Trumpeter, Ch. Eng.
John D. Scheuer Jr., Exec. Vice James F. Jae Jr., Prom. Dir.
Pres. & Gen. Mgr. James Bonfils, Loc. Sls. Mgr.
Ted Westcott, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,136,946; Families in Area, 650,643; No. of Sets (June 1), 255,052 (uhf); Retail Sales, \$3,260,774,000; Income per Family, \$4,111; Income per Capita, \$1,251.

BLOOMINGTON

(McLean County)

WBLN (TV)

LICENSEE: WBLN Television Inc. Address: Post Office Box 646. Phone: 4-3031.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: Address, Routes 150 and 66. Make, GE. Antenna: Make, GE. Type Uhf Helical. Height, Above average terrain 480 ft. Above ground 443 ft.

OPERATION: Began Dec. 6, 1953. Hours, 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra.

SERVICES: One studio (20x30 ft.). One GE Image Orthicon camera chain. One GE Iconoscope, and one GPL Vidicon film camera. Two GPL 16mm film projectors. Two Selectroslide 2x2 in. and one GE 2 1/4 x 3 1/4 in. slide projector. One GE opaque projector. News Services, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Cecil W. Roberts 100%, is also 100% owner of KREI Farmington, Mo., KCRB Chanute, Kan., KCHI Chillicothe, Mo., KCLO Leavenworth, Kan.

EXECUTIVES:

Cecil W. Roberts, Pres. John F. Spahr, Com. Mgr.
Ralph Jerrell Henry, Gen. Mgr. Robert H. Coddington, Ch. Eng.

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

MARKET INFORMATION: (Total, Including Fringe Area): Population, 961,000; Families in area, 259,730; No. of Sets (June 1), 113,202; Retail Sales, \$918,348,000.

CHAMPAIGN

(Champaign County)

WCIA (TV)

LICENSEE: Midwest Television Inc. Address: 509 S. Neil St. Phone: 6-8333.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Seymour, Ill. Make, RCA. Model TT 25-BL. Antenna: Make, RCA. Type TF 6AL. Height, Above average terrain 940 ft. Above ground 981 ft.

OPERATION: Began Nov. 14, 1953. Hours: 7:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, CBS, DuMont, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul F. Godley, Montclair, N. J.

SERVICES: One Studio (30x45 ft.). Two RCA TK 31-A camera chains. One TK 20-D RCA film camera. Two RCA TP 16-E film projectors. Two Spindler & Sauppe automatic slide projectors. Complete Darkroom. One Auricon SOF camera. News Services, UP, NBC Newsfilm.

PRINCIPAL STOCKHOLDERS: August C. Meyer (24.9%), Clara R. Meyer (26.1%), Illinois Broadcasting Co., licensee of WSOY-AM-FM Decatur, Ill. (20%), Marajen S. Chinigo (10%), Helen M. Stevick (10%) and Russel O. Derby (5%). Miss Stevick owns 60% and Miss Chinigo 40% of the Champaign News-Gazette, licensee of WDWS-AM-FM-Champaign. paig.

EXECUTIVES:

August C. Meyer, Pres. Robert Schaub, Film Editor
Guy Main, Sls. Mgr. Fred Soranson, News Editor
James F. Fielding, Prod. Mgr. John Ketterer, Prog.-Traffic Coord.
Robert Myers, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$510, Film \$450. Minute spot Live \$110, Film \$100. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	501,697	1,272,585	1,774,282
Families in Area	155,798	402,787	558,585
No. of Sets (June 1)	83,000	224,000	307,000
Retail Sales	\$614,775,000	\$1,437,024,000	\$2,051,799,000
Income Total	\$817,081,000	\$1,968,764,000	\$2,785,845,000

ILLINOIS

CHAMPAIGN (Cont.)

WTLC (TV)*

(Target Date, Oct. 1954)
(*Non-Commercial Educational)

LICENSEE: U. of Illinois. Address: 1010 S. Wright St., Urbana, Ill. Phone: 7-6611.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.12 kw
Transmitter: Address, Gate 24, Stadium, First St., Champaign. Make, GE, Model TT6-D. Antenna: Make, GE. Height, Above average terrain 160 ft. Above ground, 154 ft.

OPERATION: Target date, Oct. 1954. Hours, 6:30 p.m.-9:30 p.m.

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

REPRESENTATIVES: Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x75 ft.). Three GPL camera chains. Six Mauers (2) film cameras. One GPL and one GE Synchronolite film projector. One Gray Teloprojector slide projector.

PRINCIPAL STOCKHOLDER: U. of Illinois, a public corporation.

EXECUTIVES:

Frank E. Schooley, Gen. Mgr. John R. Brugger, Ch. Eng.
Richard L. Rider, Prog. Dir.

CHICAGO

(Cook County)

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 7.2 kw. Operating Pow.: Visual 11.5 kw, Aural 7.2 kw. Transmitter: Address, 33 N. La Salle St. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type 5-Bay Superturnstile. Height, Above average terrain 650 ft. Above ground 686 ft.

OPERATION: Began Sept. 6, 1946. Hours, 6:45 a.m.-1:30 a.m.

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

REPRESENTATIVES: Sales, CBS TV Spot Sales.

SERVICES: Four studios (14x24 ft., 24x46 ft., 35x55 ft. and 46x48 ft.). Four RCA studio and eleven RCA interchangeable field camera chains. One Translux rear screen projector. Four RCA film cameras. Three RCA 35mm and four RCA 16mm film projectors. Four Label slide projectors. Four field cameras. Two microwave transmitters. News Services, AP, UP, INS. Library, Associated, SESAC, World.

PRINCIPAL STOCKHOLDERS: CBS also 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 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.

EXECUTIVES:

Frank Stanton, Pres., CBS	George Arkedis, Sls. Mgr.
J. L. Van Volkenburg, Pres., CBS-TV	William Ryan, Prod. Dir.
H. L. Atliss, Vice Pres. & Gen. Mgr.	J. F. Novy, Ch. Eng.
E. H. Shomo, Asst. Gen. Mgr.	Vann Cominos, Film Buy.
	Julian Kanter, Sls. Service Mgr.
	C. W. Doebler, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$3,000, Film \$3,000. Frequency discounts. Rate Card No. 3.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address, 20 N. Wacker Dr. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 20 N. Wacker Dr. Make, GE. Model 4TF5A. Antenna: Make, GE. Type 12 Bay. Height, Above average terrain 629 ft. Above ground 658 ft.

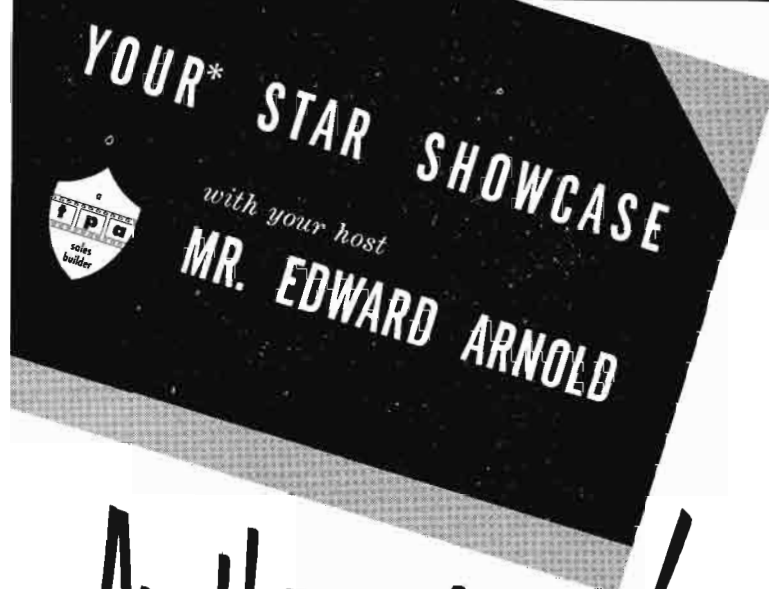
OPERATION: Began Sept., 1948. Hours, 7:30 a.m.-2 a.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: Five studios (one 38x45 ft., one 28x51 ft., one 32x72 ft., one 26x31 ft. and one 25x16 ft.). Twenty-two RCA and three GE I.O. camera chains. Three Iconoscope RCA film cameras. Four 16mm TP6A and two RCA 35 mm film projectors. Four Selectroslide projectors. Two RCA 16mm Kinescope recorder film processing units. One mobile unit. News Services, AP, INS.

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.



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New York: 477 Madison Avenue
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Hollywood: 6253 Hollywood Boulevard

CHICAGO (Cont.)

WBKB (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Licensee also owns and operates WABC-AM-FM-TV New York, WXYZ-AM-FM-TV Detroit, KABC-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco and a chain of 650 motion picture theatres.

EXECUTIVES:

Leonard H. Goldenson, Pres.	James Beach, Com. Mgr.
Robert E. Kintner, Pres. (ABC Div.)	Dan Schuffman, Prog. Dir.
Robert H. O'Brien, Exec. Vice Pres. (ABC Div.)	William P. Kusack, Ch. Eng.
Sterling C. Quinlan, Vice Pres. & Gen. Mgr.	George C. Rice, Film Buy.
	Elliott W. Henry, Adv. Pub. Prom. & News Dir.

RATE INFORMATION: Class A one hour Live \$1,650, Film \$1,650. Minute spot Live \$350, Film \$350. 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: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 120 kw, Aural 60 kw. Transmitter: Address 435 N. Michigan Ave. Make, GE Driver, RCA Amplifier. Model GETT 6D; RCA TT 25 BH. Antenna: Make, RCA. Type 6 Bay Super Turnstile. Height, Above average terrain 600 ft. Above ground 638 ft.

OPERATION: Began April 5, 1948. Hours, 8:45 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, WGN Inc. and George P. Hollingbery Co. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: Six studios (one 65x45 ft., one 43x68 ft., one 31x25 ft., one 34x51 ft., one 32x60 ft. and one 12x16 ft.). Ten RCA remote and thirteen RCA studio camera chains. One Translux and one Bodde rear screen projector. Two RCA TK 20A and two GE film cameras. Two 35mm Simplex, one 16mm RCA, one 16mm GE and one RCA film projector. Two Bausch & Lomb slide projectors. Two Houston 16mm film processing units. Three mobile units. News Services, AP, UP, INS. Library, Standard & Associated.

PRINCIPAL STOCKHOLDERS: Tribune Co. (100%), publishes Chicago Tribune. Same interests own WPIX (TV) New York and publish New York News.

EXECUTIVES:

Col. Robert R. McCormick, Pres.	George Petterson, Facilities Dir.
Frank R. Schreiber, Gen. Mgr.	Robert Hibbard, Asst. to Mgr.
Ted Weber, Sls. Mgr.	Jim Hanlon, Pub. Rel. Dir.
Jay E. Faraghan, Prog. Dir.	Charles A. Wilson, Sls. Prom. Mgr.
Carl J. Meyers, Ch. Eng.	Spencer Allen, News Dir.
Elizabeth Bain, Film Buy.	

RATE INFORMATION: Class A one hour Live \$1,320, Film \$1,125. Minute spot Live \$280, Film \$280. Frequency discounts from 2 1/2% for 2 times per week up to 15% for 7 times per week. Rate Card No. 12.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,136,400; Families in Area, 1,948,900; No. of Sets (June 1), 1,830,000; Retail Sales, \$8,556,215,000; Income per Family, \$5,010; Income per Capita, \$1,567.

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: Address, 188 W. Randolph St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 627 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WHFC. FM, WEHS.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, president (75.5%), member of Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, Stickney Life, and Community Reporter (Chicago) and Rose M. Hoffman, secretary (24.5%).

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.

WGN-TV -- FIRST IN CHICAGO

- ✓ Highest local program audiences
- ✓ Finest film and projection facilities
- ✓ Finest physical plant and facilities
- ✓ Largest news gathering facilities
- ✓ Most exclusive sports features
- ✓ Top availabilities at lowest cost

Ask your WGN-TV Representative to show you the film of WGN-TV's extensive facilities.

WGN-TV -- CHANNEL 9 -- CHICAGO II, Illinois

CHICAGO (Cont.)

WIND-TV

(Target Date, Fall, 1955)

LICENSEE: WIND Inc. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: Address 400 W. Madison St. Make RCA. Model TTU-60A. Antenna: Make RCA. Type, TFU-24C. Height, Above average terrain 570 ft. Above ground 602 ft.

OPERATION: Target date, Fall 1955.

AFFILIATIONS: Station, AM, WIND.

REPRESENTATIVES: Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph Atlass (11.1%); John T. Carey (5.5%); H. Leslie Atlass Jr. (9.9%); Frank Atlass (9.9%); Harriet Jane Atlass (9.9%); John S. Knight (Chicago Daily News) (27.7%); Helen A. Wrigley (6.7%); William Wrigley (6.7%); Blanche W. Hagenah (6.5%); Dorothy W. Rich (6.5%). Ralph Atlass also owns WLOL Minneapolis. Mr. Knight also owns WQAM-AM-FM Miami, Fla. (Miami Herald), 45% of WAKR-AM-FM-TV Akron, Ohio (Akron Beacon-Journal), and the Detroit Free Press.

EXECUTIVES:

Ralph L. Atlass, Pres. & Gen. Mgr. H. Leslie Atlass Jr., Prog. Dir.
John T. Carey, Com. Mgr. Kenneth D. Shirk, Ch. Eng.

WNBQ (TV)

LICENSEE: National Broadcasting Co. Address: Merchandise Mart. Phone: Superior 7-8300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Kemper-Civic Opera Bldg. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type 6 Bay Super turnstile. Height, Above average terrain 720 ft. Above ground 758 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 Spot Sales. Washington Attorney, Cahill, Gordon, Zachry & Reindel.

SERVICES: Six studios (one 18x22 ft., one 10x13 ft., one 43x60 ft., one 30x45 ft., one 40x52 ft. and one 40x60 ft.). Seventeen RCA camera chains. Three RCA modified TK20 film cameras. Three 35mm RCA, two 16mm RCA, one 16mm Eastman film projectors. Two Selectroslide Jr. slide projectors. One Gray Telop II opaque projector. News Services, AP, UP, INS. Library, Snader, 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:

Sylvester Weaver, Pres., NBC George Heinemann & Isabelle
Jules Herbuveaux, Gen. Mgr. Cooney, Film Buys.
Floyde Beaston, Com. Mgr. Henry Sjogren, Asst. Gen. Mgr.
George Heinemann, Prog. Dir. Charles Dresser, Dir. of Sls.
Howard C. Luttgens, Ch. Eng. John T. Whalley, Dir. of Opr.

RATE INFORMATION: Class A one hour Live \$2,500. Minute spot Live \$400. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,406,700; Families in Area, 2,245,400; Area in Square Miles, 200; No. of Sets (June 1), 2,050,000; Retail Sales, \$9,206,611,000; Income per Family, \$6,292.75; Income per Capita, \$1,907.69.

WOPT (TV)

(Target Date, Late 1955)

LICENSEE: WOPA-TV Inc. Address: 408 S. Oak Park Ave., Oak Park, Ill. Phone: Austin 7-2265.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Address, 105 W. Adams St. Antenna: Height, Above average terrain 660 ft. Above ground 682 ft.

OPERATION: Target date, late 1955.

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

REPRESENTATIVES: Washington Attorney, A. Harry Becker. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, president (25%), Richard Goodman, vice president (55%) and Mason A. Loundy, secretary (20%).

WTTW (TV)*

(Target Date, Fall 1954)
(*Non-Commercial Educational)

LICENSEE: Chicago Educational Television Foundation. Address: 38 S. Dearborn St.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 410 ft. Above ground 445 ft.

OPERATION: Target date, Fall 1954.

REPRESENTATIVES: Chicago Attorney, Sidley, Austin, Burgess & Smith. Consulting Engineer, G. William Lang.

EXECUTIVE: Robert L. Fotte, secretary.

DANVILLE

(Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, 1500 N. Washington Ave. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 410 ft. Above ground 445 ft.

OPERATION: Began Dec. 20, 1953. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: One RCA and two Dage film cameras. Two Holmes projectors. One 2x2 in. slide projector. News Service, AP, Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Danville Commercial News and is owned by the Gannett Co. Gannett Co., through newspapers, also owns minority interest in WHDL Olean, N. Y.; WENY and 49% of WECT (TV) Elmira, N. Y., and 45% of WGTH-AM-TV Hartford, Conn. Other Gannett newspapers are Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, all New York, Hartford (Conn.) Times and Plainfield (N. J.) Courier-News.

EXECUTIVES:

Robert J. Burow, Gen. Mgr. Honore Ronan, Prog. Dir.
John Eckert, Com. Mgr. Orville Neely, Ch. Eng.
Max Shaffer, Sta. Mgr. Bill Dorn, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$25, Film \$25. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	-----	-----	300,000
Families in Area	-----	-----	87,400
No. of Sets (June 1)	30,000	15,000	45,000

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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.

ILLINOIS

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: South Side Dr. Phone: 8-4304.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.3 kw. Operating Pow.: Visual 17 kw, Aural 9.3 kw. Transmitter: Address, South Side Dr. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 540 ft. Above ground 602 ft.
OPERATION: Began Oct. 16, 1953. Hours, 8:00 a.m.-12:00 midnight.
AFFILIATIONS: Networks, ABC, DuMont.
REPRESENTATIVES: Sales, Bolling Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Walter F. Kean.
SERVICES: One studio (54x36 ft.) one announce booth. Two RCA Image Orthicon and one Dage camera chain. One RCA Iconoscope film camera. Two RCA 16mm film projectors. Two 2x2 in. Gray Dual Disc slide projectors. News Service, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: W. L. Shellabarger (68.75%), Harold G. Cowgill (5%), David S. Shellabarger (1.25%), John A. Wagner (2.5%), Dr. Arthur O. Simon (3%) and eight others.

EXECUTIVES:

William L. Shellabarger, Pres.	Saunders A. Devine, Com. Mgr.
Stephen W. Pozgay, Gen. Mgr. & Flm Buy.	Robert G. Wright, Prog. Dir. Hubert F. Abfalter, Ch. Eng.

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 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	516,077	1,019,609
Families in Area	158,410	283,157
No. of Sets (June 1)	74,237	132,707
Retail Sales	\$547,967,000	\$891,873,000
Income per Family	\$ 5,276
Income per Capita	\$ 1,650

EVANSTON

(Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Broadcasting Corp. Address: 2201 Oakton St.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: Address, 2201 Oakton St. Make, GE. Antenna: Make, GE. Height, Above average terrain 160 ft. Above ground 233 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Washington Attorney, Miller & Schroeder. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, president-treasurer (50%) Howard S. Martin, vice president-secretary (50%). Mr. Pfaff owns 33 1/3% of WNMP Evanston.

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ILLINOIS

HARRISBURG

(Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 W. Poplar. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41, Aural 3.72 kw. Operating Pow.: Visual 7.41 kw. Aural 3.72 kw. Transmitter: Address, 21 W. Poplar. Make, RCA. Model TTU 1B. Antenna: Make, RCA, Type TFU 24 DL. Height, Above average terrain 520 ft. Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Walker Representation. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (30x40 ft.). One RCA film camera. Two RCA film projectors. Two Spindle & Saupé slide projectors. News Service, NBC film.

PRINCIPAL STOCKHOLDERS: O. L. Turner (25%), Oscar L. Turner (25%), Charles O. Farrar (25%), Ethel M. Turner (20%) and Harry R. Horning (5%). Same group operates chain of theatres in Illinois.

EXECUTIVES:

Oscar L. Turner, Pres. Jim Bolen, Prog. Dir.
O. L. Turner, Gen. Mgr. Charles Gilliam, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$35, Film \$30. Rate Card No. 2.

JOLIET

(Will County)

WJOL-TV

(Target Date, Not Set)

LICENSEE: Joliet Television Inc. Address: 601 Walnut St.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter: Address, 601 Walnut St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 500 ft. Above ground 538 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WJOL.

REPRESENTATIVES: Sales, Hal Holman. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Geo. C. Davis.

PRINCIPAL STOCKHOLDERS: Owned 100% by Joliet Broadcasting Co. WJOL. Willard H. Erwin Jr., president-treasurer (owns 32.7% of WGKV Charleston, W. Va.); Robert W. Thomas, vice president; Joseph J. Garvey, secretary; Joliet Broadcasting is owned by Calvin F. Wilson (23%); W. H. Erwin Jr. (20%); Gerald G. Smith (23%); Norman S. Fitzhugh Jr. (14%); Arthur C. Litton (10%); Estate of Clint Litton (10%).

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BROADCASTING • TELECASTING

AP Photofax

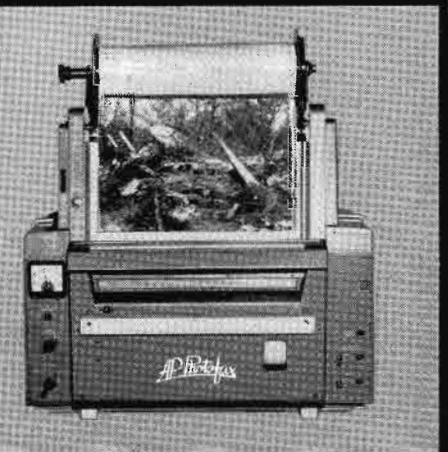
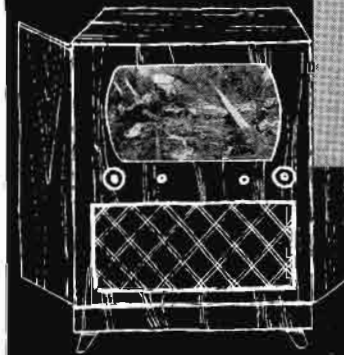
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PEORIA

(Peoria County)

WEEK-TV

LICENSEE: West Central Broadcasting Co. Address: Commercial National Bank Bldg. Phone: 3-3688.

FACILITIES: Ch. 43. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: Address, 2907 Springfield Rd. Make, GE. Antenna: Make, GE. Type 20-gain. Height, Above average terrain 550 ft. Above ground 432 ft.

OPERATION: Began Feb. 1, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (80x50 ft.). One GE camera chain. Two GE film cameras. Two GE Synocrolite film projectors. One GE Selectroslide Jr. slide projector. Baloptican opaque projector, Complete editing facilities. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr (50.611%), Grayce B. Kerr (11.488%), D. A. McGee (15.525%), Geraldine H. Kerr (3.235%), T. M. Kerr (11.141%), Fred C. Mueller (5%) and C. B. Akers (3%). Kerr-McGee interests also own 50% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Fred C. Mueller, Gen. Mgr. Robert C. Fransen, Prog. Dir.
William J. Flynn, Com. Mgr. & Wayne Lovely, Ch. Eng.
Film Buy.

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$80. Rate Card No. 2.

MARKET INFORMATION: (Metropolitan Peoria): Population, 260,500; Annual Buying Ability per Family, \$5,241; Retail Sales, \$288,435,000; No. of Sets (June 1), 146,000.

WTVH-TV

LICENSEE: Hilltop Broadcasting Co. Address: 410 Fayette St. Phone: Peoria 6-5561.

FACILITIES: Ch. 19. Authorized Eff Rad. Pow.: Visual 97.7 kw, Aural 53.7 kw. Operating Pow.: Visual 22 kw, Aural 15 kw. Transmitter: Address, 500 N. Stewart St., Creve Couer, Ill. Make, RCA. Model TTV-1B. Antenna: Make, RCA. Type Pylon. Height, Above average terrain 280 ft. Above ground 241 ft.

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

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

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Cohn & Marks. Consulting Engineer, George Davis.

SERVICES: One studio (25x30 ft.). Two RCA Image Orthicon and three Dage Videcon camera chains. One 16mm Auricon-Cinevoice film camera. Two 16mm RCA film projectors. Two slide projectors. Two opaque projectors. News Service, AP. Library, Associated.

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: Licensee is owned by Peoria Journal Star Co., publisher of Peoria Star and Journal.

EXECUTIVES:

Henry P. Slane, Pres. John Leslie, Loc. Sls. Mgr.
Edward G. Smith, Gen. Mgr. Don Roper, Prog. Dir. & Film Buy.
Ralph L. Jawer, Asst. Gen. Mgr. Wallace Wurz, Ch. Eng.
& Sls. Mgr. Robert G. Holben, Prod. Mgr.

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

QUINCY

(Adams County)

WGEM-TV

LICENSEE: Quincy Broadcasting Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316.0 kw, Aural 158.5 kw. Operating Pow.: Visual 50.2 kw, Aural 25.0 kw. Transmitter: Address, Columbus Rd. Make, DuM. Model 12000. Antenna: Make, RCA. Type TF-12AG. Height, Above average terrain 780 ft. Above ground 673 ft.

OPERATION: Began Sept. 4, 1953. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WGEM. FM, WGEM-FM.

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

SERVICES: Two studios (one 21x49 ft. and one 6x7 ft.). Two DuMont TA-124E camera chains. Two Cinecon and two DeVry film projectors. DuMont monochrome scanner. Multiscanner dual slide equipment. One DuMont Dual opaque projector. One DuMont multiscanner. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: T. C. Oakley and Joseph S. Bonansinga (5%), Donald S. Gardiner (8.5%), Clarence H. Quest (7%), Anita C. Lavery (5%) and Quincy Newspapers Inc. (70%), publisher of Quincy Herald Whig.

EXECUTIVES:

T. C. Oakley, Pres. James E. Muse, Com. Mgr.
Joseph S. Bonansinga, Gen. Mgr. T. W. Austin, Prog. Dir.
& Film Buy. Frank E. Laughlin, Ch. Eng.

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)	Total (Including Fringe Area)
Population	199,252	439,869
Families in Area	69,580	130,760
No. of Sets (June 1)	31,945	82,055	114,000
Retail Sales	\$181,699,000	\$437,630,370

KHQA-TV (HANNIBAL, MO.)

LICENSEE: Lee Broadcasting Inc. Address: W.C.U. Bldg. Phone: Quincy 6200.

(For full listing see Hannibal, Mo.).

WTVH-TV

The **POWER** in Peoria

CONFIDENTIAL TO TIME-BUYERS

You need Peoria—Illinois' 2nd market. Rich, prosperous, willing to buy. Put WTVH-TV power to work—it'll make money for your clients. Ask a Petry man for details.

WTVH-TV
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PEORIA, ILLINOIS

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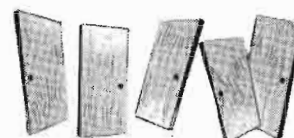
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DALLAS



POWER

225,000 watts radiated power soon—and more to come



PENETRATION

Power that opens the doors of TV homes in the 2nd market in Illinois—rich, prosperous, willing to buy.



PROGRAMMING

Power represented by top-rated CBS-ABC-Dumont shows.



PERSONALITIES

Power provided by local artists who have become area favorites.



PROMOTION

Power of follow-through. Carefully planned, properly executed merchandising helps second to none.

ROCKFORD

(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: P. O. Box 530. Phone: 8-1813.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Operating Pow.: Visual 45.7 kw, Aural 22 kw. Transmitter: Address, Auburn & Winnebago Rds. Make, DuM. Model Oak 8000. Antenna: Make, RCA. Type, Super turnstile. Height, Above average terrain 710 ft. Above ground 649 ft.

OPERATION: Began Sept. 18, 1953. Hours, 11:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks CBS, ABC.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 18x20 ft. and one 32x64 ft.). Two DuMont camera chains. One DuMont film camera. Two DeVry film projectors. One DuMont slide scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: L. E. Caster, president (10%), Stanley Guyer, vice president (3%), Rockford Broadcasters Inc. (WROK-Rockford Star and Register-Republic) (10%), and more than 40 other stockholders, none holding more than 8%.

EXECUTIVES:

L. E. Caster, Pres.	Howard Elliott, Ch. Eng.
Joseph Michael Baisch, Gen. Mgr.	Donna Mazzie, Film Buy.
Jack Gennaro, Com. Mgr.	Jack Mazzie, Prod. Mgr.
Elden Anspach, Prog. Dir.	Grace Jakubosky, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$16.60, Film \$16.60. Frequency discounts from 2½% 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	325,900	357,200	931,921
Families in Area	101,400	105,800	323,600
Area in Square Miles	2,867	7,193	10,060
No. of Sets (June 1)	50,010	65,250	190,385
Retail Sales	\$411,084,000	\$431,892,000	\$1,298,006,000
Median Income per Family	\$ 3,379	\$ 3,215	\$ 3,263
Median Income per Capita	\$ 1,059	\$ 974	\$ 988

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: North Meridian Rd. Phone: 3-5413.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow. Visual 19.5 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. Type TFU-S4-BU. Height, Above average terrain 660 ft. Above ground 691 ft.

OPERATION: Began May 3, 1953.

AFFILIATIONS: Networks, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Krooth & Altman. Consulting Engineer, Walter F. Keen (Riverside, Ill.).

SERVICES: One studio (16x20 ft.). One announcer's booth (7x9 ft.). One RCA studio camera chain. One RCA Iconoscope film camera chain. Two GPL 40008 16mm film projectors. One Super Projectall Model 300 slide projector. One Super Projectall Model 300 opaque projector. News Services, UP, Telenews Film. Library, World.

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: H. & E. Balaban Corp. (50%) and Dubinsky Brothers Theatre Corp. (50%). H. & E. Balaban Corp. also owns 33⅓% of WICS (TV) Springfield, Ill., and holds option to buy 33⅓% of WOKY-TV Milwaukee.

EXECUTIVES:

Harry Balaban, Pres.	Jack Kelin, Prod. Dir.
Harold Froelich, Gen. & Com. Mgr. & Film Buy.	Herbert Eckstein, Ch. Eng.
	Carl P. Stempler, Film Dir.

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): Families in Area, 134,300; 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.

ROCK ISLAND

(Rock Island County)

WHBF-TV

LICENSEE: Rock Island Broadcasting Co. Address: 231 18th St. Phone: Rock Island 6-5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Telco Bldg. Make DuM, GE. Model DuM Master Ser., GE TF-3-A. Antenna: Make, RCA. Type TF-5A1. Height, Above average terrain 370 ft. Above ground 479 ft.

OPERATION: Began July 1950. Hours 6:00 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Station, AM, WHBF. FM, WHBF-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, E. C. Page.

SERVICES: Two studios (one 30x80 ft. and one 18x28 ft.). Three DuM. Image-Orthicon camera chains. One Trans-Lux screen projector. One DuM. Image-Orthicon film camera. Two Holmes film projectors. One DuM. 2x2 in. scanner. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Ben H. Potter and family, 75%; Leslie C. Johnson, 25%. Potter family owns Rock Island Argus.

EXECUTIVES:

Ben H. Potter, Pres.	Phil Nesbitt, Asst. Prog. Dir.
Leslie C. Johnson, Vice Pres. & Gen. Mgr.	Robert J. Sennett, Ch. Eng.
Maurice Corken, Asst. Mgr. & Sls. Dir.	Miss Fern Hawks, Publ. Dir.
Ted Arnold, Sls. Mgr.	Paul Liggitt, Sp. Eve. Dir.
Forest W. Cooke, Prog. Dir. & Film Buy.	Wm. Ellison, Dir. of News
	Jerry Keefe, Asst. Ch. Eng., TV

RATE INFORMATION: Class A one hour Live \$560, Film \$500. Minute spot Live \$120, Film \$100. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	1,507,300	2,315,400
Families in Area	441,050	737,400
Area in Square Miles	22,500	28,625
No. of Sets (June 1)	264,811	350,671
Retail Sales	\$1,859,761,000	\$3,049,397,000
Income per Family	\$ 5,565	\$ 5,582
Income per Capita	\$ 1,590	\$ 1,595

EXPERIENCE PROVES*

"Rex"

produces results



TIME AFTER TIME!

National Appliance Television
Across from the Clock of Nations
Corner of 7th Street and 18th Avenue
Rockford, Illinois
Dial 8-1811
April 30, 1954

Soren Munkhof
General Manager
WREX-TV
Rockford, Illinois

Dear Munk,
WREX did it again.
My seven three-minute spots at 10:30 PM

HARRY'S
TOYS - TRAINS - MODELS - GAMES
508 SEVENTH STREET
ROCKFORD, ILLINOIS
PHONE 3-4707

* Here's what WREX-TV advertisers report:

"My seven three-minute spots really moved the Falls Roto-Clipper. It was necessary to reorder to fill a waiting list." — M. Singer, National Appliance & Television.

"You sold us out of many sizes in saddle shoes, and we advertised them only on WREX-TV." — W. Aitken, Mgr. Big Shoe Store.

I can say the results from my program were fantastic . . ." — H. A. Greenberg, Harry's Hobbies.

"We were amazed at the impact of WREX-TV upon the market . . . this impact reflected itself on the acceptance of our product." — C. Maslen, V.P., Keig-Stevens Baking Co.

Colonial Baking Co.
324 GREEN STREET
TELEPHONE 3-4891
POST OFFICE BOX 204
ROCKFORD, ILLINOIS
May 10, 1954

Mr. Soren Munkhof, General Manager
WREX-TV
508 7th Street
Rockford, Illinois

Dear Mr. Munkhof:

BIG SHOE STORE
104 S. MAIN ST.
ROCKFORD, ILLINOIS
March 2, 1954

Mr. Soren Munkhof
WREX-TV
Rockford, Illinois

Dear Mr. Munkhof:

My first TV show on WREX-TV was good, very good.

TILTON HOMES CORPORATION
400 N. 11th St.
ROCKFORD, ILLINOIS
March 27, 1954

Station WREX-TV
18th & 7th Sts.
Rockford, Ill.

Attn: Mr. Munkhof
Gentlemen:

We would like to tell you of the television program . . .



WREX-TV

ROCKFORD • ILLINOIS

13

47,000 WATTS E.R.P.
NETWORK AFFILIATIONS ABC
SERVING THE ROCKFORD-MADISON AREA

FOR DETAILS

CONSULT H-R TELEVISION, INC.
NATIONAL REPRESENTATIVES

SPRINGFIELD
(Sangamon County)

WICS (TV)

LICENSEE: Plains Television Corp. Address: 523 E. Capitol Ave. Phone: 8-0465.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Operating Pow.: Visual 18 kw, Aural 10 kw. Transmitter: Address, 3000 S. 4th St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 DL. Height, Above average terrain 582 ft. Above ground 430 ft.

OPERATION: Began Sept. 17, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, NBC, ABC, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Corp. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 30x30 ft. and one 7x11 ft.). RCA studio camera chains. One RCA film camera. Two RCA 16mm film projectors. One dual automatic Gray slide projector. One 16mm Auricon camera processing unit. News Services, AP, Telenews Newsreel. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc. (33 1/3%), H. & E. Balaban Corp. (33 1/3%). WCBS Inc. (WCVS Springfield) (33 1/3%). Transcontinental Properties (Herbert Scheffel, president; Alfred G. Burger, treasurer) also owns KFTV (TV) Little Rock, Ark.; KCTV (TV) Sioux City, Iowa, and WFTV (TV) Duluth, Minn. H. & E. Balaban Corp. also owns 50% of WTVO (TV) Rockford Ill., and holds an option to purchase 33 1/3% of WOKY-TV Milwaukee, Wis.

EXECUTIVES:

L. G. Pfefferle, Pres.	& Film Buy.
Elmer Balaban, Vice Pres.	Warren King, Com. Mgr.
Alfred G. Burger, Vice Pres.	Basil O'Hagan, Ch. Eng.
H. L. Dewing, Vice Pres.	H. J. Hoskins, Prog. Dir.
Milton D. Friedland, Gen. Mgr.	Robert Steffan, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. 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: Total (Including Fringe Area): Population, 498,466; Families in Area, 153,475; No. of Sets (June 1), 78,000; Retail Sales, \$539,793,350.

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.

INDIANA MARKET INDICATORS

Total Population July 1, 1953	4,186,000
Total Families, 1950	1,039,101
Total Urban Population, 1950	2,357,191
Total Rural Nonfarm Population, 1950	909,874
Total Farm Population, 1950	667,154
Employed in Nonagricultural Establishments, April 1954	1,315,800
Employed in Agriculture, 1950	175,641
Employed in Mining, April 1954	10,400
Employed in Manufacturing, April 1954	583,400
Employed in Construction, April 1954	49,800
Employed in Transportation & Public Utilities, April 1954	99,200
Employed in Wholesale & Retail Trade, April 1954	276,700
Employed in Finance, Insurance and Real Estate, April 1954	43,900
Employed in Service & Miscellaneous, April 1954	100,700
Employed in Government Service, April 1954	151,800
Retail Sales, 1953	\$ 4,725,445,000
Bank Assets, Jan. 1, 1954	\$ 4,247,884,000
Bank Deposits, Jan. 1, 1954	\$ 3,968,780,000
Major Income Sources, 1952: Agriculture 7.6%; Government 22.6%; Manufacturing Payrolls 35.7%; Trade and Service	
Total Income Payments, 1952	\$ 6,917,000,000
Per Capita Income, 1952	\$ 1,683
Total Internal Revenue Collections, 1953	\$ 1,665,342,072
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 74.42
Cash Receipts from Farm Marketing, 1953	\$ 1,078,684,000
Government Payments to Farmers, 1953	\$ 5,493,000
Value of Mineral Production, 1951	\$ 174,389,000
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, 1953	1,610,751
Number of Telephones, Jan. 1, 1954	1,297,500
Number of Electrical Connections, Jan. 1, 1954	1,379,432
Number of Gas Utilities Connections, 1953	635,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

IT'S A FACT:

ONE OF THE BEST UHF MARKETS

OVER 95% CONVERSION HOME COUNTY

OVER 75% ALL OTHERS

- Shopping center 45 mile radius
- Economic heart of Illinois center of government, commerce, agriculture, industry
- State capital! Largest convention city outside Chicago
- Home of Illinois State Fair (world's largest) over 1 1/2 million visitors

DELIVERS

- ♥ 20 COUNTIES
- ♥ 1/2 MILLION CONSUMERS
- ♥ 200,000 HOMES
- ♥ OVER ONE-HALF BILLION ANNUAL RETAIL SALES

SERVING ILLINOIS' CAPITOL CITY MARKET IN THE RICH ILLINOIS HEARTLAND!

MILTON D. FRIEDLAND, General Manager
ADAM YOUNG TELEVISION, Inc., National Representatives

INDIANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	22,393	\$24,087	\$5,326	\$ 452	1,700	25%
Allen	183,722	266,640	56,281	7,938	13,870	23%
Bartholomew	36,108	35,498	8,597	873	10,220	72%
Benton	11,462	13,190	2,645	345	2,280	65%
Blackford	14,026	16,706	3,835	490	1,130	25%
Boone	23,993	32,602	5,978	880	5,810	70%
Brown	6,209	2,612	972	51	830	55%
Carroll	16,010	14,482	3,434	230	2,970	55%
Cass	38,793	50,254	8,623	1,528	5,760	48%
Clark	48,330	37,440	11,093	862	12,930	76%
Clay	23,918	18,394	5,246	542	2,740	34%
Clinton	29,734	32,390	6,703	800	6,960	70%
Crawford	9,289	5,120	1,123	99	1,180	42%
Crawfordsville	26,762	26,318	5,490	571	4,770	57%
Dearborn	25,141	27,251	7,700	596	4,640	58%
Decatur	18,218	18,511	3,734	372	3,360	59%
De Kalb	26,023	25,200	6,451	538	2,680	31%
Delaware	90,252	98,226	21,632	3,076	21,830	71%
Dubois	23,785	24,706	4,395	534	2,350	34%
Elkhart	84,512	115,445	24,911	3,553	13,610	48%
Ellettsville	23,391	29,126	6,911	883	3,860	51%
Floyd	43,955	48,612	11,844	1,167	13,050	87%
Franklin	17,836	17,609	3,756	476	2,380	39%
Grant	16,034	10,226	2,382	98	2,300	51%
Greene	16,565	21,751	3,904	484	2,970	54%
Hamilton	30,720	35,844	7,849	563	2,720	27%
Hancock	62,156	65,537	14,723	2,040	12,460	62%
Harrison	27,886	22,275	6,089	634	4,620	50%
Hendricks	28,491	28,664	5,725	658	6,700	70%
Henry	20,332	19,243	4,868	413	4,970	70%
Hickory	17,858	11,683	2,278	150	2,240	42%
Howard	16,539	16,539	3,434	691	6,560	80%
Huntington	45,505	46,635	13,381	1,213	8,750	60%
Hunterdon	54,498	61,614	13,423	1,781	12,090	66%
Indiana	31,400	37,099	8,518	939	1,250	12%
Jackson	28,237	30,901	6,714	500	4,990	55%
Jasper	17,031	18,567	4,178	310	3,440	65%
Jay	23,157	21,589	5,048	489	1,910	25%
Jefferson	21,613	20,379	4,395	687	3,760	59%
Jennings	15,250	10,791	2,658	175	2,420	59%
Johnson	26,183	25,605	6,161	830	6,950	80%
Knox	43,415	51,145	10,751	1,273	9,120	65%
Cosciusko	33,002	38,955	8,895	862	5,560	50%
La Grange	15,347	11,478	2,731	239	2,160	48%
Lake	368,152	498,675	123,596	12,519	111,910	96%
La Porte	76,808	90,549	23,116	2,200	19,740	79%
Lawrence	34,346	33,218	7,751	928	6,160	57%
Madison	103,911	116,028	27,008	3,866	28,560	81%
Marion	551,777	841,320	173,881	35,616	156,590	83%
Marshall	29,468	37,941	6,968	701	5,170	53%
Martin	10,678	6,295	1,850	208	1,620	49%
Miami	28,201	28,803	6,673	666	2,730	29%
Monroe	50,080	43,021	10,114	1,640	8,310	58%
Montgomery	29,122	33,382	7,481	825	7,190	73%
Morgan	23,726	22,202	5,942	474	6,320	80%
Newton	11,006	13,015	2,595	403	2,340	65%
Noble	25,075	32,901	6,471	647	3,980	49%
Ohio	4,223	2,693	709	44	770	59%
Orange	16,879	11,937	3,225	464	2,180	42%
Owen	11,763	7,439	1,979	213	1,860	49%
Parke	15,674	12,050	2,822	341	1,910	39%
Perry	17,367	14,661	3,758	356	2,180	42%
Pike	14,995	12,181	3,135	92	2,670	58%
Porter	40,076	40,962	10,185	1,069	10,830	82%
Posey	19,818	17,270	3,848	255	1,670	27%
Pulaski	12,493	14,131	2,852	265	2,150	55%
Putnam	22,950	24,976	4,770	608	2,280	33%
Randolph	27,141	35,843	6,202	794	5,980	65%
Ripley	18,763	20,592	4,642	518	3,540	59%
Rush	19,799	20,989	3,728	390	3,680	59%
St. Joseph	205,058	304,668	63,423	8,003	39,250	58%
Scott	11,519	13,147	3,603	179	2,320	58%
Shelby	28,026	30,003	6,374	708	6,640	69%
Spencer	16,174	12,721	2,442	330	1,560	34%
Starke	15,282	18,620	3,787	159	4,030	79%
Steuben	17,087	23,531	4,881	514	1,770	31%
Sullivan	23,667	20,378	5,438	410	3,910	49%
Switzerland	7,599	4,214	1,024	99	1,300	59%
Tippacanoe	74,473	87,010	19,013	3,326	9,170	40%
Tipton	15,566	11,935	2,918	316	3,430	70%
Union	6,412	6,303	1,498	172	970	51%
Vanderburgh	160,422	202,575	43,741	7,083	15,750	29%
Vermillion	19,723	18,711	4,946	481	2,800	39%
Vigo	105,160	127,662	27,949	3,816	24,790	69%
Wabash	29,047	30,953	6,598	957	2,760	29%
Warren	8,535	4,571	1,239	90	1,090	39%
Warrick	21,527	18,997	4,686	309	2,340	33%
Washington	16,520	20,214	2,440	251	3,020	58%
Wayne	68,566	90,181	18,375	2,695	14,500	65%
Wells	19,564	20,102	4,489	341	780	12%
White	18,042	17,545	3,597	689	3,280	54%
Whitley	18,828	21,391	4,418	436	3,070	48%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BLOOMINGTON
(Monroe County)

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc. Address: 535 S. Walnut. Phone: 2-1407.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cloverdale, Ind. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type Batwing. Height, Above average terrain 1,000 ft. Above ground 973 ft.

BROADCASTING • TELECASTING

OPERATION: Began Nov. 11, 1949. Hours, 6:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WTTV.

REPRESENTATIVES: Sales, Robert Meecker Assoc. Washington Attorney, A. L. Stein. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 25x50 ft. and one 14x20 ft.). Two RCA I.O. camera chains. One Tv Specialty rear screen projector. One RCA Iconoscope film camera. Two RCA 16mm film projectors. One Super Projectall slide projector. One opaque projector. One remote truck complete switching for four cameras, audio console etc. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian, president (51%), Mary Tarzian, secretary-treasurer (18%), Thomas Tarzian (15 1/2%) and Patricia Tarzian (15 1/2%). Firm also manufactures radio-tv parts and tubes.

EXECUTIVES:

Sarkes Tarzian, Pres.	Carl Onken, Ch. Eng.
Robert Lemon, Gen. Mgr.	Susan Bartlett, Traffic-Copy Dir.
Norman Cissna, Asst. Mgr. & Com. Mgr.	Warren Perney, Film Dir.
Robert Petranoff, Prog. Mgr. & Film Buy.	Keith Wilson, Merc. Dir.

RATE INFORMATION: Class A one hour Film \$800. Minute spot Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,922,150	2,209,800
Families in Area		669,015
Area in Square Miles	15,386	22,700
No. of Sets (June 1)		545,535
Retail Sales		\$2,279,081,000

ELKHART
(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSEE: Truth Publishing Co. Address: 416 S. Second St. Phone: Elkhart 2-1518.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 115 kw. Operating Pow.: Visual 21,893 kw, Aural 12,250 kw. Transmitter: Address, Mishawaka at Oakland Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 415 ft. Above ground 500 ft.

OPERATION: Began March 15, 1954. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WTRC. FM, WTRC-FM.

REPRESENTATIVES: Sales, H-R Television.

SERVICES: Two studios (one 57x30 ft. and one 9x6 ft.). One 16mm RCA camera chain. One rear screen projector. Two Bell & Howell 16mm sound film cameras. Two RCA 16mm film projectors. RCA 2x2 in. slide projector. One scanner. One film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Walter Beardsley (49%), Chas. Greenleaf (14%) and John F. Dille Jr. (37%). Licensee publishes Elkhart Truth.

EXECUTIVES:

John F. Dille Jr., Pres.	Lester E. Zellmer, Ch. Eng.
John J. Keenan, Com. Mgr.	Arthur Whitaker, Film Buy.
Edwin J. Lasko, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$55, Film \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	230,000	520,017	750,017
Families in Area	72,250	157,800	230,050
No. of Sets (June 1)			123,000
Retail Sales			\$1,194,710,500
Income per Family			\$ 4,820
Income per Capita			\$ 1,483

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.

EVANSVILLE
(Vanderburgh County)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mt. Auburn Rd. Phone: 5-6201.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw. Operating Pow. Visual 23.5 kw, Aural 12 kw. Transmitter: Address, 1115 Mt. Auburn Rd. Make, GE. Model TT25-A. Antenna: Make, RCA. Type TF-27-DH. Height, Above average terrain 550 ft. Above ground 500 ft.

OPERATION: Began Nov. 15, 1953. Hours, 1:25 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC, ABC, DuMont.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell, Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, George Adair.

SERVICES: Two studios (one 32x50, one 30x28). Two RCA and one Dage camera chain. One Television Specialty Co. rear screen projector. One RCA film camera. Two GPL film projectors. One Gray slide projector. Raytheon Microwave mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Grand-Carlton Corp. (theatres) owns 99.6%; Jesse D. Fine, Pres., 0.1%; Isadore J. Fine, V. P., 0.1%; Oscar K. Fine, Treas., 0.1%; Eugene P. Fine, Sec., 0.1%; Jesse, Isadore & Oscar Fine own Grand-Carlton Corp.

EXECUTIVES:

Jesse D. Fine, Pres.
Ted M. Nelson, Gen. Mgr. & Film Buy.

Shaun F. Murphy, Com. Mgr.
Charles J. Carey, Prog. Dir.
Harvey H. Shellito, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville. Phone: Evansville 5-2634. (For full listing see Henderson, Ky.).

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

FORT WAYNE
(Allen County)

WKJG-TV

LICENSEE: Northeastern Indiana Broadcasting Co. Inc. Address: 220 E. Jefferson St. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 145 kw. Operating Pow.: Visual 270 kw, Aural 145 kw. Transmitter: Address, West State Blvd. Make, GE. Model TT 25 A. Antenna: Make, GE. Type TT 25 D. Height, Above average terrain 775 ft. Above ground 793 ft.

OPERATION: Began Nov. 21, 1953. Hours, 8:00 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC, ABC, DuMont. Station, AM, WKJG. FM, WKJG-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Pierson & Ball. Consulting Engineer, George Gauntney.

SERVICES: One studio (35x50 ft.). One GE Dual camera chain. One GE film camera. Two GE film projectors. One 2x2 in. and one 3x4 in. slide projector. One mobile unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust (28.52%), president, H. Leslie Popp (28.52%), vice president-treasurer, Edward G. Thoms (18.76%), vice president-secretary and Walter L. Thoms (18.76%).

EXECUTIVES:

Clarence L. Schust, Pres.
Edward G. Thoms, Gen. Mgr.
Carleton B. Evans, Com. Mgr.
Calo Mahlock, Prog. Dir.

Eugene A. Chase, Ch. Eng.
Hillard Gates, Asst. Mgr. & Sports Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60.

INDIANAPOLIS
(Marion County)

WFBM-TV

LICENSEE: WFBM Inc. Address: 1330 N. Meridian. Phone: Melrose 4-8524.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 79th & Township Line Rd. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type TF 6BM. Height, Above average terrain 992 ft. Above ground 1,019 ft.



UHF in the Evansville, Indiana - Henderson, Kentucky Tri-State market is worth singing about. With the nearest VHF station 115 miles north, the Evansville market is isolated from VHF reception. Fringe area reception includes all networks but CBS—and the lineup of CBS-TV shows is really impressive!

Then too, the 65,000 television sets in the Evansville area are all UHF—ALL FACTORY ALL-BAND SETS OR UHF CONVERTED.

In the Evansville market ONLY UHF television does the job and ONLY WEHT can deliver this market with its unduplicated CBS network coverage. For the full story ask for the June 1954 ARBI.

Represented Nationally by
MEEKER TV, INC.

Represented Regionally by
ADAM YOUNG
St. Louis, Mo.

WEHT *UHF CHANNEL 50



Higher Tower, Higher Power

add 12,000 sq. miles
coverage area

Tower:	UP	Now 1019 feet
Power:	UP	Now 100,000 watts
Households:	UP	76.1%*
Farm Households:	UP	147.3%
Tv Homes:	UP	65.4%
Retail Sales:	UP	71.8%
Farm Income:	UP	141.1%
Food Store Sales:	UP	74.3%
Drug Store Sales:	UP	20.3%
Counties Covered:	UP	122.2%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

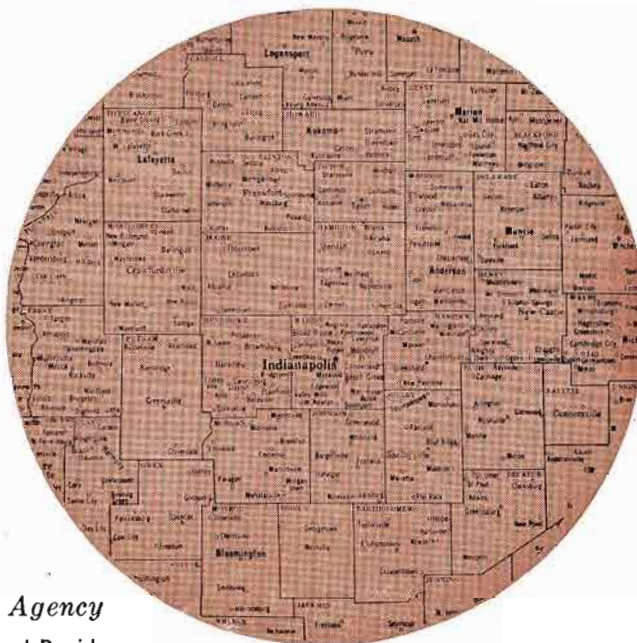
* Data, based on Nov. Nielsen, compares new coverage area with coverage prior to power-tower increase.

WFBM-TV

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids



INDIANAPOLIS (Cont.)

WFBM-TV (Cont.)

OPERATION: Began May 30, 1949. Hours, 7:00 a.m.-1:30 a.m.

AFFILIATIONS: Network CBS. Station, AM, WFBM.

REPRESENTATIVES: Sales Katz. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (one 60x40 ft. and one 30x40 ft.). Six RCA camera chains. One RCA film camera. Two RCA film projectors. One Shadow Box 6x8 in. scanner. Projectal 3x4 in. opaque projector. Two mobile units. News Service, INS, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Bitner and family are principal stockholders. 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 L. Kibbey, Film Buy.
William Fall, Prog. Dir.	Bernie Carney, Prom. Mgr.
	Melvin Green, Secy.-Treas.

RATE INFORMATION: Class A one hour Film \$960. Minute spot Film \$180. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area		608,920	669,264
Area in Square Miles		16,000	
No. of Sets (Nov. 1953)		475,000	
Retail Sales	\$1,930,167,449		\$2,218,116,670

WISH-TV

LICENSEE: Universal Broadcasting Co. Inc. Address: 1440 N. Meridian St. Phone: Melrose 4-6411.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual, 316 kw; Aural, 158 kw. Transmitter: Address, Rawls Ave. & Post Rd. Make, RCA Model TT-50 AH. Antenna: Make, RCA Type TF-12 AH. Height, Above average terrain 476 ft. Above ground 473 ft.

OPERATION: Began July 1, 1954. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WISH.

REPRESENTATIVES: Sales, Bolling. Washington Attorney, Segal, Smith & Henssey. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 26x75 ft. and one 26x50 ft.). Four RCA TK-11 camera chains. One RCA TK 20 D film camera. Two RCA TP 6 film projectors. One Projectall slide projector. One Projectall scanner. One Super Projectall opaque projector. One Bridgematic film processing unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, president (50.69%); Robert B. McConnell, vice president (.09%); Frank E. McKinney, treasurer (10%); Earl H. Schmidt, secretary (7%). Applicant is also licensee of WHBU Anderson; WANE Fort Wayne and WHOT South Bend.

EXECUTIVES:

C. Bruce McConnell, Pres.	Stokes Gresham Jr., Vice Pres. & Ch. Eng.
Robert B. McConnell, Vice Pres., Gen. Mgr. & Film Buy.	Robert F. Ohleyer, Com. Mgr.
	Steve Briggs, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$150. Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate card No. 1.

LAFAYETTE

(Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.5 kw. Operating Pow.: Visual 20 kw, Aural 10.5 kw. Transmitter: Address, McCarty Lane. Antenna: Make, Wincharger with RCA. Type Slotted RCA. Height, Above average terrain 400 ft. Above ground 380 ft.

OPERATION: Began June 15, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Wm. G. Rambeau. Washington Attorney, Guilford Jameson. Consulting Engineer, Frank McIntosh.

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 (one 60x40 ft. and one 6x8 ft.). Two RCA camera chains. One Tv Specialty rear screen projector. Two RCA film cameras. Two RCA film projectors.

PRINCIPAL STOCKHOLDERS: O. E. Richardson (100%).

EXECUTIVES:

O. E. Richardson, Pres. & Own.	Richard Cochran, Ch. Eng.
Dave Milligan, Gen. & Com. Mgr. & Film Buy.	James Potter, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$37.50, Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 336,122; Families in Area, 101,856; No. of Sets (June 1), 50,700; Retail Sales, \$310,822,600; Income per Family, \$3,100; Income per Capita, \$1,274.

MUNCIE

(Delaware County)

WLBC-TV

LICENSEE: Tri City Radio Corp. Address: P. O. Box 271. Phone: 4403.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 14.6 kw, Aural 7.3 kw. Operating Pow.: Visual 14.6 kw, Aural 7.3 kw. Transmitter: Address, P. O. Box 271. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type Slot. Height, Above average terrain 960 ft. Above ground 550 ft.

OPERATION: Began May 8, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Network NBC, CBS, ABC, DuMont. Station, AM, WLBC. FM, WMUN (FM).

REPRESENTATIVES: Sales, Walker Co., N. Y.; Hal Holman, Chicago. Washington Attorney, John H. Midlen. Consulting Engineer, George Davis.

SERVICES: One studio (50x24 ft.). One RCA camera chain. One RCA Iconoscope film camera. Two RCA 16mm film projectors. Super Projectal slide projector. Super Projectal opaque projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Donald A. Burton (51.0%), William F. Craig (47.0%), Garnet Burton (1.4%), Maury Crain (0.3%), Jack Craig (0.2%) and Fred Hinshaw (0.1%).

EXECUTIVES:

Don Burton, Pres. & Gen. Mgr. & Treas.	Lee Allerton, Prog. Dir.
Bill Craig, Com. Mgr. & Film Buy.	Maury Crain, Ch. Eng.
	Geor. Marks, TV Prod.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 1.

MARKET INFORMATION: (Total for WLBC market area): Population, 446,200; Families, 136,300; Retail Sales, \$417,368,000; Buying Income, \$654,171,000; Average per Capita Income, \$1,419.

PRINCETON

(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Box 8, Princeton, Ind. Phone: 52.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 40 kw, Aural 21 kw. Transmitter: Address, Outer West Broadway. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-27-DAH. Height, Above average terrain 478 ft. Above ground 471 ft.

OPERATION: Began Dec. 6, 1952. Hours, 3:20 p.m.-11:15 p.m.

AFFILIATIONS: Station AM, WRAY.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc. Washington Attorney, Leon L. Sclawy. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (32x42 ft.). One RCA and one Dage camera chain. One RCA film camera. Two RCA film projectors. Two 2x2 slide projectors. Two 3x4 opaque slide projectors.

PRINCIPAL STOCKHOLDERS: Sole owner is M. R. Lankford.

EXECUTIVES:

M. R. Lankford, Pres., Gen. Mgr. & Film Buy.	Jack Wiedemann, Prog. Dir.
Ray Harry, Com. Mgr.	Ray Shigley, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts. Rate Card No. 1.

PRINCETON (Cont.)

WRAY-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	375,050	291,989	773,039
Families in Area	110,308	85,880	236,188
No. of Sets (June 1)	48,000	18,000	75,000
Retail Sales	\$374,050,000	\$260,350,000	\$774,700,000
Income per Family	\$ 4,755	\$ 4,348	\$ 4,000
Income per Capita	\$ 1,398	\$ 1,279	\$ 1,100

†WRAY has suspended operation but has not returned its CP.

SOUTH BEND
(St. Joseph County)

WSBT-TV

LICENSEE: South Bend Tribune. Address: 223 West Colfax Ave. Phone: 3-6161.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 100 kw. Operating Pow.: Visual 17.7 kw, Aural 10.6 kw. Transmitter: Address. Route 6, Box 32, South Bend. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 BM. Height, Above average terrain 540 ft. Above ground 479 ft.

OPERATION: Began Dec. 21, 1952. Hours, 7:00 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (27x38 ft.). Four RCA TK-31 field cameras. One RCA TK-20C film camera. Two RCA TP-16 D film projectors. Two Spindler & Sauppe TP-2A slide projectors. Custom built mobile unit. News Service, UP, INS. Library, Standard.

PRINCIPAL STOCKHOLDER: South Bend Tribune.

EXECUTIVES:

F. A. Miller, Pres.	Justin R. Meacham, Prod. Mgr.
Neal B. Welch, Gen. Mgr.	Oliver A. Parcher, Asst. Prod. Mgr.
Robert H. Elrod, Nail. Sls. Mgr.	Paul F. Kruyer, Asst. Prog. Dir.
Robert J. Drain, Prog. Dir.	Scott N. Hagenau, Asst. Ch. Eng. & Prog. Mgr.
Arthur R. O'Neil, Ch. Eng.	
Walter A. Sweitzer, Film Buy.	

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

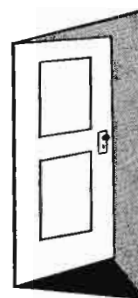
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	658,800
Families in Area	203,800
Area in Square Miles	5,311	1,963	7,854
No. of Sets (June 1)	108,304
Retail Sales	\$818,681,000
Income per Family	\$ 6,619
Income per Capita	\$ 1,997

WSJV (TV) (ELKHART)

LICENSEE: Truth Pub. Co. Address: 416 S. Second St., Elkhart, Ind. Phone: 2-1518. (For full listing see Elkhart.)

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.



AN
open door
to the Nation's
Test Market!

WLBC-TV

Muncie . . . sometimes called Middletown, U.S.A. . . . has been the nation's recognized test market for years. Reach this rich Muncie area market via WLBC-TV.

- ★ 70,000 UHF sets (May 1954)
- ★ 65% tuned to Channel 49
- ★ \$225 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

TERRE HAUTE

(Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Broadcasting Corp. Address: 918 Ohio St. Phone: Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 918 Ohio St. Antenna: Height, Above average terrain 480 ft. Above ground 549 ft.

OPERATION: Began July 20, 1954. Hours, 4:00 p.m.-12.00 Midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WTHI.

REPRESENTATIVE: Sales, Bolling Co. Washington Attorney, Haley, Doty & Wol- lenberg. Consulting Engineer, George C. Davis.

SERVICES: One studio. One RCA camera chain. One Tv Specialty rear screen projector. One RCA Videcon film camera. Two RCA film projectors. One Gray slide projector. One Houston Fearless film processing unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., president (81.65%), J. R. Cloutier, vice president-treasurer (13.35%), and Henry P. Smith (5%).

EXECUTIVES:

Anton Hulman Jr., Pres.	Pat Murphy, Tech. Dir.
J. M. Higgins, Gen. Mgr.	Don Petit, Ch. Eng.
Ben Falber Jr., Tv Opr. Dir.	Nancy Langan, Film Sup.
Lou Froeb, Com. Dir.	

RATE INFORMATION: Class A one hour Live \$400. Minute spot Live \$80. Rate Card No. 1A.

MARKET INFORMATION: Grade B (FCC Contour): Population, 715,735; Families in Area, 227,461; No. of Sets (June 1), 107,916; Retail Sales, \$714,500,000.

WATERLOO

WINT (TV)

(Target Date, Not Set)

LICENSEE: Tri-State Television Inc. Address: 114 Engineers Bldg., Cleveland, Ohio.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 11 kw. Transmitter: Address, Old U. S. Hwy. 6 Make, RCA. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 526 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Hogan & Hartson. Consulting Engi- neer, R. Morris Pierce.

PRINCIPAL STOCKHOLDERS: R. Morris Pierce, president (22.5%), president & 27.3% of WDOK Cleveland; E. Harry Camp, vice president (10%), general manager of WDOK; Frederick C. Wolf, treasurer (22.5%), treas- urer & 27.3% of WDOK; E. J. Sklenicka, secretary (5%), vice presi- dent-secretary & 4.5% of WDOK; Leopold Franci (10%), Elmer Krusell (5%). Messrs. Walberg L. Brown, Ralph G. Rehor, Jerry J. Smid, William S. Hlavin each hold 5% (all are officers & minority stockholders of WDOK). Ralph E. Quay holds 1% (chief engineer for WDOK).

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.



your ~~Al Babbar's~~ password to the Wabash Valley...is 'WTHI-TV'

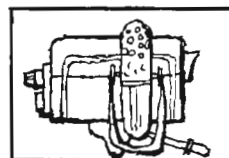
and therein lies one of the midwest's most prosperous industrial and farm markets! 752,339 population in primary WTHI-TV area.

\$714,500,000.00 retail sales in 1953 (comparable to the combined Albany - Schenectady - Troy, New York metropolitan area)

107,916 TV homes (based on CBS survey published November 1, 1953)

Seeking Mass Distribution?

WTHI is affiliated with Hulman & Co., largest wholesale grocery house in Indiana with over 50 men covering the area served by WTHI-TV.



Represented nationally by

THE BOLLING CO.
480 Lexington Ave.,
New York 17, N.Y.

... and principal cities throughout the nation



TERRE HAUTE, IND.

CHANNEL 10 • 316,000 WATTS • CBS • ABC • DUMONT



THAT'S YOU
UP THERE
where the
living's good!

That's YOU, elevated to the world's best living by the proven brands of products that never let you down—and for a very down-to-earth reason: each manufacturer has to live up to the highest standard set by his competitors. His product *has* to be good to survive—it's as simple as that. So if he changes it at all, you can be sure he's aiming at something better.

That's why you can shop so confidently, so profitably, so easily, by buying products with responsible names. Living on top of the world?—you bet! But you're on ground as safe and sound as your own back yard.

Easy to keep up on what's good: just read the ads in this magazine.

BRAND NAMES FOUNDATION
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION
37 WEST 57 STREET, NEW YORK 19, N. Y.

WANT CONFIDENCE? PATRONIZE THE DEALER WHO PROVIDES YOUR FAVORITE BRANDS

IOWA MARKET INDICATORS

Total Population, July 1, 1953	2,587,000
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, April 1954	625,700
Employed in Agriculture, 1950	285,267
Employed in Mining, April 1954	3,200
Employed in Manufacturing, April 1954	161,200
Employed in Construction, April 1954	32,600
Employed in Transportation & Public Utilities, April 1954	56,400
Employed in Wholesale & Retail Trade, April 1954	171,200
Employed in Finance, Insurance and Real Estate, April 1954	27,400
Employed in Service & Miscellaneous, April 1954	70,100
Employed in Government Service, April 1954	103,800
Retail Sales, 1953	\$ 3,062,570,000
Bank Assets, Jan. 1, 1954	\$ 2,853,379,000
Bank Deposits, Jan. 1, 1954	\$ 2,646,037,000
Major Income Sources, 1952: Agriculture 28.2%; Government 13.0%; Manufacturing Payrolls 15.7%; Trade and Service 21.8%.	
Total Income Payments, 1952	\$ 4,087,000,000
Per Capita Income, 1952	\$ 1,545
Total Internal Revenue Collections, 1953	\$ 525,018,379
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 69.08
Cash Receipts from Farm Marketing, 1953	\$ 2,253,190,000
Government Payments to Farmers, 1953	\$ 10,298,000
Value of Mineral Production, 1951	\$ 47,706,000
New Public Construction in 1952	\$ 103,800,000
Motor Vehicle Registration, 1953	1,125,551
Number of Telephones, Jan. 1, 1954	889,600
Number of Electrical Connections, Jan. 1, 1954	890,466
Number of Gas Utilities Connections, 1953	322,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adair	12,292	\$9,286	\$1,523	\$ 213	1,920	48%
Adams	8,753	6,740	688	92	1,340	48%
Allamakee	16,351	17,703	3,250	212	560	12%
Appanoose	19,683	14,180	3,107	359	1,390	22%
Audubon	11,579	15,475	2,325	209	1,820	52%
Benton	22,656	21,278	4,087	325	2,840	39%
Black Hawk	100,448	129,907	24,458	3,255	11,680	35%
Boone	28,139	24,155	4,628	574	5,120	60%
Bremer	18,884	22,075	3,667	259	1,280	22%
Buchanan	21,927	17,637	3,061	232	2,440	40%
Buena Vista	21,113	26,546	4,800	493	1,710	24%
Butler	17,394	20,552	2,930	280	1,270	23%
Calhoun	16,925	15,349	2,946	360	1,370	25%
Carroll	23,065	31,570	4,696	470	3,360	51%
Cass	18,532	24,350	4,147	553	3,810	60%
Cedar	16,910	18,063	2,669	292	4,000	74%
Cerro Gordo	46,053	64,965	12,432	1,412	5,750	39%
Cherokee	19,052	20,492	3,197	493	1,220	23%
Chickasaw	15,228	18,037	4,011	301	630	14%
Clarke	9,369	9,341	2,437	186	620	20%
Clay	18,103	29,256	5,191	530	970	17%
Clayton	22,522	21,348	3,746	396	780	11%
Clinton	49,664	63,036	12,825	1,201	11,990	75%
Crawford	19,741	19,215	3,781	378	2,960	52%
Dallas	23,661	25,887	5,575	616	4,820	62%
Davis	9,959	5,126	1,324	167	650	21%
Decatur	12,601	9,151	2,321	246	760	20%
Delaware	17,734	13,495	2,627	301	2,810	54%
Des Moines	42,056	58,195	13,297	1,858	9,620	67%
Dickinson	12,756	15,181	2,617	331	680	17%
Dubuque	71,337	92,288	18,167	1,434	8,050	40%
Emmett	14,102	15,515	3,028	379	770	18%
Fayette	28,294	24,183	4,604	421	1,300	15%
Floyd	21,505	21,560	4,663	516	880	13%
Franklin	16,268	15,610	2,640	210	2,810	54%
Fremont	12,323	11,516	2,394	247	2,590	70%
Greene	15,544	16,914	3,073	345	2,890	59%

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Grundy	13,722	12,883	2,064	297	2,070	47%
Guthrie	15,197	13,190	2,304	259	2,850	62%
Hamilton	19,660	20,698	3,905	474	4,420	69%
Hancock	15,077	13,114	2,578	250	1,540	34%
Hardin	22,218	30,165	5,159	507	5,110	68%
Harrison	19,560	18,071	3,359	503	3,690	64%
Henry	18,708	18,894	3,511	453	1,950	35%
Howard	13,105	14,469	2,575	191	550	14%
Humboldt	13,117	13,658	2,534	212	980	24%
Ida	10,697	15,426	2,574	316	760	23%
Iowa	15,835	16,691	2,731	279	1,570	32%
Jackson	18,622	17,762	3,326	391	4,330	76%
Jasper	32,305	33,899	8,425	786	6,050	59%
Jefferson	15,696	14,419	3,042	326	1,730	34%
Johnson	45,756	49,545	8,949	1,561	5,460	42%
Jones	19,401	21,992	3,542	418	3,160	54%
Keokuk	16,797	16,873	2,386	274	1,790	32%
Kossuth	26,241	25,969	4,565	497	1,430	19%
Lee	43,102	47,632	10,696	1,571	2,160	16%
Linn	104,274	158,436	26,775	5,130	19,670	56%
Louisa	11,101	14,477	2,182	309	2,520	74%
Lucas	12,069	13,392	2,890	259	780	20%
Lyon	14,697	14,391	2,171	257	1,380	32%
Madison	13,131	12,551	2,170	299	2,410	56%
Mahaska	24,672	27,195	4,280	691	2,250	28%
Marion	25,930	17,869	4,582	455	4,540	59%
Marshall	35,611	45,670	9,199	960	6,320	56%
Mills	14,064	12,299	2,128	278	2,590	70%
Mitchell	13,945	17,540	2,761	174	590	14%
Monona	16,303	14,664	2,706	324	3,150	63%
Monroe	11,814	8,400	2,109	163	710	21%
Montgomery	15,685	19,081	3,329	443	3,710	70%
Muscatine	32,148	41,078	7,383	621	7,880	74%
O'Brien	18,970	24,132	4,070	397	1,010	17%
Osceola	10,181	10,896	1,837	91	510	17%
Page	23,921	36,942	4,531	789	5,130	70%
Palo Alto	15,891	15,843	2,658	338	810	18%
Plymouth	23,252	26,161	4,398	503	2,180	32%
Pocahontas	15,496	14,459	2,794	359	1,100	24%
Polk	226,010	341,880	63,318	10,084	56,140	73%
Pottawattamie	69,682	69,887	16,001	1,939	13,870	63%
Poweshiek	19,344	19,521	3,999	400	1,620	28%
Ringgold	9,528	6,968	963	171	1,540	48%
Sac	17,518	18,993	3,412	359	1,270	23%
Scott	100,698	144,330	25,641	3,893	27,030	83%
Shelby	15,942	17,294	2,075	310	2,810	61%
Sioux	26,381	25,848	4,693	550	2,300	31%
Story	44,294	46,363	10,918	1,244	8,420	64%
Tama	21,688	25,158	3,901	317	3,300	47%
Taylor	12,420	8,653	1,672	175	1,920	48%
Union	15,651	16,203	3,218	430	2,470	48%
Van Buren	11,007	7,607	1,409	109	1,260	34%
Wapello	47,397	47,035	10,349	1,495	2,100	14%
Warren	17,758	11,999	2,715	191	3,090	56%
Washington	19,557	25,569	3,507	563	2,040	42%
Wayne	11,737	9,295	1,969	252	750	19%
Webster	44,241	58,906	10,030	1,050	9,210	66%
Winnebago	13,450	15,811	2,511	313	1,400	35%
Winneshiek	21,639	18,068	3,344	316	950	15%
Woodbury	103,917	150,280	27,543	4,600	21,380	62%
Worth	11,068	8,878	1,980	148	1,160	35%
Wright	19,652	22,021	4,542	551	3,440	54%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

AMES

(Story County)

WOI-TV

LICENSEE: Iowa State College. Address: Ames, Iowa. Phone: Ames 2500, Ext. 831.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, 4 miles S.W. of Ames. Make, GE. Model TF 3A. Antenna: Make, RCA. Type TF 6BM. Height, Above average terrain 550 ft. Above ground 579 ft.

OPERATION: Began Feb 21, 1950. Hours, 7:00 a.m.-12:00 midnight.

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

WOI-TV

CHANNEL 5 AMES, IOWA

IOWA STATE COLLEGE

CBS • DuMONT • ABC

*CMS
gzk
mece
gjk*

TO: Stations, Agencies, Representatives (Please circulate)

RE: Television in Central Iowa



WOI-TV, the primary affiliate in Central Iowa of CBS, ABC and DuMont reaches 240,000 television homes within a 100-mile radius of Ames. Owned and operated by Iowa State College, WOI-TV has been Des Moines' and Central Iowa's dominant TV service since February, 1950.

*Delivers
Des Moines
PLUS*

*Total \$\$
retail sales
1.5 Billion
Gross farm income
1.2 Billion*

Fifty-one prosperous Central Iowa counties are within the WOI-TV coverage area. Population figures show 418,380 households; one-fourth of these are rural households.

*← plumbing and lots of
Cadillacs!*

The goal of the Iowa State College station is to provide total television service to its nearly 750,000 Iowa viewers. Its 17-hour television day is filled with the top-rated network programs plus 24 hours per week of award-winning local productions.

*du Pont
Sylvania
Freedom's
Foundation
etc*

*Trainees in 15 Major
Stations and
Networks*

In addition to its 100-member professional radio and television staff, Iowa State College provides a television laboratory designed to train personnel fully-qualified to take their places in the television industry. And programs on kinescope produced by WOI-TV are now aired on other television stations coast to coast.

*Could be
years!*

For more details on the WOI-TV success story, contact Weed Television.



*X X X
WOI success*

WOI-TV first in Central Iowa

AMES (Cont.)

WOI-TV (Cont.)

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Cohn & Marks. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 46x79 ft. and one 30x35 ft.). Two RCA TK11A camera chains. Four DuMont field camera chains. One Translux rear screen projector. Two RCA TK 20 D and two GE lke film cameras. Two RCA TK 16 F and two GE Synchronlrite film projectors. One Gray Telojector slide projector. One GE 3 1/2x4 in. opaque projector. One GPL rapid film processing unit. One International Metro truck with four DuMont field camera chains and link. News Services, AP, UP, INS. Library, SESAC, World, Standard.

EXECUTIVES:

James H. Hilton, Pres.	Chris Donaldson, Prog. Dir.
Richard B. Hull, Gen. Mgr.	Keith Ketcham, Ch. Eng.
Merritt C. Ludwig, Asst. to Gen. Mgr.	Donna DeCamp, Film Dir.
Robert C. Mulhall, Com. Mgr. & Film Buy.	Marguerite Theobald, Prom. Dir.
	George Halsey, News Dir.

RATE INFORMATION: Class A one hour Live \$500. Minute spot Live \$100. 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	85,000	500,000	730,000
Families in Area	26,000	150,000	220,000
Area in Square Miles	1,260	7,800	15,400
No. of Sets (June 1)	240,000
Retail Sales	\$1,500,000,000
Income per Family	\$ 4,545
Income per Capita	\$ 2,054

CEDAR RAPIDS

(Linn County)

KCRI-TV

LICENSEE: The Cedar Rapids Television Co. Address: 104 First St., SW. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 33.1 kw, Aural 16.6 kw. Operating Pow.: Visual 33.1 kw, Aural 16.6 kw. Transmitter: Address, Cedar Rapids, Iowa. Make, DuM. Model 8000. Antenna: Make, RCA. Type TF6AH. Height, Above average terrain 340 ft. Above ground, 364 ft.

OPERATION: Began Oct. 15, 1953. Hours, 8:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Cohn & Marks. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio. Two RCA TK31A camera chains. One RCA TK20D film camera. Two Eastman 250 film projectors. One Gray Telojector slide projector. News Services, AP, INS. Library, Official.

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: The Gazette Co. (30%), publisher of Cedar Rapids Gazette. Purchase of other 70% pending FCC approval.

EXECUTIVES:

Wade S. Patterson, Gen. Mgr. & Com. Mgr.	Edna A. Herbst, Prom. & Pub. Dir.
Ralph D. Willey, Prog. Dir. & Film Buy.	Richard D. Yoakam, News Dir.
Carl R. Rollert, Ch. Eng.	Bob Brooks, Sports Dir.
	Rosemary Castor, Continuity Dir.
	Sue Darling, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts from 5% for 13-26 times up to 25% for 156-260 times. Rate Card No. 2.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 536,190; Families in Area, 162,150; Area in Square Miles, 5,024; No. of Sets (June 1), 116,444.

WMT-TV

LICENSEE: American Broadcasting Stations Inc. Address: Paramount Theatre Bldg. Phone: 6127.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Old Marion Rd., NE. Make, RCA. Model 25 BL. Antenna: Make, RCA. Type 6 AL. Height, Above average terrain 670 ft. Above ground, 702 ft.

OPERATION: Began Sept. 30, 1953.

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

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x60x18 ft.). Two RCA TK11A camera chains. One RCA 20D film camera. Two RCA 16E 16mm film projectors. One Gray Telojector slide projector. News Services, AP, UP, INS. Library, Thesaurus, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Mrs. Helen Mark and family (100%). Interlocking ownership with KULA-AM-TV Honolulu, KJBS San Francisco, and KGIL San Fernando, Calif.

EXECUTIVES:

Wm. B. Dolph, Pres.	Geo. P. Hixenbaugh, Ch. Eng.
Wm. B. Quarton, Vice Pres. & Gen. Mgr.	Buzz Hassett, Tv Sls. Dir.
Lew Van Nostrand, Sls. Mgr.	Leo F. Cole, Bus. Mgr.
Douglas B. Grant, Prog. Dir. & Film Buy.	

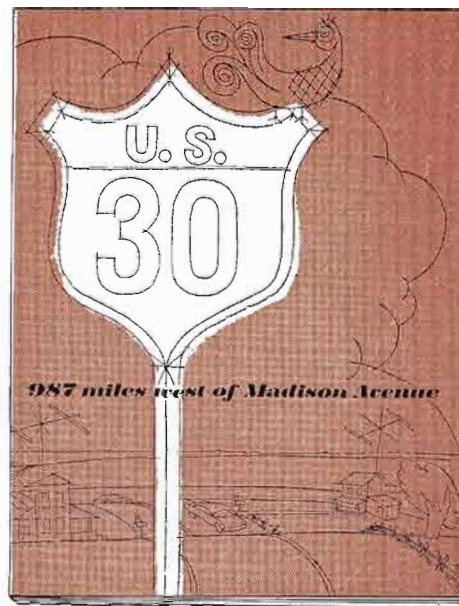
RATE INFORMATION: Class A one hour Film \$450. Minute spot Film \$80. Rate Card No. 2.

MARKET INFORMATION:

	Primary Service Area	Total (Including Fringe Area)
Population	835,100	1,236,000
Families in Area	253,100	378,800
No. of Sets (June 1)	156,922	234,856
Retail Sales	\$956,029,000	\$1,429,543,000

Have you seen WMT's TV Yearbook?

(We think it's got it all over Broadcasting's.)



The Eastern Iowa Market - WMT

WMT-TV, Inc. is a subsidiary of the American Broadcasting Company, Inc. (ABC) and is licensed to Cedar Rapids, Iowa. It is the only television station in the Eastern Iowa market to be owned and operated by a major network.

Basic Statistics

Year	Population	Households	TV Sets	WMT-TV % of Total
1954	112,000	37,000	55,000	40.0%
1955	115,000	38,000	56,000	40.0%
1956	118,000	39,000	57,000	40.0%
1957	121,000	40,000	58,000	40.0%
1958	124,000	41,000	59,000	40.0%
1959	127,000	42,000	60,000	40.0%
1960	130,000	43,000	61,000	40.0%

The WMT-TV Market Data

City	Population	Households	TV Sets	WMT-TV % of Total
Cedar Rapids	75,000	24,000	36,000	40.0%
Marion	15,000	5,000	7,500	40.0%
Waverly	10,000	3,000	4,500	40.0%
Wheatland	8,000	2,500	3,750	40.0%
Windsor	7,000	2,200	3,300	40.0%
Winterset	6,000	1,800	2,700	40.0%
Wright	5,000	1,500	2,250	40.0%
Wrightsville	4,000	1,200	1,800	40.0%
Wrightsville	3,000	900	1,350	40.0%
Wrightsville	2,000	600	900	40.0%
Wrightsville	1,000	300	450	40.0%

It tells you all kinds of things . . .

For a copy, try and pry one loose from the Katz Agency. Or write direct. There is *absolutely* no truth to the canard about having to buy time on WMT-TV to get a copy. Mail address: Cedar Rapids, Iowa. CBS for Eastern Iowa.

Electronic Bookkeeping

This is a special feature of the new Electronic Bookkeeping system. It allows you to keep track of your business expenses and income with the push of a button. It's simple, accurate, and saves you a lot of time. For more information, contact your local CBS representative.

Electronic Bookkeeping is a revolutionary new system that will change the way you do business. It's fast, accurate, and easy to use. Contact your local CBS representative today for more information.



THE FAMILY NEXT DOOR
with
MADOLON MITCHELL
CRAIG HILL
MERRY ANDERS



Another winner!

from the portfolio of **TPA** Sales Builders

Another example of TPA coming in "first with the finest." This time, it's for advertisers who want to make money while the sun shines.

"THE FAMILY NEXT DOOR," now before the cameras, is a fifteen-minute, daytime dramatic serial built around the warm story of a woman alone and those she loves. Produced for TPA by Prockter Television Enterprises, it carries the mark of success prominently displayed by such Prockter features as "The Big Story" and "Treasury Men in Action." It plays like big-time, night-time entertainment.

Recent research has shown that daytime viewers are just the kind of people most advertisers want to reach. They're young, richer; they have more children. And their buying habits reflect these sales-building characteristics.

For local and regional advertisers who want to cash in on the vast potential of daytime television . . . who want to capture the most desirable and easily available periods—"THE FAMILY NEXT DOOR" is the vehicle to do the job. It's coming soon—from TPA.



Television Programs of America, Inc.
 New York: 477 Madison Avenue
 Chicago: 2710 West Summerdale Avenue
 Hollywood: 6253 Hollywood Boulevard

IOWA

DAVENPORT
 (Scott County)

WOC-TV

LICENSEE: Central Broadcasting Co. Address: 805 Brady St. Phone: 3-3661.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Pleasant Valley Township. Make, RCA. Model TT5A with 25AL amplifier. Antenna: Make, RCA. Type 6 bay turnstile. Height, Above average terrain 600 ft. Above ground 625 ft.

OPERATION: Began Oct. 31, 1949. Hours, 6:00 a.m.-11:30 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. Four RCA TK-10-A camera chains. Two RCA TK-20-A film cameras. Two RCA TP-16-A film projectors. One Spindler & Sauppe Selectroslide Jr. slide projector. One opaque projector. One RCA mobile unit with two cameras. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer, principal stockholders, also own WHO-AM-TV Des Moines. Licensee owns 25% interest in KMA Shenandoah, Iowa and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, Pres.	Fred A. Reed, Asst. Res. Mgr.
D. D. Palmer, Vice Pres. & Treas.	Mark Wodlinger, Res. Sls. Mgr. & Film Buy.
Ralph Evans, Exec. Vice Pres.	Raymond E. Guth, Prog. Dir. & Film Buy.
Paul A. Loyet, Vice Pres.	Paul G. Arvidson, Ch. Eng.
Wm. D. Wagner, Secy.	
Ernest C. Sanders, Res. Mgr. & Film Buy.	

RATE INFORMATION: Class AA one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 7.

MARKET INFORMATION:

	Primary Service Area	Total (Including Fringe Area)
Population	1,507,300	2,315,400
Families in Area	441,050	737,400
Area in Square Miles	22,500	28,625
No. of Sets (June 1)	264,811	350,671
Retail Sales	\$1,859,761,000	\$3,049,397,000
Income per Family	\$ 5,565	\$ 5,582
Income per Capita	\$ 1,590	\$ 1,595

DES MOINES
 (Polk County)

KGTV (TV)

LICENSEE: Rib Mountain Television Inc. Address: 2d Avenue & Hobson Dr. Phone: 8-6751.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 18.5 kw, Aural 10 kw. Transmitter: Address, 2d Ave. & Hobson Dr. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 BLS. Height, Above average terrain 470 ft. Above ground 492 ft.

OPERATION: Began Nov. 15, 1953. Hours, 1:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, George P. Hollingbery Co. and Bulmer & Johnson Inc. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, Charles B. Person.

SERVICES: One studio (25x50 ft.). Three RCA TK 31A camera chains. One RCA-Type TK 20D film camera. One TP-16E film projector. One Tressel Projectall slide projector. One RCA mobile unit with two camera field chains. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Morgan Murphy-Walter C. Bridges interests, which also own WEAU-AM-FM-TV Eau Claire, Wis., WEBC Duluth, Minn., WISC-AM-FM Madison, Wis., and 50% of KVOL-AM-FM-TV Lafayette, La. Mr. Bridges owns 75% of WJMC-AM-FM Rice Lake, Wis. Murphy newspapers are Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald and Highland Park News-Herald and Lafayette (La.) Advertiser.

EXECUTIVES:

W. C. Bridges, Pres.	Thomas J. Kelly, Prog. Dir.
Leo Howard, Gen. Mgr., Com. Mgr. & Film Buy.	Walter Hariu, 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 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.

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week — the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties — 39 counties that have tremendous buying power and the will to use it . . .

Population	1,543,700
Families	477,910
TV Homes — 3/1/54	264,811
Effective Buying Income	\$2,455,549,000
Per Capita	\$1,590
Per Family	\$5,565
Retail Sales	\$1,859,761,000

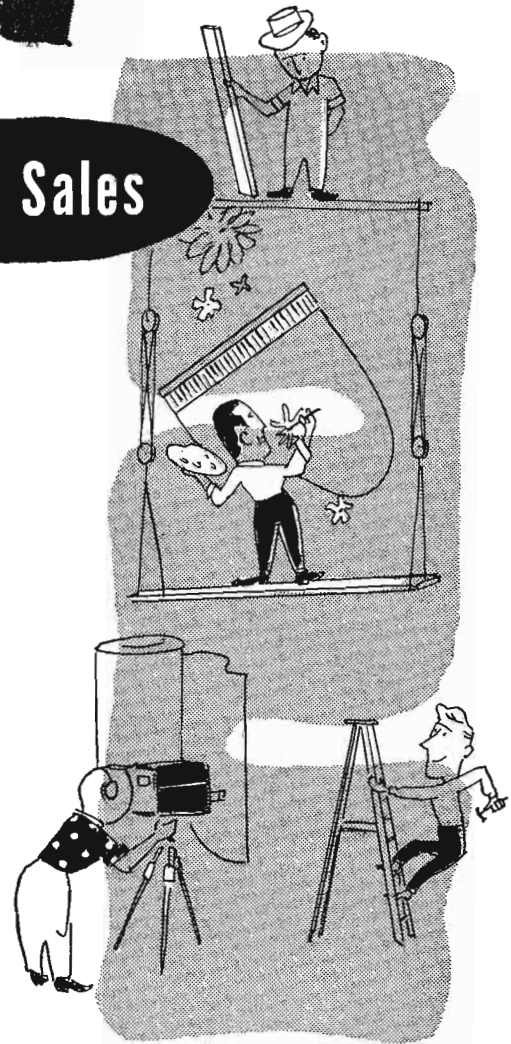
It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS



**The
QUINT CITIES**



WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Broadcasting Co. Address: 1100 Walnut St. Phone: 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 81.5 kw, Aural 49 kw. Transmitter: Address, Mitchellville, Iowa. Make, RCA. Model TT-50AH. Antenna: Make, RCA. Type TF-12AH, 12-section superturnstile. Height, Above average terrain 780 ft. Above ground 743 ft.

OPERATION: Began April 15, 1954. Hours, 6:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (50x90 ft. and 35x75 ft.). Two RCA TK-30A field camera chains. Two RCA TK-11A studio camera chains. One television Specialty Co. rear screen projector. Two RCA TK-20D film cameras. Two RCA TP16D film projectors. One Gray dual disc slide projector. One Gray Telop opaque projector. News Services, INS, UP, AP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: B. J. Palmer and D. D. Palmer are majority stockholders in licensee as well as WOC-AM-TV Des Moines. Central Broadcasting Co. has 25% stock ownership in KMA Shenandoah, Iowa and KMTV (TV) Omaha.

EXECUTIVES:

Col. B. J. Palmer, Pres.	William D. Wagner, Secy. & Controller
D. D. Palmer, Vice Pres. & Treas.	W. W. Woods, Asst. Mgr.
Ralph Evans, Exec. Vice Pres.	Harold W. Fulton, Sls. Mgr.
Paul A. Loyet, Vice Pres. & Res. Mgr.	Jack Kerrigan, Prog. Dir.
	Reed E. Snyder, Ch. Eng.
	Kenneth Gfeller, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$550. Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population: 1,111,400; Families in Area, 355,100; Area in Square Miles, 25,477; No. of Sets (June 1), 227,000; Retail Sales, \$1,266,200,000; Effective Buying Income per Family, \$4,822; Effective Buying Income Per Capita, \$1,541.

FORT DODGE

(Webster County)

KQTV (TV)

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: Walnut 3761.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 11 kw. Operating Pow.: Visual 18 kw, Aural 11 kw. Transmitter: Address, Television Square. Make, GE. Antenna: Make, Workshop. Height, Above average terrain 620 ft. Above ground 650 ft.

OPERATION: Began Nov. 23, 1953. Hours, 4:15 p.m.-10:30 p.m.

AFFILIATIONS: Station, AM, KVFD. FM, KFMY (FM).

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Everett Dillard.

SERVICES: One studio (40x40 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Projectall slide projector. News Service, INS. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Mr. & Mrs. Edward Breen are principal stockholders.

EXECUTIVES:

Edward Breen, Pres. & Gen. Mgr.	Dave Sinclair, Ch. Eng.
Max Landes, Com. Mgr.	Verne Gielow, Asst. Mgr. & Film Buy.
Drex Peterson, 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.

RATE INFORMATION: Class A one hour Live \$150. Film \$150. Minute spot Live \$22.50, Film \$22.50. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	78,937	153,044	232,181
Retail Sales	\$95,250,850	\$252,546,900

MASON CITY

(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio Inc. Address: Mason City, Iowa. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Kensett, Iowa. Make, DuM. Model 9000. Antenna: Make, RCA. Type 6 bay. Height, Above average terrain 460 ft. Above ground 500 ft.

OPERATION: Began May 5, 1954. Hours, 4:45 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, KGLO. FM, KGLO-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: One studio (40x60 ft.). Two DuM. camera chains. One Multiscanner DuM. film camera. One Multiscanner DuM. film projector. One DuM. Multiscanner opaque projector. News Services, AP, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis (9%) and more than 50 stockholders. Affiliated in ownership of WTAD-AM-FM Quincy, Ill., KHQA-TV Hannibal, Mo., and WKBT (TV) La Crosse, Wis. Lee newspapers are Mason City (Iowa) Globe-Gazette, Hannibal (Mo.) Courier-Post, La Crosse (Wis.) Tribune, Davenport (Iowa) Times and Democrat & Leader, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, Pres.	Bud Suter, Prog. Dir.
Herbert R. Ohrt, Vice Pres. & Gen. Mgr.	Roger Sawyer, Ch. Eng.
Lloyd D. Loers, Sls. Mgr. & Film Buy.	Don Harrer, Prom. Dir.
	Doug Sherwin, Prod. Dir.
	Don Shargent, Film Dir.

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

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	379,000	580,700
Families in Area	109,300	165,740
No. of Sets (June 1)	65,000	80,000
Retail Sales	\$431,658,000	\$674,758,000
Income per Farm Family	\$11,860

SIoux CITY

(Woodbury County)

KCTV (TV)

(Target Date, Not Set)

LICENSEE: Great Plains Television Properties of Iowa Inc. Address: c/o U. S. Corp. Co. of Ill., 33 N. LaSalle St., Chicago.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: Address, 3 miles NNE of center of Sioux City. Make, RCA. 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.

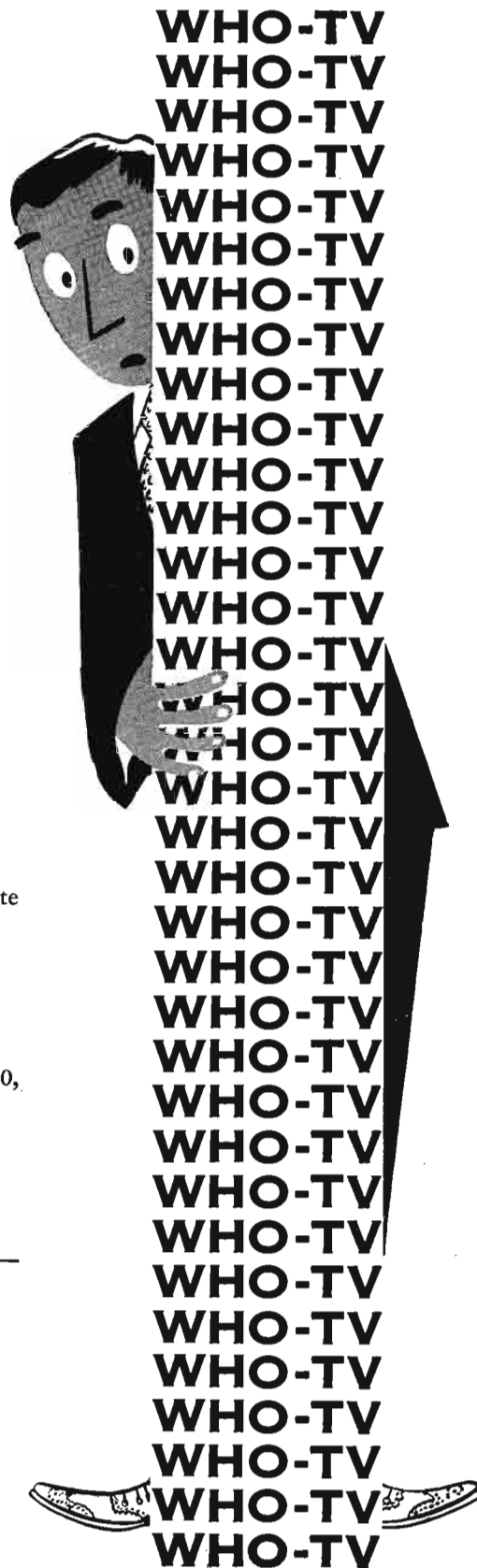
PRINCIPAL STOCKHOLDERS: Owned by Transcontinental Properties Inc. (Herbert Scheffel, president; Alfred G. Burger, treasurer). Transcontinental also owns KFTV (TV) Little Rock, Ark., WFTV (TV) Duluth, and 33 1/3% of WICS (TV) Springfield, Ill.

You must face the FACTS!

Thanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa — an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 billion dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight — with the finest NBC-TV network programs . . . the best local programs, *plus* one of the Nation's largest local-talent staffs. Ask Free & Peters!



WHO-TV

Channel 13 • Des Moines • NBC



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

SIOUX CITY (Cont.)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 614 Pierce St. Phone: 2-2711.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 57.5 kw. Operating Pow.: Visual 107 kw, Aural 57.5 kw. Transmitter: Address, 41st and Howard Sts. Make, GE. Model TT23A. Antenna: Make, GE. Type TY28F. Height, Above average terrain 705 ft. Above ground 500 ft.

OPERATION: Began March 29, 1953. Hours, 10:00 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (45x25x12 ft.). Two RCA interchangeable cameras. One RCA film camera. Two RCA film projectors. Two slide projectors. One GE opaque projector. News Services, AP, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Cowles is also licensee of KRNT-AM-FM Des Moines, Iowa, and WNAX Yankton, S. D. Cowles publishes Des Moines Register and Tribune, Minneapolis Star and Tribune and Look Magazine.

EXECUTIVES:

Gardner Cowles, Pres.	Norman Bacon, Prog. Dir. & Film Buy.
Robert R. Tincher, Gen. Mgr.	Jack Iverson, Trans. Sup.
Art Smith, Res. Mgr.	Charles Prohaska, Studio Sup.
Donald D. Sullivan, Com. Mgr.	Ben Roen, Film Dir.

RATE INFORMATION: Class A one hour Live \$260, Film \$260. Minute spot Live \$52, Film \$52. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

KTIV (TV)

(Target Date, Sept. 15, 1954)

LICENSEE: KCOM Broadcasting Co. Address: 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 51.3 kw, Aural 25.7 kw. Transmitter: Address, 1 mile north of 54th & N. Rustin. Make, DuMont. Model 9000. Antenna: Make, RCA. Type TF-6BM. Height, Above average terrain 770 ft. Above ground 633 ft.

OPERATION: Target date Sept. 15, 1954. Hours, 12:00 noon-11:00 p.m.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, George Davis.

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 (44x56 ft.). Two TK-31A RCA camera chains. One TK-21 RCA film camera. TP-16F RCA film projector. TP-3B RCA slide projector.

PRINCIPAL STOCKHOLDERS: Dietrich Dirks (70%), eight other stockholders (30%). Perkins Bros. Co. (KSCJ-AM-FM-Sioux City Journal and Journal Tribune) has option to purchase 50% interest.

EXECUTIVES:

Dietrich Dirks, Pres., Gen. Mgr. & Film Buy.	Gene Flaherty, Vice Pres. Al Smith, Ch. Eng.
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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 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	488,500	764,500
Families in Area	152,200	228,100
Area in Square Miles	15,831	21,550
No. of Sets (June 1)	83,685	118,705
Retail Sales	\$570,038,000	\$925,459,000

WATERLOO

(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Broadcasting Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: Address, Rt. 20, .8 miles east of city limits. Antenna: Height, Above average terrain 550 ft. Above ground 576 ft.

OPERATION: Began Nov. 15, 1953.

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

REPRESENTATIVE: Sales, Headley-Ræed. Washington Attorney, Roberts & McInnis. Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, president (50%), Donald M. Graham, vice president (2%), E. Horslund, treasurer (3%), Glenn B. Beers, secretary (1%), Robert A. Buckmaster (6%), C. K. Croper (3%), Robert H. Dunkelberg (2%), Vivian Johnson (2%), A. D. Donnell (1%), William Bolster (4%), Robert McCoy (3%), (2% as executor of Jackson R. McCoy estate), John G. Miller (2%), R. A. Rath (2%), Gene Thorne (2%) and 14 others none owning more than 1%.

EXECUTIVES:

Ralph J. McElroy, Pres. & Gen. Mgr.	Jack Turley, Opr. Dir. Ed. Falk, News Dir.
Donald Inman, Sls. Dir.	T. W. Kirksey, Eng. Dir.
Warren Mead, Prog. Dir.	Wally Blake, Prom. Dir.

RATE INFORMATION: Class A one hour \$400. Minute spot \$80. Rate Card No. 4

noteworthy

The White Space
is for note-jotting,
Courtesy of *KVTV*.
While you're at it,
you might care to note:
Sioux City Sue
has sold:
50 desk pads, 36 tv tables
on a single morning show;
101 Bulova watches
with 12 one-minute film spots;
9 Serval refrigerators (@ \$529)
with 4 live announcements;
2,000 cheese spread snack glasses
with 3 announcements.

footnotes
will gladly be provided by
The Katz Agency—our reps.



CBS, NBC, ABC & DuMont
Represented by The Katz Agency

KVTV
Channel 9

SIOUX CITY, IOWA

KVTV, a Cowles Station, is under the same management as WNAX-570, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.

KANSAS

KANSAS MARKET INDICATORS

Total Population, July 1, 1953	2,005,000
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, April 1954	537,400
Employed in Agriculture, 1950	162,773
Employed in Mining, April 1954	18,200
Employed in Manufacturing, April 1954	131,500
Employed in Construction, April 1954	34,700
Employed in Transportation & Public Utilities, April 1954	64,000
Employed in Wholesale & Retail Trade, April 1954	129,800
Employed in Finance, Insurance & Real Estate, April 1954	17,600
Employed in Service & Miscellaneous, April 1954	54,700
Employed in Government Service, April 1954	86,900
Retail Sales, 1953	\$ 2,165,569,000
Bank Assets, Jan. 1, 1954	\$ 2,110,525,000
Bank Deposits, Jan. 1, 1954	\$ 1,966,030,000
Major Income Sources, 1952: Agriculture 22.3%; Government 13.8%; Manufacturing Payrolls 15.7%; Trade and Service 21.2%	
Total Income Payments, 1952	\$ 3,400,000,000
Per Capita Income, 1952	\$ 1,698
Total Internal Revenue Collections, 1953	\$ 524,208,309
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 76.30
Cash Receipts from Farm Marketing, 1953	\$ 1,007,590,000
Government Payments to Farmers, 1953	\$ 6,049,000
Value of Mineral Production, 1951	\$ 400,087,000
New Public Construction in 1952	\$ 177,400,000
Motor Vehicle Registration, 1953	957,077
Number of Telephones, Jan. 1, 1954	673,800
Number of Electrical Connections, Jan. 1, 1954	681,226
Number of Gas Utilities Connections, 1953	440,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Allen	18,187	17,399	3,429	391	860	14%
Anderson	10,267	8,100	1,450	235	480	14%
Atchison	21,496	17,611	4,085	571	3,480	51%
Barber	8,521	9,901	2,015	327	560	20%
Barton	29,909	51,474	10,109	1,347	2,850	28%
Bourbon	19,153	15,922	3,773	413	1,650	24%
Brown	14,651	16,064	2,718	471	2,700	52%
Butler	31,001	37,856	8,353	1,043	3,340	29%
Chase	4,831	3,439	911	106	250	18%
Chautauqua	7,376	5,779	1,164	195	380	16%
Cherokee	25,144	15,115	5,251	475	850	10%
Cheyenne	5,668	8,718	1,812	240
Clark	3,946	4,573	722	62
Clay	11,697	12,226	2,278	272	440	11%
Cloud	16,104	18,972	3,693	465
Coffey	10,408	7,848	1,366	191	450	14%
Comanche	3,888	3,882	632	173	260	20%
Cowley	36,905	41,797	9,282	1,030	2,070	17%
Crawford	40,231	37,939	9,171	1,154	1,490	10%
Decatur	6,185	7,826	1,573	192
Dickinson	21,190	21,535	4,335	579	680	10%
Doniphan	10,499	5,697	1,523	218	1,660	52%
Douglas	34,086	34,424	7,494	1,265	4,920	45%
Edwards	5,936	6,993	1,583	263	420	20%
Elk	6,679	3,884	991	133	340	16%
Ellis	19,043	25,379	5,025	730
Ellsworth	8,465	9,310	2,051	300	360	14%
Finney	15,092	29,312	4,644	534
Ford	19,670	36,965	5,572	1,004
Franklin	19,928	19,283	4,109	572	2,640	39%
Geary	21,671	18,902	4,188	547	680	10%
Gove	4,447	5,833	974	113
Graham	5,020	6,288	627	201
Grant	4,638	8,728	1,774	92
Gray	4,894	6,433	1,146	238
Greeley	2,010	3,282	904	61
Greenwood	13,574	14,808	3,127	369	700	16%
Hamilton	3,696	7,652	1,231	88
Harper	10,263	11,042	2,337	379	590	18%

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Harvey	21,698	23,109	4,336	419	2,100	30%
Haskell	2,606	4,251	673	229
Hodgeman	3,310	3,215	618	36
Jackson	11,098	9,781	2,059	189	1,920	52%
Jefferson	11,084	9,249	2,389	246	1,620	45%
Jewell	9,698	5,829	1,276	178
Johnson	62,783	51,076	17,820	2,653	25,600	91%
Kearney	3,492	5,736	999	96
Kingman	10,324	9,432	2,171	255	590	18%
Kiowa	4,743	6,729	1,438	177	300	20%
Labette	29,285	30,888	7,484	765	990	10%
Lane	2,808	4,873	1,111	41
Leavenworth	42,361	29,744	7,312	1,061	8,340	70%
Lincoln	6,643	5,820	1,234	149	250	14%
Linn	10,053	6,234	1,051	188	1,760	49%
Logan	4,206	7,341	1,448	178
Lyon	26,576	28,262	5,664	987	1,680	19%
McPherson	23,670	25,907	5,130	792	1,480	19%
Marion	16,307	17,157	3,594	381	940	18%
Marshall	17,926	16,488	3,715	493	840	14%
Meade	5,710	8,245	1,418	235
Miami	19,698	14,160	3,498	453	3,080	49%
Mitchell	10,320	16,460	2,687	483
Montgomery	46,487	52,221	13,093	1,711	2,900	17%
Morris	8,485	6,544	1,544	177	260	10%
Morton	2,610	4,727	1,073	222
Nemaha	14,341	13,443	2,766	522	660	15%
Neosho	20,348	18,671	4,531	491	1,700	25%
Ness	6,322	8,338	1,523	276
Norton	8,808	12,878	2,078	337
Osage	12,811	8,377	2,075	207	1,600	39%
Osborne	8,558	9,970	2,210	289
Ottawa	7,265	6,255	1,444	159	340	14%
Pawnee	11,041	14,054	2,339	353	600	20%
Phillips	9,273	9,192	1,841	168
Pottawatomie	12,344	11,872	2,168	334	570	15%
Pratt	12,156	16,335	3,153	438	840	20%
Rawlins	5,728	8,074	1,356	228
Reno	54,058	75,296	14,342	2,289	7,110	38%
Republic	11,478	8,446	1,874	276
Rice	15,635	14,323	3,369	503	1,480	28%
Riley	33,405	31,395	6,358	1,051	1,040	10%
Rooks	9,043	13,155	2,446	471
Rush	7,231	10,287	1,779	278
Russell	13,406	15,639	3,441	360
Saline	33,409	58,629	9,633	1,238	1,630	14%
Scott	4,921	8,138	2,146	128
Sedgwick	222,290	350,480	64,337	10,914	37,270	40%
Seward	9,972	23,165	4,504	551
Shawnee	105,418	120,505	25,251	3,490	19,790	51%
Sheridan	4,607	5,300	928	79
Sherman	7,373	14,324	2,228	330
Smith	8,846	7,445	1,945	230
Stafford	8,816	7,892	2,007	235	560	20%
Stanton	2,263	3,112	521	78
Stevens	4,516	7,963	1,739	105
Sumner	23,646	19,655	4,068	623	1,580	18%
Thomas	7,572	13,718	2,063	475
Trego	5,868	6,353	1,084	107
Wabaunsee	7,212	4,724	1,349	148	420	19%
Wallace	2,508	4,157	659	42
Washington	12,977	7,791	1,291	184	460	11%
Wichita	2,640	6,913	1,180	47
Wilson	14,815	11,357	2,733	243	760	16%
Woodson	6,711	5,154	1,221	119	310	14%
Wyandotte	165,318	151,095	39,596	6,217	41,180	74%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

GREAT BEND

(Barton County)

KCKT (TV)

(Target Date, Oct. 15, 1954)

LICENSEE: Central Kansas Tv Co. Address: P. O. Box 182. Phone 9313.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4 miles north of city limits of Great Bend. Make, GE Model TT-22-A. Antenna: Make, GE Type 6 bay TY-26-F. Height, Above average terrain 1,002 ft. Above ground 1,000 ft.

OPERATION: Target date Oct. 15, 1954. Hours, 5:00 p.m. to 11:00 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: E. C. Wedell (9%), R. R. Rinker (7%), C. O. Deighton (7%), M. O. Tanberg (5%), Herbert Dietz (3%), Fred W. Thies (3%) and 30-odd other stockholders.

EXECUTIVES:

E. C. Wedell, Pres. Otis Cowan, Com. Mgr.
Leslie P. Ware, Gen. Mgr. Ken Cook, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$225. Minute Spot Film \$30. Frequency discounts, 5% for 13 times to 45% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	153,900	643,300	899,800
Families in Area	48,200	201,300	290,400
No. of Sets (June 1)	17,912	68,855	88,551
Retail Sales	\$198,697,000	\$812,663,000	\$1,106,575
Income per Family	\$5,198	\$5,234	\$4,854
Income per Capita	\$1,693	\$1,678	\$1,566

KANSAS

HUTCHINSON

(Reno County)

KTVH (TV) (WICHITA)

LICENSEE: Hutchinson TV Inc. Address: 1800 N. Plum. Phone Hutchinson 2-8280.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: Address, RFD 1 Hutchinson, Kans. Make, RCA. Model TT 25 BH. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 800 ft. Above ground 779 ft.

OPERATION: Began June 25, 1953. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 55x43 ft. and one 30x20 ft.). Four RCA TK 20 D camera chains. Two RCA TK 30 film cameras. Three Eastman film projectors. Two Gray Telojectors slide projectors. News Service, AP. Library, Guild.

PRINCIPAL STOCKHOLDERS: James A. Davis (5.60%), J. H. Child (5.60%), L. T. Child (5.60%), G. N. Waddell (4.00%), Wesley E. Brown (1.60%), Chas. E. Carey (6.48%), Howard J. Carey (6.98%), W. D. P. Carey (7.74%), John P. Harris (11.20%), Sidney F. Harris (11.20%), Ray E. Dillon (4.00%), R. J. Laubengayer (6.00%), Bess M. Wyse (12.00%), Harry L. Stevens (4.00%) and Howard O. Peterson (8.00%). John P. & Sidney F. Harris publish Hutchinson News-Herald. Merger with KFBI Wichita pending FCC approval.

EXECUTIVES:

W. D. P. Carey, Pres.
Howard O. Peterson, Gen. Mgr.
E. W. Dallier, Sls. Mgr.
Ray Huffer, Prog. Dir. &
Film Buy.

Robert B. Marye, Ch. Eng.
Harold F. Means, Opr. Mgr.
William S. Ritchie, Prom. Mgr.
Ben Butler, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Live \$100, Film \$100. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Grade A FCC Contour): Population, 697,300; Families in Area, 230,140; Area in Square Miles, 14,400; No. of Sets (June 1), 119,096; Retail Sales, \$941,344,000.

MANHATTAN

(Riley County)

KSAC-TV*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: Kansas State College. Address: Manhattan, Kan. Phone: Prescott 6-8811.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Address, 2.9 miles NW of Manhattan. Make, GE. Antenna: Make, GE. Height, Above average terrain 450 ft. Above ground 273 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, R. G. Kloeffler, Dept. of Electrical Engineering, Kansas State College.

PITTSBURG

(Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 609.

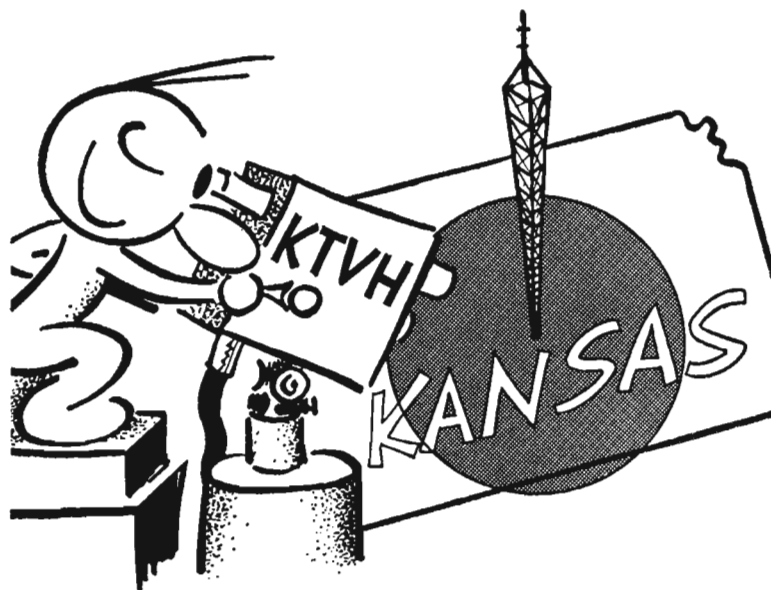
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 98 kw, Aural 49 kw. Operating Pow.: Visual 98 kw, Aural 49 kw. Transmitter: Address, 11 miles south of Pittsburg. Make, RCA. Model, TT-10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 540 ft. Above ground 574 ft.

OPERATION: Began Dec. 13, 1953. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, KOAM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Geo. O. Sutton. Consulting Engineer, T. A. M. Craven.

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.



Only TV Covering Entire Rich Central Kansas!

- 50% Saturation
- Wichita Studios
- Bonus Coverage
- Viewer Loyalty

For the *biggest television buy* in Kansas, contact the Hutchinson or Wichita KTVH Sales Office and see how you can get viewer domination in the largest metropolitan market in Kansas.



CHANNEL
12

VHF
240,000
WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC.

COVERS CENTRAL KANSAS

PITTSBURG (Cont.)

KOAM-TV (Cont.)

SERVICES: One studio (40x52x18 ft.). Two RCA TK-11A camera chains. Two RCA TK-20D film cameras. Two RCA TP-16E 16mm film projectors. Two Gray, TP-3A Dual Disc slide projectors. One Monoscope scanner. One Gray Telop 2R opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Pittsburg Broadcasting Co. (KOAM Pittsburg, Kan.) (66%) and Joplin Globe Publishing Co., publisher of Joplin Globe and News Herald, (33%).

EXECUTIVES:

E. V. Baxter, Pres. Louis R. Martin, Prog. Dir.
R. E. Wade, Gen. Mgr., Com. Leo S. Stafford, Ch. Eng.
Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. 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 B (FCC Contour)	Total (Including Fringe Area)
Population	378,200	636,600
Families in Area	123,200	206,600
Area in Square Miles		3,217
No. of Sets (June 1)	44,250	67,565
Retail Sales	\$335,247,000	\$553,595,000

TOPEKA

(Shawnee County)

KTKA (TV)

(Target Date, Not Set)

LICENSEE: Alf. M. Landon. Address: National Bank of Topeka Bldg.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 4.62 kw, Aural 2.51 kw. Transmitter: Address, 3.5 miles WNW of State Capital Bldg. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 380 ft. Above ground 395 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 not set.

AFFILIATIONS: Station, AM, WREN.

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

PRINCIPAL STOCKHOLDERS: Alf M. Landon also owns KCLO Leavenworth, Kan., and controls KSCB Liberal, Kan.

WIBW-TV

LICENSEE: Topeka Broadcasting Assn. Address: 1035 Topeka Blvd. Phone: 3-2377.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: Address, 1.5 miles west of city limits. Make, RCA. Model TT10AH. Antenna: Make, RCA. Type TF2AH. Height, Above average terrain 1,010 ft. Above ground 950 ft.

OPERATION: Began Nov. 15, 1953. Hours 6:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Capper Publications Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Cruetz, Garrison & Waldschmitt.

SERVICES: One studio (45x65 ft.). Two RCA TK 31A field camera chains. Two RCA TK 20D film cameras. Three RCA TP 16 F film projectors. Two Gray Telojector slide projectors. One Gray Telop II opaque projector. One mobile unit. News Services, AP, UP. Library, Official, MPTV.

PRINCIPAL STOCKHOLDERS: Capper Publications Inc. (100%) also owns 94% of KCKN Broadcasting Co. and publishes Topeka Daily Capital and Kansas City (Kan.) Kansan.

TOPEKA IS AMERICA'S TOP "SLEEPER MARKET"

Here's a market that's just waiting to be exploited. Topeka ranks 14th in the nation in Consumer Spendable Income* with \$6,804 per household. That's 29.7% above the national average!

Topeka has only one television station—WIBW-TV. We blanket America's No. 14

market and give you a good solid "plus" outside. By the time you read this, our new 1010 foot tower and full 87.1 KW power should be delivering over 110,000 homes . . . without counting a single home in either Kansas City or St. Joseph.

* Consumer Markets—1954



CBS-ABC-DUMONT, INTERCONNECTED

Topeka, Kansas
Ben Ludy, General Manager
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

TOPEKA (Cont.)

WIBW-TV (Cont.)

EXECUTIVES:

H. S. Blake, Pres.	Lewis Dickensheets, Dir. of Eng.
Ben Ludy, Gen. Mgr.	Claude Mann, Prod. Mgr.
Art Holbrook, Tv Mgr.	LeRoy Carlson, Studio Dir.
Hilton Hodges, Com. Mgr.	Bill Barton, Film Dir.

RATE INFORMATION: Class A one hour \$300. Minute spot \$60. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	214,947	495,673	1,534,904
Households in Area	67,962	158,437	488,602
Area in Square Miles	4,778	10,387	18,146
No. of Sets (June 1)	45,850	92,800	371,300
Retail Sales (1953)	\$229,500,000	\$486,224,000	\$1,816,096,000
Consumer Spendable Income per Household	\$ 5,669	\$ 5,366	\$ 5,741
Consumer Spendable Income per Capita	\$ 1,792	\$ 1,715	\$ 1,827

WICHITA

(Sedgwick County)

KAKE-TV

(Target Date, Early Fall 1954)

LICENSEE: KAKE-TV Inc. Address: 204 N. Waco. Phone: Amherst 7-1239.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw.
Transmitter: Address, W. 53d at 151st St. Make, RCA. Model TT50AH.
Antenna: Make, RCA. Type TF12AH. Height, Above average terrain
1,030 ft. Above ground 1,079 ft.

OPERATION: Target date, early fall, 1954.

AFFILIATIONS: Station, AM, KAKE.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney,
Fisher, Wayland, Duvall & Southmayd; Cohn & Marks. Consulting Engineer,
Craven, Lohnes & Culver.

SERVICES: Two studios (one 60x80 feet, one 30x40 feet). Two RCA TK 31 A
camera chains. Dual Bodde rear screen projector. Two RCA TK 21 A
Vidicon film cameras. Two RCA TP 6 A 16mm film projectors. One Gray
TP 3B dual disc slide projector. Gray Telop 2R opaque projector. Bell
& Howell film camera. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mark H. Adams (6.25%), Sherrill C. Corwin
(13%), Robert B. Dockum (9 1/2%), Theodore Gore 7%), Ralph Gore
(7%), Charles E. Jones (6.25%), Owen Coe McEwen (5%), Tom Palmer
(15%), Dwight Merle Rounds (5%), H. E. Zoller (12%) and eight
others none holding more than 2% each. Messrs. Adams, Dockum, Jones,
McEwen, Rounds and Zoller are principal stockholders in KAKE.

EXECUTIVES:

Mark H. Adams, Pres.	Harold H. Newby, Ch. Eng.
Martin Umansky, Gen. & Com. Mgr.	Jack Miller, Prom. Mgr.
John Q. Quigley, Oper. Mgr.	Don Waldron, Reg. Sls. 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.

AT
DEADLINE
TIME...



KAKE-TV—Wichita's
first VHF station, channel **10**
—now ready for fall schedules

A "MAXIMUM" STATION—\$1,250,000
FACILITY—30,000 SQUARE FEET OF
AIR-CONDITIONED BUILDING

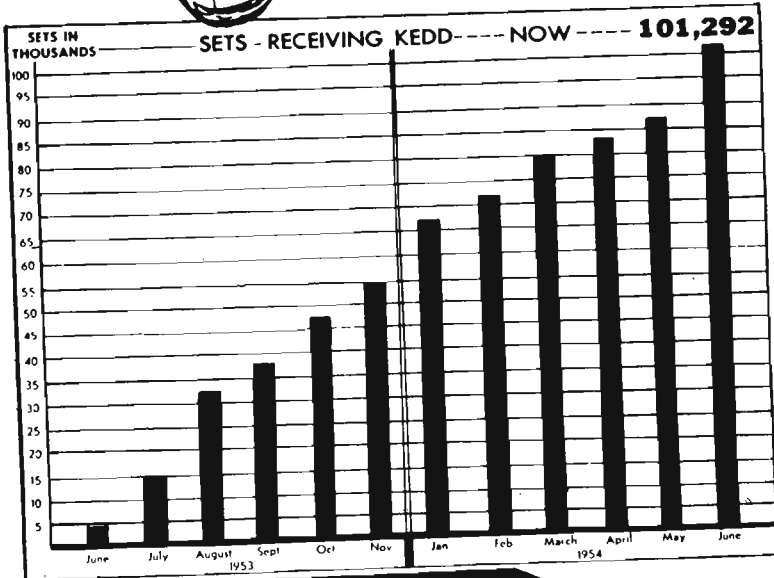
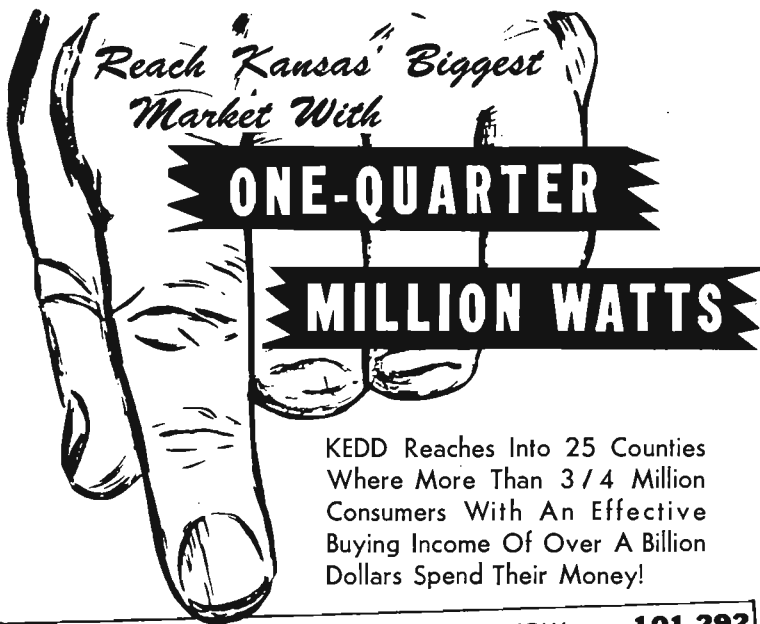
- Tower 1,079 feet
- Video Power 316,000 watts
- Aural Power 219,000 watts
- Studio No. 1 60' x 80'
- Studio No. 2 30' x 40'
- Century Electronic Lighting Board
- Rear Screen Projection
- Studio Zoomar Lens
- Two RCA Vidicon Film Chains
- Network Color

● Call the **KAKE MAN** at your nearest
George P. Hollingbery Company office,
or call **KAKE-TV** direct.



Martin Umansky, Mgr.

KAKE channel **10**
Wichita, Kansas



KEDD

WICHITA, KANSAS

**Is Now Serving Over
850,000 Consumers
In Kansas' Richest Market
With Kansas'
HIGHEST
POWER!**

REPRESENTED BY **Edward Petry & Co., Inc.**

**INTERCONNECTED
NBC • ABC NETWORKS**

KANSAS

WICHITA (Cont.)

KEDD (TV)

LICENSEE: KEDD Inc. Address: P. O. Box 1740. Phone: Temple 8-3321.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Operating Pow.: Visual 245 kw, Aural 132 kw. Transmitter: Address, 37th & Hillside. Make, RCA; GE. Model, RCA—TTV 1B; GE—TF 8A. Antenna: Make, RCA. Type TFU 24 DL. Height, Above average terrain 670 ft. Above ground 708 ft.

OPERATION: Began Aug. 22, 1953. Hours, 10:30 a.m.—12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, George Adair.

SERVICES: One studio (40x50 ft.). Two RCA studio TK 11A camera chains. Two RCA TK 20 D film cameras. Two RCA TP 16 E film projectors. Two Gray Telojector TP 3 A slide projectors. News Service, UP. Library, Capitol "Q".

PRINCIPAL STOCKHOLDERS: Stanley H. Durwood interests (85%) and Wichita Beacon-KWBB (15%).

EXECUTIVES:

Stanley H. Durwood, Pres.
John E. North, Gen. Mgr.
Robert C. Currie, Prog. Dir.
George Smith, Ch. Eng.

Charles K. Bloomquist, Film Buy.
Robert O. Paxson, Regional
Sls. Mgr.
Nevin McCord, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Film \$300. Minute spot Film \$60. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	100 Microvolt Contour
Population	410,400	524,300	860,800
Families in Area	133,050	169,910	281,150
Area in Square Miles	2,641	5,806	21,113
No. of Sets (June 1)	85,064	93,362	101,292
Retail Sales	\$558,531,000	\$677,668,000	\$961,883,000
Average income per Family	\$ 4,683	\$ 4,599	\$ 4,504
Average income per Capita	\$ 1,543	\$ 1,517	\$ 1,485

KTVH (TV) (HUTCHINSON)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Hutchinson 2-8280. (For full listing see Hutchinson, 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.

KENTUCKY

KENTUCKY MARKET INDICATORS

Total Population, July 1, 1953	2,934,000
Total Families, 1950	717,535
Total Urban Population, 1950	1,084,070
Total Rural Nonfarm Population, 1950	886,566
Total Farm Population, 1950	974,170
Employed in Agriculture, 1950	245,596
Employed in Mining, April 1954	(See footnote 4, Foreword)
Employed in Manufacturing, April 1954	(See footnote 4, Foreword)
Employed in Transportation & Public Utilities, April 1954	(See footnote 4, Foreword)
Employed in Wholesale & Retail Trade, April 1954	(See footnote 4, Foreword)
Employed in Finance, Insurance & Real Estate, April 1954	(See footnote 4, Foreword)
Employed in Service & Miscellaneous, April 1954	(See footnote 4, Foreword)
Employed in Government Service, April 1954	93,900
Retail Sales, 1953	\$ 2,217,966,000
Bank Assets, Jan. 1, 1954	\$ 2,025,214,000
Bank Deposits, Jan. 1, 1954	\$ 1,863,129,000
Major Income Sources, 1952: Agriculture 11.9%; Government 19.2%; Manufacturing Payrolls 14.8%; Trade and Service 23.4%.	
Total Income Payments, 1952	\$ 3,311,000,000

Per Capita Income, 1952	\$	1,135
Total Internal Revenue Collections, 1953	\$	1,323,954,439
Average Weekly Earnings Manufacturing Workers, March 1954	\$	66.60
Cash Receipts from Farm Marketing, 1953	\$	544,494,000
Government Payments to Farms, 1953	\$	6,074,000
Value of Mineral Production, 1951	\$	442,264,000
New Public Construction in 1952	\$	418,500,000
Motor Vehicle Registration, 1953		907,484
Number of Telephones, Jan. 1, 1954		551,400
Number of Electrical Connections, Jan. 1, 1954		799,329
Number of Gas Utilities Connections, 1953		311,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

KENTUCKY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adair	17,603	\$6,183	\$1,189	\$ 253	1,640	36%
Allen	13,787	6,934	1,536	206	1,440	36%
Anderson	8,984	7,639	1,718	77	1,170	45%
Ballard	8,545	4,143	1,316	98		
Barren	28,461	22,535	4,589	755	2,760	32%
Bath	10,410	2,801	1,051	59	310	11%
Bell	47,602	36,588	8,902	807	1,110	10%
Boone	13,015	6,555	1,759	113	2,560	64%
Bourbon	17,752	15,713	4,281	407	2,210	43%
Boyd	49,949	47,260	13,199	1,495	9,690	67%
Boyle	20,532	23,164	4,776	799	1,990	35%
Bracken	8,424	4,403	1,227	79	1,090	42%
Breathitt	19,964	3,932	1,483			
Breckenridge	15,528	5,410	1,708	214	2,020	48%
Bullitt	11,349	4,445	1,451	71	2,520	74%
Butler	11,309	2,121	769	64	650	25%
Caldwell	13,199	8,602	2,422	261	720	18%
Calloway	20,147	15,333	3,703	388	1,810	30%
Campbell	76,196	58,960	21,593	2,344	21,130	89%
Carlisle	6,206	2,809	879	81		
Carroll	8,517	9,530	2,212	310	1,660	64%
Carter	22,559	7,470	2,253	182	2,540	48%
Casey	17,446	4,598	1,029	36	1,520	37%
Christian	42,359	39,442	7,856	674	4,720	41%
Clark	18,898	19,036	4,546	454	1,310	23%
Clay	23,116	5,031	1,227	76		
Clinton	10,605	3,044	648	67	490	18%
Crittenden	10,818	5,471	1,737	67	580	18%
Cumberland	9,309	3,212	866	65	400	18%
Daviess	57,241	57,463	12,515	1,519	8,330	50%
Edmonson	9,376	1,920	587	62	620	27%
Elliott	7,085	580	345		620	48%
Estill	14,677	4,611	1,599	179	830	23%
Fayette	100,746	139,496	27,192	5,398	6,370	21%
Fleming	11,962	5,523	1,664	67	940	27%
Floyd	53,500	25,268	6,276	349	5,650	47%
Franklin	25,933	22,662	5,559	769	3,150	40%
Fulton	13,668	15,251	3,910	408		
Gallatin	3,969	1,949	840	64	770	64%
Garrard	11,029	5,444	1,241	67	1,120	36%
Grant	9,809	6,038	1,761	178	1,920	64%
Graves	31,364	23,488	5,533	594		
Grayson	17,063	6,554	1,209	169	1,290	27%
Green	11,261	5,155	1,083	73	1,220	37%
Greenup	24,887	7,799	3,722	294	3,000	47%
Hancock	6,009	2,079	581	60	380	25%
Hardin	50,312	25,487	6,921	452	5,420	48%
Harlan	17,751	44,409	12,213	1,029	3,500	21%
Harrison	13,736	10,467	2,596	280	1,720	42%
Hart	15,321	8,702	1,608	265	1,190	27%
Henderson	30,715	28,352	7,184	785	1,900	19%
Henry	11,394	6,418	1,492	269	1,390	41%
Hickman	7,778	2,958	1,115			
Hopkins	38,815	32,934	7,866	733	1,360	12%
Jackson	13,101	2,236	824	63		
Jefferson	484,615	601,440	140,046	25,649	123,510	81%
Jessamine	12,458	6,421	1,975	249	1,300	36%
Johnson	23,846	12,726	3,214	35	2,340	40%
Kenton	104,254	99,770	32,592	3,769	28,450	84%
Knott	20,320	3,387	1,124	73	410	10%
Knox	30,409	7,757	2,508	69		
Larue	9,956	6,361	884	72	1,220	45%
Laurel	25,797	11,996	3,755	210		
Lawrence	14,418	5,345	1,675	130	1,680	48%
Lee	8,739	1,563	488	69	200	11%
Leslie	15,537	3,288	1,804	77	320	10%
Letcher	39,522	20,956	6,732	266	910	10%
Lewis	13,520	4,338	1,377	73	830	26%
Lincoln	18,668	7,921	1,632	160	1,760	36%
Livingston	7,184	2,425	901	71	410	18%
Logan	22,335	15,860	4,089	432	2,340	37%
Lyon	6,853	1,674	548	59	410	29%
McCracken	49,137	82,620	17,115	3,053	4,940	17%
McCreary	16,660	6,651	2,687	123		
McLean	10,021	3,543	1,259	119	700	25%
Madison	31,179	19,901	4,684	789		
Magoffin	13,839	2,185	830	30	1,110	41%
Marion	17,212	12,794	2,080	80	1,860	44%
Marshall	13,387	6,095	1,643	113	1,220	29%
Martin	11,677	2,287	1,076		1,030	41%
Mason	18,486	20,532	4,098	754	2,190	41%
Meade	9,422	4,924	865	70	1,340	48%
Menifee	4,798	601	249		110	11%
Mercer	14,643	10,699	2,296	422	1,620	36%
Metcalfe	9,851	2,851	345	76	860	32%
Monroe	13,770	6,134	1,459	131	1,150	32%
Montgomery	13,025	11,261	3,059	283	870	23%
Morgan	13,624	2,204	633	32	330	10%
Muhlenberg	32,501	18,319	6,134	383	2,110	25%
Nelson	19,521	13,666	2,399	429	3,690	74%
Nicholas	7,532	3,400	1,115	149	920	42%
Ohio	20,840	7,237	2,832	217	1,360	24%
Oldham	11,018	5,659	1,257	79	1,110	41%
Owen	9,755	4,357	1,018	153	1,920	64%
Owsley	7,324	402	171			

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Pendleton	9,610	3,681	1,151	96	1,260	42%
Perry	46,566	26,749	6,253	407	1,040	10%
Pike	81,152	44,153	11,921	526	8,280	44%
Powell	6,812	1,889	238		320	23%
Pulaski	38,452	21,725	5,049	559		
Robertson	2,881	684	219	56	340	42%
Rockcastle	13,925	4,138	1,497	101		
Rowan	12,708	6,064	1,384	66	810	26%
Russell	13,717	3,864	1,143	91	650	18%
Scott	15,141	10,408	3,202	256	1,940	43%
Shelby	17,912	14,941	3,286	419	2,090	41%
Simpson	11,678	11,348	2,350	442	1,260	36%
Spencer	6,157	3,975	725	37	1,040	74%
Taylor	14,403	10,907	2,095	78	1,520	37%
Todd	12,890	5,960	1,712	250	1,330	36%
Trigg	9,683	4,481	958	68	670	29%
Trimble	5,148	1,242	378		620	41%
Union	14,893	14,353	3,208	522	740	18%
Warren	42,758	42,002	7,865	1,501	4,140	33%
Washington	12,777	6,695	1,144	67	1,490	45%
Wayne	16,475	5,471	1,795	72	710	18%
Webster	15,555	8,379	2,192	185	830	18%
Whitley	31,940	19,651	5,281	565		
Wolfe	7,615	1,180	267		150	11%
Woodford	11,212	6,869	1,920	293	1,460	43%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ASHLAND

(Boyd County)

WPTV (TV)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 321 8th St., Huntington, W. Va.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Transmitter: Address, N. Kenova. Make, DuMont. Antenna: Make, DuMont. Height, Above average terrain 470 ft. Above ground 234 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Sales, Edward Petry & Co. 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 in Polan Industries which also owns WLTV (TV) Wheeling, W. Va.

HENDERSON

(Henderson County)

WEHT (TV) (EVANSVILLE, IND.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville, Ind. Phone: Henderson 9566.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.89 kw. Operating Pow.: Visual 11 kw, Aural 5.89 kw. Transmitter: Address, Marywood Dr., Henderson. Make, RCA, Model TTU 1B. Antenna: Make, RCA. Type TFU-24BMS. Height, Above average terrain 590 ft. Above ground 537 ft.

OPERATION: Began Sept. 27, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Sales, Meeker Tv Inc. and Adam Young Television Co. (St. Louis only). Washington Attorney, Pierson & Ball. Consulting Engineer, George E. Davis.

SERVICES: One studio (38x33 ft.). Two RCA TK 11A camera chains. One RCA TK 20D film camera. Two RCA TP 16D film projectors. One Spindler & Sauppe Selectroslide Jr. slide projector. News Service, UP. Library, Studio Teletype.

PRINCIPAL STOCKHOLDERS: Malco Theatres Inc. (60%), Citizens Theatre Inc. (21%) and local stockholders (19%).

EXECUTIVES:

Herbert R. Levy, Pres. Chester T. Behrman, Prog. Dir., Cecil M. Sansbury, Gen. Mgr. Dir. of Opr. & Film Buy Robert M. Cleveland, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$275, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Uhf Contour only): Population 454,050; Families in Area, 138,160; Area in Square Miles, 5,026.56; No. of Sets (June 1), 56,000; Retail Sales, \$437,308,500.

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.

LEXINGTON

(Fayette County)

WLAP-TV†

(Target Date, Not Set)

LICENSEE: American Broadcasting Corp. Address: Radio Bldg., Shout & Walnut Sts., Phone: 3-2727.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw. Aural 126 kw. Transmitter: Address, Northern Belt Line & Liberty Rd. Make, GE. Antenna. Make, GE. Height, Above average terrain 625 ft. Above ground 548 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WLAP.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: J. Lindsay Nunn, chairman (40%), Gilmore N. Nunn, president (51%), J. E. Willis, vice president (4.80%), Miller Welch (3.20%), and Bettie N. Nunn (1%). For other holdings see Group Ownership.

EXECUTIVES:

Gilmore N. Nunn, Pres. Miller Welch, Com. Mgr.
J. Ed Willis, Gen. Mgr.

†WLAP has temporarily suspended construction but has not returned its CP.

WLEX-TV

(Target Date, Nov. 1, 1954)

LICENSEE: Central Kentucky Broadcasting Co. Address: 136 N. Limestone St. Phone: 3-0433.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 92 kw. Transmitter: Address, Russell Cove Pike. Make, GPL. Antenna: Make, GPL. Height, Above average terrain 630 ft. Above ground 651 ft.

OPERATION: Target date Nov. 1, 1954.

AFFILIATIONS: Station, AM, WLEX.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Spearman & Roberson. Consulting Engineer, Vandiver, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: J. D. Gay Jr., president (48.6%), H. Guthrie Bell, secretary-treasurer (48.6%), William B. Gess, vice president (.15%), John G. Atchison Jr. (.15%) and Gay-Bell Corp. (2.5%).

LOUISVILLE

(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Phone: Wabash 2201.

FACILITIES: Ch. 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 TF6AL. Height, Above average terrain 914 ft. Above ground 600 ft.

OPERATION: Began Nov. 24, 1948. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAVE.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 36x55 ft. and one 22x33 ft.). Four RCA camera chains. One Profit Maker rear screen projector. Two RCA TK 20 A film cameras. Two RCA TP 16B film projectors. Two Selectroslide slide projectors. Two Composite opaque projectors. One mobile unit. News Service, AP. Library, Thesaurus, Standard.

PRINCIPAL STOCKHOLDERS: George W. Norton Jr.

EXECUTIVES:

George W. Norton Jr., Pres. Wilbur Hudson, Ch. Eng.
Nathan Lord, Gen. Mgr. Charles Hill, Prom. Mgr.
Ralph Jackson, Com. Mgr. Cy Crites, Research Dir.
George Patterson, Prog. & Prod.
Dir. & Film Buy.

RATE INFORMATION: Class AA one hour Live \$956, Film \$885. Minute spot Live \$170, Film \$170. Frequency discounts from 5% for 13 times up to 25½% for 260 times. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	739,552	1,339,942	2,401,000
Families in Area	221,264	386,998	700,800
Area in Square Miles	3,780	14,200
No. of Sets (May 1)	187,126	96,259	385,034
Retail Sales	\$781,631,000	\$1,222,790,000	\$2,148,216,000
Income per Family	\$ 5,128	\$ 4,677	\$ 4,338
Income per Capita	\$ 1,534	\$ 1,351	\$ 1,266

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 West Broadway. Phone: Wabash 2211.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Sixth & Broadway. Make, GE. Antenna: Make, GE. Type 12-Bay. Height, Above average terrain 490 ft. Above ground 600 ft.

OPERATION: Began March 27, 1950. Hours, 9:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Miller & Schroeder.

SERVICES: Two studios (one 40x60 ft. and one 30x55 ft.). Three DuM. dual camera chains. Two GE 16mm film projectors. Two GE film cameras. One GE Bausch & Lomb slide and opaque projector. One opaque projector plus combination unit. One 16mm negative film processing unit. One completely equipped mobile unit. News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: WHAS Inc. is wholly owned subsidiary of Courier-Journal and Louisville Times Co.

EXECUTIVES:

Barry Bingham, Pres. Ralph Hansen, Prog. Dir.
Victor A. Sholis, Vice Pres. & Orrin W. Towner, Eng. Dir.
Dir. Charles McDaniel, Film Dir.
Neil Cline, Sta. Mgr. William A. Loader, Prom. Mgr.
Albert A. Gillin, Sls. Dir.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$170, Film \$170. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 7.

WKLO-TV†

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Transmitter: Address, Near Bald Knob, New Albany, Ind. Make, GE. Antenna: Make, GE. Type TY-25B. Height, Above average terrain, 730 ft. Above ground 404 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: James F. Brownlee, chairman of the board (4.9%); Emanuel Levi, president (10.5%); Milton S. Trost, first vice president (10.2%); William H. Veeneman, second vice president (5%); E. L. Altshelter, secretary-treasurer (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:

D. C. Summerford, Gen. Mgr. & Ch. Eng.
Charles Farmer, Com. Mgr.

†WKLO has suspended operation but has not returned its CP.

WQXL-TV

(Target Date, Summer 1954)

LICENSEE: Robert W. Rounsaville. Address: 2549 S. Third St. Phone: Calhoun 3680.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address, 2549 S. 3d St. Make, GE. Antenna: Make, GE. Height, Above average terrain 210 ft. Above ground 293 ft.

OPERATION: Target date, summer 1954.

AFFILIATIONS: Station, AM, WLOU.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%), also owns WMBM Miami Beach, WQXI Atlanta, WBAC Cleveland, Tenn., 51% of WBEJ Elizabethtown, Tenn. and is TV grantee for Cincinnati, Ohio.

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Not Set)

LICENSEE: Tri-City Broadcasting Co. Address 606 Monmouth St. Phone: Juniper 7-4100.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 8.71 kw. Transmitter: Address, Race & Center Sts. Make, GE. Antenna: Make, GE. Height, Above average terrain 510 ft. Above ground 500 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WNOP.

REPRESENTATIVES: Washington Attorney, Maurice R. Barnes. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: James G. Lang, president (52.52%), Vincent Herold, vice president (6.5%), Ann R. Lang, secretary-treasurer, Olin W. Davis (17.58%), William A. Geoghegan (6.5%), Earl M. Britenberg (5.3%) and six others none holding more than 2.3% each.

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.



Good Programs Grow at **WHAS-TV**



The Happiest

21,800 laughing, happy viewers have attended "Walton Calling" in its first 4 years. (7:30 p.m., Mon.)



The Biggest

The "Hayloft Haedawn" with its regular cast of 18 is the market's biggest talent show. (8:00 p.m., Friday)



The Exclusive

"WHAS-TV News", with Kentuckiana's exclusive daily newsreel, sets an unmatched pace in local news coverage. (6:30, 10:30 p.m., daily)



The Favorite

"Small Talk" hostess Mary Snow Ethridge, chosen by TV PRESS readers as their Favorite Female Personality. (6:15 p.m., daily)



The Winner

"Good Living" with McCall's "Mike Award" winner Marian Gifford, is the market's outstanding homemaker program. (10:00 a.m., daily)



The Onlyest

"Sportraits" with Phil Sutterfield, is Louisville's only daily sports program. (6:00 p.m., daily)

*Go where there's growth
Go **WHAS-TV***



VICTOR A. SHOLIS, Director—NEIL CLINE, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco

Associated with The Courier-Journal & The Louisville Times

LOUISIANA MARKET INDICATORS

Total Population, July 1, 1952	2,817,000
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, April 1954	690,800
Employed in Agriculture, 1950	151,574
Employed in Mining, April 1954	32,000
Employed in Manufacturing, April 1954	154,100
Employed in Construction, April 1954	54,500
Employed in Transportation & Public Utilities, April 1954	81,400
Employed in Wholesale & Retail Trade, April 1954	161,800
Employed in Finance, Insurance & Real Estate, April 1954	24,100
Employed in Service & Miscellaneous, April 1954	73,100
Employed in Government Service, April 1954	109,800
Retail Sales, 1953	\$ 2,350,993,000
Bank Assets, Jan. 1, 1954	\$ 2,389,548,000
Bank Deposits, Jan. 1, 1954	\$ 2,239,211,000
Major Income Sources, 1952: Agriculture 9.4%; Government 20.2%; Manufacturing Payrolls 14.4%; Trade and Service 24.5%.	
Total Income Payments, 1952	\$ 3,396,000,000
Per Capita Income, 1952	\$ 1,206
Total Internal Revenue Collections, 1953	\$ 530,121,580
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 63.92
Cash Receipts from Farm Marketing, 1953	\$ 395,533,000
Government Payments to Farmers, 1953	\$ 6,720,000
Value of Mineral Production, 1951	\$ 787,678,000
New Public Construction in 1952	\$ 193,800,000
Motor Vehicle Registration, 1953	816,113
Number of Telephones, Jan. 1, 1954	636,000
Number of Electrical Connections, Jan. 1, 1954	801,506
Number of Gas Utilities Connections, 1953	486,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Acadia	47,050	31,460	5,457	690	1,720	13%
Allen	18,035	11,143	2,141	263	650	12%
Ascension	22,387	12,601	3,239	322	1,680	28%
Assumption	17,278	5,321	1,103	164	1,380	32%
Avoyelles	38,031	17,429	3,690	555	1,410	13%
Beauregard	17,766	13,722	4,356	310	800	15%
Bienville	19,105	8,226	2,507	233	610	13%
Bossier	40,139	23,400	6,233	414
Caddo	176,547	229,072	46,566	7,640
Calcasieu	89,635	104,309	22,896	2,354	4,700	15%
Caldwell	10,293	5,540	1,147	246	390	14%
Cameron	6,244	2,140	944	59	130	11%
Catahoula	11,834	5,802	1,845	224	420	14%
Claiborne	25,063	14,515	4,053	625	980	15%

Parish	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Concordia	14,398	6,094	2,108	162	580	15%
De Soto	24,398	14,406	3,730	619
E. Baton Rouge	158,236	184,356	35,385	6,720	17,350	32%
E. Carroll	16,302	8,591	2,016	346	1,390	33%
E. Feliciana	19,133	5,908	1,688	113
Evangeline	31,629	13,125	2,793	145	1,080	12%
Franklin	29,376	13,998	3,430	458	1,340	18%
Grant	14,263	4,899	1,668	61	520	14%
Iberia	40,059	37,440	8,045	910	2,150	19%
Iberville	26,750	14,265	3,804	296	730	10%
Jackson	15,434	9,634	1,996	209	510	13%
Jefferson	103,873	81,774	23,058	2,754	30,510	78%
Jefferson Davis	26,298	25,566	5,214	443	820	11%
Lafayette	57,743	48,888	7,528	1,029
Lafourche	42,209	38,396	8,836	840	5,130	48%
La Salle	12,717	8,340	2,102	255	530	14%
Lincoln	25,782	16,406	2,935	439	840	13%
Livingston	20,054	11,968	4,555	216	1,570	28%
Madison	17,451	10,248	2,244	237	1,550	33%
Morehouse	32,038	24,429	6,459	740
Natchitoches	38,144	14,730	4,069	541	1,410	15%
Orleans	570,445	700,652	144,372	28,248	120,490	67%
Ouachita	74,713	102,827	17,056	2,730	6,680	28%
Plaquemines	14,239	5,786	3,160	213	2,410	65%
Pointe Coupee	21,841	9,194	1,719	257
Rapides	90,648	83,450	19,287	2,227	6,120	22%
Red River	12,113	5,206	1,355	31
Richland	26,672	18,787	4,074	637	2,290	34%
Sabine	20,880	7,753	2,004	272
St. Bernard	11,087	4,979	1,469	69	2,210	65%
St. Charles	13,363	6,086	2,172	206	1,620	45%
St. Helena	9,013	1,817	583	31
St. James	15,334	7,208	2,072	150	1,690	46%
St. John	14,861	5,914	2,211	114	1,620	45%
The Baptist						
St. Landry	78,476	48,852	10,298	980	2,990	15%
St. Martin	26,353	8,983	1,782	199	630	10%
St. Mary	35,848	28,219	9,217	579	3,250	32%
St. Tammany	26,988	18,152	4,516	467	5,220	65%
Tangipahoa	53,218	40,474	8,404	1,357	9,680	63%
Tensas	13,209	6,514	1,622	269	670	19%
Terrebonne	43,328	35,860	9,319	783	7,120	62%
Union	19,141	11,056	1,909	236
Vermillion	36,929	26,560	4,708	696	1,250	12%
Vernon	18,974	10,403	3,523	383	910	15%
Washington	38,371	25,748	5,357	796	8,860	82%
Webster	35,704	28,916	7,528	1,070	1,460	14%
W. Baton Rouge	11,738	5,210	1,872	136	330	10%
W. Carroll	17,248	7,927	1,328	223	1,320	33%
W. Feliciana	10,169	2,071	661	52
Winn	16,119	8,248	2,097	350	640	14%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Parishes for which no tv sets or percentage are given have less than 10% ownership and are not new television parishes. Set and per cent figures from CBS-TV Research.

ALEXANDRIA

(Rapides Parish)

KALB-TV

(Target Date, Oct. 1, 1954)

LICENSEE: Alexandria Broadcasting Co. Address: 601 Washington St. Phone: 3-2543.

FACILITIES: Ch. 5, Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.1 kw. Transmitter: Address, 9 miles SE of Pineville. Make, GE. Antenna: Make, GE. Height, Above average terrain 550 ft. Above ground 583 ft.

OPERATION: Target date, Oct. 1, 1954. Hours, 3:00 p.m.-10:00 p.m.

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

REPRESENTATIVES: Sales, Weed. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Commercial Radio Equipment Co.

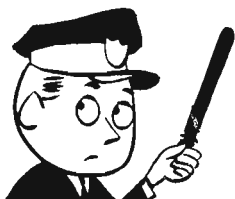
SERVICES: Two studios (34x44 ft. and 30x20 ft.). Two GE camera chains. Television Specialty Co. rear screen projector. One DuMont film camera. Two DuMont film projectors. DuMont scanner. DuMont opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: W. H. Allen (52%); T. B. Lanford (47.2%), also owns 88% of KRRV Sherman, Tex., 23% of WSLI Jackson, Miss., 33 1/3% of KPLC Lake Charles, La., and 48% of KRMD Shreveport, La.; Grove Stafford (.8%).

EXECUTIVES: W. H. Allen, Pres Marvin Reuben, Com. Mgr. Willard L. Cobb, Gen. Mgr. Jesse Sexton, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$225. Film \$200. Minute spot Live \$50. Film \$40. 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.



ZIV's TV
SUNNY
FUNNY FAMILY!

see pages
433, 434 & 435

BATON ROUGE

(East Baton Rouge Parish)

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc. Address: 844 Government St. Phone: 4-8571.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 108 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 490 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, Gautney & Jones.

SERVICES: One studio (52x40 ft.). One announcer's room (6x12 ft.). Two RCA TK31A camera chains. One Profitmaker 9x12 in. rear screen projector. One RCA TK11A film camera. Two RCA TP16D film projectors. 16mm SOF and all types of still photography film processing units. News Service, AP.

PRINCIPAL STOCKHOLDERS: Louis S. Prejean (16.05%), T. E. Gibbens (2.8%), Jack S. Burk (11%), Francis H. Lee (2.8%), C. C. Barnard (13%) and Charles Lamar Jr. (12%).

EXECUTIVES:

C. C. Barnard, 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.
	G. Cranow, Pub. Dir.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Rate Card No. 1.

MARKET INFORMATION:

	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)	49,000
Retail Sales	\$240,700,000	\$345,093,000	\$585,793,000
Income Per Family	\$ 6,457
Income Per Capita	\$ 1,892

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.

WATCH YOUR SALES SOAR

in **BATON ROUGE-**
THE SOUTH'S
fastest growing market!

To see your sales skyrocket in this rich market, use WAFB-TV. Since April 1953, we have provided Baton Rouge with entertainment from all 4 networks, plus top-notch local shows.

Tom E. Gibbens, Vice Pres. & Gen. Mgr.
Adam J. Young, Jr., Inc. Nat'l Representative

The FIGURES

POPULATION	
1940	88,415
1953	197,000
RETAIL SALES	
1940	\$ 20,251,000
1953	\$184,356,000*

and the FACTS

CHEMICAL CENTER OF THE SOUTH
FARTHEST INLAND DEEP WATER PORT
HOME OF LA. STATE UNIVERSITY
AMERICA'S MOST BEAUTIFUL CAPITOL
WORLD'S MOST COMPLETE OIL CENTER

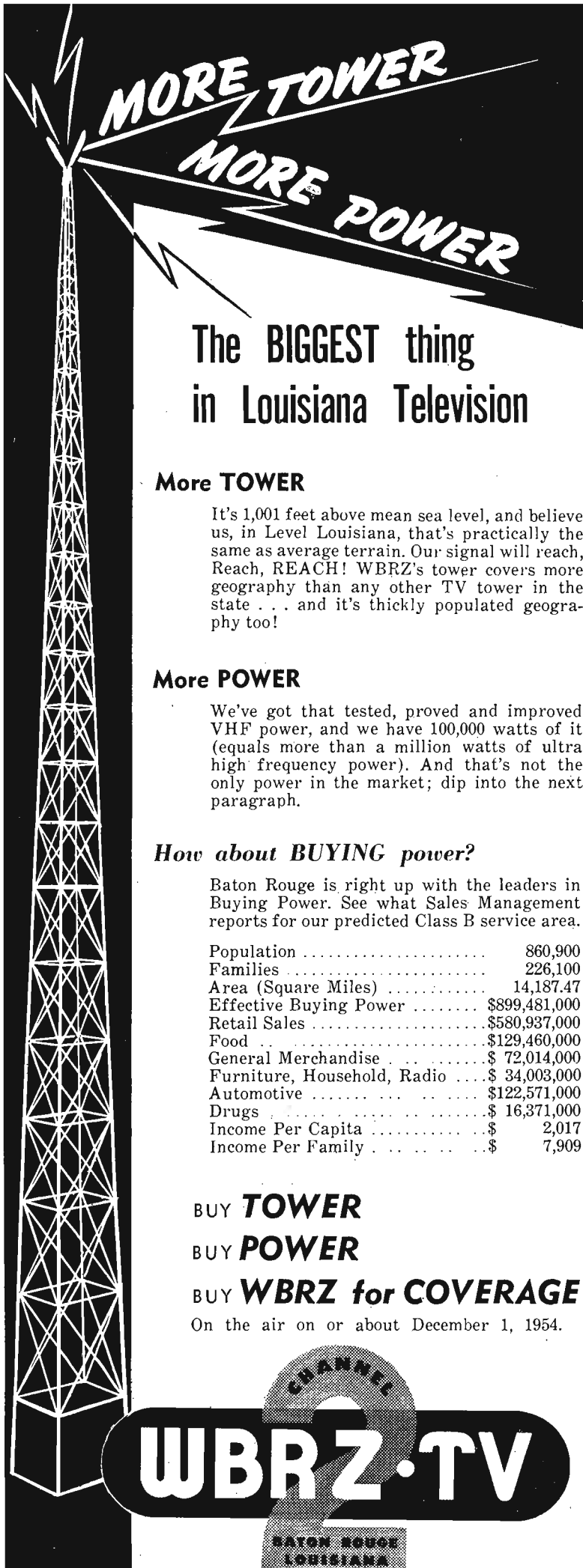
most significant: Baton Rouge has the highest per capita income in Louisiana; in fact, workers here are among the highest paid in the country. They make money, and they spend it! Sell your product to this prosperous petro-chemical market—and its surrounding area—via WAFB-TV, Baton Rouge's first TV station.

**East Baton Rouge Parish, Survey of Buying Power, 1954*

CHANNEL 28

WAFB-TV

BATON ROUGE, LA.



MORE TOWER

MORE POWER

**The BIGGEST thing
in Louisiana Television**

More TOWER

It's 1,001 feet above mean sea level, and believe us, in Level Louisiana, that's practically the same as average terrain. Our signal will reach, Reach, REACH! WBRZ's tower covers more geography than any other TV tower in the state . . . and it's thickly populated geography too!

More POWER

We've got that tested, proved and improved VHF power, and we have 100,000 watts of it (equals more than a million watts of ultra high frequency power). And that's not the only power in the market; dip into the next paragraph.

How about BUYING power?

Baton Rouge is right up with the leaders in Buying Power. See what Sales Management reports for our predicted Class B service area.

Population	860,900
Families	226,100
Area (Square Miles)	14,187.47
Effective Buying Power	\$899,481,000
Retail Sales	\$580,937,000
Food	\$129,460,000
General Merchandise	\$ 72,014,000
Furniture, Household, Radio	\$ 34,003,000
Automotive	\$122,571,000
Drugs	\$ 16,371,000
Income Per Capita	\$ 2,017
Income Per Family	\$ 7,909

BUY **TOWER**

BUY **POWER**

BUY **WBRZ for COVERAGE**

On the air on or about December 1, 1954.

WBRZ-TV

**BATON ROUGE
LOUISIANA**

LOUISIANA

BATON ROUGE (Cont.)

(Target Date, Dec. 1, 1954)

WBRZ (TV)

LICENSEE: Louisiana Television Broadcasting Corp. Address: P. O. Box 1926, Baton Rouge, La. Phone: 8-1491

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 56.2 kw. Operating Pow.: Visual 97.7 kw, Aural 56.2 kw. Transmitter: Address, 1650 Highland Rd. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF12AL. Height, Above average terrain 890 ft. Above ground 954 ft.

OPERATION: Target date, Dec. 1, 1954

AFFILIATIONS: Network, NBC. Stations, AM, WJBO. FM, WBRL (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Cohn & Marks. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios. Two RCA TK 11A studio camera chains. One Television Specialty Co. rear screen projector. One RCA TK 20 Vidicon film camera. Two RCA TP 6A film projectors. One RCA special Dual Disc slide projector. One Gray IIR—reverse image for use with Vidicon Multiplexer opaque projector.

PRINCIPAL STOCKHOLDERS: Baton Rouge Broadcasting Co. (WJBO) (96.4%); Douglas L. Manship (0.3%); Charles P. Manship Jr., (0.3%); C. V. Porter (1%). Air Waves Inc. holds option for 50%.

EXECUTIVES:

Douglas L. Manship, Pres. J. Patrick Weathersby, Ch. Eng.
J. Roy Dabadie, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 26 times up to 20% for 156 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	339,500	860,900	1,675,100
Families in Area	98,400	226,100	471,100
Area in Square Miles	3,782.80	14,187.47	19,606.73
No. of Sets (June 1)	38,868	81,370	208,705
Retail Sales	\$245,257,000	\$580,937,000	\$1,415,996,000
Income per Family	\$ 5,975	\$ 7,909
Income per Capita	\$ 1,686	\$ 2,017

LAFAYETTE

(Lafayette Parish)

KLFY-TV

(Target Date, Nov. 15, 1954)

LICENSEE: Camelia Broadcasting Co. Address: Box 992. Phone: 8-9494.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 15.8 kw. Transmitter: Address, Eraste Landry Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 457 ft.

OPERATION: Target date, Nov. 15, 1954. Will share time and transmission facilities with KVOL-TV.

AFFILIATIONS: Station, AM, KLFY.

REPRESENTATIVES: Sales, Rambeau. Washington Attorney, Cohn & Marks. Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, president (25%), Thomas A. DeClouet, vice president (25%), Harold J. Delhommer, vice president (25%) and John W. Mitchell, secretary-treasurer (25%).

EXECUTIVES:

Paul H. DeClouet, Pres. W. A. Patton, Gen. Mgr.

KVOL-TV

(Target Date, Nov. 15, 1954)

LICENSEE: Evangeline Broadcasting Co. Address: 519 S. Buchanan St.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.6 kw, Aural 15.8 kw. Transmitter: Address, Eraste Landry Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 457 ft.

OPERATION: Target date, Nov. 15, 1954. Will share time and transmission facilities with KLFY-TV.

AFFILIATIONS: Station, AM, KVOL.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: George H. Thomas, treasurer (50%), general manager of KVOL, and Lafayette Advertiser (50%).

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.

LOUISIANA

LAKE CHARLES

(Calcasieu Parish)

KPLC-TV

(Target Date, Sept. 15, 1954)

LICENSEE: Calcasieu Broadcasting Co. Address: P. O. Box 1521. Phone: 2713.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 35.5 kw. Operating Pow.: Visual 52.5 kw, Aural 35.5 kw. Transmitter: Address, P. O. Box 1521. Make, GE. Model TT-6-E. Antenna: Make, GE. Type 12-Bay. Height, Above average terrain 440 ft. Above ground 474 ft.

OPERATION: Target date, Sept. 15, 1954. Hours, 3:00 p.m.-11:30 p.m.

AFFILIATIONS: Station, AM, KPLC.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 35x45 ft. and one 17x26 ft.). Two GE Synchronilite camera chains. One TV Specialty rear screen projector. Two GE film cameras. Two GE Synchronilite film projectors. One GE slide projector. Houston-Fearless film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: T. B. Lanford (33 $\frac{1}{3}$ %), L. M. Sepaugh (33 $\frac{1}{3}$ %), R. M. Dean (16 $\frac{2}{3}$ %) and Viola Lipe Dean Trust (16 $\frac{2}{3}$ %). Stockholders also hold interest in KRRV Sherman; KRMD Shreveport; KALB-AM-TV Alexandria; WSLI-AM-TV Jackson, Miss.

EXECUTIVES:

T. B. Lanford, Pres.	Bob Thompson, Prog. Dir. & Film Buy.
David Wilson, Gen. Mgr.	Wm. Shock, Ch. Eng.
Pelham Mills, Com. Mgr.	Enid Norred, Continuity Dir.

KTAG-TV

LICENSEE: KTAG-TV Inc. Address: 631 15th St. Phone 9-9413.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Operating Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, NW corner of Center & Parkway Sts. Make, GE. Model TT-20-A. Antenna: Make, GE. Type TY-25-C. Height, Above average terrain 330 ft. Above ground 348 ft.

OPERATION: Began Nov. 2, 1953.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr. (40.6%), also holds 64% interest in WPFA-TV Pensacola, Fla. and owns KCIL Houma, La.; Warren Berwick (30.4%); Harold Knox (10.1%); Robert B. McCall (10.1%).

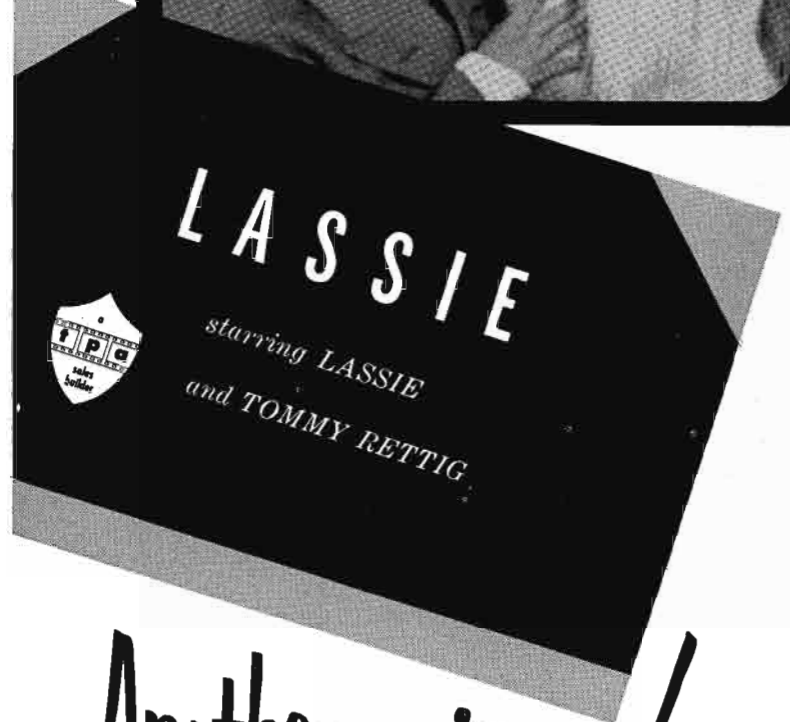
EXECUTIVES:

James W. Lucas, Gen. Mgr.

MARKET INFORMATION:

	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. 1. For full list of abbreviations and sources of county and state market data see Foreword.



Another winner!

from the portfolio of **TPA** Sales Builders

This is the show BBD&O grabbed for Campbell Soup—even before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old—with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops—all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

LOUISIANA

MONROE

(Ouachita Parish)

KFAZ (TV)†

LICENSEE: Delta Television Inc. Address: 2107 Forsythe Ave. Phone: 2-4442.

FACILITIES: Ch. 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 338 ft.

OPERATION: Began Aug. 11, 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 (25x37 ft. and 34x54 ft.). Two DuM. camera chains. One studio camera used as film camera. Two GPL 16mm film projectors. Dual Flying Spot scanner. News Service, AP, UP, Wirephoto.

PRINCIPAL STOCKHOLDERS: Howard E. Griffith, president (40%); J. O. Willett, vice president (49%), and Maurice Glazer, secretary-treasurer (2%).

EXECUTIVES:

Howard E. Griffith, Pres. & Gen. Mgr.	Dan Durniak, Prog. Dir. & Film Buy.
Sylvester Beard, 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		

†KFAZ has suspended operation but has not returned its CP.

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Rd. Phone: 8155.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: Address, Knoe Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 750 ft. Above ground 774 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, NBC, ABC, DuMont. Station, AM, KNOE.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Roberts & McInnis. Consulting Engineer, Frank McIntosh.

SERVICES: Three studios. (one, 108 x 58 x 25 ft.) Two camera chains. One rear screen projector. One film camera. Two film projectors. One slide projector. One opaque projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: James A. Noe, sole owner.

EXECUTIVES:

James A. Noe, Pres.	Ray Boyd, Vice Pres. & Tech. Dir.
Paul H. Goldman, Vice Pres. & Gen. Mgr.	Jack Ratliff, Ch. Eng.
Jack Ansell Jr., Com. Mgr. & Prom. Mgr.	Pete McCausland, Opr. Mgr.
Harry Arthur, Prog. Dir.	Gene Milligan, Art Dir.
Mac Ward, News Dir.	Lee Hunt, Film Dir.
	Beth Breese, Women's 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. 2.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 1,664,500; Families in Area, 476,260; Area in Square Miles, 10,000; No. of Sets (June 1), 140,500; Retail Sales, \$1,063,415,000; Income per Family, \$3,323; Income per Capita, \$960.

NEW ORLEANS

(Orleans Parish)

WCKG (TV)

(Target Date, Late 1954)

LICENSEE: CKG-TV Co. Address: Melrose Bldg., Houston, Tex.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: Address, Whitney Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 330 ft. Above ground 356 ft.

OPERATION: Target date late 1954.

REPRESENTATIVES: Sales, Gill-Perna. Washington Attorney, A. L. Stein. Consulting Engineer, L. J. N. duTriel.

PRINCIPAL STOCKHOLDERS: Lester Kamin, president (33 $\frac{1}{3}$ %), Pat Coon, vice president (33 $\frac{1}{3}$ %), Billy B. Goldberg, secretary-treasurer (33 $\frac{1}{3}$ %). Each owns 25% interest in KCIJ Shreveport.

WCNO-TV

(Target Date, Nov. 1954)

LICENSEE: Community Television Corp. Address: 505 Baronne St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10.5 kw. Transmitter: Address, 327 S. Rampart St. Make, DuMont. Antenna: Make GE. Height, Above average terrain 420 ft. Above ground 444 ft.

OPERATION: Target date, Nov., 1954.

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Prince, Taylor & Crampton. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Jules J. Paglin, president (12 $\frac{3}{4}$ %), Stanley W. Ray Jr., vice president (9 $\frac{1}{4}$ %) and Milton Adler, treasurer (2 $\frac{1}{2}$ %).

WDSU-TV

LICENSEE: WDSU Broadcasting Corp. Address: 520 Royal St. Phone Tulane 4371

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Hibernia Bank Bldg. Make, RCA. Model, TT 5 A. Antenna: Superturndstile. Height, Above average terrain 390 ft. Above ground 424 ft.

OPERATION: Began Dec. 18, 1948. Hours, 6:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, ABC, CBS, DuMont. Station, AM, WDSU.

REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (50x55 ft. each). Five RCA Image Orthicon cameras. One rear screen projector. Two RCA film cameras. Two RCA 16mm sound projectors. Two automatic-changing 2x2 in. slide projectors. One Baloptican (GE model PF3C) opaque projector. One mobile unit. News Services, AP, UP. Library, Capital, Associated.

PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr. (67%), Robert D. Swezey (20%), A. Louis Read (10%) and Lester E. Kabacoff (3%). WDSU Broadcasting Corp. owns 19.3% of WAFB-TV Baton Rouge. Messrs. Stern, Swezey, Read and Kabacoff are beneficial owners of 10%, 5%, 3% and 2% respectively, of Mobile Tv Corp., tv applicant for Mobile, Ala.

EXECUTIVES:

Edgar B. Stern Jr., Pres.	Tom Hicks, Vice Pres. in charge Prog.
Robert D. Swezey, Exec. Vice Pres. & Gen. Mgr.	Lindsey Riddle, Ch. Eng.
A. Louis Read, Vice Pres. in charge Sls.	Stanley Holiday, Opr. Mgr.
	John Muller, Staging Dir.
	Hubie Weiss, Prog. Dir.

RATE INFORMATION: Class AA one hour live \$800, Film \$700. Minute spot Live \$165, Film \$150. Rate Card No. 8.

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**HOW ARE Y'ALL
FIXED FOR
SALES?**

**ARE YOUR SOUTHERN SALES
KEEPING PACE WITH THE
SPECTACULAR GROWTH IN
KNOE-TV'S RICH . . . THREE
STATE MARKET?**

AREA INCOME HIGH!

For many years income in this area has been high from oil, natural gas, agriculture, cattle and industry. As more and more industry moves South, such spectacular growth is being shown that KNOE-TV can now deliver you a potential on a par with so-called major metropolitan markets . . . and KNOE-TV's coverage is virtually unduplicated.

TOP SHOWS FROM 4 NETWORKS!

Owners of 145,700 sets in this tri-state area look at and love KNOE-TV — and no wonder. We carry the best programs of all four networks, supported by powerful local presentations. For the past several months our schedule has consistently included 9 or 10 of the top 10 rated shows . . . Plus the best film presentations — like *Liberace* . . . *Amos 'n Andy* . . . *Racket Squad* . . . *My Hero* . . . *I Led 3 Lives* . . . *Mr. District Attorney* . . . and many others.

PLUS . . . HARD SELLING LOCAL PARTICIPATION SHOWS

Whatever your product, we have participation shows to sell it. Thumbnail sketches of three of them are given below.



PANTRY PARTY

(11:00-11:30 a.m., M thru F)—a superior kitchen show with hostess Beth Breese assisted by delightful Negro cook, Mammy. National recognition came to Beth and the Pantry Party this year when American Dairy Association presented her a Distinguished Service Award, their first and only one to a TV program or station.



SHOPPERS GUIDE

(3:00-3:30 p.m., M thru F)—a very popular twosome, Jane Schubert and Dallas Wales, present clever, sincere and authoritative sales messages during this informal half hour afternoon show. Spotlight shines on latest fashions, newest gadgets, most modern appliances, products and services.



P. M. PANORAMA

(5:00-5:30 p.m., Tuesday thru Friday)—late afternoon variety show, featuring entertainment, fashions, news, sports, fishing information, talent showcase, kiddie show and interesting personalities. An excellent vehicle to reach all members of the family. Anchorman is Pete McCausland.

LOOK AT THIS MARKET DATA

Population	1,664,500	Restaurants, Drinks, etc	\$ 53,985,000
Families	476,260	Drug	\$ 35,906,000
Spendable Income	\$1,591,352,000	Building Materials, Hardware	\$ 96,324,000
Food Stores	\$ 238,625,000	TOTAL RETAIL SALES	\$1,063,415,000
General Merchandise Stores	\$ 154,806,000	Farms, number operated	143,429
Auto Stores	\$ 232,292,000	Population Living on Farms	583,600
Service Stations	\$ 55,368,000	Dwelling Units	148,070

KNOE-TV

**CHANNEL 8 - MONROE, LA.
A JAMES A. NOE STATION**

CBS

NBC

ABC

DUMONT

PAUL H. GOLDMAN
Vice President and General Manager

H-R TELEVISION, INC.
National Representative

NEW ORLEANS (Cont.)

WJMR-TV

LICENSEE: Supreme Broadcasting Co. 1500 Canal St. Phone: Canal 0356.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1500 Canal St. Make, GE. Model, TT-33A. Antenna: Make, GE. Height, Above average terrain 410 ft. Above ground 416 ft.

OPERATION: Began Nov. 1, 1953. Hours, 5:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WJMR. FM, WRCM (FM).

REPRESENTATIVES: Sales, Joseph H. McGillvra Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, George A. Mayoral.

SERVICES: Two studios. Two GE studio & film camera chains. Two GE film cameras. Two GE film projectors. One GE slide projector. GE opaque projector. DuMont scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chester F. Owens (80%), George A. Mayoral (15%) and James E. Gordon (5%).

EXECUTIVES:

Chester F. Owens, Pres. Patrick J. Shannon, Com. Mgr.
Geo. A. Mayoral, Exec. Vice Tom Abbott, Prog. Dir.
Pres. Jack Petrik, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$350, Film \$250. Minute spot Live \$70, Film \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	710,000	980,000	1,110,000
Families in Area	167,000	210,000	240,000
Area in Square Miles	416	502	680
No. of Sets (June 1)	258,412
Retail Sales	\$1,191,555,000

WTLO (TV)

(Target Date, Not Set)

LICENSEE: New Orleans Tv Co. Address: Magnolia Blvd., Dallas, Tex.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Transmitter: Address, 1100 S. Liberty St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 420 ft. Above ground 444 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Dallas Attorney, Johnson, Bohannon, Prescott & Abney. Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield, equal partners, also hold CPs for Houston and Dallas.

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.

SHREVEPORT

(Caddo Parrish)

KSLA (TV)

LICENSEE: Interim Television Corp. Address: P. O. Box 1661. Phone: 2-0697.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.7 kw. Operating Pow: Visual 11.5 kw, Aural 5.7 kw. Transmitter: Address, Market at Lake St. Make, RCA. Model, TT-2AH. Antenna: Make, RCA. Type, 6-Bay. Height, Above average terrain 270 ft. Above ground 269 ft.

OPERATION: Began Jan. 1, 1954. Hours, 1:00 p.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Weaver & Glassie. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (one 21x54 ft. and one 40x50 ft.). Two RCA studio camera chains. One Tv Specialty rear screen projector. One RCA Image Iconoscope film camera. Two RCA 16mm film projectors. One Gray Telejector for 2x2 in. glass slides. One DuMont Dual opaque scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: Shreveport Tv Co. (33 1/3%), Radio Station KRMD (33 1/3%) and Southland Tv Corp. (33 1/3%).

EXECUTIVES:

Don George, Pres. Henry J. Davis, Prog. Dir.
Deane R. Flett, Sta. Mgr. & Film Hugh Pickett, Film Dir.
Buy. Carol Vinson, Prom. Mgr.

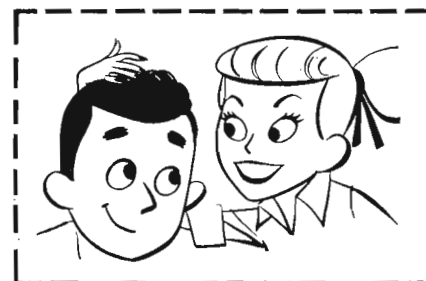
RATE INFORMATION: Class A one hour Live \$330, Film \$300. Minute spot Live \$75, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	237,000	297,100	472,700
Families in Area	68,310	84,800	133,730
Area in Square Miles	616	2,461	6,650
No. of Sets (June 1)	27,703	32,614	44,670
Retail Sales	\$240,163,000	\$282,758,000	\$394,596,000
Income per Family	\$ 5,975	\$ 3,808	\$ 2,607
Income per Capita	\$ 1,722	\$ 1,517	\$ 1,190

TOUCHED
BY THE MAGIC OF YOUTH!

ZIV's
SUNNY
FUNNY
TV-FAMILY



see pages 433, 434, 435

MAINE MARKET INDICATORS

Total Population, July 1, 1953	889,000
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, April 1954	256,200
Employed in Agriculture, 1950	29,021
Employed in Mining, April 1954	600
Employed in Manufacturing, April 1954	97,900
Employed in Construction, April 1954	11,000
Employed in Transportation & Public Utilities, April 1954	19,400
Employed in Wholesale & Retail Trade, April 1954....	51,200
Employed in Finance, Insurance & Real Estate, April 1954	7,200
Employed in Service & Miscellaneous, April 1954....	26,600
Employed in Government Service, April 1954	42,300
Retail Sales, 1953	\$ 925,737,000
Bank Assets, Jan. 1, 1954	\$ 890,874,000
Bank Deposits, Jan. 1, 1954	\$ 793,427,000
Major Income Sources, 1952: Agriculture 5.6%; Government 18.4%; Manufacturing Payrolls 27.9%; Trade and Service 23.0%.	
Total Income Payments, 1952	\$ 1,246,000,000
Per Capita Income, 1952	\$ 1,361
Total Internal Revenue Collections, 1953	\$ 171,308,249
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 55.53
Cash Receipts from Farm Marketing, 1953	\$ 171,272,000
Government Payments to Farmers, 1953	\$ 972,000
Value of Mineral Production, 1951	\$ 8,516,000
New Public Construction in 1952	\$ 50,400,000
Motor Vehicle Registration, 1953	296,563
Number of Telephones, Jan. 1, 1954	245,500
Number of Electrical Connections, Jan. 1, 1954	329,123
Number of Gas Utilities Connections, 1953	38,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Androscoggin ...	83,594	\$99,449	\$28,462	\$1,954	3,270	13%
Aroostook	96,039	105,969	27,410	2,271
Cumberland	169,201	211,904	60,713	5,522	15,490	31%
Franklin	20,682	18,100	5,664	417
Hancock	32,105	25,120	9,452	434	1,850	19%
Kennebec	83,881	86,096	23,627	2,009	6,170	26%
Knox	28,121	28,011	8,306	551	2,550	29%
Lincoln	18,004	20,023	6,012	268	1,160	21%
Oxford	44,221	35,689	12,421	910
Penobscot	108,198	120,439	30,499	2,649	14,950	52%
Piscataquis	18,617	15,619	4,885	560	1,240	23%
Sagadahoc	20,911	16,171	6,168	336	1,360	21%
Somerset	39,785	28,601	9,694	778	2,600	23%
Waldo	21,687	15,447	4,746	271	1,860	29%
Washington	35,187	23,148	7,893	612
York	93,541	75,951	26,673	2,031	14,080	51%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. 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.

BANGOR

(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Phone: Bangor 6446.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: Address, Copeland Mountain, Holden, Me. Make, RCA. Model II 10 AL. Antenna: Make, RCA. Type TF 3 D. Height, Above average terrain 670 ft. Above ground 120 ft.

OPERATION: Began Jan. 25, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, George Davis.

SERVICES: One studio (30x22 ft.). Two RCA camera chains. One composite rear screen projector. One RCA film camera. Two RCA TP 16 D film projectors. Gray Teloprojector 2x2 in. slide projector. Film processing unit. News Service, AP. Library, World.

BROADCASTING • TELECASTING

PRINCIPAL STOCKHOLDERS: Horace H. Hildreth (60%), William H. Rea (34%) and Carleton D. Brown (6%).

EXECUTIVES:

Horace Hildreth, Pres. Walter Dickson, Ch. Eng. & Opr. Mgr.
 Leon P. Gorman Jr., Gen. Mgr. & Film Buy. Richard B. Bronson, Sls. Prog. Co-ordinator & Film Buy.
 Milton C. Chapman, Com. Mgr. Ardie Ulpts, Merc. Mgr.
 Leon Nelson, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$235, Film \$200. Minute spot Live \$32.50, Film \$30. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	81,000	250,000	472,000
Families in Area	21,600	66,667	125,867
Area in Square Miles	1,200	5,000	10,000
No. of Sets (June 1)	101,000
Retail Sales	\$373,000,000

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 46 Hammond St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Transmitter: Address, Riders Peak, Holden, Me. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 640 ft. Above ground 99 ft.

OPERATION: Target date, Sept. 12, 1954.

REPRESENTATIVES: Sales: Venard, Rintoul & McConnell, R. C. Foster (Boston). Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: One studio (40x28x18 ft.). Two RCA image orthicon camera chains. Rear screen projector. One RCA Vidicon film camera. Three composite film projectors. One turret-type slide projector. One composite opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Murray Carpenter and Marie Carpenter are sole owners. WLBZ Bangor has option for 40%. WLBZ is under common ownership with WCSH-AM-TV Portland, Me.

EXECUTIVES:

Murray Carpenter, Pres. William O. Clark, Ch. Engr. & Opr. Mgr.
 Rudolph O. Marcoux, Bus. & Coml. Mgr. Robert Walton, Local Sls. Mgr.
 Clifton Reynolds, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour live \$200, film \$200; minute spot live \$40, film \$40. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	230,000	320,000
Families in Area	66,000	91,000
Area in Square Miles	7,500	13,200
No. of Sets (June 1)	53,000	71,000

LEWISTON

(Androscoggin County)

WLAM-TV

LICENSEE: Lewiston-Auburn Broadcasting Corp. Address: 129 Lisbon St. Phone: 4-5401.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: Address, Apple-Sass Hill. Make, RCA. Model, TTU-1B. Antenna: Make, RCA. Type TFU-21DL-14 section slotted. Height, Above average terrain 370 ft. Above ground 246 ft.

OPERATION: Began Nov. 26, 1953. Hours, 10:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Kettell-Carter (New England) and Everett-McKinney (New York). Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 30x24 ft. and one announce booth). One RCA TK31-A camera chain. One RCA TK20D film camera. Two RCA TP 16-F film projectors. Two TDC 35mm slide projectors. One film processing unit. Three motion picture cameras. News Service, AP. Library, MPTV.

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.

LEWISTON (Cont.)

WLAM-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Frank S. Hoy (67%), Gladys Parker Hoy (16%), Fred Parker Hoy (9%), Gerald T. Higgins (2%), Romeo E. Sansoucy (2%), George E. Ouelette (2%) and Elden H. Shute Jr. (2%). Frank Hoy also owns 73% of WPMT (TV) Portland, Me.

EXECUTIVES:

Elden H. Shute Jr., Pres.	Henry Root, Ch. Eng.
Frank S. Hoy, Ch. Owner & Gen. Mgr.	Denny Shute, Film Buy.
Gerald T. Higgins, Com. Mgr.	F. Parker Hoy, Asst. Treas., Asst. Gen. Mgr. & News Dir.
Lester J. Richards, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$110 plus 20%, Film \$110. Minute spot Live \$26.40, Film \$22. Frequency discounts 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	105,870	62,853	168,723
Families in Area	42,180
No. of Sets (June 1)	19,667

POLAND

(Androscoggin County)

WMTW (TV)

(Target Date, Sept. 1954)

LICENSEE: Mt. Washington Tv Inc. Address: 477 Congress, Portland, Me.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Mt. Washington, N. H. Make, RCA. Antenna: Make, Alford. Height, Above average terrain 3,840 ft. Above ground 87 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Networks, CBS, ABC.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Irving B. Robinson, Boston; Kear & Kennedy.

SERVICES: RCA studio and film cameras. Film projectors.

PRINCIPAL STOCKHOLDERS: Horace Hildreth (35.2%), 60% owner of WABI-AM-TV Bangor, Me.; John Guider, president (11.8%), owner of WMOU Berlin, N. H.; Tyrone Corp. (35.2%), controlled by stockholders of WPOR Portland, Me., interlocking ownership with WENS (TV) Pittsburgh, Pa.; WTVL Waterville, Me. (11.8%); Granite State Network Inc. (5.9%), owner of WKBR Manchester, N. H., WTSV Claremont, N. H., and WTSL Hanover, N. H.

EXECUTIVES:

John W. Guider, Pres.	John T. Madigan, Prog. Dir.
John H. Norton Jr., Vice Pres.-Gen. Mgr.	Parker Vincent, Chf. Engr.

RATE INFORMATION: Class A one hour live \$300, film \$300; minute spot live \$60, film \$60. Rate card No. 1.

MARKET INFORMATION: Population, 1,512,400; Families, 445,200; Area in Square Miles, 30,000; No. of Sets (June 1), 224,572; Retail Sales, \$1,556,838,000.

PORTLAND

(Cumberland County)

WCSH-TV

LICENSEE: Congress Square Hotel Co. Address: 157 High St. Phone: 2-0181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Blackstrap Rd., Falmouth, Me. Make, RCA. Model TT-25BL. Antenna: Make, RCA. Type TF-6BM. Height, Above average terrain 590 ft. Above ground 380 ft.

OPERATION: Began Dec. 20, 1953. Hours, 10:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Segal, Smith & Hennessey.

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 (B—21x35 ft. and D—50x55 ft.). One announce booth. Two RCA TK11A camera chains. One RCA TK20D film camera. Two RCA TP16F film projectors. One Gray 3B slide projector. Film processing unit.

PRINCIPAL STOCKHOLDERS: Adeline B. Rines, president, 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 WLBZ Bangor. The latter holds option for 40% of WTWO (TV) Bangor.

EXECUTIVES:

William H. Rines, Gen. Mgr.	Arthur Owens, Prog. Dir.
Jack S. Atwood, Com. & Sta. Mgr.	Daniel H. Smith, Ch. Eng.
	William Kerkos, Film Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade B (FCC Contour): Population, 697,000; Families in Area, 209,295; No. of Sets (June 1), 116,527.

WGAN-TV

LICENSEE: Guy Gannett Broadcasting Services. Address: 390 Congress St. Phone: Portland 2-7423.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 126 kw. Transmitter: Address, Blackstrap Mountain. Make, GE. Model TT6E. Antenna: Make, GE. Type, 12-bay, 4TY30H1. Height, Above average terrain 630 ft. Above ground 314 ft.

OPERATIONS: Began May 16, 1954. Hours, 2:25 p.m.-12:05 a.m.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WGAN.

REPRESENTATIVES: Sales, Avery-Knodel Inc. and Robert C. Foster, Boston. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (22½x30 ft.). One announce booth (9x15 ft.). Two GE 4PE8CI camera chains. One Television Specialty Co. rear screen projector. Two GE 4PE5CI film cameras. Two GE 4PF5A1 16mm film projectors. Two Selectroslide Jr. slide projectors. One Houston-Fearless film processing unit. News Service, AP. Library, Studio Tele-scriptions.

PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (99%), Guy P. Gannett estate (0.2%), Anne M. Gannett estate (0.2%), Roger C. Williams (0.2%), Laurence H. Stubbs (0.2%) and Creighton E. Gatchell (0.2%).

EXECUTIVES:

Jean Gannett Williams, Pres.	Earl W. Fenderson, Film Editor
Creighton E. Gatchell, Gen. Mgr., Vice Pres., & Treas.	Francis H. Farhum Jr., Asst. Treas.
Richard E. Bates, Com. Mgr.	Nunzi Casavola, News Editor
Samuel G. Henderson Jr., Prog. Dir.	Duncan Oliphant, Educational Dir.
Roger W. Hodgkins, Ch. Eng.	Linn Wells, Sports Editor

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 603,400; Families in Area, 174,600; No. of Sets (May 16), 79,669; Industrial Payroll, \$379,950,360.45.

WPMT (TV)

LICENSEE: Portland Telecasting Corp. Address: Columbia Hotel, 645-A Congress St. Phone: 2-8327.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: Address, Columbia Hotel. Make, RCA. Model, 1 kw. Antenna: Make, RCA. Height, Above average terrain 260 ft. Above ground 239 ft.

OPERATIONS: Began Aug. 30, 1953. Hours, 10:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, DuMont.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Dempsey & Koplavitz. Consulting Engineer, George P. Adair.

SERVICES: One studio (32x21 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. Studio laboratory for processing film. News Service, AP.

PRINCIPAL STOCKHOLDERS: Frank S. Hoy (73%), Parker Hoy (9%), Gladys P. Hoy (18%). Family controls WLAM-AM-TV Lewiston, Me.

MAINE

PORTLAND (Cont.)

WPMT (TV) (Cont.)

EXECUTIVES:

Frank S. Hoy, Pres. William Gildersleeve, Prog. Dir.
 George E. Curtis Jr., Sta. Mgr. Fred Crandon, Ch. Eng.
 Gerald Higgins, Com. Mgr. & Bob Joyce, Ch. Announcer.
 Film Buy.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot
 Live \$36, Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	139,632	46,253	309,882
Families in Area	50,000	23,000	90,300
No. of Sets (June 1)	35,000	7,100	42,100
Retail Sales	\$192,812,000	\$75,360,000	\$302,000,000
Income per Family	\$ 6,036		

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MARYLAND

MARYLAND MARKET INDICATORS

Total Population, July 1, 1953	2,571,000
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, April 1954	783,800
Employed in Agriculture, 1950	55,017
Employed in Mining, April 1954	2,200
Employed in Manufacturing, April 1954	247,600
Employed in Construction, April 1954	58,800
Employed in Transportation & Public Utilities, April 1954	75,600
Employed in Wholesale & Retail Trade, April 1954	163,200
Employed in Finance, Insurance & Real Estate, April 1954	36,500
Employed in Service & Miscellaneous, April 1954	83,400
Employed in Government Service, April 1954	116,500
Retail Sales, 1953	\$ 2,499,362,000
Bank Assets, Jan. 1, 1954	\$ 2,569,416,000
Bank Deposits, Jan. 1, 1954	\$ 2,354,299,000
Major Income Sources, 1952: Agriculture 3.0%; Government 19.6% Manufacturing Payrolls 22.5%; Trade and Service 26.1%.	
Total Income Payments, 1952	\$ 4,109,000,000
Per Capita Income, 1952	\$ 1,761
Total Internal Revenue Collections, 1953 ¹	\$ 1,959,564,114
Average Weekly Earning Manufacturing Workers, April 1954	\$ 67.33
Cash Receipts from Farm Marketing, 1953	\$ 265,601,000
Government Payments to Farmers, 1953	\$ 1,149,000
Value of Mineral Production, 1951	\$ 26,027,000
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, 1953	819,897
Number of Telephones, Jan. 1, 1954	819,500
Number of Electrical Connections, Jan. 1, 1954 ¹	935,531
Number of Gas Utilities Connections, 1953	441,000

¹ Includes District of Columbia.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MARYLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Allegany	89,556	\$80,288	\$24,314	\$2,451	9,870	36%
Anne Arundel	117,392	84,564	27,889	2,825	28,950	82%
Baltimore	270,273	1,459,120	385,821	49,470	329,670	87%
Calvert	12,100	9,137	2,496	128	2,080	63%
Caroline	18,234	25,125	4,595	454	4,060	70%
Carroll	44,907	39,006	7,655	880	8,440	69%
Cecil	33,356	28,928	9,669	400	7,180	74%
Charles	23,415	20,389	4,959	258	3,840	63%
Dorchester	27,815	22,364	6,478	456	5,430	64%
Frederick	62,287	56,965	13,211	1,259	11,830	63%
Garrett	21,259	14,440	3,143	229	1,980	36%
Harford	51,782	50,283	13,500	1,094	14,380	88%
Howard	23,119	11,984	2,398	301	4,690	69%
Kent	13,677	14,784	3,891	338	3,010	70%
Montgomery	164,401	194,147	44,346	4,987	52,060	92%
Prince George	94,182	122,407	44,947	4,255	64,950	97%

Maryland's Most Honored
Television Station

WAAM 13
CHANNEL 13

...

NOW!
maximum
power
316,000
WATTS

...

ADDED
To The Finest Studio
and Production Facilities
in Baltimore

Have You Seen
the WAAM Story

?

represented nationally by
**HARRINGTON, RIGHTER
& PARSONS, INC.**

WAAM 13
CHANNEL 13

TELEVISION HILL
BALTIMORE, MD.

MARYLAND

MARYLAND MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Queen Annes ...	14,579	12,408	3,584	220	3,150	70%
St. Marys	29,111	23,084	8,321	240	5,230	63%
Somerset	20,745	22,798	6,173	465	1,300	21%
Talbot	19,428	31,244	6,240	1,166	4,460	70%
Washington	78,886	80,987	21,836	2,035	15,680	64%
Wilcomico	39,641	52,682	9,476	974	4,740	36%
Worcester	23,148	42,228	6,699	602	1,670	21%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

BALTIMORE (Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill: Phone: Mohawk 4-7600.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Make, RCA. Model, TT50AH. Antenna: Make, RCA. Type TF12AH. Height, Above average terrain 550 ft. Above ground 530 ft.

OPERATION: Began Nov. 1, 1948. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc. Washington Attorney, Fisher, Willis & Panzer. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (65x65 ft. and 25x25 ft.). Five RCA TK-30A camera chains. One Translux rear screen projector. Two RCA TK-20A film cameras. Two RCA TP-16B film projectors. Two 2x2 Argus slide projectors. One Gray Telop opaque projector. One mobile unit. News Service, AP, Library, World.

PRINCIPAL STOCKHOLDERS: Ben Cohen (0.7%), Herman Cohen (3.3%), Norman C. Kal (7%), Dr. Harry Goldmann (4.5%), six Cohen family trusts (44.7%), Cohen Bros. (partnership of Ben and Herman) (16.3%), Henry G. Fischer (7%), estate of Herbert Levy (3.5%), Isaac and Etta C. Adelberg (3%), Joseph R. Burns (1.7%), Zelda G. Cohen (1.2%), Rosa L. Cohen (1.2%) and 14 other minor stockholders. Mr. Kal is partner, Kal Ehrlich & Merrick, Washington advertising agency.

EXECUTIVES:

Ben Cohen, Pres.	Benjamin Wolfe, Dir. of Eng.
Kenneth L. Carter, Gen. Mgr.	Pel Schmidt, Loc. Sls. Mgr.
Armand Grant, Asst. Gen. Mgr. & Sales Dir.	Glenn Lahman, Ch. Engr.
Herbert Cahan, Prog. Dir. & Film Buy.	Joel Chaseman, Dir. of Pub. Svc. & Pub.

RATE INFORMATION: Class A one hour Live \$850. Minute spot Live \$150. Frequency discounts from 2.5% for 13 times up to 25% for 312 times. Rate Card No. 8.

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Phone: Hopkins 7-3000.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 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 Superturndstile. Height, Above average terrain 540 ft. Above ground 458 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 & Kopolovitz. Consulting Engineer, A. Earl Cullum Jr. (Dallas).

SERVICES: Three studios (30x50 ft., 40x100 ft. and 25x50 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 (2x2 in.) and two Spindler & Sauppe automatic (2x2 in.) slide projectors. One Gray Telop (4x5 in.) opaque projector. One mobile unit. Animatic 16mm projector. News Services, INS and Telenews.

PRINCIPAL STOCKHOLDERS: The Hearst Corp. owns and operates WBAL-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.	Soterios Pappas, Prog. Supv.
John T. Wilner, Vice Pres., Eng.	Joseph M. Croghan, Sports Editor
Leslie H. Peard Jr., Vice Pres. & Sta. Mgr.	Willis K. Freiert, Sls. Mgr.
Freeman W. Cardall, Bus. Mgr.	Thomas J. White Jr., News & Publ. Mgr.
Arnold Wilkes, Dir. of Public Affairs & Educ.	William C. Bareham, Ch. Eng.
	Jean Conwell, Film Editor
	Mollie Martin, Women's Dir.
	Conway Robinson, Farm Prog. Dir.

RATE INFORMATION: Class A one hour Live \$1,000. Minute spot Live \$175. Rate Card No. 10.

*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)	552,235
Retail Sales	\$2,211,252,000

WITH-TV

(Target Date, Fall 1954)

LICENSEE: WITH-TV Inc. Address: 7 E. Lexington St. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Transmitter: Address, Edmondson Ave. between Ingleside & Winters Lane. Make, DuM. Antenna: Make, RCA. Height, Above average terrain 510 ft. Above ground 335 ft.

OPERATION: Target date Fall 1954.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Maryland Bcstg. Co. (100%), in turn owned by Thomas G. Tinsley Jr. and family.

EXECUTIVES:

Thomas G. Tinsley Jr., Pres. & Gen. Mgr.	Robert C. Embry, Vice Pres. & Sls. Mgr.
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WMAR-TV

LICENSEE: The A. S. Abell Co. Address: Charles & Redwood Sts. Phone: Mulberry 5-5670.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Mathieson Bldg. Make, RCA. Model, 25BL. Antenna: Make, RCA. Type, TF 5AY. Height, above average terrain 385 ft. Above ground 591 ft.

OPERATION: Began Oct., 1947. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, CBS.

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

SERVICES: Two studios (one 32x50 ft. and one 20x30 ft.). Seven RCA Orthicon chains. One Trans-Lux rear screen projector. Two RCA Iconoscope film chains. Three RCA 16mm film projectors. Two Spindler & Sauppe Selectroslide slide projectors. One Telechrome 2"x2" slide scanner. One custom built opaque projector. Two 16mm Houston-Fearless film processing units. Two custom built mobile units. One completely equipped film department. News Service, AP, Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is also publisher of The Baltimore Sunpapers.

EXECUTIVES:

William F. Schmick Sr., Pres.	David V. Stickle, Film Buy.
Ewell K. Jett, Vice Pres. and Dir.	T. J. Severin, Prog. Mgr.
Ernest A. Lang, Com. Mgr.	E. B. Mick, Prod. Mgr.
Robert B. Cochran, Prog. Dir.	Bernice Harding, Prom. co-ordinator
Carlton G. Nopper, Ch. Eng.	

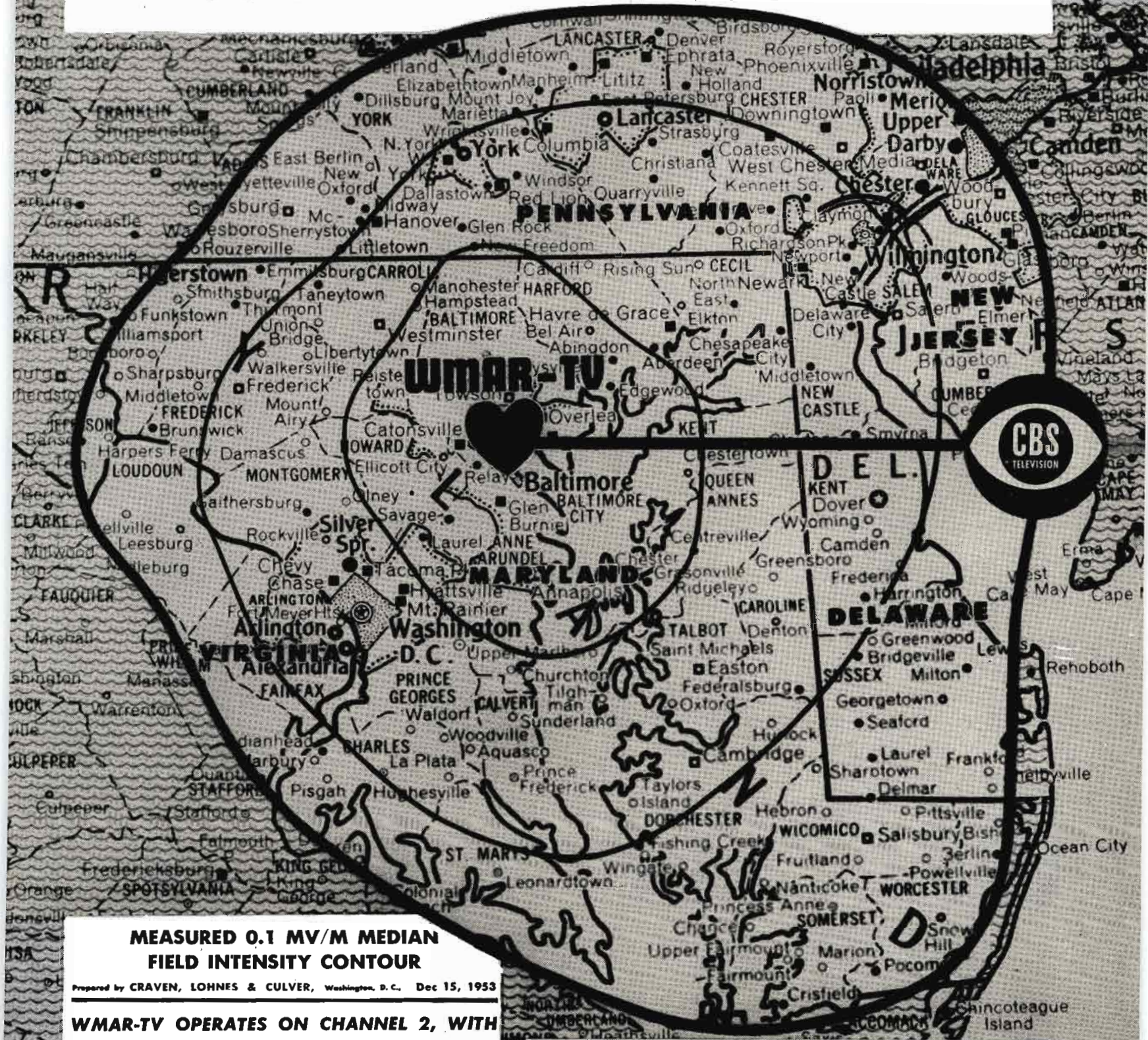
RATE INFORMATION: Class A one hour Live \$960, Film \$960. Minute spot Live \$180, Film, \$180. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 9.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 8,847,900; Families in Area, 2,540,700; Area in Square Miles, 19,010; No. of Sets (June 1), 551,000; Retail Sales, \$10,282,339,000.

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.

Serving MOST OF MARYLAND ... AND THEN SOME!



**MEASURED 0.1 MV/M MEDIAN
FIELD INTENSITY CONTOUR**

Prepared by CRAVEN, LOHNES & CULVER, Washington, D.C., Dec 15, 1953

**WMAR-TV OPERATES ON CHANNEL 2, WITH
100 KW EFFECTIVE RADIATED POWER WITH
THE ELECTRICAL CENTER OF THE ANTENNA
549 FEET ABOVE THE GROUND . . .**

MAXIMUM EFFECTIVE POWER UNDER F.C.C. STANDARDS

0 25 50 MILES

Copyright by RAND McNALLY & COMPANY Chicago

WMAR-TV

Sunpapers Television

CHANNEL 2 - BALTIMORE

Telephone MUlberry 5-5670

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Represented by THE KATZ AGENCY, Inc.

New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

BALTIMORE (Cont.)

WTLF (TV)

(Target Date, Jan. 1, 1955)

LICENSEE: United Broadcasting Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Transmitter: Address, 912 N. Charles St. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 480 ft. Above ground 601 ft.

OPERATION: Target date, Jan. 1, 1955.

AFFILIATIONS: Station, AM, WSID.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Richard Eaton, president (2%), Margaret G. Eaton, secretary-treasurer (1%) and United Bcstg. Co., controlled by Mr. Eaton (97%). Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio.

EXECUTIVES:

Richard Eaton, Pres. A. A. Snowberger, Eng. Dir.
Margaret G. Eaton, Secy.-Treas.

CUMBERLAND

(Allegany County)

WTBO-TV

(Target Date, Not Set)

LICENSEE: Maryland Radio Corp. Address: 31 Frederick St. Phone: 299.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: Address, Wills Mountain. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,010 ft. Above ground 446 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WTBO.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: Charles E. Smith, president-treasurer (10%), George H. Clinton, vice president (10%), Ben K. Baer (12.5%), Howard L. Chernoff (16.3%), Melva G. Chernoff (16.2%), Frank A. Baer (10%), Helen K. Baer (10%), Edwin S. Clinton (5%), Lydia Busek (5%), May K. Ames, trustee for Dorothy A. Marks (5%). Baers own 35.8% of WTAP (TV) Parkersburg, W. Va. Howard Chernoff owns 42.5% of WTAP and 5% of ch. 2 application for Oakland, Calif. (WTBO-AM-TV sold to Tennessee Valley Broadcasting Co., subject to FCC approval.)

SALISBURY

(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Broadcasting Co. Address: Radio Park, Salisbury, Md. Phone: Salisbury 6131.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw. Operating Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter: Address, Northwood Dr. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type 21-DL. Height, Above average terrain 620 ft. Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, weekdays 5 p.m. to 12:20 a.m. Sunday, 1 p.m. to 12:20 a.m.

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

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Studio (42x58 ft.). Two RCA camera chains. Television Specialty Co. rear screen projector, two RCA Vidicon film cameras, two RCA film projectors, RCA slide projector, Gray Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John W. Downing, president (15.5%), W. Lee Allen, vice president (8.8%); Charles J. Truitt, vice pres.-manager (2.4%); T. Edward Webb, assistant treasurer (2.9%); I. L. Benjamin, treasurer (11.6%); Clinton E. Quillen, director (2.9%); Virginia Phillips Ward (5.9%) and J. Jerome Frampton, director (3%). The Shore Broadcasting Co. (WCEM Cambridge) is wholly owned subsidiary of licensee.

EXECUTIVES:

John W. Downing, Pres. John W. Downing Jr., Prog. Dir.
Charles J. Truitt, Gen., Com. Mgr. Jack W. Ward, Ch. Eng.

RATE INFORMATION: Class A one hour live \$200, film \$200; minute spot live \$37.50, film \$37.50. Frequency discounts up to 30% for 312 times. Rate card No. 1.

MARKET INFORMATION: Total Area: Population, 279,230; Families, 80,780; Area in Square Miles, 3,375; No. of Sets (June 1), 48,245; Retail Sales, \$363,533,000; Income Per Family, \$4,707; Per Capita, \$1,462.

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ONLY ONE TV STATION SERVES
THE RICH DEL-MAR-VA MARKET

WBOC-TV
CHANNEL 16
Salisbury, Md

→ WBOC-TV is the only station with-
in the 84 mile radius of Salisbury.

→ No station's Class A contour
touches the WBOC-TV Class B
contour.

\$363,533,000 RETAIL SALES!

→ For 1953, retail sales were
24% above national average.

→ Average gross farm income
\$14,128.

WBOC-TV
CHANNEL 16
Salisbury, Md

Most modern television plant
ABC and DuMont Networks

President:
John W. Downing

Gen. Mgr.:
Charles J. Truitt

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1953	4,888,000
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, April 1954	1,749,600
Employed in Agriculture, 1950	32,804
Employed in Manufacturing, April 1954	674,000
Employed in Mining, April 1954 (See Footnote 3, Foreword)	
Employed in Construction, April 1954	64,100
Employed in Transportation & Public Utilities, April 1954	116,500
Employed in Wholesale & Retail Trade, April 1954	367,500
Employed in Finance, Insurance & Real Estate, April 1954	84,500
Employed in Service & Miscellaneous, April 1954	212,900
Employed in Government Service, April 1954	230,100
Retail Sales, 1953	\$ 5,422,783,000
Bank Assets, Jan. 1, 1954	\$ 9,456,027,000
Bank Deposits, Jan. 1, 1954	\$ 8,416,832,000
Major Income Sources, 1952: Agriculture 3.8%; Government 17.1%; Manufacturing Payrolls 30.3%; Trade and Service 25.2%.	
Total Income Payments, 1952	\$ 8,385,000,000
Per Capita Income, 1952	\$ 1,749
Total Internal Revenue Collections, 1953	\$ 1,870,280,057
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 64.02
Cash Receipts from Farm Marketing, 1953	\$ 206,666,000
Government Payments to Farmers, 1953	\$ 547,000
Value of Mineral Production, 1951	\$ 16,951,000
Total New Construction in 1952	\$ 822,300,000
New Private Construction in 1952	\$ 509,300,000
New Public Construction in 1952	\$ 313,000,000
Motor Vehicle Registration, 1953	1,421,799
Number of Telephones, Jan. 1, 1954	1,762,000
Number of Electrical Connections, Jan. 1, 1954	1,600,848
Number of Gas Utilities Connections, 1953	1,015,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Barnstable	46,805	77,647	23,348	2,576	9,880	60%
Berkshire	132,966	151,547	40,429	3,324	31,920	78%
Bristol	381,569	390,443	116,376	12,810	95,560	80%
Dukes	5,633	7,503	3,084	390	1,080	60%
Essex	522,384	535,074	165,353	15,794	139,420	85%
Franklin	52,747	58,805	15,793	1,162	6,760	40%
Hampden	367,971	470,479	121,160	15,015	71,320	63%
Hampshire	87,594	71,133	17,797	2,052	11,430	47%
Middlesex	1,064,569	1,080,465	313,650	34,814	244,890	78%
Nantucket	3,484	7,532	2,387	282	660	60%
Norfolk	392,308	376,830	117,421	13,166	95,860	79%
Plymouth	189,468	198,801	59,030	5,173	49,590	81%
Suffolk	896,615	1,400,520	318,352	38,148	219,610	83%
Worcester	546,401	596,004	168,370	14,694	131,630	80%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ADAMS

(Berkshire County)

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Broadcasting Co. Address: 8 Bank Row, Pittsfield. Phone: Pittsfield 2-1553.

FACILITIES: Ch. 74. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 155 kw. Operating Pow.: Visual 300 kw, Aural 155 kw. Transmitter: Address, Mt. Greylock. Make, GE. Model, TT25A. Antenna: Make, RCA. Type, TFU27 DAH. Height, Above average terrain 2,060 ft. Above ground 200 ft.

OPERATION: Began Feb. 22, 1954. Hours, 5:00 p.m.-11:15 p.m.

AFFILIATIONS: Network, DuMont. Stations, AM, WBRK.

REPRESENTATIVES: Sales, The Walker Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jas. C. McNary.

SERVICES: One studio (25x32 ft.). One RCA TK11A camera chain. One Television Specialty Co. rear screen projector. One RCA TK20D film camera. Two RCA TP16F film projectors. One Gray Dual (2x2) TP3A slide projector. Film processing unit. News Service, UP. Library, Unity, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Leon Podolsky (36.06%), Gardner S. Mose (11.56%), Lawrence R. Connor (11.56%), Robert W. McCracken (11.56%), Gordon W. Phelps (1.01%), Winnie Davis L. Crane (10%), Zenas Crane Colt (5.05%) and eight others none holding over 2.52%.

EXECUTIVES:

Leon Podolsky, Pres. Edward Pearson, Prog. Dir.
John T. Parsons, Mgr. Richard M. Bolender, Film Buy.
Wm. P. Geary, Com. Mgr. Leonard Lavendol, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$40, Film \$40. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,415,000	795,000	2,210,000
Families in Area	409,500	232,600	642,100
Area in Square Miles			11,309
No. of Sets (June 1)			135,451
Retail Sales	\$1,600,000,000	\$947,900,000	\$2,547,900,000
Income per Family			\$6,255
Income per Capita			\$1,818

BOSTON

(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Broadcasting Co. Address: 1170 Soldiers Field Rd. Phone: Algonquin 4-5670.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 1170 Soldiers Field Rd. 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, 6:45 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Free & Peters.

SERVICES: Two studios (one 40x45x23 ft. and one 30x45x19 ft.). Auditorium studio seating 150 people. Seven RCA camera chains. One rear screen projector. Three RCA film cameras. Two Eastman Kodak and one GE film projector. One RCA 16mm slide projector. One Spindler & Sauppe slide projector. One Bausch & Lomb balop opaque projector. One RCA mobile unit. News Service, UP. Library, Assoc. & Thesaurus.

PRINCIPAL STOCKHOLDERS: Westinghouse Bcstg. Co. is subsidiary of Westinghouse Electric Corp., electrical and radio-tv and electronics manufacturer. For WBC holdings see Group Ownership.

EXECUTIVES:

C. J. Witting, Pres. W. H. Hauser, Ch. Eng.
W. C. Swartley, Gen. Mgr. Robert Duffield, Film Buy.
C. H. Masse, Sls. Mgr. R. E. Farnham, Adv. & Sls. Prom.
W. G. Swan, Prog. Mgr. Mgr.

RATE INFORMATION: Class AA one hour Live \$2,000. Minute spot Live \$400. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,894,986	2,168,686	5,495,695
Families in Area			1,526,582
Area in Square Miles	2,170	6,520	12,390
No. of Sets (June 1)			1,179,281
Retail Sales			\$6,106,033,000
Income per Family			\$5,596
Income per Capita			\$1,611

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 EDWARD SMALL
FEATURE FILM
PACKAGE**

Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

MASSACHUSETTS

BOSTON (Cont.)

WGBH-TV*

(Target Date, Fall 1954)
(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: Symphony Hall. Phone: Kenmore 6-6522.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: Address, Great Blue Hill, Milton, Mass. Make, RCA. Model TT10-AL. Antenna: Make, RCA. Type TFAL Special. Height, Above average terrain 660 ft. Above ground 233 ft.

OPERATION: Target date Fall 1954. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: FM, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (50x70 ft.). Two RCA TK 11-A camera chains. One RCA vidicon film camera. Two RCA TP-6A film projectors. RCA TP-3A slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Foundation trustees include trustee of Lowell Institute, president of Harvard and Massachusetts Institute of Technology and others.

EXECUTIVES:
Ralph Lowell, Pres. George Probst, Asst. Gen. Mgr. & Prog. Dir.
Parker Wheatley, Gen. Mgr. Arthur Richardson, Ch. Eng.

WJDW (TV)

(Target Date, Not Set)

LICENSEE: J. D. Wrather Jr. Address: 172 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 282 kw, Aural 145 kw. Transmitter: Address, 1.92 miles sw of Dover. Make, GE. Antenna: Make, GE. Height, Above average terrain 580 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: J. D. Wrather (100%) owns 38.89% of KFMB-TV San Diego.

WNAC-TV

LICENSEE: General Teleradio Inc. Address: 21 Brookline Ave. Phone: Commonwealth 6-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Medford, Mass. Make, GE Driver; RCA Final. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 480 ft. Above ground 428 ft.

OPERATION: Began June 21, 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS basic, ABC, DuMont. Stations, AM, WNAC. FM, WNAC-FM.

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

SERVICES: One studio (25x35 ft.). Three Image Orthicon camera chains. Two GE film cameras. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector for 3/4x4 in. glass or opaque and one for 2x2 in. slides. One mobile unit with three cameras. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is 90% owned by General Tire & Rubber Co., Akron, Ohio. For other holdings see Group Ownership.

EXECUTIVES:
Tom O'Neil, Pres. Tom Bateson, Sls. Ser.
Linus Travers, Vice Pres. & Gen. Harry Whittemore, Tech. Dir.
Mgr. James Pike, Film Buy.
George Steffy, Vice Pres. in Charge of Tv Opr.

RATE INFORMATION: Class A one hour Live \$1,700, Film \$1,700. Minute spot Live \$340, Film \$340. Frequency discounts to 20% for 52 weeks. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,336,676	1,500,643	5,435,608
Families in Area	935,290	430,803	1,537,012
No. of Sets (June 1)	1,186,439

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.

BOSTON (Cont.)

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500. (For full listing see Cambridge, Mass.).

BROCKTON

(Plymouth County)

WHEF-TV

(Target Date, Fall 1954)

LICENSEE: Trans American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 193.3 kw, Aural 104.4 kw. Transmitter: Address, 1.5 miles east of East Bridgewater. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 431 ft. Above ground 458 ft.

OPERATION: Target date Fall 1954.

REPRESENTATIVES: Washington Attorney, Leo Resnick. Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Pres.-Treas. Harry E. Franks (33 1/3%), Catherine De Ville, secretary, and Stanley Gruber, director.

CAMBRIDGE

(Middlesex County)

WTAO-TV (BOSTON)

LICENSEE: Middlesex Broadcasting Corp. Address: 439 Concord Ave. Phone: Eliot 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: Address, Mt. Zion, Woburn, Mass. Make, RCA. Model TTU-1 B. Antenna: Make RCA. Type TFU-24B. Height, Above average terrain 470 ft. Above ground 289 ft.

OPERATION: Began Aug. 31, 1953.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WTAO. FM, WXHR (FM).

REPRESENTATIVES: Sales, Everett-McKinney Inc. 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, Pres.	Richard C. Holbrook, Prog. Supervisor
Theodore B. Pittman Jr., Gen. Mgr.	Walter Harrington, Prog. Dir.
Richard H. Gurley, Sls. Mgr.	Carmen Ferraro, Ch. Eng.

MARKET INFORMATION: Population, 3,073,500; Families in Area, 940,000; No. of Sets (June 1); Retail Sales, \$3,499,812,000.

HOLYOKE

WHYN-TV (SPRINGFIELD)

LICENSEE: The Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Springfield 4-1126. (For full listing see Springfield, Mass.).

PITTSFIELD

(Berkshire County)

WMGT (TV) (ADAMS)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row. Phone: Pittsfield 2-1553. (For full listing see Adams, Mass.).

SPRINGFIELD

(Hampden County)

WHYN-TV (HOLYOKE)

LICENSEE: The Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Springfield 4-1126.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 182 kw, Aural 91 kw. Transmitter: Address, Mt. Tom, Holyoke, Mass. Make, GE. Model, TT-25-A. Antenna: Make, GE. Type, TY-24-E. Height, Above average terrain 990 ft. Above ground 129 ft.

OPERATION: Began April 14, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WHYN. FM, WHYN-FM.

REPRESENTATIVES: Sales, The Branham Co. and Weed & Co. (New England). Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios, main studio (30x40 ft.); one small studio and one outdoor studio (100x100 ft.). Two GE camera chains. One GE IKE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: William Dwight (13%), president, Charles N. DeRose (0.8%), vice president, Minnie R. Dwight (20%), treasurer, Arthur Ryan (0.16%), assistant treasurer, Harriet W. and Charles N. DeRose (16%), Republican Tv Inc. (50%). Beneficial owners of latter are employes beneficial funds of Springfield Republican Daily News and Union. 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.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): No. of Sets (June 1), 136,000.

WWLP (TV)

LICENSEE: Springfield Television Bcstg. Corp. Address: 61 Chestnut St. Phone: 2-4181.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 150 kw, Aural 75 kw. Operating Pow.: Visual 150 kw, Aural 75 kw. Transmitter: Address, N. West Street, Provin Mountain, Agawam, Mass. Make, GE. Model, 12 kw. Antenna: Make, GE. Type, 4-Bay Helical. Height, Above average terrain 700 ft. Above ground 347.5 ft.

OPERATION: Began March 17, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, NBC, ABC. Station, AM, WSPR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Frank McIntosh.

SERVICES: One studio (38x36 ft.). One GE camera chain. One Profit-Maker rear screen projector. Two GE Image Orthicon film cameras. Two 16mm film projectors. One GE opaque projector. News Service, INS.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam (15.04%), president, William L. Putnam (4.8%), treasurer, Dr. Charles Furcolo (12.03%), James F. Fitzgerald (7.52%), George Vadnais (10.5%), John Oakley (1.8%), James Y. Scott (4.5%), Conrad Fafard (7.5%), John J. Duggan (4%), Foster Furcolo (3%), WSPR Inc. (15.8%), operator WSPR Springfield.

EXECUTIVES:

Roger L. Putnam, Pres.	George R. Townsend, Ch. Eng.
Alan C. Tindal, Vice Pres.	William L. Putnam, Treas.
Milton R. Slater, Prog. Dir. & Film Buy.	Kristian Solberg, Asst. Treas.

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. 2.

MARKET INFORMATION:

Total (Including Fringe Area): No. of Sets (June 1), 132,000.

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.

WORCESTER

(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: WAAB Inc. Address: 34 Mechanic St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw. Transmitter: Address, Asnebumskit Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 820 ft. Above ground 250 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WAAB.

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson, president-treasurer (80%), owns WCNT Centralia, Ill., and Kathleen I. Wilson, secretary (20%).

WWOR-TV

LICENSEE: Salisbury Broadcasting Corp. Address: P. O. Box 609. Phone: Worcester 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: Address, Asnebumskit Hill, Paxton, Mass. Make, RCA. Model, TTU-1B. Antenna: Make, RCA. Type, TFU-24DL. Height, Above average terrain 810 ft. Above ground 254 ft.

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

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Main studio (26x28 ft.). Outdoor studio (30x30 ft.). Two RCA TK31A camera chains. One RCA TK-20D film camera. Two RCA TP16F 16mm film projectors. One Gray TP3A Dual Disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: John Z. Buckley (1.6%), Ralph K. Hubbard (9.1%), Ansel E. Gridley (4.1%), Fox, Wells & Co. (26.7%), and about two dozen other stockholders.

EXECUTIVES:

John Z. Buckley, Pres. Thomas C. Sawyer, Prog. Mgr.
Ansel E. Gridley, Gen. Mgr. & Donald P. Wise, Ch. Eng.
Vice Pres. Norman Locke, Film Buy.
Leonard V. Corwin, Com. Mgr. & John S. McSheehy, Prom. Mgr.
Asst. Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$275, Film \$250. Minute spot Live \$55, Film \$50. 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	392,800	877,500	-----
Families in Area	114,500	248,200	-----
Area in Square Miles	804	2,290	10,000
No. of Sets (June 1)	35,000	15,000	60,000
Retail Sales	\$446,500	\$944,000	-----

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.

MICHIGAN MARKET INDICATORS

Total Population, July 1, 1953	6,851,000
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
Employed in Agriculture, 1950	159,869
Employed in Manufacturing, April 1954	1,062,900
Employed in Government Service, April 1954	242,400
Retail Sales, 1953	\$ 8,477,593,000
Bank Assets, Jan. 1, 1954	\$ 7,515,122,000
Bank Deposits, Jan. 1, 1954	\$ 7,019,379,000
Major Income Sources, 1952: Agriculture 2.9%; Government 12.1%; Manufacturing Payrolls 41.6%; Trade and Service 22.3%.	
Total Income Payments, 1952	\$ 12,172,000,000
Per Capita Income, 1952	\$ 1,815
Total Internal Revenue Collections, 1953	\$ 5,719,264,425
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 86.56
Cash Receipts from Farm Marketing, 1953	\$ 706,414,000
Government Payments to Farmers, 1953	\$ 5,697,000
Value of Mineral Production, 1951	\$ 257,939,000
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, 1953	2,783,122
Number of Telephones, Jan. 1, 1954	2,376,000
Number of Electrical Connections, Jan. 1, 1954	2,190,610
Number of Gas Utilities Connections, 1953	1,215,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Alcona	5,856	\$4,411	\$1,353	\$ 85
Alger	10,007	8,184	2,405	260
Allegan	47,493	45,459	12,354	861	9,380	61%
Alpena	22,189	23,042	6,380	591
Antrim	10,721	9,704	3,143	313	540	15%
Arenac	9,644	10,417	2,194	224
Baraga	8,037	6,344	1,863	116
Barry	26,183	24,507	6,903	701	5,310	61%
Bay	88,461	110,990	27,702	3,758	13,860	51%
Benzie	8,306	8,204	2,714	391	290	11%
Berrien	115,702	166,722	44,604	6,595	31,750	80%
Branch	30,202	31,502	7,632	793	6,340	66%
Calhoun	120,813	168,434	42,436	6,229	29,580	75%
Cass	28,185	24,030	6,437	713	7,820	79%
Charlevoix	13,475	11,379	3,384	348
Cheboygan	13,731	15,348	4,418	530
Chippewa	29,206	32,501	8,738	498
Clare	10,253	9,478	2,740	408	1,520	46%
Clinton	31,195	20,540	4,786	396	6,020	64%
Crawford	4,151	3,752	1,129	64	180	14%
Delta	32,913	29,796	9,164	718
Dickinson	24,844	28,728	8,047	476	1,650	21%
Eaton	40,023	43,435	11,615	1,438	7,050	53%
Emmett	16,534	22,814	5,071	601
Genessee	270,963	396,744	97,822	14,161	48,980	56%
Gladwin	9,451	6,974	1,792	39	1,200	46%
Gogebic	27,053	26,128	6,659	594
Grand Traverse	28,598	39,650	8,314	1,100	940	11%
Gratiot	33,429	34,404	8,738	760	6,530	65%
Hillsdale	31,916	31,087	6,712	530	5,610	48%
Houghton	39,771	32,958	12,191	579
Huron	33,149	39,550	7,887	778	2,350	24%
Ingham	172,941	275,964	66,416	8,283	42,200	75%
Ionia	38,158	34,305	9,341	1,055	5,310	47%
Iocso	10,906	13,356	3,914	533
Iron	17,692	19,740	5,929	313
Isabella	28,964	25,029	6,743	446	3,460	42%
Jackson	107,925	152,320	36,951	5,722	24,900	73%
Kalamazoo	126,707	171,160	40,125	6,885	31,080	74%
Kalkaska	4,597	2,998	1,117	71	180	14%
Kent	288,292	408,760	97,049	17,820	60,860	64%
Keweenaw	2,918	945	616
Lake	5,257	3,956	1,399	82	200	11%
Lapeer	35,794	39,406	10,443	872	5,350	56%

MICHIGAN

MICHIGAN MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Leelanau	8,647	5,136	1,681	144	290	11%
Lenawee	64,629	85,880	22,550	2,408	13,280	63%
Livingston	26,725	33,111	7,815	779	6,790	77%
Luce	8,147	5,672	1,753	72
Mackinac	9,287	8,736	3,171	166
Macomb	184,961	225,480	67,976	7,539	58,340	91%
Manistee	18,524	16,028	4,655	665	630	10%
Marquette	47,654	46,090	14,124	924
Mason	20,474	25,722	7,091	655	1,100	17%
Mecosta	18,968	17,136	4,582	614	2,440	42%
Menominee	25,299	21,297	5,830	223	1,670	22%
Midland	35,662	34,833	10,459	1,123	5,220	47%
Missaukee	7,458	5,306	1,276	74	300	14%
Monroe	75,666	86,576	22,892	2,759	19,490	81%
Montcalm	31,013	44,286	11,466	1,192	5,420	53%
Montmorency	4,125	5,067	1,341	83
Muskegon	121,545	165,319	47,964	5,779	24,580	61%
Newaygo	21,567	18,560	5,389	471	3,590	52%
Oakland	369,001	513,723	137,655	15,892	125,060	93%
Oceana	16,105	13,725	3,864	376	820	16%
Ogemaw	9,345	10,760	3,016	302
Ontonagon	10,282	8,991	2,304	153
Osceola	13,797	12,586	3,253	297	1,720	42%
Oscoda	3,134	2,368	1,008	73
Ostego	6,435	6,930	1,699	76	240	14%
Ottawa	73,751	90,243	21,708	2,616	14,890	62%
Presque Isle	11,996	9,948	3,139	211
Rescommon	5,916	10,592	3,211	403	340	14%
Saginaw	153,515	196,620	49,620	6,441	27,750	58%
St. Clair	91,599	111,150	30,081	3,024	25,060	84%
St. Joseph	35,071	40,453	9,696	1,074	7,950	67%
Sanilac	30,837	28,464	7,113	626	2,380	25%
Schoolcraft	9,148	8,669	2,827	108
Shiawassee	45,967	44,695	11,781	1,148	10,020	68%
Tuscola	38,258	34,432	8,708	780	3,370	30%
Van Buren	39,184	39,923	11,917	1,149	10,570	79%
Washtenaw	134,606	161,000	40,584	6,992	26,110	65%
Wayne	2,435,235	3,646,974	785,547	147,056	653,690	86%
Wexford	18,628	19,960	4,750	602	640	11%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ANN ARBOR

(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Broadcasting Co. Address: Hutzel Bldg., Main & E. Liberty Sts. Phone: 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural 0.93 kw. Operating Pow.: Visual 1.75 kw, Aural 0.93 kw. Transmitter: Address, 1795 S. Maple Rd. Make, GE. Model TT24-A. Antenna: Make, GE. Type TY-24-B. Height, Above average terrain 340 ft. Above ground 274 ft.

OPERATION: Began April 1953. Hours, 6:30 p.m.-11:00 p.m.

AFFILIATIONS: Network DuMont. Station, AM, WPAG.

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Prince, Taylor & Crampton. Consulting Engineer, Commercial Equipment Co.

SERVICES: One GE Iconoscope type film camera. Two Eastman model "250" film projectors. One Selectroslide Jr. slide projector. One Composite opaque projector. News Service, AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene (50%) and Edward F. Baughn (50%).

EXECUTIVES:

Arthur E. Green, Pres.	Albert Samborn, Prog. Dir.
Edward F. Baughn, Gen. Mgr.	Donald N. Bowdish, Ch. Eng.
Ken MacDonald, Com. Mgr.	R. W. Kirkpatrick, Film Buy.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts. Rate Card No. 1.

WUOM (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Board of Regents of U. of Michigan. Phone: Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter, Address, Cedar Bend Dr. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,110 ft. Above ground 1,047 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Attorney, Edmund A. Cumiskey, U. of Michigan. Consulting Engineer, J. J. Swantek, U. of Michigan.

PRINCIPAL STOCKHOLDER: U. of Michigan.

EXECUTIVES:

Garnet R. Garrison, Tv Dir.	Frederick M. Remley Jr., Chief Studio Eng.
W. K. Pierpont, Vice Pres.	Karl B. Lohmann, Film Tech.
Hazen J. Schumacher, Prog. & Prod. Dir.	Merrill McClatchey, Prod.-Writer
	Robert Newman, Prod.-Writer

SERVICES: One studio (44x44 ft.). One RCA camera chain with three cameras. One GE film camera chain. One GE film projector. One Selectroslide slide projector. One GE opaque projector.

BATTLE CREEK

(Calhoun County)

WBCK-TV

(Target Date, Summer 1954)

LICENSEE: Michigan Broadcasting Co. Address: Security National Bank Bldg. Phone: Woodward 3-5555.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Transmitter: Address, Augusta, Mich. Make, DuMont. Antenna: Make, DuM. Type 5327-A. Height, Above average terrain 580 ft. Above ground 540 ft.

OPERATION: Target date Summer 1954.

AFFILIATION: Station, AM, WBCK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Guilford Jameson. Consulting Engineer, Kear & Kennedy.

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: Robert H. Holmes, president (50%) and David N. Holmes, secretary-treasurer (50%).

EXECUTIVES:

Robert H. Holmes, Pres. & Gen. Mgr.	Eugene Cahill, Prog. Dir.
	Robert Willbur, Ch. Eng.

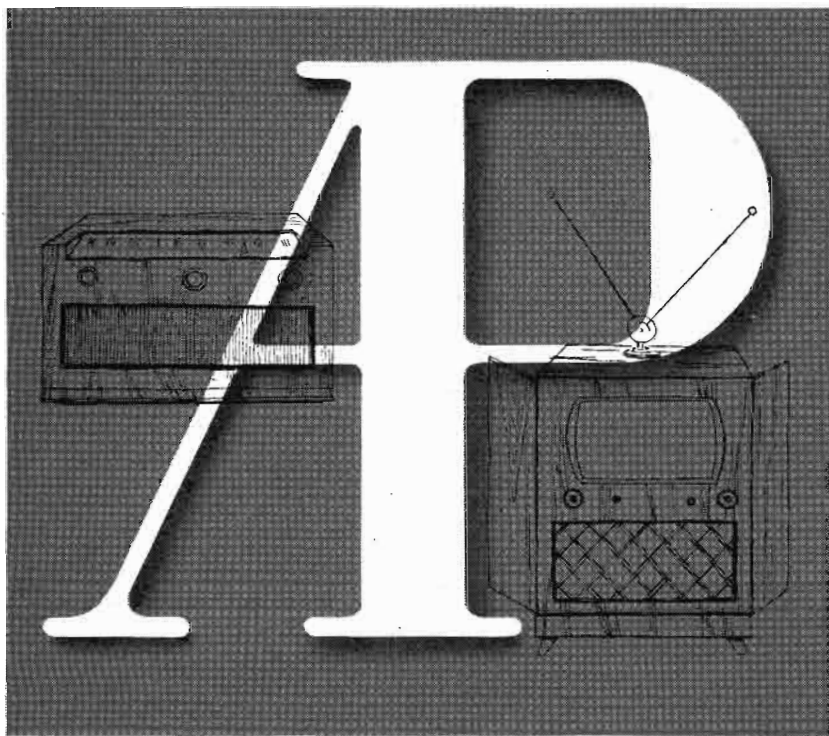
RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

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

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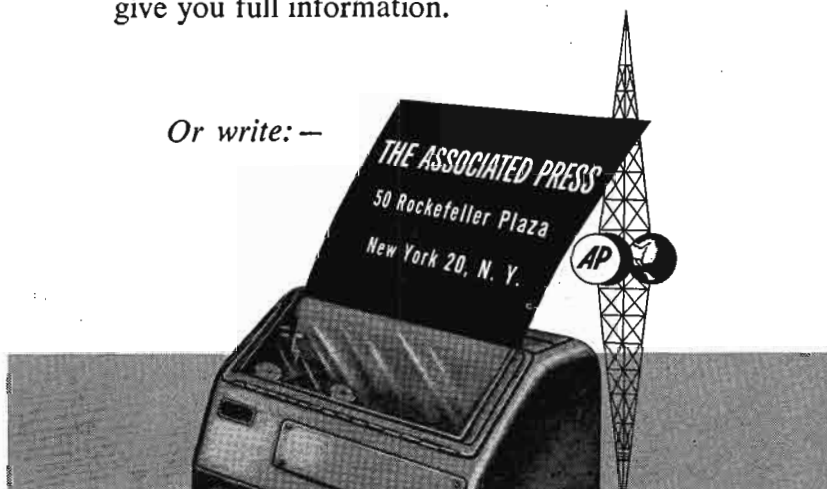
Those who know famous brands know the most famous brand in news is



AP newscasts are easier to sell, bring bigger profits. Sponsors and audiences alike *know* AP... recognize its leadership. AP's famous name builds station prestige, guarantees program quality.

If you are not yet using Associated Press service, your AP field representative can give you full information.

Or write:—



MICHIGAN

BATTLE CREEK (Cont.)

WBKZ-TV†

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg. Phone: Woodward 2-0220.

FACILITIES: Ch. 64. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 62 kw. Transmitter: Address, Route 1, Climax, Michigan. Make, RCA. Antenna: Make, Blaw Knox. Type Self-Supporting. Height, Above average terrain 554 ft. Above ground 305 ft.

OPERATION: Began May 15, 1953. Hours, 10:30 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Cohn & Marks. Consulting Engineer, George Davis.

SERVICES: Two studios. RCA camera chain. RCA film camera. RCA film projector. News Service, AP. Library, MPTV.

PRINCIPAL STOCKHOLDERS: John L. Booth (71%), Mrs. John L. Booth (14%), John L. Booth II (11%) and Ralph H. Booth II (4%). Licensee also owns WJLB Detroit.

EXECUTIVES:

John L. Booth, Pres. & Ch. Own. Dick Crowley, Prog. Dir.
Richard Nason, Gen. & Com. Elwood Ryan, Ch. Eng.
Mgr. Maxine Elliott, Film Buy.

RATE INFORMATION: Class A one hour Live \$200. Rate Card No. 1.
† WBKZ has suspended operation but has not returned its CP.

BAY CITY

(Saginaw County)

WNEM-TV (SAGINAW-MIDLAND)

LICENSEE: North Eastern Michigan Corp. Address: 814 Adams, Bay City, Mich. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Becker Rd., Saginaw. Make, DuM. Model Oak Ser. 7000. Antenna: Make, RCA. Type TF-5A-15 Section Superturnstile. Height, Above average terrain 520 ft. Above ground 569 ft.

OPERATION: Began Feb. 16, 1954. Hours, 2:00 p.m.-12:30 a.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, Headley-Reed, Michigan Spot Sales.

SERVICES: Two studios. Two camera chains. Two DuMont Multiscanner film cameras. Two Devry 11,000 CD film projectors. La Belle automatic slide projector. One DuMont opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James Gerity Jr. (66 $\frac{2}{3}$ %) and Milton Greenebaum (33 $\frac{1}{3}$ %).

EXECUTIVES:

James Gerity Jr., Pres. Mo Woolsey, Ch. Eng.
John H. Bone, Gen. Mgr. & Claude F. Mendell, Prom. Mgr.
Com. Mgr. Frank Benesh, News Dir.
Harry Travis, Asst. Gen. Mgr. Virgil O'Dell, Sports Dir.
& Film Buy.

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 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	874,000	998,400
Families in Area	251,650	285,470
No. of Sets (June 1)	188,250	205,160
Retail Sales	\$1,022,892,000	\$1,163,823,000
Income per Family	\$ 3,393	\$ 2,803

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MICHIGAN

BAY CITY (Cont.)

WKNX-TV (SAGINAW-MIDLAND)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave.
Phone: 3-4471. (For full listing see Saginaw, Mich.)

WSBM-TV (SAGINAW-MIDLAND)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg.,
Battle Creek. (For full listing see Saginaw, Mich.)

CADILLAC

(Wexford County)

WWTV (TV)

LICENSEE: Sparton Broadcasting Co. Address: 214 N. Mitchell St. Phone:
Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw.
Operating Pow.: Visual 93.4 kw, Aural 44 kw. Transmitter: Address,
RFD 1, Tustin, Mich. Make, Federal. Model 19B. Antenna: Make,
Federal. Type 23A. Height, Above average terrain 1,640 ft. Above
ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Weed & Co. Washington Attorney, Scharfeld,
Jones & Barron.

SERVICES: Two studios (16x17 ft. and 24x35 ft.). One GE Orthicon (2 channel)
camera chain. Two Dage Vidicon film cameras. Two 16mm GE Synchro-
lite film projectors. 2x2 in. Slide Turret slide projector. GE 3x4 in. slide
and opaque projector. Custom built film processing unit. News Service,
AP.

PRINCIPAL STOCKHOLDER: Sparks-Withington Co., Jackson, Mich. (100%).

EXECUTIVES:

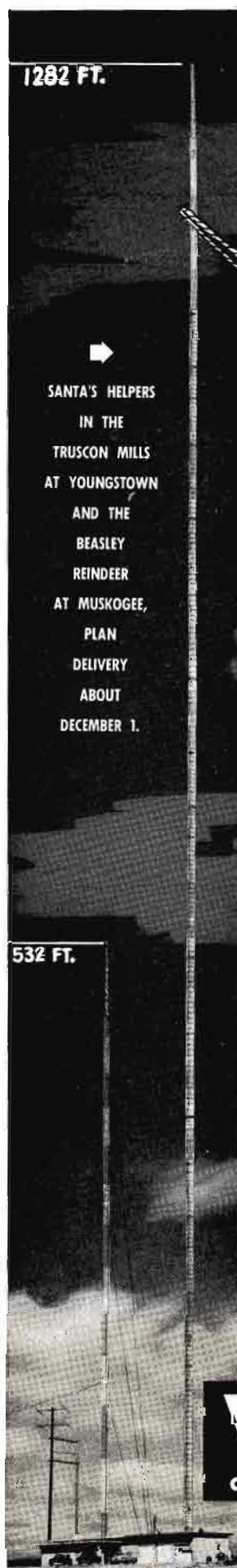
John J. Smith, Pres.	A. W. Daubendick, Eng. Dir. & Ch. Eng.
L. T. Matthews, Vice Pres. & Gen. Mgr.	Fred Lamb, Art Prom. & Merch. Dir.
John Cundiff, Sls. Mgr. & Com. Mgr.	W. C. Heisler, Education & Pub. Ser. Dir.
Donald Cunningham, Prog. Dir. & Film Buy.	Mary McGuire, Women's Interest Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot
Live \$40, Film \$40. Frequency discounts from 2½% 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	188,200	314,300	502,500
Families in Area	56,550	88,050	145,500
No. of Sets (June 1)	15,901	31,798	47,699

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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'S HELPERS
IN THE
TRUSCON MILLS
AT YOUNGSTOWN
AND THE
BEASLEY
REINDEER
AT MUSKOGEE,
PLAN
DELIVERY
ABOUT
DECEMBER 1.

WWTV

has done its
**CHRISTMAS
SHOPPING!**



A 90 Mile signal radius from a
quarter mile of steel on the peak
of Michigan, a half mile above
Lakes Michigan and Huron!

The HOME TOWN STATION of

237 Michigan Communities

now will give you

FOUR MAJOR MARKETS:

MUSKOGON

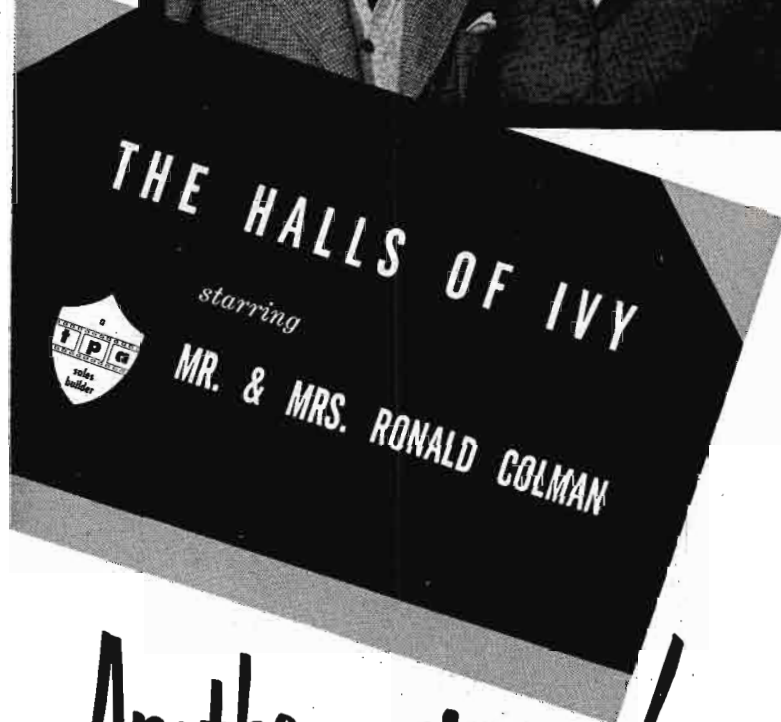
GRAND RAPIDS

SAGINAW

BAY CITY



CBS — DUMONT — ABC
REPRESENTED BY
WEED TELEVISION — W. L. SALES, GRAND RAPIDS
SPARTON BROADCASTING COMPANY



Another winner!

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This is the prize-winner International Harvester selected for its television debut (via Leo Burnett) in what the trade papers called "One of the largest national deals ever made."

HALLS OF IVY is a show to which superlatives naturally gravitate. As a radio program it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a new TV series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting. It has received the loudest plaudits from the top agencies and advertisers in the country.

HALLS OF IVY is unquestionably the most delightful, the most distinguished, the most desired program in television.

For details on availabilities, get in touch with TPA for the most satisfying buy you've ever made.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

MICHIGAN

DETROIT

(Wayne County)

WCIO-TV

(Target Date, Not Set)

LICENSEE: Woodward Broadcasting Co. Address: 3315-19 Cadillac Tower.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, Birmingham, Mich. Make, GE. Antenna: Make, GE. Height, Above average terrain 680 ft. Above ground 700 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorneys, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, president-treasurer (93%), Jacob Kellman, vice president (4.5%), Waldo Abbott (1.2%), George Edwards (1.2%).

WJBK-TV

LICENSEE: Storer Broadcasting Co. Address: 500 Temple St. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Nine Mile & Southfield Rds., Southfield Twp. Make, GE. Height, Above average terrain 1,000 ft. Above ground 1,057 ft.

OPERATION: Began Oct. 24, 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WJBK. FM, WJBK-FM.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (40x60 ft.). Three GE and RCA camera chains. Two GE film cameras. Two GE film projectors. Four slide projectors. One GE opaque projector. One RCA mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (100%) also owns and operates WAGA-AM-TV Atlanta, Ga.; WSPD AM-TV Toledo, Ohio; WGBS-AM-FM Miami, Fla.; WWVA-AM-FM Wheeling, W. Va.; owns 100% of the stock of San Antonio Bcstg. Co., licensee of KGBS-AM-TV San Antonio, Tex.; owns 100% of the stock of Birmingham Broadcasting Co. licensee of WBRC-AM-TV Birmingham, Ala.; owns 100% of the stock of the Florida Sun Pub. Co., publisher of the Florida Sun, Miami Beach. Purchaser of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., pending FCC approval.

EXECUTIVES:

George B. Storer Sr., Pres.	Maurice E. McMurray, TV Sls. Mgr.
Gayle V. Grubb, Gen. Mgr.	Glenn Boundy Jr., TV Prod. Mgr.
Harry R. Lipson, Asst. Gen. Mgr.	Kenneth H. Boehmer, Sls. Prom. Mgr.
Richard E. Fischer, Prog. Dir.	Peter Storer, Merc. Mgr.
Paul O. Frincke, Ch. Eng.	
Robert Buchanan, Film Buy.	

RATE INFORMATION: Class AA one hour Live \$2,000, Film \$2,000. Minute spot Live \$400, Film \$400. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: Total (Including Fringe Area): Population, 5,123,900; No. of Sets (June 1), 1,420,500; Retail Sales, \$7,000,000,000; Income per Family, \$6,500.

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.

For Your Sake, Mr. Time Buyer, We

keep hammering

This One Important Fact

There Is Only One TV Station in the
Detroit Area with Maximum Power

... and that's **WJBK-TV**

Get MAXIMUM COVERAGE on the 1,468,400 TV
sets in the rich Southeastern Michigan market
with WJBK-TV's 100,000 watt power, 1,057 ft.
tower and commanding Channel 2 dial position.

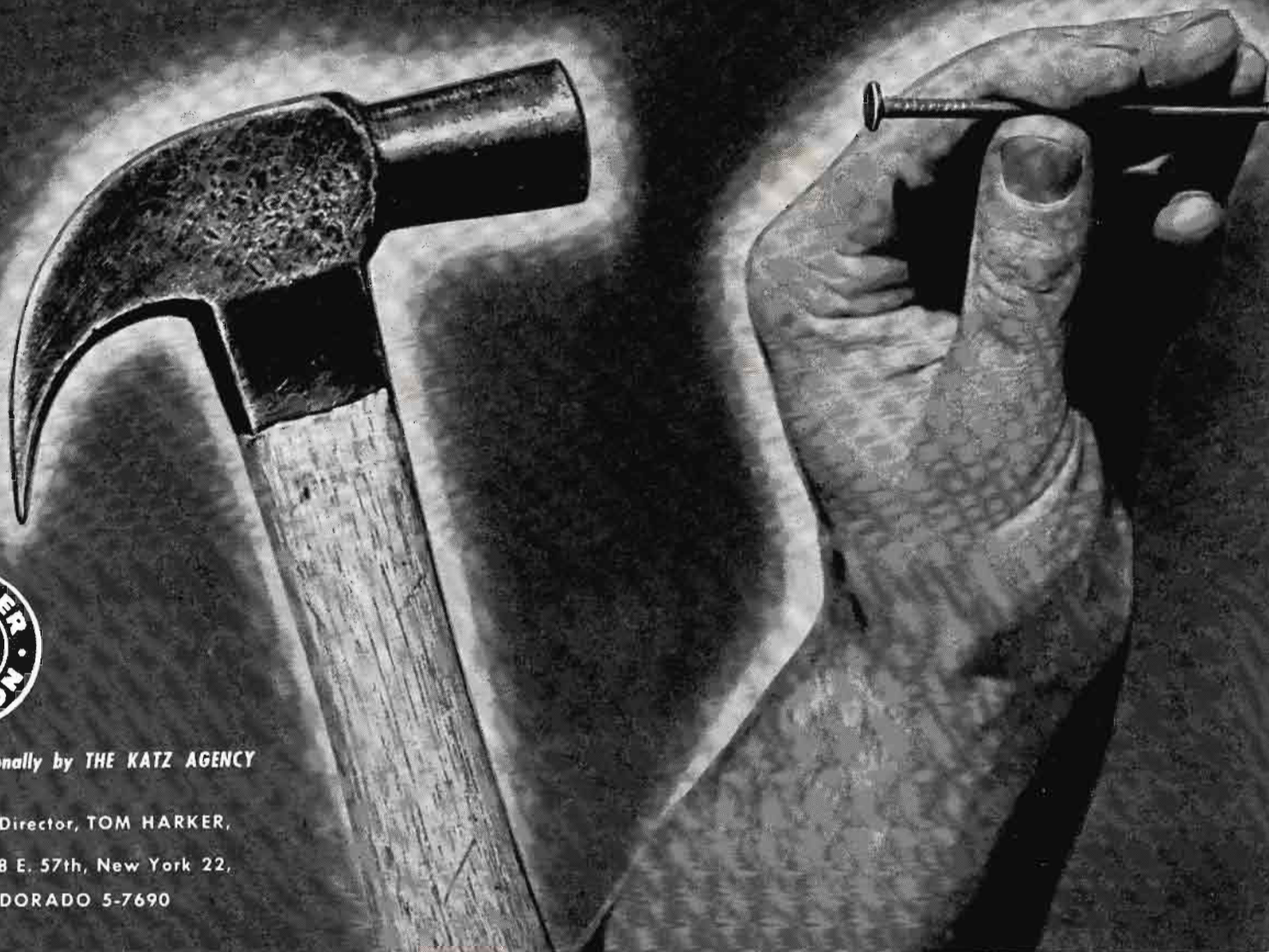


Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER,

118 E. 57th, New York 22,

ELDORADO 5-7690



big stars

build big audiences

on WXYZ-TV Channel 7, Detroit

TOP LOCAL STARS

DEE PARKER ★
features talented youngsters on *The Auntie Dee Show* each weekday, 5:00 PM; Sundays, 12:30 PM



LADY OF CHARM ★
gives cooking and beauty help on **Charm Kitchen*, **Charm Time* each weekday, 10:00 AM

MARY WELCH ★
attracts a pre-school audience with **Wixie Wonderland* each weekday, 9:00 AM



FRED WOLF ★
handles top sport shows, *Hot Rod Races*, *Bowling Champions*

ED MCKENZIE ★
hosts teen-agers, name guests on *Saturday Party* each Saturday, 12:00-2:00 PM



★ SOUPY SALES

Is Detroit's top comedy star. *Twelve O'Clock Comics*, a children's show, is top rated among all local shows, *Soupy's On*,* a comedy variety show for adults, is top rated at 11:00 PM against two news shows.

*PARTICIPATING

Top Network Shows

- ★ Disneyland
- ★ Voice of Firestone
- ★ Make Room for Daddy
- ★ U. S. Steel Hour
- ★ NCAA Football
- ★ Adventures of Ozzie and Harriet

WXYZ-TV CHANNEL 7

DETROIT Represented Nationally by Blair-TV

MICHIGAN

DETROIT (Cont.)

WTVS (TV)*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Address: 474 W. Warren Ave.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Transmitter: Address, 9345 Lawton Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 520 ft. Above ground 519 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, FM, WDTR-FM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, William L. Foss Inc.

EXECUTIVES:

C. Allen Harlan, Pres.
James Cope, Vice Pres.

William E. Stirton, Exec. Sec.

WWJ-TV

LICENSEE: The Evening News Assoc. Address: 615 W. Lafayette. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50.1 kw. Operating Pow.: Visual 20.4 kw, Aural 10.2 kw. Transmitter: Address, Southfield Township, Mich. Make, GE. Model TT-22-A. Antenna: Make, RCA. Type 6-Bay TF-6-BM. Height, Above average terrain 1,010 ft. Above ground 1,063.5 ft.

OPERATION: Began June 3, 1947. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, A. A. McDermott (Canadian); George P. Hollingbery Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (4,640 sq. ft., 1,900 sq. ft., 2,288 sq. ft.) Fourteen cameras (two DuMont field-type chain, seven RCA Image Orthicon studio type chain, one three-camera RCA field chain, one two-camera RCA field chain). Two Trans-Lux rear screen projectors. Two RCA 16mm film cameras. Two RCA and one Victor film projectors. Two Selectroslide slide projectors. One opaque projector. Two mobile units. News Services, AP, UP. Library, Lang-Worth, Thesaurus.

PRINCIPAL STOCKHOLDERS: The Evening News Assn. also owns The Detroit News and WWJ-AM-FM.

EXECUTIVES:

Warren S. Booth, Pres. Evening News Assoc.
Edwin K. Wheeler, Gen. Mgr.
Don DeGroot, Asst. Gen. Mgr.
Henry C. Rogers, Bus. Mgr.
Wendell B. Parmelee, Nat. Sls. Mgr.

Edgar J. Love, Gen. Eng. Mgr.
Russell P. Williams, Ch. Studio Eng.
James Schiavone, Prog. & Prod. Mgr.
Frank A. Picard II, Film Mgr.
Glenn Kyker, Sls. Prom. Mgr.

RATE INFORMATION: Class AA one hour Live \$1,600, Film \$1,600. Minute spot Live \$320, Film \$320. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 12.

WXYZ-TV

LICENSEE: WXYZ Inc. Address: 1700 Mutual Bldg. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 5057 Woodward Ave. Make, RCA & GE. Model RCA. Type TT5A with GE TF4A Amplifiers. Antenna: Make, GE. Type 12-section. Height, Above average terrain 460 ft. Above ground 468 ft.

OPERATION: Began Oct. 9, 1948. Hours 7:45 a.m.-1:00 a.m.

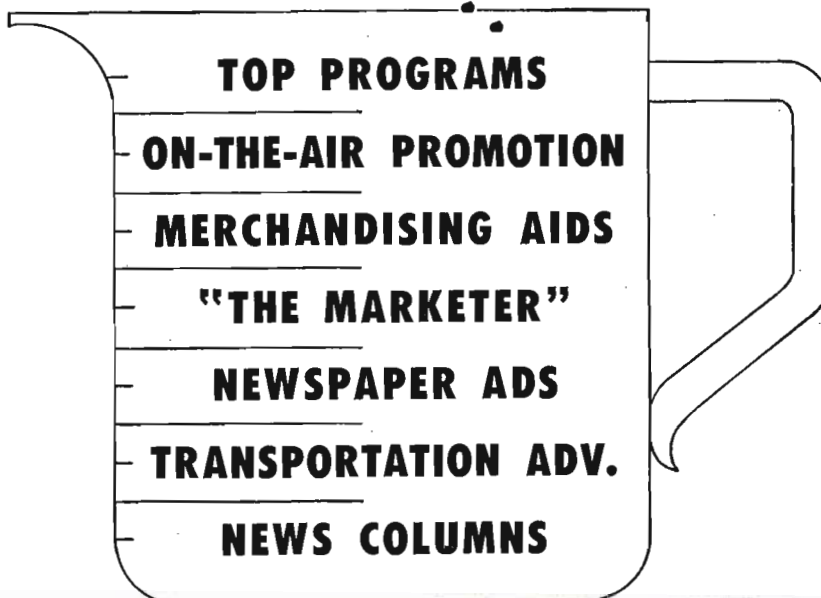
AFFILIATIONS: Network, ABC. Stations, AM, WXYZ. FM, WXYZ-FM.

REPRESENTATIVES: Sales, John Blair & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Kear & Kennedy.

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WWJ/WWJ-TV, together with
the George P. Hollingbery Co.

give you **FULL MEASURE.**



EDWIN K. WHEELER
General Manager
WWJ - WWJ-FM - WWJ-TV



GEORGE P. HOLLINGBERY
President
George P. Hollingbery Co.
*Chicago
New York
Atlanta
Los Angeles
San Francisco*

Clients and agencies all across the country are familiar with the hard-working staff of the George P. Hollingbery Company, and with the plus services offered by WWJ and WWJ-TV . . . with the carefully supervised quality of WWJ and WWJ-TV programs—the heavy schedule of on-the-air announcements that backs every show—the publicity resources of the WWJ stations—and such thorough merchandising aids as "The Marketer" which goes monthly to 3100 food and drug retailers.

This combination of foresighted planning, comprehensive promotion and friendly client contacts has made the WWJ stations leaders in the Detroit market. *Together, the George P. Hollingbery Company and the WWJ stations pledge themselves anew to give advertisers a full measure of support in every selling effort.*

WWJ ^{AM}/_{FM} and WWJ-TV
NBC AFFILIATES

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

DETROIT (Cont.)

WXYZ-TV (Cont.)

SERVICES: Three studios (one 44x66 ft., one 34x40 ft. and one 26x31). Eleven RCA TK-10 studio and field camera chains. One Bodde rear screen projector. Two RCA TK-20 film cameras. Two RCA TP6A 16mm film projectors. Two RCA TP35 film projectors. Two RCA (2x2) slide projectors. One Projectall opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Standard.

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, Vice Pres. & Film Buy.	Charles Kocher, Ch. Eng.
Ralph Dawson, Com. Mgr.	Robert Baldrice, Dir. of Prom. & Adv.

RATE INFORMATION: Class A one hour Live \$1,500, Film \$1,500. Minute spot Live \$275, Film \$275. Frequency discounts from 5% for 13 times up to 30% for 400 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,950,250	1,000,000	5,500,000
Families in Area	1,256,000	30,428	1,650,000
Area in Square Miles	1,560	3,610	11,875
No. of Sets (June 1)	1,000,000	140,000	1,400,000
Retail Sales	\$4,000,000,000	\$1,000,000,000	\$5,100,000,000
Income per Family	\$ 6,230	\$ 6,200	\$ 6,100
Income per Capita	\$ 1,750	\$ 1,620	\$ 1,750

CKLW-TV (WINDSOR, ONT.)

(Target Date, Sept. 1, 1954)

LICENSEE: Essex Broadcasting Inc. Address: 3300 Guardian Bldg., Detroit. Phone: Woodward 1-7200. (For full listing see Windsor, Ont.)

EAST LANSING

WKAR-TV*

(Ingham County)
(*Non-Commercial Educational)

LICENSEE: State Board of Agriculture & Michigan State College. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. (This is a commercial channel, but WKAR-TV is scheduled to be operated non-commercially.) Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Transmitter: Address, intersection Dobie Road & Pera Marquette Railroad tracks, Okemos, Mich. Make, GE. Antenna: Make, GE. Type TY-25F. Height, Above average terrain 980 ft. Above ground 1,034 ft.

OPERATION: Began January 1954.

AFFILIATIONS: 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.

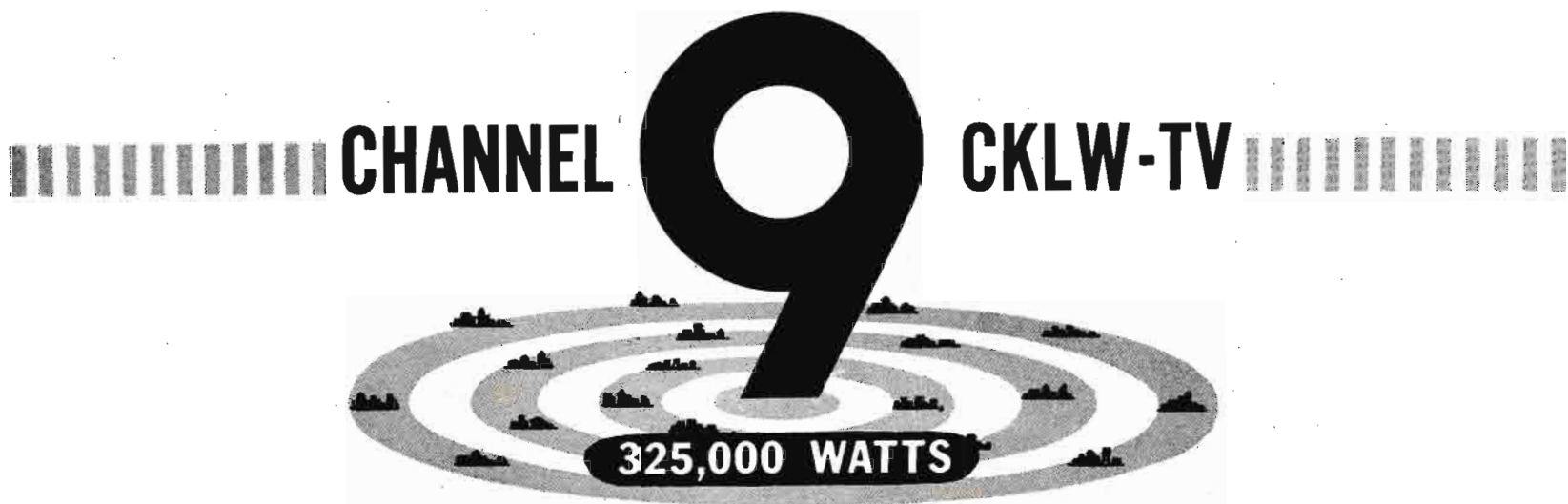
PRINCIPAL STOCKHOLDERS: Michigan State Board of Agriculture & Michigan State College.

EXECUTIVES:

Dr. Armand L. Hunter, Gen. Mgr.	James B. Tintera, Prod. Supvr.
Kenneth Richards, Prog. Dir.	William H. Tomlinson, Dir. of Prom. & Research
Linn P. Towsley, Ch. Eng.	
J. D. Davis, Oprs. Mgr.	

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THE DETROIT AREA'S MOST POWERFUL TV STATION



CHANNEL 9

CKLW-TV

Adam J. Young, Jr., Inc. National Rep. ★ J. E. Campeau President

Guardian Building • Detroit 26

FLINT

(Genesee County)

WJRT (TV)

(Target Date, Winter 1954)

LICENSEE: WJR, The Goodwill Station Inc. Address: Fisher Bldg., Detroit.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 3.2 miles NW of Clarkson, Mich. Make, RCA. Model, TT-50-AH. Antenna: Make, RCA. Type, TF-12-AH. Height, Above average terrain 1,000 ft. Above ground 946 ft.

OPERATION: Target date, Winter 1954.

AFFILIATIONS: Stations, AM, WJR Detroit.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: John F. Patt, president (12 1/2%), Worth Kramer, vice president & general manager (0.3%), George F. Leydorf, engineering vice president (0.21%), George W. Cushing, vice president (0.23%), Elmer M. Krause, secretary-treasurer (5%), Frances S. Parker (25%), and 26.5% executrix of estate of G. A. Richards.

EXECUTIVES:

John F. Patt, Pres. Franklin C. Mitchell, Prog. Dir.
Gordon Gray, Vice Pres. Clarence W. Jones, Ch. Eng.
Worth Kramer, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$450.

GRAND RAPIDS

(Kent County)

WOOD-TV

LICENSEE: Grandwood Broadcasting Co. Address: McKay Tower. Phone: 9-4125.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, 6101 Five Mile Rd., Ada, Mich. Make, RCA. Model TT-50AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,000 ft. Above ground 920 ft.

OPERATION: Began June 1949. Hcurs, 6:30 a.m.-12:30 a.m.

AFFILIATIONS: Network NBC, ABC, CBS, DuMont. Station, AM, WOOD.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (22x33 ft.). Three camera chains. One RCA TK-20A film camera. Two RCA TP-16B film projectors. One Gray Telejector slide projector. One Gray Telop opaque projector. News Services, INS, AP.

PRINCIPAL STOCKHOLDERS: WFBM Inc., Indianapolis, Ind., owns 95% of licensee and also operates WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., and WFDF Flint, Mich.

EXECUTIVES:

Harry M. Bitner, Pres. Louis Bergenroth, Ch. Eng.
Harry M. Bitner Jr., Vice Pres. Clark Grant, Film Buy.
Willard Schroeder, Gen. Mgr. Leonard Bridge, Controller
Arthur M. Swift, Com. Mgr. David Hoyle, Continuity Dir.
Frank G. Sisson, Prog. Dir. John Dragomier, Prom. Dir.

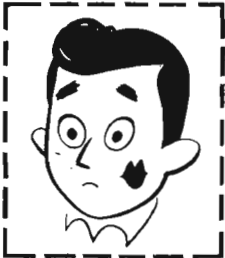
RATE INFORMATION: Class A one hour Live \$900, Film \$800. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	995,800	1,442,900	1,999,000
Families in Area	241,260	172,650	612,000
Area in Square Miles	6,582	10,630	16,298
No. of Sets (June 1)	157,702	132,319	429,984
Retail Sales	\$883,857,000	\$713,881,000	\$2,335,706,000
Income per Family	\$ 3,330	\$ 3,977	\$ 3,386
Income per Capita	\$ 1,333	\$ 1,684	\$ 1,400

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**IT'S
FUN-KISSED!**



**ZIV-TV's
FUNNY
SUNNY
FAMILY**

see pages 433, 434, 435

KALAMAZOO
(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Broadcasting Co. Address: 124 W. Michigan Ave. Phone: 5-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, cor. AB Ave. and 24th St. Make, Federal & RCA. Model FTL 17A; RCA 25 AL. Antenna: Make, RCA. Type 12 AL. Height, Above average terrain 1,000 ft. Above ground 952 ft.

OPERATION: Began July 1950. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations: AM, WKZO.

REPRESENTATIVES: Sales, Avery-Knodel, Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Paul Godley.

SERVICES: One studio (30x40 ft.). Two RCA TK 10A camera chains. One Tv Specialties Co. rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16E film projectors. Two Telojector slide projectors. Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: John E. Fetzer (52%) and Rhea Fetzer (48%). Fetzer Broadcasting Co. owns 100% of Corn Husker Radio & Tv Corp., licensee of KOLN-AM-TV Lincoln, Neb. John E. Fetzer minority interest WMBD Peoria, Ill. Licensee also owns WJEF-AM-FM Grand Rapids.

EXECUTIVES:

John E. Fetzer, Pres. Arthur E. Covell, Ch. Eng.
Carl E. Lee, Mngng. Dir. Charles T. Lynch, Prog. Dir. & Film Buy.
Donald DeSmith, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$900, Film \$800. Minute spot Live \$180, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

Grade B (FCC Contour): Population, 1,893,990; Families in Area, 653,100; No. of Sets (June 1), 459,930; Retail Sales, \$1,880,782,000; Income per Family, \$4,698; Income per-Capita, \$1,411.

LANSING

(Ingham County)

WILS-TV

LICENSEE: Lansing Broadcasting Co. Address: 407 N. Washington. Phone: 2-1655.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, Michigan National Tower. Make, RCA. Model TTV1B. Antenna: Make, RCA. Type TFU Z7 BHS. Height, Above average terrain 360 ft. Above ground 378 ft.

OPERATION: Began Aug. 20, 1953. Hours, 8:00 a.m.-11:30 p.m.

AFFILIATIONS: Networks, DuMont, ABC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Leo Resnick. Consulting Engineer, John Mullaney.

SERVICES: One studio (30x20 ft.). Two RCA TK11A camera chains. One RCA TK-20D film camera. Two RCA TP16E film projectors. One Gray Telojector slide projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: John C. Pomeroy, president (26.92%), W. A. Pomeroy (26.92%), Edwin L. Byrd (17.1%), O. D. Campbell (4.25%), Bessie M. Pomeroy (18.8%) and four others none owning more than 3%.

EXECUTIVES:

John C. Pomeroy, Pres. & Gen. Richard French, Prog. Dir.
Mgr. William H. Cruse, Ch. Eng.
Edwin L. Byrd, Vice Pres. John Maters, Film Buy.
David L. Froh, Com. & Prod. Mgr. William A. Hall, Adv. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$150. Minute spit Live \$30. Rate Card No. 2.


MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,118,250	541,483	1,659,733
Families in Area	340,700	156,152	496,852
No. of Sets (June 1)	45,000	45,000
Retail Sales	\$619,969,013	\$619,969,013

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RAMAR OF THE JUNGLE
starring
JON HALL



Another winner!

from the portfolio of **TPA Sales Builders**

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard



YOU MIGHT GET A 916-LB. BEAR*—

**BUT . . . YOU NEED WKZO-TV
TO BAG AUDIENCES
IN WESTERN MICHIGAN!**

**GRAND RAPIDS-KALAMAZOO HOOPERS
JANUARY, 1954
SHARE-OF-TELEVISION-AUDIENCE**

	MON.-FRI. 7 a.m.- 12 noon	MON.-FRI. 12 noon- 5 p.m.	SUN.-SAT. 6 p.m.- 12 midnight
WKZO-TV	80%†	85%	62%
B	31%†	15%	38%

† Adjusted to compensate for the fact that neither station was on the air all hours.

NOTE: Sampling was distributed approximately 75% in Grand Rapids area, 25% in Kalamazoo area.

WKZO-TV dominates the Western Michigan television market, *morning, afternoon and night*. January, 1954 Hoopers show that WKZO-TV gets:

158.1% more MORNING viewers than Station B—
466.6% more AFTERNOON viewers—
63.2% more EVENING viewers!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture serves more than 406,922 television homes in the 29 most populated Western Michigan and Northern Indiana counties—a far larger *television* market than many major cities can claim!

(100,000 WATTS—CHANNEL 3)

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

* Arthur Young killed a 916-lb. grizzly bear in Yellowstone National Park.

LANSING (Cont.)

WJIM-TV

LICENSEE: WJIM Inc. Address: Lansing, Mich. Phone: 2-1333.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Lansing, Mich. Make, RCA. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 440 ft. Above ground 500 ft.

OPERATION: Began May 1950. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, ABC, CBS, NBC. Stations, AM, WJIM.

REPRESENTATIVES: Sales, H-R. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios. Two RCA camera chains. One RCA film camera. Opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Harold F. Gross, president-treasurer (75%), Charlotte Gross, secretary (2.12%) and Howard Finch, vice president (1.2%).

EXECUTIVES:

Harold F. Gross, Pres.	Howard Finch, Vice Pres. & Prog. Dir.
Willard E. Walbridge, Gen. Mgr., Vice Pres. & Com. Mgr.	Chas. Brady, Ch. Eng.
	Philip Sherck, Film Buy.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$130, Film \$130. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

MARQUETTE
(Marquette County)

WAGE-TV

(Target Date, Nov. 1, 1954)

LICENSEE: Peninsula Television Inc. Address: 2625 W. Wisconsin Ave., Milwaukee, Wis. Phone West 3-1290.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: Address, Ishpeming, Mich. Make, RCA. Model TT5A. Antenna: Make, RCA. TF9BM66 Type 5 Bay. Height Above average terrain 630 ft. Above ground 508 ft.

OPERATION: Target date, Nov. 1, 1954. Hours, 9:00 a.m.-11:00 p.m.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, D. W. Gellerup.

SERVICES: Two studios (one 30x40 ft. and one 10x14 ft.). One RCA TK 31-A camera chain. One RCA TK 20D film camera. Two TR16F RCA film projectors. One Spindler & Sauppe and RCA 400 slide projectors.

PRINCIPAL STOCKHOLDERS: Jerome Sill (66 2/3%) and H. R. Herzberg (33 1/3%). Mr. Sill also owns 25% interest WMIL Milwaukee.

EXECUTIVE:

Jerome Sill, Pres.

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 B (FCC Contour) Population, 320,000; Families in Area, 85,900; No. of Sets (June 1), 8,500; Retail Sales, \$136,000,000.

MIDLAND

(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. (For full listing see Saginaw, Mich.).

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. (For full listing see Bay City, Mich.).

WSBM-TV (BAY CITY-SAGINAW)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg. (For full listing see Saginaw, Mich.).

MUSKEGON

(Muskegon County)

WTVM (TV)

(Target Date, Not Set)

LICENSEE: Versluis Radio & Television Inc. Address: 6 Fountain St., N. E. Phone: Glendale 6-5461.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw. Transmitter: Address, Conklin, Mich. Make, GE. Type TT12A. Antenna: Make, GE. Type TY25D. Height, Above average terrain 973 ft. Above ground 843 ft.

OPERATION: Target date, not set.

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

REPRESENTATIVES: Washington Attorney, Pierson & Ball.

PRINCIPAL STOCKHOLDER: Leonard A. Versluis, president-treasurer (100%).

EXECUTIVES:

Leonard A. Versluis, Pres.
Lee G. Stevens, Vice Pres. & Ch. Eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	548,844	699,124	1,200,000
Area in Sq. Miles	2,540	6,150	10,000

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.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
MICHIGAN—OR IN ANY OF THE
48 STATES FOR THAT MATTER.

Michigan Radio Markets

Published every January as the 53rd issue of BROADCASTING • TELECASTING this 500-page volume carries complete state and city directories of am and fm stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

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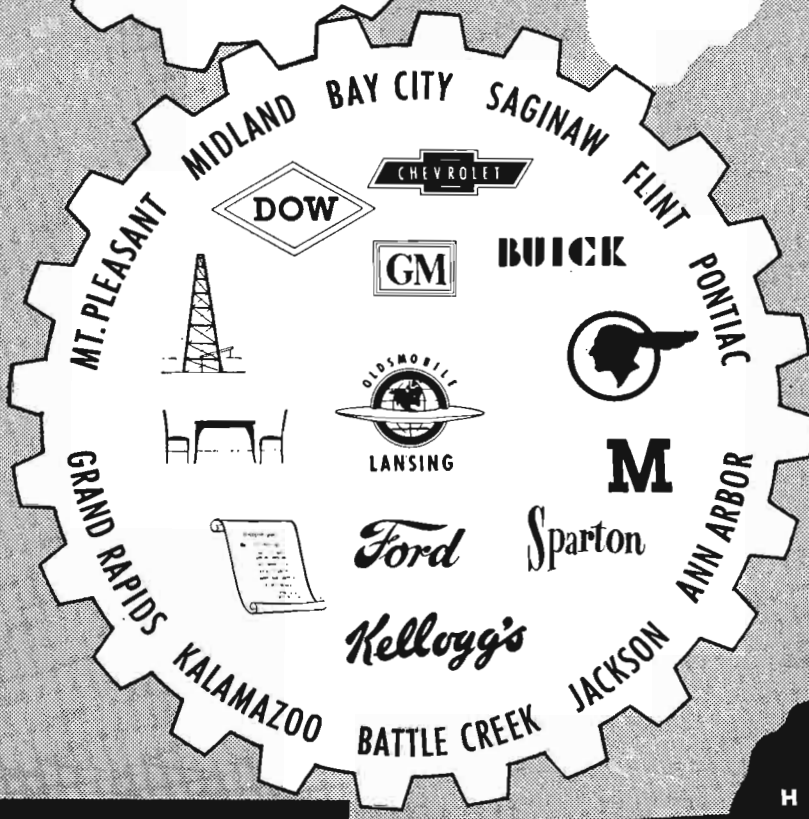
BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6 D.C.

Coverage that counts!

...in rich, industrial, outstate Michigan

**WJIM
TV**

Now
**100,000
WATTS**



**NBC
CBS
ABC**

H - R REPRESENTATIVES

*Delivering America's greatest trademarks
in America's 36th Market....*

WJIM-TV

CHANNEL
6
LANSING

MICHIGAN

SAGINAW

(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: 3-4471.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3 kw. Transmitter: Address, Farmer St. Make, GE. Model 12kw. Antenna: Make, RCA. Type Slotted TFN 27BH. Height, Above average terrain 450 ft. Above ground 465 ft.

OPERATION: Began May 4, 1953. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WKNX.

REPRESENTATIVES: Sales; Gill-Perna Inc. Washington Attorney, Frank U. Fletcher. Consulting Engineer, John Creutz.

SERVICES: One studio (35x22 ft.). One RCA TK-11A camera chain, One TK 20-D RCA film camera. Two TP 16 D RCA film projectors. One RCA Turret Selectroslide slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Wm. J. Edwards (33 $\frac{1}{3}$ %), Howard H. Wolfe (33 $\frac{1}{3}$ %) and Alvin M. Bentley (33 $\frac{1}{3}$ %).

EXECUTIVES:

William J. Edwards, Pres. & Gen. Mgr.	Robert M. Chandler, Com. Mgr.
Alvin M. Bentley, Vice Pres.	Thomas A. Taylor, Prog. Dir. & Film Buy.
Howard H. Wolfe, Secy.-Treas. & Sta. Mgr.	Max W. Thomas, Ch. Eng.

RATE INFORMATION: Class A one hour, Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts from 2 $\frac{1}{2}$ % 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	341,100	761,500	1,083,925
Families in Area	98,140	222,520	325,450
Area in Square Miles	1,662	4,300	11,310
No. of Sets (June 1)	67,560	103,000	152,000
Retail Sales	\$317,713,000	\$881,899,000	\$1,224,629,000
Income per Family	\$ 5,785	\$ 5,432	\$ 4,577
Income per Capita	\$ 1,488	\$ 1,590	\$ 1,308

WSBM-TV (BAY CITY-MIDLAND)

(Target Date, Not Set)

LICENSEE: Booth Radio & Television Stations Inc. Address: 700 Buhl Bldg.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: Address, Washington & Genessee Aves. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 250 ft. Above ground 275 ft.

OPERATION: Target date not set.

AFFILIATIONS: Stations, AM, WSBM.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: John L. Booth, president-treasurer (84.3%), Mrs. John L. Booth (9.4%), John L. Booth III (6.3%). Licensee operates WBKZ (TV) Battle Creek, WJLB Detroit and WBBC Flint.

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. (For full listing see Bay City, Mich.).

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Northeastern Michigan's Pioneer TV Station

First in every respect!

NOW 207,000 watts ERP.

C **COVERAGE** embracing all or part of 23 rich, productive, television-minded counties. All served by the strongest television signal in Northeastern Michigan, the 207,000 watt crystal clear picture of WKNX-TV!

NOW 207,000 watts ERP

B **BILLION DOLLAR MARKET** awaits your sales story in the new and greater area served by this big 207,000 watt picture. 1,083,925 people live within view of this picture, and they spend \$1,499,800,000 annually!

NOW 207,000 watts ERP.

S **SALES** are big in the new WKNX-TV picture! In this impressive 23-county coverage area, now being saturated with 207,000 watts of salespower, annual retail sales reach the impressive total of \$1,224,629,000!

207,000 watts ERP. Delivering your sales story at the lowest cost-per-thousand of any CBS station in Michigan!

National Representative: Gill-Perna, Inc.

New York Chicago Los Angeles San Francisco



WKNX-TV 57

SAGINAW, MICHIGAN

WILLIAM J. EDWARDS
President and General Manager

TRAVERSE CITY
(Grand Traverse County)

WPBN-TV

LICENSEE: Midwestern Broadcasting Co. Address: Paul Bunyan Bldg. Phone: 2700.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 51.3 kw, Aural 30.9 kw. Operating Pow.: Visual 51.3 kw, Aural 30.9 kw. Transmitter: Address, 3 miles west of center of Traverse City. Make, RCA. Model, TT-10-AH. Antenna: Make, RCA. Type, 6-AH. Height, Above average terrain 760 ft. Above ground 462 ft.

OPERATION: Began Aug. 1, 1954. Hours, 7:00 p.m.-11:00 p.m.

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

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

SERVICES: One studio (36x46 ft.). Two RCA Image Orthicon camera chains. One Tv Specialties Co. rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One Tressel Projectall slide & opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Les Biederman, president (30%), William Kiker, vice president (16.25%), Drew McClay, secretary-treasurer (15%), Fred G. Zierle (16.25%), Edward G. Biederman (22.5%). Licensee also owns WATT Clam Lake, WATZ Alpena, WMBN Bear Creek, WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, Pres. & Gen. Mgr. Ken Haven, Prog. Dir.
R. E. Detwiler, Comm. Mgr. Wm. Kiker, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$120, Film \$120. Minute spot Live \$18, Film \$18. Frequency discounts from 20% for 13 to 25 times to 30% for 26 to 51 times and 40% for 260 times. Rate Card No. 1.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	77,804	119,634	232,106
Families in Area	21,605	33,882	67,050
Area in Sq. Miles	707	2,029	3,680
No. of Sets (June 1)	8,100	12,600	19,600
Retail Sales	\$71,804,000	\$96,208,000	\$196,351,000
Income per Family	\$4,648	\$3,976	\$4,396
Income per Capita	\$1,296	\$1,127	\$1,242

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 MARKET INDICATORS

Total Population, July 1, 1953	3,052,000
Total Families, 1950	747,680
Total Urban Population, 1950	1,624,914
Total Rural Nonfarm Population, 1950	617,770
Total Farm Population, 1950	739,799
Employed in Nonagricultural Establishments, April 1954	822,000
Employed in Agriculture, 1950	259,642
Employed in Mining, April 1954	16,600
Employed in Manufacturing, April 1954	203,300
Employed in Construction, April 1954	38,700
Employed in Transportation & Public Utilities, April 1954	84,100
Employed in Wholesale & Retail Trade, April 1954	204,900
Employed in Finance, Insurance & Real Estate, April 1954	38,600
Employed in Service & Miscellaneous, April 1954	102,400
Employed in Government Service, April 1954	133,500
Retail Sales, 1953	\$3,495,264,000
Bank Assets, Jan. 1, 1954	\$3,832,785,000
Bank Deposits, Jan. 1, 1954	\$3,541,204,000
Major Income Sources, 1952: Agriculture 13.8%; Government 14.5%; Manufacturing Payrolls 17.9%; Trade and Service 25.5%; Other 5.7%.	
Total Income Payments, 1952	\$4,505,000,000
Per Capita Income, 1952	\$1,491
Total Internal Revenue Collections, 1953	\$1,029,449,518
Average Weekly Earnings Manufacturing Workers, April 1954	\$72.94
Cash Receipts from Farm Marketing, 1953	\$1,262,141,000
Government Payments to Farmers, 1953	\$8,071,000
Value of Mineral Production, 1951	\$433,098,000
Total New Construction in 1952	\$567,500,000
Motor Vehicle Registration, 1953	1,273,122
Number of Telephones, Jan. 1, 1954	1,009,400
Number of Electrical Connections, Jan. 1, 1954	1,064,787
Number of Gas Utilities Connections, 1953	381,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NBC TELEVISION

FOR NORTH-

WESTERN

MICHIGAN

WPBN TV

WPBN

on the air

Aug. 15

1954

Channel **7**

TV

Traverse City,
Michigan

Traverse City, Michigan

Les Biederman, President and General Manager

represented by **Holman**

MINNESOTA

MINNESOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets 1954	(CBS) TV % 1954
		1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)		
Aitkin	14,327	\$9,422	\$2,591	\$ 180	1,150	28%
Anoka	35,579	16,392	5,473	482	8,650	79%
Becker	24,836	18,884	3,685	300	720	11%
Beltrami	24,962	22,675	4,828	617
Benton	15,911	15,601	3,720	208	1,150	28%
Big Stone	9,607	12,274	2,377	183	340	13%
Blue Earth	38,327	57,928	9,161	1,153	6,080	53%
Brown	25,895	30,847	5,938	832	2,170	29%
Carlton	24,584	19,353	6,313	404	1,190	18%
Carver	18,155	16,127	2,469	396	2,290	44%
Cass	19,468	12,559	3,729	377	690	13%
Chippewa	16,739	22,167	3,370	328
Chisago	12,669	10,078	2,168	238	2,540	65%
Clay	30,363	45,996	12,340	628	4,070	45%
Clearwater	10,204	8,699	1,630	194
Cook	2,900	2,744	977	40
Cottonwood	15,763	18,575	3,651	343	1,500	32%
Crow Wing	30,875	37,535	9,620	768	1,260	13%
Dakota	49,019	39,329	8,161	1,119	11,300	78%
Dodge	12,624	10,234	2,588	194	1,080	30%
Douglas	21,304	25,732	5,231	460	900	14%
Faribault	23,879	26,395	4,723	566	1,190	17%
Filmore	24,465	25,200	4,847	537	1,360	19%
Freeborn	34,517	38,957	7,027	565	3,390	33%
Goodhue	32,118	37,856	6,706	708	5,670	58%
Grant	9,542	10,225	1,730	180	360	13%
Hennepin	676,579	951,102	194,797	30,603	182,700	83%
Houston	14,435	12,222	2,750	192	760	18%
Hubbard	11,085	8,944	2,556	153	360	11%
Isanti	12,123	9,470	1,932	234	2,080	65%
Itasca	33,321	32,080	9,379	593
Jackson	16,306	17,294	2,915	312	1,500	32%
Kanabec	9,192	7,553	1,472	262	790	28%
Kandiyohi	28,644	33,770	6,171	601	2,510	31%
Kittson	9,649	8,027	830	112
Koochiching	16,910	15,542	4,085	371
Lac Qui Parle	14,545	14,663	2,560	221
Lake	7,781	6,479	1,900	78
Lake of the Woods	4,955	3,510	649	37
Le Sueur	19,088	20,149	3,577	377	3,000	52%
Lincoln	10,150	10,473	1,658	208	570	19%
Lyon	22,253	34,058	5,932	627	1,200	18%
McLeod	22,198	27,579	4,450	507	2,900	44%
Mahnomen	7,059	4,847	911	83	150	11%
Marshall	16,125	12,546	2,329	173
Martin	26,655	28,502	4,583	607	1,370	18%
Meeker	19,966	19,120	3,711	356	1,670	31%
Mille Lacs	15,165	15,151	2,975	274	1,290	29%
Morrison	25,832	20,992	4,440	333	680	10%
Mower	42,277	50,045	9,565	1,001	3,740	30%
Murray	14,801	13,134	2,023	193	760	19%
Nicollet	20,929	13,214	3,665	296	1,480	28%
Nobles	22,435	30,982	4,924	420	2,090	32%
Norman	12,909	10,851	2,345	158	1,620	45%
Olmsted	48,228	66,554	8,809	2,825	7,330	52%
Otter Tail	51,320	43,766	6,989	707	1,830	13%
Pennington	12,965	18,427	2,881	365
Pine	18,223	14,151	2,727	244	870	17%
Pipestone	14,003	18,754	2,841	217	740	19%
Polk	35,900	35,469	7,118	774
Pope	12,862	8,887	1,799	181	500	14%
Ramsey	355,332	514,800	105,141	13,963	88,230	78%
Red Lake	6,806	6,089	1,696	42
Redwood	22,127	24,488	4,526	438	1,860	29%
Renville	23,954	23,453	4,192	350	1,930	28%
Rice	36,235	32,653	7,463	784	5,340	58%
Rock	11,278	14,082	2,160	143	650	19%
Roseau	14,505	12,504	2,340	218
St. Louis	206,062	235,620	59,737	5,773	16,110	24%
Scott	16,486	14,262	3,070	343	2,340	52%
Sherburne	10,661	6,198	1,072	80	1,120	40%
Sibley	15,816	13,034	1,785	272	2,290	52%
Stearns	70,681	73,769	12,974	1,413	6,910	40%
Steele	21,155	26,743	5,322	467	3,770	58%
Stevens	11,106	12,432	2,275	225	430	14%
Swift	15,837	25,705	4,133	276	640	14%
Todd	26,420	20,769	5,601	328	760	11%
Traverse	8,053	9,985	1,608	179	300	13%
Wabasha	16,878	17,520	3,443	277	2,550	52%
Wadena	12,806	17,270	2,378	268	350	10%
Waseca	14,957	17,035	2,688	343	1,490	33%
Washington	34,544	29,316	6,624	559	6,960	65%
Watsonwan	13,881	15,075	2,664	371	700	17%
Wilkin	10,567	11,210	2,776	195	360	13%
Winona	39,841	43,146	9,583	929	1,500	13%
Wright	27,716	31,780	7,821	459	3,580	45%
Yellow Medicine	16,279	18,235	2,640	255

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

AUSTIN

(Mower County)

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Inc. Address: 405A N. Main St. Phone: 8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.3 kw. Operating Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: Address, 2 1/2 miles south of Austin on Highway No. 105. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 420 ft. Above ground 445 ft.

OPERATION: Began July 1953. Hours, 5:00 p.m.-12:00 midnight.

AFFILIATIONS: Network ABC. Station AM, KAUS.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Harry J. Daly. Consulting Engineer, Fred O. Grimwood & Co., St. Louis.

SERVICES: One studio (44x60 ft.). One DuM. camera chain. One DuM. film camera. One DuM. film projector. One DuM. scanner. One DuM. opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Harry M. Smith (14.2%), president, Albert W. Smith (14.2%), vice president, George Wilson (14.2%), secretary-treasurer, 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%).

EXECUTIVES:

Harry Smith, Pres. Tom Steensland, Prog. Dir. & Film Buy.
L. L. McCurnin, Gen. Mgr. John Ecklin, Ch. Eng.
Don Jones, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 650,000; Families in Area, 215,000; No. of Sets (June 1), 92,000.

DULUTH

(St. Louis County)

KDAL-TV (SUPERIOR, WIS.)

LICENSEE: Red River Broadcasting Co. Address: 210 Bladley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 5 kw, Aural 2.5 kw. Transmitter: Address, Observation Rd. and 11th St. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF 6 AL. Height, Above average terrain 810 ft. Above ground 558 ft.

OPERATION: Began March 14, 1954.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KDAL.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, Robert Silliman.

SERVICES: One studio (42x42 ft.). Three RCA camera chains. One TEC Profitmaker rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Telejector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier (70%), Odin S. Ramsland (10%), Robert A. Dettman (10%), Charles LeMasurier (10%). Dalton LeMasurier also controls WQOA Moline, Ill., in which Messrs. Ramsland and Dettman are also stockholders. Same interests also hold stock in WIRL Peoria.

EXECUTIVES:

Dalton LeMasurier, Pres. & Earl Henton, Prog. Dir. & Film Buy.
Gen. Mgr. Robert A. Dettman, Vice Pres.
Odin S. Ramsland, Vice Pres. & Ch. Eng.
Com. Mgr.

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 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	193,264	277,053
Families in Area	63,472	89,820
Area in Square Miles	2,217	10,912

WFTV (TV) (SUPERIOR, WIS.)

LICENSEE: Great Plains Television Properties of Minnesota, Inc. Address: 230 E. Superior St. Phone: 7-6881.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.8 kw. Operating Pow.: Visual 14.5 kw, Aural 7.8 kw. Transmitter: Address, 4th Ave. W. 10th St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24 BMS. Height, Above average terrain 720 ft. Above ground 483 ft.

OPERATION: Began June 4, 1953. Hours, 10:45 a.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, Adam Young Television Corp. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Jansky & Bailey.

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.

TOP TV STATION...

1785 feet above sea level, this cloud-scraper that is the KDAL-TV tower and antenna delivers a sharp picture over a vast three state area!

A T T H E

top of the Nation!

KDAL-TV

100,000 WATTS

3
D U L U T H

Top NBC and ABC shows . . . and the finest, largest station facilities in the Northwest's second largest market provide the audience in this two billion plus industrial and commercial empire. KDAL-TV is REALLY READY to showcase your client's messages.

Coverage that blankets Paul Bunyan Land . . . transmitting 100,000 watts on Channel 3 brings KDAL-TV loud and clear into a large part of Minnesota and to Northern Wisconsin and Upper Michigan . . . truly giant size coverage in Paul Bunyan Land.

Phone or write your Avery-Knodel representative now!

DULUTH, MINNESOTA

KDAL-TV Channel 3

NBC - ABC

... Remember its the
BROADCASTING Yearbook
 for complete data on
MINNESOTA

Radio

MARKETS

Yes siree, for those vital market figures on any given county in Minnesota—or in any of the 48 states—we recommend the BROADCASTING Yearbook.

Published every January as the 53rd issue of **BROADCASTING • TELECASTING** this 500-page volume carries complete state and city directories of **am** and **fm** stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

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BROADCASTING • TELECASTING
The Newsweekly of Radio and Television
 1735 DeSales Street, N.W., Washington 6, D.C.

MINNESOTA

DULUTH (Cont.)

WFTV (TV) (Cont.)

SERVICES: One studio (35x63 ft.). Two TK 31A RCA camera chains. One RCA TK 20D film camera. Two RCA TP 6A film projectors. One RCA Gray type 3A slide projectors. News Services, AP, Telenews.

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, president, Alfred G. Burger, treasurer), which also owns KFTV (TV) Little Rock, Ark., KCTV (TV) Sioux City, Iowa, and 33 1/3% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, Pres.	Gerry Pearson, Prog. Dir.
C. G. Alexander, Gen. Mgr. & Film Buy.	Douglas Cole, Ch. Eng.
Tony Marta, Com. Mgr.	Phil Stangl, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 250,000; Families in Area, 75,000; No. of Sets (June 1), 40,000. Income per Family \$4,650.

†WFTV has suspended operation but has not returned its CP.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: WDSM Television Co. Address: 921 Tower Ave., Superior. (For full listing see Superior, Wis.).

HIBBING

(St. Louis County)

KHTV (TV)

(Target Date, Not Set)

LICENSEE: North Star Television Co. Address: 3100 First National Bank Bldg., St. Paul.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.25 kw. Transmitter: Address, Maple Hill. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 630 ft. Above ground 437 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Q. J. David, president (6.16%); William Peters, vice president (6.25%); Ryland Rothschild, treasurer (12.5%); Oliver Skellet (12.5%); Randolph Light (6.5%); William Riedel (6.5%); Walter Villaume (6.5%); Robert Peters (6.5%); Arthur Gluek (6.5%); Roland Sheadle (6.5%); Paul Hitchcock (6.5%); Robert Albrecht (6.5%); Roland Faracey (12.5%). Messrs. David and Gluek have minority interests in WTCN-AM-TV Minneapolis. Messrs. Rothschild, Skellet, Villaume and Faracey have minority interests in WSPT Stevens Point, Wis. Mr. Hitchcock is president-publisher of Hibbing Tribune.

MINNEAPOLIS

(Hennepin County)
 (Also See St. Paul)

KEYD-TV (ST. PAUL)

(Target Date, Jan. 1, 1955)

LICENSEE: Family Broadcasting Corp. Address: 15 N. 9th St. Phone: Lincoln 8451.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Foshay Tower. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 450 ft. Above ground 601 ft.

OPERATION: Target date, Jan. 1, 1955.

AFFILIATIONS: Station, AM, KEYD.

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (56x60, 20x30).

PRINCIPAL STOCKHOLDERS: Henry C. Klages, president (14.5%), Joseph E. Dahl, vice president (15.7%), Lee L. Whiting, vice president and general manager (40%), Kenneth E. Pettijohn, secretary (2.9%), C. Theodore Skanse, treasurer (5.8%), Will R. Anderson (8.7%), R. C. Logefeil (4.3%), Stanley P. Stone (2.4%), and six others holding less than 2% each.

WCCO-TV (ST. PAUL)

LICENSEE: Midwest Radio-Television Inc. Address: 50 S. 9 St. Phone: Lincoln 0552.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2815 Foshay Tower. Make, RCA. Model TT-25 AL. Antenna: Make, RCA. Type TF 6 AM. Height, Above average terrain 540 ft. Above ground 601 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.

In the 3-billion dollar
Upper Midwest
market,
it's as simple as...

1

Highest Ratings. From sign on to sign off, all week long, in a three channel market, WCCO-TV ratings are 20% higher than the next station.*

2

Most Quarter Hour Wins. Nearly *twice* as many for WCCO-TV as the other two channels combined.*

3

Best Local and CBS Network Programs.
Of the top eight shows, *seven* are on WCCO-TV.

4
Channel

Most Local Advertising Dollars. The men who know our market best . . . local advertisers . . . invest more dollars in WCCO-TV advertising than any other Northwest television station.

*Pulse, May, 1954

WCCO-TV's rich 62 county Northwest market would place *eighth* among U.S. metropolitan areas in Effective Buying Income. To sell more . . . where more is sold . . . ask Free and Peters for WCCO-TV availabilities.

WCCO-TV

The other member of 450,000 Northwest families
Minneapolis—St. Paul

CBS

MINNEAPOLIS (Cont.)

WCCO-TV (Cont.)

OPERATION: Began July 1, 1949. Hours: 5:45 a.m.-12:45 a.m.

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

REPRESENTATIVES: Sales, Free & Peters. Washington Attorneys, Fly, Shuebruk, Blume & Gaquine.

SERVICES: Two studios, (30' x 60'). Seven RCA camera chains. One TV Specialty Co. rear screen projector. Two RCA TK20 film cameras. One RCA Vidicon film camera. Two RCA TP16 film projectors. One RCA TP6 film projector. One Selectroslide slide projector. One Gray slide projector. One GE opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Mid Continent Radio-Television Inc. (53%) and Columbia Broadcasting System (47%). Mid Continent is owned equally by Northwest Publications Inc., St. Paul and Minnesota Tribune Co., Minneapolis Northwest controls St. Paul Dispatch-Pioneer Press, Duluth Herald-News Tribune and WDSM-AM-TV Superior, Wis., and other radio stations.

EXECUTIVES:
 William J. McNally, Chmn. of Bd.
 Robert B. Ridder, Pres.
 F. Van Konyenburg, Exec. Vice Pres. & Gen. Mgr.
 Robert Ekstrum, Com. Mgr.
 Gwen Harvey, Prog. Dir.
 John M. Sherman, Dir. of Eng.
 Harry Jones, Film Buy.
 Sherman K. Headley, Asst. Mgr.
 C. D. Miller, Prod. Mgr.
 D. F. Gillies, Merc. Mgr.
 Gene Godt, Dir. of Prom.

RATE INFORMATION: Class AA five minutes Live \$330. Minute spot Live \$275. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,220,000	1,550,000	2,578,000
Area in Square Miles	2,480	13,080	45,500
No. of Sets (June 1)			455,000
TV Families in Area	336,110	386,910	741,400

WTCN-TV (ST. PAUL)

LICENSEE: Minnesota Television Public Service Corp. Address: 2925 Dean Blvd. Phone: Mohawk 9-6771.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Foshay Tower. Make, RCA. Model TT 50AH. Antenna: Make, RCA. Type TF9A Super Gain. Height, Above average terrain 470 ft. Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Shares time with WMIN-TV St. Paul.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WTCN. FM, WTCN-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George P. Adair.

SERVICES: One studio (84x40 ft.). Three RCA field camera chains. One Television Specialty Co. rear screen projector. One GE PC 1 C film camera. Two GE Syncro-lite 16mm film projectors. One Selectroslide slide projector. One GE PF 4 A opaque projector. News Services, UP, AP. Library, Assoc.

PRINCIPAL STOCKHOLDERS: Robert Butler, president (68.63%) and Arthur Gluek, vice president (7.84%).

EXECUTIVES:
 Robert Butler, Pres.
 Walter Butler, Gen. Mgr.
 Donald G. Kraatz, Prog. Dir.
 Myron Fleming, Ch. Eng.
 Gene Wecker, Film Buy.

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150. Frequency discounts. Rate Card No. 1.

KSTP-TV (ST. PAUL)

LICENSEE: KSTP Inc. Address: 3415 University Ave., S.E., Minneapolis. Phone: Prior 2717. (For full listing see St. Paul).

WMIN-TV (ST. PAUL)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Bldg. Phone: Capitol 4-4831. (For full listing see St. Paul).

ROCHESTER

(Olmsted County)

KROC-TV

LICENSEE: Southern Minnesota Broadcasting Co. Address: 100—1st Ave. Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 54 kw. Operating Pow.: Visual 105 kw, Aural 54 kw. Transmitter: Address, 3 miles West of Rochester on Highway 16. Make, RCA. Model TT 10. Antenna: Make, RCA. Type 12 Bay. Height, Above average terrain 630 ft. Above ground 575 ft.

OPERATION: Began July 16, 1953. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Network NBC. Station, AM, KROC.

REPRESENTATIVES: Sales, Meeker TV. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 34x48 ft. and one 12x24 ft.). One RCA camera chain. Two RCA film cameras. One RCA film projector. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling, president (12.25%), Estate of G. P. Gentling (63.6%) and G. David Gentling, vice president (8.31%).

EXECUTIVES:
 Mrs. G. P. Gentling, Pres. & Ch. Own.
 G. David Gentling, Gen. Mgr. & Com. Mgr.
 Ray Skaran, Prog. Dir. & Film Buy.
 Robert Cross, Ch. Eng.
 William Lampman, Station Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 550,000; Families in Area: 145,000; No. of Sets (June 1), 80,000; Retail Sales, \$550,000,000.

ST. PAUL

(Ramsey County)
 (Also See Minneapolis)

KSTP-TV (MINNEAPOLIS)

LICENSEE: KSTP Inc. Address: 3415 University Ave., St. Paul. Phone: Prior 2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: Address, 3415 University Ave. Make, RCA. Model TT-25-AL. Antenna: Make, RCA. Type TF-5-AL. Height, Above average terrain 560 ft. Above ground 569 ft.

OPERATION: Began April 23, 1948. Hours, 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Network NBC. Station, AM, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: New Services, AP, UP. Library, World, Thesaurus.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard (55.17%), Didrikke S. Hubbard (14.06%), Siems Bros. Inc. (11.25%), Thomas E. Bragg (7.26%), Vera S. Bragg (7.26%) and Paulette E. Godfrey (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.

ST. PAUL (Cont.)

KSTP-TV (Cont.)

EXECUTIVES:

Stanley E. Hubbard, Pres. & Gen. Mgr.
 K. M. Hance, Exec. Vice Pres. & Treas.
 Karl A. Plain, Nat. Sls. Mgr.
 James E. Blake, Asst. Nat. Sls. Mgr.
 William R. Brazzil, Loc. TV Sls. Mgr.
 William Sadler, Ch. Eng.
 Ben G. Leighton, Film Dir.
 Del Franklin, Prod. Sup.

RATE INFORMATION: Class AA one hour Live \$1,100. Minute spot Live \$220. Frequency discounts. Rate Card No. 11.

WMIN-TV (MINNEAPOLIS)

LICENSEE: WMIN Broadcasting Co. Address: 538 Hamm Building. Phone: Capitol 4-4831.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, 2900 Foshay Tower. Make, RCA. Model TT 50 AH. Antenna: Make, RCA. Type TFS 9B/11.9. Height. Above average terrain, 470 ft. Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Shares time with WTCN-TV Minneapolis.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WMIN. FM, WMIN-FM.

REPRESENTATIVES: Sales, Blair-TV. Washington Attorney, Dow Lohnes & Albertson. Consulting Engineer, A. D. Ring Assoc.

SERVICES: Two studios (40x20 ft. and 16x16 ft.). Two RCA TK 31A camera chains. One Tv Specialty Co. rear screen projector. One RCA TK 20 B film camera. Two RCA TP 16 E film projectors. One Gray TP 3A slide projector. One Gray opaque projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: N. L. Bentson, president (87% jointly with Mort Bentson as trustee of Edward Hoffman estate), Mort Bentson, secretary, Frank M. Devaney, executive vice president (10%) and L. C. Borgstrom (3%). Mr. N. L. Bentson, with Joseph L. Floyd and Edmund R. Ruben own KELO-AM-TV Sioux Falls, and KTLV (TV) Rapid City, both South Dakota. The Messrs. Bentson also own 10% of WRFW Eau Claire, Wis.

EXECUTIVES:

N. L. Benton, Pres.
 Frank M. Devaney, Exec. Vice Pres. & Sls. Mgr.
 Fred H. Kaufman, Prod. Mgr.
 Warren Fritze, Ch. Eng.
 Oscar Backlund, Film Dir.
 Dick Quaas, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,416,900	396,753	2,774,400
Families in Area	367,357	77,403	757,400
Area in Square Miles	2,495	10,650	45,600
No. of Sets (June 1)			487,000
Retail Sales	\$1,537,352,000	\$287,874,000	\$2,994,764,000
Income per Family	\$ 5,382	\$ 3,767	\$ 4,740
Income per Capita	\$ 1,647	\$ 1,122	\$ 1,428

KEYD-TV (MINNEAPOLIS)

(Target Date, Not Set)

LICENSEE: Family Broadcasting Co. Address: 15 N. 9th St. (For full listing see Minneapolis).

WCCO-TV (MINNEAPOLIS)

LICENSEE: Midwest Radio-Television Inc. Address: S. 9th St., Minneapolis. Phone: Lincoln 0552. (For full listing see Minneapolis).

WTCN-TV (MINNEAPOLIS)

LICENSEE: Minnesota Television Public Service Corp. Address: 2925 Dean Blvd., Minneapolis. Phone: Mohawk 9-6771. (For full listing see Minneapolis).

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.

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1953	2,153,000
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
Employed in Agriculture, 1950	302,086
Employed in Manufacturing, April 1954	93,500
Employed in Transportation & Public Utilities, April 1954	26,000
Employed in Finance, Insurance & Real Estate, April 1954	9,100
Employed in Service & Miscellaneous, April 1954	69,900
Employed in Government Service, April 1954	2,845,844,000
Retail Sales, 1953	\$ 2,845,844,000
Bank Assets, Jan. 1, 1954	\$ 1,023,619,000
Bank Deposits, Jan. 1, 1954	\$ 953,102,000
Major Income Sources, 1952: Agriculture 24.1%; Government 21.1%; Manufacturing Payrolls 12.5% Trade and Service 23.7%.	
Total Income Payments, 1952	\$ 1,778,000,000
Per Capita Income, 1952	\$ 818
Total Internal Revenue Collections, 1953	\$ 141,819,055
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 47.33
Cash Receipts from Farm Marketing, 1953	\$ 656,982,000
Government Payments to Farmers, 1953	\$ 2,673,000
Value of Mineral Production, 1951	\$ 103,030,000
New Public Construction in 1952	\$ 113,300,000
Motor Vehicle Registration, 1953	556,725
Number of Telephones, Jan. 1, 1954	268,500
Number of Electrical Connections, Jan. 1, 1954	527,053
Number of Gas Utilities Connections, 1953	192,600

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MISSISSIPPI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	32,256	\$31,797	\$8,077	\$1,245	980	10%
Alcorn	27,158	19,862	3,644	454	1,780	23%
Amite	19,261	9,123	2,898	225	780	17%
Attala	26,652	15,552	3,008	355	730	11%
Benton	8,793	1,521	523	59	670	32%
Bolivar	63,004	32,070	9,651	849	2,860	17%
Calhoun	18,369	6,236	1,374	234	640	14%
Carroll	15,499	2,748	871	49	410	12%
Chickasaw	18,951	7,659	2,004	238	560	12%
Choctaw	11,009	3,192	945	116	340	12%
Claiborne	11,944	5,691	1,826	149	780	26%
Clarke	19,362	6,302	2,256	247
Clay	17,757	8,935	1,684	320	530	12%
Coahoma	49,361	34,581	8,641	971	1,540	11%
Copiah	30,493	13,592	4,002	390	2,020	26%
Covington	16,036	6,444	1,268	220	610	16%
De Soto	24,599	7,299	2,028	55	1,980	33%
Forrest	45,055	47,965	9,372	1,105	4,210	30%
Franklin	10,929	5,290	1,628	181	290	10%
George	10,012	5,068	1,680	135	840	31%
Greene	8,215	2,508	664	130
Greenada	18,830	12,108	3,493	345	650	13%
Hancock	11,891	6,928	2,815	194	2,050	62%
Harrison	84,073	76,214	19,385	2,257	9,880	33%
Hinds	142,164	156,492	26,880	4,388	17,410	40%
Holmes	33,301	14,621	3,563	384	880	11%
Humphreys	23,115	12,252	3,722	330	1,260	23%
Issaquena	4,966	691	537	250	23%
Itawamba	17,216	3,106	1,130	27	700	16%
Jackson	31,401	24,251	7,990	1,157	3,100	31%
Jasper	18,912	4,798	1,181	154
Jefferson	11,306	3,707	1,178	103	290	10%
Jeff Davis	15,500	6,387	1,077	214	530	14%
Jones	57,235	44,070	10,117	1,040	2,610	16%
Kemper	15,893	4,314	1,133	190
Lafayette	22,798	11,999	2,944	364	850	15%
Lamar	13,225	5,180	1,761	185	1,080	30%
Lauderdale	64,171	50,668	10,410	1,651	2,800	14%
Lawrence	12,639	5,490	1,381	145	430	14%
Leake	21,610	5,987	1,202	130	570	11%
Lee	38,237	30,520	5,695	728	3,340	30%
Leflore	51,813	44,091	8,712	899	2,980	22%
Lincoln	27,899	20,965	4,974	527	1,310	17%
Lowndes	37,852	25,084	5,185	793
Madison	33,860	15,551	3,683	290	1,050	13%
Marion	23,967	12,220	1,974	358	970	15%
Marshall	25,106	7,868	2,353	234	1,860	32%
Monroe	36,543	14,593	4,272	383	1,210	12%

MISSISSIPPI

MISSISSIPPI MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Montgomery	14,470	7,028	1,684	202	420	11%
Nashoba	25,730	11,428	2,536	398
Newton	22,661	11,143	2,356	330
Noxubee	20,022	8,118	1,509	216
Oktibbeha	24,569	10,029	2,179	352
Panola	31,271	16,181	4,398	370	4,030	52%
Pearl River	20,641	12,908	2,381	314	3,590	62%
Perry	9,108	4,022	737	113
Pike	35,137	24,850	5,321	803	1,610	17%
Pontotoc	19,994	8,438	1,480	184	780	15%
Prentiss	19,810	8,710	2,147	145	790	15%
Quitman	25,885	11,107	3,002	253	1,170	18%
Rankin	28,881	7,570	2,454	147	830	13%
Scott	21,681	15,599	2,637	324	610	11%
Sharkey	12,903	7,253	1,520	217	710	23%
Simpson	21,819	8,578	1,572	204	720	13%
Smith	16,740	3,386	1,494	127	430	11%
Stone	6,264	4,992	1,538	29	420	30%
Sunflower	56,031	27,967	7,493	644
Tallahatchie	30,486	10,784	3,702	290	1,430	19%
Tate	18,011	8,669	1,831	170	2,300	51%
Tippah	17,522	6,226	1,355	152	1,010	23%
Tishomingo	15,544	3,954	1,104	101	670	16%
Tunica	21,664	8,310	2,857	181	2,860	51%
Union	20,282	9,340	2,108	266	1,310	23%
Walthall	15,563	4,340	777	46	500	14%
Warren	39,616	34,917	9,633	836	3,160	25%
Washington	70,504	57,081	14,369	1,700	2,980	14%
Wayne	17,010	6,253	1,490	114
Webster	11,607	5,785	1,011	153	350	12%
Wilkinson	14,116	6,856	1,981	253	340	10%
Winston	22,231	10,959	2,199	273
Yalobusha	15,191	7,384	1,961	194	550	14%
Yazoo	35,712	18,812	4,588	687	1,200	13%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, 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.

COLUMBUS (Lowndes County)

WCBI-TV

(Target Date, Early 1955)

LICENSEE: Birney Imes Jr. Address: Columbus, Miss.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address, Gilmer Hotel. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 390 ft. Above ground 425 ft.

OPERATION: Target date, early 1955.

AFFILIATIONS: Station, AM, WCBI.

REPRESENTATIVES: Joseph Hershey McGillvra. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Birney Imes Jr. is president—97.4% stockholder in WCBI and WELO Tupelo, owner of WNAG Granada, WMOX Meridian, and WROX Clarksdale, all Miss. and owner-publisher of Commercial Dispatch, Columbus.

JACKSON (Hinds County)

WJTV (TV)

LICENSEE: Mississippi Publishers Corp. Address: P. O. Box 3459. Phone: 4-7642.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 98 kw. Operating Pow.: 180 kw visual, 98 kw aural. Transmitter: Address, Robinson Rd. Extension. Make, RCA. Model TTU 12A. Antenna: Make, RCA. Type TFU 21 BL Pylon. Height, Above average terrain 720 ft. Above ground 670 ft.

OPERATION: Began Jan. 20, 1953. Hours, 10:45 a.m.-11:45 p.m.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Katz. Washington Attorneys, Wheeler & Wheeler. Consulting Engineer, Raymond A. Willmotte.

SERVICES: One studio (30x40 ft.). Two studio RCA TK 11 and one field TK 30 camera chains and TSP Profitmaker screen projector. One RCA Iconoscope TK 20-C film camera. Two RCA TP 16-D film projectors. One Selectroslide projector. One RCA mobile unit. News Service, AP. Library, Muzak.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp., publishers of Clarion Ledger and Jackson Daily News.

EXECUTIVES:

H. V. Watkins, Pres.	J. R. Whitworth Ch. Eng.
Jay Scott, Gen. Mgr.	Dale Baum, Film Buy.
Frank B. Willis, 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 156 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	182,242	94,826	396,382
Families in Area	45,330	23,741	99,095
Area in Square Miles	452.1	2,010.8	5,543.7
No. of Sets (June 1)	17,981	3,826	50,224
Income per Family	\$ 5,063	\$ 3,262	\$ 2,373

WLBT (TV)

LICENSEE: Lamar Life Broadcasting Co. Address: 715 S. Jefferson St. Phone 2-2691.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, RFD #3, Florence, Miss. Make, RCA. Model TT-25BL. Antenna: Make, RCA. Type TF-GAL. Height, Above average terrain 680 ft. Above ground 589 ft.

OPERATION: Began Dec., 1953. Hours, 8:00 a.m.-11:15 p.m.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorneys, Spearman & Roberson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 40x60 ft. and one 25x40 ft.). Three RCA TK-11A camera chains. One Trans-Lux rear screen projector. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray TP-3A slide projector. Complete darkroom. Complete sound on film recording and photographic equipment. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wiley P. Harris, president (20%), Fred L. Beard, secretary-treasurer (20%), L. E. Alfred, vice president, Maurice Thompson, vice president (20%), Peter Koch Lutken, vice president (20%) and William Calvin Wells III (20%).

EXECUTIVES:

Wiley P. Harris, Pres.	Robert R. Smathers, Ch. Eng.
Fred L. Beard, Gen. Mgr.	George Land, Film Buy.
Frank Gentry, Com. Mgr.	Walter Henson, Adv. & Prom. Mgr.
Maurice Thompson, Prog. Dir.	

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)	Total (Including Fringe Area)
Population	322,000	784,000	1,600,000
Families in Area	65,180	158,535	324,000
Area in Square Miles	1,675	12,500
No. of Sets (June 1)	29,205	48,956	105,000
Retail Sales	\$501,173,000	\$1,000,000,000

WSLI-TV

LICENSEE: Standard Life Broadcasting Co. Address: P. O. Box 8187. Phone 2-6625.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw. Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter: Address, Robinson Rd. Extension. Make, GE. Model TT-23-A. Antenna: Make, GE. Type TY-30-H. Height, Above average terrain 700 ft. Above ground 666 ft.

OPERATION: Began March 27, 1954. Hours, 7:00-9:00 a.m.; 4:00-11:30 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WSLI.

REPRESENTATIVES: Sales, Weed Television. Washington Attorneys, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (30x50 ft.). Two GE Type PE-8-C studio camera chains. One TSC Profitmaker rear screen projector. One GE Type PE-5-C film camera. Two GE Type PF-5-A film projectors. One Selectroslide Jr. slide projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Standard Life Ins. Co. (54%), L. M. Sepaugh (23%), T. B. Langford (23%). Mr. Langford owns 33% KPLC Lake Charles, La.; 48% KRMD Shreveport, La.; 48% KALB Alexandria, La.; 88% KRRV Sherman, Tex. Mr. Sepaugh owns 33% KPLC Lake Charles.

EXECUTIVES:

L. M. Sepaugh, Gen. Mgr.	C. A. Perkins, Ch. Eng.
Owens F. Alexander, Opr. Mgr. & Film Buy.	Fitz Hooton, Film Dir.
Evan Hughes, Com. Mgr.	Bill Robertson, News Dir.
Iona Edgett, Traffic Dir.	Lyman Hellums, Sports Dir.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	401,000	683,000	1,400,000
Families in Area	104,900	187,000	376,000
No. of Sets (June 1)	34,000	51,000	89,000
Retail Sales	\$274,600,000	\$401,100,000	\$838,500,000
Income per Family	\$ 2,618	\$ 2,618	\$ 2,618
Income per Capita	\$ 655	\$ 655	\$ 655

MISSISSIPPI

MERIDIAN

(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Broadcasting Co. Address: 15th Floor—Threefoot Bldg. Phone: 7714.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw. Transmitter: Address, Highway 35 South. Make, GE. Antenna: Make, GE. Height, Above average terrain 560 ft. Above ground 319 ft.

OPERATION: Began Dec. 1953. Hours, 11:00 a.m.—11:00 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: D. Withers Gavin, pres.-secy. (75%) and Mrs. R. S. Gavin, vice pres. (25%). 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.

† WCOC-TV has suspended operations but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Box 1771. Phone: 3-1441.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 15.5 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: Began Sept. 27, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, W TOK.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, George Gautney.

SERVICES: One studio (25x30 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: Robert F. Wright, president (25.5%); William B. Crooks, vice president (18%); Thomas Y. Minniece, secretary (6%); S. A. Rosenbaum, treasurer (12%); James H. Skewes (6.5%); H. M. Minniece (6%); I. A. Rosenbaum Jr. (12%); and five others, none holding over 5% each. Mr. Skewes is president-publisher of the Meridian Star.

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 & Cecil Germany, Prog. Dir. Sports 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

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.

MISSOURI

MISSOURI MARKET INDICATORS

Total Population, July 1, 1953	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 Establishment, April 1954	1,243,600
Employed in Agriculture, 1950	266,872
Employed in Mining, April 1954	8,400
Employed in Manufacturing, April 1954	385,700

MISSOURI

Employed in Construction, April 1954	53,200
Employed in Transportation & Public Utilities, April 1954	128,100
Employed in Wholesale & Retail Trade, April 1954	301,700
Employed in Finance, Insurance & Real Estate, April 1954	61,200
Employed in Service & Miscellaneous, April 1954	152,500
Employed in Government Service, April 1954	152,800
Retail Sales, 1953	\$ 4,387,170,000
Bank Assets, Jan. 1, 1954	\$ 5,537,192,000
Bank Deposits, Jan. 1, 1954	\$ 5,134,842,000
Major Income Sources, 1952: Agriculture 9.4%; Government 14.5%; Manufacturing Payrolls 21.9%; Trade and Service 27.7%.	
Total Income Payments, 1952	\$ 6,420,000,000
Per Capita Income, 1952	\$ 1,583
Total Internal Revenue Collections, 1953	\$ 1,736,438,937
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 67.03
Cash Receipts from Farm Marketing, 1953	\$ 1,014,899,000
Government Payments to Farmers, 1953	\$ 10,780,000
Value of Mineral Production, 1951	\$ 135,246,000
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, 1953	1,385,938
Number of Telephones, Jan. 1, 1954	1,288,700
Number of Electrical Connections, Jan. 1, 1954	1,306,079
Number of Gas Utilities Connections, 1953	659,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MISSOURI MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adair	19,689	\$19,937	\$4,553	\$ 422	2,230	56%
Andrew	11,727	5,553	1,525	148	2,230	30%
Atchison	11,127	11,399	2,398	268	1,050	22%
Audrain	23,829	24,881	5,215	538	1,880	19%
Barry	21,755	19,712	3,543	523	1,270	16%
Barton	12,678	9,602	1,870	281	720	53%
Bates	17,534	12,967	2,426	408	3,290	21%
Benton	9,080	7,126	1,405	227	570	27%
Bollinger	11,019	3,420	864	59	1,950	14%
Boone	48,432	42,288	8,298	1,482	20,913	62%
Buchanan	96,826	95,619	20,913	4,757	597	2,010
Butler	37,707	27,907	6,038	167	1,500	23%
Caldwell	9,929	9,491	1,856	377	530	21%
Callaway	23,316	12,928	2,663	377	2,500	49%
Camden	7,861	4,283	987	63	200	15%
Cape Girardeau	38,397	40,221	8,713	1,283	3,550	53%
Carroll	15,589	12,667	2,902	364	650	17%
Carter	4,777	1,937	443	24	1,180	24%
Cass	19,325	18,024	3,414	540	900	23%
Cedar	10,663	7,617	1,218	255	750	25%
Chariton	14,944	11,776	2,345	190	14,790	80%
Christian	12,412	7,219	1,371	180	2,230	56%
Clark	9,003	8,505	1,564	112	2,080	21%
Clay	45,221	52,537	11,544	2,741	451	880
Clinton	11,726	16,234	2,538	461	1,210	34%
Cole	35,464	37,369	7,079	1,411	207	510
Cooper	16,608	14,053	2,591	451	320	10%
Crawford	11,615	6,044	1,431	205	2,060	56%
Dade	9,324	7,557	1,189	207	1,680	34%
Dallas	10,392	9,540	976	220	860	24%
Daviess	11,180	9,072	1,817	220	3,850	30%
De Kalb	8,047	5,572	1,229	151	4,340	37%
Dent	10,936	8,211	2,046	174	1,150	28%
Douglas	12,638	5,141	748	60	1,080	30%
Dunklin	45,329	35,256	6,474	964	13,480	36%
Franklin	36,046	33,757	8,151	777	1,890	42%
Gasconada	12,342	11,787	2,227	153	1,370	30%
Gentry	11,036	10,673	2,297	303	1,890	42%
Greene	104,823	114,375	19,561	3,735	339	1,370
Grundy	13,220	14,458	2,708	429	611	3,660
Harrison	14,107	10,720	2,512	339	360	21%
Henry	20,043	18,380	3,408	611	930	30%
Hickory	5,387	3,122	217	62
Holt	9,833	10,356	2,466	282
Howard	11,857	8,229	1,815	413
Howell	22,725	14,511	2,864	4,564
Iron	9,458	5,259	1,784	58	880	34%
Jackson	541,035	1,010,568	168,165	51,061	132,120	68%
Jasper	79,106	86,651	18,069	2,488	4,430	16%
Jefferson	38,007	32,821	9,156	697	8,200	66%
Johnson	20,716	13,186	2,618	447	3,800	55%
Knox	7,617	3,896	760	115	680	25%
Laclede	19,010	19,854	3,517	528	1,330	22%
Lafayette	25,272	27,984	5,160	1,102	4,460	54%
Lawrence	23,420	14,780	3,003	635	1,550	19%
Lewis	10,733	9,828	1,729	171	890	25%
Lincoln	13,478	13,722	2,476	159	2,020	43%
Linn	18,865	16,857	3,259	615	1,150	17%
Livingston	16,532	18,530	3,422	456	2,310	42%
McDonald	14,144	12,670	1,688	285	650	15%
Macon	18,332	11,857	2,543	392	1,090	17%
Madison	10,380	7,874	1,864	188	860	27%
Marion	7,423	3,435	813	103	590	28%
Marion	29,765	32,723	7,913	758	3,420	33%
Mercer	7,235	5,186	818	151	750	30%
Miller	13,734	9,662	1,952	111	900	21%
Mississippi	22,551	16,207	4,330	490

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PEOPLE YOU
WANT TO SELL
... WHATEVER YOU SELL

MISSOURI

MISSOURI MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales		Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
		1953 (\$000)	1953 (\$000)				
Moniteau	10,840	8,812	1,027	1,806	253	820	21%
Monroe	11,314	10,931	1,806	1,955	88	1,720	43%
Montgomery	11,555	9,368	1,652	1,200	120	630	20%
Morgan	10,207	6,867	6,806	533	2,130	21%	21%
New Madrid	39,444	22,354	3,750	324	1,310	14%	14%
Newton	28,240	16,877	4,140	484	2,300	29%	29%
Nodaway	24,033	20,232	796	174	530	15%	15%
Oregon	11,978	5,132	1,199	109	870	28%	28%
Osage	11,301	7,498	218	61	580	24%	24%
Ozark	8,856	2,826	6,293	782	5,520	44%	44%
Pemisot	45,624	24,324	1,701	208	1,150	27%	27%
Perry	14,890	11,588	6,241	813	4,240	38%	38%
Pettis	31,577	31,315	3,939	296	2,260	28%	28%
Phelps	21,504	16,865	4,261	418	2,540	42%	42%
Pike	16,844	16,330	1,714	181	2,700	55%	55%
Platte	14,973	8,108	1,759	322	500	10%	10%
Polk	16,062	14,988	949	282	710	21%	21%
Pulaski	10,392	8,470	976	228
Putnam	9,166	4,766	918	122	920	34%	34%
Ralls	8,686	4,533	4,183	598	1,730	21%	21%
Randolph	22,918	19,416	2,457	349	2,740	50%	50%
Ray	15,932	12,462	612	56	230	15%	15%
Reynolds	6,918	2,675	1,115	204	550	16%	16%
Ripley	11,414	4,739	6,573	624	5,740	61%	61%
St. Charles	29,834	28,248	906	120	880	25%	25%
St. Clair	10,482	6,138	8,517	749	6,680	62%	62%
St. Francois	35,276	27,499	374,508	52,177	327,410	78%	78%
St. Louis	406,349	1,591,980	1,971	175	1,980	62%	62%
St. Genevieve	11,237	8,033	4,693	709	2,100	25%	25%
Saline	26,694	23,939	577	144
Schuyler	5,760	5,525	1,579	58	630	25%	25%
Scotland	7,332	6,427	6,359	699
Scott	32,842	29,536	354	68	330	15%	15%
Shannon	8,377	2,224	1,418	130	1,260	34%	34%
Shelby	9,730	7,847	4,110	298	1,940	20%	20%
Stoddard	33,463	20,051	814	197	700	24%	24%
Stone	9,748	4,372	1,939	140
Sullivan	11,299	7,970	1,225	114	740	24%	24%
Taney	9,863	6,133	1,752	245
Texas	18,992	8,519	3,705	428	1,710	24%	24%
Vernon	22,685	19,487	1,334	108	1,120	43%	43%
Warren	7,666	7,534	1,955	82	1,340	33%	33%
Washington	14,689	6,326	828	121
Wayne	10,514	3,966	1,484	148	450	10%	10%
Webster	15,072	10,569	770	86	420	30%	30%
Worth	5,120	4,195	1,699	262	1,050	21%	21%
Wright	15,834	13,593

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

CAPE GIRARDEAU (Cape Girardeau County)

KFVS-TV

(Target Date, Sept. 15, 1954)

LICENSEE: Hirsch Broadcasting Co. Address: 324 Broadway. Phone: 5-5511.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 85 kw, Aural 42.5 kw. Transmitter: Address, 3 miles NW of Cape Girardeau, U. S. 61. Make, DuMont. Antenna: Make, RCA. Type: 12 bay, 12-AH. Height, Above average terrain 990 ft. Above ground 882 ft.

OPERATION: Target date, Sept. 15, 1954. Hours 5 p.m. to 10:30 p.m.

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

REPRESENTATIVES: Sales, Pearson. Washington Attorney, George O. Sutton.

PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch, president (98.66 $\frac{2}{3}$ %), Geraldine F. Hirsch, vice president (0.66 $\frac{2}{3}$ %), and David E. Hoche, secretary (0.66 $\frac{2}{3}$ %). Mr. Hirsch also controls KFMO Flat River, Mo., and WKRO Cairo, Ill.

EXECUTIVES:

Oscar C. Hirsch, Pres. Jack Ramey, Com. Mgr.
Robert O. Hirsch, Gen. Mgr. &
Ch. Eng.

RATE INFORMATION: Class A one hour live, \$250, one minute \$50. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	241,266	555,521	932,713
Families in Area			302,000
Area in Square Miles	4,750	10,200	18,700
No. of Sets (June 1)		45,500	Over 91,000
Retail Sales:	\$202,409,000	\$462,150,000	\$831,575,000

KGMO-TV

(Target Date, Not Set)

LICENSEE: KGMO Radio Television Inc. Address: P. O. Box 63.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Transmitter: Address, U. S. 61 & State Rt. 74. Make, DuMont. Antenna: Make, Workshop Assoc. Height, Above average terrain 640 ft. Above ground 345 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, Fred O. Grimwood & Co.

PRINCIPAL STOCKHOLDERS: Richard C. Brandt (19.7%), William C. Brandt (19.7%), William M. Bryan (19.7%), John J. Parker (19.7%), Edwin Erlbacher (19.7%), Rush H. Limbaugh Jr. (1.5%).

CLAYTON
(St. Louis County)

KFUO-TV

(Target Date, Not Set)

LICENSEE: Lutheran Church-Missouri Synod. Address: 210 N. Broadway.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw. Transmitter: Address, 801 DeMun Ave. Make, GE. Antenna: Make, GE. Height, Above average terrain 580 ft. Above ground 536 ft.
OPERATION: Target date, not set.
AFFILIATIONS: Station, AM, KFUE.
REPRESENTATIVES: Washington Attorney, Cummings, Stanley, Truitt & Cross. Consulting Engineer, George E. Gautney.
PRINCIPAL STOCKHOLDERS: Rev. J. W. Behnken, president, and H. H. Hohenstein, general manager.

COLUMBIA
(Boone County)

KOMU-TV

LICENSEE: Curators of U. of Missouri. Address: Columbia, Mo. Phone: 2-1122.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Operating Pow.: Visual 48.7 kw, Aural 24.55 kw. Transmitter: Address, Columbia, Mo. Make, GE. Model TT-6E2. Antenna: Make, GE. Type 4TY-28H. Height, Above average terrain 790 ft. Above ground 774 ft.
OPERATION: Began Dec. 21, 1953. Hours, 1 p.m. to 10:30 p.m.
AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont.
REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (30x64 ft.). Two GE PE-4B and one GE PE-8C camera chains. Two GE PE-5C film cameras. Two GE PF-5A 16mm film projectors. Two Selectroslide 2x2 inch slide projectors. One GE PF-4A Balop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: U. of Missouri, of which Powell B. McHaney is president.

EXECUTIVES:

Dr. Edward C. Lambert, Dir. of Tv
 Geo. J. Kapel, Gen. Mgr.
 John Conwell, Loc. Sls. Mgr.
 William A. Vaughn, Prog. Dir. & Film Buy.
 Duane Weise, Ch. Eng.
 Phil Berk, News Dir.
 Milton E. Gross, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts. Rate Card No. 1.

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), 49,595; Retail Sales, \$328,604,811.

FESTUS

(Jefferson County)

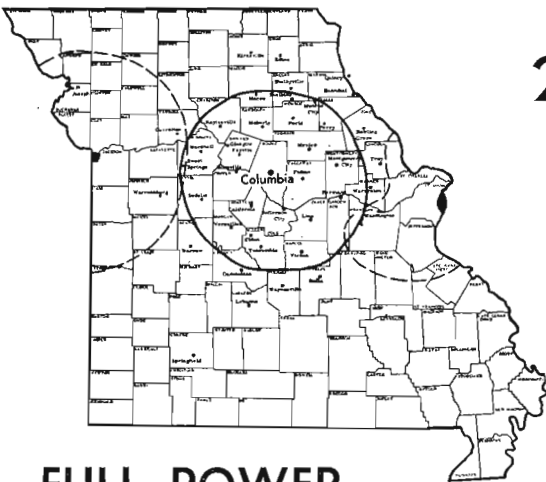
KACY (TV)†

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg., 317 N. 11th St., St. Louis, Mo. Phone: Chestnut, 4262.
FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 123 kw. Transmitter: Address, 3.5 miles west of Kimmswick, Mo. Make, GE. Model TT25A. Antenna: Make, GE. Type TY-14A, 4-section Helical. Height, Above average terrain 930 ft. Above ground 742 ft.
OPERATION: Began Oct. 31, 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: Jack G. Garrison (15%), Philip L. Sincoff (17.5%), Carl G. McIntire (16.4%), Robert S. Kilker (2.8%), William E. Gallagher (2.8%), John E. Simon (7%), Julian J. Sincoff (7%).

EXECUTIVES:

Jack G. Garrison, Pres.
 Carl G. McIntire, Vice Pres.
 Philip L. Sincoff, Treas.

† KACY has suspended operation but has not returned its CP.



FULL POWER

250,000 watts this fall . . .
 794 feet above average terrain . . .
 More than 110 network hours a month . . .

KOMU-TV viewers enjoy more than 230 network shows every month—and YOU are GUARANTEED coverage of the huge area in Mid-Missouri you CAN'T COVER with St. Louis or Kansas City TV stations, when you buy KOMU-TV. You get EXCLUSIVE COVERAGE of this rich rural-urban market ONLY when you buy KOMU-TV.

Population	379,671
Families	117,093
University and College Students	14,255
Effective Buying Income	\$393,783,266
Farm Income	\$123,875,687

239 Advertisers . . . first 7 months and FULL POWER THIS FALL

KOMU-TV 8
Columbia, Mo.

Sixty-two national advertisers, and 177 local advertisers from 46 cities and towns in Central Missouri, PROVE KOMU-TV's client-satisfying power. Businessmen within the KOMU-TV area KNOW how fast their customers are buying sets. They KNOW their customers watch KOMU-TV. And they're enjoying profitable sales increases produced by their advertising on KOMU-TV. 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—when you buy KOMU-TV.

CONTACT YOUR H-R TELEVISION REP
The University of Missouri's Television Service

HANNIBAL
(Marion County)

KHQA-TV (QUINCY, ILL.)

LICENSEE: Lee Broadcasting Inc. Address: W. C. U. Bldg., Quincy, Ill. Phone: Hannibal 2762, Quincy 6200.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 37 kw, Aural 18.5 kw. Transmitter: Address: Ellington Township. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 12AH. Height, Above average terrain 890 ft. Above ground 804 ft.

OPERATION: Began Sept. 1953. Hours, 12:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, WTAD. FM, WTAD-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Elliot Lovett. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one in Quincy 24x40 ft. and one in Hannibal 28x48 ft.). Four DuMont camera chains. One rear screen projector. Four film projectors. Two DuMont scanners. News Service, AP.

PRINCIPAL STOCKHOLDERS: Hannibal Courier-Post (20%) and Lee Radio Inc. (54%), licensee of KGLO-AM-TV Mason City, Iowa (Mason City Globe Gazette). Lee newspapers are La Crosse (Wis.) Tribune (WKBT [TV]), Davenport (Iowa) Democrat and Times, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier and Lincoln (Neb.) Star.

EXECUTIVES:

Lee P. Loomis, Pres.	J. E. Gray, Ch. Eng.
Walter Rothschild, Gen Mgr. & Nat. Sls. Mgr.	Charles Lotz Jr., Film Buy. Paul Millen, Asst. Natl. Sls. Don Nicholson, News Editor Tom Robey, Prod. Mgr. Hannibal Paul McClelland, Prod. Mgr. Quincy
Glen Morton, Loc. Com. Mgr.	
Merritt Milligan, Prog. Dir. & Asst. Mgr.	

RATE INFORMATION: Class A one hour Live \$287.50, Film \$250. Minute spot Live \$43.50, 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	235,500	450,050	782,000
Families in Area	75,210	142,400	244,550
Area in Square Miles	6,080	11,683	19,596
No. of Sets (June 1)	37,645	66,449	113,978
Retail Sales	\$233,269,000	\$465,048,000	\$791,529,000
Income per Family	\$ 3,114.80	\$ 3,265	\$ 3,238
Income per Capita	\$ 990	\$ 1,133	\$ 1,013

WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Broadcasting Co. Address: Hotel Quincy. Phone: 6840. (For full listing see Quincy, Ill.)

JEFFERSON CITY
(Cole County)

KRCG (TV)

(Target Date, Early Fall)

LICENSEE: Jefferson Television Co. Address: 210 Monroe St. Phone 5-3122.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 51.3 kw. Operating Pow.: Visual 51.8 kw. Transmitter: Address, U. S. 54, 2 miles south of New Bloomfield. Make, RCA. Model TT-1DAH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 659 ft. Above ground 573 ft.

OPERATION: Target date early Fall. Hours, 4:30 p.m. to 11 p.m.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x45 ft.). One RCA TK 31 A camera chain. One Tv Specialty Profitmaker rear screen projector. One RCA TK AL Vidicon film camera. Two RCA TP-16F 16mm projectors. One RCA TP-3B dual disc slide projector.

PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, president (60.5%), vice president-stockholder KWOS Jefferson City, and vice president and stockholder in News Tribune Co., publisher of Daily Capitol News and Post Tribune; Lenore R. Goshorn, vice president (18.1%), president-stockholder, KWOS, and president of News Tribune Co.; Russell L. Rose, secretary-treasurer (6.0%), vice president-stockholder, KWOS, and vice president-general manager, News Tribune Co.; and Leroy S. Hackman (10.1%), chief engineer KWOS.

EXECUTIVES:

Mrs. Betty G. Handy, Pres. & Gen. Mgr.	Edward J. Schuelein, Ch. Eng. Robert O. Blosser, Film Dir. Camille L. Williams, Off. Mgr.
Jean E. Duensing, Com. Mgr.	
Ralph L. Rose, Prog. Dir.	

MARKET INFORMATION: (Total Including Fringe Area): Population, 653,934; Families in Area, 199,600; Area in Square Miles, 17,663; No. of Sets (Nov. 1, 1953), 55,750; Retail Sales, \$69,334,000.

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.

JOPLIN

(Jasper County)

KSWM-TV

(Target Date, Sept. 12, 1954)

LICENSEE: Air Time Inc. Address: 1928 West 13th St. Phone: 7260.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 34.7 kw. Transmitter: Address, 1928 W. 13th St. Make, RCA. Model TT-10AH. Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 510 ft. Above ground 440 ft.

OPERATION: Target date, Sept. 12, 1954.

AFFILIATIONS: Network CBS. Station, AM, KSWM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (42x28 ft. and 22x20 ft.). One RCA Image Orthicon camera chain. One RCA Iconoscope film camera. Two RCA TF 16 film projectors. One RCA dual disc slide projector. One Gray Telop 11 opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Austin A. Harrison, president (50%), and Eleanor F. Harrison (46.7%).

EXECUTIVES:

Austin A. Harrison, Pres., Gen. Mgr. & Film Buy.	Jack Langford, Ch. Eng. Noel Ball, Prod. Mgr. Ronald Robson, Opns. Mgr.
D. T. Knight, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$210, Film \$200. Minute spot Live \$45, 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	186,900	359,000	554,000
Families in Area	61,700	116,100	179,700
No. of Sets (June 1)	31,000	58,000	91,000
Retail Sales	\$180,600,000	\$320,000,000	\$495,000,000

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 609, Pittsburg. (For full listing see Pittsburg, Kan.)

KANSAS CITY

(Jackson County)

KCMO-TV

LICENSEE: Meredith Engineering Co. Address: 125 E. 31st St. Phone: Jefferson 6789.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 71.1 kw, Aural 42.6 kw. Transmitter: Address, 125 E. 31st St. Make, RCA. Model TT 25AL. Antenna: Make, RCA. Type TF 3 D. Height, Above average terrain 830 ft. Above ground 749 ft.

OPERATION: Began Sept. 8, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, KCMO. FM, KCMO-FM.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (35x35 ft.). Two RCA TK11A camera chains. Two RCA TK20C film cameras. Two RCA UP 16C film projectors. One Gray Teleprojector slide projector. One Gray Telop 11 slide projector. Two RCA TK 31A field cameras and switchers. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Meredith Publishing Co. (Better Homes & Gardens, Successful Farming) also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KPHO-AM-TV Phoenix, Ariz.

EXECUTIVES:

E. K. Hartenbower, Gen. Mgr.	Karl Troeglen, Ch. Eng.
Sid B. Tremble, Com. Mgr.	T. R. Thompson, Film Buy.
Ken Heady, Prog. Dir.	F. C. Strawn, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 3 1/3% for 13 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 1,586,900; Families in Area, 532,320; No. of Sets (June 1), 399,555; Retail Sales, \$1,768,156,000.

KANSAS CITY (Cont.)

KMBC-TV

LICENSEE: KMBC Broadcasting Co. Address: 222 West 11th St. Phone: Harrison 2650.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Power & Light Bldg. Make, DuM. Model 8,000. Antenna: Make, RCA. Type 12-AH. Height, Above average terrain 1,080 ft. Above ground 1,023 ft. (temporary 521 ft.).

OPERATION: Began Aug. 1, 1953.

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

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

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: Cook Paint & Varnish Co. (100%).

EXECUTIVES:

Donald D. Davis, Vice Pres. Edwin L. Dennis, Local Sls. Mgr.
John T. Schilling, Vice Pres. & Morris Greiner, Dir. of Tv.
Gen. Mgr. Henry Goldeberg, Ch. Eng.
George J. Higgins, Vice Pres.
& Sls. Mgr.

RATE INFORMATION: Class A half hour \$540, minute spot \$180.

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	290,000
No. of Sets (June 1)	-----	-----	290,000

WDAF-TV

LICENSEE: The Kansas City Star Co. Address: 3030 Summit St. Phone: Harrison 1200.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3030 Summit St. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type TF5A 5-bay superturnstile. Height, Above average terrain 750 ft. Above ground 724 ft.

OPERATION: Began Oct. 16, 1949. Hours, 6:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George E. Gautney.

SERVICES: Two studios (one 40x65 ft. and one 20x30 ft.). Three RCA TK11A, two TK10A and two TK30A camera chains. One Trans-Lux rear screen projector. Two RCA TK20A film cameras. Two RCA and two Eastman film projectors. One Selectroslide slide projector. One Gray Telop opaque projector. One mobile unit. Network color equipment and RCA slide scanner, film chain. News Service, AP. Library, Thesaurus, United.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Kansas City Star.

EXECUTIVES:

H. Dean Fitzer, Mgng. Dir. Al Christy, Prog. Dir.
Bill Bates, Mgr. J. A. Flaherty, Ch. Eng.
E. Manne Russo, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$860. Minute spot Live \$172. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 1,959,500; Families in Area, 648,100; No. of Sets (June 1), 399,555; Retail Sales, \$2,210,795,000.

KIRKSVILLE

(Adair County)

KTVO (TV)

(Target Date, Not Set)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa, Iowa.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3 miles south of Downing. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,080 ft. Above ground 1,101 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer: Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: James J. Conroy, president (66 2/3%), also controls WBIZ Eau Claire and WLCX La Crosse, both Wis.; Merrill Gilmore, vice president (0.16%); Alice E. Fisher, secretary-treasurer (0.16%); Roland C. Buck (33 1/3%); B. E. Allison (0.16%); Sam M. Arnold (0.16%); and Samuel A. Buck (0.16%).

ST. JOSEPH

(Buchanan County)

KFEQ-TV

LICENSEE: KFEQ Inc. Address: KFEQ Bldg., 814 Frederick Ave. Phone: 3-2528.

FACILITIES: Ch. 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 6 bay batwing. Height, Above average terrain 810 ft. Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 6:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA TK-31 camera chains. One RCA TK-20D film camera. Two RCA TP-16D film projectors. One Gray 3A Telojector slide projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Barton Pitts, president (98%). Mr. Pitts is owner of St. Joseph News & Gazette.

EXECUTIVES:

Barton Pitts, Pres. & Gen. Mgr. E. Carleton Schirmer, Prog. Dir. & Film Buy.
Glenn G. Griswold, Com. Mgr. J. Wesley Koch, Ch. Eng.

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. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	173,103	518,720	1,084,692
Families in Area		187,770	-----
Area in Square Miles	2,660	11,620	-----
No. of Sets (Apr. 1)		102,435	-----

ST. LOUIS

KETC (TV)*

(Target Date, Not Set)

*(Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Address: c/o McMillan Hall, Washington Univ. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: Address, 5031 Berthold Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 560 ft. Above ground 638 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: St. Louis Attorney, Martin, Peper & Martin. Consulting Engineer, Fred O. Grimwood & Co.

PRINCIPAL STOCKHOLDERS: Arthur H. Compton, chairman and chancellor of Washington U., is chairman of licensee.

EXECUTIVES:

Richard J. Goggin, Gen. Mgr. John White, Bus. Mgr.
Jack Chenoweth, Ch. Engr. William Gangle, Dir. of Pub. Rel.
Vic Duncan, Film Suprv.

ST. LOUIS (Cont.)

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Address: 1111 Olive St. Phone: Main 1-1111.

FACILITIES: Ch. 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 & TT-25AL. Antenna: Make, RCA. Type 6-Bay Superturnstile. Height, Above average terrain 510 ft. Above ground 544 ft.

OPERATION: Began Feb. 8, 1947. Hours 7:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales NBC Spot Sales. Washington Attorney Segal, Smith & Hennessey. Consulting Engineer A. D. Ring & Assoc.

SERVICES: News Service, AP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of St. Louis Post-Dispatch.

EXECUTIVES:

Joseph Pulitzer, Pres.	J. E. Risk, Ch. Eng.
George M. Burbach, Gen. Mgr.	David Pasternak, Prom. Mgr.
Harold Grams, Prog. Dir.	Guy E. Yeldell, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$175, Film \$175. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 9.

KSTM-TV†

LICENSEE: Broadcast House Inc. Address: 5915 Berthold Ave. Phone: Sterling 1-3636.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Operating Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, 5915 Berthold Ave. Make, GE. Model GE TT 25-A. Antenna: Make, GE. Type GE TY 25-D. Height, Above average terrain 590 ft. Above ground 592 ft.

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

AFFILIATIONS: Network, ABC. Station, AM, KSTL.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Franklin C. Salisbury.

SERVICES: Three studios (45x25 ft. each). Two GE camera chains. Two GE film cameras. Two Eastman film projectors. Two Selecto-Slide slide projectors. One Gray Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Oscar D. Guth (10%), William H. Biggs (16%), Albert G. Blanke Jr. (15%), Ray Roberts Inc. (10%).

EXECUTIVES:

P. H. Wire, Pres.	Edward B. Bench Jr., Ch. Eng.
Dick J. Kasten, Gen. Mgr.	Tom Taylor, Film Buy.
William A. Knight, Com. Mgr.	Charley Packard, Sports Dir.
Edward Brown, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$450. Minute spot Live \$90. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Grade A (FCC Contour): No. of Sets (June 1), 250,000.

† KSTM-TV has suspended operation but has not returned its CP.

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.

KWK-TV

LICENSEE: KWK Inc. Address: Globe-Democrat Bldg. Phone: Main 1-9100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 12th & Cole Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 520 ft. Above ground 561 ft.

OPERATION: Began July 8, 1954. Hours: 7 a.m. to 12 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KWK.

REPRESENTATIVES: Sales, Katz Agency. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: When options under merger are taken, KWK-TV will be owned 23% by present part owner St. Louis Globe Democrat, 28% by other part owners Robert T. Convey and associates, 23% by KXOK Inc. (KXOK), 23% by KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) and 3% by St. Louis residents.

EXECUTIVES:

Robert T. Convey, Pres. & Gen. Mgr.	John W. Tinnea, Asst. Sta. Dir. chg. Prog.
Ray E. Dady, Vice Pres. & Sta. Dir.	N. J. Zehr, Chf. Engr.
V. E. Carmichael, Vice Pres. & Com. Dir.	John Traxel, Film Buyer.
J. Edward Goldsmith, Sls. Mgr. for Tv	Ted Liss, Prod. Mgr.
	Fred J. Mueller, Mchd. & Prom. Mgr.

SERVICES: Three studios (two 47x45 ft., one 19x28 ft.). Six RCA TK-11A camera chains. Two Television Specialty Co. rear screen projectors. Two RCA TK-20D film cameras. Two RCA TP-6A film projectors. Two Gray slide projectors. One Gray Telop opaque projector. Two camera remote facilities. News Services, AP, Fotofax Fax, UP, Western Union.

RATE INFORMATION: Class A one hour live \$1,000, film \$1,000; minute spot live \$200, film \$200. Frequency discounts. Rate Card No. 1.

WIL-TV

(Target Date, Not Set)

LICENSEE: Missouri Broadcasting Co. Address: Chase Hotel.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 79 kw, Aural 46 kw. Transmitter: Address, 520 DeBalivere Ave. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 542 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, WIL.

REPRESENTATIVES: Washington Attorney, John Giesecke. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Lester A. Benson, president (100%).

KACY (TV) (FESTUS)

LICENSEE: Ozark Television Corp. Address: 702 Louderman Bldg. Phone: Chestnut 4262. (For full listing see Festus.)

WTVI (TV) (BELLEVILLE, ILL.)

LICENSEE: Signal Hill Telecasting Corp. Address: 1939 Boatman's Bank Bldg. Phone: Geneva 5454. (For full listing see Belleville, Ill.)

SEDALIA

(Pettis County)

KDRO-TV

LICENSEE: Milton J. Hinlein. Address: Terry Hotel. Phone: 4004.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: Address, W. Broadway and State Fair Blvd. Make, GE. Antenna: Make, GE. Height, Above average terrain 360 ft. Above ground 321 ft.

OPERATION: Began July 15, 1954.

AFFILIATIONS: Station, AM, KDRO.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Milton J. Hinlein (100%).

EXECUTIVES:

Herb Brandes, Gen. Mgr.	Bob Smith, Chf. Eng.
James Glenn, Sls. Mgr.	

RATE INFORMATION: One hour \$200, one minute \$30.

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Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 2710 West Summerdale Avenue
 Hollywood: 6253 Hollywood Boulevard

MISSOURI

SPRINGFIELD

(Greene County)

KTTS-TV

LICENSEE: The Independent Broadcasting Co. Address: Post Office Box 1716 S. S. S. Phone: 2-7474.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.6 kw, Aural 6.31 kw. Transmitter: Address, Walnut at Jefferson St. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF6AH. Height, Above average terrain 260 ft. Above ground 232 ft.

OPERATION: Began March 14, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont. Stations, AM, KTTS. FM, KTTS-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, James C. McNary.

SERVICES: One studio (36x36 ft.). One studio RCA TK-11A camera chain. One RCA film camera. Two RCA 16mm film projectors. One RCA automatic 35mm slide projector. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: J. H. G. Cooper, president (61%), Frank Sedgwick, vice president-treasurer (5%), G. Pearson Ward, vice president (8.8%) and Irving W. Schwab, secretary (14.6%).

EXECUTIVES:

J. H. G. Cooper, Pres. Kevin McAndrews, Prog. Dir.
 G. Pearson Ward, Vice Pres. & William H. Curry, Ch. Eng.
 Gen. Mgr. C. L. Lloyd, Sls. Mgr. & Film Buy.
 Bob Burke, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 385,900; Families in Area, 122,450; No. of Sets (June 1), 47,000; Retail Sales, \$408,117,500.

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 61 kw, Aural 31 kw. Transmitter: Address, 999 W. Sunshine. Make, RCA. Model TT10-AL. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 520 ft. Above ground 550 ft.

OPERATION: Began Oct. 1, 1953. Hours, 12:00 noon-11:00 p.m.

AFFILIATIONS: Network ABC, NBC.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Consulting Engineer, T. A. M. Craven.

SERVICES: One studio (41x60 ft.). Two RCA TK11A camera chains. One Kleigel rear screen projector. One RCA film camera. Two 16D RCA film projectors. One Selectroslide slide projector. News Service, AP. Library, NBC.

PRINCIPAL STOCKHOLDERS: Springfield Newspapers Inc. (T. W. Duvall, president, Tams Bixby Jr., vice president), 49.6%; Lester L. Cox, vice president (24.9%); Lynn E. Bussey, secretary (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. R. L. Stufflebam, Com. Mgr.
 R. L. Stufflebam & Carl Fox, Carl Fox, Prog. Dir. & Film Buy.
 Co.-Mgrs. E. Dennis White, Ch. Eng.

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

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.

MONTANA MARKET INDICATORS

Total Population, July 1, 1953	618,000
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, April 1954	149,200
Employed in Agriculture, 1950	54,105
Employed in Mining, April 1954	11,400
Employed in Manufacturing, April 1954	16,400
Employed in Construction, April 1954	8,200
Employed in Transportation & Public Utilities, April 1954	22,000
Employed in Wholesale & Retail Trade, April 1954	38,500
Employed in Finance, Insurance & Real Estate, April 1954	5,000
Employed in Service & Miscellaneous, April 1954	18,700
Employed in Government Service, April 1954	29,000
Retail Sales, 1953	\$ 712,945,000
Bank Assets, Jan. 1, 1954	\$ 701,126,000
Bank Deposits, Jan. 1, 1954	\$ 663,040,000
Major Income Sources, 1952: Agriculture 21.2%; Government 17.4%; Manufacturing Payrolls 7.2%; Trade and Service 24.2%.	
Total Income Payments, 1952	\$ 1,003,000,000
Per Capita Income, 1952	\$ 1,697
Total Internal Revenue Collections, 1953	\$ 119,259,034
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 77.89
Cash Receipts from Farm Marketing, 1953	\$ 373,069,000
Government Payments to Farmers, 1953	\$ 5,124,000
Value of Mineral Production, 1951	\$ 126,166,000
New Public Construction in 1952	\$ 70,300,000
Motor Vehicle Registration, 1953	302,302
Number of Telephones, Jan. 1, 1954	172,300
Number of Electrical Connections, Jan. 1, 1954	199,560
Number of Gas Utilities Connections, 1953	86,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Beaverhead	6,671	\$10,208	\$1,925	\$ 156
Big Horn	9,824	8,920	2,448	199
Blaine	8,516	6,934	1,545	120
Broadwater	2,922	2,844	624	19
Carbon	10,241	7,793	1,702	232
Carter	2,798	1,956	428	23
Cascade	53,027	75,807	14,939	1,431
Chouteau	6,974	9,549	1,662	25
Custer	12,661	22,175	3,286	604
Daniels	3,946	5,403	1,274	166
Dawson	9,092	14,545	2,172	206
Deer Lodge	16,553	12,018	3,746	172
Fallon	3,660	5,544	1,301	46
Fergus	14,015	17,849	3,808	415
Flathead	31,495	41,851	8,461	1,067
Gallatin	21,902	27,667	5,328	513
Garfield	2,172	1,813	588	20
Glacier	9,645	11,539	2,706	282
Golden Valley	1,337	558	136	38
Granite	2,773	2,837	760	59
Hill	14,285	16,852	3,641	44
Jefferson	4,014	2,565	624	90
Judith Basin	3,200	3,106	523	40
Lake	13,835	11,406	3,829	278
Lewis & Clark	24,540	30,112	6,946	704
Liberty	2,180	2,791	429	20
Lincoln	8,693	6,814	2,278	202
McCone	3,258	2,594	444	25
Madison	5,998	3,640	768	143
Meagher	2,079	1,348	187	16
Mineral	2,081	1,674	442	39
Missoula	35,493	42,080	9,219	1,558
Musselshell	5,408	5,345	1,313	160
Park	11,999	16,529	3,555	464
Petroleum	1,026	623	215	16
Phillips	6,334	6,493	1,283	151
Pondera	6,392	9,431	1,306	253
Powder River	2,693	1,212	313	19
Powell	6,301	5,068	1,534	57
Prairie	2,377	2,340	541	19
Ravalli	13,101	10,822	2,540	268
Richland	10,366	15,568	3,048	356
Roosevelt	9,580	16,230	2,829	419
Rosebud	6,570	5,477	1,270	153
Sanders	6,983	4,295	1,016	151
Sheridan	6,674	9,768	1,935	202
Silver Bow	48,422	58,479	15,582	1,267	6,080	33%
Stillwater	5,416	4,909	900	204

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Sweet Grass	3,621	4,829	821	24
Teton	7,232	10,012	1,597	279
Toole	6,867	8,925	1,590	189
Treasure	1,402	1,491	239	37
Valley	11,353	10,726	2,088	295
Wheatland	3,187	3,819	753	20
Wibaux	1,907	1,872	619	19
Yellowstone	55,875	85,890	15,402	2,338
Yellowstone Nat'l Park	58

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

BILLINGS

(Yellowstone County)

KOOK-TV

LICENSEE: The Montana Network. Address: Box 1498. Phone: 9-2382.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 7.59 kw. Operating Pow.: Visual 13.5 kw, Aural 7.59 kw. Transmitter: Address, Westergard Hill. Make, DuMont. Model Series 7000. Antenna: Make, RCA-3 Bay. Type Superturnstile. Height, Above average terrain 520 ft. Above ground 199 ft.

OPERATION: Began Nov. 9, 1953. Hours, 4:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KOOK.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, John C. Midlen. Consulting Engineer, Grant R. Wrathall.

SERVICES: Two studios (one 20x40 ft. and one 20x30 ft.). One DuMont camera chain. Two DeVry 16mm film projectors. One Selectroslide slide projector. One DuMont scanner. One DuMont opaque projector. News Service, AP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: C. L. Crist (32.46%), president; J. Carter Johnson (31.55%), vice president; Carl O. Hansen (5.33%), director; R. I. Riedesel (5.33%), director; Malcolm Long (5.33%), director, and Alice C. Hoiness (5.33%) (as executrix of will of Melvin H. Hoiness), and 9 others, none owning over 3%.

EXECUTIVES:

C. L. Crist, Pres.	Grant French, Ch. Eng.
V. V. Clark, Gen. Mgr.	Ed Peiss & Bud Clark, Film Buys.
John Conner, Com. Mgr.	Rae Rita Taggart, Traffic Mgr.
Ed Peiss, Prog. & Oper. Dir.	Lee Peer, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$39, Film \$30. Rate Card No. 1.

MARKET INFORMATION: [Total, Including Fringe Area]: Population, 144,000; Families in Area, 46,248; Area in Square Miles, 30,000; No. of Sets (June 1), 10,500; Retail Sales, \$225,000,000; Income per Family, \$5,314; Income per Capita, \$1,785.

BUTTE

(Silver Bow County)

KOPR-TV

LICENSEE: Copper Broadcasting Co. Address: Finlen Hotel. Phone: 6546.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.3 kw. Operating Pow.: Visual .6 kw, Aural .5 kw. Transmitter: Address, Lookout Point. Make, RCA. Antenna: Make, RCA. Type 3 Bay. Height, Above average terrain 350 ft. Above ground 300 ft.

OPERATION: Began Aug. 23, 1953. Hours, 4:30 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KOPR.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, John Midlen. Consulting Engineer, Grant Wrathall.

SERVICES: One studio (40x80 ft.). Two RCA TK-10A camera chains. Two RCA TK 20A film cameras. Two RCA TP-16D film projectors. Two TP-3A slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: Frank C. Carman (16.75%), Grant R. Wrathall (16.75%), R. D. Corette (10.5%), Ed Conney (10%), Edna Powers (16.75%) and Estate of David G. Smith (16.75%). Messrs. Carman and Wrathall each own 12.5% of KUTV (TV) and 25% of KUTA, both Salt Lake City; 50% of KGEM Boise, Idaho, and interests in KLIX Twin Falls, Idaho.

EXECUTIVES:

Frank C. Carman, Pres.	George Chance, Com. Mgr.
Ed Cooney, Gen. Mgr.,	James O. Harrold, Prog. Dir.
Vice Pres. & Film Buy.	John Gort, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$34.50, Film \$30. 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.

BUTTE (Cont.)

KXLF-TV

LICENSEE: Television Montana. Address: 1681 George St. Phone: 2-2696.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1 kw. Operating Pow.: Visual 2 kw, Aural 1 kw. Transmitter: Address, 1681 George St. Make, RCA. Model TT 500 A. Antenna: Make, RCA. Type 3 Bay. Height, Above average terrain 690 ft. Above ground 120 ft.

OPERATION: Began Aug. 14, 1953. Hours: 5:00 p.m.-11:30 p.m.

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

REPRESENTATIVES: Washington Attorney, Wheeler & Wheeler. Consulting Engineer, George Adair.

SERVICES: Two studios. One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray (Dual) slide projector. One opaque projector.

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 also owns 46.8% of KXL Portland, Ore.

EXECUTIVES:

E. B. Craney, Pres. & Film Buy. J. Wythe Walker, Com. Mgr.
Jim Manning, Gen. Mgr. Jack Provis, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$125, Film \$100. Minute spot Live \$25, Film \$20. XL Station Group discounts from 5% for 2 markets up to 20% for 5 markets. Rate Card No. 1.

MARKET INFORMATION: Total, Including Fringe Area: Families in Area, 22,970; No. of Sets (June 1), 5,500; Retail Sales, \$81,629.

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.

GREAT FALLS

(Cascade County)

KFBB-TV

LICENSEE: Wilkins Broadcast Inc. Address: P. O. Box 1139. Phone: 4-4377.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: Address, 1 mile west of Great Falls. Make, DuMont. Model 7,000. Antenna: Make, RCA. Type TF 6 BM (6 Bay). Height, Above average terrain 240 ft. Above ground 440 ft.

OPERATION: Began March 21, 1954. Hours: 6:00 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Wheeler & Wheeler. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 40x26 ft. and one 16x26 ft.). One DuMont camera chain. One DuMont film camera. One DuMont film projector. One DuMont slide projector. One DuMont opaque projector. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: J. P. Wilkins, (50.4%), Fairmont Corp. (subsidiary of Anaconda Copper Co.) (27%), Roy H. Glover and wife (5%), and five other stockholders. Mr. Glover is president of Fairmont Corp., which publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5% ownership), Billings Gazette (66 2/3% ownership), and the weekly Libby Western News (33 1/3% ownership).

EXECUTIVES:

J. P. Wilkins, Pres. & Gen. Mgr. Bob Froemming, Prog. Dir.
LeRoy Stahl, Com. Mgr. Wilbur Myhre, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$195, Film \$150. Minute spot Live \$32.50, 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	56,400	17,100	204,800
Families in Area	17,220	5,210	60,260
Area in Square Miles	2,658	8,094	54,309
No. of Sets (June 1)	3,500	1,900	6,100
Retail Sales	\$88,193,000	\$22,593,000	\$271,681,000
Income per Family	\$6,099	\$ 7,517	\$ 5,968
Income per Capita	\$1,906	\$ 2,349	\$ 1,865

**BIG COVERAGE
IN A
BIG STATE**

KFBB-TV
Great Falls, Montana

CHANNEL 5
CBS - DUMONT - ABC
25.1 KW VISUAL
12.6 KW AURAL
60,260 FAMILIES
\$377,570,000 —
SPENDABLE INCOME

WILKINS BROADCAST INC.
P.O. BOX 1139
NATIONAL REPRESENTATIVES HEADLEY-REED

MISSOULA
(Missoula County)

KGVO-TV

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Phone: 9-7668.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.9 kw. Operating Pow.: Visual 38 kw, Aural 20.9 kw. Transmitter: Address, Television Mtn., 17 mi. NW of Missoula. Make, GE TT6E. Antenna: Make GE. Type, 12 bay. Height, Above average terrain 2,030 ft. Above ground 274 ft.

OPERATION: Began July 1954. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATION: Station, AM, KGVO.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Archer S. Taylor (Missoula).

SERVICES: Three studios (20x40 ft.). One Dage camera chain. One Dage film camera. Two Holmes film projectors. Two Selectroslide Jr. slide projectors. News Service, UP. Library, Langworth.

PRINCIPAL STOCKHOLDER: A. J. Mosby, 97%; Mrs. Hugh Bader, 1%; Aline Mosby, 1%; Mrs. Ruth Mosby, .75%; Don Bradley, .25%. Mr. Mosby also owns KANA, Anaconda, Mont.

EXECUTIVES:

A. J. Mosby, Pres., Mgr. & Film Buy. Richard Coon, Prog. Dir. Amos Hargrave, Ch. Eng. Al Kostelic, Com. Mgr. John Harrington, Mgr. Stud. Ops.

RATE INFORMATION: Class A one hour Live \$240. Film \$200. Minute spot Live \$48, Film \$40. Frequency discounts from 5% for 26 times to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Total retail sales, \$133,900,000. Income per Family, \$4,444. Population 128,374. Families, 36,570.

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.

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Boyd	4,911	4,929	1,001	96
Brown	5,164	8,815	1,475	171
Buffalo	25,134	35,401	6,285	911	1,060	12%
Burt	11,536	13,102	2,808	343	2,770	77%
Butler	11,432	9,511	1,824	257	1,360	36%
Cass	16,361	13,741	2,959	422	4,000	74%
Cedar	13,843	12,793	2,243	391	860	22%
Chase	5,176	7,898	1,411	148
Cherry	8,397	12,211	1,724	257
Cheyenne	12,081	17,777	3,281	443
Clay	8,700	6,496	1,584	137
Colfax	10,010	16,959	2,656	270	1,600	47%
Cuming	12,994	16,691	2,437	365	1,840	47%
Custer	19,170	18,650	3,890	578
Dakota	10,401	12,157	2,834	304	1,250	39%
Dawes	9,708	12,679	2,642	263
Dawson	19,393	35,661	5,424	798	860	13%
Deuel	3,330	6,003	822	143
Dixon	9,129	8,584	1,582	189	1,130	39%
Dodge	26,265	42,521	8,065	773	7,260	76%
Douglas	281,020	391,007	77,174	12,695	78,200	85%
Dundy	4,354	7,102	988	49
Filimore	9,610	7,001	1,810	296	640	44%
Franklin	7,096	8,428	1,821	183
Frontier	5,282	3,302	491	38
Furnas	9,385	11,446	2,484	329
Gage	28,052	28,751	5,880	971	3,960	44%
Garden	4,114	3,755	982	108
Garfield	2,912	3,469	606	43
Gosper	2,734	2,110	265	41
Grant	1,057	945	251	13
Greeley	5,575	5,414	980	203	200	14%
Hall	32,186	46,796	9,236	1,124	1,940	18%
Hamilton	8,778	7,782	1,736	144	1,080	36%
Harian	7,189	7,450	1,671	135
Hayes	2,404	565	25
Hitchcock	5,867	5,624	825	187
Holt	14,859	16,960	3,017	344
Hooker	1,061	1,706	82	14
Howard	7,226	6,155	1,277	136	320	14%
Jefferson	13,623	14,995	2,836	378	880	20%
Johnson	7,251	7,855	1,480	207	1,080	45%
Kearney	6,409	10,096	2,478	205
Keith	7,449	11,688	1,732	219
Keya Paha	2,160	1,150	397	20
Kimball	4,283	6,886	1,254	170
Knox	14,820	17,162	2,584	468	1,040	23%
Lancaster	119,742	154,770	25,194	5,263	25,140	62%
Lincoln	27,380	38,874	8,385	1,001
Logan	1,357	627	180	15
Loup	1,348	669	116	18
McPherson	825	275	49
Madison	24,338	41,304	6,556	738	3,050	40%
Merrick	8,812	11,115	1,567	249	410	14%
Morril	8,263	8,946	1,797	297
Nance	6,512	5,746	996	125	250	14%
Nemaha	10,973	8,771	1,937	152	1,220	36%
Nuckolls	9,609	10,811	2,283	303
Otoe	17,056	18,206	3,377	465	4,090	74%
Pawnee	6,744	4,406	846	112	790	36%
Perkins	4,809	5,814	1,084	143
Phelps	9,048	14,899	3,070	328
Pierce	9,405	10,029	1,289	218	660	22%
Platte	19,910	27,133	4,637	613	2,380	39%
Polk	8,044	9,308	1,658	334	900	36%
Red Willow	12,977	22,138	3,839	501
Richardson	16,886	20,581	3,755	419	1,990	36%
Rock	3,026	3,411	566	19
Saline	14,046	13,988	2,799	306	1,030	21%
Sarpy	15,693	5,771	1,639	238	3,820	78%
Saunders	16,923	16,412	4,035	325	4,420	79%
Scotts Bluff	33,939	48,202	9,277	1,104
Seward	13,155	12,503	2,863	360	1,500	36%
Sheridan	9,539	11,580	2,331	303
Sherman	6,421	4,290	1,073	42
Sioux	3,124	1,769	395	22
Stanton	6,387	4,356	901	104	890	47%
Thayer	10,563	10,274	2,141	280
Thomas	1,206	670	165	15
Thurston	8,590	7,407	1,072	194	980	39%
Valley	7,252	7,093	1,853	196
Washington	11,511	11,113	2,863	199	2,850	77%
Wayne	10,129	10,791	1,797	157	1,170	39%
Webster	7,395	6,827	1,458	186
Wheeler	1,526	418	119	15
York	14,346	16,276	2,846	392	1,630	35%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, 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.

NEBRASKA

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1953	1,358,000
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, April 1954	346,300
Employed in Mining, April 1954	1,600
Employed in Agriculture, 1950	151,438
Employed in Manufacturing, April 1954	57,200
Employed in Construction, April 1954	21,300
Employed in Transportation & Public Utilities, April 1954	40,700
Employed in Wholesale & Retail Trade, April 1954	93,200
Employed in Finance, Insurance & Real Estate, April 1954	87,700
Employed in Service & Miscellaneous, April 1954	45,800
Employed in Government Service, April 1954	67,900
Retail Sales, 1953	\$ 1,645,883,000
Bank Assets, Jan. 1, 1954	\$ 1,671,579,000
Bank Deposits, Jan. 1, 1954	\$ 1,555,386,000
Major Income Sources, 1952: Agriculture 27.1%; Government 15.0%; Manufacturing Payrolls 9.7%; Trade and Service 24.4%	
Total Income Payments, 1952	\$ 2,147,000,000
Per Capita Income, 1952	\$ 1,566
Total Internal Revenue Collections, 1953	\$ 408,447,356
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 66.32
Cash Receipts from Farm Marketing, 1953	\$ 1,106,679,000
Government Payments to Farmers, 1953	\$ 7,885,000
Value of Mineral Production, 1951	\$ 18,469,000
New Public Construction in 1952	\$ 81,700,000
Motor Vehicle Registration, 1953	631,796
Number of Telephones, Jan. 1, 1954	442,400
Number of Electrical Connections, Jan. 1, 1954	444,963
Number of Gas Utilities Connections, 1953	218,700

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	28,855	\$47,170	\$6,994	\$1,404	1,600	17%
Antelope	11,624	13,157	2,248	236	810	22%
Arthur	803	258	70
Banner	1,325	29	9
Blaine	1,203	786	106	15
Boone	10,721	10,197	1,598	206	420	13%
Box Butte	12,279	18,534	3,582	324

KEARNEY

(Phelps County)

KHOL-TV

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Neb. Phone: Holdrege 338.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 56.05 kw, Aural 30.2 kw. Transmitter: Address, 2½ miles northeast of Axtell, Neb., on Highway 44. Make, GE. Model TT-6E. Antenna: Make, GE. Type 5 kw. Height, Above average terrain 550 ft. Above ground 581 ft.

OPERATION: Began Dec. 25, 1953. Hours, 2:00 p.m.-10:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (18x42 ft.). One GE camera chain. One GE film camera. Two GE 16mm film projectors. One Spindler 2x2 slide projector. One GE Balopticon opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: General Partners F. Wayne Brewster (40%), half owner of hospital; C. E. Freas Jr. (12.5%), merchant-farming-real estate; William S. Bivens (2.5%), physician; Mrs. W. 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.	Gordon E. Morehouse, Reg. Sls. Dir.
Harold J. Hamilton, Gen. Mgr.	
Duane L. Watts, Sta. Mgr.	Maurine Nelson, Traffic Mgr.
Jack Gilbert, Prog. Dir. and Asst. Sta. Mgr.	J. R. Hackney, Publ. and Prom. Mgr.
Jack Lewis, Ch. Eng.	Bob Schnuelle, News Dir.
	Howard Morgan, Art Dir.

RATE INFORMATION: Class A one hour Live \$215, Film \$200. Minute spot Live \$35, Film \$30. Frequency discounts from 10% for 26 times up to 40% for 312 times. Rate Card No. 1.

MARKET INFORMATION: Total, Including Fringe Area: Population, 403,300; Families in Area, 128,300; No. of Sets (May 15), 33,000; Retail Sales, \$483,682,000.

LINCOLN

(Lancaster County)

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp. Address: 40th & W Sts. Phone: 6-2367.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, K Township, six miles east of Beaver Crossing, Make, RCA. Model TT50-AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,000 ft. Above ground 999 ft.

OPERATION: Began Feb. 18, 1954. Hours, 1:30 p.m.-11:15 p.m.

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

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

SERVICES: One studio (32x45 ft.). Two Model TK-11A, TK-31A RCA camera chains. One Bodde single head rear screen projector. One TK-20D 1½ RCA film camera chain. Two RCA TP-16D film projectors. One TK-20D

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.

Ike chain used with Gray Dual-disc slide projector Model TP-3A. One Gray Telop with Ike chain opaque projector. One Houston Fearless 16mm developer processing unit. Two press, three 35mm still cameras, one 16mm, one 16mm sound on film movie cameras. News Services, UP, AP. Library, World.

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, Iowa, tv applicant in Waterloo; vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., tv applicant that city.

EXECUTIVES:

John E. Fetzer, Pres.	William Lucas, Prog. Dir.
A. James Ebel, Gen. Mgr.	D. R. Taylor, Ch. Eng.
Thomas L. Young, Sls. Mgr.	Paul Jensen, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$50. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade B (FCC Contour): Population, 577,600; Families in Area, 182,900; Area in Square Miles, 26,200; No. of Sets (June 1), 90,000; Retail Sales, \$642,926,000; Income per Family, \$4,162; Income per Capita, \$1,318.

KUON (TV)†

LICENSEE: Byron J. Dunn, Trustee.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: Address, 48th & Vine Sts. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 360 ft. Above ground 407 ft.

OPERATION: Began May 31, 1953.

SERVICES: Two studios (31x54 ft. and 76x10 ft.). Two RCA studio camera chains. Two RCA film cameras. Two RCA film projectors. Gray Tele-jector. 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 trustee for eventual operation by U. of Nebraska.

† KUON (TV) has suspended operation but has not returned its CP.

OMAHA
(Douglas County)

KMTV (TV)

LICENSEE: May Broadcasting Co. Address: 2615 Farnam St. Phone: Webster 9800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2615 Farnam St. Make, RCA. Model TT-25AL. Antenna: Make, RCA. Type TF-6AL. Height, Above average terrain 590 ft. Above ground 550 ft.

OPERATION: Began Sept. 1, 1949. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuM. Station, AM, KMA Shenandoah, Iowa.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Robert M. Silliman.

SERVICES: Two studios (one 45x70 ft. and one 1800 sq. ft.). Five RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman 2x2 in. and two Selectroslide (2x2) slide projectors. One Bodde rear screen projector. One Multiscope. Houston-Fearless film processing unit. Mobile unit with two RCA camera chains. News Service, UP. Library, Capitol.

KOLN-TV GIVES YOU LINCOLN-LAND— Nebraska's Other Big Market!

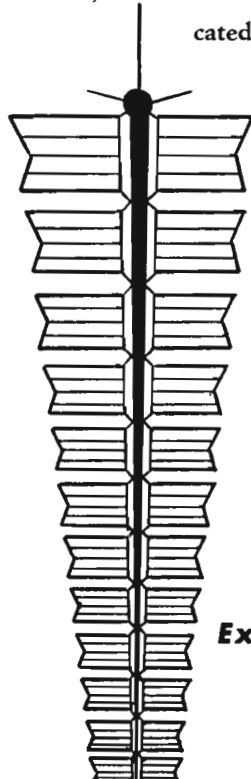
The map below shows Lincoln-Land—34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Topeka, Kan.; Lancaster, Pa.; Columbia, S. C.; or Madison, Wis.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, KOLN-TV reaches over 100,000 families who cannot be duplicated by *any* other station.



The Felzer Stations

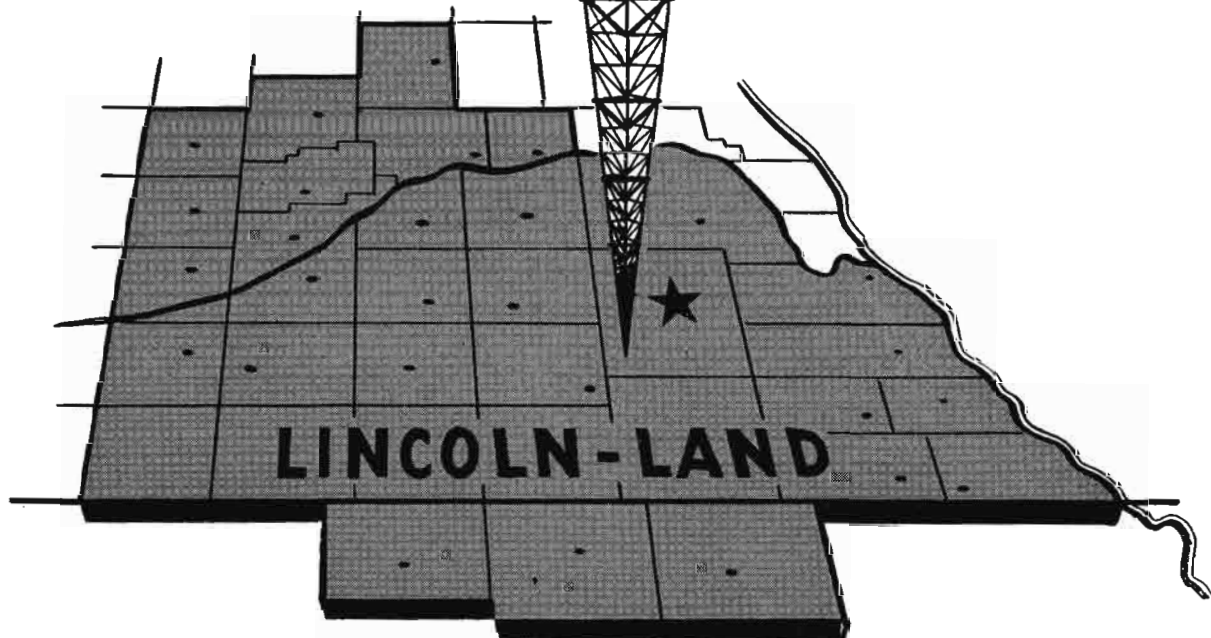
WKZO — KALAMAZOO
 WKZO-TV — GRAND RAPIDS-KALAMAZOO
 WJEF — GRAND RAPIDS
 WJEF-FM — GRAND RAPIDS-KALAMAZOO
 KOLN — LINCOLN, NEBRASKA
 KOLN-TV — LINCOLN, NEBRASKA
 Associated with
 WMBD — PEORIA, ILLINOIS



**CHANNEL 10
316,000 WATTS**



**Avery-Knodel, Inc.
Exclusive National Representatives**



OMAHA (Cont.)

KMTV (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Edward W. May, president, 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-TV 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.
	Amos Eastridge, Pub. Dir.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	479,125	861,550	1,500,850
Families in Area	152,550	270,950	474,650
Area in Square Miles	2,656	11,184	31,416
No. of Sets (June 1)	130,000	205,000	280,000
Retail Sales	\$555,577,000	\$1,008,562,500	\$1,712,324,500
Income per Family	\$ 4,451	\$ 4,231	\$ 4,132
Income per Capita	\$ 1,381	\$ 1,333	\$ 1,309

WOW-TV

LICENSEE: Meredith WOW Inc. Address: 3509 Farnam St. Phone: Webster 3400.

FACILITIES: Ch. 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 TT25-AL. Antenna: Make, RCA. Type TT5A. Height, Above average terrain 580 ft. Above ground 496 ft.

OPERATION: Began Aug. 29, 1949. Hours, 6:00 a.m.-12:05 a.m.

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

REPRESENTATIVES: Sales, Blair-Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 75x45x25 ft. and one 30x28x18). Two studio type and two field type camera chains. Two RCA TK20-A film cameras. Two GE 4PF28 16mm film projectors. One 3/4x4 GE model PF3C opaque projector. Two Selectroslide for 2x2 transparencies. One Houston Processor film processing unit. One mobile unit. News Services, UP, INS. Library, Standard and Capitol-Q.

PRINCIPAL STOCKHOLDERS: Owned by Meredith Engineering Co. subsidiary of Meredith Pub Co., Des Moines, (Better Homes & Gardens and Successful Farming). Meredith also owns KPHO-AM-TV Phoenix, Ariz.; KCMO-AM-FM-TV Kansas City and WHEN-AM-TV Syracuse, N. Y.

EXECUTIVES:

E. T. Meredith Jr., Pres.	Bob Seitzer, Prom. Mgr.
Payson Hall, Vice Pres. & Secy.	Bill McBride, Prog. Dir. & Film Buy.
Frank P. Fogarty, Vice Pres. & Gen. Mgr.	Verne Reynolds, Prod. Mgr.
Lyle DeMoss, Asst. Gen. Mgr.	Glenn Flynn, Ch. Eng.
Fred Ebener, Sls. Mgr.	William J. Kotera, Dir. of Eng.

RATE INFORMATION: Class A one hour Live \$700, Film \$700. Minute spot Live \$140, Film \$140. Frequency discounts from 2 1/2% for 13-25 times up to 25% for 312 or more times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	466,500	341,400	1,297,600
Families in Area	144,500	108,600	408,200
No. of Sets (Nov. 1)	113,400	68,300	212,482
Retail Sales	\$538,301,000	\$412,598,000	\$1,515,037,000
Income per Family	\$ 5,295	\$ 4,758	\$ 4,815
Income per Capita	\$ 1,641	\$ 1,514	\$ 1,514



How to Brand Customers in this 2 Billion Dollar Market!

The Iron: Everyone agrees television is a hard-hitting medium for selling 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 . . . with its maximum power . . . strong NBC network programming . . . and popular local shows.

The Proof:

Here's One Example of WOW-TV's Tremendous Pulling Power



Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines

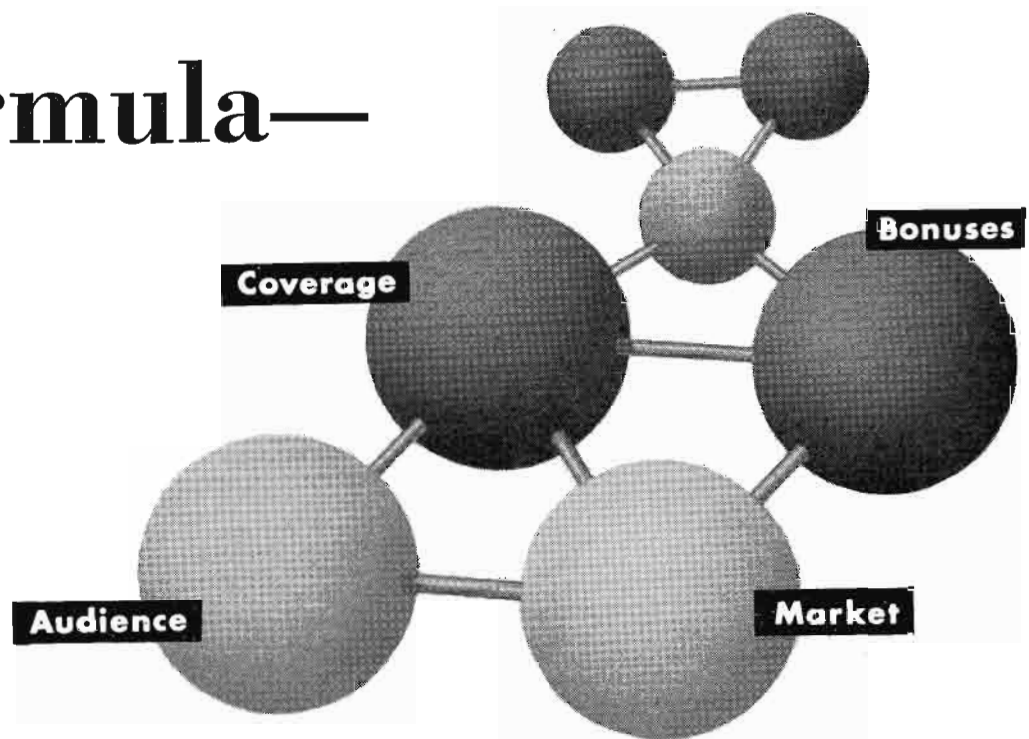
33,628 Letters

poured in to "Uncle Tom" Chase, star of Trail Time. (June 1, 1953 to June 1, 1954) WOW-TV is making sales every day. It can do it for you!



The Formula—

for bigger sales
in the Omaha
market



KMTV Has the Biggest Audience

KMTV completely covers the big, prosperous Omaha market—the one dominant TV station. Strong CBS-TV, ABC-TV and DuMont programming coupled with popular local shows gives KMTV 11 of the top 15 nighttime weekly network shows . . . 7 of the 10 most popular multi-weekly shows and Omaha's most popular locally-produced show . . . as well as 8 of the top 10 daytime shows. (Get KMTV's complete audience leadership picture from Hooper, Pulse, or ARB.)

KMTV Gives You Regional Coverage

KMTV has a 3-to-1 leadership ratio over all other TV stations in the area as the *one* station best-received and most-watched within a 100-mile radius of Omaha, according to an impartial survey (name and statistics on request). Because of KMTV's low channel 3, its maximum power, and the flat Nebraska-Iowa terrain, KMTV is the favorite TV station in this big-buying 250,000-set Missouri Valley market with two billion dollars to spend.



KMTV Serves the Booming Omaha Market

According to the Rand McNally Business Trend bulletins, for the first four months of 1954, Omaha is one of the country's "10 best cities," with business activity 7 per cent above 1953 (considered to be the nation's biggest business year). Chamber of Commerce figures for the first five months of 1954 show building permits up 26.4%, natural gas use up 23.9%, grain receipts up 16.9%. And the FRB reports that for the first four months of 1954, department store sales are up 3%. Businessmen report "people are buying better than ever."

KMTV Offers You These Bonus Services

KMTV's 300-some national and local advertisers (more than any other TV station in the area) all like these KMTV selling extras: strong merchandising helps . . . Midwest's finest live commercial facilities, including rear screen projection . . . KMTV's consistently big mail response . . . special events . . . and other promotional and publicity bonuses.

This formula—of KMTV's dominant popularity in a flourishing market—will produce bigger sales for you, too. Contact KMTV or your Petry representative today.

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

- CBS-TV
- ABC-TV
- DUMONT

OMAHA

• Represented by

Edward Petry & Co., Inc.

PHOENIX CHICAGO LOS ANGELES BOSTON ST. LOUIS SAN FRANCISCO

NEVADA MARKET INDICATORS

Total Population, July 1, 1953	199,000
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, April 1954	73,700
Employed in Agriculture, 1950	6,673
Employed in Mining, April 1954	4,600
Employed in Manufacturing, April 1954	4,100
Employed in Construction, April 1954	9,200
Employed in Transportation & Public Utilities, April 1954	8,600
Employed in Wholesale & Retail Trade, April 1954....	15,400
Employed in Finance, Insurance & Real Estate, April 1954	1,800
Employed in Service & Miscellaneous, April 1954....	17,700
Employed in Government Service, April 1954	12,300
Retail Sales, 1953	\$ 244,121,000
Bank Assets, Jan. 1, 1954	\$ 263,288,000
Bank Deposits, Jan. 1, 1954	\$ 245,718,000
Major Income Sources, 1952: Agriculture 8.2%; Government 17.3%; Manufacturing Payrolls 4.3%; Trade and Service 31.8%.	
Total Income Payments, 1952	\$ 405,000,000
Per Capita Income, 1952	\$ 2,250
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 83.32
Total Internal Revenue Collections, 1953	\$ 82,547,186
Cash Receipts from Farm Marketing, 1953	\$ 38,108,000
Government Payments to Farmers, 1953	\$ 259,000
Value of Mineral Productions, 1951	\$ 57,626,000
New Public Construction in 1952	\$ 33,700,000
Motor Vehicle Registration, 1953	106,645
Number of Telephones, Jan. 1, 1954	66,200
Number of Electrical Connections, Jan. 1, 1954	63,670
Number of Gas Utilities Connections, 1953	6,200

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets	
					1954	TV % 1954
Churchill	6,161	\$9,053	\$1,241	\$ 95
Clark	48,289	84,308	17,498	2,876	6,110	27%
Douglas	2,029	2,225	307	115
Elko	11,654	14,841	2,918	515
Esmeralda	614	149	30
Eureka	896	838	438	34
Humboldt	4,838	6,449	1,601	93
Lander	1,850	1,639	365	76
Lincoln	3,837	2,422	707	139
Lyon	3,679	3,218	960	102
Mineral	5,560	4,262	1,610	109
Nye	3,101	2,798	1,052	73
Ormsby	4,172	5,161	1,361	322
Pershing	3,103	3,737	682	48
Storey	671	420	127
Washoe	50,205	92,804	15,428	6,079	5,460	28%
White Pine	9,424	9,797	2,518	387

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

HENDERSON

(Clark County)

(Target Date, Dec. 1, 1954)

KLRJ-TV

LICENSEE: Southwestern Publishing Co. Address: 737 N. Main St. Phone, 4660.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address, Boulder City Highway. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 260 ft. Above ground 400 ft.

OPERATION: Target date, Dec. 1, 1954.

REPRESENTATIVES: John E. Pearson Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios. One RCA camera chain. Two RCA film cameras.

PRINCIPAL STOCKHOLDERS: Donald W. Reynolds, president (75%), and A. E. Cahlan, vice president-treasurer (25%). Mr. Reynolds owns KFSA-AM-FM-TV Fort Smith, Ark., KHBG Okmulgee, Okla., and 75% of KZTV (TV) Reno, Nev.

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.

LAS VEGAS

(Clark County)

KLAS-TV

LICENSEE: Las Vegas Television Inc. Address: P. O. Box 711. Phone: 7138.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 14.5 kw. Operating Pow.: Visual 29 kw, Aural 14.5 kw. Transmitter: Make, GE. Model 4TT6E2. Antenna: Make, GE. Type 4TY28F. Height, Above average terrain 180 ft. Above ground 250 ft.

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

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

REPRESENTATIVES: Sales, Weed Television Corp. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Grant R. Wrathall.

SERVICES: Two studios (one 30x50 ft. and one 15x20 ft.). Two GE 7C7A camera chains. Two GE PF5A 16mm film projectors. One 2x2 35mm Monochrome slide scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: R. G. Jolley, president (49.9%), J. Dewey Solomon (10.5%), Edgar W. Fountain (6.3%), and Herman Greenspun (10.1%), publisher of Las Vegas Sun. Mr. Jolley is part owner of Las Vegas Bcstrs. Inc., licensee of KLAS.

EXECUTIVES:

R. G. Jolley, Pres.	Pete Gingras, Ch. Eng.
Jean Paul King, Gen. Mgr.	Jack Reynolds, Prod. Dir.
James C. Rogers, Com. Mgr.	Marian Komar, Nat. Sls. Dir.
Ray Gallagher, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$230, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Families in area, 47,812; No. of Sets (June 1), 14,925; Retail Sales, \$111,590,040; Average 1952 income per Family, \$5,891.

RENO

(Washoe County)

KZTV (TV)

LICENSEE: Nevada Radio-Television Inc. Address: P. O. Box 2448. Phone: 3-0721.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 2.63 kw, Aural 1.32 kw. Operating Pow.: Visual 2.63 kw, Aural 1.32 kw. Transmitter: Address, 770 E. 5th Street, Reno, Nevada. Make, RCA. Model TT-500B. Antenna: Make, RCA. Type TF-6A1 6 section superturnstile. Height, Above average terrain—520 ft. Above ground 137 ft.

OPERATION: Began Sept. 27, 1953. Hours, 1:00 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Robert L. Hammett, San Francisco.

SERVICES: One studio (50x50 ft.). One RCA I/O camera chain. One RCA Iconoscope film camera. One RCA 16mm film projector. Two Spindler & Sauppe 2x2 in. slide projectors. 16mm Auricon (sound) and silent cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Donald W. Reynolds (50%) and Southwestern Publishing Co. (50%), chiefly owned by Mr. Reynolds (see KLRJ-TV Henderson, Nev.)

EXECUTIVES:

Donald W. Reynolds, Pres.	Lou Zegerman, Live Prog. Dir.
Harry Huey, Gen. Mgr. & Film Buy.	Loren Logan, Film Prog. Dir.
Richard Colon, Com. Mgr.	Thomas Hughes, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$270, Film \$225. Minute spot Live \$45, Film \$30.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	61,100
Families in Area	20,540
No. of Sets (June 1)	15,423	15,423
Retail Sales	\$113,914,000
Income per Family	\$ 7,225

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1953	527,000
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, April 1954	169,200
Employed in Agriculture, 1950	13,235
Employed in Mining, April 1954	200
Employed in Manufacturing, April 1954	78,000
Employed in Construction, April 1954	6,400
Employed in Transportation & Public Utilities, April 1954	10,600
Employed in Wholesale & Retail Trade, April 1954	30,500
Employed in Finance, Insurance & Real Estate, April 1954	5,200
Employed in Service & Miscellaneous, April 1954	17,100
Employed in Government Service, April 1954	21,100
Retail Sales, 1953	\$ 565,819,000
Bank Assets, Jan. 1, 1954	\$ 730,278,000
Bank Deposits, Jan. 1, 1954	\$ 644,657,000
Major Income Sources, 1952: Agriculture 2.5%; Government 14.5%; Manufacturing Payrolls 32.2%; Trade and Service 24.6%.	
Total Income Payments, 1952	\$ 780,000,000
Per Capita Income, 1952	\$ 1,530
Total Internal Revenue Collections, 1953	\$ 121,414,758
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 55.48
Cash Receipts from Farm Marketing, 1953	\$ 71,615,000
Government Payments to Farmers, 1953	\$ 451,000
Value of Mineral Production, 1951	\$ 1,296,000
New Public Construction in 1952	\$ 20,600,000
Motor Vehicle Registration, 1953	192,228
Number of Telephones, Jan. 1, 1954	161,500
Number of Electrical Connections, Jan. 1, 1954	209,348
Number of Gas Utilities Connections, 1953	38,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Belknap	26,632	\$34,864	\$10,262	\$ 853	3,210	38%
Carroll	15,868	17,019	5,791	490	1,900	38%
Cheshire	38,811	34,684	11,596	906	5,720	49%
Coos	35,932	32,284	10,354	853
Grafton	47,923	50,819	14,050	1,841
Hillsborough	156,987	177,888	53,955	3,707	31,960	65%
Merrimack	63,022	62,856	17,115	2,109	10,900	60%
Rockingham	70,059	71,321	23,168	1,734	17,570	78%
Strafford	51,567	51,765	15,511	1,684	7,760	51%
Sullivan	26,441	32,319	8,689	614	4,050	50%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

KEENE

WKNE-TV

(Cheshire County)

(Target Date, Not Set)

LICENSEE: WKNE Corp. Address: 17 Dunbar St.

FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: Address, 7.5 miles northwest of Keene. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 800 ft. Above ground 375 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WKNE.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Joseph K. Close, president (71.2%), Abbott K. Spencer (4.8%), Lyman Spitzer (5%), Luette S. Close (5.8%), Mildred M. Smith (4.2%), George W. Smith, treasurer (.02%), Robert T. Colwell (4.8%), and William A. H. Birnie (4%).

MANCHESTER

WMUR-TV

(Hillsborough County)

LICENSEE: The Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: Manchester 5-5788.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 67.6 kw. Operating Pow.: Visual 112 kw, Aural 67.6 kw. Transmitter: Address, Mt. Uncanoonuc, Goffstown. Make, RCA. Model TT-10-AH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 1,030 ft. Above ground 227 ft.

WMUR-TV

THE STATE STATION

VHF CHANNEL 9 MANCHESTER N. H.

70% of entire New Hampshire population 105,000 TV families

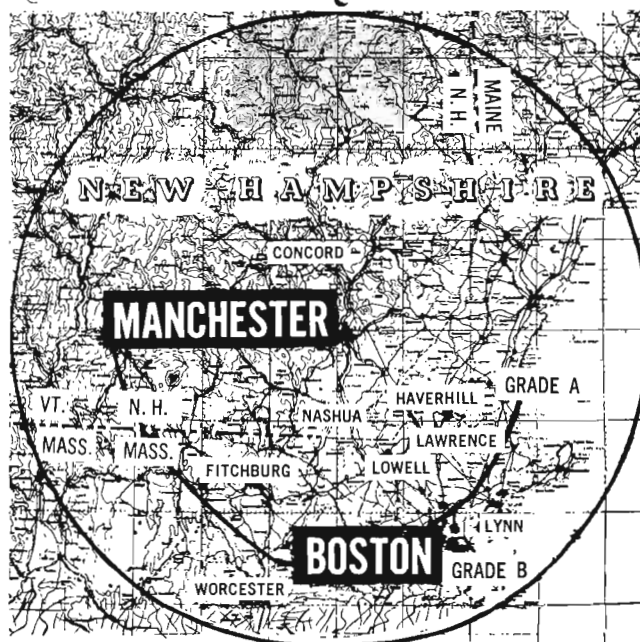
PLUS—Coverage of northern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area 115,000 TV families

PLUS—Coverage of south and eastern Vermont 15,000 TV families

Total PRIMARY coverage 235,000 TV families

4 Million People Live in This Area ▶

THE BEST SIGNAL—
AND LOCAL COVERAGE
FROM WITHIN THE MARKET



MANCHESTER (Cont.)

WMUR-TV (Cont.)

OPERATION: Began March 28, 1954. Hours, 5:00 p.m.-12:15 a.m.

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

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Cummings, Stanley, Truitt & Cross. Consulting Engineer Jansky & Bailey.

SERVICES: One studio (25x35 ft.). Two RCA TK11 camera chains. One RCA Iconoscope and one RCA Vidicon film camera. Two GPL Pa-100-A film projectors. Two Spindler & Sauppe slide projectors. Bridgematic, Jr. film processing unit. One Bolex 16mm film camera. Auricon Pro SOF camera. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Francis P. Murphy 96.66%. James J. Powers, 3.33%.

EXECUTIVES:

Hon. Francis P. Murphy, Pres. & Treas.
 Hervey Carter, Gen. Mgr., Nat. Sls. Mgr. & Film Buy.
 Gordon E. Moore, Loc. Sls. Mgr.
 Robert Boak, Prog. Dir.
 Charles Halle, Ch. Eng.
 Edward F. O'Brien, Exec. Vice Pres.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$37.50, Film \$37.50. 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)
Families in Area	140,000	160,000	300,000
No. of Sets (June 1)	100,000	120,000	220,000

MT. WASHINGTON

WMTW (TV) (POLAND, ME.)

(Target Date, Summer 1954)

LICENSEE: Mt. Washington Tv Inc. Address: Box 1120, Portland, Me. (For full listing see Poland, Me.).

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1953	5,191,000
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, April 1954	1,775,700
Employed in Agriculture, 1950	49,245
Employed in Mining, April 1954	4,400
Employed in Manufacturing, April 1954	779,200
Employed in Construction, April 1954	96,700
Employed in Transportation & Public Utilities, April 1954	144,800
Employed in Wholesale & Retail Trade, April 1954	318,300
Employed in Finance, Insurance & Real Estate, April 1954	63,600
Employed in Service & Miscellaneous, April 1954	175,700
Employed in Government Service, April 1954	193,000
Retail Sales, 1953	\$ 6,026,760,000
Bank Assets, Jan. 1, 1954	\$ 6,771,946,000
Bank Deposits, Jan. 1, 1954	\$ 6,250,427,000
Major Income Sources, 1952: Agriculture 1.6%; Government 13.2%; Manufacturing Payrolls 35.3%; Trade and Service 24.4%.	
Total Income Payments, 1952	\$ 9,412,000,000
Per Capita Income, 1952	\$ 1,959
Total Internal Revenue Collections, 1953	\$ 2,032,648,565
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 72.38
Cash Receipts from Farm Marketing, 1953	\$ 361,664,000
Government Payments to Farmers, 1953	\$ 791,000
Value of Mineral Production, 1951	\$ 59,024,000
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, 1953	1,836,914
Number of Telephones, Jan. 1, 1954	1,989,000
Number of Electrical Connections, Jan. 1, 1954	1,750,697
Number of Gas Utilities Connections, 1953	1,297,800

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets 1954	(CBS) TV % 1954
		1953 (\$000)	1953 (\$000)	1953 (\$000)	1953 (\$000)	1954	1954		
Atlantic	132,399	\$213,854	\$52,552	\$6,394	31,930	72%			
Bergen	539,139	601,806	200,466	15,232	172,850	91%			
Burlington	135,910	120,710	34,841	2,655	34,840	88%			
Camden	300,743	356,421	104,544	7,463	80,790	84%			
Cape May	37,131	62,246	18,681	1,284	11,370	84%			
Cumberland	88,597	108,594	28,170	1,971	25,310	86%			
Essex	905,949	1,318,020	334,589	34,236	242,840	85%			
Gloucester	91,727	76,580	22,859	1,835	27,000	88%			
Hudson	647,437	652,212	212,205	16,854	192,250	95%			
Hunterdon	42,736	52,342	12,255	886	12,360	87%			
Mercer	229,781	342,164	82,357	6,982	60,540	89%			
Middlesex	264,872	299,434	87,280	6,265	71,160	85%			
Monmouth	225,327	318,906	88,966	8,007	72,360	94%			
Morris	164,371	183,668	56,478	4,280	42,360	81%			
Ocean	56,622	110,286	29,462	2,717	17,540	80%			
Passaic	337,093	486,358	120,628	9,191	97,800	88%			
Salem	49,508	49,115	13,668	1,014	14,950	92%			
Somerset	99,052	104,703	30,206	2,258	26,530	85%			
Sussex	34,423	38,630	11,225	578	8,200	73%			
Union	398,138	475,152	137,544	11,164	119,420	92%			
Warren	54,374	55,559	14,615	662	12,390	70%			

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ASBURY PARK

(Monmouth County)

WRTV (TV)

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J. Phone: Eatontown 3-1520.

FACILITIES: Ch. 58. Operating Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: Address, Eatontown Traffic Circle. Make, RCA. Model TTU. Antenna: Make, RCA. Height, Above sea level 440 ft. Above ground 465 ft.

OPERATION: Began Jan. 23, 1954. Hours, 5:00 p.m.-11:00 p.m.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

SERVICES: One studio (19x27 ft.). One RCA camera chain. One RCA film camera. One RCA film projector. One Gray slide projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Walter Reade Jr., president-treasurer (49.7%) and Edwin Gage, vice president-secretary (49.2%) both executives of Walter Reade Theatres chain in New Jersey and New York.

EXECUTIVES:

Walter Reade Jr., Pres.
 Harold Burke, Gen. Mgr.
 Allen Preville, Com. Mgr.
 Harvey Jerome, Prod. Mgr.
 Leroy Reckling, Ch. Eng.
 Lew Ginsburg, Film Buy.

RATE INFORMATION: Class A one hour Live \$150. Minute spot Live \$27.50. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 12.

MARKET INFORMATION: Grade B, FCC Contour: Population, 400,000; Families in Area, 112,000; Area in Square Miles, 25; No. of Sets (June 1), 114,200; Retail Sales, \$461,488,000; Income per Family, \$5,300.

ATLANTIC CITY

(Atlantic County)

WFPG-TV†

LICENSEE: Neptune Broadcasting Corp. Address: Steel Pier, Atlantic City. Phone: 5-2188.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Operating Pow.: Visual 18 kw, Aural 9 kw. Transmitter: Address, Murray & Ohio Avenues. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BM. Height, Above average terrain 430 ft. Above ground 448 ft.

OPERATION: Began Dec. 21, 1952.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFPG.

REPRESENTATIVES: 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 Spindler & Sauppe rotary slide projector. One Gray Telop II opaque projector.

PRINCIPAL STOCKHOLDERS: Jack Berkman (20%), Louis Berkman (20%), Allen Berkman (10%), John Laux (10%) and WPIT Inc. (40%). Allen and Jack Berkman each own 13.1%. Louis Berkman, 16%, and Mr. Laux 9.4% of WPIT Pittsburgh. Same group also owns or controls WSTV-AM-FM-TV Steubenville, Ohio, and WBMS Boston.

EXECUTIVES:

Jack Berkman, Chmn.
 Fred Weber, Pres. & Gen. Mgr.
 Russ Truex, Com. Mgr.
 Ed Davis, Prog. Dir.
 Blair K. Thron, Dir. of Opr. & Ch. Eng.
 Elaine Bartolomei, Film Buy.
 Pearl Kogen, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Film \$20. Frequency discounts from 5% for 26 times up to 25% for 360 times. Rate Card No. 1.

† WFPG has suspended operation but has not returned CP.

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.

ATLANTIC CITY (Cont.)

WOCN (TV)

(Target Date, Not Set)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh.
 FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: Address, Haddon Hall Hotel. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 360 ft. Above ground 378 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Washington Attorney, Scharfield, Jones & Barron. Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: David E. Mackey (100%).

CAMDEN

(Camden County)

WKDN-TV

(Target Date, Not Set)

LICENSEE: South Jersey Broadcasting Co. Address: 2881 Mt. Ephraim Ave.
 FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Transmitter: Address, 2881 Mt. Ephraim Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 250 ft. Above ground 311 ft.
 OPERATION: Target date not set.
 AFFILIATIONS: Stations, AM, WKDN.
 REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Ranulf Compton, president-treasurer (34%), Florence J. Compton, vice president (20%), True C. Giffen, secretary (14%), Gordon Giffen, vice president (1%), William R. Compton (14%), Douglas M. Compton (14%).

NEWARK

(Essex County)

WATV (TV)

LICENSEE: Bremer Broadcasting Corp. Address: Television Center, 1020 Broad St. Phone: Mitchell 2-6400.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 22.5 kw, Aural 10.7 kw. Transmitter: Address, Empire State Bldg., N. Y. Make, DuMont. Model Series 12,000. Antenna: Make, Andrews. Type, Special Design. Height, Above average terrain 1,190 ft. Above ground 1,200 ft.

OPERATION: Began May 15, 1948. Hours, 12:00 noon-12:30 a.m.
 AFFILIATIONS: Stations, AM, WAAT. FM, WAAT-FM.
 REPRESENTATIVES: Sales, Weed Television Inc. Washington Attorney, Segal, Smith & Hennessey.
 SERVICES: Three studios (90x100 ft., 12x20 ft., and 70x48 ft.). Six RCA field camera chains. Two RCA film cameras. Four RCA film projectors. Four SVE slide projectors. DuMont scanner. INS opaque projector. RCA mobile unit. News Services, AP, INS. Library, SESAC, Associated.
 PRINCIPAL STOCKHOLDERS: Irvin R. Rosenhaus and family are principal stockholders. Frank V. Bremer holds 10%.

EXECUTIVES:

Irving R. Rosenhaus, Pres. & Gen. Mgr.	William Kidda, Remote Eng.
Edmond S. Lennon, Vice Pres. & Com. Mgr.	Robert Paskow, Film Buy.
George Green, Prog. Dir.	Herbert Green, Dir. of Opr.
Frank Bremer, Vice Pres. Eng.	Lou Frankel, Dir. of Prom.
Henry Dabrowski, Trans. Eng.	Robert MacDougall, Pub. Rel. Dir.
Thomas Magee, Studio Eng.	William Crawford, Sls. Dir.
	Grace Reese, Traffic Dir.
	Ralph Amatruddi, Art. Dir.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$200, Film \$200. Frequency discounts from 5% for 52 times up to 15% for 500 times. Rate Card No. 4A.

MARKET INFORMATION: Total (Including Fringe Area): Population, 14,832,100; Families in Area, 4,599,000; Area in Square Miles, 11,876; No. of Sets (June 1), 4,200,000; Retail Sales, \$17,925,584,500; Income per Family, \$6,130 (average).

NEW BRUNSWICK

(Middlesex County)

WTVL (TV)*

(Target Date, Not Set)

*(Noncommercial Educational)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton.
 FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Transmitter: Address, Washington Rock. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 780 ft. Above ground 461 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Consulting Engineer, Paul Godley Co.
 PRINCIPAL STOCKHOLDERS: Chester Robbins, acting Commissioner of Education.

NEW MEXICO MARKET INDICATORS

Total Population, July 1, 1953	756,000
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, April 1954	174,500
Employed in Agriculture, 1950	37,942
Employed in Mining, April 1954	13,500
Employed in Manufacturing, April 1954	15,900
Employed in Construction, April 1954	13,000
Employed in Transportation & Public Utilities, April 1954	18,400
Employed in Wholesale & Retail Trade, April 1954	41,600
Employed in Finance, Insurance & Real Estate, April 1954	5,800
Employed in Service & Miscellaneous, April 1954	23,300
Employed in Government Service, April 1954	43,000
Retail Sales, 1953	\$ 693,623,000
Bank Assets, Jan. 1, 1954	\$ 491,234,000
Bank Deposits, Jan. 1, 1954	\$ 463,323,000
Major Income Sources, 1952: Agriculture 12.4%; Government 23.4% Manufacturing Payrolls 6.3%; Trade and Service 23.3%	
Total Income Payments, 1952	\$ 965,000,000
Per Capita Income, 1952	\$ 1,331
Total Internal Revenue Collections, 1953	\$ 112,379,964
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 76.36
Cash Receipts from Farm Marketing, 1953	\$ 195,421,000
Government Payments to Farmers, 1953	\$ 1,173,000
Value of Mineral Production, 1951	\$ 256,304,000
New Public Construction in 1952	\$ 82,200,000
Motor Vehicle Registration, 1953	303,096
Number of Telephones, Jan. 1, 1954	158,900
Number of Electrical Connections, Jan. 1, 1954	195,392
Number of Gas Utilities Connections, 1953	115,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets		(CBS) TV % 1954
		1953 (\$000)	1953 (\$000)	1953 (\$000)			1954	1954	
Bernalillo	145,673	\$196,900	\$40,660	\$5,875	22,930	45%			
Catron	3,533	1,298	514						
Chaves	40,605	55,110	10,721	1,760	4,270	31%			
Colfax	16,761	15,527	2,945	440					
Curry	23,351	34,344	5,859	979	1,010	13%			
De Baca	2,958	4,490	699	182	310	31%			
Dona Ana	39,557	33,681	7,441	823	2,290	21%			
Eddy	40,640	51,749	11,934	2,090	3,480	24%			
Grant	21,649	20,369	4,463	568					
Guadalupe	6,772	4,705	1,417	191	430	31%			
Harding	3,013	1,900	183	52					
Hidalgo	5,095	5,776	880	86					
Lea	30,717	51,850	9,499	1,273					
Lincoln	7,409	5,331	1,191	172	270	16%			
Los Alamos	10,476	6,442	2,932	963	680	19%			
Luna	8,753	9,097	2,241	243	590	21%			
McKinley	27,451	21,546	3,563	290					
Mora	8,720	2,012	508	88					
Otero	14,909	10,649	2,954	417	680	15%			
Quay	13,971	18,760	3,884	810	560	13%			
Rio Arriba	24,997	9,130	2,642	309					
Roosevelt	16,409	16,881	3,591	686					
Sandoval	12,438	2,661	600	81	540	22%			
San Juan	18,292	11,196	1,661	363					
San Miguel	26,512	15,081	3,872	531					
Santa Fe	38,153	41,728	7,381	1,781	2,100	20%			
Sierra	7,186	7,681	1,682	384					
Socorro	9,670	4,811	1,005	223					
Taos	17,146	6,911	2,292	249					
Torrance	8,012	4,310	761	141	320	19%			
Union	7,372	7,854	1,469	164					
Valencia	22,481	13,843	3,265	554	2,090	39%			

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ALBUQUERQUE

(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Broadcasting Co. Address: 1414 Coal Ave., S.W.
 FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 45 kw. Transmitter: Address, Sandia Crest. Make, RCA. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 4,200 ft. Above ground 174 ft.
 OPERATION: Began Oct. 4, 1953. Hours, 2:00 p.m.-11:00 p.m.
 AFFILIATIONS: Network, CBS. Stations, AM, KGGM, KVSF Santa Fe.
 REPRESENTATIVES: Sales, Weed TV Inc. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, A. Earl Cullum, Jr.
 SERVICES: Two studios (one 35x50 ft. and one 16x24 ft.). Two RCA TK 11A camera chains. One RCA TK 20D film camera. One Tv Specialty Co. rear screen projector. Two RCA TP16-D film projectors. One Gray dual slide projector. News Services, UP, AP. Library, World.

ALBUQUERQUE (Cont.)

KGGM-TV (Cont.)

PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62.2%, S. P. Vidal, 21%, U. S. Sen. C. P. Anderson, 5.6%, Maurice Liberman, 5.6%.

EXECUTIVES:

A. R. Hebenstreit, Pres. & Film Buy. Leonard Dodds, Ch. Eng.
Bob VanDriel, Prog. Dir. Vergie Abeyta, Exec. Sec. and Traffic Dir.

RATE INFORMATION: Class A one hour Live \$250. Minute spot Live \$42. Frequency discounts 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	367,798	73,051	440,949
Families in Area	94,000	112,000
Area in Sq. Miles	70,000
No. of Sets (June 1)	48,000
Retail Sales	\$371,119,000
Income per Family	\$ 5,156
Income per Capita	\$ 1,274	\$ 1,680

KOAT-TV

LICENSEE: Alvarado Television Co. Inc. Address: 122 Tulane Dr. S. E. Phone: 5-8716.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 12 kw. Operating Pow.: Visual 25.6 kw, Aural 12 kw. Transmitter: Address, Six miles west of downtown Albuquerque on Highway U. S. 66. Make, DuMont. Model 8000. Antenna: Make, RCA. Type 6A1. Height, Above average terrain 540 ft. Above ground 318 ft.

OPERATION: Began Oct. 2, 1953. Hours, 10:00-12:00 a.m.-5:00-12:00 p.m.

AFFILIATIONS: Network, ABC. Station, AM, KOAT.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Cohn & Marks.

SERVICES: Two studios (one 20x40 ft. and one 15x30 ft.). Three DuM. Image Orthicon camera chains. One Bodde rear screen projector. One DuM. Multi-scanner film camera. One DuM. Multi-scanner film projector. One DuM. Multi-scanner slide projector. One DuM. opaque projector. One DuM. scanner. One Raytheon mobile unit. One Motorola microwave. News Service, UP.

PRINCIPAL STOCKHOLDERS: Alvarado Broadcasting Co., 60%; Albuquerque Exhibitors Inc., 35%; Pearce C. Rodey, 3%; J. D. Stephenson, 2%.

EXECUTIVES:

A. M. Cadwell, Pres. William H. Carman, Ch. Eng.
Ted. L. Snider, Prog. Mgr. & Herbert Wimberly, Secy.-Treas.
Film Buy.

RATE INFORMATION: Class A one hour Live \$160, Film \$160. Minute spot Live \$26, Film \$26. Rate Card No. 2.

KOB-TV

LICENSEE: Albuquerque Broadcasting Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.6 kw. Operating Pow.: Visual 11 kw, Aural 5.6 kw. Transmitter: Address, Crest of Sandia Mountains, Make, RCA. Model TT2-AL. Antenna: Make, RCA. Type TT-6M Special. Height, Above average terrain 4,200 ft. Above ground 183 ft.

OPERATION: Began Oct. 1948. Hours, 1:30 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Pierson & Ball.

SERVICES: Two studios (one 50x30 ft. and one 20x25 ft.). Two RCA and one GPL camera chains. One RCA film camera. Two RCA 16C and two Bell & Howell film projectors. Two Selectroslide and one Bell & Howell slide projectors. Complete film department and photographic laboratory. Remote Truck with two cameras and RCA microwave. News Services, AP, UP (with facsimile). Library, SESAC.

PRINCIPAL STOCKHOLDERS: Wayne Coy, former FCC Chairman, 50% and Time Inc., 50%. Time Inc. publishes Time, Life, Fortune, Architectural Forum, Sports Illustrated. Time Inc. owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City; and 100% of KLZ-AM-FM-TV Denver.

EXECUTIVES:

Wayne Coy, Pres. & Gen. Mgr. George S. Johnson, Ch. Eng.
J. I. Meyerson, Sta. Mgr. Rolf S. Nielsen, Film Buy.
Rolf S. Nielsen, Com. Mgr. Al Jarrett, Prod. Sup.
Dorothy B. Smith, 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.

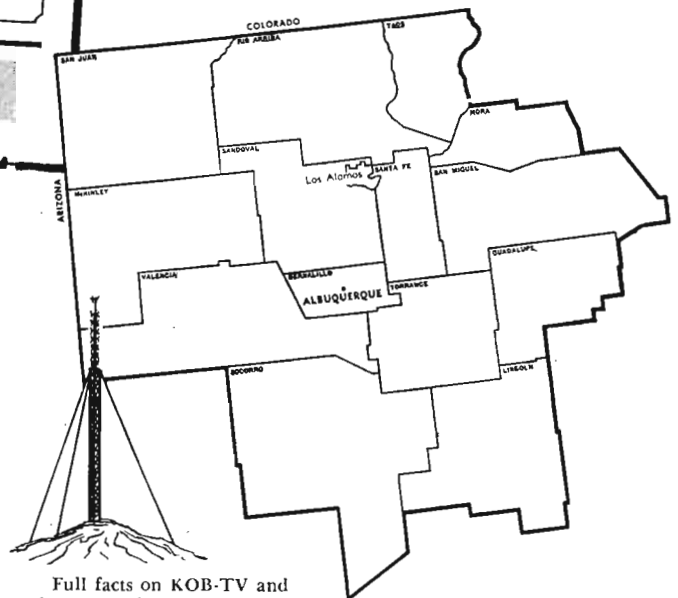
NOW! OVER
43,000
TV SETS!

ALBUQUERQUE
CABLE-GRAM

50,000
SETS BY
OCT. 1!

KOB-TV INTER-CONNECTED SEPT. 26!

Looking forward to live network Inter-Connection September 26 are viewers in these 15 New Mexico counties, where KOB-TV provides Regular Service. The station also serves portions of 6 other New Mexico counties, plus Alamosa and LaPlata counties, Colorado.



Full facts on KOB-TV and the soon-to-be-Inter-Connected Albuquerque Market are yours for the asking! Simply wire or write us, or contact The Branham Company representative who serves you.

Represented Nationally
by The
BRANHAM COMPANY

The Cable's a-Comin' -

September 26! Take the tingle of seeing the first stage-coach rumble into Albuquerque. Add the welcome arrival of its first chugging train; its pioneer view of the flying machine. Put 'em all together - and you'll have some idea of the excitement rampant in the Albuquerque area these August days! In step with the atomic age (and leading the way for most of it!), the Albuquerque market is thus poised for this next forward stride in its long and colorful history. So is KOB-TV!

KOB-TV

Affiliate

LOW BAND CHANNEL 4
ALBUQUERQUE

MARKET FACTS *

In the KOB-TV 15-county Regular Service area only:

POPULATION 429,000
FAMILIES 110,400
Effective Buying Income...\$537,843,000
Total Retail Sales\$346,607,000
Total Food Sales\$ 73,750,000
Total Gen. Mdse. Sales ...\$ 37,231,000
Total Furn. Hhold Goods & Radio Sales\$ 20,710,000
Total Automotive Sales ...\$ 69,054,000
Total Drug Sales\$ 11,811,000

*Copr. 1954 Sales Management "Survey of Buying Power"; further reproduction not licensed.

Live network programs will be added to top-calibre local shows beginning September 26, and beamed to the Albuquerque area from the KOB-TV antenna atop Sandia Crest, 10,832 feet above sea level; 5,800 feet above Albuquerque, and 4,200 feet above average terrain. Highest television antenna site in the United States!

NEW MEXICO

RATE INFORMATION: Class A one hour Film \$250. Minute spot Live \$51.20, Film \$42. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3-A.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	253,000	102,000	490,000
Families in Area	67,185	16,676	111,934
Area in Square Miles	4,800	26,000	76,200
No. of Sets (June 1)	30,000	10,000	44,000
Retail Sales	\$220,000,000	\$86,000,000	\$420,000,000
Income per Family	\$ 5,988	\$ 5,576	\$ 4,914
Income per Capita	\$ 1,674	\$ 1,569	\$ 1,331

ROSWELL

(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: Box 670. Phone: 3737.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 57.5 kw. Operating Pow.: Visual 115 kw, Aural 57.5 kw. Transmitter: Address, Comanche Hill 8 miles east of Roswell. Make, Federal. Model FTL-19A. Antenna: Make, Federal. Type 16 Bay. Height, Above average terrain 905 ft. Above ground 790 ft.

OPERATION: Began June 24, 1953. Hours, 4 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuM. Station, AM, KSWs.

REPRESENTATIVES: Sales, Meeker Tv & Clyde Melville (Dallas). Washington Attorney, A. L. Stein. Consulting Engineer, George Gautney.

SERVICES: One studio (20x30 ft.). Two Federal camera chains. One Federal film camera. Two GPL 16mm film projectors. One Federal scanner slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mr. Barnett is an oil producer and a consulting geologist.

EXECUTIVES:

John A. Barnett, Pres. Jack Shafer, Prog. Dir.
J. C. Porter, Gen. Mgr. Ray Summersgill, Ch. Eng.
Paul B. McEvoy, Com. Mgr.

RATE 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. 2.

NEW YORK

NEW YORK MARKET INDICATORS

Total Population, July 1, 1953	15,257,000
Total Families, 1950	3,862,050
Total Urban Population, 1950	12,682,446
Total Rural Nonfarm Population, 1950	1,570,092
Total Farm Population, 1950	577,654
Employed in Nonagricultural Establishments, April 1954	5,820,200
Employed in Agriculture, 1950	172,719
Employed in Mining, April 1954	11,500
Employed in Manufacturing, April 1954	1,879,300
Employed in Construction, April 1954	216,400
Employed in Transportation & Public Utilities, April 1954	500,000
Employed in Wholesale & Retail Trade, April 1954	1,276,900
Employed in Finance, Insurance & Real Estate, April 1954	416,200
Employed in Service & Miscellaneous, April 1954	788,600
Employed in Government Service, April 1954	731,300
Retail Sales, 1953	\$ 18,809,171,000
Bank Assets, Jan. 1, 1954	\$ 55,622,639,000
Bank Deposits, Jan. 1, 1954	\$ 49,594,140,000
Major Income Sources, 1952: Agriculture 1.0%; Government 14.1%; Manufacturing Payrolls 24.1%; Trade and Service 30.8%.	
Total Income Payments, 1952	\$ 31,519,000,000
Per Capita Income, 1952	\$ 2,038
Total Internal Revenue Collections, 1953	\$ 12,546,360,705
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 69.57
Cash Receipts from Farm Marketing, 1953	\$ 867,981,000
Government Payments to Farmers, 1953	\$ 4,949,000
Value of Mineral Production, 1951	\$ 188,256,000
Total New Construction in 1952	\$ 2,471,300,000

BROADCASTING • TELECASTING

NEW YORK

New Private Construction in 1952	\$ 1,581,100,000
New Public Construction in 1952	\$ 890,200,000
Motor Vehicle Registration, 1953	4,176,495
Number of Telephones, Jan. 1, 1954	6,499,100
Number of Electrical Connections, Jan. 1, 1954	5,054,260
Number of Gas Utilities Connections, 1953	3,714,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NEW YORK MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Albany	239,386	\$385,628	\$81,432	\$5,555	59,350	75%
Allegany	43,784	39,574	10,534	964	7,830	58%
Bronx	1,451,277	1,176,513	480,439	28,583	360,970	79%
Broome	184,698	219,989	52,674	5,324	42,860	74%
Cattaraugus	77,901	89,254	21,900	2,205	16,850	70%
Cayuga	70,136	78,038	18,427	1,465	17,690	82%
Chautauqua	135,189	174,401	43,928	3,459	29,000	63%
Chemung	86,827	119,241	26,273	2,173	12,080	42%
Chenango	39,138	39,596	9,829	538	7,350	60%
Clinton	53,622	51,820	12,607	960	4,690	34%
Columbia	43,182	42,781	12,053	836	10,800	77%
Cortland	37,158	48,074	10,498	574	7,350	63%
Delaware	44,420	53,201	10,710	1,004	5,460	39%
Dutchess	136,781	192,192	61,803	4,103	23,960	62%
Erie	899,238	1,207,950	303,238	30,132	243,890	87%
Essex	35,086	28,429	8,686	1,061	2,810	27%
Franklin	44,830	53,608	13,581	1,025	1,910	15%
Fulton	51,021	58,171	16,517	1,179	10,770	62%
Genesee	47,584	57,290	12,247	1,071	10,380	71%
Greene	28,745	39,097	10,144	730	5,490	60%
Hamilton	4,105	4,154	1,850	83	770	59%
Herkimer	61,407	64,707	18,567	1,245	14,110	72%
Jefferson	85,521	106,701	23,665	2,635	10,930	41%
Kings	2,738,175	2,496,526	890,134	60,063	735,350	86%
Lewis	22,521	21,875	5,165	282	3,730	57%
Livingston	40,257	39,565	9,432	778	6,530	58%
Madison	46,214	54,783	12,982	1,379	8,880	62%
Monroe	487,632	659,341	159,848	18,725	131,030	82%
Montgomery	59,594	73,948	18,995	1,408	11,660	61%
Nassau	672,765	1,003,784	287,760	19,301	233,160	89%
New York	1,960,101	4,390,729	679,051	108,976	401,750	60%
Niagara	189,992	226,256	56,553	5,374	50,810	84%
Oneida	222,855	263,088	67,830	5,215	64,920	94%
Onondaga	341,719	432,072	107,493	10,544	98,280	90%
Ontario	60,172	70,481	16,622	1,241	12,570	69%
Orange	152,255	200,416	52,407	4,521	41,100	87%
Orleans	29,832	33,091	8,673	654	7,940	83%
Oswego	77,181	75,765	20,934	1,959	17,450	73%
Ostego	50,763	61,779	15,334	1,308	10,820	65%
Putnam	20,307	29,904	8,663	567	4,010	60%
Queens	1,550,849	1,621,880	594,385	36,210	460,000	88%
Rensselaer	132,607	146,729	38,454	2,724	34,290	82%
Richmond	191,555	171,881	66,736	4,341	50,620	90%
Rockland	89,276	80,803	26,823	1,999	21,420	87%
St. Lawrence	98,897	99,783	27,036	2,304	4,200	15%
Saratoga	74,869	78,099	21,253	1,717	16,710	70%
Schenectady	142,497	187,203	46,142	4,225	36,640	75%
Schoharie	22,703	26,609	5,994	372	4,320	60%
Schoyler	14,182	15,803	3,332	291	3,450	75%
Seneca	29,253	24,569	6,433	604	6,120	76%
Steuben	91,439	97,834	25,074	2,111	11,790	42%
Suffolk	276,129	332,311	98,122	7,250	75,230	82%
Sullivan	40,731	79,590	24,239	2,124	8,850	67%
Tioga	30,166	31,391	8,126	501	6,120	62%
Thompkins	59,122	66,927	15,966	1,351	12,420	69%
Ulster	92,621	114,442	33,846	2,127	15,920	53%
Warren	39,205	68,913	15,596	1,514	9,960	78%
Washington	47,144	40,838	12,696	1,147	9,350	67%
Wayne	57,323	61,824	13,676	1,228	14,440	78%
Westchester	625,816	936,888	283,248	22,487	153,610	79%
Wyoming	32,822	34,293	7,051	630	5,810	60%
Yates	17,615	26,749	9,879	446	4,060	70%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ALBANY

(Albany County)

WPTR-TV (SCHENECTADY-TROY)

(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., owns 55% and also holds 50% interest in WRNY-AM-FM-TV Rochester, N. Y.

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.

ALBANY (Cont.)

WROW-TV (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: Box 4100. Phone: Albany 3-2225.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: Address, North Greenbush, N. Y. Make, GE. Model TT-25-A. Antenna: Make, GE. Type TY-25-D. Height, Above average terrain 690 ft. Above ground 690 ft.

OPERATION: Began Oct., 1953. Hours, 4:30 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, D. F. Prince. Consulting Engineer, Frank McIntosh.

SERVICES: Two studios (one 30x35 ft. and one 30x40 ft.). Two GE camera chains. One Television Specialty rear screen projector. One GE film camera. One Holmes and one GPL film projector. Two Selectroslide slide projectors. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Dean P. Taylor, president (11.5%); Harry L. Goldman, executive vice president (11.4%); Dr. John J. Quinlan, vice president (11.5%); Dr. Frank V. Sutland, vice president (3.8%); Louis H. Gross, treasurer (11.5%); Hyman Rosenblum, secretary (11.4%); Homer G. Davis, director (2.8%); Dr. Arthur H. Wellington, director, (1.7%); Hyman Abrams (7%), 14 others with none having more than 5%.

EXECUTIVES:

Dean P. Taylor, pres.	Charles Pogan, Prog. Dir. & Ch. Eng.
Harry L. Goldman, Gen. Mgr. & Film Buy.	Isabella Arden, Sta. Mgr.
Leo Rosen, Com. Mgr.	Hilda Nauman, Prom. & Merc. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$75, Film \$50. Frequency discounts from 5% for 13 times up to 15% for 52 times or more. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 892,765; Families in Area, 274,876; Area in Square Miles, 25,457; No. of Sets (June 1), 95,877 conversions.

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Phone: 5-5291.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw. Aural 85.2 kw. Transmitter: Address, Mt. Rafinesque. Make, GE. Antenna: Make, GE. Height, Above average terrain 990 ft. Above ground 542 ft.

OPERATION: Began Feb. 28, 1954.

AFFILIATIONS: Network, CBS. Station, AM, WTRY (Troy, N. Y.)

REPRESENTATIVES: Sales, Headley-Read. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two GE camera chains. One Translux rear screen projector. Two GE film projectors. Two Spindler & Sauppe slide projectors. One Bridgematic Jr. film processing unit. One B&H film 16mm, one modified Auricon Cine Voice Sound Camera 16mm and one Speedograph film camera. News service, UP.

PRINCIPAL STOCKHOLDERS: Troy Broadcasting Co. (WTRY) (50%) and Stanley Warner Corp. (50%). Stanley Warner Corp. is controlled by Fabian Theatre chain.

EXECUTIVES:

Col. Harry C. Wilder, Pres.	John D'Auitolo, Nat. Sls. Mgr.
Richard B. Wheeler, Gen. Mgr.	Ray Brown Jr., Com. Mgr.
Paul L. Jacobson, Asst. Mgr. and Film Buy.	Fred D. Shavor, Prog. Dir.
	A. H. Chismark, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 26 times to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 980,500; Families in Area, 301,500; No. of Sets (June 1), 85,050; Retail Sales, \$1,196,783,000.

WTVZ (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: U. of 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: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, Albany. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,410 ft. Above ground 541 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, 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.

WRGB (TV) (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Phone Schenectady 7-2261 (For full listing see Schenectady, N. Y.).

BINGHAMTON

(Broome County)

WNBF-TV

LICENSEE: Clark Associates Inc. Address: 40 Wall St. Phone: Binghamton 3-7311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural 160 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: Address, Ingraham Hill Rd. Make, RCA. Model TT20AH. Antenna: Make, GE. Type 12 Bay, TY 28H. Height, Above average terrain 820 ft. Above ground 376 ft.

OPERATION: Began Dec. 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Stations, AM, WNBF.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (18x30 ft.). Two RCA field camera chains. One RCA film camera. Two RCA 16mm film projectors. One TDC 2x2 slide projector. Cine Kodak special film camera. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: John C. Clark is principal stockholder.

EXECUTIVES:

Cecil D. Mastin, Vice Pres.	Edward M. Scala, Prog. Dir. & Film Buy.
E. William Farneti, Treas.	
George R. Dunham, Gen. Mgr.	L. H. Stantz, Ch. Eng.
Stanley N. Heslop, Sls. Mgr.	

RATE INFORMATION: Class A one hour Live \$675, Film \$600. Minute spot Live \$133.50, Film \$120. 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	510,401	626,280	1,136,681
Families in Area	157,175	184,165	341,340
Area in Square Miles	5,080	5,222	10,302
Retail Sales	\$560,647,000	\$738,334,000	\$1,298,981,000
Income per Family	\$ 5,719	\$ 5,142	\$ 5,401
Income per Capita	\$ 1,505	\$ 1,353	\$ 1,421
No. of Sets (June 1)	278,733

WQTV (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: Ch. 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. Above ground 531 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.

BLOOMINGDALE

(Essex County)

WIRI (TV) (LAKE PLACID)

(Target Date, Not Set)

LICENSEE: Great Northern Television Inc. Address: 301-03 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 2800.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 3.55 kw, Aural 2.19 kw. Transmitter: Address, Terry Mountain. Antenna: Height, Above average terrain 2,750 ft. Above ground 940 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC, NBC, DuMont. Station, AM, WIRY.

REPRESENTATIVES: Washington Attorney, Abe L. Stein. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios. News Service, AP.

BLOOMINGDALE (Cont.)

WIRI (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Vincent S. Jerry (33 1/3%), Robert Duley (20%), J. H. Scheier (6 2/3%), Martin Schulman (6 2/3%), E. S. McDowell (6 2/3%), and nine other stockholders. Messrs. Jerry and Scheier control WIRY Plattsburg, N. Y.

EXECUTIVES:

Vincent S. Jerry, Vice Pres. Joel H. Scheier, Gen. & Thos. A. Robinson, Secy.-Treas. Com. Mgr. John M. Nazak, Ch. Eng.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,322,390; Families in Area, 598,440.

BUFFALO (Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Phone: Mohawk 0930.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 54 kw, Aural 27 kw. Operating Pow.: Visual 54 kw, Aural 27 kw. Transmitter: Address, Center Road, RFD, Holland, N. Y. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TFS-14A. Height, Above average terrain 1,210 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, Righter & Parsons Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (one 22x37 ft. and one 22x44 ft.). Four TK-10A camera chains. Television Specialty Co. rear screen projector. Two TK-20C film cameras. Two RCA Type TP-16 and two Eastman Type 250 film projectors. Four Selectroslide slide projectors. One mobile unit with two TK-30 cameras. News Services, AP, UP, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, Pres. Ralph J. Kingsley, Ch. Eng. A. H. Kirchofer, Vice Pres. Robert G. Beerbower, Asst. Ch. Eng. C. Robert Thompson, Gen. Mgr. Quintin P. Renner, Film Buy. George R. Torgo, Sta. Mgr. John Hutchinson, Exec. Prod. Nicholas J. Malter, Sls. Mgr. Fred A. Keller, Prog. Mgr.

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	1,173,203	1,640,501	2,813,704
Families in Area	444,383
Area in Square Miles	3,490	10,067	13,567
Retail Sales	\$1,488,472,886
Income per Family	\$ 3,216
Income per Capita	\$ 1,766

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Phone: Summer 1717.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 91.2 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, 184 Barton St. Make, GE. Model TF-8-A. Antenna: Make, Workshops. Type 24. Height, Above average terrain 420 ft. Above ground 427 ft.

OPERATION: Began Aug. 17, 1953. Hours, 7:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (25x30 ft.). Two DuMont camera chains. One RCA film camera. Two GPL film projectors. Two slide projectors. News Service, UP. Library, MPTV & Assoc.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman (26%) and Gary L. Cohen (26%).

EXECUTIVES:

Sherwin Grossman, Pres. & Film Buy. Robert L. Brenner, Com. Mgr. Gary L. Cohen, Exec. Vice Pres. Ernest Rety, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$420, Film \$350. Minute spot Live \$75, Film \$65. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	960,000	250,000	1,300,000
Families in Area	320,000	51,000	430,000
Area in Square Miles	625
No. of Sets (June 1)	110,000	25,000	150,000
Retail Sales	\$1,800,000,000

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.

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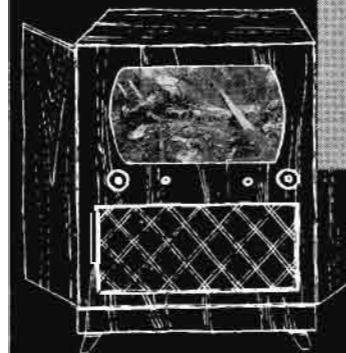
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BUFFALO (Cont.)

WGR-TV

LICENSEE: WGR Corp. Address: 184 Barton St. Phone: Summer 7115.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Operating Pow.: Visual 100 kw, Aural 66.1 kw, Transmitter: Address, Hotel Lafayette, Buffalo. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type 12 Bay. Height, Above average terrain 380 ft. Above ground 436 ft.

OPERATION: Began Aug. 14, 1954. Hours, 7:00 a.m. to 12:30 a.m.

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

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (45x60 ft.). Three RCA Image Orthicon camera chains. One rear screen projector. Two RCA Vidicon film cameras. Two RCA film projectors. Two Gray 2x2 in. slide projectors. Micro Model D11 film processing unit. Full color facilities.

PRINCIPAL STOCKHOLDERS: George F. Goodyear (10%), Seymour H. Knox (10%), J. Fred Schoellkopf IV (10%), Paul A. Schoellkopf Jr. (10%), Myron P. Kirk (8%), Peter J. Crotty (6%), Patrick J. McGroder (6%), J. Eugene McMahon (6%), Arthur Victor Jr. (6%), Barbara A. Schick (5.33%), Paul P. Cohen (3.33%), and six others totaling 13.33%. Gazette Pub. Co. (Niagara Falls Gazette—WHLA-AM-FM) has option to acquire a 25% stock interest.

EXECUTIVES:

George F. Goodyear, Pres. VanBeuren DeVries, Prog. Dir. & Film Buy.
J. J. Bernard, Gen. Mgr. Karl B. Hoffman, Ch. Eng.
Ollie Howard, Com. Mgr. R. H. McPherson, Dir. Pub. Rel.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$150. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,155,200	489,400	1,644,600
Families in Area	344,800	152,200	497,000
Area in Square Miles	1,600	4,950	6,550
No. of Sets (June 1)			410,000
Retail Sales	\$1,434,206,000	\$571,373,000	\$2,005,579,000
Income per Family	\$5,597	\$4,362	\$4,505
Income per Capita	\$1,671	\$1,438	\$1,464

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 Department of Education, Albany.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: Address, Buffalo. Make, GE. Antenna: Make, GE. Height, Above average terrain 630 ft. Above ground 539 ft.

OPERATION: Target date, Sept. 1954.

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.

CARTHAGE

(Jefferson County)

WCNY-TV

(Target Date, Sept. 1954)

LICENSEE: The Brockway Co. Address: 120 Arcade St., Watertown, N. Y.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 91.2 kw. Transmitter: Address, 6 miles west of Carthage on Carthage-Rutland Center Rd. Make, GE. Antenna: Make, GE. Height, Above average terrain 720 ft. Above ground 574 ft.

OPERATION: Target date, Sept. 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: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: John B. Johnson, president-secretary (1.89%); Catherine C. Johnson, vice president-secretary; estate of Harold B. Johnson (73.04%); estate of Jessie R. Johnson (25.07%). Licensee publishes Watertown Daily Times and is licensee of WWNY Watertown and WMSA Massena.

ELMIRA

(Chemung County)

WECT (TV)†

LICENSEE: El-Cor Television Inc. Address: P. O. Box 1047.

FACILITIES: Ch. 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: Began Sept. 30, 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 (24x30 ft. and 9x9 ft.). Two camera chains. DuM scanner film camera. Federal scanner. Houston-Fearless film processing unit. 16mm camera.

PRINCIPAL STOCKHOLDERS: Corning Leader Inc. (51%), also owns daily newspaper, Corning Leader; stockholders own WCLI Corning; Elmira-Star-Gazette Inc. (49%), owns Elmira Star-Gazette (Gannett newspaper) and WENY Elmira. Gannett Co. also owns WHEC-AM-TV Rochester, N.Y.; WDAN-AM-TV Danville, Ill.; 45% of WGTH-AM-TV Hartford, Conn., and a minority interest in WHDL Olean, N.Y. Gannett newspapers are Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald (minority), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogan, Massena Observer, Binghamton Press, all New York; Hartford (Conn.) Times, Plainfield (N.J.) Courier-News, Danville (Ill.) Commercial News.

EXECUTIVES:

E. S. Underhill Jr., Pres. Allen N. Bell, Ch. Eng.
Walter A. Valerius, Gen. Mgr.

† WECT has suspended operation but has not returned its CP.

WTVF (TV)

LICENSEE: Elmira Television. Address: 159 Madison Ave., Box 89. Phone: 3-6624.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 39 kw, Aural 19.5 kw. Operating Pow.: Visual 39 kw, Aural 19.5 kw. Transmitter: Address, South Mountain, Wellsburg R.R., N. Y. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type TFU24BL. Height, Above average terrain 900 ft. Above ground 480 ft.

OPERATION: Began June 1, 1953. Hours, 9:00 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Kear & Kennedy.

SERVICES: Three studios (one 50x30 ft., one 20x24 ft., and one 14x20 ft.). One RCA TK30A camera chain. One TV Specialties rear screen projector. One RCA Iconoscope film camera. Two RCA 16mm film projectors. One Spindler slide projector. One Bessler opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%). Same ownership as WCHA-AM-FM-TV Chambersburg, Pa. Mr. Cassel also owns WATS Sayre, Pa.

EXECUTIVES:

Thompson K. Cassel, Gen. Mgr. Sidney Barbet, Film Buy.
Sanford Barcus, Com. Mgr. John Prewitt, Natl. & Regl.
James E. Pattison, Prog. Dir. Sls. Mgr.
Robert Beurkett, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	251,700	30,000	381,700
Families in Area	102,200	10,200	112,400
No. of Sets (June 1)	25,000	6,000	31,000
Retail Sales	\$297,050,000	\$109,654,000	\$406,704,000
Income per Capita	\$ 1,996	\$ 1,985	\$ 1,991

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ITHACA

(Tompkins County)

WHCU-TV

(Target Date, November 1954)

LICENSEE: Cornell U. Address: Savings Bank Bldg.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: Address, Connecticut Hill, Newfield. Make, GE. Antenna: Make, GE. Height, Above average terrain 1,220 ft. Above ground 440 ft.
OPERATION: Target date, Nov. 1954.
AFFILIATIONS: Network, CBS.
PRINCIPAL STOCKHOLDERS: Cornell U. is sole owner.
REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Howard G. Smith.
EXECUTIVE:
 Micheal R. 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: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 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 544 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.

KINGSTON

(Ulster County)

WKNY-TV

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: Kingston 4500.
FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 11.5 kw. Operating Pow.: Visual 21.4 kw, Aural 11.5 kw. Transmitter: Address, Highway 9-W, Port Ewen, N. Y. Make, RCA: Model TTU-1B-TV. Antenna: Make, RCA. Type TFU-27BH. Height, Above average terrain 620 ft. Above ground 636 ft.
OPERATION: Began May 24, 1954. Hours, 5:00 p.m.-11:30 p.m.
AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WKNY.
REPRESENTATIVES: Sales, Mæker Tv Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (13x20 ft.) One GPL Image-Orth. camera chain. One RCA Icoscope film camera. Two RCA TP-16F film projectors. One Gray Telojector II slide projector. News Service, UP. Library, Official Films.
PRINCIPAL STOCKHOLDERS: WKNE Corp., Arthur H. Wicks, Joseph K. Close, N. LeVan Haver, Robert M. Peebles, Robert T. Colwell, Stanwood A. Morrill, J. William Atherton, Arthur L. Baker, and Elizabeth L. DeVilbiss. WKNE Corp. is licensee of WKNE-AM-TV Keene, N. H.
EXECUTIVES:
 Joseph K. Close, Pres. Robert D. O. Perry, Prog. Dir. & Film Buy.
 Robert M. Peebles, Vice Pres. & Gen. Mgr. Carl Egolf, Ch. Eng.
 Robert L. Sabin, Mgr. of Tv Opr.
RATE INFORMATION: Class A one hour \$100. Minute Spot \$20. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	237,400	318,000	514,000
Families in Area	66,700	96,000	110,000
No. of Sets (June 1)	30,000	42,000	58,000
Retail Sales	\$240,000,000	\$322,000,000	\$550,000,000
Income per Family	\$ 5,388		\$ 5,388
Income per Capita	\$ 1,512		\$ 1,512

LAKE PLACID

WIRI (TV) (BLOOMINGDALE)

(Target Date, Not Set)

LICENSEE: Great Northern Television Inc. Address: 301-03 Cornelia St., Plattsburgh, N. Y. Phone: Plattsburgh 2800. (For full listing see Bloomingdale, N. Y.)

NEW YORK CITY

(New York County)

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66th St. Phone: Susquehanna 7-5000.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 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 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x68 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 ft. stage), four cameras. 58th St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique studio (34x88 ft.), three cameras. Two mobile units with microwave relays. News Services, AP, UP, INS, Movietone.

PRINCIPAL STOCKHOLDERS: AB-PT also owns and operates WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KABC-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco, and owns 50% of WLS Chicago. 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.) Ardien B. Rodnor, 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.

WABD (TV)

LICENSEE: Allen B. DuMont Laboratories Inc. Address: 515 Madison Ave. Phone: Murray Hill 8-2600.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 37 kw, Aural 18.5 kw. Operating Pow.: Visual 16.7 kw, Aural 8.4 kw. Transmitter: Address, Empire State Bldg. Make, DuMont. Model 7000. Antenna: Make, RCA. Type, Supergain. Height, Above average terrain 1,340 ft. Above ground 1,465 ft.
OPERATION: Began May, 1944. Hours, 11:30 a.m.-12:15 a.m.
AFFILIATIONS: Network, DuMont.
REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Roberts & McInnis.
SERVICES: Five studios. Ambassador Theatre (1,720 sq. ft., seating 650 people). Adelphi Theatre (1,890 sq. ft., seating 1,128 people). Twenty-nine DuMont camera chains. Six Bodde, one Holmes (16mm) rear screen projector. One Maurer, one Bell & Howell, two Bolex (16mm) film cameras. Four Holmes, 16mm; three Simplex, 35mm; one DuMont Film Multi-scanner, black and white, 16 mm; one DuMont Film Multi-scanner, color, 16mm. Three DuMont scanners. One mobile unit. Four Tele-transcription units. News Service, UP.
PRINCIPAL STOCKHOLDERS: Licensee is tv and electronics manufacturer and operates DuMont Tv Network. Other owned and operated stations are WTTG (TV) Washington and WDTV (TV) Pittsburgh.

EXECUTIVES:
 Allen B. DuMont, Pres., Allen B. James L. Caddigan, Prog. Dir.
 DuMont Labs. Rodney D. Chipp, Ch. Eng.
 Ted Bergmann, Dir., DTN Henry Humphrey, Film Buy.
 Norman Knight, Sta. 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 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Grade A (FCC Contour): Population, 15,700,000; Families in Area, 4,719,000; No. of Sets (June 1), 4,225,000; Retail Sales, \$19,426,220,000; Income per Family, \$5,890; Income per Capita, \$1,770.

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.

NEW YORK CITY (Cont.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.9 kw. Operating Pow.: Visual 42.7 kw, Aural 21.9 kw. Transmitter: Address, Empire State Bldg., 34th St. & Fifth Ave. Make, GE. Model TT-10-A with TF 3-A amplifier. Antenna: Make, RCA. Type TFS2-5-S-1. Height, Above average terrain 1,290 ft. Above ground 1,465 ft.

OPERATION: Began July 1, 1941. Hours, 6:45 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.

SERVICES: Full studio facilities of CBS Television, New York. Fifty-one RCA, eight GPL, eleven DuMont and six GE camera chains. Ten rear screen projectors for 3x4 in. slides. Thirteen RCA and one GE film cameras. One GPL 16mm, one Bell & Howell 16mm and two Simplex 35mm film projectors. One GE 35mm, two GE 16mm, five Eastman 16mm and eight RCA 35mm film projectors. Five Gray Telop opaque projectors. Two mobile units. News Services, AP, UP, INS, CBS TV Newsfilm.

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 WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio & Television Corp.), 45% of KQV Pittsburgh and 45% of WTOP-AM-FM-TV Washington.

EXECUTIVES:

Frank Stanton, Pres., CBS Inc.	Clarence Worden, Asst. to Gen. Mgr. & Dir. of Publ. Serv.
J. L. Van Volkenburg, Pres., CBS Television Div.	Robert G. Patt, Adv. & Sls. Prom. Mgr.
Craig Lawrence, Gen. Mgr.	Dan Gallagher, Asst. Prog. Dir. and Prod. Dir.
Frank Shakespeare, Gen. Sls. Mgr.	Marion Lonsberry, Opr. Mgr.
Hal Hough, Prog. Dir.	
Robert G. Thompson, Dir. of Tech. Opr., CBS Television	
William Lacey, Mgr. of Film Dept.	

RATE INFORMATION: Class A one hour Live \$6,000, Film \$6,000. Minute spot Live \$1,500. Film \$1,500. Rate Card No. 14.

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: Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, New York. Make, GE. Antenna: Make, GE. Height, Above average terrain 680 ft. Above ground 712 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.

WNBT (TV)

LICENSEE: National Broadcasting Co. Address: 30 Rockefeller Plaza. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: Address, Empire State Bldg. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TF4B Modified. Height, Above average terrain 1,445 ft. Above ground 1,456 ft.

OPERATION: Began July 1, 1941. Hours, 6:55 a.m.-1:15 a.m.

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

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Studio facilities of NBC. Thirteen RCA camera chains. One Trans-Lux rear screen projector. Five RCA film cameras. Three RCA 16mm and three 35 mm film projectors. One RCA slide projector. One Gray Telop opaque projector. News Services, UP, AP, INS.

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 WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco and KNBH (TV) Hollywood.

EXECUTIVES:

Sylvester L. Weaver, Pres., NBC	Alfred Jackson, Ch. Eng.
Robert W. Sarnoff, Exec. Vice Pres., NBC	Bulah Jarvis, Film Buy.
Hamilton Shea, Gen. Mgr.	Peter Affe, Opr. Mgr.
Ernest De la Ossa, Sta. Mgr.	Arthur Hamilton, Controller
Jay Heitin, Com. Mgr.	Max E. Buck, Dir. of Adv., Prom. & Mech.
Steve Krantz, Prog. Dir.	

RATE INFORMATION: Class AA one hour Live \$6,200, Film \$6,200. Frequency discounts. Rate Card No. 14.

MARKET INFORMATION: [Total Including Fringe Area]: Population, 16,326,300; Families in Area 5,045,300; Retail Sales, \$19,846,132,000; Income per Family, \$6,218.

WNYC-TV

(Target Date, Jan. 21, 1955)

LICENSEE: Municipal Broadcasting System, City of New York. Address: 2500 Municipal Bldg. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: Address, 2500 Municipal Bldg. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Model TFU-24DM. Height, Above average terrain 590 ft. Above ground 625 ft.

OPERATION: Target date Jan. 21, 1955. Hours, 2:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Washington Attorney, Chas. S. Rhyne.

SERVICES: Three studios (50x60 ft., 18x30 ft., and 16x24 ft.). Five RCA (three TK-11A and two TK-31A) camera chains. One RCA TK-20D film camera. One RCA TP-3A slide projector. Two RCA TP-16F film projectors. Two Telop opaque projectors. RCA TJ-53A mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by the City of New York.

EXECUTIVES:

Hon. Robert F. Wagner, Mayor	Bernard Buck, Prog. Dir.
Seymour N. Siegel, Dir.	William H. Pitkin, Ch. Eng.
John de Prospro, Exec. Officer	

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	11,518,877	12,488,502
Area in Square Miles	1,311	2,500

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 130 kw, Aural 65 kw. Operating Pow.: Visual 130 kw, Aural 65 kw. Transmitter: Address, 350 Fifth Ave., Empire State Bldg. Make, Standard Electronics. Model TH-654V. Antenna: Make, Special Design by Andrew Alford Consulting Engineers. Height, Above average terrain 1,240 ft. Above ground 1,231 ft.

OPERATION: Began Oct., 1949.

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

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

SERVICES: Two studios (one 30x40 ft. and one 38x45 ft.). Two RCA TK 10 A, seven RCA TK30A and three DuM. TA124 camera chains. One Television Specialty rear screen projector. Two RCA TK20A cameras. Two RCA TP-35, one RCA TPI6C and one GE PF 2B film projectors. One Gray Teloprojector and one Animatec film slide projector. One Gray Telop opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDERS: R. H. Macy Co. (10%) and General Teleradio Inc. (90%). General Teleradio Inc. is owned by General Tire & Rubber Co. and controls Mutual Broadcasting System. General Teleradio Inc. holdings—Yankee Network Div.: WNAC-AM-FM-TV Boston, WGH-TV Hartford (55% owned by General Teleradio Inc., 45% by Hartford Times-Gannett), WEAN Providence, R. I. Don Lee Div.: KHJ-AM-FM-TV Los Angeles, KFRC San Francisco. WOR Div.: WOR-AM-FM-TV New York. Also owns WHBQ-AM-TV Memphis, Tenn.

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.

NEW YORK CITY (Cont.)

WOR-TV (Cont.)

EXECUTIVES:

Thomas F. O'Neil, Pres.	Ivan Reinger, Prod. Mgr.
Gordon Gray, Vice Pres. & Gen. Mgr.	George Jeneson, Sls. Mgr. Midwest
Earl M. Johnson, Vice Pres. in Ch. of Eng.	Richard A. Jackson, Pub. Mgr.
Charles H. Phillips, Dir. of Sls.	Frank Kizis, Sls. Ser. Mgr.
Lawrence Menkin, Prog. Dir.	Robert J. Sullivan, Sls. Prom. Mgr.
Charles H. Singer, Ch. Eng.	Robert M. Hoffman, Planning & Development Dir.
Milford Fenster, Film Buy.	Mary Jane MacDougall, Press Ed.
Seymour Handy, Exec. Asst.	

RATE INFORMATION: Class A one hour Live \$1,500. Minute spot Live \$300. Frequency discounts from 2 1/2% for 13 weeks up to 10% for 52 weeks. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	14,292,500	15,224,300	15,942,100
Families in Area	4,444,000	4,714,700	4,930,500
Area in Square Miles	4,845	8,850	18,375
No. of Sets (June 1)	4,024,000	4,260,000	4,429,000
Retail Sales	\$17,229,174,000	\$18,382,602,000	\$19,227,034,000
Income per Family	\$6,277	\$6,251	\$6,202
Income per Capita	\$1,951	\$1,936	\$1,918

WPIX (TV)

LICENSEE: WPIX Inc. Address: 220 East 42d St. Phone: Murray Hill 2-6500.
FACILITIES: Ch. 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. Antenna: Make, RCA. Height, Above average terrain 1,410 ft. Above ground 1,464 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 June 15, 1948. Hours: 12:45 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Four studios. Fifteen RCA camera chains. One Trans Lux rear screen projector. Three RCA film cameras. Four 16mm and two 35mm film projectors. Two Telojector slide projectors. Two RCA mobile units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by News Syndicate Co., publisher of New York Daily News, and in turn owned by Tribune Co., publisher of Chicago Tribune, owner of WGN, WGNB (FM) and WGN-TV, Chicago.

EXECUTIVES:

F. M. Flynn, Pres.	John A. Patterson, Sls. Mgr.
Fred M. Thrower, Vice Pres. & Gen. Mgr.	Thomas P. Robinson, Bus. Mgr. of Sls. Dept.
L. J. Pope, Opr. Mgr. & Asst. to Gen. Mgr.	W. Engels, News and Special Events Mgr.
W. Robert Rich, Prog. Mgr.	L. Hollingsworth, Pub. Mgr.
Otis S. Freeman, Ch. Eng.	T. E. Mitchell, Controller
	Keith Culverhouse, Adv. & Prom. Dir.

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 13-25 times up to 20% for 260 or more times. Rate Card No. 5.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 16,000,000; Families in Area, 4,212,537; Area in Square Miles, 1,500; No. of Sets (June 1), 4,200,000; Retail Sales, \$19,244,496,000; Income per Family, \$3,670.

WATV (TV) (NEWARK, N. J.)

LICENSEE: Bremer Broadcasting Co. Address: 1020 Broad St., Newark. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

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 E.B.I. per family \$6,130 (average)

RETAIL SALES

Total Dollars	\$17,925,584,500
Food	5,009,333,000
Gen'l Merchandise	1,485,304,750
Drugs	429,212,750
House Furnishings	1,138,122,500



watv channel 13

Represented nationally by Weed Television Corp.

TELEVISION CENTER • NEWARK 1, NEW JERSEY

Barclay 7-3260 (N. Y.)

Mitchell 2-6400 (N. J.)

NEW YORK

ROCHESTER

(Monroe County)

WCBF-TV

(Target Date, Not Set)

LICENSEE: Star Bcstg. Co. Inc. Address: 87 Seneca St., Geneva, N. Y.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 430 ft. Above ground 325 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Maurice R. Forman, president (71.59%); Thomas L. Brown, vice president (11.84%), also general manager WGVA; R. Carleton Greene, secretary (4.73%), also chief engineer WGVA; Edward Menden (11.84%).

WHAM-TV

LICENSEE: Stromberg-Carlson Co. Address: 201 Humboldt St. Phone: Culver 7240.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Pinnacle Hill, Brighton. Make, RCA. Model TT 5-A. Antenna: Make, RCA. Type TF-4-A. Height, Above average terrain 510 ft. Above ground 353 ft.

OPERATION: Began June 11, 1949. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WHAM. FM, WHFM (FM)

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (one 44x40x23 ft. and one 26x30x15 ft.). Six RCA TK-30 camera chains. One RCA TK-20 film camera. Two Eastman Kodak film projectors. One GE slide projector. One GE opaque projector. One mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee is radio-tv-receiver and electronics manufacturer.

EXECUTIVES:

William Fay, Vice Pres. & Gen. Mgr., Bcst. Div.	Kenneth G. Gardner, Ch. Eng.
John W. Kennedy, Com. Mgr.	David Manning, Film Buy.
Charles W. Siverson, Prog. Dir.	Ralph Wallace, Pub. Dir.
	David Kessler, News Editor

RATE INFORMATION: Class A one hour Live \$700, Film \$600. Minute spot Live \$150, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	936,000	69,500	1,005,500
Families in Area	218,000	56,500	300,100
Area in Square Miles	8,000	9,000	25,000
No. of Sets (June 1)	196,000	35,000	231,000
Retail Sales	\$1,105,077,000	\$36,844,000	\$1,141,921,000
Income per Family	\$ 4,479	\$ 4,380	\$ 4,462
Income per Capita	\$ 1,334	\$ 1,300	\$ 1,329

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For availabilities on this proved winner, contact your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

ROCHESTER (Cont.)

WHEC-TV

LICENSEE: WHEC Inc. Address: 40 Franklin St. Phone: Baker 6740.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 40 kw, Aural 20 kw. Transmitter: Make, GE. Model TT-23A. Antenna: Make, GE. Type TY-42K Helical. Height, Above average terrain 450 ft. Above ground 353 ft.

OPERATION: Began Nov. 1, 1953. Shares time with WVET-TV Rochester.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, WHEC.

REPRESENTATIVES: Sales, Everett-McKinney Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 15x20 ft. and one 15x45 ft.). Three GE TA124E camera chains. One GE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle, also owning WHEC (AM) Rochester; WENY and 49% of WECT (TV) Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; and option for 45% in WGTH-AM-TV Hartford, Conn.

EXECUTIVES:

Frank E. Gannett, Pres.	LeMoine C. Wheeler, Com. Mgr.
Lowell MacMillan, Asst. Gen. Mgr. & Film Buy.	William Adams, Prog. Dir.
Glover DeLaney, Gen. Mgr.	B. C. O'Brien, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$680, Film \$600. Minute spot Live \$140, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

WRNY-TV

(Target Date, Not Set)

LICENSEE: Genesee Valley Television Corp. Address: 40 N. Main St., Gloversville, N. Y.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 135 kw. Transmitter: Address, Pinnacle Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 440 ft. Above ground 325 ft.

OPERATION: Target date, not set.

AFFILIATION: Station, AM, WRNY.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: J. Meyer Schine, chairman; also president Schine Chain Theatres Inc.; Stanley J. Bachman, president (25%); Bernard S. Bachman, treasurer (25%); Schine Chain Theatres Inc. (50%). Louis W. Schine, vice president. Schine Chain Theatres Inc., owns 55% of WPTR-AM-TV Albany.

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.

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: Ch. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: Address, Rochester. Make, GE. Antenna: Make, GE. Height, Above average terrain 700 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.

WVET-TV

LICENSEE: Veterans Broadcasting Co. Address: 17 Clinton Ave. S. Phone: Hamilton 4820.

FACILITIES: Share-time on Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 40 kw, Aural 20 kw. Transmitter: Address, Pinnacle Hill, Brighton, N. Y. Make, GE, Model TF 4A. Antenna: Make, GE. Type Helical. Height, Above average terrain 450 ft. Above ground 353 ft.

OPERATION: Began Nov. 1, 1953. Shares time with WHEC-TV Rochester.

AFFILIATIONS: Networks, ABC, CBS. Station AM, WVET.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (35x25 ft.). One announce booth. Two GE Image Orthicon camera chains. One Tv Specialty Co. Profitmaker rear screen projector. One GE Iconoscope film camera. Two GE Syncrolite film projectors. One Gray Teloprojector slide projector. GE Balop opaque projector. News Service, UP. Library, Associated.

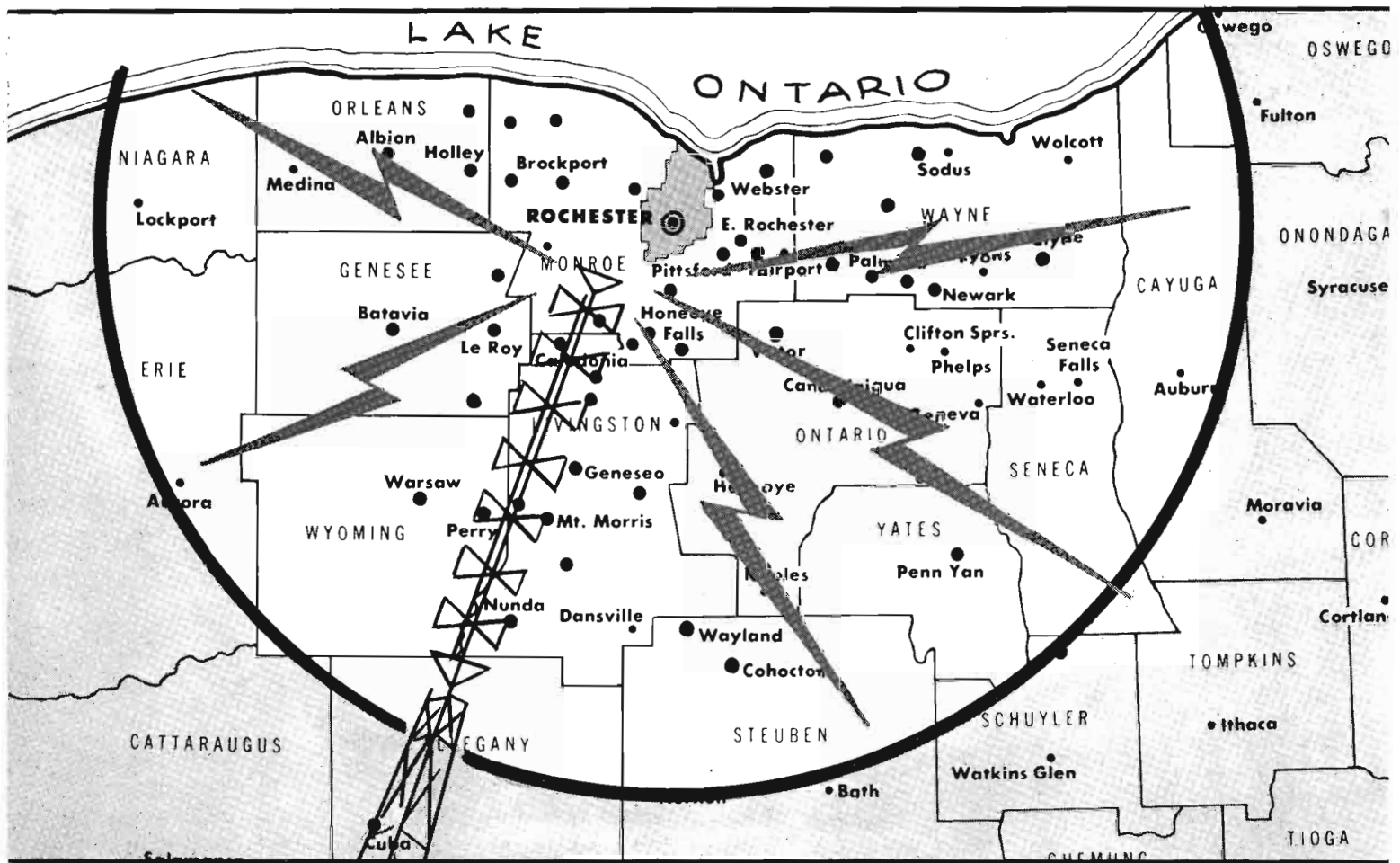
PRINCIPAL STOCKHOLDERS: Stock is owned by more than 130 stockholders including the following who own more than 1.5%: E. F. Lyke (6.4%), H. W. Bennett (4.8%), Hal James (4.8%), W. B. Maillefert (4.8%), F. T. Finucane (3.9%), F. W. Geib (3.8%), J. S. Houseknecht (3.4%), B. N. Hansford (2.9%), F. C. Taylor (2.7%), J. J. Weed (2.3%), S. P. Connor (2.1%), G. M. Angle (1.9%), W. B. Huntley (1.9%), A. Murrellwright (1.9%), H. R. Carson (1.7%), W. O. Boswell (1.6%), J. G. Frazier (1.6%), D. F. Lawless (1.6%), P. C. Louthier (1.6%), R. L. Thompson (1.6%), E. C. Trimble (1.6%).

EXECUTIVES:

Ervin F. Lyke, Pres. & Gen. Mgr.	F. C. Taylor, Opr. Mgr.
Paul C. Louthier, Vice Pres., Prog. Dir. & Film Buy.	Raymond D. Jobs, Ch. Eng.
Arthur Murrellwright, Gen Sls. Mgr.	Arthur V. Cook, Film Buy.
	Donald W. Kallock, Prom. Mgr.
	George M. Claffey, Comp.

RATE INFORMATION: Class A one hour Live \$680, Film \$600. Minute spot Live \$140, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 925,000; Families in Area, 265,000; Area in Square Miles, 4,000; No. of Sets (June 1), 210,000; Retail Sales, \$903,970,000; Income per Family, \$5,503; Income per Capita, \$1,845.



(0.3 MV/M CONTOUR INDICATING ONLY OUR EXCELLENT RECEPTION COVERAGE AREA)

Covering The Rich Lush Lap Of New York State!

NOTE ON DAYTIME OPPORTUNITIES ON CHANNEL 10

- ★ Population.....925,000
- ★ Income Per Family (Average)...\$5,503
- ★ Total Retail Sales.....\$903,970,000
- ★ Stability of Employment.....Excellent
- ★ TV Home Saturation..Highest in U.S.A.!
- ★ Station Promotion..Complete, thorough!

The strong CBS network daytime shows *plus* our own smash local participating programs offer daytime 15 to 20 ratings, some adjacencies to daytime ratings of 21 up to 29—yet you pay only our low, low Class “C” rates!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY
WHEC • TV-WVET • TV ROCHESTER, N.Y.



EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

SCHENECTADY
(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Phone: Schenectady 7-2261.

FACILITIES: Ch. 6. Operating Pow.: Visual 93 kw, Aural 47 kw. Transmitter: Address, New Scotland, N. Y. Make, GE. Model TT6A and TF3A Amplifier. Antenna: Make, GE. Type 4TY-27-D1. Height, Above average terrain 1,020 ft. Above ground 314 ft.

OPERATION: Began Nov. 6, 1939. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont, NBC. Stations, AM, WGY. FM, WGFM (FM).

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Three GE studio and two GE field camera chains. Two GE Icoscope film cameras. Four GE Synchronite film projectors. One GE 3x4 in. slide projector. One GE 3x4 in. opaque projector. One GE mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee is radio-tv receiver and electronics manufacturer.

EXECUTIVES:

Robert B. Hanna, Mgr. Broadcasting Stas. Dept.	W. J. Purcell, Ch. Eng. Robert F. Reid, Sls. Mgr.
R. W. Welpott, Stas. Opr. Mgr.	James Q. Cobb, Prom. & Pub. Mgr.
A. G. Zink, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 7.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,654,500; Families in Area, 807,200; Area in Square Miles, 14,475; No. of Sets (June 1), 371,000; Retail Sales, \$3,197,407,000.

WPTR-TV (ALBANY-TROY)

LICENSEE: Patroon Broadcasting Co. Address: Hotel Ten Eyck, Albany. (For full listing see Albany).

WROW-TV (ALBANY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: Box 4100, Albany. (For full listing see Albany).

WTRI (TV) (ALBANY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Phone: 5-5291. (For full listing see Albany).

SYRACUSE
(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, Sentinel Heights, Onondaga, N. Y. Make, GE. Model TT-6-B. Antenna: Make, GE. Type 12-Bay Superturnstile. Height, Above average terrain 960 ft. Above ground 554 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 Dec. 1, 1948. Hours, 7:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: Two studios (one 35x50 ft. and one 20x20 ft.). Four RCA interchangeable field/studio camera chains. One Bell & Howell Filmo and one Eastman Cine Special 16mm film camera. Two RCA TP-16-B film projectors. Two Spindler & Sauppe projectors for 2x2 in. slides. Watson film processing unit. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming and also owner of WOW-AM-TV Omaha; KPHO-AM-TV Phoenix, Ariz., and KCMO-AM-TV Kansas City, Mo.

EXECUTIVES:

E. T. Meredith Jr., Pres.	W. H. Bell, Com. Mgr.
Payson Hall, Dir., Meredith Radio-TV	Gordon Alderman, Prog. Dir. & Film Buy.
Paul Adanti, Vice Pres. & Gen. Mgr.	Frank Spain, Ch. Eng. Robert G. 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	1,093,800	1,298,100	2,679,000
Families in Area	306,400	360,700	750,200
Area in Square Miles	8,673	7,450	24,158
No. of Sets (June 1)	258,670	263,960	551,380
1954 Retail Sales	\$1,094,563,000	\$1,398,232,000	\$2,787,332,000
Effective Buying Income per Family	\$ 4,550	\$ 5,366	\$ 4,823
Effective Buying Income per Capita	\$ 1,350	\$ 1,415	\$ 1,354

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: Ch. 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. Above ground 532 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.



Television-1890?

No, it's just a picture of one of the many ways that WRGB proves itself a good neighbor to the communities it serves. Even our cameramen, above, went all out with beards, string ties and tattersall vests to help nearby Scotia celebrate its Golden Jubilee. Behind the beavers and costumes, the lads are strictly 1954 personnel, helping to bring the finest modern television to the 375,000 families in WRGB's primary area.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales
New York • Cleveland • Chicago • Detroit
Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

SYRACUSE (Cont.)

WSYR-TV

LICENSEE: Central New York Broadcasting Corp. Address: 224 Harrison St. Phone: 3-7111.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Sentinel Height, Town of Onondaga, N. Y. Make, GE. Model, Driver TT-6C; Power ampl. TF 3A. Antenna: Make, GE. Type 12-E. Height, Above average terrain 1,000 ft. Above ground 597 ft.

OPERATION: Began Feb. 15, 1950. Hours, 6:55 a.m.-12:30 a.m.

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

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 40x40 ft. and one 20x32 ft.). Two RCA and three DuMont field chains. One Trans-Lux rear screen projector. Two GE iconoscope film cameras. Three 16mm GE projectors. One Gray Teloprojector. One Goldie slide projector for 2x2 in. slides. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is owned by S. F. Newhouse and family, publishers of Syracuse Post-Standard and Herald-Journal; Newark (N. J.) Star Ledger, Long Island (N. Y.) Press and Star Journal, Harrisburg (Pa.) Patriot and News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own 50% of KOIN-AM-FM-TV Portland, Ore., and WPTA (TV) Harrisburg, Pa.

EXECUTIVES:

E. R. Vadeboncoeur, Pres. & Gen. Mgr.	W. R. Alford Jr., Com. Mgr.
W. V. Rothrum, Vice Pres. & Film Buy.	A. J. Eichozer, Ch. Eng.
	James McDonald, Prog. Dir.
	Thomas McCollum, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$660. Minute spot Live \$132. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,230,800
Families in Area	648,200
Area in Square Miles	8,841	20,700	29,541
No. of Sets (June 1)	345,657
Retail Sales	\$2,385,440,000
Income per Family	\$ 5,610	\$ 4,535
Income per Capita	\$ 1,690	\$ 1,390

UTICA

(Oneida County)

WFRB (TV)

(Target Date, Not Set)

LICENSEE: Richard H. Balch. Address: 20 Whitesboro St.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 26.3 kw. Transmitter: Address, Grace Rd. & Smith Hill Rd. Make, DuM. Antenna: Make, RCA. 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 Richard H. Balch.

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp. Address: P. O. Box 386. Phone: Utica 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 120 kw. Operating Pow.: Visual 220 kw, Aural 120 kw. Transmitter: Address: Smith Hill Road. Make, GE. Model TT6D with TF4A Amplifier. Antenna: Make, GE. Type TY 28 H. Height, Above average terrain 790 ft. Above ground 447 ft.

OPERATION: Began Dec. 1, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WKAL.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, George Adair.

SERVICES: Two studios (one 45x45 ft. and one 25x35 ft.). Two GE camera chains. Two GE film cameras. One Translux rear screen projector. Two GE film projectors. Two Spindler & Sauppe and one Gray slide projector. One GE opaque projector. Two Watson film processing units. News Service, UP.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who also operates Kallet Theatres Inc., movie theatre chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, Pres.	Michael C. Fusco, Gen. Mgr., Com. Mgr. & Film Buy.
William T. MacNeilly, Exec. Vice Pres.	Jack Fredericks, Prog. Dir.
	DeForest T. Layton Jr., Ch. Eng.

RATE INFORMATION: Class A one hour Live \$475. Minute spot Live \$85. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 6.

NORTH CAROLINA

NORTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1953	4,228,000
Total Families, 1950	939,215
Total Urban Population, 1950	1,368,101
Total Rural Nonfarm Population, 1950	1,317,268
Total Farm Population, 1950	1,376,560
Employed in Nonagricultural Establishments, April 1954	984,300
Employed in Agriculture, 1950	360,097
Employed in Mining, April 1954	3,500
Employed in Manufacturing, April 1954	42,600
Employed in Construction, April 1954	45,900
Employed in Transportation & Public Utilities, April 1954	60,900
Employed in Wholesale & Retail Trade, April 1954	198,400
Employed in Finance, Insurance & Real Estate, April 1954	27,400
Employed in Service & Miscellaneous, April 1954	89,500
Employed in Government Service, April 1954	132,100
Retail Sales, 1953	\$ 3,129,400,000
Bank Assets, Jan. 1, 1954	\$ 2,430,188,000
Bank Deposits, Jan. 1, 1954	\$ 2,215,962,000
Major Income Sources, 1952: Agriculture 15.4%; Government 16.1%; Manufacturing Payrolls 25.8%; Trade and Service 22.9%.	
Total Income Payments, 1952	\$ 4,383,000,000
Per Capita Income, 1952	\$ 1,049
Total Internal Revenue Collections, 1953	\$ 1,552,142,633
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 46.63
Cash Receipts from Farm Marketing, 1953	\$ 884,070,000
Government Payments to Farmers, 1953	\$ 3,926,000
Value of Mineral Production, 1951	\$ 29,648,000
New Public Construction in 1952	\$ 202,500,000
Motor Vehicle Registration, 1953	1,257,004
Number of Telephones, Jan. 1, 1954	713,600
Number of Electrical Connections, Jan. 1, 1954 ¹	1,865,388
Number of Gas Utilities Connections, 1953	71,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

Local Personalities



**Jim Deline
and the Gang**



**Kay Russell
Ladies Day**



**Canyon Jack with
Windy Willie**



**Bill Martin
Sports Page**



**Dick Workman
Six Thirty Club**

Popular local personalities — top local programming — top national shows — unequalled coverage. These are some of the reasons why WSYR-TV's advertisers are getting results in rich Central New York.



WSYR-TV

NBC Affiliate

The Only Low-Band V.H.F. Station in Central New York

NORTH CAROLINA

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Alamance	71,220	\$64,163	\$15,127	\$1,617	12,090	60%
Alexander	14,554	6,375	1,370	102	1,690	47%
Allegany	8,155	2,921	452	49	970	46%
Anson	26,781	14,275	3,057	358	3,280	52%
Ashe	21,878	7,042	1,308	105	2,390	46%
Avery	13,352	3,796	1,018	102	860	27%
Beaufort	37,134	29,245	7,249	608	3,800	41%
Bertie	26,439	15,737	2,735	229	2,260	37%
Bladen	29,703	14,463	3,365	319
Brunswick	19,238	3,963	1,204	165
Buncombe	124,403	116,440	24,225	4,121	11,330	33%
Burke	45,518	21,094	4,802	570	7,980	70%
Cabarrus	63,783	60,300	16,799	1,782	11,210	64%
Caldwell	43,352	25,442	7,454	665	5,280	48%
Camden	5,223	1,023	536	760	54%
Carteret	23,059	13,271	4,534	634
Caswell	20,870	3,688	920	46	2,070	46%
Catawba	61,794	54,120	12,626	1,220	10,030	58%
Chatham	25,392	15,321	2,351	276	2,900	46%
Cherokee	18,294	8,916	1,925	99	470	11%
Chowan	12,540	7,309	1,620	194	810	27%
Clay	6,006	856	223	98	130	10%
Cleveland	64,357	44,064	9,923	869	9,570	58%
Columbus	50,621	33,598	6,542	909
Craven	48,823	35,416	7,801	1,035	3,550	27%
Cumberland	96,006	87,399	18,347	2,363	2,970	12%
Currituck	6,201	2,196	679	970	54%
Dare	5,405	3,351	1,132	94	350	27%
Davidson	62,244	47,736	11,340	974	9,490	55%
Davie	15,420	6,880	1,661	234	2,200	55%
Duplin	41,074	16,949	4,323	498
Durham	101,639	117,968	21,744	3,712	14,880	52%
Edgecombe	51,634	35,608	8,868	713	2,040	17%
Forsyth	146,135	128,940	27,132	3,883	23,570	54%
Franklin	31,341	11,275	2,735	374	1,530	21%
Gaston	110,836	87,298	23,137	2,517	21,420	69%
Gates	9,555	2,398	775	41	1,240	54%
Graham	6,886	2,776	590	106	170	10%
Granville	31,793	14,735	3,462	471	2,810	40%
Greene	18,024	5,020	913	128
Guilford	191,057	263,304	50,190	6,551	24,410	44%
Halifax	58,377	42,907	11,440	1,060	1,630	12%
Harnett	47,605	28,969	6,450	1,065	1,300	11%
Haywood	37,631	23,229	4,098	890	1,680	17%
Henderson	30,921	25,670	6,195	718	2,070	23%
Hertford	21,453	15,413	3,163	202	2,650	54%
Hoke	15,756	6,030	1,485	94	780	23%
Hyde	6,479	1,422	881	42	350	27%
Iredell	56,303	43,497	11,130	1,177	6,530	43%
Jackson	19,261	7,085	1,368	195	990	22%
Johnston	65,906	37,209	7,941	970
Jones	11,004	2,719	813	59
Lee	23,522	18,786	4,103	540	1,770	29%
Lenoir	45,953	43,495	7,718	1,244
Lincoln	27,459	17,027	3,607	100	4,060	58%
McDowell	25,720	15,403	4,132	564	4,220	63%
Macon	16,174	6,513	1,434	220	400	10%
Madison	20,522	5,468	1,150	189	780	17%
Martin	27,938	16,250	2,703	311	2,540	41%
Mecklenburg	197,052	261,722	49,296	7,024	35,080	60%
Mitchell	15,143	6,243	1,101	139	970	27%
Montgomery	17,260	10,979	2,956	200	2,290	52%
Moore	33,129	25,822	6,257	807	2,540	30%
Nash	59,919	49,403	9,467	1,396	2,190	15%
New Hanover	63,272	77,172	18,031	2,482
Northampton	28,432	10,511	4,107	369	2,300	37%
Onslow	42,047	22,748	5,135	940
Orange	34,435	20,314	5,149	739	3,950	46%
Pamlico	9,993	2,013	908
Pasquotank	24,347	24,769	5,794	546	3,700	54%
Pender	18,423	4,057	1,264	81
Perquimans	9,602	6,145	1,215	43	1,350	54%
Person	24,361	14,693	2,438	412	2,200	40%
Pitt	63,789	48,798	8,838	897	4,600	31%
Polk	11,627	5,508	2,030	91	2,020	63%
Randolph	50,804	36,380	8,362	1,013	6,080	43%
Richmond	39,597	35,099	10,107	755	5,310	52%
Robeson	87,769	58,357	11,057	1,611	3,400	17%
Rockingham	64,816	42,012	10,920	1,389	7,690	44%
Rowan	75,410	57,240	15,244	1,861	11,580	55%
Rutherford	46,356	30,629	7,144	881	7,520	63%
Sampson	49,780	20,204	4,419	490
Scotland	26,336	17,848	3,932	367	1,420	23%
Stanly	37,130	27,178	6,188	684	8,380	78%
Stokes	21,520	5,080	1,199	87	2,240	44%
Surry	45,593	37,224	7,274	1,186	5,380	45%
Swain	9,921	4,492	1,566	134	230	10%
Transylvania	15,194	9,991	2,361	350	860	22%
Tyrell	5,048	1,534	559	84	320	27%
Union	42,034	33,103	5,799	646	5,470	52%
Vance	32,101	25,588	5,190	579	1,660	21%
Wake	136,450	144,820	26,551	4,394	11,420	32%
Warren	23,539	9,851	2,338	234	1,070	21%
Washington	13,180	7,421	2,439	142	860	28%
Watauga	18,342	7,522	2,101	291	1,140	27%
Wayne	64,267	54,104	8,551	1,047	1,970	12%
Wilkes	45,243	23,297	4,201	550	4,200	38%
Wilson	54,506	43,082	9,015	1,166
Yadkin	22,133	7,360	1,465	81	3,140	55%
Yancey	16,306	5,834	1,046	60	630	17%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ASHEVILLE

(Buncombe County)

WISE-TV

LICENSEE: WISE Inc. Address: 100 College St. Phone: 3-5381.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 13 kw. Operating Pow.: Visual 23 kw, Aural 13 kw. Transmitter: Address, Sunset Mountain. Make, RCA. Antenna: Make, GE. Height, Above average terrain 1,140 ft. Above ground 154 ft.

OPERATION: Began Aug. 2, 1953. Hours, 12:45 p.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuM., NBC. Station, AM, WISE.

REPRESENTATIVES: Sales, The Bolling Co.

SERVICES: Two studios (one 20x40 ft. and one 5x10 ft.). One RCA camera chain. One RCA film camera. One Holmes TP film projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Harold Thoms (99%), Meredith S. Thoms (1%). Mr. Thoms owns 25% interest in both WAYS-AM-TV Charlotte and WCOG-AM-TV Greensboro and with his wife, M. S. Thoms, 71% of WEAM Arlington, Va.

EXECUTIVES:

Harold H. Thoms, Pres.	Paul Mills, Prog. Dir.
Gordon Williamson, Gen. Mgr.,	John Randolph, Ch. Eng.
Nat. Sls. Mgr. & Film Buy.	Gordon Anderson, Regional Sls. Mgr.
Joe Master, 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 45% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	75,000	95,000	225,000
Families in Area	57,000
No. of Sets (June 1)	25,000	27,500
Retail Sales	\$200,000,000

WLOS-TV

(Target Date, Sept. 1954)

LICENSEE: Skyway Broadcasting Co. Address: 288 Macon Ave. Phone: 2-2431.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85 kw. Operating Pow.: Visual 170 kw, Aural 85 kw. Transmitter: Address, Mt. Pisgah, N. C. Make, Federal. Model FTL 98A. Antenna: Make, Federal. Type FTL 23-A8. Height, Above average terrain 2,850 ft. Above ground 340 ft.

OPERATION: Target date Sept., 1954. Hours, 11:30 a.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WLOS. FM, WLOS-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell, New York & Chicago; James S. Ayers, Atlanta. Washington Attorney, Spearman & Roberson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Four studios. Two Federal dual I. O. field camera chains. One Tv Specialty Co. rear screen projector. One I. O. film camera chain FTL-56-A-F-60. Two DeVry tv 16mm film projectors. One FTL-93B polyefex scanner with two 2x2 in. slide projectors mounted in scanner. Morse daylight developing tank. Morse film dryer. Bell & Howell 16mm camera. News Service, UP.

PRINCIPAL STOCKHOLDERS: Chas. M. Britt, president (12.215%); Charles B. Britt, vice president (13.87%); Joe H. Britt (16.84%), and 79 others none holding as much as 6%.

EXECUTIVES:

Charles M. Britt, Pres.	Charles E. Newcomb, Prod. Dir.
Charles B. Britt, Exec. Vice Pres.	Charles W. Sumner, Ch. Eng.
Bradley H. Roberts, Com. Mgr.	Arthur B. Waller, Film Buy.

RATE INFORMATION: Class A one hour Live \$270, Film-\$250. Minute spot Live \$43, Film \$35. 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	1,252,155	806,555	2,058,710
Families in Area	305,685	261,680	567,365
No. of Sets (June 1)	106,049	92,781	198,830
Retail Sales	\$929,520,000	\$558,597,000	\$1,488,117,000
Income per Family	\$4,386.81	\$4,090.85
Income per Capita	\$1,070.93	\$1,327.24

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

CHAPEL HILL

(Orange County)

WUNC-TV*

(Target Date, Oct. 1954)

(*Non-Commercial Educational)

LICENSEE: University of North Carolina. Address: Chapel Hill. Phone: 8-415.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Terrell's Mt. Make, RCA. Model, TT-25BL. Antenna: Make, RCA. Type, TF-6BM. Height, Above average terrain 990 ft. Above ground 799 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Station, FM, WUNC.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios. (State College, 45x45x20 ft.; Chapel Hill, 47x51x22 ft.; Woman's College, 52x60x22 ft.) Eight RCA camera chains (six studio, two field). Three TSC rear screen projectors. Three RCA vidicon film cameras. Three RCA film projectors. Three RCA slide projectors. GPL kinescope recording unit. Houston processor. Mobile unit.

EXECUTIVES:

Gordon Gray, Pres. (U. of North Carolina)

Robert F. Schenkan, Dir. of Tv
Ralph Burgin Jr., Prog. Dir.
(State College)

Richard B. Barnhill, Prod. Dir.

David Davis, Prog. Dir. (Woman's College)

CHARLOTTE

(Mecklenburg County)

WAYS-TV

LICENSEE: WAYS-TV Inc. Address: 3229 S. Boulevard. Phone: 4-5373.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Operating Pow.: Visual 24 kw, Aural 12 kw. Transmitter: Address, Oakdale Section. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type 24PL. Height, Above average terrain 560 ft. Above ground 542 ft.

OPERATION: Began Jan. 5, 1954. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WAYS.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (small booth and one 20x40 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Harold H. Thoms (25%), G. W. Dowdy (25%), B. T. Whitmire (25%) and J. Horton Doughton (25%). Same principals also own WCOG-AM-TV Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C., and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire also owns 20% of WAKN-AM-TV Aiken, S. C.

EXECUTIVES:

George W. Dowdy, Pres.

Harold H. Thoms, Exec.
Coordinator.

James P. Poston, Gen. Mgr.,
Com. Mgr. & Film Buy.

Bob Davis, Prog. Mgr.

B. C. Stewart, Ch. Eng.

Richard Frosch, Film Dir.

RATE INFORMATION: Class A one hour Live \$285, Film \$200. Minute spot Live \$48, Film \$40. Rate Card No. 1.

BROADCASTING • TELECASTING



Another winner!

from the portfolio of **TPA** Sales Builders

Another example of TPA coming in "first with the finest." This time, it's for advertisers who want to make money while the sun shines.

"THE FAMILY NEXT DOOR," now before the cameras, is a fifteen-minute, daytime dramatic serial built around the warm story of a woman alone and those she loves. Produced for TPA by Procter Television Enterprises, it carries the mark of success prominently displayed by such Procter features as "The Big Story" and "Treasury Men in Action." It plays like big-time, night-time entertainment.

Recent research has shown that daytime viewers are just the kind of people most advertisers want to reach. They're young, richer; they have more children. And their buying habits reflect these sales-building characteristics.

For local and regional advertisers who want to cash in on the vast potential of daytime television . . . who want to capture the most desirable and easily available periods—"THE FAMILY NEXT DOOR" is the vehicle to do the job. It's coming soon—from TPA.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

CHARLOTTE (Cont.)

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co. Address: Wilder Bldg. Phone: Edison 3-8833.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Spencer Mountain. Make, RCA. Model TT25-AL. Antenna: Make, RCA. Type TF6AY. Height, Above average terrain 1,090 ft. Above ground 562 ft.

OPERATION: Began July 15, 1949. Hours, 6:15 a.m.-12:30 a.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WBT.

REPRESENTATIVES: Sales, CBS-TV Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer A. D. Ring & Assoc.

SERVICES: One studio (30x40 ft.). Two RCA camera chains. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. One RCA and one Projectall slide projector. One Projectall opaque projector. One Micro-Record film processing unit. One mobile unit with two RCA camera chains. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Licensee is owned 100% of by Jefferson Standard Life Insurance Co., which owns 100% of WBIG Greensboro; 16.5% of Greensboro News Co., publisher of Greensboro News & Record and licensee of WFMY-TV Greensboro, N. C.; 100% of WBTW (TV) Florence, S. C., and 97% of preferred stock of Storer Bcstg. Co.

EXECUTIVES:

Joseph M. Bryan, Pres.	Thomas E. Howard, Dir. of Eng.
Charles H. Crutchfield, Exec. Vice Pres. & Gen. Mgr.	Wallace J. Jorgenson, Gen. Sls. Mgr.
J. Robert Covington, Vice Pres. (Prom. & Sls.).	Paul B. Marion, Carolinas Sls. Mgr.
Kenneth I. Treadwell Jr., Vice Pres., Prog. & Pub. Rel.	Tom Cookerly, Loc. Sls. Rep.
C. Kenneth Spicer, Controller & Asst. Secy.	J. William Quinn, Prog. Sup.
	Sam Zurich, Prod. Sup.
	John P. Dillon, Prom. Sup.

RATE INFORMATION: Class A one hour Live \$950, Film \$900. Minute spot Live \$180 Class A, Film \$180. Frequency discounts, Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,503,700; Families in Area, 649,800; Area in Square Miles, 24,800; No. of Sets (June 1), 403,000; Retail Sales, \$1,908,803,000; Income per Family, \$4,431; Income per Capita, \$1,150.

DURHAM

(Durham County)

WTVD (TV)

(Target Date, Sept. 1954)

LICENSEE: Durham Broadcasting Enterprises Inc. Address: 1730 Newton Rd. Phone: 2-2111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 60 kw, Aural 32 kw. Transmitter: Address, Lebanon Peaks, Guess Road. Make, DuMont. Model 8000. Antenna: Make, RCA. Type TF 12 AH. Height, Above average terrain 1,000 ft. Above ground 783 ft.

OPERATION: Target date, Sept. 1954. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Spearman & Roberson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (35x55 ft.). Two DuMont camera chains. One Bell & Howell 285 C 16mm film camera. DuMont Multiscanner (2x2-in.).

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan (20%), owner of WHIT New Bern, N. C., Floyd Fletcher (20%) and Durham Radio Corp. (25%), licensee of WDNC Durham, N. C., and 61 other stockholders.

EXECUTIVES:

Harmon L. Duncan, Pres. & Gen. Mgr.	Mike Thompson, Com. Mgr.
Floyd Fletcher, Vice Pres. & Secy.	Ernie Greup, Prog. Dir.
	Henry Cronin, Ch. Eng.

RATE INFORMATION: Class A one hour, Film \$300. Minute spot, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 1,329,009; Retail Sales, \$1,055,696,210; No. of Sets (Nov. 1, 1953), 116,864.

FAYETTEVILLE

(Cumberland County)

WFLB-TV

(Target Date, Not Set)

LICENSEE: Fayetteville Broadcasters Inc. Address: P. O. Box 512. Phone: 2-7136.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 97.7 kw. Aural 55 kw. Transmitter: Address, Bragg Blvd. near Westmont Dr. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 364 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, WFLB.

REPRESENTATIVES: Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Harry B. Stein (11.2%); Neill A. Currie Jr. (11.2%); W. M. K. Bender (11.2%); J. W. Hensdale (11.2%); John D. Currie (11.2%); R. B. Minger (11.2%); J. Bernard Stein (11.2%); T. D. Hatcher (11.2%) and L. W. Allen (10.4%).

EXECUTIVES:

L. W. Allen, Gen. Mgr. W. D. Bailey, Com. Mgr.

GASTONIA

(Gaston County)

WTVX (TV)

(Target Date, Summer 1954)

LICENSEE: Air Pix Corp. Address: c/o Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.9 kw. Transmitter: Address, Crowder Mt., 5 1/2 miles SW of Gastonia. Make, GE. Antenna: Make, GE. Height, Above average terrain 900 ft. Above ground 113 ft.

OPERATION: Target date, Summer 1954. *dropped 5-26-54*

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Coit M. Robinson, president (24.31%); W. C. Bivens, vice president (0.08%); Coit M. Robinson Jr., secretary-treasurer (0.83%); C. C. Dickson (12.57%); and 41 other minority stockholders.

GREENSBORO

(Guilford County)

WCOG-TV

(Target Date, Not Set)

LICENSEE: Inter City Adv. Co. Address: 314 S. Greene St. Phone: 3-6925.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 59 kw. Transmitter: Address, 4.3 miles west of Greensboro. Make, DuMont. Antenna: Make, GE. Height, Above average terrain 240 ft. Above ground 205 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Network, ABC. Station, AM, WCOG.

REPRESENTATIVES: Sales, Bolling Co. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George W. Dowdy, president (25%), B. T. Whitmire, vice president (25%), I. Horton Doughton, treasurer (25%) and Harold H. Thoms, secretary (25%). Messrs. Dowdy, Whitmire, Doughton and Thoms also own WAYS-AM-TV Charlotte, N. C. Mr. Thoms owns WISE-AM-TV Asheville, N. C. and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire owns 20% of WAKN-AM-TV Aiken, S. C.

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.



11th in television potential

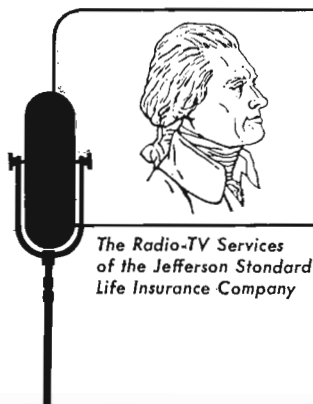
March, 1954 data from Television Magazine ranks American markets according to population in the coverage area of the most powerful television station in each market.

Charlotte stands 11th in line, outranking such markets as Baltimore, Minneapolis, Buffalo, Kansas City, Washington and Atlanta.

Only Charlotte and Atlanta among southern cities make the first 20, and Charlotte's rank is a move upward from 12th in 1953.

The signs of Charlotte are signs of a market far more important than city size indicates. Ranking only 72nd in the nation in city size, Charlotte is 55th in 1953 construction, 36th in wholesale sales and 4th in emplaned air passengers per capita.

Equally outstanding are Charlotte's great area stations, 50,000 watt WBT and top power WBTW, 100,000 watts on Channel 3, deserving the first appropriations of any advertiser doing business in the Carolinas.



WBT-WBTW

CHARLOTTE, N. C.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

Take another Look at Tobaccoland...

*it can mean plus-business
for you.*

Nation-pacing in many economic classifications—Eastern North Carolina is a market quite possibly larger than you had thought.

Within the coverage area of WNCT, which takes in all the economically important ENC counties, there are well over 1,000,000 people. In 1953 their buying income was nearly \$900,000,000.00. Retail sales were over \$700,000,000.00.

Always among the nation's leading farm-income counties, WNCT-covered counties includes five that were among last year's top 200.

Within WNCT's share of Tobaccoland alone, last year's tobacco crop brought a whopping \$269,404,701.37 . . . despite ruinous droughts in many areas! This year's crop . . . which goes to market beginning in August . . . is estimated to be bigger and better than last year's.

Add to this the farm income from other ENC cash crops of national importance, such as peanuts, sweet potatoes, soy beans, corn and hogs, and you see a market of major importance.

And while its economy is predominantly rural, Eastern North Carolina's progressive cities have energetically sought and won many large new industrial plants whose payrolls give additional wealth and buying power to thousands of prospects for your product.

To reach this important, prosperous and rapidly expanding market—count on WNCT—a merchandising-minded, vigorous, 100,000 watt TV station operating full time starting at 7 A.M. daily. A primary CBS affiliate, WNCT also serves its thousands of viewers with the best NBC, ABC and DuMont fare.

SET COUNT AS OF JULY 15: 63,676

For rates, availabilities and other information, contact

John E. Pearson, Co., Inc.
or wire or phone collect to

A. Hartwell Campbell, General Manager.

WNCT Channel 9 Greenville, N. C.

Operating full time on 100,000 watts with 874' tower . . .
the tallest man-made structure in the Carolinas.

NORTH CAROLINA

GREENSBORO (Cont.)

WFMY-TV

LICENSEE: Greensboro News Co. Address: 212 N. Davie St. Phone: 4-0114.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.72 kw, Aural 8.36 kw. Transmitter: Address, 212 N. Davie St. Make DuMont. Model 7000. Antenna: Make, RCA. Type 5 Bay Batwing. Height, Above average terrain 470 ft. Above ground 481 ft.

OPERATION: Began Sept. 22, 1949. Hours, 7:00 a.m.-12.00 midnight.

AFFILIATIONS: Network ABC, CBS, DuM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (26x16 ft.). Two DuMont camera chains. One DuMont rear screen projector. One DuMont film camera. Two Holmes film projectors. One Selectroslide Jr., slide projector. One Gray Telop opaque projector. Film processing unit. News Service, UP. Library, Capitol, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co., 100% owner of WBIG Greensboro; 100% owner of WBT-AM-FM and WBTW (TV) Charlotte; 100% owner of WBTW (TV) Florence, S. C., and owner of 97% of preferred stock of Storer Bcstg. Co.

EXECUTIVES:

E. B. Jeffress, Pres.	Gomer Lesch, Prog. Dir.
Gaines Kelley, Gen. Mgr.	William E. Neill, Ch. Eng.
William S. Baskerville Jr., Com. Mgr.	Jack Wiggins, Film Buy.
	Dick Zavon, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$650. Minute spot Live \$130. Frequency discounts.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,733,700; Families in Area, 445,100; No. of Sets (June 1), 233,000; Retail Sales, \$1,403,005,000.

GREENVILLE

(Pitt County)

WNCT (TV)

LICENSEE: Carolina Broadcasting System Inc. Address: P. O. Box 898. Phone: 6181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 56 kw. Transmitter: Address, Evans Street Extension. Make, RCA. Model TT 10 AH. Antenna: Make, RCA. Type 12-Bay. Height, Above average terrain 860 ft. Above ground 873 ft.

OPERATION: Began Dec. 22, 1953. Hours, 7:00 a.m.-11.30 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WGTC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, Phillip Bergson. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x45 ft.). Two GPL camera chains. One rear screen projector. One RCA film camera. Two film projectors. Two slide projectors. One opaque projector. News Service, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Earl Westbrook, 20%; Josh Horne, 10%; Herbert Brauff, 10%; Penn Watson, 10%; John Adams, 5.35%; Virginia Adams, 5.35%; Mrs. Mary Jones, 8.6%; A. Hartwell Campbell, 5%. Mr. Horn is publisher of Rocky Mount Telegram. Mr. Brauff is publisher of Wilson (N. C.) Times.

EXECUTIVES:

Earl Westbrook, Pres.	Eck Wall, Prog. Dir.
A. Hartwell Campbell, Gen. Mgr. & Film Buy.	Hank Tribbley, Ch. Eng.
John Clark Jr., Com. Mgr.	Margaret Laughinghouse, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	377,000	701,000	1,178,000
Families in Area	88,240	161,950	250,190
No. of Sets (June 1)	30,000	60,879	90,879
Retail Sales	\$259,000,000	\$441,200,000	\$700,200,000
Income per Family	\$ 4,000
Income per Capita	\$ 1,000

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- NORTH CAROLINA

RALEIGH
(Wake County)
WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 219 S. McDowell St. Phone: 2-0231.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Address, Asbury, N. C. Make, Federal. Model FTL-100B. Antenna: Make, Gabriel. Height, Above average terrain 460 ft. Above ground 396 ft.

OPERATION: Began July, 1953. Hours, 8:00 a.m.-12:00 p.m.

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

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (36x20 ft.). Two Federal camera chains. One Federal Vidicon film camera. Two General Precision Labs 16mm film projectors. Two Federal 35mm transparencies slide projectors. One Federal dual flying spot scanner. One Federal Vidicon opaque projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: John W. English, 12.5%; Frank A. Daniels, 12.5% (for Raleigh News & Observer); (Mrs.) Lydia McBrier Jarecki, 12.5%; Thomas Watters, 3.125%; James R. McBrier, 12.5%; George J. Mead, 12.5% (preferred); John J. Boland Jr., 12.5%; James B. Donovan, 6.25%; Marie Watters, 3.125%; Jean Devine Jarecki, 12.5%; Mary Evelyn Mead & John J. Boland Jr., 12.5%, as trustees; George Mead is president of WSEE Erie, Pa. (Erie Times).

EXECUTIVES:

John W. English, Pres. Bryon Davidson, Prog. Dir.
Charles G. Baskerville, Gen Mgr. Peter Miller, Ch. Eng.
& Film Buy. Mike Silver, Prod. Ch.
Earl Welde, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 803,530; Area in Square Miles, 194,015; No. of Sets (June 1), 57,840.

WILMINGTON
(New Hanover County)

WMFD-TV

LICENSEE: WMFD-TV Inc. Address: 225 Princess St. Phone: 3-4666.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 26.9 kw. Operating Pow.: Visual 53.7 kw, Aural 26.9 kw. Transmitter: Address, New River Rd. Make, RCA. Model TTI 10. Antenna: Make, RCA. Type Turnstile. Height, Above average terrain 350 ft. Above ground 388 ft.

OPERATION: Began April 19, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WMFD. FM, WMFD-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Stephen Tuhy. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 54x39 ft. and one 16x36 ft.). One RCA camera chain. One Television Specialty rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea (66%) and D. Cameron (34%).

EXECUTIVES:

R. A. Dunlea, Pres. Claud O'Shields, Com. Mgr.
R. A. Dunlea Jr., Gen. Mgr. & Clint Long, Prog. Dir.
Film Buy. E. I. Herring Jr., Ch. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$34, Film \$34. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	348,000	613,000	961,500
No. of Sets (June 1)	30,000
Retail Sales	\$544,984,000

WTHT (TV)

(Target Date, Not Set)

LICENSEE: Wilmington Television Corp. Address: Box 604.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 6.03 kw, Aural 3.02 kw. Transmitter: Address, 101 Market St. Make, GE. Antenna: Make, GE. Height, Above average terrain 220 ft. Above ground 245 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Wheeler & Scott. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: O. C. Tucker, president (25%); Glenn M. Tucker, vice president (25%); Milton Hammer, secretary (25%), also producer of tv program "Washington Spotlight;" A. L. Wheeler, treasurer (25%).

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BOUNCY



**ZIV'S SUNNY
FUNNY FAMILY**

See pages

433, 434 & 435

WINSTON-SALEM

(Forsyth County)

WSJS-TV

LICENSEE: Triangle Broadcasting Corp. Address: 419-421 N. Spruce St. Phone: 5-2311.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 200 kw. Operating Pow.: Visual 40 kw, Aural 29.9 kw. Transmitter: Address, 7 miles east of Winston-Salem on U. S. Highway 421. Make, GE. Model TT-6E. Antenna: Make, GE. Type TY-28G, 8-section batwing. Height, Above average terrain 770 ft. Above ground 759 ft.

OPERATION: Began Sept. 30, 1953. Hours, 1:00 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed Co. Washington Attorney, Fly, Shuebruk, Blume & Gaguino. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (25x35 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. One 2x2 in. Select-o-slide slide projector. One 3 1/2x4 in. GE Balop slide projector. One opaque projector. Stineman film processing unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Piedmont Publishing Co. (Winston-Salem Journal and Twin City Sentinel) (66 2/3%), Mary Pickford Rogers (18 1/3%) and Charles Buddy Rogers (15%).

EXECUTIVES:

Harold Essex, Gen. Mgr. & Exec. Vice Pres.	Phil Hendrick, Opr. Mgr.
Harry B. Shaw, Sls. Mgr.	Carl Wiegold, Film Mgr.
John A. Comas, Prog. Mgr.	Robert C. Estes, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$450, Film \$450. Minute spot Film \$90. 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	428,060	372,400	1,303,700
Families in Area	115,600	96,040	339,600
No. of Sets (June 1)	81,986	58,479	208,027
Retail Sales	\$419,395,600	\$258,184,800	\$1,028,000,000

WTOB-TV

LICENSEE: Winston-Salem Broadcasting Co. Address: 300 S. Stratford Rd. Phone: 3-4353.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 37.2 kw. Operating Pow.: Visual 13.8 kw, Aural 7.4 kw. Transmitter: Address, 300 S. Stratford Rd. Make, RCA. Model TTU1B. Antenna: Make, RCA. Type TFU24DL. Height, Above average terrain 570 ft. Above ground 547 ft.

OPERATION: Began Sept. 18, 1953. Hours, 8:00 a.m.-11:00 p.m.

AFFILIATIONS: Network, ABC, DuMont. Stations, AM, WTOB.

REPRESENTATIVES: Sales, H-R Representatives. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, Kear & Kennedy.

SERVICES: Two RCA TK11A camera chains. One Television Specialty rear screen projector. One RCA film camera. Two 16mm RCA film projectors. One Spindler & Sauppe [2x2 in.] slide projector. One Gray Telop opaque projector. News Service, AP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: James W. Coan (15%), John G. Johnson (13%), Thomas Rice (11%), Albert Butler Jr. (15%), Jonas S. Rice (10%), Archibald Craige (8%), Earl Slick (20%) and Robert V. Brawley (8%). Licensee also owns WOTV (TV) Richmond, Va.

EXECUTIVES:

James W. Coan, Pres. and Film Buy.	Tracy M. Lounsbury, Prog. Dir.
John G. Johnson, Gen. Mgr.	Hassell H. Bailey, Ch. Eng.
Charles W. Brunt, Com. Mgr.	Grace Gale, Women's Dir.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$40.

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; Income per Capita, \$1,510.

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.

YOU COVER

THE TAR HEEL GOLDEN TRIANGLE*

WINSTON-SALEM

GREENSBORO HIGH POINT

* . . . a 24-county market with retail sales of

\$1,028,000,000.

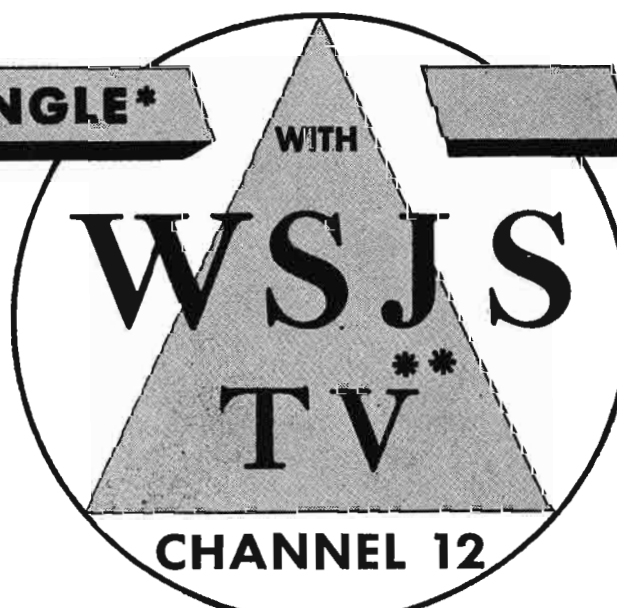
(Sales Management 1954 Survey of Buying Power)

** 218,599 sets as of August 1, 1954.


An increase of 45,259 sets in 7 months.

WSJS

WINSTON-SALEM, N. C.



WITH
WSJS
**
TV
CHANNEL 12



Interconnected
Television Affiliate

Represented By:
HEADLEY-REED COMPANY

NORTH DAKOTA

NORTH DAKOTA MARKET INDICATORS

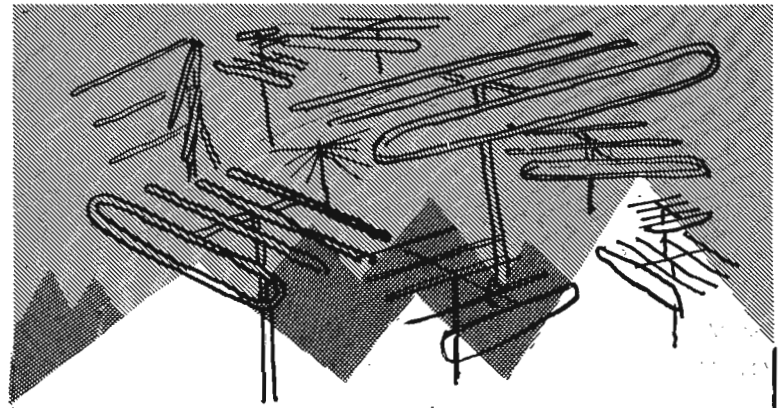
Total Population, July 1, 1953	598,000
Total Families, 1950	144,855
Total Urban Population, 1950	164,817
Total Rural Nonfarm Population, 1950	200,332
Total Farm Population, 1950	254,487
Employed in Nonagricultural Establishments, April 1954	108,100
Employed in Agriculture, 1950	98,905
Employed in Mining, April 1954	2,000
Employed in Manufacturing, April 1954	6,200
Employed in Construction, April 1954	6,400
Employed in Transportation & Public Utilities, April 1954	13,100
Employed in Wholesale & Retail Trade, April 1954	37,300
Employed in Finance, Insurance & Real Estate, April 1954	4,500
Employed in Service & Miscellaneous, April 1954	13,300
Employed in Government Service, April 1954	25,400
Retail Sales, 1953	\$ 723,380,000
Bank Assets, Jan. 1, 1954	\$ 653,321,000
Bank Deposits, Jan. 1, 1954	\$ 607,393,000
Major Income Sources, 1952: Agriculture 26.3%; Government 17.5%; Manufacturing Payrolls 2.5%; Trade and Service 29.8%	
Total Income Payments, 1952	\$ 734,000,000
Per Capita Income, 1952	\$ 1,223
Total Internal Revenue Collections, 1953	\$ 69,865,652
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 63.15
Cash Receipts from Farm Marketing, 1953	\$ 517,098,000
Government Payments to Farmers, 1953	\$ 5,589,000
Value of Mineral Production, 1951	\$ 10,246,000
New Public Construction in 1952	\$ 70,800,000
Motor Vehicle Registration, 1953	292,703
Number of Telephones, June 1, 1954	140,000
Number of Electrical Connections, Jan. 1, 1954	183,883
Number of Gas Utilities Connections, 1953	29,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	4,910	\$ 6,874	\$ 1,326	\$ 102
Barnes	16,884	17,841	3,202	311	1,140	25%
Benson	10,675	5,182	1,231	92
Billings	1,777	130	49
Bottineau	12,140	10,125	1,811	246	420	13%
Bowman	4,001	6,360	1,333	199
Burke	6,621	5,368	1,264	150	220	13%
Burleigh	25,673	44,044	5,372	1,231
Cass	58,877	91,596	10,890	2,719	5,500	32%
Cavalier	11,840	9,439	1,488	160
Dickey	9,121	10,495	1,517	272
Divide	5,967	5,680	843	128
Dunn	7,212	5,158	943	99
Eddy	5,372	5,586	819	131
Emmons	9,715	8,830	1,645	46
Foster	5,337	7,111	1,261	84
Golden Valley	3,499	4,914	920	86
Grand Forks	39,443	56,607	7,763	1,022
Grant	7,114	5,440	946	182
Griggs	5,460	5,563	741	85	300	25%
Hettinger	7,100	10,813	1,651	186
Kidder	6,168	4,479	926	85
LaMoure	9,498	10,336	1,678	173
Logan	6,357	5,321	660	43
McHenry	12,556	10,766	2,574	212	420	13%
McIntosh	7,590	9,859	1,799	102
McKenzie	6,849	5,078	983	126
McLean	18,824	19,548	5,155	530
Mercer	8,686	7,642	1,806	166
Morton	19,295	20,599	3,578	454
Mountrail	9,418	9,782	1,577	266
Nelson	8,090	9,696	1,215	197
Oliver	3,091	981	284	37
Pembina	13,990	13,581	2,342	198
Pierce	8,326	7,676	1,233	84
Ramsey	14,373	19,042	2,832	322
Ransom	8,876	8,706	1,379	152	230	10%
Renville	5,405	5,696	1,494	90	200	13%
Richland	19,865	23,336	3,171	381	550	10%
Rolette	11,102	6,353	1,290	158
Sargent	7,616	4,344	955	35	170	10%
Sheridan	5,253	3,524	529	83
Sioux	3,696	1,241	494	32
Slope	2,315	443	150
Stark	16,137	23,097	2,944	551
Steele	5,145	4,053	823	84	280	25%
Stutsman	24,158	29,149	4,203	604
Towner	6,360	5,840	1,075	122
Trails	11,359	12,251	1,964	199	750	25%
Walsh	18,859	20,172	2,645	372
Ward	34,782	55,272	8,403	1,519	1,240	12%
Wells	10,417	9,979	1,653	183
Williams	16,442	32,382	5,136	516

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.



in
NORTH DAKOTA
its

KFYR-TV

NEW TOWER...
with maximum power

Set ownership figures are zooming in North Dakota . . . where KFYR-TV, transmitting with 100,000 watts over a coverage area of 38,000 square miles, puts real punch in your sales message in the heart of the rich Midwest farm market. Let KFYR-TV open the door to new sales in this fantastically fast-growing North Dakota market.



NBC
DUMONT
CBS

Channel 5
KFYR-TV BISMARCK, NO. DAK.

Represented Nationally by JOHN BLAIR

NORTH DAKOTA

BISMARCK (Burleigh County)

KFYR-TV

LICENSEE: Meyer Broadcasting Co. Address: 200 1/2 Fourth. Phone: 468.

FACILITIES: Ch. 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 500 ft. Above ground 667 ft.

OPERATION: Began operation Dec. 19, 1953.

AFFILIATION: Networks, CBS, NBC, DuMont. Station, AM, KFYR.

REPRESENTATIVES: Sales, Blair Tv Inc. Washington Attorney, Hogan & Hartson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20x40 ft and 10x15 ft.). One RCA TK-11A camera chain. One RCA TK-20D film camera. Two Eastman No. 250 film projectors. One RCA MI-26131 slide projector. One Gray Telop II. News Service, UP.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer, president-secretary (94.2%) in own name and as trustee; F. E. Fitzsimonds, executive vice president-treasurer (5.3%).

EXECUTIVES:

Mrs. E. H. Meyer, Pres.-Secy.	Robert MacLeod, Com. Mgr.
F. E. Fitzsimonds, Exec. Vice Pres., Gen. Mgr. & Film Buy.	Cal Culver, Prog. Dir. Ivan Nelson, Ch. Eng.

FARGO (Cass County)

WDAY-TV

LICENSEE: WDAY Inc. Address: Black Bldg. Phone: 5357.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw. Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: Address, Fargo, N. D. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF-6BM. Height, Above average terrain 390 ft. Above ground 433 ft.

OPERATION: Began June 1, 1953.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WDAY.

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Segal, Smith & Hennessey.

SERVICES: One temporary studio (30x30 ft.). Two RCA TK-11A camera chains. One RCA TK-20D film camera. Two Eastman Model 250 film projectors. Two Spindler & Sauppe slide projectors. Gray Telop II opaque projector. Houston 2A film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: E. C. Reineke (54.5%), H. Paulson (8.9%), N. D. Black Jr. (1.1%), Marie Reineke (1.1%).

EXECUTIVES:

E. C. Reineke, Pres.	Julius Hetland, Ch. Eng.
Tom Barnes, Gen. Mgr., Com. Mgr. & Film Buy.	Jack Gauvite, Prod. Dir.
Jack Dunn, Radio-Tv Mgr.	Wm. D. Snyder, Film Dir.
Ken Kennedy, Prog. Dir.	Roy C. Pederson, Prom. Mgr.
	Glenn Flint, News Dir.
	Ernie Brevik, Farm Dir.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	82,715	195,400	685,600
Families in Area	23,014	54,346	190,000
Area in Square Miles	1,450	8,500	43,893
No. of Sets (June 1)	13,600	26,750	44,400
Retail Sales	\$116,380,000	\$253,000,000	\$761,820,000
Income per Family	\$4,661	\$4,373	\$4,305
Income per Capita	\$1,300	\$1,215	\$1,200

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Broadcasting Co. Address: P. O. Box 626, Fargo, N. Dak. (For full listing see Valley City).

GRAND FORKS (Grand Forks)

KNOX-TV

(Target Date, Not Set)

LICENSEE: Community Radio Corp. Address: c/o Carroll E. Day, Grand Forks.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: Address, State Mill Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 180 ft. Above ground 203 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KNOX.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Carroll E. Day, president (16.66%); Don E. Whiteman, vice president (16.66%); Adolph Lund, vice president (16.66%); Elmer O. Hanson, vice president and general manager (16.66%), also manager of KNOX; Arthur Tweet, treasurer (16.66%); Elroy Schroeder, secretary (16.66%).

MINOT

(Ward County)

KCJB-TV

LICENSEE: North Dakota Broadcasting Co. Inc. Address: 15A W. Central Ave. Phone: 51-161.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 15 kw. Operating Pow.: Visual 29.5 kw, Aural 15 kw. Transmitter: Address, Highway 83 South. Make, DuMont. Model 5 kw. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 420 ft. Above ground 416 ft.

OPERATION: Began April 1953. Hours 12:00 noon-1:30 p.m.; 5:30-11:00 p.m.

AFFILIATIONS: Network ABC, CBS, NBC, DuMont. Station, AM, KCJB.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, D. F. Prince. Consulting Engineer, Floyd R. Amoo.

SERVICES: Two studios (one 26x30 ft. and one 30x40 ft.). Two DuMont camera chains. Two DuMont film cameras. One DuMont film projector. One DuMont scanner. One DuMont opaque projector. One mobile unit. News Service, UP. Library, MPTV, Ziv.

PRINCIPAL STOCKHOLDERS: Jamestown Broadcasting Co. (68%), is also licensee of KSJB Jamestown, KXJB-AM-TV Valley City, all N. D. Jamestown Bcstg. Co. is 100% owned by Mr. and Mrs. John W. Boler.

EXECUTIVES:

John W. Boler, Pres. & Gen. Mgr.	Wm. Johnson, Vice Pres. Chg. of News.
Herman Burkart, Com. Mgr. and Film Buy.	Wm. L. Hurley, Vice Pres.
Donald Kingsley, Prog. Dir.	Chg. Natl. Sls.
Joe Main, Ch. Eng.	Floyd Amoo, Vice Pres. Chg. of 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 40% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Grade A (FCC Contour): Population, 146,600; Families in Area, 38,860; No. of Sets (June 1), 22,000; Retail Sales, \$187,508,000; income per Family, \$6,283.

VALLEY CITY (Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Broadcasting Co. Address: 15A W. Central Ave., Minot. Phone: 51-161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: Address, Pillsbury, N. D. Make, DuMont. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 1,090 ft. Above ground 1,085 ft.

OPERATION: Began Aug. 1, 1954. Hours, 11:59 a.m.-12:00 midnight.

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.



**"T'AIN'T ONLY WHAT YOU GOT—
IT'S HOW YOU USE IT!"**

Little Egypt could doubtless boast some special features that most of us hayseeds at WDAY-TV ain't got—but *boy*, how we *use* what we do got!

First, we got the *only TV tower* in the fabulous Red River Valley—the *only TV station* in Fargo!

Second, we got the *best* programs from NBC, CBS and ABC, and leading film producers—plus 57 sparkling local programs!

Third, we got engineering and programming know-how that's worth approximately a million watts, as far as audience preference is concerned!

And lots more! Ask Free & Peters!

**INTERCONNECTED FOR LIVE NETWORK PROGRAMS
ON OCTOBER 1, 1954**

**Location Of TV Stations
Nearest To Fargo, N. D.**

Minneapolis - St. Paul . . .	More than 200 miles
Bismarck, N. D.	More than 185 miles
Valley City, N. D.	More than 50 miles

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC



FREE & PETERS, INC.,
Exclusive National Representatives

VALLEY CITY (Cont.)

KXJB-TV (Cont.)

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Weed-Tv. Washington Attorney, D. F. Prince. Consulting Engineer, Lloyd R. Amoo.

SERVICES: Two studios, one at Fargo and one at Valley City. Three DuMont camera chains. One Holmes rear screen projector. Two Bell & Howell film cameras. Two DuMont and one Holmes film projectors. One DuMont 35mm spot scanner slide projector. DuMont opaque projector. DuMont scanner. One mobile unit with single camera chain. News Service, AP.

PRINCIPAL STOCKHOLDERS: Jamestown Broadcasting Co. (63.5%), which is owned 100% by John W. Boler; and 50 other stockholders (36.5%) each owning 1% or less of common and preferred. Jamestown Broadcasting also owns KCJB-AM-TV Minot and KSJB Jamestown, N. D.

EXECUTIVES:

- John W. Boler, Pres. & Gen. Mgr.
Wm. L. Hurley, Vice Pres., Coml. Mgr. & Film Buy.
Hal Kennedy, Prog. Dir.
Robert Ridgeway, Ch. Eng.
Lloyd R. Amoo, Vice Pres. Chg. Eng.
George Jung, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Table with columns: Grade B (FCC Contour), Total (Including Fringe Area), and data for various metrics like Population, Families in Area, Area in Square Miles, etc.

OHIO

OHIO MARKET INDICATORS

Table listing various market indicators for Ohio, including Total Population, Families, Employment, Retail Sales, and Income Sources for 1952 and 1954.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction uncensored.

OHIO MARKET DATA BY COUNTIES

Large table showing Ohio Market Data by Counties, including Population, Retail Sales, Food Sales, Drug Sales, TV Sets, and TV % for each county.

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction uncensored. Set and per cent figures from CBS-TV Research.

AKRON

(Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Address: 853 Copley Rd. Phone: Portage 2-8811. FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. OPERATION: Began July 19, 1953. Hours, 5:00 p.m.-11:20 p.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.

AKRON (Cont.)

WAKR-TV (Cont.)

SERVICES: Two studios (one 56x80x23 ft. and one 25x25x21 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA TP 16 E 16mm film projectors. Two Gray Telejector slide projectors. One Gray Telop II opaque projector. One mobile unit with two camera field pickup equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co., a Knight newspaper, (45%), S. Bernard Berk, president, Roger G. Berk, vice president and Viola G. Berk, secretary-treasurer (55%). John S. Knight also holds a 27.7% interest in WIND-AM-TV Chicago, and owns WQAM-AM-FM Miami. Knight newspapers are Akron Beacon-Journal, Chicago Daily News, Miami Herald, and Detroit Free Press.

EXECUTIVES:

S. Bernard Berk, Pres.
Roger G. Berk, Gen. Mgr. & Com. Mgr.
Bloyce M. Wright, Prog. Dir. & Film Buy.
Irwin L. Knopp, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. Frequency discounts. 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
Retail Sales	\$691,000,000	\$2,857,000,000

ASHTABULA
(Ashtabula County)

WICA-TV

LICENSEE: WICA Inc. Address: Jefferson Rd. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 19 kw, Aural 10 kw. Transmitter: Address, Jefferson Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 330 ft. Above ground 358 ft.

OPERATION: Began Sept. 19, 1953. Hours, 6:00 a.m.-10:00 p.m.

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

REPRESENTATIVES: Washington Attorney, Robert Jones. Consulting Engineer, George Gautney.

SERVICES: Two studios (44x35 ft. each). One RCA camera chain. One TUT rear screen projector. Two RCA film cameras. Two RCA film projectors. One RCA slide projector.

PRINCIPAL STOCKHOLDERS: D. C. Rowley, president-treasurer (50%), John A. Colin, vice president and W. T. Webb, secretary. Olive D. Rowley is trustee for 50% of voting stock.

EXECUTIVES:

D. C. Rowley, Pres.
John A. Colin, Gen. Mgr. & Film Buy.
Donald Fassett, Com. Mgr.
John Strassan, Prog. Dir.
Frank Barnato, Ch. Eng.
Vern Webster, Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$200. Minute spot Live \$30.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
No. of Sets (June 1)	15,000	5,000	20,000

CINCINNATI
(Hamilton County)

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Address: Music Hall, 1243 Elm St. Phone: Dunbar 4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Operating Pow.: Visual 15.5 kw, Aural 7.76 kw. Transmitter: Address, 2222 Chickasaw St. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24-DM. Height, Above average terrain 490 ft. Above ground 583 ft.

OPERATION: Began July 19, 1954. Hours, 4:00 p.m.-8:00 p.m. Monday through Friday.

REPRESENTATIVES: Consulting Engineer, James Rockwell, Crosley Bcstg. Corp.

SERVICES: Two studios (48x112 ft. and 40x40 ft.). Two RCA studio camera chains. One RCA Iconoscope film camera. One RCA TP-16D film projector. One Gray Telejector. News Service, UP.

EXECUTIVES:

Dr. Claude V. Courter, Chmn. of Trustees
Uberto T. Neely, Gen. Mgr.
Edgar W. Holtz, Bus Mgr.
Robert Huber, Prog. Dir.
James R. Leonard, Ch. Eng.
John Knoepfle, Film Buy.
John Morris, Prod. Dir.
Dorothy Revelos, Art-Prop. Dir.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Phone: Capitol 0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 250 kw, Aural 130 kw. Transmitter: Address, 2345 Symmes. Make, GE. Model TT-60-2. Antenna: Make, GE. Type 12 Bay Superturistile. Height, Above average terrain 660 ft. Above ground 545 ft.

OPERATION: Began July, 1949. Hours, 7:00 a.m.-1:00a.m.

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

REPRESENTATIVES: Washington Attorney, Segal, Smith & Hennessey. Consulting Engineers, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one 30x60 ft. and one 20x35 ft.). Two RCA camera chains. One RCA film camera. Two GE 16mm film projectors. Two 2x2 in and two 4x5 in. slide projectors. Two 4x5 in. opaque projectors. One RCA remote truck.

PRINCIPAL STOCKHOLDERS: *Scripps-Howard Radio Inc. is also the licensee of WEWS (TV) Cleveland and WNOX Knoxville, Tenn. Memphis Publishing Co., is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard newspapers are Cincinnati Post, Cleveland Press, New York World-Telegram & Sun, Pittsburgh Press, Columbus (Ohio) Citizen, 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, Covington (Ky.) Post, Denver Rocky Mt. News, Evansville Press, Birmingham Post-Herald.

EXECUTIVES:

Jack R. Howard, Pres.
M. C. Watters, Vice Pres. & Gen. Mgr.
H. A. LeBrun, Asst. Mgr.
Ed. Weston, Prog. Dir.
Paul Adams, Ch. Eng.
Dolores Jennings, Film Buy.
Glenn C. Miller, Nat. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$850. Minute spot Live \$150. Frequency discounts. Rate Card No. 5.

MARKET INFORMATION: Grade A (FCC Contour): No. of Sets (June 1), 510,000.

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg., 800 Broadway. Phone: Garfield 1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 250 kw, Aural 225 kw. Transmitter: Address, Highland & Dorchester. Make, GE & RCA. Model GE TT6B Driver—RCA TT20AH Amplifier. Antenna: Make, GE. Type 12-Bay-TY28H. Height, Above average terrain 610 ft. Above ground 540 ft.

OPERATION: Began April 4, 1949. Hours, 6:45 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Bernard Koteen. Consulting Engineer, George Davis.

SERVICES: Two studios (one 30x40 ft. and one 30x56 ft.). Four DuMont field type camera chains. Two GE 4PC2CI film cameras. Two GE PF-2B film projectors. One GE PF-3CI and one Ampro 30D (2x2 in. slide projector). One PF-3CI opaque projector. One GE mobile unit. One RCA microwave. News Services, AP, UP. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co., publishers of Cincinnati Times-Star. Publishing firm is principally owned by Taft family. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn. and owns WTVN-AM-TV.

EXECUTIVES:

Hulbert Taft Jr., Pres.
U. A. Latham, Gen. Mgr.
Robert T. Schlunkert, Gen. Sls. Mgr.
Paul Shumate, Prog. Dir.
George Wilson, Dir. of Eng.
Emil Bergdolt, Film Buy.
Don L. Chapin, Coordinating Dir. of Tri-State Network.
Fred Thomas, Pub. & Sls. Prom. Dir.
Kenneth W. Church, Nat. Sls. 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.

UMP-TEEN LAUGHS
ZIV'S SUNNY
FUNNY FAMILY

 See pages
433, 434, 435

CINCINNATI (Cont.)

WKRC-TV (Cont.)

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$165, Film \$165. Frequency discounts from 5% for 13 weeks up to 25% for 52 weeks. Rate Card No. T-7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,402,300	2,167,324	3,520,300
Families in Area	400,650	559,689	1,056,476
Area in Square Miles	4,050	9,940	27,100
No. of Sets (June 1)	324,697	419,548	662,325
Retail Sales	\$2,180,130,000	\$2,243,496,000	
Net Buying Income	\$3,263,223,000	\$3,354,452,000	

WLWT (TV)

LICENSEE: Crosley Broadcasting Corp., Address: 140 W. Ninth St. Phone: Cherry 1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 2222 Chickasaw St., Cincinnati. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF6BL. Height, Above average terrain 680 ft. Above ground 583 ft.

OPERATION: Began Feb. 9, 1948. Hours, 6:29 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Crosley Sales. Washington Attorney, Hogan & Hartson. Consulting Engineer, Weldon & Carr.

SERVICES: Four RCA field cameras. Three RCA studio cameras. Two background engineer screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one Labelle automatic slide projector. One Crosley opaque projector. One mobile unit. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is wholly owned subsidiary of Avco Mfg. Co. Licensee also owns WLW Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WLWA (TV) Atlanta.

EXECUTIVES:

James D. Shouse, Chm. of the Bd.	B. C. Barth, Gen. Prog. Dir.
R. E. Dunville, Pres. & Gen. Mgr.	R. H. Boulware, Sta. Mgr.
Ward Quaal, Vice Pres. & Asst. Gen. Mgr.	N. Van Ells, Prop. Dir.
H. M. Smith, Vice Pres. in Chg. of Sls.	H. Lepple, Ch. Eng.
J. T. Murphy, Vice Pres. in Chg. of Tv. Oper.	A. Sussman, Dir. of Film Proc.
K. T. Murphy, Vice Pres. & Treas.	W. McCluskey, Sls. Ser. Mgr.
R. J. Rockwell, Vice Pres. in Chg. of Eng.	A. Nevins, Film Dir.
G. Kingsbury, Vice Pres. in Chg. of Pub. Rel.	R. K. Jones, Assoc. Dir., Client Ser. Dept.
G. Henderson, Gen. Sls. Mgr., WLW.	J. E. Allen, Dir. of Prom. & Publ.
	J. K. Frazier, Dir. of Mer.
	Dr. James Anderson, Dir. of Research
	Bob Roberts, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$160, Film \$160. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	1,171,490	2,113,705
Families in Area	355,331	641,119
Area in Square Miles	2,990	12,197
No. of Sets (June 1)	270,162	487,450
Retail Sales	\$1,183,254,717	\$2,134,930,758
Income per Family	\$ 5,021.67	\$ 5,021.67
Income per Capita	\$ 1,523.15	\$ 1,523.15

WQXN-TV

(Target Date, Oct. 1954)

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Dr., N. E., Atlanta, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw. Transmitter: Address, 3301 Beekman St. Make, DuMont. Antenna: Make, GE. Type TY-25-E. Height, Above average terrain 530 ft. Above ground 489 ft.

OPERATION: Target date Oct. 1954.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Robert W. Rounsaville (100%) owns WMBM Miami Beach, WLOU Louisville, WQXI Atlanta, WBAC Cleveland, Tenn., half interest in WGRV Greenville, Tenn., and 51% interest in WBEJ Elizabethton, Tenn. George M. Clark, banker and 49% owner of WBEJ, has option to buy 45%.

EXECUTIVES:

Robert W. Rounsaville, Pres. Paul B. Cram, Ch. Eng.

CLEVELAND

(Cuyahoga County)

WERE-TV

(Target Date, Not Set)

LICENSEE: Cleveland Broadcasting Inc. Address: 1501 Euclid Ave. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average terrain 650 ft. Above ground 434.5 ft.

OPERATION: Target date not set.

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

REPRESENTATIVES: Washington Attorney, Spearman & Roberson. Consulting Engineer, George Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller, president (14.6%) and 26 others none holding more than 7.15% each.

EXECUTIVES:

Ray T. Miller, Pres. Edwin J. Stevens, Prog. Dir.
Richard M. Klaus, Gen. Mgr. Harry Dennis, Ch. Eng.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Phone: Tower 1-5454.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93 kw, Aural 47 kw. Operating Pow.: Visual 93 kw, Aural 47 kw. Transmitter: Address, 7080 State Rd., Parma, Ohio. Make, RCA. Model TT 25 BL. Antenna: Make, RCA. Type 6-sec. superturndial. Height, Above average terrain 1,020 ft. Above ground 851 ft.

OPERATION: Began Dec. 17, 1947.

AFFILIATIONS: Network, CBS.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Dempsey & Koplovitz. Consulting Engineer, Joseph B. Epperson.

SERVICES: Three studios (one 64x48 ft., one 30 1/2x18 ft. and one 24x20 ft.). Three RCA and six DuMont camera chains. One Translux rear screen projector. Two RCA film cameras. Two GE film projectors. Two RCA 2x2 in. slide projectors. One Gray Telop opaque projector. DuMont mobile unit. 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. 1. For full list of abbreviations and sources of county and state market data see Foreword.

CLEVELAND (Cont.)

WEWS (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Majority stock in licensee is owned by E. W. Scripps Co., which owns Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus (Ohio) Citizen. E. W. Scripps Co., also owns a majority of the stock of Memphis Publishing Co., which owns WMC & WMCT, Memphis. E. W. Scripps Co. also owns a majority of the stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal, Memphis Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press, Birmingham Post-Herald. Scripps-Howard Radio Inc. also owns WCPO-AM-TV Cincinnati, and WNOX Knoxville.

EXECUTIVES:

Jack R. Howard, Pres.	Joseph B. Epperson, Ch. Eng.
James C. Hanrahan, Vice Pres. & Gen. Mgr.	Gilbert S. Canfield, Film Buy.
Floyd E. Weidman, Com. Mgr.	J. Harrison Hartley, Sta. Dir.
	David M. Baylor, Gen. Exec.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,050. Minute spot Live \$400. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Families in Area, 1,195,400.

WHK-TV

(Target Date, Not Set)

LICENSEE: United Broadcasting Co. Address: 5000 Euclid Ave.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: Address, Terminal Tower Bldg. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 645 ft. Above ground 759 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Owned 100% by Forest City Publishing Co., publisher of Cleveland Plain Dealer and News. Sterling E. Graham, president. Same interests own 40% of WKBN-TV Youngstown, Ohio.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Phone: Cherry 1-0942.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 6600 Broadview Rd., Parma, Ohio. Make, RCA. Model TT-25-BL. Antenna: Make, RCA. Type TF-6AL superturndstile. Height, Above average terrain 1,000 ft. Above ground 905.5 ft.

OPERATION: Began Oct. 1948. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC. Station, AM, WTAM. FM, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales. Consulting Engineer, NBC Engineering.

SERVICES: Three studios (two 35x50 ft. and one 35x22 ft.). Four RCA TK-10A studio type camera chains. Six RCA field cameras. One Transhut rear screen projector. Three RCA TK-20 film cameras. Two RCA 16mm, two RCA 35mm, one Eastman 16mm film projectors. Two Selectroslide and two SVE slide projectors. One RCA scanner. One Lynn mobile unit. One twin coach mobile unit. News Services, UP, AP, INS Facsimile. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: 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, D. C., WMAQ-AM-FM and WNBQ (TV) Chicago, KNBC-AM-FM San Francisco and KNBH (TV) Los Angeles.

EXECUTIVES:

Sylvester L. Weaver Jr., Pres.	S. E. Leonard, Ch. Eng.
Robert W. Sarnoff, Exec. Vice Pres.	Albert L. Ordeal, Film Buy.
Lloyd E. Yoder, Gen. Mgr.	Edward R. Wallace, Dir. News & Sp. Events
William N. Davidson, Asst. Gen. Mgr. & Dir. Sls.	Clement G. Scerback, Adv. & Sls. Prom. Mgr.
Theodore H. Walworth Jr., Sls. Mgr.	William A. Howard, Tech. Oper. Supr.
George W. Cyr, Prog. Mgr.	

RATE INFORMATION: Class AA one hour Live \$1,300, Film \$1,300. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION: Total A & B: Population, 4,124,600; Families in Area, 1,240,900; Area in Square Miles, 11,000; No. of Sets (June 1), 1,029,000; Retail Sales, \$5,028,832,000; Income per Family, \$5,961.

WXEL (TV)

LICENSEE: Empire Coil Co. Address: 1630 Euclid Ave. Phone: Tower 1-8989.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 112 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 Superturndstile. Height, Above average terrain 1,000 ft. Above ground 775 ft.

OPERATION: Began Dec. 17, 1949. Hours, 10:30 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Ben Adler.

SERVICES: Four studios (16x30 ft., 30x40 ft., 50x55 ft. and 44x60 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 iconoscope film cameras. Two GE Synchronite 16mm film projectors. Two Selectro-slide Jr. slide projectors. One RCA flying spot 2x2 in. 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. Herbert Mayer is principal stockholder. Firm has been sold to Storer Broadcasting Co., subject to FCC approval.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mgr.	Harry Block, 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 AA one hour Live \$1,250. Minute spot Live \$300. Rate Card No. 7.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 3,351,900; Families in Area, 966,200; No. of Sets (June 1), 768,249.

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you can see the difference

ON
WBNS-TV COLUMBUS, OHIO
CHANNEL 10



You can readily SEE the difference in sales growth when you take advantage of WBNS-TV's profitable and powerful station coverage.

In the past four years, WBNS-TV has had a penetration increase of from 33.4% to 87.1%... This depth is matched by only 12 other markets in the country.*

WBNS-TV's power during these same 4 years has grown from 24,000 to 220,000! And coverage has increased to include 33 counties.

- Set circulation now numbers 423,000
- Coverage area now 14,441 sq. miles
- Effective buying income now over 2 1/2 billion dollars.

Write or phone for rates and availabilities on WBNS-TV, located in America's fastest growing market, recognized as the nation's leading test market station.

*Source... Television Magazine... July '50 and June '54



WBNS-TV
COLUMBUS, OHIO • CHANNEL 10

CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St. REPRESENTED BY BLAIR TV

OHIO

COLUMBUS
(Franklin County)

WBNS-TV

LICENSEE: Dispatch Printing Co. Address: 495 Olentangy River Rd. Phone: Capital 8-2611.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 123 kw. Operating Pow.: Visual 219 kw, Aural 123 kw. Transmitter: Address, 495 Olentangy River Rd., Columbus. Make, RCA. Model TT-25BH. Antenna: Make, RCA. Type TT-12AH. Height, Above average terrain 450 ft. Above ground 575 ft.

OPERATION: Began Oct., 1949. Hours, 8:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Blair Tv Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x65 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA and two Eastman film projectors. Two Selectroslide Jr. slide projectors. One Houston film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: The Dispatch Printing Co., publisher of Columbus Dispatch, is principal stockholder.

EXECUTIVES:

Preston Wolfe, Pres. Jerome R. Reeves, Prog. Dir.
Richard A. Borel, Dir. of Tv Lester H. Nafzger, Ch. Eng.
Robert D. Thomas, Sls. Dir. Betty A. Dixon, Film Buy.

RATE INFORMATION: Class A one hour Live \$780, Film \$780. Minute spot Live \$150, Film \$150. Rate Card No. 5.

MARKET INFORMATION: Total, Including Fringe Area: Population, 1,778,800; Families in Area, 536,700; Area in Square Miles, 14,441; No. of Sets (June 1), 423,000; Retail Sales, \$1,903,537,000; Effective buying power, \$2,771,421,000.

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 3165 Olentangy River Rd. Phone: Jefferson 5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3165 Olentangy River Rd. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6AM. Height, Above average terrain 440 ft. Above ground 576 ft.

OPERATION: Began April 3, 1949. Hours, 6:30 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Crosley Broadcasting Corp. Washington Attorney, Hogan & Hartson. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (one 40x60 ft. and one 24x30 ft.). Two RCA TK 10A camera chains. One rear screen projector. One RCA TK 20A film camera. Two RCA TP 16A film projectors. One LaBell 2x2 in. slide projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Avco Mfg. Co., which owns WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd. Walter Jacobs, Prog. Dir.
Robert E. Dunville, Pres. Charles Sloan, Ch. Eng.
James Leonard, Gen. Mgr. Al Sussman, Film Buy.
James Burgess, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$800. Minute spot Live \$140. Film \$140. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	590,493	1,297,668	1,314,000
Families in Area	174,677	383,869	383,869
Area in Square Miles	2,009	9,660	9,660
No. of Sets (June 1)	145,152	318,986	318,986
Retail Sales	\$619,434,162	\$1,361,264,348	\$1,361,264,348
Income per Family	\$ 5,222.50	\$ 5,222.50	\$ 5,222.50
Income per Capita	\$ 1,544.89	\$ 1,544.89	\$ 1,544.89

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COLUMBUS (Cont.)

WOSU-TV*

(Target Date, 1955)
(*Non-Commercial Educational)

LICENSEE: The Ohio State Univ. Address: Columbus, Ohio. Phone: University 3148 ext. 711.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: Address, Corner W. Lane & N. Starr Rd. Antenna: Make, RCA. Type TFU24DM. Height, Above average terrain 560 ft. Above ground 593 ft.

OPERATION: Target date 1955.

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

PRINCIPAL STOCKHOLDERS: Ohio State Univ.

EXECUTIVES:

Howard L. Bevis, Pres., Ohio
State Univ.

Robert C. Higgy, Dir. & Ch. Eng.
W. H. Ewing, Prog. Dir.

WTVN-TV

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Phone: Capitol 8-5801.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, 50 W. Broad St. Make, RCA. Model TT 5A. Antenna: Make, RCA. Type RCA TF 3 A. Height, Above average terrain 570 ft. Above ground 643 ft.

OPERATION: Began Aug. 30, 1949. Hours, 8:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney, Koteen & Burt.

SERVICES: Two studios (50x51 ft. and 24x31 ft.). Two RCA TK-11 and one TK 30 camera chain. One TSC rear screen projector. One RCA TK 20 C film camera. Two RCA TP 16 film projector. One Gray Telojector 3 B slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Radio Cincinnati Inc. (100%), owner of licensee is owned by Cincinnati Times-Star Co., publisher of Cincinnati Times-Star (WKRC-AM-TV). Publishing firm is principally owned by Taft family.

EXECUTIVES:

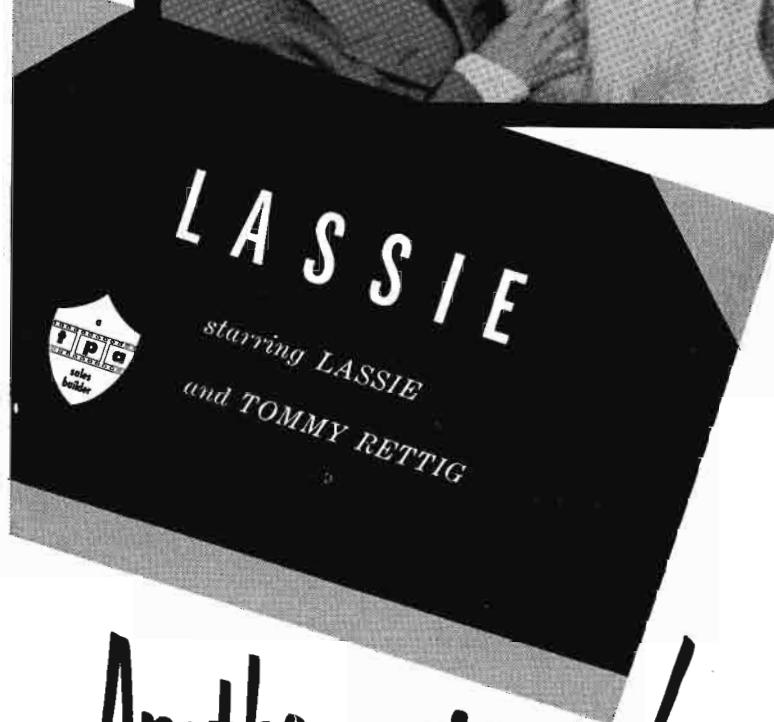
Hulbert Taft Jr., Pres.
K. W. Church, Exec. Vice Pres.
J. W. McGough, Gen. Mgr. &
Film Buy.

Robert C. Wiegand, Asst. Gen.
Mgr.
E. G. Richter Jr., Com. Mgr.
W. T. Wagner, Prog. Dir.
W. H. Hansher, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$100, Film \$100. Frequency discounts up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (June 1), 385,946.

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.



Another winner!

from the portfolio of **TPA** Sales Builders

This is the show BBD&O grabbed for Campbell Soup—even before it was offered for regional sale. It's scheduled for showing and selling next Fall over a coast-to-coast CBS hookup.

Agency and client immediately recognized a sure winner in this TPA property.

For this TPA program has a story line that's irresistible to young and old—with script to match. Billing credits are evenly divided between that wonder dog "Lassie" and a child star every parent will approve and every kid will envy. Production is tops—all down the line.

Sorry, this one is not available. But for other quality programs whose scripts, stars and showmanship make them sure audience winners and product sales builders, check your nearest TPA office.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

DAYTON

(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Phone: Kenmore 4143.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 3316 Germantown St. Make, RCA. Model, 25-BH. Antenna: Make, RCA. Type 12-AH. Height, Above average terrain 1,140 ft. Above ground 1,096.

OPERATION: Began Jan. 1949. Hours, 8:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, WHIO. Fm, WHIO-FM.

REPRESENTATIVES: Sales, George Hollingsbery Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (one 30x50 ft. and one 30x30 ft.). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. One RCA mobile unit. 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 Cox Jr., Pres.	Don Lyons, Film Buy.
Robert Moody, Gen. Mgr.	Jack Hodgkinson, Dir., Tv Oper.
Walter E. Wolaver, Com. Mgr.	Harvey Young, Asst. Gen. Mgr.
Don Lyons, Prog. Dir. & Film Buy.	Chuck Gay, Dir. Sls. Prom.
Ernest L. Adams, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$750. Minute spot Live \$150. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area		717,600	957,250
No. of Sets (June 1)		568,005	706,490

WIFE (TV)†

LICENSEE: Skyland Broadcasting Corp. Address: 380 W. 1st St. Phone: Michigan 6501.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 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 700 ft. Above ground 650 ft.

AFFILIATION: Station, AM, WONE.

REPRESENTATIVES: Sales, Headley-Reed TV Co. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, George P. Adair.

SERVICES: Two studios (60x40 ft. and 35x30 ft.). Three GE PE4A camera chains. One GE PE5A film camera. Two GE PF5A film projectors. Two S&S 2x2 in. slide projectors. Two GE PE4A mobile units. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, president (18%), Loren M. Berry, vice president (12.3%), Col. Gustav Hirsch (12.3%) and James F. Gallaher, treasurer (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, Film \$55. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area) Families in Area, 584,100; No. of Sets (June 1), 25,500.

† WIFE has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp. Address: 4595 S. Dixie Hwy. Phone: Walnut 2101.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, W. Carrollton & Frytown Rds. Make, RCA. Model TT5A. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 510 ft. Above ground 459 ft.

OPERATION: Began March, 1949. Hours, 6:45 a.m.-12:30 a.m.

AFFILIATION: Networks, ABC, NBC.

REPRESENTATIVES: Sales, Crosley Bcstg. Corp.

SERVICES: Two studios (80x50 ft. and 20x40 ft.). Three TK10A studio, three 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 of WLW and WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, WLWD (TV) Dayton, WLWA (TV) Atlanta, Ga.

EXECUTIVES:

J. D. Shouse, Chmn. of Bd.	Geo. Gray, Nat. Sls. Mgr.
Robert E. Dunville, Pres.	Lester Sturgill, Ch. Eng.
H. Peter Lasker, Vice Pres. & Gen. Mgr., WLWD	Dorothy A. Sanders, Prom. Mgr.
C. R. Dodsworth, Com. Mgr.	Bill Bailey, Prog. Mgr.
	Carol H. Cline, Pub. Affairs Dir.

RATE INFORMATION: Class A one hour \$750. Minute spot \$70. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	729,409	1,434,279	2,277,642
Area in Square Miles	2,263	10,370
No. of Sets (June 1)	310,000

ELYRIA

(Lorain County)

WEOL-TV

(Target Date, Fall 1954)

LICENSEE: Elyria-Lorain Broadcasting Co. Address: Elyria Savings & Trust Co. Bldg.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 51.3 kw. Transmitter: Address, E. of Indian Hollow Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 360 ft. Above ground 380 ft.

OPERATION: Target date Fall 1954.

AFFILIATIONS: Stations, AM, WEOL.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Roy W. Ammel, president (20.09%); D. O. Thomas, vice president (1.9%); R. J. Fitch, treasurer (0.5%); I. L. Porter, assistant secretary-treasurer (0.5%); Loren M. Berry (20.3%); Gustav Hirsch (7.9%); James Holan (3.3%); Ralph Henderson (4.1%); remainder held by more than 15 others, each with less than 3%. Mr. Berry also holds interest in CP for Pittsburgh.

LIMA

(Allen County)

WIMA-TV

(Target Date, Summer 1954)

LICENSEE: Northwestern Ohio Broadcasting Corp. Address: 223 N. Main St.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 66.1 kw, Aural 38 kw. Transmitter: Address, 121 W. High St. Make, DuM. Antenna: Make, GE. Height, Above average terrain 240 ft. Above ground 258 ft.

OPERATION: Target date Summer 1954.

AFFILIATION: Station, AM, WIMA.

REPRESENTATIVES: Sales, Weed TV. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: George E. Hamilton, president (50%), Robert W. Mack, vice president (42.7%) and F. E. Mack (7.3%).

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.

THIS WORLD'S YOUR APPLE!

Just *one* from the *bushel* of bonus areas you blanket with WHIO-TV. All in addition to the 415,355 TV families in the primary coverage area, dominated by the World's Tallest TV Tower—1104 feet, delivering the equivalent of 316,000 watts at 1,000 feet above average terrain.

Facts are facts and HOOPER figures show:



SHARE OF LIMA AUDIENCE—
EVENINGS—SUNDAY THROUGH SATURDAY, FEB. 14-27, 1954.

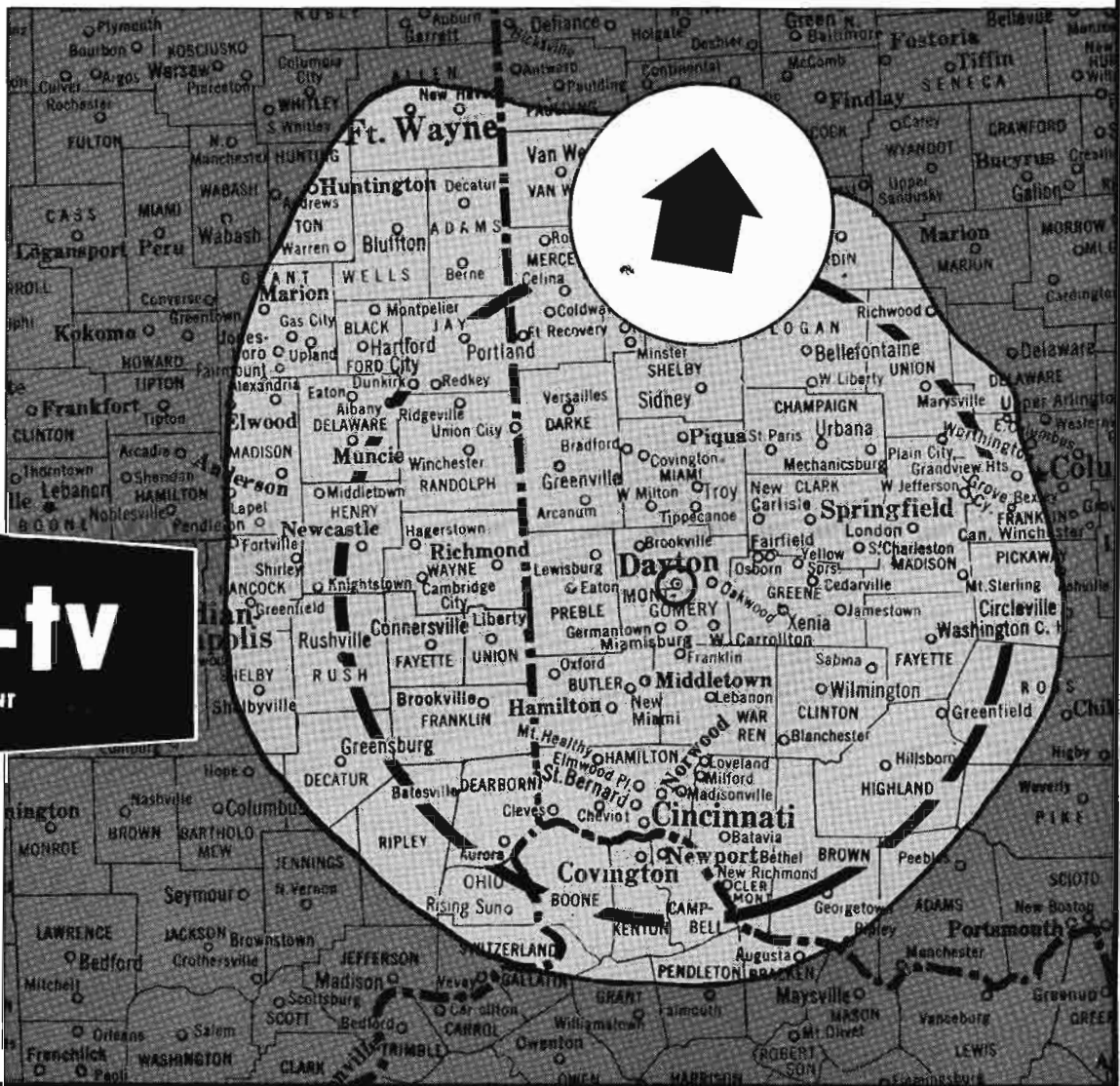
Time	WHIO-TV	Station B (UHF)	Station C	Station D
7-8	59.99	32.3	4.6	3.2
8-9	64.8	25.2	8.5	1.3
9-10	61.3	24.2	12.2	2.3

This powerful testimony proves that WHIO-TV's new tower reaches out—over 80 miles from Dayton—to grasp this ripe, rich market! A bread sponsor “discovered the new world” the easy way . . . opened up the Lima Territory using Kenny Roberts, made a big hit with only 3 spots per week! These many bonus markets *plus* WHIO-TV's big, regular service area add up to *plus* reasons why you should buy WHIO-TV! For more facts, contact George C. Hollingbery representatives today.

ONE OF
AMERICA'S
GREATEST
AREA
STATIONS

whio-tv
CBS • DUMONT

Channel **7**
DAYTON, OHIO



LIMA (Cont.)

WLOK-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 16 kw, Aural 8.3 kw. Operating Pow.: Visual 1 kw, Aural .6 kw. Transmitter: Address, 1424 Rice Ave. Make, GE. Model TT-20-A. Antenna: Make, GE. Type Helical, 5-Bay. Height, Above average terrain 340 ft. Above ground 336 ft.

OPERATION: Began April 18, 1953. Hours, 2:00 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, H-R Representatives Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (30x60 ft. and 5x8 ft.). One film camera. One studio GE camera chain. One GE film camera. Two 16mm GPL film projectors. Two 2x2 in. glass slide projectors. News Services, UP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: L. A. Pixley (deceased), president (51%), W. Lyman Case Jr., vice president (16.4%), Ward C. Case (16.4%) and Robert B. Case (16.2%).

EXECUTIVES:

L. A. Pixley, Pres. (deceased) William W. Huffman, Prog. Dir. & Film Buy.
R. O. Rannerstrom, 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), 60,881; Retail Sales, \$236,912,000.

MANSFIELD

(Richland County)

WTVG (TV)

(Target Date, Not Set)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: Address, Alta West Rd., 4 mi. SW of center of Mansfield. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 710 ft. Above ground 542 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: William N. Skirball, president (40.7%); Jack H. Skirball, vice president (40.7%).

MASSILLON

(Stark County)

WMAC-TV

(Target Date, Not Set)

LICENSEE: Midwest Tv Co. Address: 610 First National Bank Bldg. Phone: Massillon 2-7222.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 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 430 ft. Above ground 524 ft.

OPERATION: Target date not set. Hours, 4:30 p.m.-12:00 midnight.

AFFILIATION: Station, AM, WMAC.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Frank McIntosh.

SERVICES: Two studios (33x35 ft. and 16x20 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 WHOO-AM-FM Orlando, Fla.

EXECUTIVES:

Edward Lamb, Pres. Carl Nelson, Reg. Sls. Rep., Toledo
Jim Bushman, Com. Mgr.
Frank C. Oswald, Exec. Vice Pres.

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)		286,382	
Retail Sales	\$830,631,000	\$201,063,000	\$1,374,539,000
Income per Family	\$5,974	\$4,889	\$4,725

STEUBENVILLE

(Jefferson County)

WSTV-TV

LICENSEE: WSTV Inc. Address: 428 Market St. Phone: Atlantic 2-6265.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 229, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: Address, 1/4 miles south of Steubenville. Make, RCA. Model TT-25BH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 950 ft. Above ground 881 ft.

OPERATION: Began Dec. 24, 1953. Hours, 7:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George C. Davis.

SERVICES: One studio and one announce booth. Two RCA camera chains. One RCA film camera. Two RCA 16mm TP-6A film projectors. One Gray Teloprojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jack Berkman, 13.75%; Louis Berkman, 13.75%; John Laux 10%; 62.50% distributed among 23 others.

EXECUTIVES:

Jack N. Berkman, Pres. Red Donley, Sports Dir.
John J. Laux, Vice Pres. & Gen. Mgr. Joseph A. Jenkins, Pittsburgh, Pa., Sls. Rep.
Joseph M. Troesch, Com. Mgr. & Film Buy. Mira DiJulio, Pub. Dir.
Robert E. Holt, Prog. Dir. Scott McMurray, News Dir.
Charles Shepherd, Ch. Eng. Mary Cadegan, Copy 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.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 4,844,500; Families in Area, 1,380,900; No. of Sets (Jan. 1, 1954), 1,083,900; Retail Sales, \$5,073,411,000.

TOLEDO

(Lucas County)

WSPD-TV

LICENSEE: Storer Broadcasting Co. Address: 136 Huron St. Phone: Adams 3175.

FACILITIES: Ch. 13. Auth. Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 48 kw, Aural 24 kw. Transmitter: Address, 117 S. Superior St. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type 12AH. Height, Above average terrain 510 ft. Above ground 557 ft.

OPERATION: Began July, 1948. Hours, 8:30 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Katz Agency Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio. RCA-Disc TK-20A camera chain. One rear screen projector. Two TK 20A film cameras. Two 16mm TP16C film projectors. Four Golde 2x2 in. slide projectors. One mobile unit with two cameras, nine lenses, power supply and microwave relay. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: George B. Storer is principal stockholder. Storer Bcstg. Co. also owns WJBK-AM-TV Detroit; WAGA-AM-TV Atlanta; WBRC-AM-TV Birmingham; KGBS-AM-TV San Antonio (sale to San Antonio Express & News pending FCC approval); WGBS Miami; WWVA Wheeling, W. Va., and Miami Beach Sun, Miami.

EXECUTIVES:

George B. Storer, Pres. Bill Stringfellow, Ch. Eng.
Allen L. Haid, Vice Pres. & Mngng. Dir. Elaine Phillips, Film Buy.
Westford Shannon, Com. Mgr. Bill Ashworth, Nat. Sls. Mgr.
Al Ruhfel, Prog. Dir. John Saunders, Prod. Mgr.

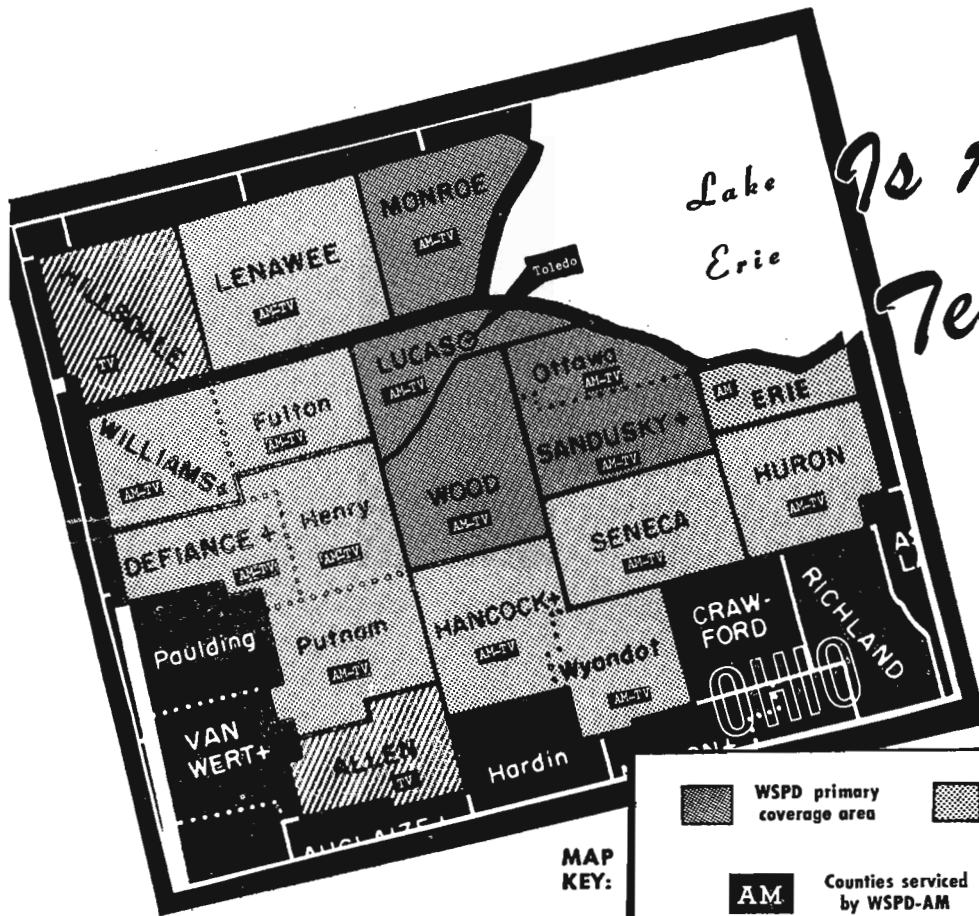
RATE INFORMATION: Class A one hour Live \$750, Film \$750. Minute spot Live \$150, Film \$150. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	640,000	1,125,800
Families in Area	193,260	341,850
Area in Square Miles	1,441	5,027
No. of Sets (June 1)		286,382
Retail Sales	\$811,139,000	\$1,337,735,532
Income per Family	\$5,788	\$5,340
Income per Capita	\$1,747	\$1,621

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.

WSPD's "Billion Dollar Market"



*To America's
Testground*



MAP
KEY:



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
 Families 359,150
 Radio Homes 355,050
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 *Television Homes 286,382
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,917,277,000
 Per Capita \$1,622
 Per Family \$5,338

RETAIL SALES
 Total \$1,409,122,532
 Per Family \$3,923

Spent For:
 Food \$332,271,000
 Gen. Mdse. \$137,070,000
 Furniture & Household—\$72,696,000
 Automotive \$311,027,000
 Drug \$36,600,000

Toledo's Metropolitan Area ranks high in the nation's 200 leading areas—

Toledo ranks 41st in total retail sales
 Toledo ranks 39th in food store sales
 Toledo ranks 42nd in gen. mdse. store sales
 Toledo ranks 49th in apparel store sales
 Toledo ranks 44th in home furnishing sales
 Toledo ranks 34th in automotive store sales
 Toledo ranks 38th in filling station sales
 Toledo ranks 57th in building material and hardware store sales.
 Toledo ranks 44th 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:

*May 1, 1954

Standard Rate & Data Consumer Markets
 Nielsen Coverage Service
 Television Magazine

WSPD

AM-TV

TOLEDO, OHIO

Storer Broadcasting Company
 TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally
 by KATZ

YOUNGSTOWN

(Mahoning County)

WFMJ-TV

LICENSEE: The Vindicator Printing Co. Address: 101 W. Boardman St. Phone: Riverside 3-4121.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw. Operating Pow.: Visual 19.6 kw, Aural 10 kw. Transmitter: Address, 750 Mabel St. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Type TFU-DL. Height, Above average terrain 960 ft. Above ground 1,015 ft.

OPERATION: Began Feb. 9, 1953. Hours, 7:00 a.m.-12.00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (50x30x16 ft.). Two RCA TK-11A camera chains. One Television Specialties Co. TP5A rear screen projector. Two RCA TK-20D film cameras. Two RCA TP-16D film projectors. Two RCA Selector slide projectors. Two RCA TK-31A field camera chains. News Service, UP.

PRINCIPAL STOCKHOLDERS: William F. Maag Jr. is principal stockholder. Licensee publishes Youngstown Vindicator.

EXECUTIVES:

William F. Maag Jr., Pres.	Warren S. Park Jr., Prog. Dir. & Film Buy.
Mitchell F. Stanley, Gen. & Com. Mgr.	Frank Dieringer, Ch. Eng.
	Charles Cutler, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 1.

WKBN-TV

LICENSEE: WKBN Broadcasting Corp. Address: 3930 Sunset Blvd. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 43.6 kw. Operating Pow.: Visual 15.8 kw, Aural 9.5 kw. Transmitter: Address, 3930 Sunset Blvd. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-21BL. Height, Above average terrain 550 ft. Above ground 539 ft.

OPERATION: Began Jan. 6, 1953. Hours, 7:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, The Paul H. Raymer Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (one 30x50 ft. and one 20x28 ft.). Three RCA studio camera chains. Two RCA film camera chains. One Tv Specialty Co. rear screen projector. One RCA TK-20-D film camera and one RCA TK-20C film camera. Two 16mm Eastman film sound projectors. One Gray Teloprojector slide projector. One Spindler & Sauppe slide projector. One RCA TK3A flying spot scanner. One Steinman 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 & News (40%). Forest City also owns WHK-AM-FM Cleveland.

EXECUTIVES:

W. P. Williamson Jr., Pres. & Gen. Mgr.	D. S. Brice, Prog. Dir.
J. L. Bowden, Sta. Dir., Com. Mgr. & Film Buy.	B. T. Wilkins, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from flat rate for 1 time up to 15% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 759,800; Families in Area, 218,510; Area in Square Miles, 2,622; No. of Sets (June 1), 138,218; Retail Sales, \$868,970,000; Income per Capita (C.S.I. per household), \$6,063.

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.

.... *For Complete Data on*

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
OHIO—OR IN ANY OF THE
48 STATES FOR THAT MATTER—
WE RECOMMEND THE BROADCASTING
YEARBOOK-MARKETBOOK.

Ohio Radio Markets

Published every January as the 53rd issue of BROADCASTING • TELECASTING this 500-page volume carries complete state and city directories of *am* and *fm* stations. Market data includes population, radio homes, retail sales and other basic statistical information concerning national, spot and network radio (including services) available in no other single source.

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BROADCASTING • TELECASTING

1735 DeSales Street, N.W., Washington 6, D. C.

In Youngstown, Ohio—the 32nd U.S. Market*—it's WKBN-TV...



FIRST ...in network and film programs



FIRST ...in local live programs

in a major TV market!

138,218 TV households — almost a half-million viewers — now receiving Channel 27
(Based on the May 15-21, 1954 ARB)

Of the two Youngstown stations, WKBN-TV **network and film programs** are favorites. WKBN-TV has 4 of the first 5 . . . 8 of the first 10 . . . 12 of the first 15 . . . and 20 of the 28 programs rated 19.0 or better!

WKBN-TV **local live programs** capture the first 9 positions . . . and take 9 of the first 10 ratings!

Program	Station	ARB Rating
1. Polka Party	WKBN-TV	16.3
2. Rucker's Rumpus Room	WKBN-TV	12.4
3. Grizzly Pete	WKBN-TV	10.8
4. Tip Top Clubhouse	WKBN-TV	9.7
5. Local Edition News	WKBN-TV	9.1
6. Rambling Reporter	WKBN-TV	6.7
7. News, 6:30 p.m.	WKBN-TV	6.6
8. This Week at Home	WKBN-TV	6.5
9. Sports-Weather	WKBN-TV	5.6
10. Kitchen Korner	Station B	4.3

(Source: ARB — May 15-21, 1954)

*Source: 1954 SRDS Consumer Markets

Program	Station	ARB Rating
1. I Love Lucy	WKBN-TV	44.3
2. Jackie Gleason	WKBN-TV	36.1
3. Hit Parade	Station B	31.6
4. Godfrey & Friends	WKBN-TV	30.5
5. Red Buttons	WKBN-TV	27.6
6. Dragnet	Station B	27.0
7. Strike It Rich	WKBN-TV	26.5
8. Racket Squad	WKBN-TV	25.9
9. Our Miss Brooks	WKBN-TV	25.6
10. Toast of the Town	WKBN-TV	25.3
11. I've Got A Secret	WKBN-TV	23.8
12. This Is Your Life	Station B	23.8
13. Beat The Clock	WKBN-TV	23.5
14. Four Star Playhouse	WKBN-TV	22.7
15. TV Hour	WKBN-TV	22.5
16. Milton Berle	Station B	22.5
17. Martha Raye	Station B	21.7
18. Meet Millie	WKBN-TV	21.6
19. Comedy Hour	Station B	21.6
20. TV Playhouse	Station B	21.6
21. Two For The Money	WKBN-TV	20.5
22. My Friend Irma	WKBN-TV	20.5
23. Place The Face	WKBN-TV	20.0
24. Studio One	WKBN-TV	19.7
25. Make Room For Daddy	WKBN-TV	19.5
26. Playhouse of Stars	WKBN-TV	19.5
27. Big Story	Station B	19.5
28. Dollar A Second	WKBN-TV	19.0

(Source: ARB — May 15-19, 1954)

WKBN-TV Channel 27

YOUNGSTOWN, OHIO
FULLY EQUIPPED FOR NETWORK COLOR-CASTING

Represented Nationally by Paul H. Raymer Co.

CBS • DUMONT • ABC

ZANESVILLE

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg., North Fifth St. Phone: 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow. (under STA on Ch. 50): 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 540 ft. Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 4:00 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 & Culver.

SERVICES: One studio (28x34 ft.). One RCA.TK-20A film camera. Two GPL 16mm film projectors. One Gray slide projector. One film processing unit. Two Bolex 16mm motion picture cameras. News Services, UP, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Clay Littick (25%), Orville B. Littick Estate (25%), Arthur S. Littick (25%), Ernest B. Graham (15%), Clarence A. Graham (10%). Clay Littick and Orville B. Littick Estate own Zanesville Publishing Co., publisher of Times Recorder, Zanesville Signal and Sunday Times-Signal.

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.

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 B (FCC Contour): Population, 269,933; Families in Area, 81,800; No. of Sets (June 1), 35,000; Retail Sales, \$234,291,000; Income per Family, \$3,783; Income per Capita, \$1,137.

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OKLAHOMA

OKLAHOMA MARKET INDICATORS

Total Population, July 1, 1953	2,220,000
Total Families, 1950	590,840
Total Urban Population, 1950	1,139,481
Total Rural Nonfarm Population, 1950	540,804
Total Farm Population, 1950	553,066
Employed in Nonagricultural Establishments, April 1954	532,800
Employed in Agriculture, 1950	154,796
Employed in Mining, April 1954	45,700
Employed in Manufacturing, April 1954	83,400
Employed in Construction, April 1954	36,400
Employed in Transportation & Public Utilities, April 1954	49,000
Employed in Wholesale & Retail Trade, April 1954...	127,400
Employed in Finance, Insurance & Real Estate, April 1954	19,400
Employed in Service & Miscellaneous, April 1954....	58,900
Employed in Government Service, April 1954	112,600
Retail Sales, 1953	\$ 2,115,327,000
Bank Assets, Jan. 1, 1954	\$ 2,220,311,000
Bank Deposits, Jan. 1, 1954	\$ 2,051,419,000
Major Income Sources, 1952: Agriculture 11.6%; Government 21.9%; Manufacturing Payrolls 10.2%; Trade and Service 24.6%.	
Total Income Payments, 1952	\$ 2,910,000,000
Per Capita Income, 1952	\$ 1,285
Total Internal Revenue Collections, 1953	\$ 622,599,198
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 69.66
Cash Receipts from Farm Marketing, 1953	\$ 581,424,000
Government Payments to Farmers, 1953	\$ 5,327,000
Value of Mineral Production, 1951	\$ 607,485,000
New Public Construction in 1952	\$ 159,500,000
Motor Vehicle Registration, 1953	928,551
Number of Telephones, Jan. 1, 1954	644,800
Number of Electrical Connections, Jan. 1, 1954	716,191
Number of Gas Utilities Connections, 1953	499,700

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

It Takes...
WHIZ-TV



COVERAGE TO SERVE . . . PRO-GRAMS to SELL . . . OHIO'S 9th LARGEST TRADING AREA

- WHIZ-TV tops all other stations in its market!
- WHIZ-TV first with top fifteen once a week shows!
- WHIZ-TV first with top ten multi-weekly shows!

THEY'RE ALL ON WHIZ-TV *

You Bet Your Life	Dennis Day
Milton Berle	Four Star Playhouse
Your Show of Shows	Boxing
Life of Riley	Lux Video Theatre
My Little Margie	Liberace
Red Buttons	Place The Face
Big Town	Private Secretary

* Telepulse, April 1954.



Established May 23, 1953

National Representative - John E. Pearson, Inc.

First in Southeastern Ohio

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Adair	14,918	\$4,892	\$1,376	\$ 255	640	16%
Alfalfa	10,699	9,913	2,402	532	910	28%
Atoka	14,269	6,483	1,852	58	460	13%
Beaver	7,411	5,801	1,298	65
Beckham	21,627	25,523	5,824	733	890	12%
Blaine	15,049	13,640	2,999	464	2,160	49%
Bryan	28,999	20,262	4,746	456	1,070	13%
Caddo	34,913	27,193	6,583	894	4,500	44%
Canadian	25,644	21,906	4,955	776	3,700	48%
Carter	36,455	38,340	8,977	1,516	2,080	17%
Cherokee	18,989	7,831	2,455	279	780	16%
Choctaw	20,405	10,937	3,745	299	620	12%
Cimarron	4,589	6,633	1,181	67
Cleveland	41,443	32,767	9,229	1,643	6,530	57%
Coal	8,056	2,737	911	45	220	13%
Comanche	55,165	62,490	12,514	1,614	10,350	58%
Cotton	10,180	7,535	1,542	195	870	30%
Craig	18,263	9,804	2,051	296	2,730	57%
Creek	43,143	32,012	8,229	1,061	6,640	52%
Custer	21,097	24,707	4,961	827	1,840	28%
Delaware	14,734	3,250	1,052	109	1,310	32%
Dewey	8,789	5,912	1,443	257	700	28%
Ellis	7,326	5,529	1,345	157	320	14%
Garfield	52,820	65,875	10,500	2,360	8,710	49%
Garvin	29,500	28,089	6,281	863	3,650	41%
Grady	34,872	28,973	6,358	990	4,920	46%
Grant	10,461	7,725	1,790	329	870	28%
Greer	11,749	9,200	2,713	302	370	11%
Harmon	8,079	8,398	1,700	273	250	11%
Harper	5,977	6,819	1,294	254	250	14%
Haskell	13,313	5,119	977	79
Hughes	20,664	13,225	3,639	443	1,180	21%
Jackson	20,082	22,218	4,594	644	690	11%
Jefferson	11,122	7,647	1,963	274	930	30%
Johnston	10,608	3,166	1,316	156	360	13%
Kay	48,892	49,504	11,442	2,170	6,410	39%
Kingfisher	12,860	16,000	2,877	522	1,960	49%
Klowa	18,926	19,700	3,811	808	1,980	35%
Lotimer	9,690	3,152	935	96
Le Flore	35,276	15,454	4,381	397
Lincoln	22,102	17,527	4,648	470	2,340	36%
Logan	22,170	16,099	3,862	520	2,430	36%
Love	2,566	3,391	1,040	129	290	17%
McClain	14,681	8,718	2,561	357	1,720	42%
McCurtain	31,588	14,707	5,323	430	930	11%
McIntosh	17,829	7,915	2,090	252	900	21%
Major	10,279	8,005	1,562	167	900	28%
Marshall	8,177	4,238	1,184	168	300	13%
Mayes	19,743	10,237	2,582	270	3,180	57%
Murray	10,775	7,627	1,181	272	1,550	47%
Muskogee	65,573	48,402	10,482	2,041	8,890	44%
Noble	12,156	11,248	2,518	259	1,860	49%
Nowata	12,734	6,880	1,612	174	2,210	57%
Okfuskee	16,948	8,017	1,996	227	1,460	34%
Oklahoma	325,352	427,648	79,689	15,198	79,440	68%
Okmulgee	44,561	34,662	8,909	1,038	4,570	34%
Osage	33,071	17,134	4,609	632	5,200	52%
Ottawa	32,218	26,821	7,126	831	3,190	32%
Pawnee	13,616	8,215	2,277	324	2,130	52%
Payne	46,430	39,690	9,955	1,226	5,710	41%
Pittsburg	41,031	35,805	9,139	1,257	2,750	24%
Pontotoc	30,875	31,518	6,207	899	4,180	47%
Pottawatomie	43,517	38,832	8,002	1,551	3,630	28%
Pushmataha	12,001	5,088	1,791	173	380	12%
Roger Mills	7,395	3,044	723	68	590	28%
Rogers	19,532	11,339	3,077	355	3,240	56%
Seminole	40,672	35,168	7,837	1,375	3,910	37%
Sequoyah	19,773	5,636	1,558	192	830	17%
Stephens	34,071	41,192	10,168	1,260	3,900	34%
Texas	14,235	24,555	4,711	921
Tilman	17,598	19,598	4,363	672	1,480	30%
Tulsa	251,686	349,020	71,196	10,918	65,670	75%
Wagoner	16,741	7,912	2,182	327	1,890	44%
Washington	32,880	38,796	9,291	1,539	5,050	46%
Washita	17,657	11,972	2,384	402	1,720	35%
Woods	14,526	17,787	2,778	570	720	15%
Woodward	14,383	14,523	3,168	538	570	14%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

ADA

(Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Inc. Address: P. O. Box 10. Phone: 1010.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 252 kw, Aural 141 kw. Operating Pow.: Visual 252 kw, Aural 141 kw. Transmitter: Address, 8 1/2 miles north of Ada on Highway 99. Make, RCA. Model TT 25 AH. Antenna: Make, RCA. Type TA 12 AH. Height, Above average terrain 945 ft. Above ground 720 ft.

OPERATION: Began May 3, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC. Stations, AM, KADA; KWSH Wewoka.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, Vandivore, Cohen & Wearn.

SERVICES: One studio (54x54 ft.). Two RCA TK II camera chains. One TSC Profitmaker screen projector. One RCA Vidicon film camera. Two RCA TP 16F film projectors. One Gray slide projector. Equipped for network color. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Dr. C. C. Morris (33 1/3%), Bill Hoover (33 1/3%) and Brown Morris (33 1/3%). Dr. Morris also owns 52%, KADA and KWSH. Messrs. Hoover and Morris own 16% respectively, KADA and KWSH.

EXECUTIVES:

Dr. C. C. Morris, Pres. Brown Morris, Sta. Mgr. & Secy.-
Bill Hoover, Vice Pres. & Gen. Treas. & Film Buy.
Mgr. & Film Buy. Nadine Mullinax, Prog. Dir.
Fred Smith, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$60, Film \$55. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	186,075	519,580	1,059,050
Families in Area	54,365	156,410	323,955
Area in Square Miles	4,778	10,936	24,884
No. of Sets (June 1)	23,844	72,700	160,953
Retail Sales	\$157,188,000	\$473,832,000	\$997,711,000
Income per Capita	\$ 1,067	\$ 1,227	\$ 1,286

ARDMORE

(Carter County)

KVSO-TV

(Target Date, Not Set)

LICENSEE: John F. Easley. Address: 1614 Stanley St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 13.7 kw. Transmitter: Address, Highway 77 & North Carter County line. Make, GE. Antenna: Make, GE. Height, Above average terrain 645 ft. Above ground 355 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KVSO.

REPRESENTATIVES: Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: John F. Easley (100%) owns KVSO Ardmore and is publisher of Daily Ardmorette.

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ENID

(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: 835.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 9.2 miles east of Enid. Make, RCA. Model TT 10AL. Antenna: Make, RCA. Type TF 12AM. Height, Above average terrain 810 ft. Above ground 816 ft.

OPERATION: Began July 15, 1954. Hours, 2:30 p.m.-11:30 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x73 ft. and 28x30 ft.). Two RCA camera chains. One Television Specialty rear screen projector. One RCA film camera. Two RCA film projectors. Gray Telop and RCA 35mm slide projectors. Houston Automatic film processing unit for 16mm film. News Service, UP.

PRINCIPAL STOCKHOLDERS: P. R. Banta, president (21.3%), Bruce E. Wallace, vice president (10.7%), George Streets, secretary (21.3%), Walter P. Scheffee, treasurer (4.3%), L. D. Banta (21.3%), James Cummins (14.9%) and Ed McGivney (6.2%). Enid Radiophone Co. has option to buy 20% until Dec. 1956.

EXECUTIVES:
 P. R. Banta, Pres. Tom Belcher, Com. Mgr.
 George Streets, Gen. Mgr. & Marlyn Ellis, Prog. Dir.
 Film Buy.. William Teitzel, Ch. Eng.

RATE INFORMATION: Class A one hour, Film \$225. Minute spot, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,000	548,170	695,540
Families in Area	36,100	171,105	215,685
No. of Sets (June 1)	29,000	114,000	146,000
Retail Sales	\$125,786,500	\$575,662,800	\$726,271,650

LAWTON

(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Broadcasting Co. Address: P. O. Box 1385. Phone: Lawton 7725.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Operating Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: Address, 4 miles east Lawton, Highway 7. Make, RCA. Model TT2AH. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 540 ft. Above ground 525 ft.

OPERATION: Began March 8, 1953. Hours, 3:00 p.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Everett-McKinney; Clyde Melville Co. (Southwest). Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, William Buford.

SERVICES: One studio (20x40 ft.). One RCA TK20 camera chain. One RCA film camera. Two 16mm RCA TP film projectors. Two 35 mm Selectro-slide slide projectors. One 4x5 in. opaque projector. One MicroRecord film processing unit. News Service, UP. Library, Standard & United.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (53 1/2%), T. R. Warkentin (15 1/2%), J. R. Montgomery (15 1/2%), and R. P. Scott (15 1/2%). Partnership owns KRHD Duncan, Okla., and controlling stock KMID-TV Midland, Tex.

EXECUTIVES:
 R. H. Drewry, Pres. Ross Baker, Com. Mgr.
 Paul N. Goode, Gen. Mgr. & Henry Mattison, Prog. Dir.
 Film Buy. Willard Cochran, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. 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	99,500	246,700	355,000
Families in Area	35,450	87,650	117,450
No. of Sets (June 1)	40,000	15,000	55,000
Retail Sales	\$76,823,000	\$245,035,000	\$362,960,000

MIAMI

(Ottawa County)

KMIV (TV)

(Target Date, Not Set)

LICENSEE: Miami Television Co. Address: Box 420, Wichita Falls, Tex.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 1.75 kw, Aural .87 kw. Transmitter: Address, Miami Hotel. Make, GE. Antenna: Make, GE. Height, Above average terrain 230 ft. Above ground 247 ft.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

OPERATION: Target date not set.

PRINCIPAL STOCKHOLDERS: George L. Coleman (75%), also owns 30% of KMBY-TV Monterey, Calif., and minority interest in KGLC Miami, Okla.; Kenyon Brown (25%).

MUSKOGEE

(Muskogee County)

KTVX (TV) (TULSA)

(Target Date, Early Sept.)

LICENSEE: Tulsa Broadcasting Co. Address: 720 East Side Blvd. Business office, P. O. Box 1739 (Tulsa). Phone: Murray 7-4447.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Concharty Mountain, Stone Bluff, Okla. Make, GE. Model TT26A. Antenna: Make, GE. Type TY-28H 12-Bay. Height, Above average terrain 1,020 ft. Above ground 719 ft.

OPERATION: Target date early Sept. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, KTUL Tulsa.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Spearman & Roberson. Consulting Engineer, Paul Godley.

SERVICES: One studio (45x48 ft.). Two GE camera chains. One TSC rear screen projector. Two Bell & Howell film cameras. Two Eastman film projectors. One Gray Telop slide projector. DuMont scanner. Houston developer. Two Auricon sound-on-film, one Bolex and two speed graphic.

PRINCIPAL STOCKHOLDERS: John T. Griffin (56.5%); James C. Leake (3.61%); Marjory Griffin Leake (39.45%); Bryan Cole (.212%) and Bryan Mathes (.212%). Tulsa Broadcasting Co. also owns KFPW Fort Smith, Ark.

EXECUTIVES:
 John T. Griffin, Pres. Ted Cramer, Prog. Dir.
 L. A. Blust, Vice Pres. & Gen. Lewis Brown, Ch. Eng.
 Mgr. Geo. Ketcham, Dir. of Prom.
 James P. Walker, Asst. Robt. L. Snider, Dir. of Eng.
 Gen. Mgr. Ben Holmes, Nat. Sis. Mgr.
 Wm. Swanson, Loc. & Reg. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$500, Film \$400. Minute spot Live \$110, Film \$80. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,038,994; Families in Area, 313,491; No. of Sets (June 1), 158,347; Retail Sales, \$916,065,000; Income per Family, \$5,532; Income per Capita, \$1,870.

OKLAHOMA CITY

(Oklahoma County)

KETA (TV)*

(Target Date, Not Set)

(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational TV Authority. Address: State Capitol, Box 3241.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Adjacent to 7301 N. Lincoln Blvd, near Oklahoma City. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,440 ft. Above ground 1,572 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Dial Currin, chairman; William D. Little, vice-chairman; Guy H. James, secretary; Wharton Mathies, associate secretary. Licensee owns WNAD Norman, Okla.

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Now Available...

a new TV SPOT



Our model is not a professional... She's a typical Northwest Oklahoma Junior Livestock Queen!



A spot in the heart of Oklahoma's agriculture, oil and industry, containing:

- .30% of Oklahoma's total population
- .38% of Oklahoma's total income buying power!

PLUS . . .

- .20% of Kansas population who have over . . .
- .22% of Kansas total income buying power!

These rich portions of Okla. & Kans. own 139,000 TV sets

K GEO • TV Enid, Okla. **5**

SERVING THIS NEW, RICH MARKET
••• WITH 100,000 WATTS ON CHANNEL

Owned and operated by Streets Electronics, Inc.
P. R. Banta, Pres. • George Streets, Mgr.

ABC

Represented Nationally by JOHN E. PEARSON CO.

OKLAHOMA CITY (Cont.)

KMPT (TV)

LICENSEE: KLPR Television Inc. Address: 128 W. Commerce. Phone: Central 2-1341.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 89 kw. Transmitter: Address, Britton Road & Lincoln Blvd. Make, GE. Model 12kw. Antenna: Height, Above average terrain 960 ft. Above ground 971 ft.

OPERATION: Began Nov. 22, 1953. Hours, 5:00 p.m.-11:30 p.m.

REPRESENTATIVES: Sales, Bolling Co.

SERVICES: One studio. Two GE camera chains. One Dage 300C film camera. Two Devry 11000 film projectors. One Selectro-Slide Jr. 1110 slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Byrne Ross, president; R. L. Barton, vice president; Everett E. Cotter, trustee and receiver.

EXECUTIVES:

Troy Hoskins, Gen. Mgr. Lou Miller, Prog. Dir. & Film Buy.
Bill Humphreys, Com. Mgr. John Galbreath, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot \$50, Film \$50. Frequency discounts. Rate Card No. 2.

KTVQ (TV)

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen Blvd. Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 137 kw. Operating Pow.: Visual 141 kw, Aural 137 kw. Transmitter: Address, First National Bank Bldg. Make, GE. Model TT 25 A. Antenna: Make, GE. Type PY 25 G. Height, Above average terrain 460 ft. Above ground 500 ft.

OPERATION: Began Nov. 1, 1953. Hours, 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, H-R Television.

SERVICES: One studio (60x60 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. Two Selectroslide 2x2 in. projectors. GE Balop opaque projector. Film processing unit for stills and 2x2 in. slides. Mobile unit with two GE field cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: John Esau (48.6%), J. Harry Abbott (3%), Phil D. Jackson (2.5%), Frank E. Brown (10.7%), F. B. Smith (10.7%), R. P. Green (10.7%), A. C. Saunders (11.4%) and C. E. Wilson (2.4%).

EXECUTIVES:

John Esau, Pres. Harold L. Coomes, Ch. Eng.
J. Harry Abbott, Secy.-Treas. & Wayne Taylor, Film Buy.
Gen. Mgr. Jack Sherman, News, Sports Dir.
Raymond Ruff, Com. Mgr. Vlada Dimac, Prod.-Art Dir.
Bill Sadler, Prog. Dir.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	389,040	133,255	822,285
Families in Area	138,600	31,126	229,726
Area in Square Miles	2,290	6,318	18,688
No. of Sets (June 1)	89,776	23,432	113,208
Retail Sales	\$490,775,000	\$87,028,000	\$872,803,000
Income per Family	\$5,176	\$4,285	\$4,120
Income per Capita	\$1,677	\$1,303	\$1,206

KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: P. O. Box 8788, Oklahoma City. Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 55 kw, Aural 27.5 kw. Transmitter: Address, 7401 N. Lincoln Blvd. Make, RCA. Model TT 50AH. Antenna: Make, RCA. Type TF-12BH. Height, Above average terrain 1,530 ft. Above ground 1,572 ft.

OPERATION: Began Dec. 20, 1953. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x30 ft. and 72x50 ft.). Two film cameras and three studio camera chains. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One opaque projector. Houston film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Roy J. Turner, president (12 1/2%); Henry S. Griffing (12 1/2%); Luther T. Dulaney, vice president (12 1/2%); F. E. Harper, vice president (12 1/2%) and KOMA Inc. (50%). John T. Griffin is president and majority stockholder of KOMA Oklahoma City, KTUL Tulsa, KATV (TV) Pine Bluff, Ark., KTVX (TV) Muskogee, Okla., KFPW Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, Chmn. of Bd. Morris W. Thomas, Ch. Eng.
Roy J. Turner, Pres. David W. B. Hunt, Film Buy.
Edgar T. Bell, Gen. Mgr. Montez Tjaden, Prom. Mgr.
Fred L. Vance, Com. Mgr. James J. Dunn, Prod. Mgr.
Martin H. Fuller, Prog. Dir.

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. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	666,200	913,500	1,401,400
Families in Area	206,700	281,900	428,800
Area in Square Miles	9,503	17,203	27,172
No. of Sets (June 1)	139,550	181,900	241,770
Retail Sales	\$683,328,000	\$909,135,000	\$1,326,048,000
Income per Family	\$4,012	\$3,850	\$3,749
Income per Capita	\$1,210	\$1,161	\$1,130

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AIR-BORNE!

WORLD'S TALLEST MAN-MADE STRUCTURE NEARS COMPLETION . . .

That's KWTV's new tower you see in the picture — soon to reach its 1572-foot height . . . soon to radiate 316,000 watts-video and 158,000 watts-audio. By October 1 you'll be able to sell (via KWTV) Oklahoma areas never before reached by television.

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Fringe Area)*
Population	666,200	913,500	1,401,400
Families	206,700	281,900	428,800
Area (in sq. miles)	9,503	17,203	27,172
Retail Sales	\$683,328,000	\$909,135,000	\$1,326,048,000

*100 MICROVOLT AREA PER ENGINEERING COMPUTATIONS.
POPULATION AND SALES FIGURES — 1954 SALES MANAGEMENT SURVEY OF
BUYING POWER

Oklahoma's Number 1 television station is heading fast toward new heights of sales-effectiveness. You can buy this coverage now for your fall campaigns. Ask us for the complete story!

FRED L. VANCE
Sales Manager

EDGAR T. BELL
Executive Vice-President



KWTV • CHANNEL 9
O K L A H O M A C I T Y

REPRESENTED BY AVERY-KNODEL, INC.

OKLAHOMA CITY (Cont.)

WKY-TV

LICENSEE: WKY Radiophone Co. Address: 500 E. Britton Rd. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 12.1 kw, Aural 6.2 kw. Transmitter: Address, 500 E. Britton Rd. Make, RCA. Model TT-25-BL. Antenna: Make, RCA. Type TF-6AM-A. Height, Above average terrain 930 ft. Above ground 961 ft.

OPERATION: Began June 6, 1949. Hours 6:00 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WKY.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Pierson & Ball. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (38x58 ft. each). Seven interchangeable studio field camera chains. Two fully operational RCA color-camera chains. One rear screen projector. Two RCA 16mm cameras. Four RCA film projectors. Four monochrome and one RCA color slide projectors. One Houston-Fearless 16mm automatic film processing unit. One mobile unit. One Auricon, one Bolex and two Cine special motion picture cameras. News Services, AP, UP, UP Facsimile.

PRINCIPAL STOCKHOLDERS: The Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Pub. Co.

EXECUTIVES:

E. K. Gaylord, Pres.	Kieth Mathers, Asst. Prog. Mgr. & Film Dir.
P. A. Sugg, Mgr.	John Haberman, Natl. Sls.
Hoyt Andres, Asst. Mgr.	Wally Kinnan, Publ. Rels.
Robert Olson, Prog. Dir.	Robert Doty, Prod. Mgr.
H. J. Lovell, Ch. Eng.	

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 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A & Grade B (FCC Contour)	Total (Including Fringe Area)
Population	884,000	1,537,200
Families in Area	272,000	465,000
No. of Sets (June 1)	267,159
Income per Family	\$ 4,004	\$ 3,859
Income per Capita	\$ 1,159	\$ 1,169

TULSA
(Tulsa County)

KCEB (TV)

LICENSEE: Alfred Beck. Address: Lookout Mountain. Phone: 50-6126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 17 kw, Aural 10.2 kw. Transmitter: Address, Lookout Mountain. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24-BL. Height, Above average terrain 630 ft. Above ground 494 ft.

OPERATION: Began March 13, 1954. Hours, 12:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, George Bolling Co. Washington Attorney, Benedict Cottone. Consulting Engineer, George Davis.

SERVICES: Two studios (one 40x60 ft. and one 30x40 ft.). Three RCA studio camera chains. One Bodde rear screen projector. One RCA TK20P film camera. Two RCA 16mm film projectors. One Gray Telejector slide projector. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Alfred Beck is owner.

EXECUTIVES:

Alfred Beck, Pres. & Ch. Own.	Herbert Hoff, Ch. Eng.
N. Ray Kelly, Gen. Mgr.	Valerie O'Neal, Dir. Pub. Rel. & Prom.
John J. Howley, Com. Mgr.	
William G. McLaren, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$46, Film \$46. Frequency discounts up to 20% for more than 260 times. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 542,107; Families in Area, 165,470; Area in Square Miles, 9,500; No. of Sets (June 1), 229,000; Retail Sales, \$931,312,095; Income per Family, \$5,661; Income per Capita, \$1,822.

KOED-TV*

(Target Date, Not Set)
(*Non-Commercial Educational)

LICENSEE: Oklahoma Educational Television Authority. Address: State Capitol, Oklahoma City.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 75.9 kw, Aural 45.7 kw. Transmitter: 6.4 miles W.N.W. of center of Tulsa & 1.9 miles N. of Osage-Tulsa County line, near Sand Springs, Okla. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,270 ft. Above ground 1,133 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Charles Franklin Spencer, chairman; Rex E. Pettijohn, vice chairman; J. B. Harper, secretary-treasurer.

KOTV (TV)

LICENSEE: KOTV Inc. Address: 302 S. Frankfort. Phone: 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 16.6 kw, Aural 8.5 kw. Transmitter: Address, 320 So. Boston. Make, RCA. Model, TT5. Antenna: Make, RCA. Type, TF3. Height, Above average terrain 1,270 ft. Above ground 1,060 ft.

OPERATION: Began Nov., 1949. Hours, 6:00 a.m.-12 midnight.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (112x60x22 ft. and 45x37 ft.). Four RCA camera chains. Bodde 9x12 in. rear screen projector. Two RCA TK 20A film cameras. Two RCA TP 16D film projectors. 3 1/4x4 1/4 in. opaque projector. Two Selectroslide slide projectors. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co., 100%.

EXECUTIVES:

C. Wrede Petersmeyer, Pres.	George Jacobs, Ch. Eng.
C. P. Persons Jr., Vice Pres. & Gen. Mgr.	F. M. Randolph, Prog. Dir. & Film Buy.
Dick Campbell, Sta. & Com. Mgr.	Robert Freeland, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$130, Film \$120. Frequency discounts 5% for 52 times up to 155 times, up to 10% for 156 to 311 times. 312 times or more, 15%. Rate Card No. 6.

KSPG (TV)

(Target Date, Not Set)

LICENSEE: Arthur R. Olson. Address: Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 117 kw. Transmitter: Address, 6.4 mi. W.N.W. of Tulsa. Make, GE. Antenna: Make, GE. Height, Above average terrain 860 ft. Above ground 651 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Arthur R. Olson (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.



In Oklahoma, WKY-TV has a habit of being "foremost among" . . . a habit established 51 years ago by its parent—the Oklahoma Publishing Company.

In 1921, the continual expansion of the parent company in the field of communication led quite naturally to the founding of WKY . . . the nation's third radio station.

Likewise, in 1949, the Oklahoma Publishing Company continued to be "foremost" in the communications field when it organized WKY-TV . . . and beamed the first television picture in Oklahoma, over low-band Channel 4.

Although the equipment for television stations is available in the marketplace . . . no amount of money can buy—in one fell swoop—the skilled teamwork of a competent staff. Today's top performance at WKY-TV stems from over 5 years experience . . . a lead that is "foremost among" TV stations in Oklahoma.

Determination to remain "foremost among" led to the early, successful development of local programming . . . led to the development of WKY-TV's selling power, to the extent that local advertisers were early obtaining results found only in much larger markets! This determination developed, for example, a news department which not only outrates competing news by as much as 10 to 1, but greatly exceeds the ratings of established network commentators.

Since April 26, WKY-TV has been operating with a regular daily schedule of live, station COLOR telecasts. Yes, following that old "habit" . . . WKY-TV is first and foremost again, this time with the exciting medium of COLOR TV!

Certainly, WKY-TV—always first and foremost in the area it serves . . . is the Oklahoma station from which advertisers can most logically expect maximum results for their TV dollars.

The nation's first
COLOR television station

Owned and Operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman • Oklahoma City Times
The Farmer-Stockman • WKY Radio
Represented by THE KATZ AGENCY, INC.



OKLAHOMA

TULSA (Cont.)

KVOO-TV

(Target Date, Not Set)

LICENSEE: Central Plains Enterprises Inc. Address: 1232 E. 27th Pl.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw.
Transmitter: Address, 6.5 mi. W.N.W. of Tulsa. Make, GE. Antenna:
Make, GE. Height, Above average terrain 1,220 ft. Above ground
1,050 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (52.5%), also owns KVOO; William Skelly, president, also controls Southwestern Sales Corp.; Dean A. McGee, chairman (7.7%); Robert S. Kerr, vice president (13.49%), also controls WEEK-AM-TV Peoria, Ill.; Grayce B. Kerr (15.3%); T. M. Kerr (7.09%); F. C. Love (2.09%).

KTVX (TV) (MUSKOGEE)

LICENSEE: Tulsa Broadcasting Co. Address: 720 East Side Blvd. Phone: Murray 7-4447. (For full listing see Muskogee.)

OREGON

OREGON MARKET INDICATORS

Total Population, July 1, 1953	1,630,000
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, April 1954	446,500
Employed in Agriculture, 1950	69,823
Employed in Mining, April 1954	1,200
Employed in Manufacturing, April 1954	130,000
Employed in Construction, April 1954	21,700
Employed in Transportation & Public Utilities, April 1954	44,700
Employed in Wholesale & Retail Trade, April 1954....	105,100
Employed in Finance, Insurance and Real Estate, April 1954	17,100
Employed in Service & Miscellaneous, April 1954	54,200
Employed in Government Service, April 1954	72,500
Retail Sales, 1953	\$ 2,028,660,000
Bank Assets, Jan. 1, 1954	\$ 1,789,781,000
Bank Deposits, Jan. 1, 1954	\$ 1,648,107,000
Major Income Sources, 1952: Agriculture 8.7%; Government 16.2%; Manufacturing Payrolls 22.0%; Trade and Service 26.5%.	
Total Income Payments, 1952	\$ 2,763,000,000
Per Capita Income, 1952	\$ 1,733
Total Internal Revenue Collections, 1953	\$ 451,662,084
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 83.60
Cash Receipts from Farm Marketing, 1953	\$ 390,997,000
Government Payments to Farmers, 1953	\$ 2,696,000
Value of Mineral Production, 1951	\$ 28,401,000
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, 1953	744,952
Number of Telephones, Jan. 1, 1954	510,400
Number of Electrical Connections, Jan. 1, 1954	554,639
Number of Gas Utilities Connections, 1953	96,300

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

OREGON

OREGON MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS)	(CBS)
	1950	1953(\$000)	1953(\$000)	1953(\$000)	TV Sets 1954	TV % 1954
Baker	16,175	\$16,950	\$3,592	\$ 472
Benton	31,570	29,879	6,577	569
Clackamas	86,716	66,303	17,262	1,844	8,400	27%
Clatsop	30,776	39,225	10,916	792	1,590	14%
Columbia	22,967	19,071	6,739	435	1,050	14%
Coos	42,265	58,124	14,599	1,226
Crook	8,991	9,079	2,583	272
Curry	6,048	6,076	1,902	165
Deschutes	21,812	37,814	7,712	788
Douglas	54,549	73,201	20,917	1,730
Gilliam	2,817	3,897	512	85
Grant	8,329	8,375	1,827	200
Harney	6,113	8,256	1,661	71
Hood River	12,740	14,526	3,913	291
Jackson	58,510	84,416	19,551	1,915	5,470	24%
Jefferson	5,536	6,731	1,229	105
Josephine	26,542	39,911	9,504	1,063
Klamath	42,150	60,078	12,573	1,523
Lake	6,649	10,135	1,996	414
Lane	125,776	152,421	35,409	3,191
Lincoln	21,308	25,160	7,580	412
Linn	54,317	79,951	18,680	1,425
Malheur	23,223	32,686	4,555	778
Marion	101,401	131,546	26,162	3,068	12,670	39%
Morrow	4,783	5,658	1,237	73
Mutnomah	471,537	765,479	162,190	15,543	83,330	48%
Polk	26,317	19,123	5,315	461
Sherman	2,271	2,528	471	32
Tillamook	18,606	22,680	6,315	663	1,120	17%
Umatilla	41,703	52,560	11,285	1,606
Union	17,962	20,390	4,269	705
Wallowa	7,264	7,249	1,726	263
Wasco	15,552	24,949	4,606	576	9,650	43%
Washington	61,269	54,704	15,601	1,220
Wheeler	3,313	1,675	267	30
Yamhill	33,484	37,854	8,774	828	1,910	17%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

EUGENE

(Lane County)

KVAL-TV

LICENSEE: Eugene Television Inc. Address: P. O. Box 5. Phone: 4-3245.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 34 kw. Operating Pow.: Visual 56 kw, Aural 34 kw. Transmitter: Address, Blanton Heights. Make, RCA. Model TT10-AH. Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 1,050 ft. Above ground 397 ft.

OPERATION: Began April 15, 1954. Hours, 4:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, George P. Hollingbery Co., Moore & Lund (Ore.-Washington). Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (27x31 ft.). One RCA TK-11A camera chain. One RCA TK 20D film camera. Two RCA film projectors. One Gray Telejector slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: C. H. Fisher (32.3%), owner of KHR Hood River, Ore.; Lee Bishop (6.6%), owner of KORE Eugene; Don Smith, Denny Able, Harry Thoms, Ed Gardner (each 6.6%), part owners of KORE Eugene; Philip Tillman, Thomas Winn, Robert P. Booth, William N. Russell and Willis B. Shepard (each 6.6%).

EXECUTIVES:

C. H. Fisher, Ch. Own.	Al Barnard, Ch. Eng.
Robert P. Booth, Pres.	Martin Levinson & S. W. McCreedy, Film Dirs.
S. W. McCreedy, Vice Pres. & Gen. Mgr.	Padget Loomis, Art Dir.
Bob Lownsbey, Prog. Dir.	

RATE INFORMATION: Class A one hour Live \$227.50, Film \$175. Minute spot Live \$45.50, Film \$35. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A	Grade B	Total
	(FCC Contour)	(FCC Contour)	(Including Fringe Area)
Population	202,346	339,257	555,861
Families in Area	61,900	106,200	168,400
Area in Square Miles	4,608	9,483	15,862
No. of Sets (June 1)	11,828	20,908	32,682
Income per Family	\$6,491		

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.

MAKE A DATE

WITH CHANNEL

8

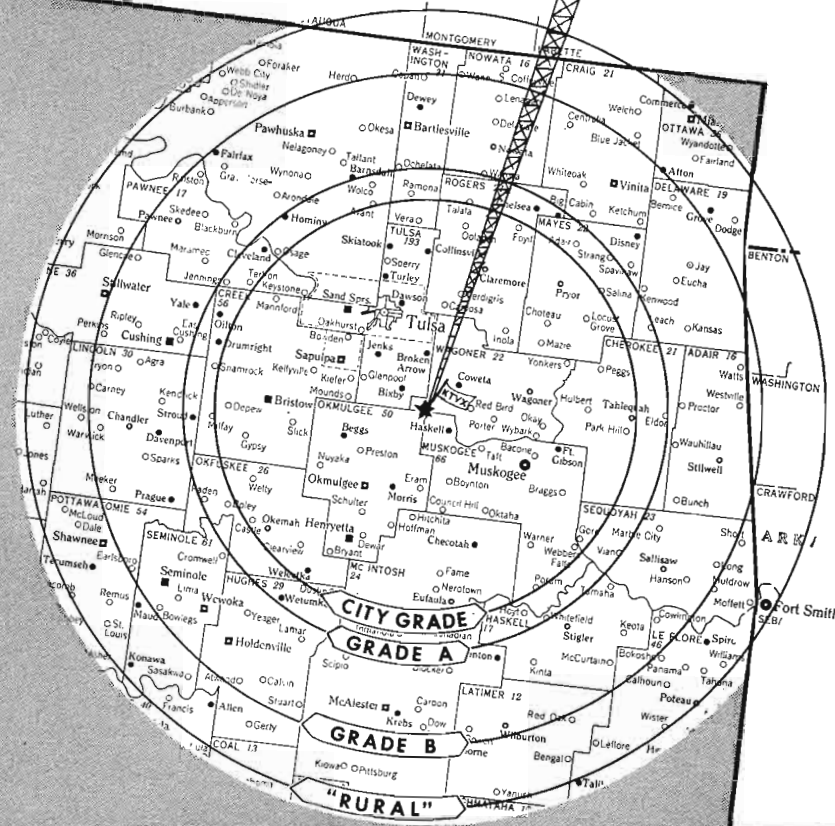
**EASTERN OKLAHOMA'S
MOST POWERFUL
Television Station**

ABC ☆ DUMONT



The KTVX AREA MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	158,347
Spendable Income	\$1,298,141,000
Total Retail Sales	\$916,065,000



TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

Operators of

KTUL — CBS Radio, Tulsa
KFPW — CBS Radio, Ft. Smith, Ark.

L. A. BLUST, JR.
Vice President, Gen. Mgr.

BEN HOLMES
National Sales Mgr.

KTVX 8

Channel

in the
MILLIONAIRE STATE

Studios — 720 Eastside Blvd.
Muskogee, Oklahoma

**AFFILIATED
WITH**

KATV, Channel 7
Little Rock — Pine Bluff, Ark.

KWTV, Channel 9
Oklahoma City

KOMA — CBS Radio
Oklahoma City

AVERY-KNODEL, INC. NATIONAL REPRESENTATIVES

MEDFORD
(Jackson County)

KBES-TV

LICENSEE: Southern Oregon Broadcasting Co. Address: P. O. Box 1189, Phone: 3-4581.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 15.8 kw. Operating Pow.: Visual 28.8 kw, Aural 15.8 kw. Transmitter: Address, Blackwell Hill, Television Peak. Make, GE. Antenna: Make, GE. Type 5 Bay. Height, Above average terrain 430 ft. Above ground 169 ft.

OPERATION: Began Aug. 1, 1953. Hours, 2:00 p.m.-11:30 p.m.

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

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

SERVICES: Two studios (40x40 ft.). Two GE camera chains. One GE film camera. Two GPL 16mm film projectors. Two Selectroslide slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Amos Voorhies and family (50%); William B. Smullin (50%). Mr. Voorhies owns KUIN Grants Pass, Ore., and is publisher of Grants Pass Courier. Mr. Smullin owns KIEM-AM-TV Eureka, Calif.

EXECUTIVES:

Amos E. Voorhies, Pres.
Ed Malone, Vice Pres. & Sta. Mgr.

William B. Smullin, Gen. Mgr.
Nestor Williams, Ch. Eng.
Everett A. Faber, Vice Pres. & Bus Mgr.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts. Rate Card No. 3.

PORTLAND

(Multnomah County)

KLOR (TV)

(Target Date, Not Set)

LICENSEE: Oregon Television Inc. Address: 1003 Loyalty Bldg.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address: 4854 S. W. 19th St. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain, 1,014 ft. Above ground, 280 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Barnes & Neilson. Consulting Engineer, John Mullaney.

PRINCIPAL STOCKHOLDERS: Henry A. White, president (15.1%), Stephen Eberly Thompson, vice president-treasurer (15.1%), Robert L. Sabin, secretary (7.6%), Julius L. Meier Jr., director (22.6%) and William A. Healy (15.1%).

KOIN-TV

LICENSEE: Mount Hood Radio & Television Broadcasting Corp. Address: 140 S.W. Columbia St. Phone: Atwater 6412.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5516 S.W. Barnes Rd. Make, GE. Model TT22A. Antenna: Make, GE. Type PY-60-F. Height, Above average terrain 1,530 ft. Above ground 708 ft.

OPERATION: Began Oct. 15, 1953. Hours, 9:45 a.m.-12.00 midnight.

AFFILIATIONS: Networks, ABC, CBS. Station, AM, KOIN. FM, KOIN-FM.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: Two studios (A—63x64 ft. and B—33x37 ft.). Three RCA field camera chains. Two RCA Iconoscope camera chains. Two GE Synchronolite 16mm film projectors. Two Spindler & Sauppe slide projectors. One GE PF-3C Baloptican opaque projector. Three cameras available from studios for mobile unit. News Service, INS, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Owned 50% by Theodore R. Gamble and associates and 50% by Central New York Broadcasting Corp. (WSYR Syracuse-Newhouse). Mr. Gamble and Harvey S. Benson are trustees for Class A stockholders (Mr. Gamble, 52.2%; C. Howard Lane, 21.33%; Mr. Benson, 5.4%; Harry H. Buckendahl, 3.3% and 27 other stockholders). Mr. Gamble also owns 87% of KJR Seattle, 49% of KCMJ Palm Springs, Calif., and holds an option to buy 33 1/3% of KOMO-AM-TV Seattle. Mr. Lane owns 10% of KJR Seattle and 23.75% of KFBI Wichita, Kan. In addition to 50% interest in KOIN (Class B stock) and 100% ownership of WSYR-AM-FM-TV, the Newhouse's also own WTPA (TV) Harrisburg, Pa. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Long Island Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, Harrisburg (Pa.) Patriot and News and Portland (Ore.) Oregonian.

EXECUTIVES:

T. R. Gamble, Pres. & Film Buy.
C. Howard Lane, Gen. Mgr. & Com. Mgr.
Ted W. Cooke, Prog. Dir.

Louis S. Bookwalter, Ch. Eng.
John L. Palmer, Nat. Sls. Mgr.
Frank H. Coffin, Local Sls. Mgr.
Roy Rector, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$780, Film \$600. Minute spot Live \$156. Film \$120. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	985,565	272,395	1,680,950
Families in Area	331,030	87,460	554,100
Area in Square Miles	8,979	11,445	35,482
No. of Sets (June 1)	134,962	15,041	190,021
Retail Sales	\$1,203,340,000	\$296,808,000	\$1,944,735,000
Income per Family	\$ 4,646	\$ 4,573	\$ 4,746
Income per Capita	\$ 1,509	\$ 1,466	\$ 1,527

KPTV (TV)

LICENSEE: Empire Coil Co. Inc. Address: 735 S.W. 20th Pl. Phone: Capital 9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 17.6 kw, Aural 8.8 kw. Transmitter: Address, 3405 S.W. Council Crest Dr. Make, RCA. Model TTU1A. Antenna: Make, RCA. Height, Above average terrain 1,310 ft. Above ground 535 ft.

OPERATION: Began Sept. 20, 1952. Hours, 9:00 a.m.-1:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund, Seattle. Washington Attorney, Lyon, Wilner & Bergson. Consulting Engineer, Adler Communications Labs.

SERVICES: Two studios (one 60x50 ft. and one 25x45 ft.). Seven Image Orthicon camera chains. Two RCA film cameras. Two 16mm film projectors. Two 2x2 in. slide projectors. One RCA remote truck; one remote trailer. News Service, UP.

PRINCIPAL STOCKHOLDERS: Herbert Mayer (50%), Frances Mayer (50%). Empire Coil Co., electronics parts manufacturer, is also licensee of WXEL (TV) Cleveland. Sale of Empire Coil Co. to Storer Broadcasting Co. pending FCC approval.

EXECUTIVES:

Herbert Mayer, Pres. & Gen. Mgr.
Russel K. Olsen, Vice Pres. & Sta. Mgr.
Charles R. White, Com. Mgr.

Gene Ragle, Prog. Dir.
William H. McAlister, Ch. Eng.
Richard Norman, Film Dir.
D. Donald Lonie Jr., Ad. & Prom. Dir.

RATE INFORMATION: Class A one hour Film \$450. Minute spot Film \$90. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

SALEM

(Polk County)

KSLM-TV

(Target Date, Not Set)

LICENSEE: Oregon Radio Co. Address: Senator Hotel.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 5.5 kw, Aural 2.75 kw. Transmitter: Address, 4.8 mi. N. W. of Salem. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 970 ft. Above ground 224 ft.

OPERATION: Target date not set.

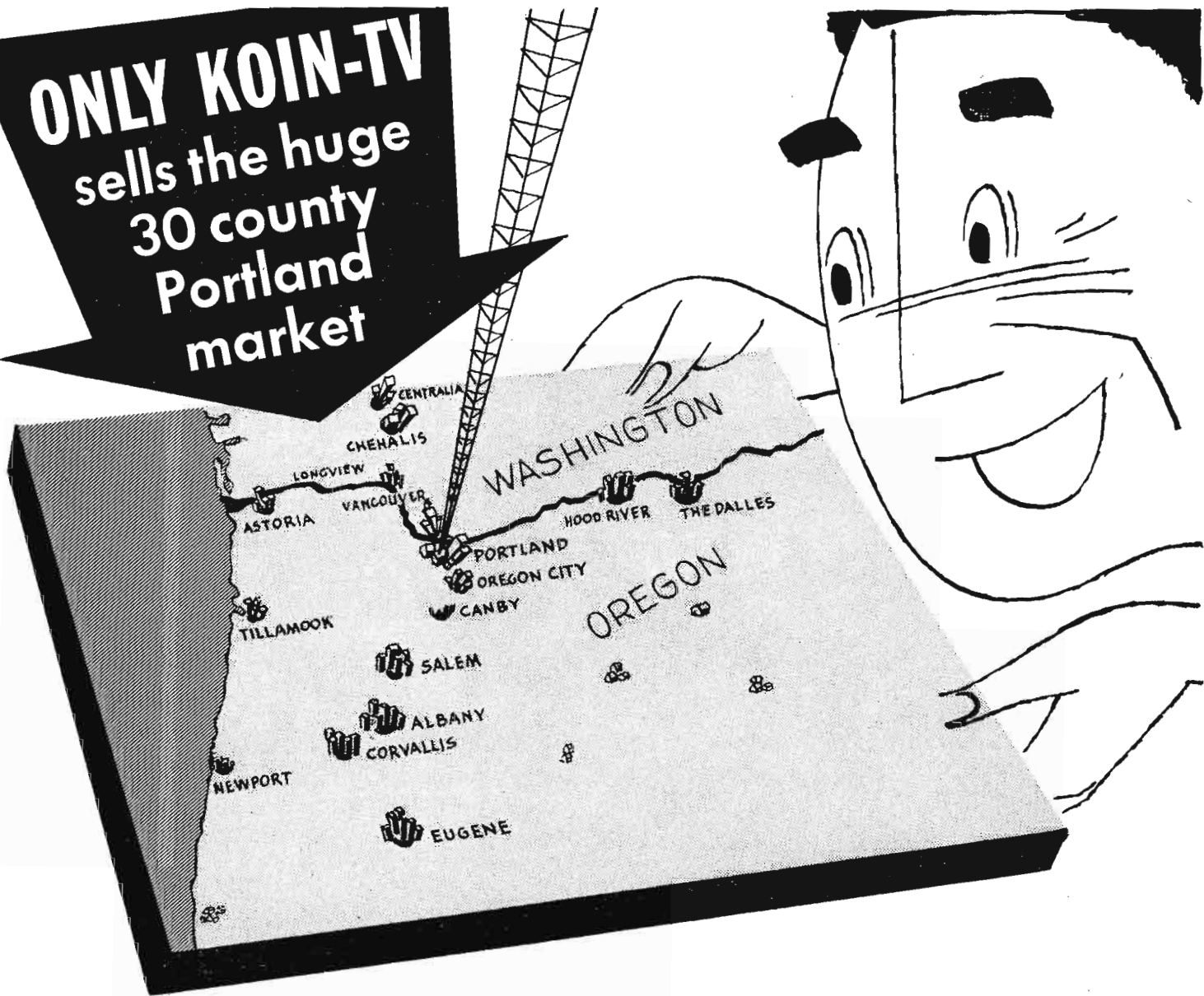
AFFILIATIONS: Stations, AM, KSLM.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Glenn E. McCormick (100%); Lulu C. McCormick, secretary-treasurer; John W. Kendall, vice president. Same interests own KORE Eugene, Ore., and KGLM Chehalis, Wash.

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.

ONLY KOIN-TV
 sells the huge
 30 county
 Portland
 market



Biggest Market Coverage
Lowest Cost Per Viewer

Dollar for dollar, KOIN-TV is your single best buy in the rich, productive Oregon and Southwest Washington Market, centered around Portland. Your KOIN-TV advertising budget puts your sales message before more eyes than any other station or combination of stations in this commercial heart of the Pacific Northwest.

Highest Tower, Maximum Power

The giant KOIN-TV tower, 1530 feet above average terrain, plus maximum power of 100,000 watts on Channel 6 blankets over 35,000 square miles in the prosperous Pacific Northwest. KOIN-TV delivers a consistent picture as far as 150 miles from Portland . . . reaching 30 Oregon and Southwest Washington counties.

Your Retail Market:
\$1,944,735,000

Over a million and a half Northwesterners work, play, buy, watch television in the tremendous KOIN-TV influence area . . . prosperous people who live in a family of cities with per capita sales *more than double* the national per capita retail sales average. These are your potential customers . . . people who can, and *do* buy the things they want.

Only KOIN-TV Covers This Market

To reach the people with the money to spend . . . to sell this rich, responsive 30-County Portland Market . . . you must schedule KOIN-TV. No other advertising buy in the area can duplicate this sales coverage. Write, wire or phone us for complete availabilities.

KOIN-TV



CHANNEL 6
 PORTLAND, OREGON

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1953	10,675,000
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, April 1954	3,638,100
Employed in Agriculture, 1950	162,877
Employed in Mining, April 1954	114,700
Employed in Manufacturing, April 1954	1,468,800
Employed in Construction, April 1954	179,000
Employed in Transportation & Public Utilities, April 1954	308,800
Employed in Wholesale & Retail Trade, April 1954	683,200
Employed in Finance, Insurance & Real Estate, April 1954	129,100
Employed in Service & Miscellaneous, April 1954	368,700
Employed in Government Service, April 1954	385,900
Retail Sales, 1953	\$ 11,801,563,000
Bank Assets, Jan. 1, 1954	\$ 14,537,173,000
Bank Deposits, Jan. 1, 1954	\$ 13,057,986,000
Major Income Sources, 1952: Agriculture 1.6%; Government 13.4%; Manufacturing Payrolls 31.8%; Trade and Service 24.1%.	
Total Income Payments, 1952	\$ 18,245,000,000
Per Capita Income, 1952	\$ 1,710
Total Internal Revenue Collections, 1953	\$ 5,099,348,503
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 68.17
Cash Receipts from Farm Marketing, 1953	\$ 815,799,000
Government Payments to Farmers, 1953	\$ 5,135,000
Value of Mineral Production, 1951	\$ 1,289,226,000
Total New Construction in 1952	\$ 1,802,700,000
New Private Construction in 1952	\$ 1,336,000,000
New Public Construction in 1952	\$ 466,700,000
Motor Vehicle Registration, 1953	3,419,942
Number of Telephones, Jan. 1, 1954	3,647,600
Number of Electrical Connections, Jan. 1, 1954	3,331,245
Number of Gas Utilities Connections, 1953	2,007,600

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	44,197	\$47,859	\$10,252	\$ 894	5,610	44%
Allegheny	1,515,237	1,904,829	519,970	50,025	391,600	87%
Armstrong	80,842	70,688	18,580	1,709	16,060	69%
Beaver	175,192	183,427	56,558	4,763	43,050	84%
Bedford	40,775	30,577	7,448	354	8,540	76%
Berks	255,740	302,610	69,122	5,767	57,580	74%
Blair	139,514	134,278	41,160	2,703	26,650	65%
Bradford	51,722	46,295	11,080	882	8,260	53%
Bucks	144,620	195,648	45,897	3,221	43,520	90%
Butler	97,320	102,190	25,252	2,149	21,530	76%
Cambria	209,541	183,090	50,183	2,993	42,660	76%
Cameron	7,023	7,936	2,404	67	720	38%
Carbon	57,558	47,157	16,207	855	9,930	62%
Centre	65,922	56,966	14,604	1,478	10,040	59%
Chester	159,141	159,408	39,994	4,342	42,290	96%
Clarion	38,344	38,630	9,744	730	7,050	66%
Clearfield	85,957	79,291	22,558	1,407	14,230	60%
Clinton	36,352	33,260	9,486	592	4,110	38%
Columbia	53,460	53,913	14,177	977	4,850	30%
Crawford	78,948	91,454	21,543	1,721	6,660	28%
Cumberland	94,457	97,435	24,595	2,493	11,290	38%
Dauphin	197,784	252,831	54,331	7,763	33,310	54%
Delaware	414,234	412,170	122,087	14,796	112,680	87%
Elk	34,503	24,850	8,873	785	2,000	21%
Erie	219,388	303,452	76,856	5,995	62,490	92%
Fayette	189,899	176,208	45,464	3,457	39,540	76%
Forest	4,944	2,792	1,004	29	250	21%
Franklin	75,927	82,798	18,502	1,630	11,200	50%
Fulton	10,387	5,620	1,165	88	1,130	39%
Greene	45,394	29,958	9,176	568	5,340	43%
Huntingdon	40,872	29,834	8,194	341	4,460	39%
Indiana	77,106	69,415	16,600	1,337	10,010	47%
Jefferson	49,147	43,176	12,586	835	8,180	58%
Juniata	15,243	13,441	2,318	84	700	16%
Lackawanna	257,396	239,168	67,702	5,010	49,560	69%
Lancaster	234,717	270,566	55,553	5,079	50,090	72%
Lawrence	105,120	109,512	30,347	2,287	20,490	65%
Lebanon	81,683	90,612	20,790	1,654	17,630	67%
Lehigh	198,207	242,175	51,228	4,046	47,940	81%
Luzerne	392,241	371,389	99,281	6,959	53,550	50%
Lycoming	101,249	108,718	30,193	2,524	5,630	18%
McKean	56,607	58,983	16,237	1,504	8,190	48%
Mercer	111,954	141,792	35,752	3,487	18,310	55%
Mifflin	43,691	41,354	11,364	1,048	5,110	40%
Monroe	33,773	42,099	9,815	868	6,450	62%
Montgomery	353,068	402,732	117,705	11,236	92,040	88%
Montour	16,001	8,952	2,503	311	1,110	30%
Northampton	185,243	233,805	70,172	5,521	38,430	71%
Northumberland	117,115	110,566	30,806	2,786	8,050	24%
Perry	24,762	19,771	5,113	282	1,200	16%
Philadelphia	2,071,605	2,711,124	613,305	68,052	543,100	87%
Pike	8,425	7,546	2,316	74	960	31%
Potter	16,810	16,021	4,057	198	1,720	35%
Schuylkill	200,577	163,423	47,517	3,268	37,000	66%
Snyder	22,912	16,257	3,657	225	830	13%
Somerset	81,813	69,681	17,876	1,069	11,630	52%
Sullivan	6,745	5,148	1,774	39	480	30%
Susquehanna	31,970	24,711	7,601	244	5,190	58%
Tioga	35,474	32,241	7,254	492	3,740	35%
Union	23,150	15,472	3,873	358	780	13%

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Venango	65,328	59,705	16,681	1,200	7,740	41%
Warren	42,698	54,046	11,236	811	4,240	35%
Washington	209,628	201,306	57,616	4,869	48,090	80%
Wayne	28,478	27,928	6,700	417	2,550	31%
Westmoreland	313,179	323,451	94,147	6,804	69,110	77%
Wyoming	16,766	16,799	4,076	160	2,790	57%
York	202,737	251,024	61,936	4,124	45,390	71%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

ALLENTOWN (Lehigh County)

WFMZ-TV

(Target Date, Nov. 1954)

LICENSEE: Penn-Allen Broadcasting Co. Address: 1524 Linden St. Phone: Hemlock 3-7521.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: Address, East Rock Rd. Make DuMont. Model, 15,000. Antenna: Make, Gabriel. Type, 5327-A. Height, Above average terrain 970 ft. Above ground 495 ft.

OPERATION: Target date, Nov. 1954.

AFFILIATIONS: Station, FM, WFMZ.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Koteen & Burt. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (60x60 ft.). Two DuMont TA-124-E Image Orthicon camera chains. One TSC rear screen projector. DuMont TA-188-A scanner with 16mm film, slide and opaque equipment. Library, Associated.

PRINCIPAL STOCKHOLDERS: Raymond F. Kohn (3.6%), Horace W. Gross (4.2%), Daniel Houck (.2%), Earl J. Kohn (3.3%), WWDC Inc. Washington, D. C. (31.9%), and 240 others, none owning more than 3% each.

EXECUTIVES:

Raymond F. Kohn, Pres., Gen. Daniel Houck, Ch. Eng.
Mgr. & Film Buy. Ben Strouse, Sls. Consultant
Horace W. Gross, Com. Mgr. Maribelle J. Kohn, Traffic Sup.

RATE INFORMATION: Class A one hour live \$750. Film \$250. Minute spot Live \$50. Film \$50. 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	852,202	1,601,800	3,150,000
Families in Area	241,695	457,657	899,080
Area in Square Miles	706	1,384	1,962
No. of Sets (June 1)	36,254	68,647	134,850
Retail Sales	\$895,608,500	\$1,745,624,000	\$3,225,000,000

WQCY (TV)

(Target Date, Spring 1955)

LICENSEE: Queen City Television Co. Address: P. O. Box 689. Phone: Hemlock 3-3166.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 141 kw. Transmitter: Address, 403-7 Savercool Ave., Fountain Hill Heights, Pa. Make, RCA. Model TTU-12-A. Antenna: Make, RCA. Type TFU-24 DM. Height, Above average terrain 710 ft. Above ground 349 ft.

OPERATION: Target date Spring 1955.

REPRESENTATIVES: Sales, Weed. Consulting Engineer: Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Frank Hausman, president (15%); Max Cornfield, vice president (15%); Harold Stephens, vice president (10%); Farris E. Rahall (34%); Ogden R. Davies, secretary (7%); Bernard B. Naef (6%); Frank Cordaro (2%); Clyde R. Fry, treasurer (2%); Jack Greenblat (4%); Marian M. Scholl (1%); Harold Cornfield (4%).

EXECUTIVES:

Frank E. Hausman, Pres. C. Frank Cordaro, Ch. Eng.
O. R. Davies, Gen. Mgr. Marian Scholl, Off. Mgr.
Marshall Cleaver, Prog. Dir.

ALTOONA (Blair County)

WFBG-TV

LICENSEE: The Gable Broadcasting Co. Address: Gable Arcade. Phone: 6467.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter, Address, Wopsonnock Mountain. Make, RCA. Model TT25-BH. Antenna: Make, GE. Type 12-Bay Super Turn-Style. Height, Above average terrain 990 ft. Above ground 163 ft.

OPERATION: Began March 1, 1953. Hours: 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WFBG.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, George Sutton. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (20x30 ft.). Two GPL camera chains. Three Auricon SOF film cameras. Two GPL film projectors. Two 3x4 in. and two 2x2 in. slide projectors. Two 2x2 in. opaque projectors. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: The William F. Gable Co. is principal stockholder.

PENNSYLVANIA

ALTOONA (Cont.)

WFBG-TV (Cont.)

EXECUTIVES:

George P. Gable, Pres.
W. Stanley Truby, Vice Pres.
Jack Snyder, Mngg. Dir.
Lois Huey, Programming

George Burgoon, Traffic Dir. &
Opr. Mgr.
B. Harley Shook, Film Buy.
Samuel Patton, Sls. Prom.
Kenneth Brubaker, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$550, Film \$500. Minute spot Live \$110, Film \$100. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,293,700; Families in Area, 640,200; No. of Sets (June 1), 428,774; Retail Sales, \$1,926,158,000.

BETHLEHEM

(Northampton County)

WLEV-TV

LICENSEE: Associated Broadcasters Inc. Address: 801 Hamilton St., Allentown, Pa. Phone: Hemlock 4-6278.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: Address, P. O. Box 111, Bethlehem. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 235 ft.

OPERATION: Began April 21, 1953. Hours, 3:00 p.m.-12:00 midnight.

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

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

SERVICES: Film processing unit. Mobile unit. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by J. F. and J. H. Steinman, who also own WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg; WORK York, WRAW Reading, WEST-AM-FM Easton, all Pennsylvania. Steinmans also publish Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, Sta. Exec.
Thomas R. Nunan Jr., Sta. Mgr. & Film Buy.
J. Robert Gulick, Nat. Sls. Mgr.

J. E. Mathiot, Ch. Eng.
Richard W. Getz, Prog. Dir.
Elwood C. Anderson, Com. Mgr.

RATE INFORMATION: Class A one hour \$200. Minute spot \$30. Rate Card No. 1.

CHAMBERSBURG

(Franklin County)

WCHA-TV†

LICENSEE: Chambersburg Broadcasting Co. Address: Craft Press Bldg. Phone: 1111.

FACILITIES: Ch. 46. Operating Pow.: Visual 7.76 kw, Aural 3.98 kw. Transmitter: Address, Snowy Mt. Make, RCA. Model TTUIB. Antenna: Make, RCA. Type 24BMS. Height, Above average terrain 2,428 ft. Above ground 339 ft.

OPERATION: Began Sept. 2, 1953. Hours, 1:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, DuMont. Station, AM, WCHA. FM, WCHA-FM.

REPRESENTATIVES: Sales, Forjoe-TV. Washington Attorney, Lousks, Zias, Young & Jansky. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (16x33 ft.). One Television Specialty Co. rear screen projector. One RCA Ike chain film camera. One GPL camera chain. Two 16mm Holmes film projectors. One slide projector. One Composite opaque projector. News Service. AP. Library, Standard, Thesaurus.

PRINCIPAL STOCKHOLDERS: John S. Booth and Thompson K. Cassel. Same ownership as WTVE (TV) Elmira, N. Y. Mr. Cassel also owns WATS Sayre, Pa.

EXECUTIVES:

John S. Booth, Gen. Mgr. & Film Buy.
Richard J. Koba, Com. Mgr.

Allan Saunders, Prog. Dir.
James McCurdy, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$120, Film \$120. Minute spot Live \$24, Film \$24. Frequency discounts. 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	105,496
Area in Square Miles	1,921	1,526	3,447
No. of Sets (June 1)			17,500
Retail Sales	\$183,142,000	\$144,979,000	\$328,121,000
Income per Family	\$ 4,580		
Income per Capita	\$ 1,172		

† WCHA-TV has suspended regular operations but has not returned its CP.

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.

**FOR
BIGGER
PROFITS**

take
the
view
way
to
the

**LEHIGH
VALLEY**

WLEV-TV

BETHLEHEM, PA.

ALLENTOWN • EASTON

Steinman
Station

NBC
TV AFFILIATE

Represented by

MEEKER TV, Inc.

New York
Chicago

Los Angeles
San Francisco

EASTON

(Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 30 N. Fourth St. Phone: Easton 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw. Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter: Address, Gaffney Hill. Make, DuMont. Model Series 15,000. Antenna: Make, Workshop. Type UHF Hi-Gain. Height, Above average terrain 1,060 ft. Above ground 465 ft.

OPERATION: Began Aug. 14, 1953. Hours, 8:45 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, DuMont. Stations, AM, WEEX. FM, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Eliot C. Lovett. Consulting Engineer, Paul Godley.

SERVICES: Two studios (one 50x30 ft. and one 30x30 ft.). Two DuMont Image Orthicon camera chains. Auricon Sound and Bell & Howell silent film cameras. One RCA 16mm and one Holmes 16mm film projectors. DuMont flying spot scanner. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Licensee publishes Easton Express.

EXECUTIVES:

J. L. Stackhouse, Pres.	Tom Grant, Prog. & Prod. Dir.
Nelson S. Rounsley, Bus. Mgr. & Film Buy.	Charles R. Thon, Ch. Eng.
William H. Blackton, Com. Mgr.	Alice O'Hare, Prog. Coordinator

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)	75,410
Retail Sales	\$722,426,000	\$4,032,920,000	\$4,755,346,000
Income per Family	\$5,725	\$5,662

ERIE

(Erie County)

WICU (TV)

LICENSEE: Dispatch Inc. Address: 3514 State St. Phone: Erie 45-201.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: Address, 3514 State St. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 115 ft. Above ground 309 ft.

OPERATION: Began March 15, 1949. Hours, 8:45 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Stations, AM, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney: McGrath & Brown. Consulting Engineer: Frank H. McIntosh.

SERVICES: Three studios (one 30x40x19½ ft., one 15x16x16 ft. and one 31x36x19½ ft.). Two DuMont camera chains. One Television Specialty rear screen projector. Four film cameras. Two 35mm film projectors. One opaque slide projector. News Service, AP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb and family. Mr. Lamb also owns WTOD and WTRT (FM) Toledo; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio, and is purchaser of WTVQ (TV) Pittsburgh which is pending FCC approval.

EXECUTIVES:

Edward Lamb, Pres.	Ben McLaughlin, Gen. Mgr. & Film Buy.
J. Howard McGrath, Exec. Vice Pres. & Gen. Counsel	Bob Lunquist, Prog. Dir.
Frank Oswald, Vice Pres.	Mike Csop, Ch. Eng.
Karl Nelson, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$700. Minute spot Live \$140. Frequency discounts from 2½% for 26 times up to 15% for 312 times. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (June 1), 208,500.

WLEU-TV

(Target Date, Not Set)

LICENSEE: Commodore Perry Broadcasting Service Inc. Address: 806 Park Ave., Meadville, Pa.


FACILITIES: Ch. 66. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 34.7 kw. Transmitter: Address, 12th & State Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 140 ft. Above ground 325 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Owen K. Murphy, president (25%); Hoyt H. Stout (25%), also chief engineer WMGW Meadville, Pa.; Dr. Perry D. Cook (25%); Dr. Perry D. Cook Jr. (25%).

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ZIV's
HEART-HITTING!
Sunny, Funny TV-Family
see pages 433, 434 & 435

PENNSYLVANIA

ERIE (Cont.)

WSEE (TV)

LICENSEE: Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7575.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: Address, 5 miles south of Erie on Route 19. Make, GE. Antenna: Height, Above average terrain 930 ft. Above ground 732 ft.

OPERATION: Began April 25, 1954. Hours, 4:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, CBS. Station, AM, WERC. FM, WERC-FM.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (A—46x75 ft. and B—21x32 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Gray Telojector for 2x2 in. slides. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Young, chairman (11.66%), George J. Mead, president (16.66%), Charles E. Denny, executive vice president (5.36%), James R. McBrier, vice president (6%), A. R. Minadeo, vice president (13%), B. Walker Sennett, treasurer (2.66%), James A. Quisenberry, secretary (2.66%), John J. Mead Jr. (13%), Charles Simmons (8%), J. T. Simmons (8%), John W. English (6.91%), Edward Mead (1.34%), J. B. Held (3.66%), Mary Mead (1.09%), John J. Boland Jr. (6.91%), Joseph Mead (1.09%). Ownership interlocks with WNAO-TV Raleigh, N. C. George J. Mead & John J. Mead Jr., are co-publishers of Erie Times.

EXECUTIVES:

Charles E. Denny, Vice Pres. & Gen. Mgr.	Leo Ribitzki, Prod. Asst.
Dan Boyce, Com. Mgr.	Dick Morgan, News Dir.
Frank Palmer, Prog. Dir.	Ed Zellefrow, Ch. Eng.
	James Penna, Asst. Eng.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$45, 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)
Population	363,000	549,700
Families in Area	110,000	164,990
Area in Square Miles	1,900	4,500
No. of Sets (June 1)	19,621
Retail Sales		\$677,480,000
Income per Family	\$ 5,665

HARRISBURG
(Dauphin County)

WCMB-TV

(Target Date, Sept. 8, 1954)

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: 4-3005.

FACILITIES: Ch. 27. Operating Pow.: Visual 77.6 kw, Aural 38.6 kw. Transmitter: Address, Blue Mountain, NW of Summerdale, Pa. Make, GE. Model TT-25-A. Antenna: Make, GE. Type MOD (TY-25-D). Height, Above average terrain 930 ft. Above ground 400 ft.

OPERATION: Target date, Sept. 8, 1954. Hours, 3:00 p.m.-12:00 midnight.

AFFILIATIONS: Network, ABC. Station, AM, WCMB.

REPRESENTATIVES: Sales, Donald Cooke Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios. Two GE PE-8-B camera chains. One GE Videcon film camera. Two GE Synchro-Lite PF-5-A film projectors. One GE twin rotary slide projector. ACF composite mobile unit. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr. and Ed K. Smith are co-owners.

EXECUTIVES:

Edgar T. Shepard Jr., Pres.	John Archer, Prog. Dir.
Ed K. Smith, Gen. Mgr. & Film Buy.	J. Howard Bair, Ch. Eng.
Rudolph O. Marcoux, Com. Mgr.	Walter S. Bates, Tv Sls. Sup.

RATE INFORMATION: Class A one hour \$200. Minute spot \$30. 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.

PUT YOURSELF IN THE HARRISBURG PICTURE!

WCMB TELEVISION

WCMB-TV POWER

Not "interim" but **FULL POWER**, right from the word go. A whopping 240,000 watts to assure you **ALL** the Harrisburg area—now better than 90% converted.

WCMB-TV PROGRAMS

Consider this! WCMB-TV network shows are **NOT DUPLICATED** by any other stations (UHF or VHF) in this area. You buy a captive audience.

WCMB-TV PRICES

All these plus factors: bigger power, bigger audiences, cost you less. WCMB-TV is the big value in Central Pennsylvania Television.

DUMONT TELEVISION NETWORK

WCMB
RADIO and TELEVISION

HARRISBURG

Represented by

DONALD COOKE, Inc.

New York • Chicago

Harrisburg . . .

Pennsylvania's Best

Large Market . . .

WHP-TV . . .

Harrisburg's

Best Buy . . .

*...the most versatile medium
between Philly and Pittsburgh....*

Counties	Population	Retail Sales
Pennsylvania	1950	1953 (\$000)
Adams	44,197	\$ 47,859
Berks	255,740	302,610
Centre	65,922	56,966
Columbia	53,460	53,913
Cumberland	94,457	97,435
Dauphin	197,784	252,831
Franklin	75,927	82,798
Huntingdon	40,872	29,834
Juniata	15,243	13,441
Lancaster	234,717	270,566
Lebanon	81,683	90,612
Mifflin	43,691	41,354
Montour	16,001	8,952
Northumberland	117,115	110,566
Perry	24,782	19,771
Schuylkill	200,577	163,423
Snyder	22,912	16,257
Union	23,150	15,472
York	202,737	251,024
	1,810,967	1,924,684
Maryland		
Baltimore	270,273	1,459,120
Carrall	44,907	39,006
Frederick	62,287	56,965
Harford	51,782	50,283
	429,249	1,605,374
Total 1/2 MV/M Area	2,252,106	\$3,530,058

Showmanship, creative management and audience loyalty developed over 30 years combine to make WHP-TV the most economical and effective selling medium for Harrisburg and South Central Pennsylvania. Ask Bolling.

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WHP-TV
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"55"

**OF THE
KEYSTONE
STATE**

CBS

Nationally Represented by
THE BOLLING COMPANY

HARRISBURG, PA.

PENNSYLVANIA

HARRISBURG (Cont.)

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone 43211.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 40.7 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 910 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, Lohnes & Albertson. Consulting Engineer, George C. Davis.

SERVICES: Two studios (43x54 ft. and 15x19 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, UP. Libraries, MPTV, Consolidated.

PRINCIPAL STOCKHOLDER: Telegraph Press Inc. (printing) sole owner.

EXECUTIVES:

E. J. Stackpole, Pres.	Dick Redmond, Prog. Dir. & Film Buy.
A. K. Redmond, Gen. & Com. Mgr.	Beatrice Potteiger, Sales Ser. Dir.
	E. Dan Leibensperger, Ch. Eng.

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 35% for 312 times. Rate Card No. 1.

WTPA (TV)

LICENSEE: Harrisburg Broadcasters Inc. Address: 3235 Hoffman St. Phone: 8-7171.

FACILITIES: Ch. 71, Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 93 kw. Operating Pow.: Visual 175 kw, Aural 93 kw. Transmitter: Address, Blue Mountain, Summerdale, Pa. Make, RCA. Model TTU-12A. Antenna: Make, RCA. Type TTU-27DH. Height, Above average terrain 990 ft. Above ground 439 ft.

OPERATION: Began July 6, 1953. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 55x35 ft. and one 35x25 ft.). Three RCA camera chains. One TSC projector and screen. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston film processing unit. One ACF land cruiser mobile unit. News Service, UP, INS.

PRINCIPAL STOCKHOLDERS: Donald E. Newhouse sole owner. The Newhouse family owns WSYR-AM-FM-TV Syracuse, and 50% of KOIN-AM-FM-TV Portland, Ore. Newhouse newspapers are Harrisburg (Pa.) Patriot and News, Syracuse (N. Y.) Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Long Island (N. Y.) Press and Star-Journal, Staten Island (N. Y.) Advance, Nassau (N. Y.) Review Star, and Portland (Ore.) Oregonian.

EXECUTIVES:

Donald E. Newhouse, Pres.	Paul Gross, Ch. Eng.
David J. Bennett, Gen. Mgr.	Mac McCauley, Prod. Mgr.
Al Solada, Com. Mgr.	Gladys Swift, Prom. Mgr.
Don Wear, Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$350, Film \$350. Minute spot Live \$70, Film \$70. Frequency discounts from 11.5% for 52 times up to 28.5% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population 1,124,566; Families in Area, 451,550; Area in Square Miles, 1,965; No. of Sets (June 1), 108,575; Retail Sales, \$339,017,000; Income per Family, \$5,206; Income per Capita, \$1,800.

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. 1. For full list of abbreviations and sources of county and state market data see Foreword.

playing the
percentages

pays off in
Harrisburg

94%
CONVERSION

WTPA
TELEVISION

PENNSYLVANIA

HAZLETON

(Luzerne County)

WAZL-TV

(Target Date, Not Set)

LICENSEE: Hazleton Television Corp. Address, 708 Hazleton National Bank Bldg. Phone: 5400-01.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 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 660 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 O. Sutton. Consulting Engineer, James C. McNary.

SERVICES: Two studios (30x30 ft. and 20x15 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, WIDE Biddeford, Me., and WHOL Altoona, Pa.

EXECUTIVES:

Victor C. Diehm, Pres. & Gen. Mgr.
Thomas A. Tito, Com. Mgr.
Bill Graham, Prog. Dir.
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

(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Inc. Address: Porch Bldg. Phone: 81-216.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Transmitter: Address, Cover Hill. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-27-DH. Height, Above average terrain 610 ft. Above ground 542 ft.

OPERATION: Began Oct. 15, 1953. Hours, 9:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 20x8 ft. and one 18x15 ft.). One RCA TK-30 camera chain. One RCA Icon type film camera. Two RCA TP16D film projectors. One Teloprojector Gray slide projector.

PRINCIPAL STOCKHOLDERS: George D. Gartland and family (79%), Walter M. Thomas (21%). Same interests own WVAM-AM-FM Altoona, Pa.

EXECUTIVES:

George D. Gartland, Ch. Owner
Robert R. Nelson, Gen. Mgr.
William F. Wilson, Operations Dir.
Millard C. Coleman, Ch. Eng.
H. V. Weir, Asst. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50, Film \$37.50. 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.

JOHNSTOWN (Cont.)

WJAC-TV

LICENSEE: WJAC Inc. Address: 329 Main St. Phone: 58-251.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 70.8 kw, Aural 35.4 kw. Operating Pow.: Visual 70.8 kw, Aural 35.4 kw. Transmitter: Address, Laurelhill Mountain. Make, RCA. Model TT-25-AL. Antenna: Make, RCA. Type Superturnstile. Height, Above average terrain 1,120 ft. Above ground 175 ft.

OPERATION: Began Sept. 15, 1949. Hours, 7:00 a.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, James C. McNary.

SERVICES: One studio (12x20 ft.). One GPL camera chain. Two RCA Iconoscope film cameras. Two RCA 16mm film projectors. Two Selectroslide slide projectors. News Services, UP, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Johnstown Tribune Publishing Co. (Johnstown Tribune) (100%).

EXECUTIVES:

Walter W. Krebs, Pres.	Theodore Campbell, Ch. Eng.
Alvin D. Schrott, Gen. Mgr.	Nevin L. Straub, Dir. Tech.
John H. Hepburn, Com. Mgr.	Operation
Frank P. Cummins, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Film \$650. Minute spot Live \$125. Film \$125. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,113,500	2,107,670	3,221,170
Families in Area	308,700	596,210	904,910
No. of Sets (May 1)			764,496
Retail Sales	\$1,006,036,000	\$2,384,518,000	\$3,390,554,000
Income per Family	\$ 4,049	\$ 4,722	\$ 4,326

LANCASTER

(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 24 S. Queen St. Phone: Lancaster 5246.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Hellam Twp. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,000 ft. Above ground 480 ft.

OPERATION: Began March 18, 1949. Hours, 6:45 a.m.-12:30 a.m.

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

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

SERVICES: Film processing unit. Mobile unit. News Services, UP, INS. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by J. F. and J. H. Steinman, who also own WLEV-TV Bethlehem, Pa., WDEL-AM-FM-TV Wilmington, Del., and WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM Easton, all Pennsylvania. The Steinmans also publish Lancaster Intelligencer-Journal and New Era.

EXECUTIVES:

Clair R. McCollough, Pres. & Gen. Mgr.	Leroy K. Strine, Com. Mgr.
J. Robert Gulick, Asst. Gen. Mgr. in Chg. of Sls.	Paul C. Rodenhauser, Prog. Dir.
Harold E. Miller, Sta. Mgr. & Film Buy.	Paul I. Woodland, Prom. Mgr.
	J. E. Mathiot, Tech. Dir.

RATE INFORMATION: Class A one hour \$750. Minute spot \$150. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION: Grade A (FCC Contour): Families in Area, 799,210; No. of Sets (June 22), 554,914.

WWLA (TV)

(Target Date, Fall 1954)

LICENSEE: Harold C. Burke. Address: 306 Southway, Baltimore, Md.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Transmitter: Address, 3.6 miles NE of Lancaster. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 610 ft. Above ground 505 ft.

OPERATION: Target date Fall 1954.

REPRESENTATIVES: Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDER: Harold C. Burke (100%).

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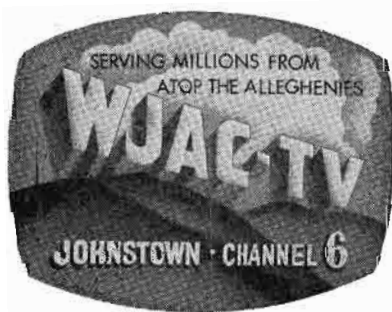


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Picture in the important Southwestern Pennsylvania market! You actually focus your sales message, not only in the Johnstown area—but in the rich Altoona AND Pittsburgh markets, too! Get this extra coverage and extra sales-power at no extra cost, by planning your budget to include WJAC-TV.

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PENNSYLVANIA

LEBANON

(Lebanon County)

WLBR-TV

LICENSEE: Lebanon Television Corp. Address: 8th & Cumberland Sts. Phone: 2-7651.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 69.2 kw. Operating Pow.: Visual 15.5 kw, Aural 6.9 kw. Transmitter: Address, Television Hill, Mt. Gretna, Pa. Make, RCA. Model TTU 1B. Antenna: Make, RCA. Type TFU 21 BLS. Height, Above average terrain 885 ft. Above ground 572 ft.

OPERATION: Began Oct. 25, 1953. Hours, 12:45 p.m.-7:30 p.m.

AFFILIATIONS: Station, AM, WLBR. FM, WLBR-FM.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (15x30 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (WLBR-AM-FM), 52%; Lebanon News Pub. Co., publisher of Lebanon Daily News, 36%.

EXECUTIVES:

Lester P. Etter, Pres. & Gen. Mgr. Robert Kriger, Prog. Dir.
Julian F. Skinnell, Dir. of Nat. M. Leonard Savage, Ch. Eng.
Sls. & Com. Mgr. Sid Brenner, Prod. Mgr.
Earnest Latessa, Loc. Com. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$150. Minute spot Live \$40. Film \$35. Frequency discounts up to 33 1/3% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Grade A & B (FCC Contour): Population, 1,522,000; Families in Area, 433,000; No. of Sets (June 1), 149,329; Retail Sales, \$1,546,000,000; Income from all Sources, \$2,595,000,000.

NEW CASTLE

(Lawrence County)

WKST-TV

LICENSEE: WKST Inc. Address: Cathedral Bldg. Phone: Oliver 4-5501.

FACILITIES: Ch. 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 Rds. Make, RCA. Model TPU 1B. Antenna: Make, RCA. Type Uhf Pylon. Height, Above average terrain 370 ft. Above ground 218 ft.

OPERATION: Began April 15, 1953. Hours, 6:00 p.m.-11:15 p.m.

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

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Pierson & Ball. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (25x40 ft.). One announcer booth. One RCA TK 30 A camera chain. One Bodde Model P-CA 3 rear screen projector. One RCA Iconoscope film camera. Two Eastman Model 250 film projectors. One Gray Dual-Telojector slide projector. One Micro Record Model D11-T film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend (38%), Wanda E. Townsend (38%), Chas. H. Johnson (18.8%) and A. W. Graham (5.2%).

EXECUTIVES:

S. W. Townsend, Pres. Robert Persons, Prog. Dir. & Film Buy.
A. W. Graham, Gen. Mgr. Donald Dout, Ch. Eng.
Irving A. Eubanks, Com. Mgr. & Harry W. Reith, Prod. Mgr. & Film Buy. Sports Dir.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$35, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 2

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	683,000	382,000	1,065,000
Families in Area	192,500	112,500	305,000
No. of Sets (June 1)	139,578
Retail Sales	\$658,600	\$416,320	\$1,074,920
Income Per Family	\$ 5,679
Income per Capita	\$ 1,664

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MEEKER TV, Inc.
New York Chicago
Los Angeles San Francisco

AP Photofax

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General Office
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PENNSYLVANIA

PHILADELPHIA
(Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City and Monument Aves. Phone: Greenwood 7-8300.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Domino Lane & Fowler St. Make, RCA. Model TT50AH. Antenna: Make, RCA. Type TF-12BH. Height, Above average terrain 1,000 ft. Above ground 978 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: Three studios. Fourteen RCA camera chains. Two rear screen projectors. Three RCA film cameras. Three RCA film projectors. Three Gray slide projectors. One Custom opaque projector. Houston developing machine. Film processing unit. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDER: Philadelphia Evening Bulletin.

EXECUTIVES:

Donald W. Thornburgh, Pres. & Gen. Mgr. John G. Leitch, Vice Pres. in Chg. of Eng. & Ch. Eng.
Joseph L. Tinney, Exec. Vice Pres. Robert N. Pryor, Vice Pres. in Chg. of Pub. Rel.
Robert M. McGredy, Com. Mgr. & TV Sls. Mgr. Leo Varker, Film Buy.
Charles Vanda, Vice Pres. in Chg. of TV & Prog. Dir.

RATE INFORMATION: Class AA one hour Live \$2,400, Film \$2,400. Minute spot Live \$500, Film \$500. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 9.

MARKET INFORMATION: Total (Including Fringe Area): Population, 7,795,537; Families in Area, 2,292,300; Area in Square Miles, 12,710.72; Retail Sales, \$8,935,730,000.

WFIL-TV

LICENSEE: Triangle Publications Inc. Address: 46th & Market Sts. Phone: Evergreen 2-4700.

FACILITIES: Ch. 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. Make, RCA. Model TT 25 BL. 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, DuMont. Stations, AM, WFIL. FM, WFIL-FM.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Lyon, Wilner & Bergson.

SERVICES: Three studios (one 48x65 ft., one 28x55 ft., and one 22x30 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Two Vidicon film cameras. Three RCA 16mm film projectors. One GE opaque projector. One Gray scanner. Houston film processing unit. RCA mobile unit. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Triangle Publications Inc. publishes Philadelphia Inquirer and other publications. Walter H. Annenberg and family are principal stockholders.

EXECUTIVES:

Roger W. Clipp, Gen. Mgr. Jack Steck, Exec. Prog. Dir.
George A. Koehler, Exec. Asst. to Gen. Mgr. Charles Harrison, Dir. of News and Special Events
Howard W. Maschmeier, Exec. Asst. to Gen. Mgr. Henry Rhea, Ch. Eng.
Kenneth W. Stowman, Gen. Sls. Mgr. John J. Hyland, Dir. of Pub. Adv. & Prom.
Joe Zimmermann, Dir. of Adv. & Prom.

RATE INFORMATION: Class A one hour Live \$2,000, Film \$2,000. Minute spot Live \$375, Film \$375. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 11.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 6,585,000; Families in Area, 1,929,400; Area in Square Miles, 29,225; No. of Sets (June 1), 1,833,160; Retail Sales, \$7,639,949,000; Income per Family, \$5,753; Income per Capita, \$1,686.

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WFIL-TV: TV's **FIRST** daily motion picture newsreel... sponsored for six consecutive years by RCA Victor. **FIRST** TV show to be honored by a National Headliners' Club Award.

WFIL-TV: Selected for two consecutive years to originate the annual TV Concert of the famed **PHILADELPHIA ORCHESTRA** under auspices of Tasty Baking Company.

WFIL-TV: Created and developed the TV technique for radio's most popular fixture—the disc jockey. "**BANDSTAND**" set the pattern for TV stations across the country.

WFIL-TV: Produced world's **FIRST**, full-scale, TV Auto Show in 1953... repeated in 1954 in response to public and manufacturer interest.

WFIL-TV: **FIRST** Philadelphia station to enlarge its service area with Maximum Power which—combined with low band VHF—is a technical improvement of sales importance to the TV advertiser.

COMING SOON:

Another **FIRST** to provide new and better service for the Television Advertiser...
WATCH FOR IT
from

...**THE RIGHT DIRECTION** for the Advertiser who knows the value of the **SUCCESS HABIT!**

ABC and DuMont Networks

The Voice of Delaware
Valley, U.S.A.

WFIL-TV channel **6**

The Philadelphia Inquirer Station

Represented by The Katz Agency

PHILADELPHIA (Cont.)

WIBG-TV

(Target Date, Not Set)

LICENSEE: Daily News Television Co. Address: 1425 Walnut St.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: Address, Vernon Rd. & Cheltenham Ave. Make, DuMont. Antenna: Make, GE. Height, Above average terrain 640 ft. Above ground 549 ft.

OPERATION: Target date not set.

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

REPRESENTATIVES: Washington Attorney, Roberts & McInnis. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Philadelphia Daily News Inc. (10%); Seaboard Radio Broadcasting Corp. (WIBG-AM-FM) (84%); Lemuel Schofield (3%); Jack Lit (3%).

WPTZ (TV)

LICENSEE: Westinghouse Broadcasting Co. Address: Architects Bldg. Phone: Locust 4-5500.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Wyndmoor, Pa. Make, RCA. Model TT-25BL1. Antenna: Make, RCA. Type 6-Bay Turnstile. Height, Above average terrain 749 ft. Above ground 602 ft.

OPERATION: Began Sept. 16, 1941. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Network NBC. Station, AM, KYW.

REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Three studios (two 28x49 ft. and one 20x25 ft.). 160 seat auditorium with stage 37x24 ft. Ten RCA TK-30A and two RCA TK10A camera chains. TransLux projector plus two screens. Two RCA TK-20-A film cameras. Three TP-16 RCA film projectors. One Philco scanner. One Composite opaque projector. One mobile unit. News Service, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp. WBC also owns WBZ-AM-FM-TV Boston, KPX (TV) San Francisco, WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh, WWO Fort Wayne, KEX-AM-FM Portland, Ore.

EXECUTIVES:

Chris J. Witting, Pres. Raymond J. Bowley, Ch. Eng.
 Rolland V. Tooke, Gen. Mgr. Edward G. Murray, Film Buy.
 Alexander W. Dannenbaum Jr., E. Preston Stover, Mgr. of Prog.
 Com. Mgr. John J. Kelly, Prom. Mgr.
 Stan Lee Broza, Prog. Mgr.

RATE INFORMATION: Class AA one hour Live \$2,500. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,750,805	6,491,638	8,695,320
Families in Area	1,103,178	1,963,423	2,557,447
Area in Square Miles	3,372	12,972	17,012
No. of Sets (Feb. 1)	1,727,153	2,282,923
Retail Sales	\$75,820,000
Income per Family	\$ 5,609
Income per Capita	\$ 1,649

PITTSBURGH

(Allegheny County)

WDTV (TV)

LICENSEE: Allen B. DuMont Labs. Address: Gateway Center. Phone: Express 1-3000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4101 Grizella St. Make, DuMont. Model Series 9000. Antenna: Make, Blaw-Knox. Type, H-21. Height, Above average terrain 810 ft. Above ground 560 ft.

OPERATION: Began Jan. 11, 1949. Hours, 6:45 a.m.-2:00 a.m.

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

REPRESENTATIVES: Sales, DuMont Network Sales. Washington Attorney, Roberts & McInnis.

SERVICES: Two studios (one 34x44 ft. and one 73x69 ft.). Two DuMont Iconoscope film cameras. Two DuMont scanners. Two DuMont 513 OC-16mm film projectors. One DuMont TA-150-A scanner. One B & L Baloptican opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: Allen B. DuMont Laboratories, Inc., licensee, operates DuMont Television Network. Other owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C. Also manufactures electronics equipment and tv receivers.

EXECUTIVES:

Dr. Allen B. DuMont, Pres. Dick Dreyfuss, Film Buy.
 Harold C. Lund, Gen. Mgr. Dick Fortune, Pub. Rel. Dir.
 George Baren Bregge, Sls. Mgr. Paul P. Palangi, Personnel Mgr.
 Byron Dowty, Prog. Dir. Bill Burns, News Dir.
 Raymond W. Rodgers, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$1,200, Film \$1,200. Minute spot Live \$190, Film \$190. Rate Card No. 8.

MARKET INFORMATION: Grade A (FCC Contour): Population, 2,890,300; Families in Area, 1,220,000; Area in Square Miles, approximately 24,371; No. of Sets (June 1), 1,119,210; Retail Sales, \$5,098,764,000; Income per Family, \$5,800; Income per Capita, \$1,665.

WENS (TV)

LICENSEE: Telecasting Inc. Address: 700 Ivory Ave. Phone: Wellington 1-1200.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 200 kw, Aural 105 kw. Transmitter: Address, 700 Ivory Ave. Make, GE. Model TT-25A. Antenna: Make, GE. Type TT-25Y. Height, Above average terrain 870 ft. Above ground 552 ft.

OPERATION: Began Aug. 29, 1953. Hours, 7:00 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Edward Petry. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 60x60 ft. and one 30x34 ft.). Two DuMont remote and two GE studio camera chains. Two GE film cameras. Two General Precision Laboratory projectors. Two Selectroslide junior projectors. One custom mobile unit. News Service, UP, INS.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson (13.8%), A. Donovan Faust (5%), Larry Israel (5%), William H. Rea (8.35%), Henry Oliver Rea (8.35%), John W. Galbreath (5.55%), Donald C. Lott (2.77%), Ralph McP. Kiner (2.77%), Robert F. Prince (2.77%), Norton Cotterill (2.22%), Tyrone Corp. (5.55%), and 16 others, each owning less than 1%. William H. Rea owns 4.49% and Henry O. Rea owns 32.2% of WPOR Portland, Me. Tyrone Corp. owns 35.2% of WMTW (TV) Portland, Me.

EXECUTIVES:

Thomas P. Johnson, Pres. Peter Thornton, Pub. Dir.
 Larry H. Israel, Gen. Mgr. Thomas I. Bordenkircher, Prod.
 David C. Murray, Operations Dir.
 Mgr. Bob Prince, Sport Dir.
 James Hurley, Chief Eng. Betty Jane Wylie, Traffic Dir.
 Jay Gould, Film Buy. Donald P. Menard, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$450. Minute spot Live \$90. Frequency discounts from 5% for 26-51 times up to 20% for 260 or more times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): No. of Sets (May 1), 307,149.

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 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 530 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 C. Davis.

SERVICES: Two studios (16x35 ft. and 35x55 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. Library, World, Lang-Worth.

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.

PENNSYLVANIA

PITTSBURGH (Cont.)

WKJF-TV (Cont.)

PRINCIPAL STOCKHOLDER: Mrs. Greer also owns WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio. Holds controlling interest in steel and coal firms and West Virginia Newspaper Publishing Co. which publishes Morgantown (W. Va.) Dominion News and Post, and weekly New Martinsville (W. Va.) Wetzel Republican.

EXECUTIVES:

Agnes J. Reeves Greer, Ch. Own.	Carlyle Freeborn, Prog. Dir.
Joseph A. Jenkins, Gen. Mgr.	Peter E. Pappas, Ch. Eng.
Herbert A. Waters, Com. Mgr.	George P. Turner, Film Buy.

† WKJF-TV has suspended operation but has not returned its CP.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Address: 4337 Fifth Ave. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: Address, 2850 Berthoud St. Make, DuMont. Model, Series 8000. Antenna: Make, RCA. Type, TF 6AH. Height, Above average terrain 620 ft. Above ground 540 ft.

OPERATION: Began April 1, 1954. Hours, 1:00-2:30 p.m.; 6:00-7:30 p.m.

REPRESENTATIVES: Washington Attorney, Henry Fisher.

SERVICES: One studio (97x42x22 ft.). Two RCA 7-K-31-A camera chains. One RCA vidicon film camera. Two RCA TP 16 F film projectors. One Gray Teloprojector slide projector. RCA Kinescope recording unit.

PRINCIPAL STOCKHOLDERS: Operating funds for station come from \$2.00 annual subscriptions to "Program Previews," station's monthly magazine.

EXECUTIVES:

Leland Hazard, Pres. of Bd. of Dir., WQED	Edward Wegener, Prog. Dir.
William A. Wood, Gen. Mgr.	Mrs. Dorothy Daniel, Dir. of Pub. Rel.
Edward Hortsman, Ch. Eng.	

WTVQ (TV)

(Target Date, Not Set)

LICENSEE: Golden Triangle Television Corp. Address: 5 S. Jefferson St., Dayton, Ohio.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, Shiloh St. bounded by Grandview Ave., Wyoming St. and Sycamore St., at old KQV-FM site. Transmitter: Make, GE. Antenna: Make GE. Height, Above average terrain 490 ft.

OPERATION: Target Date not set.

REPRESENTATIVES: Washington Attorney, Fly Shuebruk, Blume & Gaguine. Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, equal partners. Same ownership as WIFE (TV) Dayton, Ohio. Mr. Berry also owns 20% of WEOL Elyria, Ohio. Sale of WTVQ (TV) to Edward Lamb pending FCC approval.

**READING
(Berks County)**

WEEU-TV

LICENSEE: Hawley Broadcasting Co. Address: 433 Penn St. Phone: 6-7335.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Operating Pow.: Visual 165 kw, Aural 87 kw. Transmitter: Address, Skyline Dr. Make, GE. Model, 12 kw UHF. Antenna: Make, GE. Type, Helical 5-bay. Height, Above average terrain 1,030 ft. Above ground 408 ft.

OPERATION: Began April 15, 1953. Hours, 12:00 noon-11:05 p.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WEEU.

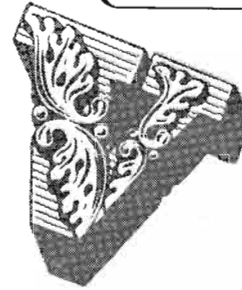
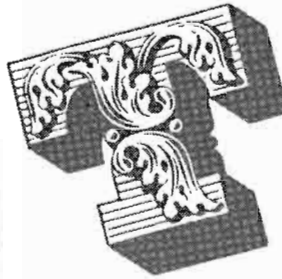
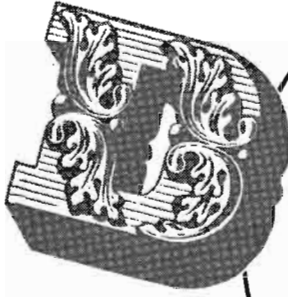
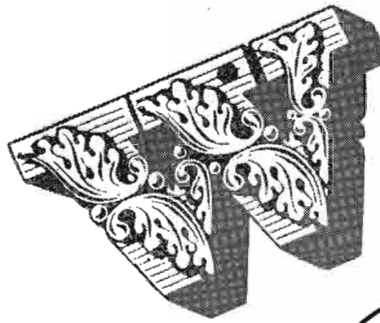
REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Cohn & Marks. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (36x75 ft.). One projection studio. Two live GE, two film GE, one monoscope and transmitter GE camera chains. Two GE film cameras. Two syncrolite GE 16mm film projectors. Two GE slide projectors. One GE opaque projector. News Service, UP. Library, Associated Programs.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle) owns 99% of stock.

EXECUTIVES:

Hawley Quier, Pres.	David J. Miller Jr., Dir. of Tech. Opr.
Thomas E. Martin, Gen. Mgr. & Exec. Vice Pres.	Harold E. Schearer, Asst. Dir. of Tech. Opr.
K. Richard Creitz, Asst. Mgr.	Ewart M. Blain, Dir. of TV Sls.
George Carroll, Prog. Dir.	Roy V. Swinamer, Sr. Dir.



**Right
Sales Twist in
PITTSBURGH**

Channel 2

Every day, every night, in more than one million 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!

First with the Finest in Television

**GATEWAY CENTER
PITTSBURGH, 22, PA.**

Owned and Operated by ALLEN B. DU MONT LABORATORIES, INC.
HAROLD C. LUND, General Manager

READING (Cont.)

WEEU-TV (Cont.)

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$20, Film \$20. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Population, 918,462; Families in Area, 268,400; Area in Square Miles, 2,788; No. of Sets (June 1), 219,920; Retail Sales, \$1,001,163; Income per Family, \$5,722; Income per Capita, \$1,719.

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Skyline Dr. Phone: Reading 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: Address, Route 83, Blue Mountain, Summit Station, Pa. Make, GE. Model, T. T. 25A. Antenna: Make, GE. Type, Helical 5 Bay. Height, Above average terrain 1,770 ft. Above ground 1,034.

OPERATION: Began Feb. 22, 1953. Hours, 6:00 a.m.-1:00 a.m.

AFFILIATIONS: Network, CBS. Stations, AM, WHUM.

REPRESENTATIVES: Sales, H-R Television Inc. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. Three GPL remote pedestals camera chains. Two 16mm Eastman Kodak film projectors. Two (2x2 in.) and one (3 1/4x4 in.) slide projectors. GE mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Humboldt J. Greig (39%), Jessie P. Greig (25%), Richard G. Fichthorn (2%), Paul A. Flickinger (4%), Arthur W. Heim (11%) and Max O'Rell Truitt (2%).

EXECUTIVES:

Humboldt J. Greig, Pres. & Gen. Mgr.	Alan Lane, Film Buy.
Earl G. Thomas, Gen. Sls. Mgr.	John E. Schuler, Vice Pres.
Robert Bostian, Prog. Dir.	Robert M. Reuschle, Nat. Sls. Mgr.
Louis E. Littlejohn, Ch. Eng.	William M. Popp, Asst. Treas.

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.

MARKET INFORMATION:

(Total, Including Fringe Area): Population, 2,200,000; Families in Area, 688,060; No. of Sets (June 1), 461,000; Retail Sales, \$2,500,000,000; Income per Family, \$3,250; Income per Capita, \$1,100.

SCRANTON

(Lackawanna County)

WARM-TV

LICENSEE: Union Broadcasting Co. Address: 333 Madison Ave. Phone: Diamond 3-1245.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: Address, West Mountain. Make, RCA. Model, TTU 12A. Antenna: Make, RCA. Type, 21 DL. Height, Above average terrain 1,223 ft. Above ground 347 ft.

OPERATION: Began Feb. 9, 1954. Hours, 8:30 a.m.-1:00 p.m.

AFFILIATIONS: Network ABC. Station AM, WARM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Two studios (one 60x40 ft. and one 20x16 ft.). Two GPL camera chains. One GPL Vidicon film camera. Two GPL remote film projectors. One Dual Gray remote slide projector. One 16mm film processing unit. News Service, UP.

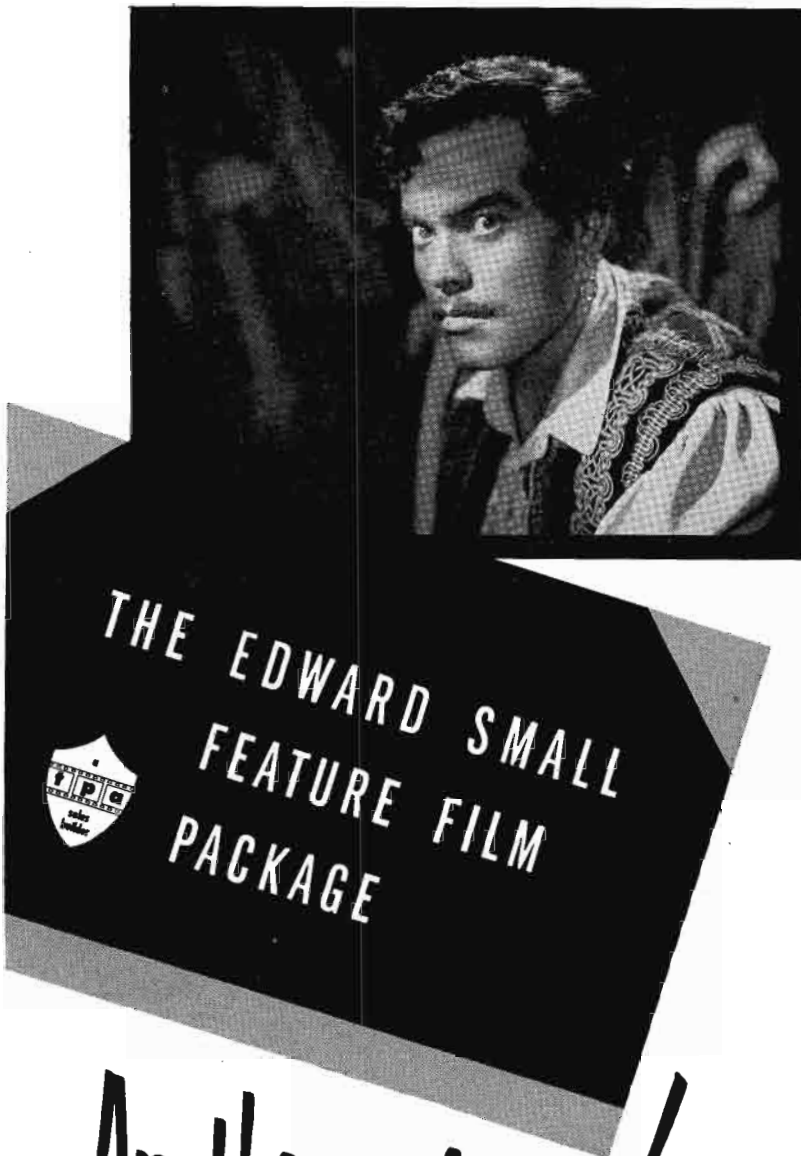
PRINCIPAL STOCKHOLDERS: Martin F. Memolo (70%) and William W. Scranton (28%).

EXECUTIVES:

Martin F. Memolo, Pres.	Joseph Salsburg, Prog. Dir.
William W. Scranton, Vice Pres.	Roswell J. Parker, Ch. Eng.
William M. Dawson, Gen. Mgr.	Donald S. Preven, Prom. Mgr.
Sam M. Feigenbaum, Sls. Dir.	

RATE INFORMATION: Class A one hour Live \$225, Film \$225. Minute spot Live \$45, Film \$45. Frequency discounts. Rate Card No. 2.

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.



Another winner!

from the portfolio of **TPA** Sales Builders

From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

It's a package of great stories and top Hollywood names by the score. Any listing in this space would be incomplete.

Films in this series have outrated "Lucy" in San Francisco . . . smothered a competing "Berle" in Salt Lake City . . . exceeded the ratings of "Your Show of Shows" and other competing programs in Cleveland.

No wonder station managers call it "The best package we have ever had" (WCBS-TV, New York) . . . tell us that "audience and advertisers alike have been extremely well pleased." (KPRC-TV, Houston).

If you need a sure Feature Film winner, write to TPA for availabilities of this proved package.



Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 2710 West Summerdale Avenue
 Hollywood: 6253 Hollywood Boulevard

SCRANTON (Cont.)

WARM-TV (Cont.)

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)			154,000
Retail Sales	\$1,152,750,000	\$147,197,000	\$1,299,947,000

WGBI-TV

LICENSEE: Scranton Broadcasters Inc. Address: 1000 Wyoming Ave. Phone: Diamond 2-7634.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 93.3 kw. Operating Pow.: Visual 178 kw, Aural 93.3. Transmitter: Address, Bald Mount. Make, GE. Model, TT-25-A. Antenna: Make, GE. Type, TY-24-B. Height, Above average terrain 1,170. Above ground 150 ft.

OPERATION: Began June 7, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Blair Tv. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, George Davis.

SERVICES: One studio (25x50 ft.). Two camera chains Type PE-5-B. Two GE film cameras. Two GE Synchrolite film projectors. One Spindler & Sauppe slide projector. One Gray Teloprojector Slide Projector. Library, Studio Films.

PRINCIPAL STOCKHOLDERS: Mrs. M. E. Megargee, 85% (55% as executor of estate of Frank Megargee).

EXECUTIVES:

Mrs. M. E. Megargee, Pres. R. E. McDowell, Sta. Mgr.
Mrs. Douglas Holcomb, Vice Pres. Mort Rosenthal, Prog. Dir. & Film Buy.
George D. Coleman, Gen. Mgr. & Com. Mgr. K. R. Cooke, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	769,300	634,650	1,403,950
Families in Area	216,300	181,100	397,400
Area in Square Miles	11,288		
No. of Sets (June 1)	155,000		
Retail Sales	\$684,653,000	\$615,294,000	\$1,299,947,000
Income per Family	\$5,254	\$5,254	

WTVU (TV)

LICENSEE: Appalachian Co. Inc. Address: Hotel Jermyn. Phone: Diamond 7-3334.

FACILITIES: Ch. 73. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.5 kw. Operating Pow.: Visual 13 kw, Aural 6.5 kw. Transmitter: Address, West Mountain. Make, F. T. L. Model, 20 B. Antenna: Make, Workshop Assoc. Type, UHF-73. Height, Above average terrain 1,270 ft. Above ground 347 ft.

OPERATION: Began Aug. 17, 1953. Hours, 3:30 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Everett-McKinney. Washington Attorney, Krieger & Jorgensen. Consulting Engineer, George P. Adair.

SERVICES: Two studios (one 30x40 ft. and one 24x50 ft.). Two Federal 56A camera chains. One rear screen projector. One Federal 56A film camera. Two GPL Type PA 100 A film projectors. One F. T. L. 93B dual scanner. News Service, INS.

PRINCIPAL STOCKHOLDERS: Jane C. Collins (49%), Frank J. Collins (49%) and Robert E. Scragg (2%).

EXECUTIVES:

Frank J. Collins, Pres. Patrick Napolitano, Ch. Eng.
James H. Crowley, Gen. Mgr. Edward Galuska, Film Buy.
Thomas H. Davis, Com. Mgr. Charles Angell, Prod. Mgr.
James Coursen, Prog. Dir. Josephine M. Fiore, Traffic Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	523,000	723,000	
Families in Area	135,000	199,000	
No. of Sets (June 1)	60,000	30,000	100,000

SHARON

(Mercer County)

WSHA (TV)

(Target Date, Not Set)

LICENSEE: Leonard J. Shafitz. Address: 542 S. Oakland Ave.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 1.72 kw, Aural 1.03 kw. Transmitter: Address, Homewood Drive. Make, GE. Antenna: Make, GE. Height, Above average terrain 323 ft. Above ground 233 ft.

OPERATION: Target Date not set.

REPRESENTATIVES: Consulting Engineer, Sanford & Schafitz.

PRINCIPAL STOCKHOLDER: Leonard J. Schafitz (100%).

WILKES-BARRE

(Luzerne County)

WBRE-TV

LICENSEE: WBRE Inc. Address: 62 S. Franklin St. Phone: Valley 3-3101. 3-3101.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 1000 kw, Aural 500 kw. Operating Pow.: Visual 225 kw, Aural 135 kw. Transmitter: Address, Wyoming Mountain. Make, RCA. Model, TT-U-12A. Antenna: Make, RCA. Height, Above average terrain 1,220 ft. Above ground 426 ft.

OPERATION: Began Jan. 1, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Hogan & Hartson.

SERVICES: Three studios (14x17 ft., 15x32 ft. and 17x30 ft.). Two RCA field camera chains. One RCA field camera. One RCA film camera. Two RCA film projectors. Two S&S turret slide projectors. One RCA scanner. Bridgamatic Hi-Speed Reversal film processing unit. News Services, AP, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Louis G. Baltimore is sole owner.

EXECUTIVES:

Louis G. Baltimore, Pres. & Ch. Franklin D. Coslett, Prog. Dir. & Film Buy.
David M. Baltimore, Gen. Mgr. & Com. Mgr. Charles Sakoski Sr., Ch. Eng.

RATE INFORMATION: Class A one hour Live \$450, Film \$400. Minute spot Live \$80, Film \$70. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	859,000	496,180	1,355,180
Families in Area	245,000	141,141	386,141
No. of Sets (June 1)			164,000
Retail Sales	\$781,306,000	\$481,333,000	\$1,262,639,000

WILK-TV

LICENSEE: Wyoming Valley Broadcasting Co. Address: 88 N. Franklin St. Phone: Valley 4-4666.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 794 kw, Aural 398. Operating Pow.: Visual 170 kw, Aural 87 kw. Transmitter: Address, Penobscott Summit, Pa. Make, GE. Model, GE 15 kw. Antenna: Make, GE. Type, Helical. Height, Above average terrain 1,100 ft. Above ground 243 ft.

OPERATION: Began Sept. 16, 1953. Hours, 9:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Miller & Schroeder. Consulting Engineer, John Creutz.

SERVICES: Two studios (40x33 ft. and 22x25 ft.). Two GE studio camera chains. One GE film camera. Two GE Eastman synchrolite film projectors. One GE and one Selectroslide slide projectors. One GE opaque projector. One 16mm negative, positive and reversal film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mitchell Jenkins (12 1/2%), Roy E. Morgan (12 1/2%), Thomas P. Shelburne (12 1/2%), Harold Gray (12 1/2%), Leon Schwartz (12 1/2%), Vernon Wise (12 1/2%), Gerald Wise (12 1/2%) and Mrs. I. C. Morgan (12 1/2%).

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LET WNOW-TV CARRY YOUR SELLING LOAD IN YORK, PA.

From baby bottles to
shaving cream WNOW-TV
SELLS the booming York
market . . .



WNOW-TV reaches MORE homes, MORE spendable income. Retail Sales of \$1,890,286.00

- 87,400 UHF Sets (and increasing steadily)
- Du Mont Affiliation
- Interesting Local Shows to hold and sell your audience
- Complete Facilities

WNOW-TV gives you a larger audience for LESS money.
Create a preference for your product with action-getting commercials on WNOW-TV.
See your Forjoe-TV man for availabilities.



WNOW-TV • Channel 49

Represented Nationally by

FORJOE-TV, Inc.

New York - Atlanta - Chicago - San Francisco - Dallas - Los Angeles

PENNSYLVANIA

WILKES-BARRE (Cont.)

WILK-TV (Cont.)

EXECUTIVES:

Mitchell Jenkins, Pres.
Thomas P. Shelburne, Gen. Mgr. & Treas.
Roy E. Morgan, Exec. Vice Pres.
Malcolm Dale, Com. Mgr.
Harold Berg, Prog. Dir.

Theodore French, Ch. Eng.
Francis Lee, Film Buy.
Wm. Williams, Prod. Mgr.
Mrs. Dorothy Albee, Prom. Mgr.
Martin Musket, Continuity Dir.
Marion Kresge, Oprs. Desk

RATE INFORMATION: Class A one hour Live \$337, 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	861,900	1,406,900	2,100,000
Families in Area	242,700	396,900	525,000
Area in Square Miles	5,310	8,125	11,315
No. of Sets (June 1)	133,000	173,000	205,000
Retail Sales	\$744,059,000	\$1,244,842,000	\$1,856,400,000
Income per Family	\$5,523	-----	-----
Income per Capita	\$1,384	-----	-----

WILLIAMSPORT

(Lycoming County)

WRAK-TV

(Target Date, Not Set)

LICENSEE: WRAK Inc. Address: 244 W. 4th St. Phone: Williamsport 2-6116.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: Address, Bald Eagle Mt. Ridge Road. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BMS. Height, Above average terrain 1,280 ft. Above ground 242 ft.

OPERATION: Target date not set.

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

REPRESENTATIVES: Sales, Everett-McKinney Inc. Washington Attorney, Spearman & Roberson. Consulting Engineer, George Davis.

SERVICES: One TK-20D film camera. Two RCA TP-16E film projectors. RCA Dual Disk slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Margarette T. Steele (41.9%), George E. Joy (9.9%), Anne Steele Joy (20%) and West Branch Bank and Trust Co. (27%).

EXECUTIVES:

George E. Joy, Pres. & Gen. Mgr.
Margaretta T. Steele, Vice Pres.
Anne Steele Joy, Secy.

Jane L. Straw, Treas.
J. Wright Mackey, Com. Mgr.
Irving A. Berndt Jr., Prog. Dir.
Glenn L. Sherman, Ch. Eng.

YORK

(York County)

WNOW-TV

LICENSEE: Broadcast Division, Helm Coal Co. Address: 25 S. Duke St. Phone: York 27-821.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, R. D. 5, Pleasureville. Make, DuMont. Model 15000. Antenna: Make, Workshop. Height, Above average terrain 660 ft. Above ground 383.3 ft.

OPERATIONS: Began November 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, DuMont. Stations, AM, WNOW. FM, WNOW-FM.

REPRESENTATIVES: Sales, Forjoe Tv Inc. Washington Attorney, James A. McKenna Jr. Consulting Engineer, John H. Mullaney.

SERVICES: One studio (40x45 ft.). Two DuMont Image Orthicon camera chains. One Tv Specialty rear screen projector. One sound-on-film. Auricon camera. DuMont Multiscanner scanner. Multiscanner opaque projector. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Howard J. Williams (30.4%), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

EXECUTIVES:

Lowell W. Williams, Gen. Mgr.
John O. Border, Com. Mgr.
Robert Stough, Sta. Mgr.
Richard E. Burg, Prog. Dir. & Film Buy.

Glen Winter, Ch. Eng.
J. Edward Schwalm, Sls. Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$37.50. Frequency discounts from 2 1/2% for 13 times up to 30% 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.

YORK (Cont.)

WNOV-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	394,800	590,200	1,487,700
Families in Area	121,270	153,380	400,372
Area in Square Miles	525	2,683	3,358
No. of Sets (June 1)	180,000	210,000	280,000
Retail Sales	\$519,193,000	\$655,439,000	\$780,484,000
Income per Family	\$5,441	\$5,242	\$5,710
Income per Capita	\$1,690	\$1,623	\$1,592

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co. Address: 53 North Duke St. Phone: 2-5531.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Address, South Queen St. Hill. Make, RCA. Model TTU 1B. Antenna: Make, RCA. Type, TFU 27 BHS. Height, Above average terrain 527 ft. Above ground 417 ft.

OPERATION: Began Dec. 22, 1952. Hours, 9:00 a.m.-11:30 p.m.

AFFILIATIONS: Network, ABC. Station, AM, WSBA.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, George C. Davis.

SERVICES: Three studios (40x60 ft., 12x26 ft. and 8x12 ft.). Two RCA TK 11B camera chains. One RCA TK 20C film camera. Two RCA 16D film projectors. Two Spindler & Sauppe slide projectors. One composite film processing unit. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: All of stock is owned by estate of Louis J. Appell, deceased.

EXECUTIVES:

Louis J. Appell Jr., Pres. James Curtis, Prog. Dir.
C. L. Doty, Gen. Mgr. & Com. Llewellyn Jones, Ch. Eng.
Mqr. Tom Miller, Film Buy.

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. Rate Card No. 1.

	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)	35,000	35,000	80,000
Retail Sales	\$200,000,000	\$300,000,000	\$700,000,000
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 MARKET INDICATORS

Total Population, July 1, 1953.....	831,000
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, April 1954	282,300
Employed in Agriculture, 1950	4,461
Employed in Mining, April 1954	
Employed in Manufacturing, April 1954	124,700
Employed in Construction, April 1954	14,700
Employed in Transportation & Public Utilities, April 1954	16,000
Employed in Wholesale & Retail Trade, April 1954	53,400
Employed in Finance, Insurance & Real Estate, April 1954	11,400
Employed in Service & Miscellaneous, April 1954....	28,100
Employed in Government Service, April 1954	34,000
Retail Sales, 1953	\$ 858,285,000
Bank Assets, Jan. 1, 1954	\$ 1,231,658,000
Bank Deposits, Jan. 1, 1954	\$ 1,118,203,000
Major Income Sources, 1952: Agriculture .6%; Government 17.3%; Manufacturing Payrolls 35.5%; Trade and Service 23.4%.	
Total Income Payments, 1952	\$ 1,352,000,000
Per Capita Income, 1952	\$ 1,655
Total Internal Revenue Collections, 1953	\$ 299,224,261
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 59.28
Cash Receipts from Farm Marketing, 1953	\$ 26,176,000
Government Payments to Farmers, 1953	\$ 80,000
Value of Mineral Production, 1951	\$ 1,278,000
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, 1953	280,710
Number of Telephones, Jan. 1, 1954	268,600
Number of Electrical Connections, Jan. 1, 1954	274,479
Number of Gas Utilities Connections, 1953	166,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Bristol	29,079	\$22,356	\$7,833	\$ 861	8,540	98%
Kent	77,763	72,411	21,026	2,014	21,350	82%
Newport	61,539	60,480	21,773	2,159	13,910	80%
Providence	574,973	654,330	166,716	21,199	164,030	93%
Washington	48,542	48,708	15,435	1,707	9,890	68%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.



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.

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PROVIDENCE

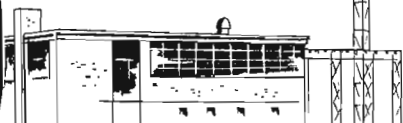
Covers

Southern New England

- America's Number 1 Market in density of population.
- 2nd Largest Market in New England.
- 17th in the Nation

CBS, ABC, DUMONT

Represented by Paul H. Raymer Co., Inc.



RHODE ISLAND

PROVIDENCE

(Plantations County)

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 171 kw. Operating Pow.: Visual 226 kw, Aural 113 kw. Transmitter: Address, Pine St., Rehoboth, Mass. Make, RCA. Model, TT-20AH. Antenna: Make, RCA. Type, TF-12AH. Height, Above average terrain 920 ft. Above ground 859 ft.

OPERATION: Began July 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WJAR.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (one 22x18 ft. and one 48x36 ft.). Four RCA camera chains. One rear screen projector. Two RCA TK20A film cameras. One RCA TP16F, two RCA TP16C and one GE 16mm film projectors. Two Selectrosides, two TDC and one SVE slide projectors. Two Gray telop opaque projectors. One film processing unit. One mobile unit. News Service, INS. Libraries, SESAC, Capitol.

PRINCIPAL STOCKHOLDERS: Owned and operated by The Outlet Co. (department store).

EXECUTIVES:

George O. Griffith, Vice Pres.
Norman A. Gittleson, Sta. Mgr. & Com. Mgr.
Seymour Horowitz, Prog. Dir.
Thomas Prior, Ch. Eng.

William Cooper Jr., Film Buy.
Frederick R. Griffiths, Oper. Mgr.
Manning Tesser, Prod. Mgr.
Joseph S. Sinclair, Pub. Rel. Mgr.
Jay Hoffer, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$1,000, Film \$1,000. Minute spot Live \$170, Film \$160. 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	2,795,400	4,533,200	5,273,100
Families in Area	831,110	1,334,200	1,558,900
Area in Square Miles	5,200
No. of Sets (June 1)	715,000	1,121,000	1,296,000
Retail Sales	\$3,224,879,000	\$5,087,161,000	\$5,848,691,000
Income per Family	\$5,407	\$5,211	\$5,289
Income per Capita	\$1,572	\$1,538	\$1,557

WNET (TV)

LICENSEE: Channel 16 of Rhode Island Inc. Address: P. O. Box 1533. Phone: Union 1-3100.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 154 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: Address, Pine & Walker Sts., Rehoboth, Mass. Make, RCA. Model, TTU 1B. Antenna: Make, RCA. Type, 24DL. Height, Above average terrain 510 ft. Above ground 453 ft.

OPERATION: Began March 23, 1954. Hours, 8:00 a.m.-12:00 midnight.

AFFILIATIONS: Network, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Benedict P. Cottone. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 80x30 ft. and one 30x15 ft.). Two image orthicon GPL camera chains. One Vidicon GPL film camera. Two 16mm GPL film projectors. One Gray Telejector slide projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%. Tv Associates of Rhode Island Inc., 0.86%.

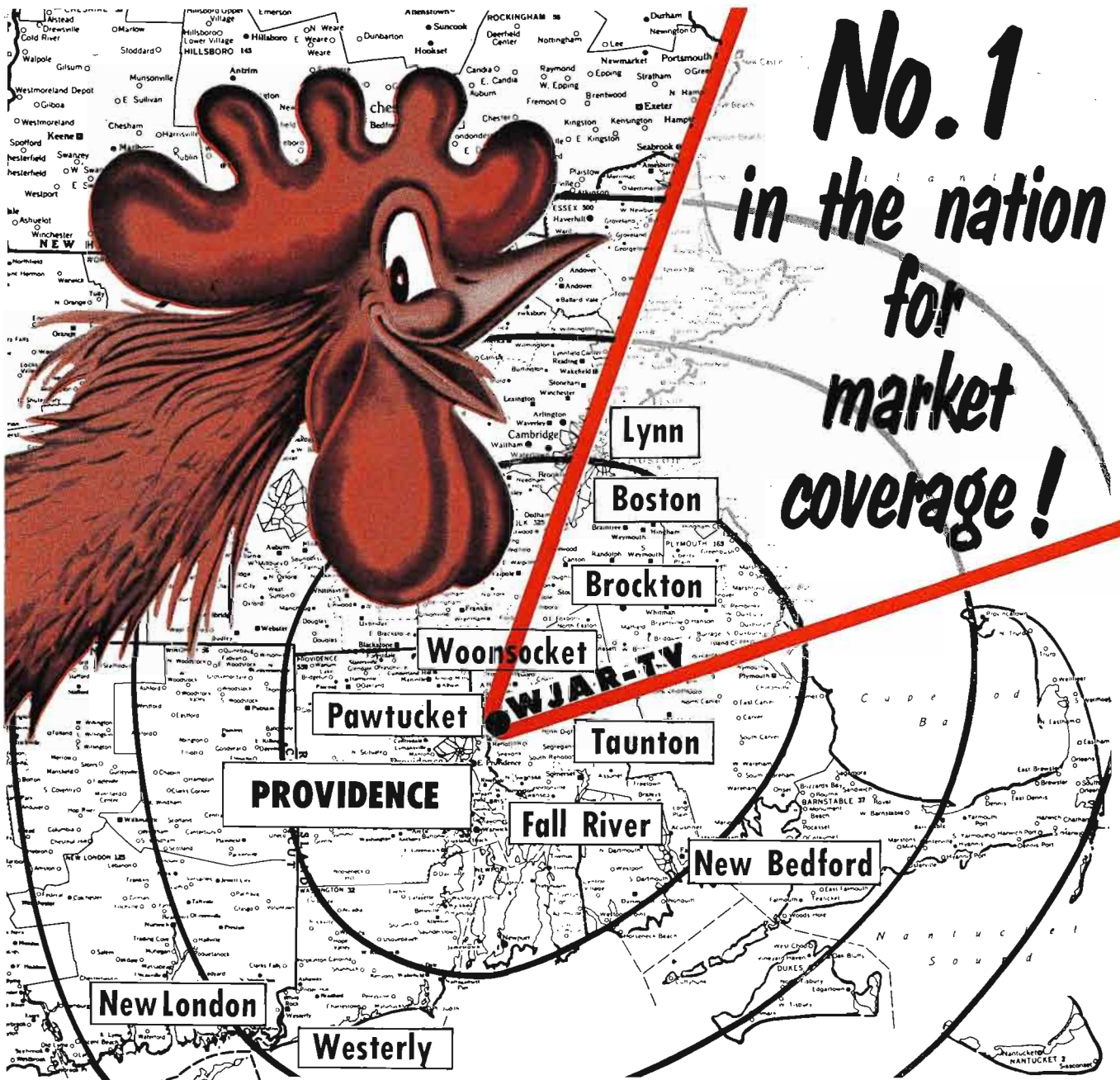
EXECUTIVES:

Harold C. Arcaro, Pres.
John Reed Porterfield, Gen. Mgr.
Pat Vayda, Prog. Dir.
Herbert F. Evans, Ch. Eng.

Robert Dykeman, Film Buy.
Virginia Bartlett, Woman's Prog. Dir.
Bruce White, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts. Rate Card No. 2.

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.



No. 1
in the nation
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market
coverage!

In the nation's most densely populated market area, 89%* of Rhode Island families own TV sets . . . 31 percentage points above the national average of 58%!

Southern New England TV sets** tune to Channel 10 for our live-local programs . . . 17 daily, Monday through Friday! Channel 10 local talent won 1st and 3rd place in *T.V. Guide's* all New England popularity contest.

** (1,098,189 sets in our area)

* Nielsen study report, courtesy of CBS TV Research Dept.

NBC-BASIC
 ABC-Supplementary
 DuMont-Supplementary

WJAR-TV
CHANNEL 10 PROVIDENCE

National Sales Representatives — WEED TELEVISION

RHODE ISLAND

PROVIDENCE (Cont.)

WPRO-TV

(Target Date, Not Set)

LICENSEE: Cherry & Webb Broadcasting Co. Address: 24 Mason St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, Neutaconkanut Hill. Make, GE. Antenna: Make, GE. Height, Above average terrain 510 ft. Above ground 457 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., president (44.9%), also owns 48.56% of WNEW New York; Anna Cherry Gross, vice president (44.9%), Charles W. Knowles, treasurer (10.2%). Following hold options for part interest: Hope Broadcasting Co., 25%; Greater Providence Broadcasting Co., 20%; C. George Taylor and Robert T. Engles, jointly 13% (11% from Cherry & Webb, 2% from Hope).

SOUTH CAROLINA

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1953	2,199,000
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, April 1954	522,000
Employed in Agriculture, 1950	197,055
Employed in Mining, April 1954	1,200
Employed in Manufacturing, April 1954	217,800
Employed in Construction, April 1954	40,600
Employed in Transportation & Public Utilities, April 1954	26,900
Employed in Wholesale & Retail Trade, April 1954	103,500
Employed in Finance, Insurance & Real Estate, April 1954	12,400
Employed in Service & Miscellaneous, April 1954	40,000
Employed in Government Service, April 1954	79,600
Retail Sales, 1953	\$ 1,558,902,000
Bank Assets, Jan. 1, 1954	\$ 908,895,000
Bank Deposits, Jan. 1, 1954	\$ 845,077,000
Major Income Sources, 1952: Agriculture 11.0%; Government 19.7%; Manufacturing Payrolls 24.2%; Trade and Service 20.4%.	
Total Income Payments, 1952	\$ 2,341,000,000
Per Capita Income, 1952	\$ 1,099
Total Internal Revenue Collections, 1953	\$ 249,037,754
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 48.00
Cash Receipts from Farm Marketing, 1953	\$ 372,406,000
Government Payments to Farmers, 1952	\$ 2,875,000
Value of Mineral Production, 1951	\$ 11,284,000
New Public Construction in 1952	\$ 736,500,000
Motor Vehicle Registration, 1953	716,329
Number of Telephones, Jan. 1, 1954	326,100
Number of Electrical Connections, Jan. 1, 1954 ¹	1,865,388
Number of Gas Utilities Connections, 1953	46,100

¹Includes North Carolina. For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Abbeville	22,456	\$12,325	\$3,694	\$ 417	1,430	25%
Alken	53,137	35,090	10,914	747	2,350	12%
Allendale	11,773	5,376	1,620	169
Anderson	90,664	69,655	16,624	1,866	4,800	20%
Bamberg	17,533	9,721	2,071	242
Barnwell	17,266	8,624	2,204	279
Beaufort	26,993	13,545	3,728	286	1,210	18%
Berkeley	30,251	9,244	3,209	131	2,550	37%
Calhoun	14,753	4,720	1,402	142	650	19%
Charleston	164,856	147,084	38,313	4,513	24,760	52%
Cherokee	34,992	19,051	5,320	465	5,690	65%
Chester	32,597	21,529	6,839	545	4,670	57%
Chesterfield	36,236	20,937	4,484	621	2,880	35%
Clarendon	32,215	11,107	2,724	309	1,010	15%
Colleton	28,242	15,535	2,916	620	1,790	25%
Darlington	50,016	33,955	8,939	790	3,310	27%
Dillon	30,930	17,070	4,401	436	1,700	25%
Dorchester	22,601	11,656	3,620	400	1,370	24%
Edgefield	16,591	8,127	2,196	249	1,220	32%
Fairfield	21,780	9,202	2,271	254	2,790	57%

SOUTH CAROLINA

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Florence	79,710	67,673	15,532	1,500	9,560	48%
Georgetown	31,762	20,291	6,038	640	2,890	37%
Greenville	168,152	176,384	37,269	5,059	19,880	40%
Greenwood	41,628	40,513	9,524	1,360	2,840	25%
Hampton	18,027	8,399	2,020	262	860	19%
Horry	59,820	39,134	8,456	1,369
Jasper	10,995	5,942	1,317	107	510	19%
Kershaw	32,287	18,061	5,306	478	3,480	45%
Lancaster	37,071	27,787	7,196	737	5,150	56%
Laurens	46,974	27,502	7,578	758	3,360	28%
Lee	23,173	7,527	2,274	282	2,210	46%
Lexington	44,279	24,072	8,229	692	4,760	39%
McCormick	9,577	3,514	987	79	530	25%
Marion	33,110	21,486	4,841	742	2,000	25%
Marlboro	31,766	17,432	4,715	441	2,630	35%
Newberry	31,771	23,629	6,286	745	2,760	32%
Oconee	39,050	21,675	5,232	468	1,540	16%
Orangeburg	68,726	39,616	9,646	1,127	3,080	19%
Pickens	40,058	22,372	7,068	733	1,680	16%
Richland	142,565	179,064	32,970	5,491	14,370	34%
Saluda	15,924	5,862	1,219	141	1,220	32%
Spartanburg	150,349	137,663	31,277	3,150	22,550	56%
Sumter	57,634	38,316	9,523	1,066	3,370	24%
Union	31,334	18,147	5,502	637	5,080	66%
Williamsburg	43,807	20,468	5,111	419	1,320	14%
York	71,596	62,820	16,501	1,525	10,620	57%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

AIKEN

(Aiken County)

WAKN-TV

(Target Date, Not Set)

LICENSEE: Aiken Electronics Adv. Corp. Address: Station WAKN.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: Address, Old U. S. Highway 1. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 540 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, W. J. Holey.

PRINCIPAL STOCKHOLDERS: B. T. Whitmire, president (20%), 25% owner of WAYS Charlotte, N. C.; WCOG Greensboro, N. C.; Jack Younts, vice president (10%), president and 50.9% owner of WEEB Southern Pines, N. C.; J. P. Williamson, vice president (10%); John Mare, secretary-treasurer (30%), manager and 30% owner of WAKN and vice president and 15.7% owner of WEEB; Oliver Grace (20%), 16 2/3% owner of WEEB; and John Shealy (10%).

ANDERSON

(Anderson County)

WAIM-TV

LICENSEE: Wilton E. Hall. Address: 1 Martin St. Phone: Canal 6-1511.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 67.6 kw. Operating Pow.: Visual 18.6 kw, Aural 9.3 kw. Transmitter: Address, 1 Martin St. Make, Federal, Model, 20B. Antenna: Make, Workshop. Height, Above average terrain 380 ft. Above ground 418 ft.

OPERATION: Began Dec. 1, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Network, CBS. Stations, AM, WAIM. FM, WCAC (FM).

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Spearman & Roberson and Cottone & Scheiner. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 14x22 and one 30x45 ft.). One DuMont dual camera chain. One Klieg rear screen projector. One Bell & Howell film camera. One GPL film projector. One Federal slide projector. One Federal scanner. News Service, INS.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Anderson Independent and Mail.

EXECUTIVES:

Wilton E. Hall, Own. Marshall Gilliard, Prog. Dir.
Glenn P. Warnock, Gen. Mgr. John Willis, Ch. Eng.
Robert Griffin, Com. Mgr. Virginia Barath, Film Buy.

RATE INFORMATION: Class A one hour Live \$200, Film \$200. Minute spot Live \$40, Film \$40. Frequency discounts, 2 1/2% for 13 times to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,549	347,241	519,400
Families in Area	23,709	69,448	135,300
Area in Square Miles	830	2,280	
No. of Sets (June 1)	45,000		
Retail Sales			\$392,020,000

SOUTH CAROLINA

CAMDEN

(Kershaw County)

WACA-TV

(Target Date, Not Set)

LICENSEE: Camden Broadcasting Corp. Address: Camden, S. C. Phone: 80.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Operating Pow.: Visual 5 kw, Aural 3 kw. Transmitter: Make, DuM. Model 5000. Antenna: Make, RCA. Type TFU-24BL. Height, Above average terrain 550 ft. Above ground 579.

OPERATION: Target date not set.

AFFILIATION: Station, AM, WACA.

REPRESENTATIVES: Washington Attorney, A. L. Stein. Consulting Engineer, William E. Benns Jr.

SERVICES: Two studios (30x30 ft. and 24x34 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: Haygood S. Bowden, president (30.9); Thomas J. Richards, vice president (2%), vice president and general manager of WACA; Harold W. Funderburk, secretary (8%); Woodrow R. Bowden (15%); Talmadge 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, Film \$167. Minute spot Live \$27, Film \$24. 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.

CHARLESTON

(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Address: Francis Marion Hotel. Phone: 3-8371.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 485 East Bay. Make, DuMont. Model, 9000. Antenna: Make, RCA. Type, TF 6AM. Height, Above average terrain 470 ft. Above ground 515 ft.

OPERATION: Began June 19, 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Networks, ABC, CBS. Stations, AM, WCSC. FM, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (31x50 ft.). Two DuMont TA-124-E camera chains. One DuMont TA-124-E film camera. Two GPL PA-100-A film projectors. One DuMont TA-150-A scanner. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: John M. Rivers (66 $\frac{2}{3}$ %), is principal stockholder.

EXECUTIVES:

John M. Rivers, Pres. & Gen. Mgr. Russell Long, Prog. Dir. & Film Buy.
Roland Weeks, Asst. Mgr. & Nat. Buy.
Com. Mgr. Wilbur R. Albee, Ch. Eng.
Ralph Thornley, Reg. Sls. Mgr. Charles Hall, Prod. Mgr.
Annie Lee Small, Prom. Mgr.
Patsy Montgomery, Copy Ch.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$60, Film \$60. Frequency discounts from 5% for 13 times to 25% for 260 times.

WUSN-TV

(Target Date, Sept. 1, 1954)

LICENSEE: Southern Broadcasting Co. Address: 42 10th Ave.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: Address, 3d & 10th Ave. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 790 ft. Above ground 842 ft.

OPERATION: Target date Sept. 1, 1954.

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

REPRESENTATIVES: Sales, H-R Representatives. Washington Attorney, Eliot C. Lovett. Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: J. Drayton Hastie, president-treasurer (35.96%); Sara C. Hastie (20.2%); C. N. Hastie Jr. (10%); B. M. Middleton (6.04%); George L. Buist (4.4%); J. Ross Hanahan (4.4%); Theodore D. Maybank, vice president (3.6%), and seven others, none holding as much as 4%.

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.

There's

Gold

That

PORT

CHARLESTON

WCSC-TV Channel 5 CHARLESTON, S.C.

CBS - ABC AFFILIATE Represented Nationally by FREE & PETERS

J. BLEASOE

SOUTH CAROLINA

COLUMBIA (Richland County)

WCOS-TV

LICENSEE: Radio Columbia Inc. Address: Cornell Arms Apt. Phone: 2-2177.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 44.7 kw. Operating Pow.: Visual 15.7 kw, Aural 7.85 kw. Transmitter: Address, Two Notch Rd. and Wisteria Dr. Make, RCA. Model TTU-1-B. Antenna: Make, RCA. Type, TFU-21-BLS. Height, Above average terrain 650 ft. Above ground 554 ft.

OPERATION: Began May 1, 1953. Hours, 8:00 a.m.-11:15 p.m.

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

REPRESENTATIVES: Sales, Headley-Reed. Washington Attorney, Pierson & Ball. Consulting Engineer, George C. Davis.

SERVICES: One studio (25x40 ft.). One RCA TK11A camera chain. One Tv Specialties rear screen projector. One RCA TK20D film camera. Two RCA 16mm film projectors. One 2x2 in. Spindler & Sauppe slide projector. News Service, AP. Library, World, Snader.

PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%) and H. W. Pittman (28%).

EXECUTIVES:

Charles W. Pittman, Pres.	Blair McKenzie, Prog. Dir.
Stewart Spencer, Tv Oper. Mgr. & Film Buy.	Robert Lambert, Ch. Eng.
Wayne Poucher, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 2 1/2% for 13 times to 30% for 260 times. Rate Card No. 2.

WIS-TV

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-6431.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 269.0 kw, Aural 135 kw, Operating Pow.: Visual 106.5 kw, Aural 53.3 kw. Transmitter: Address, 1111 Bull St. Make, RCA. Model TT25BH. Antenna: Make, RCA. Type TF12AH. Height, Above average terrain 640 ft. Above ground 582 ft.

OPERATION: Began Nov. 7, 1953. Hours, 1:00 p.m.-11:15 p.m.

AFFILIATIONS: Network NBC. Station, AM, WIS. FM, WIS-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (18x37 ft.). One announcer's booth. Three camera chains (two RCA TK 10-A and one RCA TK-31-A). One RCA TK 20 E film camera. Two RCA TP 16E film projectors. One RCA TP 3-A; one Gray projector. Equipment for one-camera remote originations. News Service, UP. Library, Thesaurus, Capitol.

PRINCIPAL STOCKHOLDERS: Broadcasting Co. of the South (WIS) (81%) and E. Grenville Siebels II (5.77%). Broadcasting Co. of the South operates WIST Charlotte, N. C., and owns 43% of channel 9 applicant in that city.

EXECUTIVES:

G. Richard Shafto, Pres.	Dixon Lovvorn, Prod. Sup.
Charles A. Batson, Mgr.	E. Grenville Seibels, News Dir.
Thomas F. Daisley, Sls. Mgr.	James W. Jackson Jr., Sports Dir.
Adrian F. Munzell, Prog. Coordinator & Film Buy.	Barnett F. Goldberg, Tech. Sup.
Herbert G. Eidson, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$400, Film \$350. Minute spot Film \$87.50. Frequency discounts from 5% up to 25%. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	288,400	559,455	1,085,900
Families in Area	74,129	138,665	258,920
Area in Square Miles	3,220	8,500	14,350
No. of Sets (April 30)	33,542	56,416	105,258
Retail Sales	\$246,120,000	\$391,579,000	\$711,300,000
Income per Family	\$ 4,533	\$ 3,992	\$ 3,997
Income per Capita	\$ 1,165	\$ 989	\$ 954

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 central South Carolina

Your message on WIS-TV is backed by a sure-fire combination of VHF power, fine programs, and long experience with the central South Carolina market. Nationwide, WIS-TV is 7th among NBC optional stations in total hours of scheduled NBC network commercial programs. Outstanding local programs include the only newsreel coverage of state capital events. All of this goes into a rich market with no substantial penetration from other stations . . . no wonder WIS-TV sells the central South Carolina market!

N B C N E T W O R K



Check these figures on the WIS-TV market area:

- *1954 population 1,161,918
- *1954 families 289,104
- TV sets (Apr. 30, 1954) 117,036
- *E.B.I. \$1,222,985,000
- *Retail sales \$ 795,650,000
- Area served, sq. mi. 15,840
- *Sales Management, "Survey of Buying Power" 1954.

President, G. Richard Shafto Managing Director, Charles A. Batson Represented nationally by Free & Peters



SOUTH CAROLINA

COLUMBIA (Cont.)

WNOK-TV

LICENSEE: Palmetto Radio Corp. Address: 1811 Main St. Phone: 3-9401.

FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 741 kw, Aural 372 kw. Operating Pow.: Visual 74.2 kw, Aural 37 kw. Transmitter: Address, Cushman Dr. Make, DuMont. Antenna: Make, Gabriel. Height, Above average terrain 630 ft. Above ground 536 ft.

OPERATIONS: Began Sept. 1, 1953. Hours, 1:45 p.m. to 11:00 p.m.

AFFILIATIONS: Network, CBS, DuMont. Stations, AM, WNOK.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Covington & Burling. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios. One film camera. Two film projectors. One DuMont scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: Irwin Kahn (26%), J. W. Lindau III (14%), Samuel Litman (12%), W. Croft Jennings (9%), Carlisle Roberts (9%), and others.

EXECUTIVES:

H. Moody McElveen Jr., Gen. Mgr. David M. Campbell, Prog. Dir. & Film Buy.
W. C. Bockman, Nat. Sls. Mgr. Donald E. Willoughby, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 2½% for 13 times to 15% for 260 times. Rate Card No. 1.

FLORENCE

(Florence County)

WBTW (TV)

(Target Date, Sept. 26, 1954)

LICENSEE: Jefferson Standard Broadcasting Co. Address: P. O. Box 630. Phone: 3271.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: Address, Black Creek Rd., Florence County, S. C. Make, RCA. Model TT-50-AH. Antenna: Make, RCA. Type TF-12-AH. Height, Above average terrain 790 ft. Above ground 827 ft.

OPERATION: Target date Sept. 26, 1954. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network, CBS, NBC, DuMont.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, A. D. Ring & Assocs.

SERVICES: One studio (30x45 ft.). Two RCA dolly-mounted Image Orthicon camera chains. One TSC Profitmaker rear screen projector. Two RCA TK-20 film cameras. Two RCA 16mm film projectors. One RCA Multiplexer TP9B slide projector. One Projectall opaque projector. Library, Capital.

PRINCIPAL STOCKHOLDERS: Jefferson Standard Life Insurance Co. (100%), also owns 100% of WBIG Greensboro, N. C., and 16.59% of Greensboro News Co. (WFMY-TV) and 100% of WBT and WBTW (TV) Charlotte, N. C.

EXECUTIVES:

Joseph M. Bryan, Pres. Melvin Purvis, Mgr.
Charles H. Crutchfield, Exec. Vice Pres. & Gen. Mgr. Robert L. Rierson, Prog. Dir. & Film Buy.
John Brock, Com. Mgr. Emil A. Sellars, Ch. Eng.
J. William Quinn, Mg. Dir.

RATE INFORMATION: Class A one hour \$250. Minute spot \$60. Frequency discounts. Rate Card No. 1.

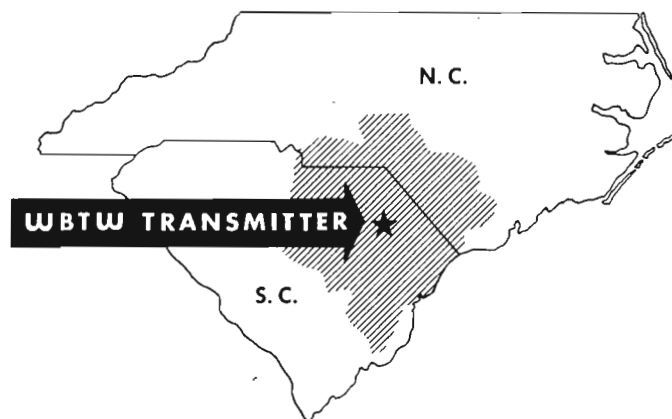
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	317,600	778,900	1,106,700
Families in Area	74,300	179,100	254,200
Area in Square Miles	4,238	11,797	16,846
Retail Sales	\$203,928,000	\$478,373,000	\$702,937,000

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.

Now!

**new, top-power
VHF coverage
of 1,000,000
carolinians**



On September 26, 1954, a great new VHF area station—WBTW—began operations with studios and transmitters at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75-mile radius. With top power of 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. With an effective buying income of almost a billion dollars, retail sales exceeded \$700,000,000 in 1953.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTW, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION



Represented Nationally by CBS Television Spot Sales

Giant of Southern Skies



... Serving nearly 3-million people in piedmont South Carolina, western North Carolina, northern Georgia, and eastern Tennessee, with 100 KW Power (VHF), and with 2204 ft. antenna (1204 ft. above average terrain), atop Greenville, South Carolina's Paris Mountain.

WFBC-TV-Land is a 60-county empire in four southeastern states, including the fabulous textile-industrial area of which Greenville, Spartanburg, Anderson, Greenwood, and Asheville, N. C. are the principal cities. This rich southeastern market is dominated by the "Giant of Southern Skies" — WFBC-TV, on Channel 4. It's truly A GREAT NEW MARKET IN THE SOUTH.

HERE IS THE RICH WFBC-TV MARKET*

(Within 100 miles radius. Compare it with a like radius from Atlanta, Miami, Jacksonville, New Orleans, or Nashville.)

POPULATION 2,924,625 People
INCOMES \$3,274,536,000.
RETAIL SALES \$2,112,629,000.
TELEVISION HOMES 277,622†

† Television Homes from A. C. Nielsen Co. Survey as of Nov. 1, 1953, plus RETMA set shipments in the 100 mv contour since Nov. 1, 1953.

* Market Data from Sales Management.

For rates, information and assistance, write us, or contact our National Representatives:

WEED TELEVISION CORP.
501 Madison Ave., New York



NBC NETWORK

SOUTH CAROLINA

GREENVILLE

(Greenville County)

WFBC-TV

LICENSEE: WMRC Inc. Address: 19 E. North St. Phone: 5-9653.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Paris Mountain. Make, RCA. Model, TT-25BL. Antenna: Make, RCA. Type, TF6BM. Height, Above average terrain 1,140 ft. Above ground 158 ft.

OPERATION: Began Jan. 1, 1954. Hours, 12:45 p.m.-12:30 a.m.

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

REPRESENTATIVES: Sales, Weed Television Corp. Washington Attorney, Miller & Schroeder. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (22x26 ft.; 40x60 ft. under construction. Two RCA image orthicon camera chains. One RCA Iconoscope film camera. Two RCA film projectors. One Gray Teloprojector slide projector. Mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (39%), R. A. Jolley (6.3%); J. D. Poag (3.1%); Robert A. Jolley Jr. (1.75%); James E. Jolley (1.75%); Mrs. Mamie Jolley Bruce (1.75%); Alester G. Furman Jr. (2.2%); Charles E. Daniel (2.2%); J. Kelly Fisk (2.6%); Noland Meyers (2%); Mrs. Emma Poag (2%); Mrs. R. G. Emery (1.6%). Total of 97 stockholders.

EXECUTIVES:

Roger C. Peace, Chmn. of Bd.
R. A. Jolley, Pres.
B. T. Whitmire, Gen. Mgr.
R. Q. Glass Jr., Com. Mgr.
Norvin C. Duncan, Prog. Dir.

Wilson C. Wearn, Ch. Eng. & Asst. to Pres.
Col. L. J. I. Barrett, Prod. Coordinator

RATE INFORMATION: Class A one hour Live \$445, Film \$400. Minute spot Live \$85, Film \$80. Two way frequency discounts up to 10% for six days per week and up to 10% for 52 weeks per year. Rate Card No. 2.

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.51 kw. Operating Pow.: Visual 17 kw, Aural 8.51 kw. Transmitter: Address, Paris Mountain. Make, RCA. Model, TTU1B. Antenna, Make, RCA. Type, TFU 21 DLS. Height, Above average terrain 1,133 ft. Above ground 131 ft.

OPERATION: Began Aug. 1, 1953. Hours, 8:00 a.m.-11:15 p.m.

AFFILIATIONS: Network, ABC, DuMont.

REPRESENTATIVES: Sales, H-R Television. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (15x30 ft.). One RCA TK31A camera chain. One TV Specialty Co. rear screen projector. Two RCA TK20D film cameras. Two RCA TP16D film projectors. One RCA TP2D slide projector. One Projectal 300 opaque projector. News Service, AP. Library, Associated. Snader.

PRINCIPAL STOCKHOLDERS: R. M. Caine (16.6%), Edgar M. Norris (10.9%), Lewis Village (9%), Vivian M. Manning (7.5%), Hugh K. Aiken (7.4%), Calvin F. Teague (5.5%), Camille M. Manning (4.8%), Burnett R. Maybank Jr. (4.8%), Keitt H. Smith (4.8%), M. B. Crigler (4.7%), Ben K. McKinnon (3.7%), J. I. Converse (3.3%).

EXECUTIVES:

Edgar M. Norris, Pres.
Ben K. McKinnon, Gen. Mgr.
Nat. Sls. Mgr. & Film Buy.
Ben J. Greer, Prog. Dir. & Film Buy.

Emil A. Sellars, Ch. Eng.
L. Herbert Porter, Prom., Merch. & Adv. Mgr.
John M. Wrightson, Bus. Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. 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)	32,000	28,000	75,000
Retail Sales	\$263,267,000	\$454,340,000	\$707,968,000
Income per Family	\$5,289	\$4,834	\$4,757
Income per Capita	\$1,409	\$1,269	\$1,192

SOUTH CAROLINA

SPARTANBURG

(Spartanburg County)

WSPA-TV

(Target Date, Fall, 1954)

LICENSEE: Spartan Radiocasting Co. Address: 224 E. Main St. Phone: 3-3621.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw. Transmitter: Address, Paris Mountain, S. C. Antenna: Height, Above average terrain 1,180 ft. Above ground 445 ft.

OPERATION: Target date, fall, 1954.

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

REPRESENTATIVES: Sales, George Hollingbery Co. Washington Attorney, William Dempsey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (one 47x32 ft., one announce studio 12x10 ft. and auditorium 45x25 ft.). News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, president (50.48%), and D. S. Burnside, secretary-treasurer (4.17%). Board of Directors: James A. Chapman; A. D. Cudd Jr.; Miller C. Foster; Henry Gramling; Russell Lentz; B. R. Littlejohn; Tom B. Pearce Jr.; Paul C. Thomas.

EXECUTIVES:

Walter J. Brown, pres.

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

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	700,375	1,174,100	1,653,700
Families in Area	185,475	207,950	327,500
Area in Square Miles	6,675	12,875	
No. of Sets (June 1)	87,708	151,946	225,269
Retail Sales	\$550,410,750	\$881,537,500	\$1,181,838,500
Income per Family	\$ 4,008	\$ 3,747	\$ 3,507
Income per Capita	\$ 1,038	\$ 977	\$ 888

SOUTH DAKOTA

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1953	645,000
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, April 1954	118,300
Employed in Agriculture, 1950	98,025
Employed in Mining, April 1954	2,400
Employed in Manufacturing, April 1954	11,400
Employed in Construction, April 1954	8,700
Employed in Transportation & Public Utilities, April 1954	9,600
Employed in Wholesale & Retail Trade, April 1954	37,200
Employed in Finance, Insurance & Real Estate, April 1954	4,800
Employed in Service & Miscellaneous, April 1954	14,400
Employed in Government Service, April 1954	29,900
Retail Sales, 1953	\$ 686,520,000
Bank Assets, Jan. 1, 1954	\$ 605,873,000
Bank Deposits, Jan. 1, 1954	\$ 563,803,000
Major Income Sources, 1952: Agriculture 31.3%; Government 18.6%; Manufacturing Payrolls 4.7%; Trade and Service 25.9%	
Total Income Payments, 1952	\$ 835,000,000
Per Capita Income, 1952	\$ 1,258
Total Internal Revenue Collections, 1953	\$ 74,904,424
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 61.37
Cash Receipts from Farm Marketing, 1953	\$ 549,049,000
Government Payments to Farmers, 1953	\$ 5,149,000
Value of Mineral Production, 1951	\$ 29,658,000
New Public Construction in 1952	\$ 78,200,000
Motor Vehicle Registration, 1953	307,550
Number of Telephones, Jan. 1, 1954	166,000
Number of Electrical Connections, Jan. 1, 1954	205,736
Number of Gas Utilities Connections, 1953	43,000

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

BROADCASTING • TELECASTING

SOUTH DAKOTA

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Aurora	5,020	\$3,283	\$ 457	\$ 118
Beadle	21,082	25,809	4,906	540
Bennett	3,396	2,790	513	45
Bon Homme	9,440	9,831	1,215	269	500	18%
Brookings	17,851	17,024	3,652	372	760	15%
Brown	32,617	49,153	7,419	1,145
Brule	6,076	8,046	1,939	259
Buffalo	1,615	160	107
Butte	8,161	10,898	1,940	274
Campbell	4,046	1,975	553	22
Charles Mix	15,558	14,549	3,069	399
Clark	8,369	7,032	1,100	175
Clay	10,993	7,542	1,423	262	1,420	43%
Codington	18,944	27,523	3,691	451
Corson	6,168	3,194	702	35
Custer	5,517	3,540	912	32
Davison	16,522	29,397	3,498	636
Day	12,294	12,526	2,022	265
Deuel	7,689	4,314	1,006	55
Dewel	4,916	3,333	814	127
Douglas	5,636	3,506	718	132
Edmunds	7,275	6,435	722	74
Fall River	10,439	8,573	1,998	463
Faulk	4,752	4,565	740	41
Grant	10,233	7,552	1,601	166
Gregory	8,556	6,495	1,243	164
Haakon	3,167	4,250	761	172
Hamlin	7,058	5,904	816	43
Hand	7,149	7,884	1,186	334
Hanson	4,896	1,830	473	30
Harding	2,289	1,356	370	24
Hughes	8,111	11,262	2,261	285
Hutchinson	11,423	11,392	1,647	237	590	18%
Hyde	2,811	3,357	568	40
Jackson	1,768	2,511	400	50
Jerauld	4,476	3,636	825	121
Jones	2,281	2,674	287	20
Kingsbury	9,962	10,575	1,879	195	460	16%
Lake	11,792	11,334	1,807	191	530	16%
Lawrence	16,648	12,559	3,169	551
Lincoln	12,767	12,391	2,336	259	1,640	43%
Lynan	4,572	3,040	644	37
McCook	8,828	7,169	915	155
McPherson	7,071	6,381	900	44
Marshall	7,835	6,898	1,223	119
Meade	11,516	7,297	2,007	142
Mellette	3,046	1,141	219	21
Miner	6,268	5,671	924	212
Minnehaha	70,910	93,394	15,865	2,688	4,270	18%
Moody	9,252	6,384	992	122	420	16%
Pennington	34,053	52,895	7,645	1,441
Perkins	6,776	10,919	1,524	58
Potter	4,688	7,306	1,234	195
Roberts	14,929	10,803	1,647	201
Sanborn	5,142	4,192	954	42
Shannon	5,669	500	219	17
Spink	12,204	11,908	2,076	281
Stanley	2,055	863	242
Sully	2,713	2,843	540	22
Todd	4,758	624	253
Tripp	9,139	11,779	1,792	169
Turner	12,100	11,078	2,328	311	1,590	43%
Union	10,792	9,012	1,384	391	1,420	43%
Walworth	7,648	11,079	1,806	280
Washabaugh	1,551	151	43
Yankton	16,804	19,734	3,096	312	810	19%
Ziebach	2,606	1,499	391	22

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. 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.

RAPID CITY

(Pennington County)

KTLV (TV)

(Target Date, Not Set)

LICENSEE: Hills Broadcasting Co. Address: c/o N. L. Bentson, Hamm Bldg.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 11.72 kw, Aural 5.62 kw. Transmitter: Address, U. S. Highway 16. Make, RCA TT2AH. Antenna: Make, RCA TF6AH. Height, Above average terrain 480 ft. Above ground 287 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: N. L. Bentson, 87% owner of WMIN Broadcasting Co. (WMIN St. Paul), president; Edmund R. Ruben, vice president (33/3%), Joseph L. Floyd, secretary-treasurer (33/3%) and WMIN Broadcasting Co. (33/3%). Messrs. Bentson, Ruben and Floyd also own KELO-TV Sioux Falls.

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.

SOUTH DAKOTA

SIOUX FALLS

(Minnehaha County)

KELO-TV

LICENSEE: Midcontinent Broadcasting Co. Address: 8th at Phillips. Phone: 4-5841.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33 kw. Operating Pow.: Visual 55 kw, Aural 33 kw. Transmitter: Address, Shindler, S. D. Make, RCA. Model, TT5A. Antenna: Make, RCA. Type, TF-12AH. Height, Above average terrain 530 ft. Above ground 574 ft.

OPERATION: Began May 20, 1953.

AFFILIATIONS: Stations, AM, KELO.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. D. Ring & Associates.

SERVICES: Two studios. Two RCA camera chains. Three Auricon film cameras. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Joseph L. Floyd, E. R. Ruben and N. L. Bentson, 87% owner of WMIN Broadcasting Co. (WMIN St. Paul.) are co-owners. They also are permittee of KTLV (TV) Rapid City, S. D.

EXECUTIVES:

Joseph L. Floyd, Pres.	Murray Stewart, Prog. Dir.
Evans A. Nord, Gen. Mgr. & Com. Mgr.	Lester Froke, Ch. Eng.
	Ella Hanson, Film Buy.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$47.50, Film \$40. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	476,390	744,300
Families in Area	134,969	215,801
Area in Square Miles	14,306	25,434
No. of Sets (June 1)	73,192	103,278
Retail Sales	\$455,649,500	\$845,362,800

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. 1. For full list of abbreviations and sources of county and state market data see Foreword.

TENNESSEE

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1953	3,280,000
Total Families, 1950	808,145
Total Urban Population, 1950	1,452,602
Total Rural Nonfarm Population, 1950	822,912
Total Farm Population, 1950	1,016,204
Employed in Nonagricultural Establishments, April 1954	819,500
Employed in Agriculture, 1950	247,372
Employed in Mining, April 1954	8,700
Employed in Manufacturing, April 1954	274,200
Employed in Construction, April 1954	56,100
Employed in Transportation & Public Utilities, April 1954	60,300
Employed in Wholesale & Retail Trade, April 1954	183,200
Employed in Finance, Insurance & Real Estate, April 1954	27,900
Employed in Service & Miscellaneous, April 1954	85,900
Employed in Government Service, April 1954	123,200
Retail Sales, 1953	\$ 2,845,344,000
Bank Assets, Jan. 1, 1954	\$ 2,630,848,000
Bank Deposits, Jan. 1, 1954	\$ 2,428,484,000
Major Income Sources, 1952: Agriculture 9.6%; Government 18.0%; Manufacturing Payrolls 22.4%; Trade and Service 25.3%.	
Total Income Payments, 1952	\$ 3,669,000,000
Per Capita Income, 1952	\$ 1,126
Total Internal Revenue Collections, 1953	\$ 513,097,589
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 55.39
Cash Receipts from Farm Marketing, 1953	\$ 486,717,000
Government Payments to Farmers, 1953	\$ 5,501,000
Value of Mineral Production, 1951	\$ 99,854,000
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, 1953	1,047,002
Number of Telephones, Jan. 1, 1954	749,000
Number of Electrical Connections, Jan. 1, 1954	936,514
Number of Gas Utilities Connections, 1953	209,600

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

TENNESSEE

TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Anderson	59,407	\$42,237	\$15,481	\$2,348	5,970	37%
Bedford	23,627	18,501	4,407	441	3,310	48%
Benton	11,495	4,801	1,250	122	450	14%
Bledsoe	8,561	3,289	897	81	320	20%
Blount	54,691	39,911	11,024	1,334	4,200	28%
Bradley	32,338	26,547	6,390	575	1,030	12%
Campbell	34,369	21,186	6,792	486	890	11%
Cannon	9,174	3,991	779	42	1,100	48%
Carroll	26,553	17,642	5,109	422	1,090	14%
Carter	42,432	29,942	7,592	840	3,030	27%
Cheatham	9,167	4,508	1,106	71	1,250	57%
Chester	11,149	6,437	1,796	205	810	28%
Claiborne	24,788	9,008	1,330	112	830	15%
Clay	8,701	2,114	374	32	800	38%
Cocke	22,991	12,833	3,531	146
Coffee	23,049	19,295	4,609	389	3,530	48%
Crockett	16,624	10,181	2,971	305	1,670	38%
Cumberland	18,877	12,394	3,306	109	750	16%
Davidson	321,758	374,430	79,254	10,506	76,730	80%
Decatur	9,442	5,292	1,072	119	280	11%
De Kalb	11,680	3,889	871	68	990	38%
Dickson	18,805	11,219	3,030	478	3,020	57%
Dyer	33,473	33,911	7,968	679	3,560	38%
Fayette	27,535	10,934	2,939	194	2,140	35%
Fentress	14,917	5,310	898	76	510	15%
Franklin	25,431	16,328	3,505	442	830	13%
Gibson	48,132	39,511	8,515	1,252	2,740	19%
Giles	26,961	17,745	3,602	449	920	13%
Greinger	13,086	2,550	516	37	420	14%
Greene	41,048	28,054	5,871	622	1,380	13%
Grundy	12,558	4,557	1,478	44	1,080	36%
Hamblen	23,976	26,868	5,877	565
Hamilton	208,255	261,256	58,630	7,604	11,190	18%
Hancock	9,116	1,705	232	69	290	14%
Hardeman	23,311	9,701	2,980	226	2,650	51%
Hardin	16,908	9,263	2,004	101	1,200	28%
Hawkins	30,494	11,121	2,740	248	910	12%
Haywood	26,212	15,767	4,906	370	3,210	51%
Henderson	17,173	10,486	2,262	282	540	12%
Henry	23,828	16,967	4,123	526	1,470	21%
Hickman	13,353	5,932	988	84	1,490	45%
Houston	5,318	1,478	474	66	520	47%
Humphreys	11,030	6,488	1,730	213	1,410	47%
Jackson	12,348	2,230	363	72	1,060	38%
Jefferson	19,667	10,247	2,843	346
Johnson	12,278	4,765	1,127	123	760	27%
Knox	223,007	248,292	52,080	6,901	16,880	26%
Lake	11,655	8,865	2,199	268	750	25%
Lauderdale	25,047	16,354	4,334	567	3,400	51%
Lawrence	28,818	18,171	3,764	311	1,010	14%
Lewis	6,078	4,542	1,156	75	680	45%
Lincoln	25,624	16,394	3,811	439	820	12%
Loudon	23,182	16,889	5,111	561	1,450	23%
McMinn	32,024	21,706	5,382	579	1,030	12%
McNairy	20,390	11,594	2,536	193	1,460	28%
Macon	13,599	2,807	736	38	1,430	39%
Madison	10,128	51,714	10,989	1,129	5,590	32%
Marion	20,520	11,429	3,014	337	1,840	36%
Marshall	17,768	14,671	3,473	411	2,760	53%
Maury	40,368	34,982	7,722	866	5,140	45%
Meigs	6,080	1,475	565	42	260	20%
Monroe	24,513	14,392	3,702	451	1,330	23%
Montgomery	44,186	33,152	8,063	918	5,440	46%
Moore	3,948	1,250	418	38	160	13%
Morgan	15,727	4,657	1,483	40	500	15%
Obion	29,056	23,045	5,182	560	2,110	25%
Overton	17,566	6,458	1,261	222	630	15%
Perry	6,462	1,914	473	...	150	11%
Pickett	5,093	1,106	235	30	140	15%
Polk	14,074	7,282	2,207	156	400	12%
Putnam	29,869	18,478	3,972	488	3,030	37%
Rhea	16,041	8,691	2,360	366	800	20%
Roane	31,665	22,548	6,070	787	1,960	23%
Robertson	27,024	16,008	4,445	615	4,110	56%
Rutherford	40,696	33,390	8,091	796	7,770	69%
Scott	17,362	6,836	1,068	...	410	10%
Sequatchie	5,685	2,551	608	39	260	20%
Sevier	23,375	15,449	4,467	433
Shelby	482,393	619,545	114,467	17,069	115,100	78%
Smith	14,098	6,304	1,012	144	1,370	38%
Stewart	9,175	3,008	582	76	990	47%
Sullivan	95,063	90,687	17,712	2,539	9,320	34%
Sumner	33,533	16,960	5,071	495	5,550	60%
Tipton	29,782	20,766	4,697	535	2,660	35%
Trousdale	5,520	3,002	624	70	610	38%
Unicoi	15,886	9,584	2,015	96	680	17%
Union	8,670	1,277	416	...	250	14%
Van Buren	3,985	924	399	38	160	20%
Warren	22,271	17,928	4,516	432	2,300	35%
Washington	59,971	60,298	10,380	1,550	2,650	17%
Wayne	13,864	6,573	1,946	147	370	11%
Weakley	27,962	15,115	3,948	573	1,740	21%
White	16,204	9,549	2,442	345	1,600	38%
Williamson	24,307	13,393	3,454	333	3,280	53%
Wilson	26,318	20,518	4,194	532	4,560	60%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

CHATTANOOGA

(Hamilton County)

WDEF-TV

LICENSEE: WDEF Broadcasting Co. Address: Volunteer Bldg. Phone: 6-0124.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: Address, Hampton Road, Signal Mountain, Tenn. Make, RCA. Model, TT-10-AH. Antenna: Make, RCA. Type, TF-12AH. Height, Above average terrain 990 ft. Above ground 378 ft.

OPERATION: Began April 25, 1954. Hours, 12:00 noon-11:30 p.m.

AFFILIATIONS: Network, ABC, CBS, NBC, DuMont. Stations, AM, WDEF.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Pierson & Ball. Consulting Engineer, Russell P. May.

SERVICES: One studio (22x40 ft.). Announcer's booth (6x10 ft.). Two RCA TK 31A camera chains. One RCA TK-20-D film camera. Two TP-16F 16mm film projectors. One dual disc slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carter M. Parham (17.67%), Moses Lebovitz (6.15%), Edward Finlay Jr. (11%) and Alex Guerry Jr. (1.35%). Mr. Lebovitz and Jay Solomon (6%) control and operate Independent Theatres of Chattanooga, Tenn. Stockholders total 150.

EXECUTIVES:

Carter M. Parham, Pres.	Morris Quave, Prog. Dir.
Moses Lebovitz, Vice Pres.	B. C. Baker, Ch. Eng.
Edward Finlay Jr., Secy.	Moses Lebovitz, Film Buy.
Alex Guerry Jr., Treas.	David Andrews, Prod. Dir.
Harold Anderson, Sta. Mgr.	Mort Lloyd, News Dir.
Otis H. Segler, Loc. Sls. Dir.	

RATE INFORMATION: Class A one hour Live \$390, Film \$350. Minute spot Live \$78, Film \$70. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	807,200	1,488,700
Families in Area	216,500	361,198
No. of Sets (June 1)	90,000	160,000
Retail Sales	\$573,944,000	\$986,055,000

JACKSON

(Madison County)

WDXI-TV

(Target Date, Jan. 1, 1955)

LICENSEE: Dixie Broadcasting Co. Address: Williams Bldg. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 40.7 kw, Aural 20.4 kw. Transmitter: Address, Muse St., Jackson, Tenn. Make, DuMont. Antenna: Make, RCA. Type 12-section. Height, Above average terrain 630 ft. Above ground 573 ft.

OPERATION: Target date, Jan. 1, 1955. Hours, 12:00 noon-12:00 midnight.

AFFILIATIONS: Network ABC, DuMont. Station, AM, WDXI.

REPRESENTATIVES: Sales, Burn-Smith Co. Washington Attorney, D. F. Prince. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (25x40 ft. and 20x20 ft.). Two DuMont camera chains. One TV Specialty rear screen projector. Two DuMont film cameras. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One Raytheon mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson (57.3%), owns controlling interest WDXL Lexington, Tenn.; WENK Union City, Tenn.; WTPR Paris, Tenn.; WDXE Lawrenceburg, Tenn.; WDXN Clarksville, Tenn.; WCMA Corinth, Miss. Dr. Frank M. Davis, Harley H. Moses, Harold L. Simpson, Cecil G. Murdock and Dave M. Palmer Jr., each 6.6%.

EXECUTIVES:

Aaron B. Robinson, Pres. & Gen. Mgr.	Bill Winsett, Film Buy.
Jack Murphy, Com. Mgr.	Tom Williams, Farm Prog. Dir.
Larry Crenshaw, Prog. Dir.	Dave O'Brien, News Dir.
James Thomas, Ch. Eng.	Larry Blair, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$250, Film \$250.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	348,000	272,000	680,000
Families in Area	84,000	68,000	186,000
No. of Sets (June 1)	16,900	13,600	46,500
Retail Sales	\$50,748,000		

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.

**THE COMPANY
YOU KEEP**

IN

CHATTANOOGA

(79th MARKET)

ON WDEF-TV

Carter Parham, President

Harold (Hap) Anderson, Manager

Your Play Time . . . Comedy Hour . . . TV Playhouse . . .
 Liberace . . . GE Theatre . . . Tony Martin Show . . . Camel
 News Caravan . . . Burns and Allen . . . My Friend Irma * . . .
 Viceroy Theatre . . . Dennis Day Show . . . Robert Montgomery
 Presents . . . Place the Face . . . Studio One . . . Midwestern
 Hayride . . . Arthur Murray Party . . . Milton Berle Show . . .
 I Love Lucy . . . Masquerade Party . . . Red Buttons . . . Truth or
 Consequences . . . You Bet Your Life . . . Red Skelton Revue . . .
 Arthur Godfrey and His Friends . . . Coke Time . . . I Married
 Joan . . . Cavalcade of America . . . Strike It Rich . . . I've
 Got A Secret . . . I Led Three Lives . . . This Is Your Life . . .
 Dragnet . . . Ford Theatre . . . Mr. District Attorney . . . Favorite
 Story . . . Pantomime Quiz . . . Mama * . . . Life of Riley . . .
 Best In Mystery . . . Big Story * . . . Cavalcade of Sports . . .
 Game of the Week . . . Jackie Gleason Show . . . Amateur
 Hour . . . Saturday Nite Revue . . . Your Hit Parade * . . .
 Private Secretary . . . On Your Account . . . Lux Theatre * . . .
 Disneyland * . . . Kollege of Musical Knowledge . . . Welcome
 Travelers . . . Guiding Light . . . Hawkins Falls . . . Chrysler
 Show * . . . Dollar a Second . . . Sports Revue

* Scheduled for Fall '54

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF



Contact THE BRANHAM COMPANY

JOHNSON CITY
(Washington County)

WJHL-TV

LICENSEE: WJHL Inc. Address: 145 W. Main St. Phone: 2780.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 58.78 kw, Aural 29.39 kw. Transmitter: Address, Television Hill. Make, GE. Model, TT6E. Antenna: Make, GE. Type, 12-Bay TY28-H. Height, Above average terrain, 720 ft. Above ground 629 ft.
OPERATION: Began Oct. 26, 1953. Hours, 1:00 p.m.-11:15 p.m.
AFFILIATIONS: Network, ABC, CBS, NBC. DuMont. Stations, AM, WJHL-FM, WJHL-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc. Washington Attorney, McKenna & Wilkinson.
SERVICES: One studio (40x50 ft.). Two GE Image Orthicon camera chains. One TV Specialties rear screen projector. One GE film camera. Two GPL 16mm film projectors. One Gray Telejector slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: W. H. Lancaster (19.24%), Mrs. Harriet B. Campbell (15.72%), T. F. Dooley (0.4%), W. H. Lancaster Jr. (4%), Mrs. Evelyn Lancaster (22.2%), Miss Harriet B. Campbell II (9.33%), Sam H. Campbell III (4.67%), Harriet B. Campbell II & Sam H. Campbell III (Trust) (15.72%).

EXECUTIVES:
 W. H. Lancaster Sr., Pres. O. K. Garland, Ch. Eng.
 W. H. Lancaster Jr., Vice Pres. & Gen. Mgr. William Shell, Pub. Dir.
 Walter Heeb, Prog. Dir. & Film Buy. Miss Pat Smithdeal, Prod. Dir.
RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	347,145	475,120	1,047,688
Families in Area	86,400	111,492	228,396
Area in Square Miles	1,963	5,892	8,046
No. of Sets (June 1)	83,397
Retail Sales	\$481,169,000
Income per Family	\$ 3,713
Income per Capita	\$ 902

KNOXVILLE
(Knox County)

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Address: 612 Gay St., S.W. Phone: 2-7111.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 8.2 kw, Aural 4.2 kw. Transmitter: Address, Sharp's Ridge Memorial Rd. Make, RCA. Model Present TT2AL. Auth. TT25BL. Antenna: Make, RCA. Type Pres. TF3A. Auth. TF6AM. Height, Above average terrain 990 ft. Above ground 649 ft.
OPERATION: Began Oct. 1, 1953. Hours, 2:00 p.m.-11:15 p.m.
AFFILIATIONS: Networks, ABC, NBC. Station, AM, WROL.
REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Fisher, Wayland, Duval & Southmayd, Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (32x40 ft.). Two RCA TK31A camera chains. One RCA TK-20D film camera. Two RCA TP-16E film projectors. One Gray Telejector. News Service, UP. Library, World.
PRINCIPAL STOCKHOLDERS: Paul Mountcastle, pres., (37.43%), W. H. Linebaugh, vice pres. (5.04%), Cowan Rogers Jr., exec. vice pres. (9.83%), Frank A. Tucker, treas. (8.57%).
EXECUTIVES:
 W. H. Linebaugh, Vice Pres. & Gen. Mgr. John Reese, Prog. Dir. & Film Buy.
 J. T. McCloud, Com. Mgr. Fred Andrews, Ch. Eng.
 Wayne Hudson, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$360, Film \$300. Minute spot Live \$72, Film \$60. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	759,500
Families in Area	194,600
No of Sets (May 1)	70,820	81,296
Retail Sales	\$508,559,000

WTSK-TV

LICENSEE: South Central Bcst. Corp., P. O. 148, 1162 Mt. Auburn Rd., Evansville, Ind.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11 kw. Operating Pow.: Visual 21.9 kw, Aural 11 kw. Transmitter: Address, Sharp's Ridge, east of Memorial Rd. Make, Federal. Model FTL-20B. Antenna: Make, Federal. Type FTL-P-26-25. Height, Above average terrain 480 ft. Above ground 257 ft.
OPERATION: Began Oct. 18, 1953. Hours, 11:00 a.m.-11:00 p.m.
AFFILIATIONS: Network CBS, DuMont.
REPRESENTATIVES: Sales, John E. Pearson Television. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, John H. Mullaney.
SERVICES: One studio (20x30 ft.). Two FTL studio camera chains. Two GPL 16mm film projectors. Two Viewflex 35mm 2x2 slide projectors. One FTL polyefex scanner. News Service, AP.
PRINCIPAL STOCKHOLDERS: John A. Englebrecht, pres. (39.6%), George F. Stultz, vice pres. (39.6%), Eileen O. Stultz, secy.-treas. (0.5%), same ownership as WIKY Evansville.
EXECUTIVES:
 John A. Englebrecht, Pres. William Eckstein, Prog. Dir.
 Harold B. Rothrock, Gen. Mgr. Joseph Broyles, Ch. Eng.
 & Film Buy. Peter Fennelly, Prod. Mgr.
 Guy L. Smith III, Com. Mgr. Marie Hogan, Prom. Mgr.

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. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	218,357	351,125	482,907
Families in Area	62,140	93,625	126,735
Area in Square Miles	1,965	4,560	10,620
No. of Set (June 1)	43,500	64,000	74,700
Retail Sales	\$239,000,000	\$323,495,000	\$406,447,000
Income per Family	\$ 3,850	\$ 3,400	\$ 3,210
Income per Capita	\$ 1,095	\$ 920	\$ 845

MEMPHIS
(Shelby County)

WHBQ-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway, N. Y. C.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: Address, Raleigh-LaGrange Rd. Make, RCA. Model TT 50 AH. Antenna: Make, RCA. Type TF12 (AH). Height, Above average terrain 1,013 ft. Above ground 1,073 ft.
OPERATION: Began Sept. 27, 1953. Hours, 6:00 a.m.-12:00 p.m.
AFFILIATIONS: Network CBS. Station, AM, WHBQ.
REPRESENTATIVES: Sales, Blair-Tv. Washington Attorney, Krieger & Jorgenson. Consulting Engineer, Frank McIntosh.
SERVICES: Two studios (one 50x30 ft. and one 30x30 ft.). One RCA TK-20D film camera. Two RCA TK-11-A studio camera chains. Two RCA TP-16-E film projectors. One Super Projectall "300" slide projector. One Super Projectall "300" opaque projector. News Service, UP. Library, SESAC.
PRINCIPAL STOCKHOLDER: General Teleradio Inc. (operates Mutual Bcstg. System, Yankee Network, Don Lee Network, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WOR-AM-TV New York, WEAN Providence, KFRC San Francisco and holds majority interest in WGTN-AM-TV Hartford.)
EXECUTIVES:
 T. F. O'Neil, Pres. Gordon Lawhead, Prog. Dir. & Film Buy.
 John Cleghorn, Vice Pres. & Gen. Mgr. Welton Roy, Ch. Eng.
 William Grumbles, Opns. Mgr. Wilson Northcross, Prod. Dir.
 L. O. Dobson, Gen. Sls. 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 260 times. Rate Card No. 1.

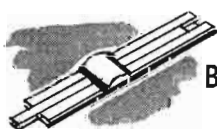
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	832,100	1,171,500	2,035,200
Families in Area	229,300	317,800	558,600
Area in Square Miles	6,648	12,870	31,416
No. of Sets (June 1)	283,350
Retail Sales	\$799,546,000	\$1,017,127,000	\$1,593,023,000
Income per Family	\$ 4,365	\$ 4,004	\$ 3,555
Income per Capita	\$ 1,203	\$ 1,086	\$ 976

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sales for sale...



Break out the slide rule . . . measure . . . weigh . . .
analyze . . . compare . . . evaluate—for the
Mid-South's most powerful VHF station welcomes,
in fact urges, any factual comparison.

And while you are weighing, throw these facts in
the scales. There are sales for sale in Memphis,
Capital City of the nation's tenth and, overwhelmingly,
the South's number one wholesale market.

Yes, there are sales for sale in Memphis and a growing
group of leading advertisers know the low cost
of making sales on Channel 13.

WHBQ-TV

CBS (Full line up) in Memphis, Tennessee

MEMPHIS (Cont.)

WMCT (TV)

LICENSEE: Memphis Publishing Co. Address: 495 Union Ave. Phone: 8-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: Address, U. S. Highway 70 & Macon Rd. Make, RCA. Model TT 25 AL. Antenna: Make, RCA. Type TF 6 BM. Height, Above average terrain 1,013 ft. Above ground 1,088 ft.

OPERATION: Began Dec. 11, 1948. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Network NBC, ABC, DuMont. Station, AM, WMC. FM, WMCF (FM).

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

SERVICES: Three studios (one 27x35 ft. and one 19x21 ft.). Auditorium with stage, seating capacity 1,050. Four RCA TK30A camera chains. One rear screen projector. One RCA TK20A film camera. Two RCA TP6A film projectors. One RCA (2x2) slide projector. One Houston 16B film processing unit. One mobile unit with two RCA cameras and microwave. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Memphis Publishing Co., Scripps-Howard interest, publishes Memphis Press-Scimitar and Commercial Appeal. Other Scripps-Howard operations: WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville.

EXECUTIVES:

H. W. Slavick, Gen. Mgr.
Earl Moreland, Sta. Mgr.
Wilson Mount, Prog. Dir.

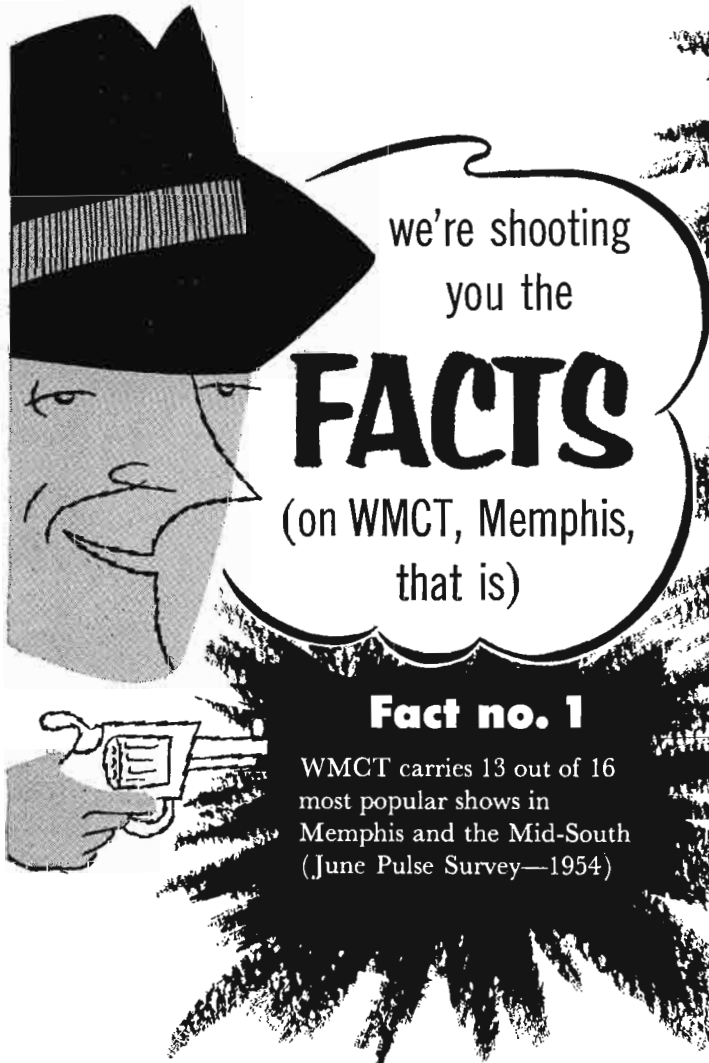
E. C. Frase Jr., Ch. Eng.
Tim Kiley, Prod. Mgr.
Ed White, News Dir.

RATE INFORMATION: Class A one hour Live \$800, Film \$700. Minute spot Live \$155, Film \$140. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 10-A.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,683,100	3,518,700
Families in Area	478,000	1,001,600
Area in Square Miles	21,642	57,256
No. of Sets (June 1)	283,350
Retail Sales	\$1,386,866,000	\$2,601,550,000
Income per Family	\$ 2,795	\$ 2,812
Income per Capita	\$ 767	\$ 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.



we're shooting
you the
FACTS
(on WMCT, Memphis,
that is)

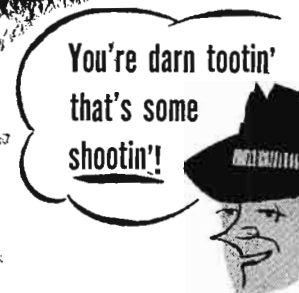
Fact no. 1
WMCT carries 13 out of 16
most popular shows in
Memphis and the Mid-South
(June Pulse Survey—1954)



Fact no. 3
90% of television spot food
advertising in Memphis
is on WMCT

Fact no. 2
WMCT carries 9 out of 10
top national film shows
(ARB, April, 1954)

Fact no. 4
TV sets in WMCT's coverage
area—285,737
(as of July 1, 1954).



You're darn tootin'
that's some
shootin'!

WMCT Serving the largest area with the clearest picture in the Mid-South.

WMC • WMCF • WMCT

MEMPHIS • CHANNEL 5

NBC-TV-BASIC
Also affiliated with ABC and DUMONT

NOW 100,000 WATTS
Owned and Operated by The Commercial Appeal

National Representatives The Branham Company

TENNESSEE

NASHVILLE

(Davidson County)

WLAC-TV (OLD HICKORY)

LICENSEE: WLAC-TV Inc. Address: 159 4th Ave., N. Phone: 42-4331.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Brick Church Pike & Old Hickory Blvd. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF-12AM. Height, Above average terrain 1,370 ft. Above ground 1,179 ft.

OPERATION: Began Aug. 6, 1954. Hours, 6:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, The Katz Co. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Two RCA Image Orthicon camera chains. One Television Specialties rear screen projector. One RCA Vidicon film camera. Two RCA TP-6A 16mm film projectors. One Gray Telojector slide projector. One Gray Telop opaque projector. Library, Unity.

PRINCIPAL STOCKHOLDERS: Life & Casualty Ins. Co. of Tenn. (50%), T. B. Baker Jr. (25%) and A. G. Beaman (25%).

EXECUTIVES:

Paul Mountcastle, Chmn. of the Bd.	Carl Junker, Opr. Mgr.
Guilford Dudley Jr., Pres.	Ralph L. Hucaby, Ch. Eng.
T. B. Baker Jr., Exec. Vice Pres. and Gen. Mgr.	Roy Smith, Prog. Dir. & Film Buy.
A. G. Beaman, Secy.-Treas.	Frank Gonzales, Dir. of Adv. & Prom.
Mrs. Ruth C. Holly, Asst. to Mgr.	Al Kengott, News Dir.

RATE INFORMATION: Class A one hour Live \$550, Film \$550. Minute spot Live \$110, Film \$110. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,460,700; Families in Area, 406,600; No. of Sets (June 1), 207,158; Retail Sales, \$1,087,296,000.

WSIX-TV

LICENSEE: WSIX Broadcasting Co. Address: Nashville Trust Building.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Transmitter: Address, 8 mi. S. of Nashville. Make, GE. Antenna: Make, GE. Height, Above average terrain 870 ft. Above ground 631 ft.

OPERATION: Began Nov. 29, 1953.

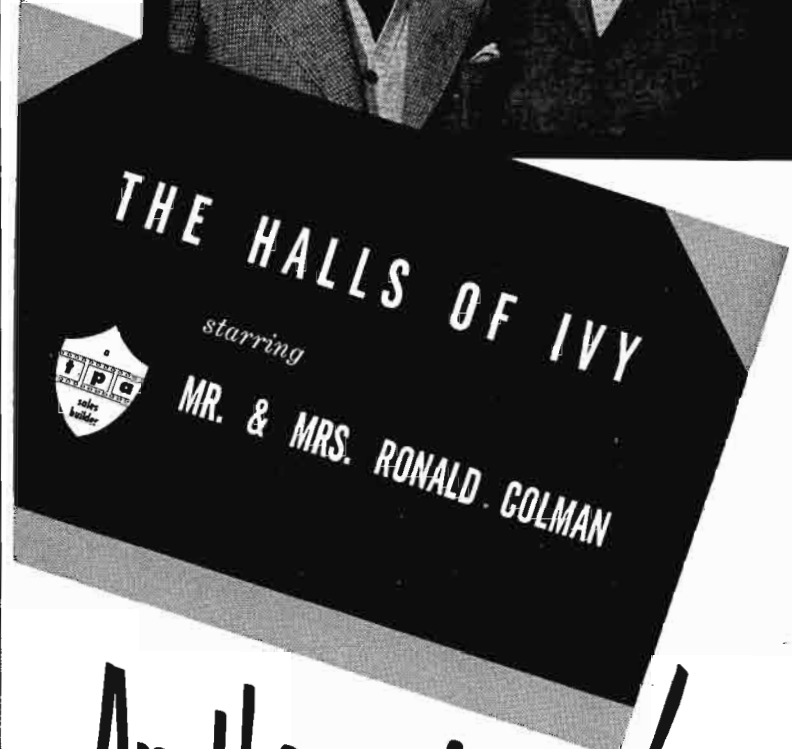
AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WSIX, FM, WSIX-FM.

REPRESENTATIVES: Sales, Geo. P. Hollingbery Co. Washington Attorney, Stephen Tuhy Jr. & Dempsey & Koplovitz. 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 also own Draughon Bros. Oil Co. and other interests. Option to buy 25% interest held by WMAK, former applicant. Sale of 66 2/3% to local businessmen awaiting FCC approval.

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



Another winner!

from the portfolio of **TPA** Sales Builders

This is the prize-winner International Harvester selected for its television debut (via Leo Burnett) in what the trade papers called "One of the largest national deals ever made."

HALLS OF IVY is a show to which superlatives naturally gravitate. As a radio program it won the highest critical acclaim . . . the most enthusiastic audience response . . . the most coveted awards and citations. As a new TV series, it's marked by the most lavish production . . . the most scintillating scripts . . . the top stars . . . the most inspired casting. It has received the loudest plaudits from the top agencies and advertisers in the country.

HALLS OF IVY is unquestionably the most delightful, the most distinguished, the most desired program in television.

For details on availabilities, get in touch with TPA for the most satisfying buy you've ever made.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

TENNESSEE

NASHVILLE (Cont.)

WSM-TV

LICENSEE: WSM Inc. Address: 301 7th Ave., N. Phone: 6-7181.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 14th & Compton. Make, Composite. Model 50 kw Visual Rating. Antenna: Make, GE. Type TY-17-A. Height, Above average terrain 680 ft. Above ground 575 ft.

OPERATION: Began Sept. 30, 1950. Hours, 6:00 a.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co.

SERVICES: One studio (34x45 ft.). One announce booth (6x8 ft.). Two RCA and two composite camera chains. One Translux rear screen projector. One GE Model 4PE 5A1 film camera. Two GE PF-2-B and one FTL PA 101 film projectors. One Super Projectall slide projector. Super projectall opaque projector. One mobile unit. News Services, UP, Movie-tone. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: National Life & Accident Insurance Co. (100%).

EXECUTIVES:

E. W. Craig, Chmn. of Bd.	Aaron Shelton, Ch. Eng.
John H. DeWitt Jr., Pres.	George Reynolds, Vice Pres. & Tech. Dir.
Irving Waugh, Com. Mgr. & Exec. Assf. to Pres.	William R. McDaniel, Dir. of Pub. Rel.
Brad Crandall, Opr. Mgr.	

RATE INFORMATION: Class A one hour Live \$650, Film \$600. Minute spot Live \$130, Film \$120. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,242,300; Families in Area, 334,200; No. of Sets (June 1), 191,810; Retail Sales, \$896,665,000; Income per Family, \$3,319; Income per Capita, \$893.

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.

TEXAS

TEXAS MARKET INDICATORS

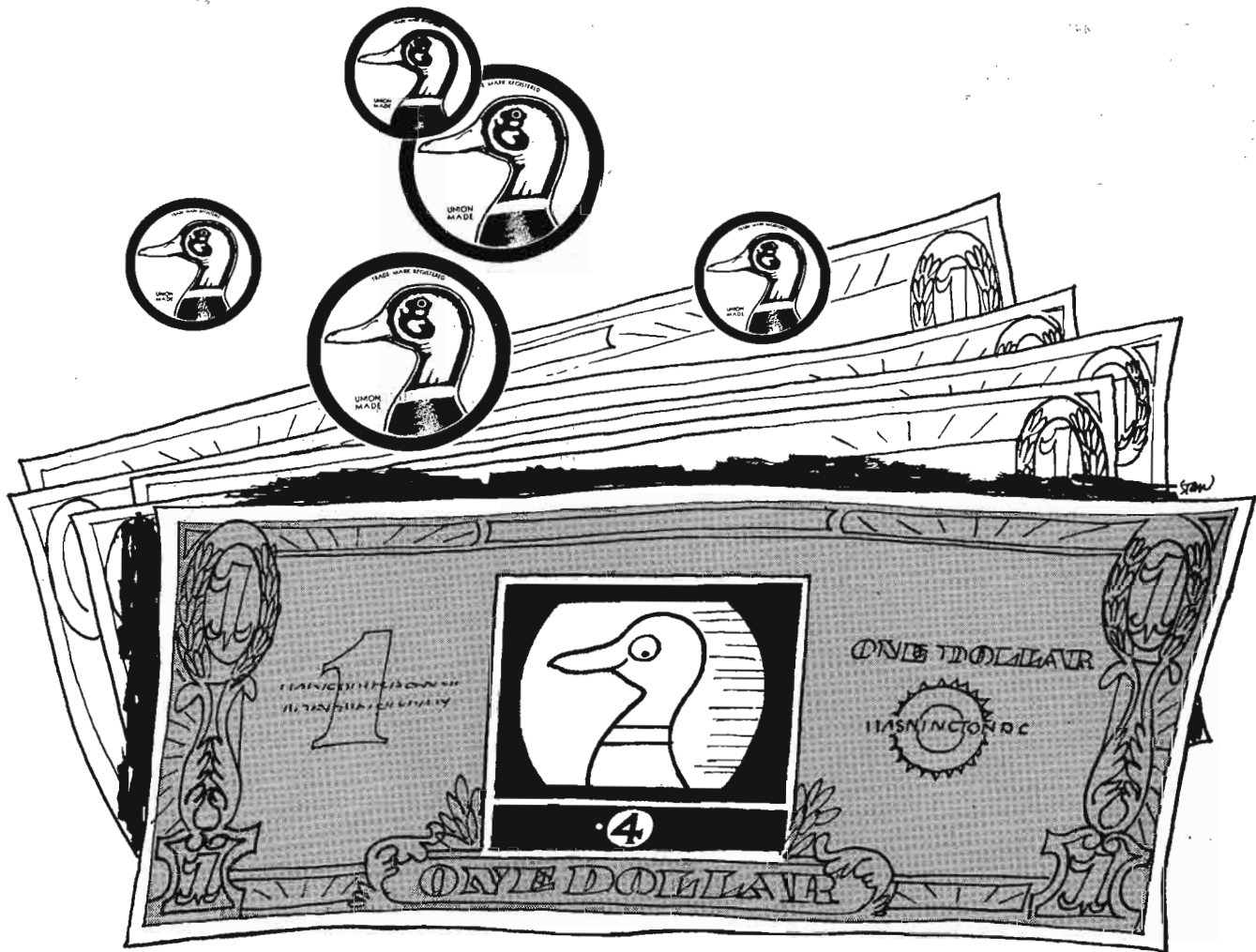
Total Population, July 1, 1953	8,397,000
Total Families, 1950	1,978,950
Total Urban Population, 1950	4,838,060
Total Rural Nonfarm Population, 1950	1,580,867
Total Farm Population, 1950	1,292,267
Employed in Nonagricultural Establishments, April 1954	2,221,200
Employed in Agriculture, 1950	442,341
Employed in Mining, April 1954	121,300
Employed in Manufacturing, April 1954	421,500
Employed in Construction, April 1954	159,500
Employed in Transportation & Public Utilities, April 1954	222,000
Employed in Wholesale & Retail Trade, April 1954	599,000
Employed in Finance, Insurance & Real Estate, April 1954	99,700
Employed in Service & Miscellaneous, April 1954	270,300
Employed in Government Service, April 1954	327,900
Retail Sales, 1953	\$ 9,131,567,000
Bank Assets, Jan. 1, 1954	\$ 9,640,748,000
Bank Deposits, Jan. 1, 1954	\$ 8,973,026,000
Major Income Sources, 1952: Agriculture 10.6%; Government 17.1%; Manufacturing Payrolls 13.0%; Trade and Service 26.3%.	
Total Income Payments, 1952	\$ 11,887,000,000
Per Capita Income, 1952	\$ 1,452
Total Internal Revenue Collections, 1953	\$ 2,203,400,151
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 71.34
Cash Receipts from Farm Marketing, 1953	\$ 1,959,072,000
Government Payments to Farmers, 1953	\$ 11,323,000
Value of Mineral Production, 1951	\$ 3,268,555,000
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, 1953	3,359,446
Number of Telephones, Jan. 1, 1954	2,299,400
Number of Electrical Connections, Jan. 1, 1954	2,497,985
Number of Gas Utilities Connections, 1953	1,683,900

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TEXAS

TEXAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Anderson	31,875	\$23,049	\$7,111	\$ 672	1,420	16%
Andrews	5,002	5,202	1,832	147		
Angelina	36,032	35,481	8,638	1,085	2,540	23%
Aransas	4,252	3,450	1,246	225	250	21%
Archer	6,816	3,509	1,228	137	380	21%
Armstrong	2,215	1,396	278	27	80	16%
Atascosa	20,048	12,955	3,064	316	2,590	53%
Austin	14,663	14,594	3,236	275	1,350	30%
Bailey	7,592	9,697	2,386	320	1,080	49%
Bandera	4,410	4,487	1,548	182	670	61%
Bastrop	19,622	12,941	4,179	835	1,540	29%
Baylor	6,875	7,965	1,631	70	460	21%
Bee	18,174	16,478	3,767	549	2,150	43%
Bell	73,824	64,318	15,686	2,134	7,320	32%
Bexar	500,460	548,268	122,872	17,086	104,880	74%
Blanco	3,780	3,771	1,282	48	340	26%
Borden	1,106	37	9		40	18%
Bosque	11,836	9,674	2,293	431	680	20%
Bowie	61,966	51,925	13,983	1,750	1,980	10%
Brazoria	46,549	56,877	16,302	1,669	8,780	56%
Brazos	38,390	39,053	8,918	1,226	2,120	19%
Brewster	7,309	7,112	1,758	284	280	15%
Briscoe	3,528	3,226	821	67	140	16%
Brooks	9,195	11,163	2,758	329	510	19%
Brown	28,607	27,441	6,534	1,214		
Burleson	13,000	8,217	2,666	212	950	28%
Burnet	10,356	6,781	1,357	227		
Caldwell	19,350	18,085	3,635	393	1,400	28%
Calhoun	9,222	8,934	2,416	202	630	21%
Callahan	9,087	5,062	1,880	243	430	16%
Cameron	125,170	122,877	27,282	3,159	9,560	27%
Camp	8,740	5,194	1,668	57	650	25%
Carson	6,852	6,736	1,364	269	290	16%
Cass	26,732	18,666	3,312	525	1,760	26%
Castro	5,417	5,239	1,091	58	260	16%
Chambers	7,871	6,271	1,704	62	1,330	58%
Cherokee	38,694	27,861	8,183	917	1,210	12%
Childress	12,123	16,092	3,884	339	590	16%
Clay	9,896	6,357	1,682	208	1,590	53%
Cochran	5,928	7,798	1,952	158	830	49%
Coke	4,045	3,100	906	79	200	17%
Coleman	15,503	14,899	3,214	504	750	17%
Collin	41,692	32,146	9,294	851	5,130	41%
Collingsworth	9,139	9,627	2,194	296	380	16%
Colorado	17,576	24,724	5,060	397	1,700	32%
Comal	16,357	20,875	4,286	528	1,390	27%
Comanche	15,516	14,090	3,083	624		
Concho	5,078	4,438	894	82	220	16%
Cooke	22,146	23,937	5,253	793	3,480	54%
Coryell	16,284	9,703	2,947	266		
Cottle	6,099	6,692	1,721	197	300	20%
Crane	3,965	3,908	859	70		
Crockett	3,981	4,773	1,118	170		
Crosby	9,582	10,466	2,835	238	1,110	41%
Culberson	1,825	2,484	489	54	70	14%
Dallam	7,640	13,229	2,894	496	1,340	56%
Dallas	614,799	1,057,736	195,676	34,133	161,280	72%
Dawson	19,113	26,847	5,782	763		
Deaf Smith	9,111	14,782	3,437	381	530	17%
Delta	8,964	6,338	1,842	72	350	16%
Denton	41,365	39,959	9,213	1,431	6,080	51%
De Witt	22,973	27,219	6,419	675	2,010	30%
Dickens	7,177	7,521	1,594	189	360	20%
Dimmit	10,654	5,938	1,686	155	770	32%
Donley	6,216	6,183	1,495	212	260	16%
Duval	15,643	7,769	2,805	354	1,020	31%
Eastland	23,942	28,917	7,684	839	1,190	16%
Ector	42,102	65,204	15,799	1,947		
Edwards	2,908	1,530	599	56		
Ellis	45,645	39,736	11,912	1,164	6,350	47%
El Paso	194,968	244,866	52,488	8,589	39,380	70%
Erath	18,434	17,911	3,195	481	1,110	19%
Falls	26,724	23,608	5,558	578	1,420	20%
Fannin	31,253	19,312	6,107	749		
Fayette	24,176	22,816	4,513	653	2,240	32%
Fisher	11,023	7,867	2,180	296	590	21%
Floyd	10,535	11,904	2,569	351	1,310	41%
Foard	4,216	4,023	800	63	200	20%
Fort Bend	31,056	31,401	5,948	449	2,350	30%
Franklin	6,257	3,625	676	64	220	14%
Freestone	15,696	9,519	2,632	321		
Frio	10,357	7,643	2,178	182	1,430	53%
Gaines	8,909	12,376	2,453	356		
Galveston	113,066	151,803	34,496	5,791	15,900	42%
Garza	6,281	6,101	1,463	146	320	18%
Gillespie	10,520	12,249	2,568	217	530	16%
Glasscock	1,089	374	51	30		
Goliad	6,219	4,395	1,087	60	270	21%
Gonzales	21,164	33,899	5,835	374	1,640	31%
Gray	24,728	36,914	8,346	1,701	1,640	21%
Grayson	70,467	70,283	18,140	2,138	6,010	27%
Gregg	61,258	95,275	16,370	2,263	5,320	28%
Grimes	15,135	10,899	3,286	294	1,760	44%
Guadalupe	25,392	23,274	6,037	461	2,680	38%
Hale	28,211	52,738	9,715	1,854	3,790	41%
Hall	10,930	13,231	3,257	612	480	16%
Hamilton	10,660	10,476	3,829	295	660	20%
Hansford	4,202	6,308	964	312	670	56%
Hardeman	10,212	9,057	2,226	284	680	21%
Hardin	19,535	13,444	3,738	354	1,230	21%
Harris	806,701	1,195,425	282,642	35,947	1,260	69%
Harrison	47,745	37,762	9,763	879	1,790	14%
Hartley	511	293	293	27	220	56%
Haskell	13,736	10,245	2,329	422	640	16%
Hays	17,840	13,590	4,021	496	1,220	26%
Hemphill	4,123	4,678	1,042	60	260	20%
Henderson	23,405	17,397	3,696	419	930	15%
Hidalgo	160,446	131,395	31,339	3,822	13,370	31%
Hill	31,282	25,291	6,210	713	4,780	52%
Hockley	20,407	28,894	7,610	958	3,250	49%
Hood	5,287	4,848	1,017	136	670	48%
Hopkins	23,490	14,599	3,102	527	1,070	16%
Houston	22,825	14,472	3,556	368		



"Best advertising dollar in 23 years..."

"Without doubt the best advertising dollar spent in the 23 years I've been with this company has been on television, and more particularly on WSM-TV's 'Western Corral' show, starring Ruffin Reddy."

—R. M. Kennedy, Vice-president
 O'Bryan Brothers, Inc., Nashville, Tennessee
 Makers of famous Duckhead overalls and work clothes.

Chances are your best advertising dollar will be the one sent WSM-TV's way. For shows especially tailored to sell this rich market, see WSM-TV's Irving Waugh or any Petry Man.



**Clearly Nashville's
 No. 1 TV Station**

County	1950 Population	1953 (\$000) Retail Sales	1953 (\$000) Food Sales	1953 (\$000) Drug Sales	(CBS)	(CBS)
					1954 TV Sets	1954 TV %
Howard	26,722	35,442	7,266	989	1,480	18%
Hudspeth	4,298	2,325	584	93	150	14%
Hunt	42,731	37,900	9,575	1,104	8,580	68%
Hutchinson	31,580	39,628	10,743	1,692	6,140	55%
Irion	1,590	1,077	295	62
Jack	7,755	6,507	1,544	247	1,220	53%
Jackson	12,916	10,423	2,849	362	1,410	37%
Jasper	20,049	20,689	4,967	611	1,100	20%
Jeff Davis	2,090	872	298	62	70	14%
Jefferson	195,083	265,843	59,447	8,272	25,830	40%
Jim Hogg	5,389	3,475	872	138	120	10%
Jim Wells	27,991	29,812	6,885	997	1,450	19%
Johnson	31,390	27,590	7,180	799	5,370	53%
Jones	22,147	25,532	6,089	657	1,450	21%
Karnes	17,139	16,555	3,689	378	1,520	37%
Kaufman	31,170	24,901	5,942	621	3,510	44%
Kendall	5,423	5,894	1,442	212	1,040	61%
Kenedy	632	81	80	...	20	19%
Kent	2,249	1,170	396	55	70	18%
Kerr	14,022	18,824	3,824	461	690	15%
Kimble	4,619	3,890	1,041	122	180	16%
King	870	209	69	...	40	20%
Kinney	2,668	1,383	274	55	70	18%
Kleberg	21,991	22,383	6,701	504	1,310	19%
Knox	10,082	8,681	2,308	402	560	20%
Lamar	43,033	37,762	8,837	1,329
Lamb	20,015	25,292	6,572	922	2,940	49%
Lampasas	9,929	10,338	1,766	273
La Salle	7,485	5,372	684	35	610	32%
Lavaca	22,159	12,269	4,543	225	1,920	31%
Lee	10,144	8,840	1,943	180	780	28%
Leon	12,024	5,453	1,823	220
Liberty	26,729	30,365	8,039	780	4,640	58%
Limestone	25,251	15,704	4,471	629	1,340	20%
Lipscomb	3,658	6,451	1,298	275	220	20%
Live Oak	9,054	6,829	1,575	185	670	32%
Llano	5,377	6,191	1,424	204
Loving	227	146	47
Lubbock	101,048	179,881	27,048	6,584	21,040	56%
Lynn	11,030	9,057	2,043	314	540	18%
McCulloch	11,701	12,119	2,674	321	540	16%
McLennan	130,194	160,545	34,884	4,285	10,530	26%
McMullen	1,187	287	103	52	160	32%
Madison	7,996	6,919	1,536	189	880	44%
Marion	10,172	5,292	1,534	187	650	25%
Martin	5,541	2,685	705	59
Mason	4,945	3,865	864	176	240	16%
Matagorda	21,559	26,716	6,393	854	2,410	37%
Maverick	12,292	14,593	4,115	555	520	18%
Medina	17,013	12,110	2,374	319	2,830	60%
Menard	4,175	4,919	850	64	160	16%
Midland	25,785	37,748	7,657	1,707
Milam	23,585	21,015	5,643	705	680	11%
Mills	5,999	4,291	832	94
Mitchell	14,357	12,743	3,288	312	770	18%
Montague	17,070	16,846	3,647	502	2,650	53%
Montgomery	24,504	19,813	4,981	513	4,120	55%
Moore	13,349	17,875	5,512	517	3,250	56%
Morris	9,433	5,583	1,973	247	680	25%
Motley	3,963	4,517	1,190	151	200	20%
Nacogdoches	30,326	22,336	6,528	838	930	11%
Navarro	39,916	33,865	9,657	931	4,070	36%
Newton	10,832	3,946	1,684	110	540	20%
Nolan	19,808	25,702	5,375	1,180	1,320	21%
Nueces	165,471	213,304	46,864	6,946	8,790	16%
Ochiltree	6,024	13,498	3,215	593	420	20%
Oldham	1,672	1,582	149	32	60	16%
Orange	40,567	43,862	14,635	1,245	6,180	43%
Palo Pinto	17,154	16,606	3,978	526	2,880	48%
Panola	19,250	14,725	3,074	420
Parker	21,528	20,039	4,042	365	3,570	49%
Parmar	5,787	5,545	1,241	139	290	16%
Pecos	9,939	10,844	2,422	375
Polk	16,194	11,088	3,341	342	1,930	46%
Potter	73,366	160,747	26,675	5,429	15,930	62%
Presidio	7,354	6,612	1,465	229	210	14%
Rains	4,266	1,709	425	65	140	16%
Randall	13,774	11,913	2,124	375	3,350	62%
Reagan	3,127	5,892	1,463	268
Real	2,479	1,325	468	64	130	18%
Red River	21,851	11,935	3,627	437	860	15%
Reeves	11,745	16,323	4,359	371
Refugio	10,113	8,380	2,457	385	590	21%
Roberts	1,031	739	119	47	60	20%
Robertson	19,908	14,662	4,400	510	510	10%
Rockwall	6,156	4,492	1,493	121	620	41%
Runnels	16,771	15,114	3,720	418	830	17%
Rusk	42,348	30,078	7,109	864
Sabine	8,568	3,240	1,083	64	230	11%
San Augustine	8,837	5,220	1,681	232	220	11%
San Jacinto	7,172	1,902	765	64	740	46%
San Patricio	35,842	26,100	6,985	853	4,020	42%
San Saba	8,666	8,636	1,998	216
Schleicher	2,852	2,944	684	66
Scurry	22,779	35,357	5,069	759	1,460	17%
Shackelford	5,001	4,886	1,009	189	190	16%
Shelby	23,479	13,969	3,615	491
Sherman	2,443	5,562	795	80	340	56%
Smith	74,701	85,648	16,686	2,922	3,860	17%
Somervell	2,542	1,922	528	66	160	20%
Starr	13,948	6,690	2,782	315	300	10%
Stephens	10,597	13,848	3,294	401	510	15%
Sterling	1,282	1,351	152	51
Stonewall	3,679	2,013	603	66	170	21%

County	1950 Population	1953 (\$000) Retail Sales	1953 (\$000) Food Sales	1953 (\$000) Drug Sales	(CBS)	(CBS)
					1954 TV Sets	1954 TV %
Sutton	3,746	4,341	1,057	168
Swisher	8,249	11,397	2,160	480	400	...
Tarrant	861,253	585,990	107,514	17,604	96,840	70%
Taylor	63,370	91,359	15,981	2,520	8,780	42%
Terrell	3,189	2,846	610	60
Terry	13,107	19,394	3,851	618
Throckmorton	3,618	2,989	793	129	130	16%
Titus	17,302	14,403	4,125	346	710	14%
Tom Green	58,929	77,432	15,212	2,265	6,170	31%
Travis	180,980	190,216	39,188	7,436	17,000	35%
Trinity	10,040	8,937	2,492	181	1,240	46%
Tyler	11,292	9,110	1,850	228	620	20%
Upshur	20,822	12,720	3,182	360	1,350	25%
Upton	5,307	5,200	1,256	256
Uvalde	16,015	18,439	4,032	598	870	19%
Val Verde	16,635	15,853	3,390	461	2,840	45%
Van Zandt	22,593	13,797	3,305	448	2,840	45%
Victoria	31,241	37,194	8,220	607	1,960	45%
Walker	20,163	14,508	3,873	472	2,240	46%
Waller	11,961	10,208	1,863	270	1,760	55%
Ward	13,346	14,822	3,557	488
Washington	20,542	16,579	3,802	418	2,480	44%
Webb	56,141	53,483	12,215	1,728	1,360	10%
Wharton	36,077	37,537	8,510	811	3,650	36%
Wheeler	10,317	12,589	2,828	449	560	20%
Wichita	98,493	130,117	24,244	4,123	17,820	56%
Wilbarger	20,552	24,294	5,265	707	1,300	21%
Willacy	20,920	23,044	7,082	497	1,530	26%
Williamson	38,853	35,476	8,413	912	3,960	35%
Wilson	14,672	8,951	1,201	339	1,330	37%
Winkler	10,064	11,519	3,302	472
Wise	16,141	12,256	3,598	277	2,400	51%
Wood	21,308	19,556	3,996	550	980	16%
Yoakum	4,339	2,816	890	94
Young	16,810	19,722	3,790	537	750	15%
Zapata	4,405	1,354	624	46	100	10%
Zavala	11,201	7,542	1,437	238	470	18%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. 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.

ABILENE

(Taylor County)

KRBC-TV

LICENSEE: Reporter Broadcasting Co. Address: 4510 South 14th St. Phone: 4-6255.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.8 kw. Operating Pow.: Visual 27.5 kw, Aural 14.8 kw. Transmitter: Address, Cedar Gap Mountain, Abilene, Texas. Make, GE. Antenna: Make, GE. Height, Above average terrain 770 ft. Above ground 437 ft.

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

AFFILIATIONS: Network ABC, DuM., NBC. Station, AM, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Television Co. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: News Service, AP.

PRINCIPAL STOCKHOLDERS: Dale Ackers, president (25%), Lewis J. Ackers, vice president (25%), Jack Andrews, secretary (25%), and Sybil Ackers (25%).

EXECUTIVES:

Dale Ackers, Pres.	W. E. Kessell, Ch. Eng.
Howard Barrett, Gen. Mgr.	Forest Lane, Nat. & Reg.
John Higgins, Com. Mgr.	Sls. Mgr.
John Renshaw, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$24, Film \$24. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	90,970	85,150	255,992
Families in Area	27,040	27,767	80,220
No. of Sets (June 1)	33,168
Retail Sales	\$314,853,000
Income per Family	\$ 4,511
Income per Capita	\$ 1,415

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.

NEVER SHOOT THE BULL

when he can be cowed



Riding past his neighbor's ranch house, a Texan noticed a fierce-looking bull loose in the yard; out back, a girl was milking a cow. Before the Texan could make a move, the beast spied the girl, lowered his head and charged. The Texan shouted a warning. The girl glanced up, waved, but continued milking. The bull skidded to a halt ten feet from the cow and pawed the ground. Again the Texan yelled. Again the girl looked, smiled, and continued her chore.

Our hero was considering a dramatic rescue when the bull gave a final snort and lumbered off.

The Texan ran back to the girl. "Why didn't you get out of the way? That bull might of killed you!"

The girl glanced up and smiled. "Thanks, but I reckoned all along he wouldn't dare come near me."

"Wouldn't dare? Why not?"

"Because of Bessie," said the girl, patting the cow's flank.

"What's the old cow got to do with it?" asked the astonished Texan.

"She's his mother-in-law."

A few researchers—like the bull—are easily cowed. Mention Panhandle, and they think of wide open prairie. Sure we're wide open, but so's KGNC's coverage: 54 counties in Texas, plus 24 counties in New Mexico, Kansas, Oklahoma and Colorado. (KGNC-TV's signal reaches 30 counties with a population of 400,000.) Amarillo's trading area yields oil, crops and livestock to such a wide open extent we're 13th in the nation in per capita income. And we're 1st in the nation—again—in per family retail sales.

For availabilities, am and tv, see The Katz Agency.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

AMARILLO
(Potter County)

KFDA-TV

LICENSEE: Amarillo Broadcasting Co. Inc. Address: P. O. Box 1400. Phone: 4-5343.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 30 kw. Operating Pow.: Visual 56 kw, Aural 30 kw. Transmitter: Address, Broadway and Cherry Lane. Make, GE. Model TT6-E. Antenna: Make, GE. Type 12AH. Height, Above average terrain 547 ft. Above ground 465 ft.

OPERATION: Began April 4, 1953. Mon.-Fri. 2 p.m.-midnight; Sat. 9 a.m.-midnight; Sun. 12:30 p.m.-midnight.

AFFILIATIONS: Network ABC, CBS. Station, AM, KFDA.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Eugene Burke. Consulting Engineer, Everett Dillard.

SERVICES: Two studios (one 40x50 ft. and one 17x20 ft.). Three GE Image Orthicon type PE-8-B camera chains. GE type PE-5-A film camera. Two Eastman-type 250 film projectors. One Dual Channel-Poly-Efex scanner slide projector. One Federal-Dual Channel-Poly-Efex scanner. One Gray Telop opaque projector. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Texas State Network [75%] and Charles B. Jordan (25%). (TSN also owns KFJZ Ft. Worth, KRIO McAllen, WACO Waco, all Tex.)

EXECUTIVES:

Gene L. Cagle, Pres.	Bill Johns, News Editor
Stan Wilson, Gen. Mgr.	Laurel Knorpp, Prom. & Pub. Dir.
Ed Moore, Com. Mgr.	Kin Raley, Publ. Rel. & Merc. Dir.
N. C. Long, Prog. Dir., Film Buy.	Murry Woroner, Sports Editor
Bill Spiller, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$56, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,627	68,792	223,630
Families in Area	34,597	19,926	67,450
No. of Sets (June 1)	50,069
Retail Sales	\$192,915,000	\$303,583,156

KGNC-TV

LICENSEE: Globe-News Publishing Co. Inc. Phone: 4-4601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 4.5 miles north of Amarillo, Texas. Make, RCA. Model TT10AL. Antenna: Make, RCA. Type TF12AMD. Height, Above average terrain 770 ft. Above ground 833 ft.

OPERATION: Began March, 1953. Hours, 9:00 a.m.-12:00 midnight.

AFFILIATIONS: Network DuM., NBC. Station, AM, KGNC.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (one 35x55 ft. and one 15x20 ft.). Two RCA TK11A camera chains. Two RCA TK20D film cameras. Two RCA TPI6D film projectors. Two Selectroslide 2x2 slide projectors. One Telop opaque projector. News Service, AP, UP.

PRINCIPAL STOCKHOLDERS: Globe-News Publishing Co. also owns 81% of Plains Radio Bcstg. Co., licensee of KGNC Amarillo and KFYO Lubbock, and is licensee of KFYO-TV Lubbock and 100% owner of Avalanche Journal Pub. Co., Lubbock. Globe-News Employees Pool is 19% owner of Plains Radio Bcstg. Co. and is minority stockholder in Globe-News Pub. Co.

EXECUTIVES:

Parker F. Prouty, Pres.	Bob Vaughn, Prog. Dir.
Wesley S. Izzard, Gen. Mgr.	W. H. Torrey, Ch. Eng.
Noel E. (Bud) Thompson, Sta. Mgr.	Bob Salk, Film Buy.
	Aubrey Jackson, Asst. Gen. Mgr.

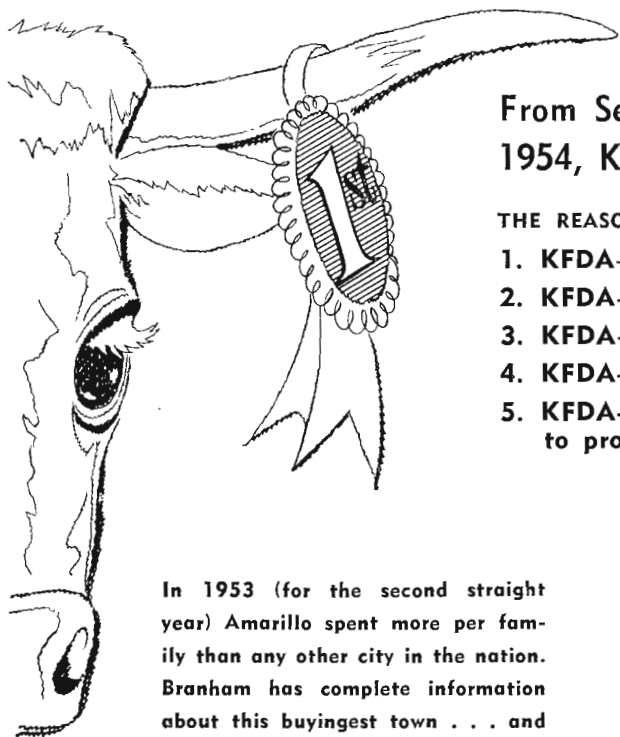
RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$57.50, Film \$50. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	246,700	152,000	398,700
Families in Area	72,600	36,220	108,820
Area in Square Miles	3,272	12,972	31,000
No. of Sets (June 1)	51,069
Retail Sales	\$351,449,000	\$202,514,000	\$553,963,000
Income per family	(Amarillo)	\$ 6,305
Income per Capita	(Amarillo)	\$ 1,990

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.

WHY KFDA-TV (AMARILLO) IS THE SELLINGEST STATION IN AMERICA'S BUYINGEST MARKET



From September, 1953 (our sixth month of operation) to June, 1954, KFDA-TV's local business more than QUADRUPLED!

THE REASONS:

1. KFDA-TV was **FIRST** to be interconnected. November, 1953.
2. KFDA-TV is **FIRST** in volume network programming.
3. KFDA-TV is **FIRST** in public service. Ask us to prove it.
4. KFDA-TV is **FIRST** in audience. Hooper — March, 1954.
5. KFDA-TV is **FIRST** in merchandising assistance to the advertiser. Ask us to prove it.

In 1953 (for the second straight year) Amarillo spent more per family than any other city in the nation. Branham has complete information about this buyingest town . . . and about KFDA-TV.

KFDA-tv

Channel 10 - Amarillo, Texas

REPRESENTED NATIONALLY BY THE BRANHAM CO.



Interconnected



AMARILLO (Cont.)

KLYN-TV

(Target Date, Not Set)

LICENSEE: Plains Empire Broadcasting Co. Address: P. O. Box 2387.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: Address, 3.9 miles N. of city limits. Make, GE. Antenna: Make, GE. Height, Above average terrain 750 ft. Above ground 674 ft.
OPERATION: Target date not set.
AFFILIATIONS: Network, CBS.
REPRESENTATIVES: Attorney, Colton & Caviness. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Richard G. Hughes, president (90%); estate of Clyde K. Bowman (2%); Howard Roberson, vice president; Troy Curlee, secretary-treasurer.

AUSTIN

(Travis County)

KTBC-TV

LICENSEE: Texas Broadcasting Corp. Address: P. O. Box 717, Driskill Hotel. Phone: 2-2424.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 51 kw. Operating Pow.: Visual 100 kw, Aural 51 kw. Transmitter: Address, Mount Larson. Make, RCA. Model TT-10-AH. Antenna: Make, TF-12-HH. Type, Superturndstile. Height, Above average terrain 740 ft. Above ground 575 ft.
OPERATION: Began Nov. 27, 1952. Hours, 10:15 a.m.-11:30 p.m.
AFFILIATIONS: Networks, ABC, CBS, DuM, NBC. Station, AM, KTBC.
REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Cohn & Marks. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICE: Two studios. Two RCA TK-31A camera chains. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. Two Selectroslide slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson.

EXECUTIVES:

Claudia T. Johnson, Pres. Richard Pryor, Prog. Dir.
 J. C. Kellam, Gen. Mgr. Paul Bolton, News Ed.
 Charles Brown, Prom. Mgr. Ben Hearn, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$365, Film \$300. Minute spot Live \$72.50, Film \$60. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A and Grade B (FCC Contour)	Total (Including Fringe Area)
Population	353,425	551,953
Families in Area	97,500	153,081
No. of Sets (June 1)	70,312
Area in Square Miles	11,750	16,490
Retail Sales	\$347,221,000	\$524,350,000
Income per family	\$ 3,788	\$ 3,681
Income per Capita	\$ 1,084	\$ 1,071

BEAUMONT

(Jefferson County)

KBMT (TV)

LICENSEE: Television Broadcasters Inc. Address: P. O. Box 1192. Phone: 9-2476.
FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10.0 kw. Operating Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: Address, Highway 90, East, 1/2 mile from Vidor, Tex. Make, GE. Model 1 kw. Antenna: Make, GE. Type, Helical. Height, Above average terrain 460 ft. Above ground 484 ft.
OPERATION: Began May 9, 1954. Hours, 3:00 p.m.-11:00 p.m.
AFFILIATIONS: Networks, ABC, NBC, DuMont.
REPRESENTATIVES: Sales, Forjoe Tv. Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

SERVICES: One studio (40x30 ft.). One GE Studio zoomer camera chain. One TSC Profitmaker screen projector. Two Dage film cameras. One Selectroslide film projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: N. D. Williams (50%) and R. C. Reed (50%).

EXECUTIVES:

John Rossiter, Gen. Mgr. & Film Buy. Dan Willis, Prog. Dir.
 Frank A. Browne, Com. Mgr. Frank R. Leins, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$45, Film \$40. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

MARKET INFORMATION: Grade B (FCC Contour): Population, 261,900; Families in Area, 75,200; No. of Sets (June 1), 31,119.

(Target Date, Not Set)

LICENSEE: Beaumont Broadcasting Corp. Address: 1420 Calder Ave.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: U. S. Highway No. 90, approx. 2 miles East of Vidor, Texas. Make, RCA. Antenna, Make RCA. Height, Above average terrain 537 ft. Above ground 600 ft.
OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KFDM.

REPRESENTATIVES: Washington Attorney, Segel, Smith & Hennessey. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: D. A. Cannan, president (27.2%), C. B. Locke, executive vice president (19.1%), L. H. Cullum (8.2%), Henry L. Christal (3.6%) and six others none holding more than 8.2%. Mr. Cannan is 53.9% owner of KFDX-TV Wichita Falls.

BIG SPRING

(Howard County)

KBST-TV

(Target Date, Not Set)

LICENSEE: Big Spring Broadcasting Co. Address: 702 Johnson St. Phone 4-6391.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 1.35 kw, Aural 0.79 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average terrain 320 ft. Above ground 440 ft.

OPERATION: Target date, not set.

AFFILIATIONS: Station, AM, KBST.

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: News Service, AP.

PRINCIPAL STOCKHOLDERS: William J. Wallace, president (40%); Howard Barrett, general manager (20%), general manager of KRBC-AM-TV Abilene, Tex.; Lewis Seibert (20%), general manager-owner, KGKL San Angelo, Tex.; Robert W. Whipkey (20%), publisher, Big Spring Herald.

EXECUTIVES:

William J. Wallace, Pres. & Gen. Mgr. Andrew M. Jones, Ch. Eng.

CORPUS CHRISTI

(Nueces County)

KTLG (TV)

(Target Date, Not Set)

LICENSEE: Trinity Broadcasting Co. Address: 4009 Lawther Drive.
FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 19.1 kw. Transmitter: Address, N. Caranchua & Mestina Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 460 ft. Above ground 466 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDER: H. L. Hunt (100%).

KVDO-TV

LICENSEE: Coastal Bend Television Co. Address: P. O. Box 1919. Phone: 2-5321.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Transmitter: Address, 1118 Leopard St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 310 ft. Above ground 323 ft.

OPERATION: Began June 20, 1954.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, Adam Young. Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Gabriel Lozano, president (10%); Arnold O. Lerma, vice president (10%); E. E. Mireles, secretary (10%); M. L. Ramirez, treasurer (10%) and 6 other stockholders holding 10% each.

EXECUTIVES:

L. W. Smith, Gen. Mgr.

DALLAS

(Dallas County)

KDTX (TV)

(Target Date, Not Set)

LICENSEE: UHF Television Co. Address: Magnolia Bldg.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 115 kw. Transmitter: Address, Cliff Towers Hotel, Zango Blvd. & Colorado St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 510 ft. Above ground 577 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield.

KLIF-TV

(Target Date, Not Set)

LICENSEE: Trinity Broadcasting Corp. Address: 2104 Jackson St.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Address, 2004 Jackson St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 490 ft. Above ground 539 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, president (50%); Gordon B. McLendon, vice president (49%); John R. Euler, treasurer (1%).

DALLAS (Cont.)

KRLD-TV

LICENSEE: KRLD Radio Corporation. Address: Herald Square. Phone: Randolph 6811.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Make, GE. Model TT-6-C with TF-3-A amplifier. Antenna: Make GE. Type TY-13-F. Height, Above average terrain 1,680 ft. Above ground 1,521 ft.

OPERATION: Began December 1949. Hours, 6:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Eliot Lovett. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (25x50 ft. each). Five TA-124E DuMont camera chains. One TSC TP5A rear screen projector. Two GE 4PE2BI film cameras. Two GE PF-2-B film projectors. Gray Telop slide projector. Houston Fearless Film Processing Unit. GE mobile unit.

PRINCIPAL STOCKHOLDER: Times Herald Printing Co., sole owner, publisher of the Dallas Times Herald.

EXECUTIVES:

C. W. Rembert, Pres.	Yes Box, Prog. Dir.
Roy M. Flynn, Gen. Mgr.	B. B. Honeycutt, Ch. Eng.
W. A. Roberts, Asst. Gen. Mgr. & Com. Mgr.	Nick Mueller, Film Buy.

RATE INFORMATION: Class A one hour Live \$850, Film \$850. Minute spot Live \$175, Film \$175. 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	865,714	1,361,300	1,509,842
Families in Area	311,240	482,075	519,364
Area in Square Miles	255,365	10,150	14,200
No. of Sets (June 1)	235,155	361,187	393,971

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: Young & Houston Sts. Phone: Riverside 3315.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 27.1 kw, Aural 13.5 kw. Transmitter: Address, 3000 Harry Hines Blvd. Make, DuMont. Model 5000 Oak. Antenna: Make, RCA. Type TF6A. Height, Above average terrain 1,680 ft. Above ground 1,521 ft.

OPERATION: Began Sept. 17, 1949. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WFAA.

REPRESENTATIVES: Sales, Edward Petry Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, A. Earl Cullum Jr., Dallas.

SERVICES: Two studios (25x35 ft.). Five DuMont field camera chains. Two DuMont Flying spot scanner film cameras. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One DuMont Telecruiser with facilities for four cameras. One cruiser to studio video link. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of the Dallas Morning News.

EXECUTIVES:

E. M. (Ted) Dealey, Pres.	Milton Wyatt, Film Buy.
Ralph W. Nimmons, Sta. Mgr.	Terry H. Lee, Asst. Mgr., Sls.
Jay Watson, Prog. Dir.	George Krutilek, Tech. Sup. Tv.
William C. Ellis, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. Frequency discounts from 5% for 26 times up to 25% for 260 or more times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	724,900	1,420,600	1,968,000
Families in Area	225,300	437,500	605,600
Area in Square Miles	1,256	5,024	7,850
No. of Sets (June 1)	185,000	351,000	390,000
Retail Sales	\$1,057,736,000	\$1,850,450,000	\$2,387,736,000
Income per Family	\$ 6,470	\$ 5,773	\$ 5,259
Income per Capita	\$ 2,011	\$ 1,778	\$ 1,618

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.



One Key For Two Cities

KRLD-TV
Exclusive Outlet
FOR CBS TELEVISION
NETWORK PROGRAMS
FOR DALLAS & FT. WORTH

The Southwest's
Largest Metropolitan Market

MAXIMUM POWER

The Biggest Buy in the
Biggest Market in the
Biggest State

KRLD-TV

Channel 4 Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE TIMES HERALD STATION
OWNERS AND OPERATORS OF KRLD, 50,000 WATTS

The Branham Company, Exclusive Representative

AUDIO:

MORE people...

WFAA-TV's nine-county TV market is Texas' largest — 1,420,600 people. With 345,000* TV-equipped homes, WFAA-TV is your entree into 4 out of 5 of the market's 437,500 homes.

*WFAA-TV Research Dept., June 1, 1954

...with MORE money

The WFAA-TV market controls one-fifth of Texas' effective buying power with a total of \$2,525,723,000. Average is \$5773 per family.

to buy MORE...

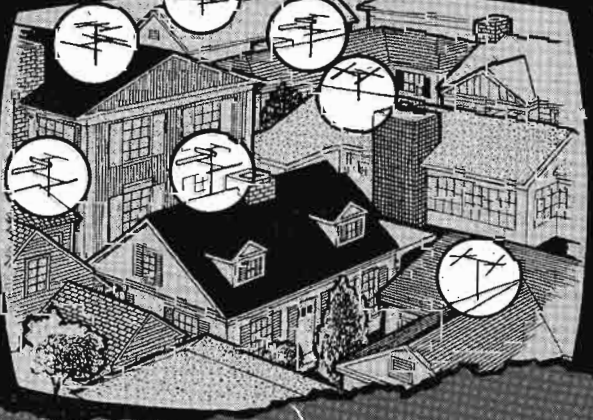
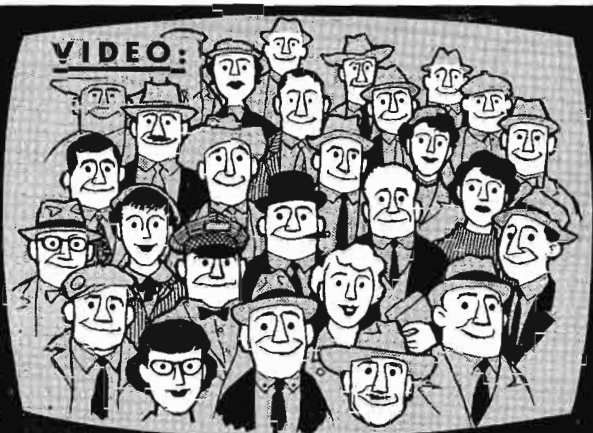
Comes the clincher — more than 20% of Texas' retail sales are made in the WFAA-TV market! In 1953 retail sales for the market hit an all-time high of \$1,850,450,000. Per family averages were...

	WFAA-TV MARKET	TEXAS	% OVER TEXAS	U.S.	% OVER U.S.
Retail Sales . . .	\$4230	\$3739	+13.3	\$3617	+ 16.9
Drug Sales . . .	132	116	+13.8	102	+ 30.7
Genl. Mdse . . .	807	440	+83.5	403	+100.
Furn., HH., TV . .	205	194	+ 5.7	193	+ 6.2
Automotive . . .	902	880	+ 2.1	704	+ 28.1

(Sales Management: May 10, 1954)

...make DALLAS-Ft.Worth the richest market in all Texas!

345,000 sets in WFAA-TV's market provide easy access to purchasers' purses -- just ask a Petry man!



Channel **8**

WFAA-TV

DALLAS

NBC • ABC • DUMONT

RALPH NIMMONS, Sta. Mgr.

EDW. PETRY & CO., Natl. Rep.

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

THE MARKET?

EL PASO, TEXAS
Center of America's Largest
Trade Territory



A growing market with more than 14% population increase since 1950.

A prosperous market with retail sales of more than \$600,000,000 annually.

An important television market with more than 80% saturation.

THE STATION?

KROD-TV
CHANNEL 4



The TV station with the most viewers, the greatest coverage in El Paso. The TV station with mountain-top installation... the highest in Texas; 5,285 feet above sea level... 1,585 feet above average terrain. The TV station in El Paso with unrivalled studio and staff facilities, better local programming, the best of CBS, ABC and DuMont Network shows, aggressive merchandising and effective promotion. Affiliated with KROD—600 kc—CBS—5,000 watts.

Owned and operated by the El Paso Times, Inc.

RODERICK BROADCASTING COMPANY

Dorrance D. Roderick
President

Val Lawrence
Vice Pres. & Gen. Mgr.

Dick Watts
Sales Manager

Represented Nationally by the **BRANHAM COMPANY**

TEXAS

EL PASO
(El Paso County)

KROD-TV

LICENSEE: El Paso Times Inc. Address: 2201 Wyoming St. Phone: 2-6551.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56 kw, Aural 28 kw. Operating Pow.: Visual 56 kw, Aural 28 kw. Transmitter: Address, Mt. Franklin. Make, RCA. Model TT10 AL. Antenna: Make, RCA. Type TF 6 AM. Height, Above average terrain 1,050 ft. Above ground 285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 12:00 noon-12:00 midnight.

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

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Segal, Smith & Hennessey, Consulting Engineer, Ed Talbott.

SERVICES: Two studios (one 48x52x21 ft. and one 24x36x16 ft.). Three RCA studio cameras. Two RCA Iconoscope film cameras. Two RCA 16mm film projectors. One Spindler & Sauppe Selectroslide Jr. slide projector. One Gray Telop opaque projector. News Service, AP. Library, Capitol; SESAC.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (75%); Val Lawrence (5%). Roderick family publishes El Paso Times.

EXECUTIVES:

Dorrance D. Roderick, Pres.	Bernie Bracher, Prog. Dir.
Val Lawrence, Vice Pres. & Gen. Mgr.	Ed Talbott, Ch. Eng.
C. R. Watts, Com. Mgr. & Film Buy.	Ken McClure, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$375, Film \$300. Minute spot Live \$75, Film \$60. Frequency discounts from 10% for 26 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 560,400; Families in Area, 150,660; Area in Square Miles, 23,300; No. of Sets (June 1), 53,684; Retail Sales, \$604,042,000; Income per Family, \$4,828; Income per Capita, \$1,672.

KTSM-TV

LICENSEE: Tri-State Broadcasting Co. Address: 801 N. Oregon St. Phone: 2-5423.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 59 kw, Aural 29.5 kw. Operating Pow.: Visual 59 kw, Aural 29.5 kw. Transmitter: Address, 400 S. Santa Fe St. Make, RCA. Antenna: Make RCA. Height Above average terrain 100 ft. Above ground 458 ft.

OPERATION: Began Jan. 4, 1953. Hours, 1:00 p.m.-11:00 p.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.

TEXAS

EL PASO (Cont.)

KTSM-TV (Cont.)

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Loucks, Zias, Young & Jansky. Consulting Engineer, Geo. P. Adair.

SERVICES: Two studios (one 25x40 ft. and one 13x25 ft.). Two RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. One Telop 4x5 inch opaque projector. One composite film processing unit. News Services, UP, NBC film. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: Karl O. Wyler (85%), F. L. Koons (10%) and W. C. Baily (5%).

EXECUTIVES:

Karl O. Wyler, Pres. & Gen. Mgr.	K. J. Walton, Ch. Eng.
Roy T. Chapman, Com. Mgr.	Karl O. Wyler Jr., Adm. Asst. to Pres.
Jack Chapman, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	246,000	30,000	276,000
Families in Area	70,000
No. of Sets (June 1)	48,224
Retail Sales	\$226,000,000

KELP-TV

(Target Date, Sept. 1954)

LICENSEE: Trinity Broadcasting Co. Address: 2104 Jackson St.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 27.5 kw. Transmitter: Address, Delta and French Sts. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 120 ft. Above ground 352 ft.

OPERATION: Target date, Sept. 1954.

AFFILIATIONS: Station, AM, KELP.

REPRESENTATIVES: Sales, Forjoe-Tv. Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, president (50%); Gordon B. McLendon, vice president (49%); John Robert Euler, secretary-treasurer (1%). Trinity owns KLIF-AM-TV Dallas and KTLG (TV) Corpus Christi.

XEJ-TV (JUAREZ, MEXICO)

(See Foreign Tv Stations)

LICENSEE: Television De La Frontera, S. A. Address: P. O. Box 422. Phone: Juarez 511.

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RAMAR OF THE JUNGLE
starring
JON HALL

TPA Sales Builders

Another winner!

from the portfolio of **TPA** Sales Builders

This is the only show of its kind in all television. And its unique program content is matched by the audience and sales marks it keeps chalking up every day.

Scheduled in the "children's hour," it comes up as one of the top-rated juvenile shows on the screen; in other periods, it does just as well! In market after market, RAMAR's pay-off audiences provide sales material for the station carrying this TPA feature.

With Jon Hall available for commercials, RAMAR sells as divers a list of products as we've ever seen: from candy bars (juvenile appeal) to gas and oil (juvenile appeal?).

While this TPA property is smashing all distribution records (it was recently bought for over 35 markets in the South-East—one of the largest deals ever made in that area), good availabilities still remain. If you'd like to tie up with an amazing sales builder, get in touch with TPA—fast.



Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 2710 West Summerdale Avenue
 Hollywood: 6253 Hollywood Boulevard

FORT WORTH

(Tarrant County)

WBAP-TV

LICENSEE: Carter Publications Inc. Address: 3900 Barnett St. Phone: Lockwood 1981.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 16.5 kw, Aural 8.2 kw. Transmitter: Address, 3900 Barnett St. Make, RCA. Model TT-25BL. Antenna: Make, RCA. Type, TF-6BM. Height, Above average terrain 1,070 ft. Above ground 1,113 ft.

OPERATION: Began Sept. 29, 1948. Hours, 6:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, WBAP. FM, WBAP-FM.

REPRESENTATIVES: Sales, Free & Peters Inc. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (45x82x28 ft. and 20x33x20 ft.). Announcer's booth (15x15x10 ft.). Two outdoor studios. Two TK40A color studio cameras. One TK4A color slide camera (2x2 color transparencies). One TK-26A 16mm color film chain. Two TP-6B 16mm color film projectors. One TP-123 Vidicon camera color multiplexer. Four RCA TK-30A and two RCA TK-10A camera chains. One Bodde model P3AB rear screen projector. Two RCA TK 20A film cameras. Two TP 16D film projectors. Transparent 2x2—Selectroslide Jr. One Gray Telop Series 1 opaque projector. One Houston 22, and one Houston 11-B film processing unit. One RCA—TJ50A mobile unit. News Service, AP. Libraries, Associated, World.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Fort Worth Star-Telegram.

EXECUTIVES:

Amon Carter, Chairman	Robert Grammer, Prod. Sup.
Amon Carter Jr., Pres.	James A. Byron, News Editor
Harold Hough, Dir.	Roberta Wygant, Continuity Ch.
George Cranston, Mgr.	Claire Tuohy, Traffic Ch.
Roy Bacus, Com. Mgr.	Marshall Atwell, Art Dir.
Jack Rogers, Regional Sls. Mgr.	Merl Hartung, Film Lab. Ch.
Howard Fisher, Dir. of Pub., Prom. & Merc.	Jett Jamison, Com. Film Dir.
Robert Gould, Prog. Dir.	Margret McDonald, Home Economist
Lynn Trammel, Film Prog. Mgr.	R. C. Stinson, Eng. Dir.
Phil Wygant, Oper. Sup.	

RATE INFORMATION: Class A one hour Live \$800, Film \$800. Minute spot Live \$160, Film \$160. 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)	Total (Including Fringe Area)
Population	1,536,800	1,951,900	2,695,700
Families in Area	482,500	601,700	827,910
Retail Sales	\$1,977,972,000	\$2,358,801,000	\$3,097,012,663
Income per Family	\$ 4,193	\$ 3,893	\$ 4,481
Income per Capita	\$ 1,259	\$ 1,200

GALVESTON

(Galveston County)

KGUL-TV

LICENSEE: Gulf Television Co. Address: P. O. Box 11. Phone: Galveston 3-1607.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 125 kw. Operating Pow.: Visual 235 kw, Aural 125 kw. Transmitter: Address, Near Arcadia. Make, GE. Model TT-23-A. Antenna: Make, GE. Type TY-28-H. Height, Above average terrain 550 ft. Above ground 574 ft.

OPERATION: Began March 22, 1953. Hours, 6:00 a.m.-12:30 p.m.

AFFILIATIONS: Networks, ABC, CBS, DuMont.

REPRESENTATIVES: Sales, CBS Television Spot Sales. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (30x32 ft. and 30x30 ft.). Two GE Image Orthicon and two RCA image orthicon camera chains. One GE Iconoscope, one RCA Iconoscope and one RCA Vidicon film cameras. Two Eastman, model 250 film projectors. Four Selectroslide Jr. slide projectors. One mobile unit. News Service, AP. Library, BMI.

PRINCIPAL STOCKHOLDERS: Paul E. Taft (40.5%), Ballinger Mills (1.66%), V. W. McLeod (1.66%), R. Lee Kempner (20%), F. Kirk Johnson (9.16%), James M. Stewart (9.16%), Wigley, McLeod, Mills & Shirley (4.17%). Eight others, none owning more than 2.5%. Mr. Johnson owns 10% of Fort Worth Tv Co.

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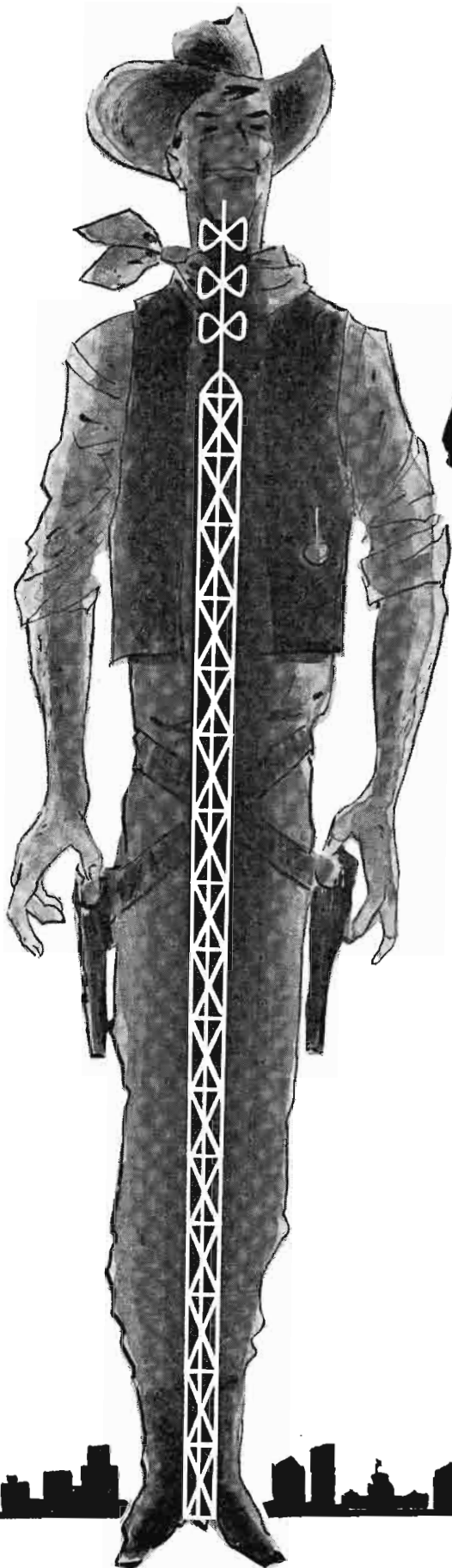
V

GAINING
NEW
HEIGHTS
IN THE
HOUSTON
GALVESTON
MARKET



BASIC
AFFILIATE

KGUL-TV



BIG!
EVEN FOR TEXAS!

**TALL MEN — TALL TALES —
 and NOW.. TALL TOWERS
 COME WITH TEXAS!**

WBAP-TV pioneers again with the tallest television tower in the Lone Star State—1113 foot tower-antenna, transmitting 100,000 watts. There's power—there's coverage in the fabulous Fort Worth-Dallas market. Here's where livestock, oil, aircraft, grain and other great industries combine to make this area worth \$2½ billion annually.

And leading again, WBAP-TV was the first station in Texas to transmit in studio color yes, first in Texas on May 15, 1954.

WBAP-TV—where your advertising dollar counts—where your sales message talks. Great power—full color—going to folks with money in their pockets and BUY on their minds!

WBAP-TV



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
 Chairman

AMON CARTER, JR.
 President

HAROLD HOUGH
 Director

GEORGE CRANSTON
 Manager

ROY BACUS
 Commercial Manager

FREE & PETERS, Inc. — National Representatives

GALVESTON (Cont.)

KGUL-TV (Cont.)

EXECUTIVES:

Paul E. Taft, Pres. & Gen. Mgr.	William D. Evans Jr., Prom. Dir.
Raymond E. Jones, Com. Mgr.	Leslie T. Hunt, Sls. Mgr.
Thomas L. Thompson, Prog. Dir.	(Houston)
William R. Sloat, Ch. Eng.	R. L. Cochran, Sls. Mgr.
M. B. Johnson, Film Buy.	(Galveston)
John L. Eisele, Merc. Mgr.	L. V. Deskins, Off. Mgr.

RATE INFORMATION: Class A one hour Live \$600, Film \$600. Minute spot Live \$120, Film \$120. Frequency discounts from 5% for 3-4 or 5 days up to 10% for 6 or 7 days. Rate Card No. 1.

MARKET INFORMATION: (0.1 mv/m Contour): Population, 1,218,400; Families in Area, 355,200; Retail Sales, \$1,479,585,000; Income per Family, \$6,137.

HARLINGEN
(Cameron County)

KGBT-TV

LICENSEE: Harbenito Broadcasting Co. Address: P. O. Box 711. Phone: Harlingen 3500.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 13 kw, Aural 6.9 kw. Operating Pow.: Visual 13 kw, Aural 6.9 kw. Transmitter: Address, Harbenito. Make, GE. Model CT-10. Antenna: Make, GE. Type 13-C. Height, Above average terrain 410 ft. Above ground 428 ft.

OPERATION: Began Sept. 17, 1953. Hours, 3:00 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, John E. Pearson Co. Washington Attorney, Cohn & Marks. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (30x40 ft.). Two GE camera chains. One GE film camera. Two GPL 16mm film projectors. One Gray Telojector slide projector. One Gray Telop opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: President McHenry Tichenor (50%); Vice President J. C. Looney (40%); Secretary-Treasurer Troy McDaniel (10%).

EXECUTIVES:

McHenry Tichenor, Pres.	Frederic B. Folks, Prog. Dir. & Film Buy.
Troy McDaniel, Gen. Mgr.	A. R. Beck, Ch. Eng.
Ingham S. Roberts, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$240, Film \$200. Minute spot Live \$42, Film \$35. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. GT-2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,000	220,000	330,000
Families in Area	29,000	59,000	88,000
No. of Sets (June 1)	11,576	23,151	34,727
Retail Sales			\$284,080,000
Income per Family			\$ 3,962

HOUSTON
(Harris County)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: P. O. Box 2631. Phone: Keystone 2581.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: Make, DuMont. Antenna: Make, DuMont. Height, Above average terrain 680 ft. Above ground 700 ft.

OPERATION: Began Oct. 10, 1953.

AFFILIATIONS: Station, AM, KNUZ.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs (40%), 26% owner of KNUZ; Irvin Shlenker (40%); Douglas Hicks (5%), 26% owner of KNUZ; David H. Morris (5%); Leon Green (5%), 24% owner of KNUZ, and Beiky Swenson (5%), 24% owner of KNUZ.

† KNUZ-TV has suspended operation but has not returned its CP.

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CAPTAIN GALLANT
of the Foreign Legion
starring **BUSTER CRABBE**
introducing **CULLEN "CUFFY" CRABBE**



Another winner!

from the portfolio of **TPA** Sales Builders

This unique property has everything any sponsor wants. It's as authentic as the unstinted cooperation of the French Government and the Legion could make it. It reflects (through brilliant, quality production) all the magical audience appeal contained in the words, "The Foreign Legion" and "The Sahara"—a combination that has incubated one of the highest percentages of smash box-office hits in show business.

It stars Buster Crabbe who's been in the public eye (and always favorably) since he was 16. And for extra audience impact, it introduces his son "Cuffy" in one of the most appealing roles ever created. Both are available for commercials.

And on top of all this, it comes complete with a built-in, powerful merchandising package for each market that's absolutely free.

This is one that will go fast. Check any TPA office for availabilities on a sure winner.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 2710 West Summerdale Avenue
Hollywood: 6253 Hollywood Boulevard

ROGER IS A NATURE LOVER



Roger Hibner over at BVG&L is a nature lover. At lunchtime you're as apt to find him feeding the pigeons in Central Park as fancying a Martini at Twenty-One. Roger's love for birds and beasts is deep and abiding.

Roger also loves a buck (the folding kind). That accounts for the fact that in his plush Madison Avenue office there's a well-worn copy of the Telecasting Yearbook and Marketbook on top of his Audubon. The Telecasting Yearbook contains vital data that Roger uses to plan television campaigns for those blue-chip clients of BVG&L.

If you're in television and want the top timebuyers to know it, your ad in the Yearbook, sells the decision makers the year-round.

In tv today—if you're anyone at all—the *Yearbook is yourbook!*

MEtropolitan 8-1022	Washington
PLaza 5-8355	New York
CEntral 6-4115	Chicago
HOllywood 3-8181	Hollywood

HOUSTON (Cont.)

KPRC-TV

LICENSEE: The Houston Post Co. Address: Box 1234, 3014 S. Post Oak Rd. Phone: Madison 9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 3014 S. Post Oak Rd. Make, GE. Model TT6A-TF-3-A. Antenna: Make, GE. Type 4T412C1. Height, Above average terrain 630 ft. Above ground 686 ft.

OPERATION: Began Jan. 1, 1949. Hours, 6:00 a.m.-12:30 a.m.

AFFILIATIONS: Networks, ABC, NBC. Stations, AM, KPRC. FM, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Miller & Schroeder. Consulting Engineer, Frank N. McIntosh.

SERVICES: Three studios (one outside studio 40x70 ft., one inside 40x70 ft. and one inside 40x50 ft.). Six GE camera chains. Two Bodde rear screen projectors. Two GE Iconoscope film cameras. Three film projectors (16mm Eastman and two 16mm Bell Howell). Four 2x2 in. Spindler & Sauppe slide projectors. Fully-equipped Linn coach mobile unit. News Services, AP, UP. Library, Thesaurus.

PRINCIPAL STOCKHOLDERS: W. P. Hobby, president and publisher of the Houston Post, is principal stockholder.

EXECUTIVES:

W. P. Hobby, Pres.	Paul Huhndorff, Ch. Eng.
Jack W. Harris, Vice Pres. & Gen. Mgr.	Patricia Breach, Film Buy.
Jack McGrew, Com. Mgr.	Pat Flaherty, News Dir.
Bert Mitchell, Prog. Dir.	Kirt Harriss, Prom. & Merc. Dir.
	Jim Ahlgrimm, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Live \$845, Film \$770. Minute spot Live \$175, Film \$150. Frequency discounts from 4.87% for 52 times up to 14.94% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,002,700	1,395,800	1,760,400
Families in Area	302,500	415,200	522,000
Area in Square Miles	292,600	1,120,400	2,009,600
No. of Sets (June 1)			344,000
Retail Sales	\$1,226,829,000	\$1,725,261,000	\$2,025,939,000
Income per Family	\$ 5,306	\$ 4,313	\$ 4,110
Income per Capita	\$ 1,511	\$ 1,218	\$ 1,161

KTLJ (TV)

(Target Date, Not Set)

LICENSEE: Houston Consolidated Television Co. Address: 3005 Louisiana St.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Transmitter: Address, 3016 Post Oak Rd. Make, GE. Antenna: Make, GE. Height, Above average terrain 960 ft. Above ground 978 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Jansky & Bailey Inc.

PRINCIPAL STOCKHOLDERS: Firm is merger of original contestants: KTRH Broadcasting Co. (32%); Roy Hofheinz (16%); Dudley Sharp and associates, formerly comprising Houston Area Tv Co. (32%); Lloyd Gregory and associates, comprising former Houston Tv Co. (20%).

KTVP (TV)

(Target Date, Not Set)

LICENSEE: UHF Television Co. Address: Magnolia Bldg., Dallas.

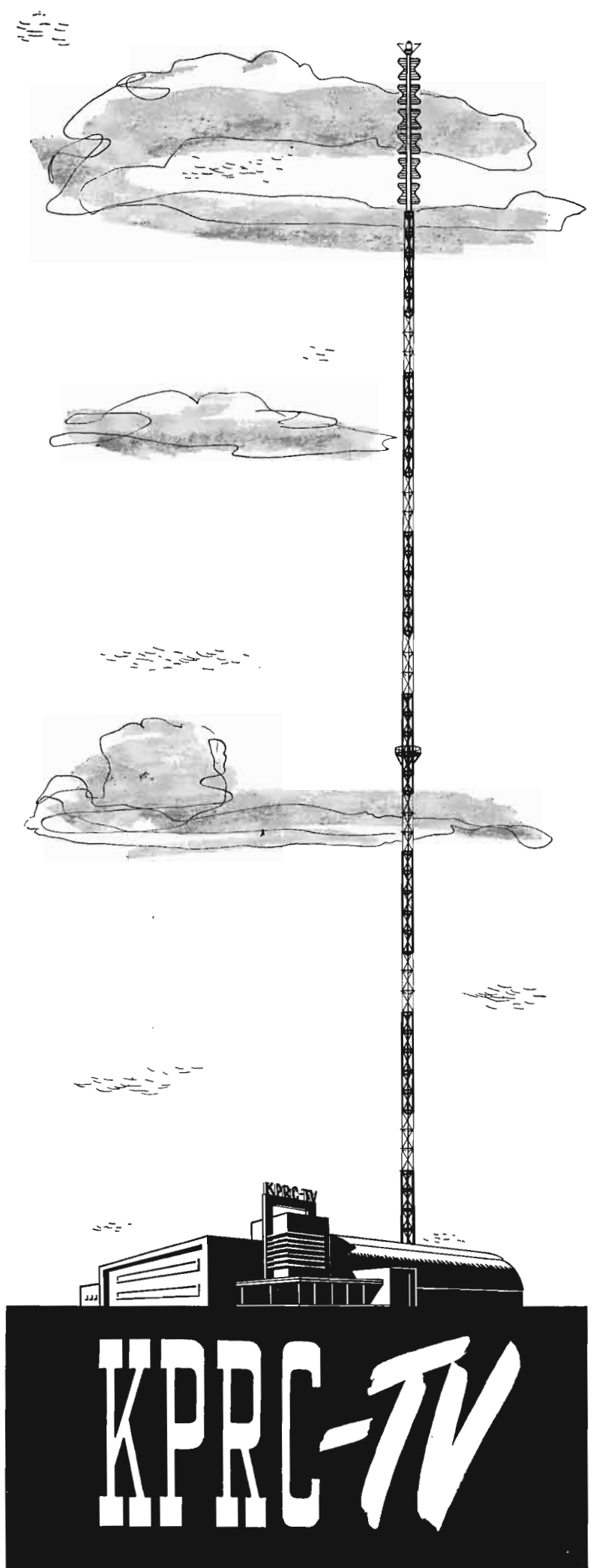
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Transmitter: Address, 4600 Calhoun Rd. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 510 ft. Above ground 540 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: R. L. Wheelock, W. L. Pickens and H. H. Coffield are equal partners.

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**ONE
MILLION**

now in HOUSTON !

Fabulous metropolitan Houston has skyrocketed from 45,000 population in 1900, to the largest market in the South and Southwest area of today. On July 3, 1954, the metropolitan population reached the million mark. One million working, buying Americans who insure the prosperity and future growth of this mighty Houston industrial and oil giant.

KPRC-TV . . . FIRST ALL THE WAY!

With the best in network and syndicated programming, the finest local talent and news coverage, KPRC-TV rates first . . . mornings . . . afternoons . . . evenings.



CHANNEL 2 HOUSTON

NBC AND ABC

**JACK HARRIS
VICE PRESIDENT AND
GENERAL MANAGER**

Nationally represented by Edward Petry and Company

HOUSTON (Cont.)

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston—Houston Public Schools. Address: 3801 Cullen Blvd. Phone: Charter 014J.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 7.5 kw, Aural 3.75 kw. Transmitter: Address, 3801 Cullen Blvd. Make, Fed. Model FTL-19-B. Antenna: Make, Fed. Type 23A-2. Height, Above average terrain 640 ft. Above ground 658 ft.

OPERATION: Began May 25, 1953. Hours, 5:00 p.m.-9:00 p.m.

AFFILIATIONS: Station, FM, KUHF (FM).

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 2x2 in. scanner. DuM. film scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: University of Houston and Houston Public Schools.

EXECUTIVES:

John C. Schwarzwalder, Gen. Mgr.	George Arms, Prd. 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.

KXYZ-TV

(Target Date, Not Set)

LICENSEE: Shamrock Broadcasting Co. Address: Gulf Bldg.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: Address, Cullen Blvd. S. of Wheeler Ave. Make, GE. Antenna: Make, GE. Height, Above average terrain 670 ft. Above ground 698 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC. Station, AM, KXYZ.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Glenn H. McCarthy, president (85 $\frac{2}{3}$ %) and seven other stockholders, none holding more than 5% each.

LONGVIEW

(Gregg County)

KTVE (TV)

LICENSEE: A. James Henry. Address: Route 3. Phone: Plaza 8-5551.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11 kw. Operating Pow.: Visual 20 kw, Aural 11 kw. Transmitter: Address, Route 3. Make, GE. Model 4-TT-24-A-2. Antenna: Make, GE. Type T4-25-C. Height, Above average terrain 290 ft. Above ground 340 ft.

OPERATION: Began Oct. 25, 1953. Hours, 4:00 p.m.-11:00 p.m.

REPRESENTATIVES: Sales, Forjoe Tv Inc.

SERVICES: One studio. One GE camera chain. One Dage film camera. Two Holmes film projectors. One Federal 93-B scanner. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: A. James Henry (100%).

EXECUTIVES:

A. James Henry, Pres.	Bernie Bouma, Com. Mgr.
Barre Monigold, Sta. Mgr., Prog. Dir. & Film Buy.	William Dixon, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	325,000	125,000	450,000

LUBBOCK

(Lubbock County)

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Avenue A. Phone: 4-1414.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5600 Avenue A. Make, RCA. Model TT-10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 750 ft. Above ground 791 ft.

OPERATION: Began May 10, 1953. Hours, 2:45 p.m.-11:30 p.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KCBD.

REPRESENTATIVES: Sales, John E. Pearson. Washington Attorney, Welch, Mott & Morgan. Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (35x60 ft. and 17x26 ft.). Two RCA TK11A camera chains. Two RCA TK20D film cameras. Two RCA TP16D film projectors. One RCA Selectroslide projector. One Gray Telop II opaque projector. News Service, UP. Library, United, Official.

PRINCIPAL STOCKHOLDERS: Caprock Broadcasting Co. (55%).

EXECUTIVES:

Joe H. Bryant, Pres. & Gen. Mgr.	John Devine, Prog. Dir. & Film Buy.
Robert L. Snyder, Asst. Mgr.	Frank Lee, Ch. Eng.
George L. Tarter, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$36.50, Film \$30. Frequency discounts 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	209,614	268,224	532,100
Families in Area	62,618	83,220	150,410
Area in Square Miles	4,075	8,830	19,150
No. of Sets (June 1)	56,389
Retail Sales	\$298,964,000	\$374,638,000	\$655,253,000
Income per Family	\$ 6,007	\$ 5,428	\$ 5,364
Income per Capita	\$ 1,670	\$ 1,538	\$ 1,462

KDUB-TV

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave. Phone: 4-2345.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 31 kw, Aural 15.5 kw. Operating Pow.: Visual 31 kw, Aural 15.5 kw. Transmitter: Address, 7400 College Ave. Make, DuMont. Height, Above average terrain 820 ft. Above ground 841 ft.

OPERATION: Began Nov. 13, 1952. Hours, 11:45 a.m.-12:00 midnight.

AFFILIATIONS: Networks, CBS, DuMont.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eliot C. Lovett. Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (A—30x60 ft., and B—22x35 ft.). Four DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One 2x2 Monochrome scanner slide projector. One DuMont scanner. One DuMont opaque projector. One mobile unit. News Services, AP, INS. Library, Snader, Standard.

PRINCIPAL STOCKHOLDERS: W. D. Rogers Jr. (26.69%), Vernice Ford (14.74%), R. L. Kuykendall (14.74%), W. W. Conley (9.40%) and Charles W. Balthrope (3.34%).

EXECUTIVES:

W. D. Rogers, Pres. & Gen. Mgr.	Ray Trent, Prog. Dir. & Film Buy.
George Collie, Com. Mgr.	Rudy Starnes, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$250. Minute spot Film \$30. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	217,200	278,650	446,700
Families in Area	61,300	78,550	125,900
Area in Square Miles	17,679
No. of Sets (June 1)	56,026
Retail Sales	\$378,112,000	\$475,570,000	\$550,640,000
Income per Family	\$ 5,735	\$ 6,006	\$ 6,010
Income per Capita	\$ 1,607	\$ 1,596	\$ 1,694

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.

LUBBOCK (Cont.)

KFYO-TV

(Target Date, Not Set)

LICENSEE: Globe-News Publishing Co. Address: 914 Ave. J.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, South College Ave. at 74th St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 850 ft. Above ground 868 ft.

OPERATION: Target date not set.

AFFILIATIONS: Network, ABC. Station, AM, KFYO.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Parker F. Prouty, president; T. E. Snowden, vice president; Wesley S. Izzard, secretary; Grady W. Camp, asst. secretary-treasurer. Globe News Pub. Co. also owns KGNC-TV Amarillo, 81% of Plains Radio Broadcasting Co., licensee of KFYO and KGNC Amarillo, and 100% of Avalanche Journal Pub. Co., Lubbock. Globe-News Employees Pool owns 19% of Plains Radio Bcstg. Co. and is minority stockholder in Globe-News Pub. Co.

MIDLAND

(Midland County)

KMID-TV

LICENSEE: Midessa Television Co. Address: P. O. Box 2758. Phone: 2-7321.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: Address, 1 mile south of Midland on Tower Rd. Make, RCA. Model TT-5A. Antenna: Make, RCA. Type TE-6AL. Height, Above average terrain 500 ft. Above ground 547 ft.

OPERATION: Began Dec. 23, 1953.

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

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Phillip Bergson. Consulting Engineer, Wm. D. Buford.

SERVICES: One studio (48x65 ft.). One RCA TK 11A camera chain. One RCA TK-20D film camera. Two RCA TP-16F film projectors. One Telojector slide projector. One Telop opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (27 1/2%), R. P. Scott (15%), Ted Warkentin (17 1/2%).

EXECUTIVES:

J. Conrad Dunagan, Pres.	Bill Richie, Prog. Dir.
S. A. Grayson, Gen. Mgr. & Film Buy.	Bill Buford, Ch. Engr.
Bob Cain, Com. Mgr.	Lanora Owens, Womens Dir.
	Bob McClellan, Sports Dir.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. 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	100,000	175,000	270,000
Families in Area	35,000	52,000	85,000
Area in Square Miles	40,000		
No. of Sets (June 1)	35,000		
Retail Sales	\$102,952,000	\$105,856,000	\$118,128,000
Income per Family	\$ 7,318	\$ 6,393	\$ 6,433
Income per Capita	\$ 2,216	\$ 1,716	\$ 1,678

SAN ANGELO

(Tom Green County)

KTXL-TV

LICENSEE: Westex Television Co. Address: Box 1271. Phone: 7183.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 15.5 kw. Operating Pow.: Visual 27.5 kw, Aural 15.5 kw. Transmitter: Address, Box 1271. Make, DuMont. Model 8000. Antenna: Make, RCA. Type TF-6AH. Height, Above average terrain 420 ft. Above ground 443 ft.

OPERATION: Began July 6, 1953. Hours, 3:45 p.m.-11:00 p.m.

AFFILIATIONS: Network ABC, CBS, NBC, DuMont. Station, AM, KTXL.

REPRESENTATIVES: Sales, Adam Young TV Co. Washington Attorney, Welch, Mott & Morgan.

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.



Midland
Pop. 38,100

Odessa
Pop. 51,600

on the high plains of West Texas

oil is everybody's
business (yours, too!)

All through KMID-TV's exclusive one-station West Texas market, the average per-family effective buying income is \$6,512.00*—\$1,339.00* above the nation's. The oil industry's high wages make up the difference.

Such incomes are here to stay, because known crude oil reserves underground give this market 40 years to go at present rates of production . . . !

KMID-TV is the only television that reaches these opulent oilmen. And to keep 'em watching, KMID-TV gives them all four major networks, and more sponsored syndicated film features than any other television station in the country.†

"In Midland-Odessa, Texas—it's 2 for the money!"

Send for the KMID-TV rate card right now. It's the best news you've had in years!

* Sales Management Survey, May 10, 1954
† See Broadcasting • Telecasting, May 10, 1954

S. A. Grayson General Manager	KMID Tv	Channel 2 Midland-Odessa, Texas
Venard-Rintoul & McConnell National Representatives		Clarke-Brown Co., Dallas Southwestern Representatives

SAN ANGELO (Cont.)

KTXL-TV (Cont.)

SERVICES: One studio (18x36 ft.). One DuMont 124-E orthicon camera chain. Two DeVry AQ-2 film projectors. One DuMont Monochrome slide scanner.

PRINCIPAL STOCKHOLDERS: A. D. Rust (40%), B. P. Bludworth (40%), Lowelle Smith (10%) and Marshall Formby (10%).

EXECUTIVES:

A. D. Rust, Pres. Marie Jayne Waterman, Prog. Dir.
 John A. Kelly, Gen. Mgr. & Film Buy. Robert Benson, Ch. Eng.
 E. O. Thomason, Com. Mgr.

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$33, Film \$30. Frequency discounts 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	131,017	180,918	311,998
Families in Area	37,430	51,400	88,830
Area in Square Miles	4,225	3,875	8,100
No. of Sets (June 1)	33,185	41,120	74,305
Retail Sales	\$152,649,000	\$214,441,000	\$367,090,000
Income per Family	\$ 4,078	\$ 4,172	\$ 4,132
Income per Capita	\$ 1,165	\$ 1,185	\$ 1,147

SAN ANTONIO

(Bexar County)

KALA (TV)

(Target Date, Not Set)

LICENSEE: Alamo Television Co. Address: Kirby Bldg.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: Address, 513 N. San Saba. Make, GE. Antenna: Make, GE. Height, Above average terrain 420 ft. Above ground 491 ft.

OPERATION: Target date, not set.

REPRESENTATIVES: Consulting Engineer, Guy C. Hutcheson.

PRINCIPAL STOCKHOLDERS: W. W. Lechner (100%).

KCOR-TV

(Target Date, Nov. 1, 1954)

LICENSEE: KCOR Inc. Address: 310 S. Flores St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 9.33 kw. Transmitter: Address, 310 S. Flores St. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 380 ft. Above ground 447 ft.

OPERATION: Target date, Nov. 1, 1954.

REPRESENTATIVES: Sales, O'Connell. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Robt. M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Cortez, president-treasurer (63.31%); Kenneth R. Hyman, vice president (7.61%); R. A. Cortez Jr., vice president (8.02%); Wm. P. Smythe, vice president (10.53%); Ruth Burleson, secretary-asst. treasurer (0.3%); Stanton Morris (4.5%); Robert L. Bobbitt Jr. (4.5%); Ethel B. Lancaster (2.03%); Lupe S. Rodriguez (0.08%).

KGBS-TV

LICENSEE: San Antonio Broadcasting Co. Address: Transit Tower. Phone: Capitol 7-8151.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Transit Tower. Make, DuMont, GE. Model DuMont 1000, GE TF3A. Antenna: Make, GE. Type TY13F. Height, Above average terrain 440 ft. Above ground 548 ft.

OPERATION: Began Feb. 15, 1950. Hours, 7:00 a.m.-11:00 p.m.

AFFILIATIONS: Network ABC, CBS, DuMont. Station, AM, KGBS. FM, KGBS-FM.

REPRESENTATIVES: Sales, The Katz Agency. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum.

SERVICES: Two studios (one 30x25 ft. and one 11x15 ft.). Five DuMont camera chains. Two DuMont film cameras. Two Holmes film projectors. Two Golde slide projectors. One Multiscope opaque projector. One mobile unit. News Service, UP. Library, Capitol, Snader, Guild.

PRINCIPAL STOCKHOLDERS: Licensee owned by Storer Broadcasting Co., which owns WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; WWVA-AM-FM-TV Wheeling; KGBS-AM-TV San Antonio; WGBS-AM-FM Miami; WBRC-AM-FM-TV Birmingham. George B. Storer is principal stockholder. Mr. Storer is publisher of Miami Beach Florida Sun. (Sale of KGBS-AM-FM-TV to Express Pub. Co., San Antonio, pending FCC approval).

EXECUTIVES:

George B. Storer, Pres. & Ch. Owner Ed Uhler Jr., Prog. Dir. & Film Buy.
 Bill Michaels, Gen. Mgr. William J. Jackson, Ch. Eng.
 William E. Kelley, Nat. Sls. Mgr. H. B. Higgins, Loc. Sls. Mgr.

RATE INFORMATION: Class A one hour Film \$600 Minute spot, Film \$110. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

MARKET INFORMATION: (.1mv FCC Contour): Population, 889,300; Families in Area, 238,700; Area in Square Miles, 20,104; No. of Sets (June 1), 195,233; Retail Sales, \$875,432,000; Income per Family, \$5,394; Income per Capita, \$1,440.

WOAI-TV

LICENSEE: Southland Industries Inc. Address: P. O. Box 2641, Navarro St. Phone: Garfield 4221.

FACILITIES: Ch. 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 569 ft.

OPERATION: Began Dec. 11, 1949. Hours, 6:00 a.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Hogan & Hartson. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 48x47 ft. and one 22x24 ft.). Three RCA field camera chains. Two RCA TK 20 film cameras. Two Holmes 16mm film projectors. Two 35mm slide projectors. One Projectall for 3x4 in. card opaque projector. Three cameras. Raytheon microwave relay equipment. One mobile unit. News Services, AP, UP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.

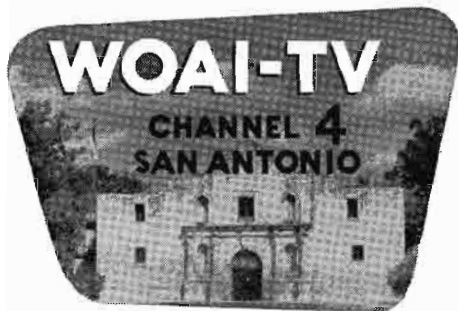
EXECUTIVES:

Hugh A. L. Halff, Pres. W. Perry Dickey, Prog. Dir.
 James M. Gaines, Vice Pres. & Gen. Mgr. Charles L. Jeffers, Ch. Eng.
 Edward V. Cheviot, Com. Mgr. Edward D. Hyman, Film Buy.
 Morton E. Grossman, Prom. Mgr.

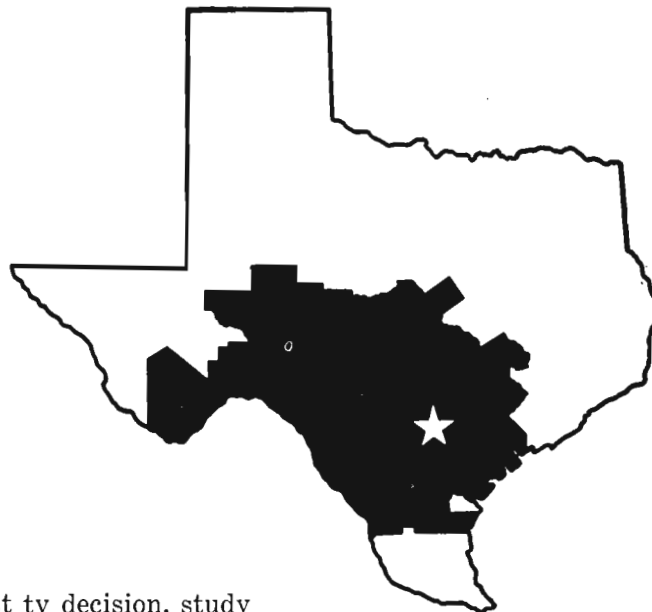
RATE INFORMATION: Class AA one hour Live \$600, Film \$600. Minute spot Live \$110, Film \$110. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 11.

MARKET INFORMATION: (Maximum Coverage Area): Population, 1,424,200; Families in Area, 381,900; Area in Square Miles, 22,750; No. of Sets (June 1), 196,000; Retail Sales, \$1,382,027,000; Income per Family, \$4,754.25; Income per Capita, \$1,274.85.

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 picture people prefer



before you make your next southwest tv decision, study the **new hooper survey** of tv ownership, coverage and preference in the 71 county area surrounding san antonio.

you'll find important sales facts like these: **woai-tv** has 15% greater preference than the next san antonio station in the area less than 50 miles from san antonio. 50 to 100 miles away, **woai-tv** has 60% greater preference. over 100 miles away, **woai-tv** has 79% greater preference. **woai-tv** is the dominant san antonio station no matter how far or in what direction you go.

you should know these facts about a territory that has well over a million population, retail sales over a billion dollars . . . not counting metropolitan san antonio which has half again as much. get the whole hooper story from **nbc affiliate woai-tv** or **petry**.

SWEETWATER

(Nolan County)

KPAR-TV

(Target Date, Not Set)

LICENSEE: Texas Telecasting Inc. Address: Lubbock, Tex.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2.95 kw, Aural 1.48 kw. Transmitter: Make, DuMont. Model 5000. Antenna: Make, RCA. Type 6 Bay. Height, Above average terrain 340 ft. Above ground 437 ft.
OPERATION: Target date, not set.
AFFILIATIONS: Networks, CBS, DuMont.
REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eliot C. Lovett. Consulting Engineer, Frank McIntosh.
PRINCIPAL STOCKHOLDERS: Same as KDUB-TV Lubbock.

TEMPLE

(Bell County)

KCEN-TV

LICENSEE: Bell Publishing Co. Address: 119 W. Avenue A, P. O. Box 188. Phone: Prospect 3-2161.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 14 miles north of Temple on Waco highway near Eddy, Tex. Make, RCA. Model TT-10AL. Antenna: Make, RCA. Type TF-12AM. Height, Above average terrain 830 ft. Above ground 833 ft.
OPERATION: Began Nov. 1, 1953. Hours, 2:00 p.m.-11:00 p.m.
AFFILIATIONS: Network, NBC.
REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. Earl Cullum Jr.
SERVICES: One studio (34x29 ft.). One RCA Image Orthicon, Model TK 31 Camera chain. One RCA film camera. Two RCA 16mm Model TP 16 E film projectors. One Telop and one Projectall opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Owned and operated by Bell Publishing Co., publishers of Temple Daily Telegram. Frank W. Mayborn is president and 95% owner; C. A. Schulz, secretary-treasurer and 5% owner. Mr. Mayborn also is 85% owner of KTEM-AM-FM Temple, Tex. and 75% owner of WMAK Nashville, Tenn. and 50% owner of Sherman Democrat. Mr. Schulz is 5% owner of KTEM-AM-FM.

EXECUTIVES:
 Frank W. Mayborn, Pres. Jim Bentley, Prog. Dir.
 Burton Bishop, Asst. to Pres. W. O. Crusinberry, Ch. Eng.
 Harry Stone, Gen. Mgr. James T. Bolding, Off. Mgr.
RATE INFORMATION: Class A one hour Live \$240, Film \$200. 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 (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	244,746	745,771	1,011,320
Families in Area	83,934	259,075	292,110
Area in Square Miles	4,186	19,902	31,159
No. of Sets (April 30)	25,426	80,758	100,951
Retail Sales	\$266,997,000	\$731,101,000	\$931,989,000
Income per Family	\$ 4,434	\$ 3,824	\$ 4,236
Income per Capita	\$ 1,541	\$ 1,329	\$ 1,224

TEXARKANA

(Bowie & Miller Counties)

KCMC-TV (TEXARKANA, ARK.)

LICENSEE: KCMC Inc. Address: Summerhill Rd. Phone: 32-8201.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Summerhill Rd. Make, GE. Model TT-22-A. Antenna: Make, GE. Type TY-27-E. Height, Above average terrain 380 ft. Above ground 391 ft.
OPERATION: Began Aug. 16, 1953. Hours, 1:15 p.m.-11:30 p.m.
AFFILIATIONS: Networks, ABC, CBS, DuMont. Stations, AM, KCMC. FM, KCMC-FM.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc. Washington Attorney, Eugene L. Burke. Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (31x40 ft.). One GE studio camera chain. One GE film camera. Two Eastman 16mm film projectors. One 2x2 Selecto-slide projector. One GE opaque projector. News Service, UP. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Mr. & Mrs. C. E. Palmer (42%), Mr. & Mrs. W. E. Hussman (26%) and Camden (Ark.) News Pub. Co. (24%), owned chiefly by the Hussmans.

EXECUTIVES:
 C. E. Palmer, Pres. Douglas P. Thompson, Prod. Mgr.
 W. E. Hussman, Exec. Vice Pres. Harvey Robertson, Ch. Eng.
 Walter M. Windsor, Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$225, Film \$200. Minute spot Live \$45, Film \$40. 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	126,300	325,600	1,345,300
Families in Area	37,440	93,020	492,070
Area in Square Miles	1,721	8,804	31,700
No. of Sets (June 1)	21,068	44,316	127,651
Retail Sales	\$127,176,000	\$243,748,000	\$1,146,549,000

TYLER

(Smith County)

KETX (TV)

LICENSEE: Jacob A. Newborn Jr. Address: P. O. Box 686. Phone: 2-0801.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Transmitter: Address, Star Mountain. Make, GE. Antenna: Make, GE. Height, Above average terrain 900 ft. Above ground 710 ft.
OPERATION: Began Aug. 24, 1953. Hours, 1:00 p.m.-11:00 p.m.
AFFILIATIONS: Networks, CBS, NBC, DuMont.
REPRESENTATIVES: Sales, John E. Pearson TV.
SERVICES: One studio (20x22 ft.). Two GE camera chains. Two GE film cameras. Two Eastman film projectors. Two Selectoslide slide projectors. News Service, UP. Library, SESAC.
PRINCIPAL STOCKHOLDERS: Jacob A. Newborn (100%).

EXECUTIVES:
 Jacob A. Newborn Jr., Pres. & Gen. Mgr. Fred Mathews, Com. Mgr.
 James Womack, Ch. Eng.

RATE INFORMATION: Class A one hour live \$220, Film \$200. Minute spot Live \$41, Film \$36. Frequency discounts from 2 1/2% for 13 times up to 20% for 250 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 594,200; Families in Area, 166,230; No. of Sets (June 1), 42,205; Retail Sales, \$582,200,000.

KLTV (TV)

(Target Date, Oct. 1954)

LICENSEE: Lucille Ross Lansing. Address: Kilgore Highway East. Phone: 2-3875.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100.3 kw, Aural 50 kw. Transmitter: Address, Kilgore Highway East. Make, RCA. Model TT-10-AH. Antenna: Make, RCA. Type 12 Bay TF-12-AH. Height, Above average terrain 520 ft. Above ground 495 ft.

OPERATION: Target date, Oct. 1954.
AFFILIATIONS: Station, AM, KGKB.
REPRESENTATIVES: Washington Attorney, Andrew Haley. Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (48x98 ft.). One RCA TK-11A camera chain. One RCA Vidicon film camera. Two RCA TP-16F film projectors. One Gray Telop II slide projector. One Composite film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Lucille Ross Lansing (100%) also is 100% owner of KGKB.

EXECUTIVES:
 Lucille Ross Lansing, Pres. & Own. Robert Norris, Prog. Dir. & Film Buy.
 Marshall H. Pengra, Gen. Mgr. Hudson Collins, 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.

TYLER (Cont.)

KLTV (TV) (Cont.)

RATE INFORMATION: Class A one hour, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	402,550	508,070
Families in Area	121,418	154,935
Area in Square Miles	7,854
No. of Sets (June 1)	45,000
Retail Sales	\$378,675,000	\$450,121,000

VICTORIA
(Victoria County)

KNAL (TV)

(Target Date, Not Set)

LICENSEE: KNAL Television Co. Address: Victoria Bank & Trust Bldg.
 FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 13.5 kw. Transmitter: Address, 2404-04 Port Lavaca Dr. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 330 ft. Above ground 350 ft.
 OPERATION: Target date not set.
 REPRESENTATIVES: Sales, Best. Consulting Engineer, Guy C. Hutchason.
 PRINCIPAL STOCKHOLDER: Albert B. Alkek (100%).

WACO
(McLennan County)

KANG-TV

LICENSEE: Central Texas Television Inc. Address: 4811 Bosque. Phone: 3-1525.
 FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 18.7 kw, Aural 10 kw. Operating Pow.: Visual 18.7 kw, Aural 10 kw. Transmitter: Address, 4811 Bosque. Make, Continental Electronics. Model 1953. Antenna: Make, Workshop. Type 24 Stack Channel 34. Height, Above average terrain 500 ft. Above ground 444 ft.
 OPERATION: Began Nov. 1, 1953. Hours, 3:00 p.m.-10:30 p.m.
 AFFILIATIONS: Networks, ABC, DuMont.
 REPRESENTATIVES: Sales, John E. Pearson Television Inc. Consulting Engineer, Weldon & Carr.
 SERVICES: Two studios (40x28 ft. and 10x12 ft.). Two DuMont Orth camera chains. One Dage film camera. Two DeVry film projectors. Two Selectro slide projectors. One direct positive development film processing unit. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Clyde Weatherby (87%).

EXECUTIVES:

Clyde Weatherby, Pres. King W. Bridges Jr., Prog. Dir.
 Bob H. Walker, Gen. Mgr. & J. H. Smith, Ch. Eng.
 Film Buy. Paul H. Brown, Prod. Mgr.
 Earle H. Rast Jr., Com. Mgr.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$35, Film \$35. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	240,750	70,250	391,000
Families in Area	65,500	78,800	94,300
Area in Square Miles	807	1,618	2,425
No. of Sets (June 1)	28,875	9,625	38,500
Retail Sales	\$229,856,280	\$77,418,736	\$307,275,016
Income per Family	\$ 4,733	\$ 3,159
Income per Capita	\$ 1,356	\$ 941

KCEN-TV (TEMPLE)

LICENSEE: Bell Publishing Co. Address: 119 W. Avenue A. Phone: Prospect 3-2161. (For full listing see Temple, Tex.)

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.

Only

KCEN-TV

100 KW — 833' Tower — Channel 6

Gives You...
 MAXIMUM POWER and
 Complete Coverage of the
TEMPLE—WACO
 CENTRAL TEXAS MARKET

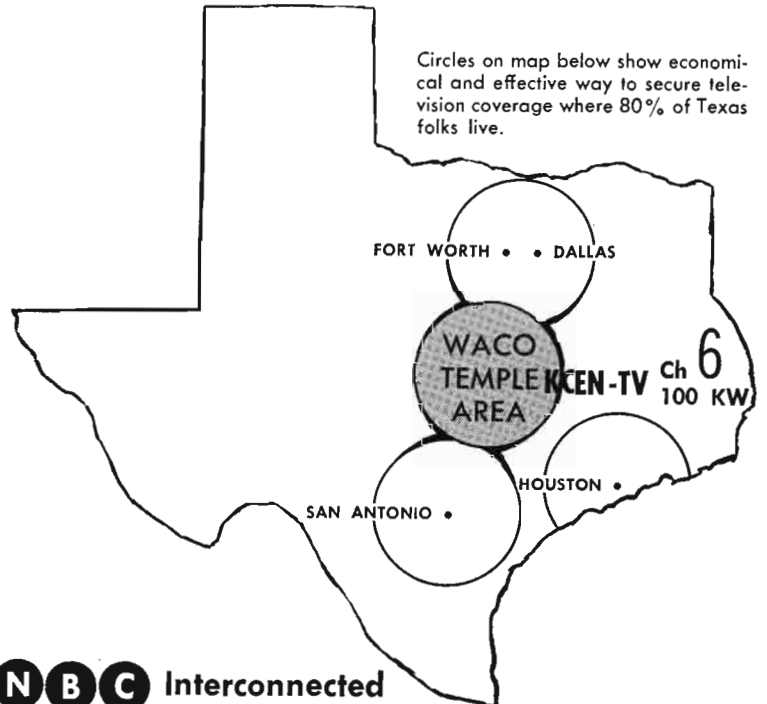
Not Just Two Cities... But An Area!

Buy KCEN-TV and you get coverage of Waco and Temple, plus many smaller cities, important military installations, huge manufacturing plants and a rich agricultural area. No other station duplicates most of KCEN-TV's coverage of 32 Central Texas counties in the vast area between Texas' four principal cities. Get the facts and you'll get on KCEN-TV.

★ Population 745,711+

★ Retail Sales \$712,883,000+

★ Source — Sales Management



NBC Interconnected

KCEN-TV

VHF CHANNEL 6
 P. O. Box 188, Temple, Texas

National Representative — George P. Hollingbery Co.
 Texas Representative — Clyde Melville Co. — Dallas

Owned and operated by Bell Publishing Company
 Publishers of Temple Daily Telegram

WESLACO
(Hidalgo County)

KRGV-TV

LICENSEE: KRGV Television Inc. Address: 311 S. Missouri. Phone: 516.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.5 kw.
Operating Pow.: Visual 28.8 kw, Aural 14.5 kw. Transmitter: Address, LaFeria, Tex. Make, GE. Model Type TT-10A. Antenna: Make, GE. Type TY-27F, 6 section batwing. Height, Above average terrain 750 ft. Above ground 791 ft.

OPERATION: Began April 11, 1954. Hours, 3:00 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (26x45 ft.). One GE camera chain. Two GE film cameras. One GE Synocrolite film projector. One Gray Telop opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDERS: O. L. Taylor, president and director (99.2%), also owns KANS Wichita, Kan.

EXECUTIVES:

O. L. Taylor, Pres.	Millman Rochester, Prog. Dir. & Film Buy.
B. W. Ogle, Gen. Mgr.	Lewis Hartwig, Ch. Eng.
Jack Keasler, Com. Mgr.	

YOU'LL HOWL



ZIV-TV'S SUNNY FUNNY FAMILY

**See pages
433, 434, 435**

RATE INFORMATION: Class A one hour Live \$220, Film \$200. Minute spot Live \$46, Film \$40. Frequency discounts from 10% 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	193,893	309,477	378,000
Families in Area	58,682	85,514	89,600
Area in Square Miles	1,432	4,428	6,004
No. of Sets (June 1)	30,250	5,170	1,800
Retail Sales			\$284,080,000
Income per Family			\$ 3,962
Income per Capita			\$ 1,238

WICHITA FALLS
(Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & TV Co. Address: Box 2040. Phone: 2-8668.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 60 kw, Aural 36 kw. Operating Pow.: Visual 60 kw, Aural 36 kw. Transmitter: Address, Seymour Rd. Make, RCA. Antenna: Make, RCA. Type Turnstyle. Height, Above average terrain 504 ft. Above ground 549 ft.

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

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KFDX.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Consulting Engineer, George C. Davis.

SERVICES: One studio (30x40 ft.). Two Image Orthicon RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Grey opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannan (53.9%), W. P. Hood (3.33%), Howard H. Fry (6%), M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%) John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%).

EXECUTIVES:

D. A. Cannan, Pres.	Warren Silver, Prog. Dir.
Howard H. Fry, Gen. Mgr.	John Adams, Ch. Eng.
Mott M. Johnson, Com. Mgr.	Howard Fry, Film Buy.

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. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	286,720	470,589	627,000
Families in Area	81,235	134,454	178,500
Area in Square Miles	1,385	8,825	11,767
No. of Sets (June 1)	34,000	67,003	89,337
Retail Sales	\$161,031,000	\$345,948,000
Income per Family	\$ 6,368	\$ 5,177
Income per Capita	\$ 1,722	\$ 1,485

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.

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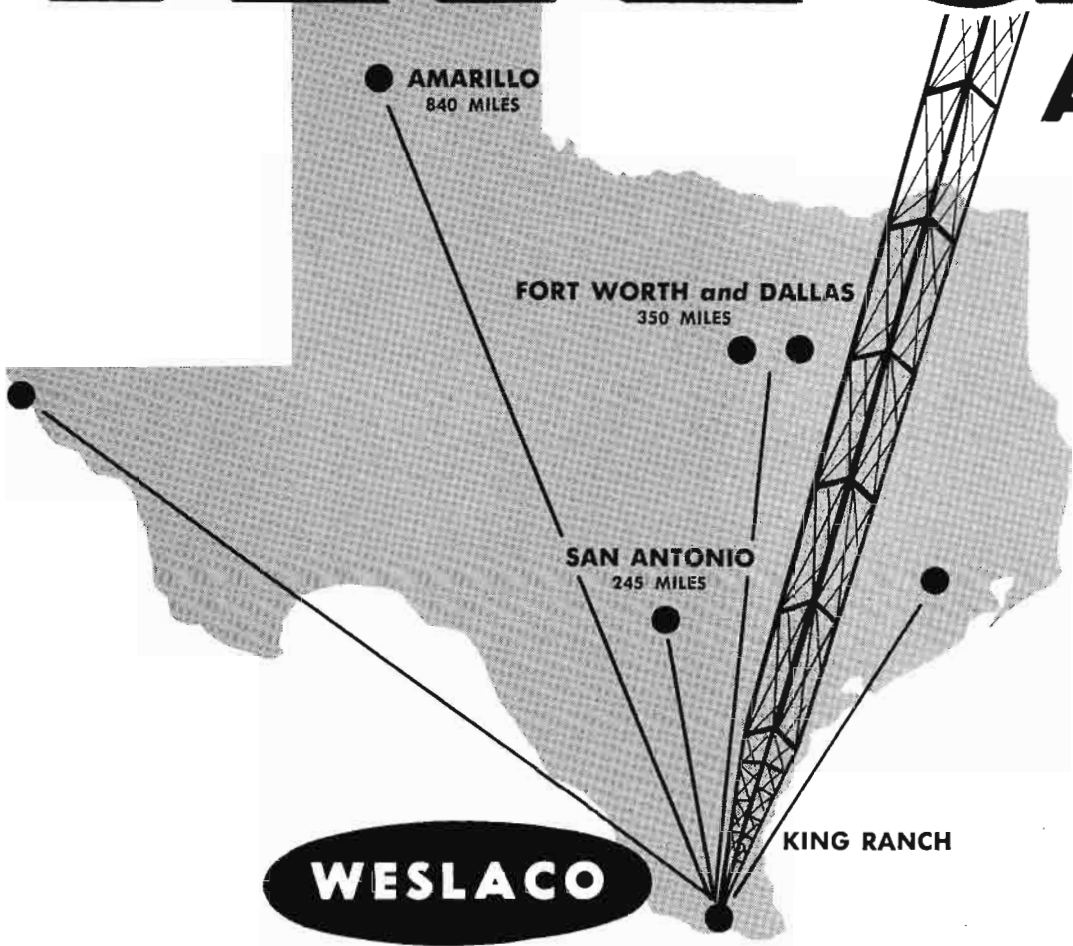
for complete coverage
RICH LOWER RIO GRANDE VALLEY OF TEXAS

KRGV



63rd
MARKET IN U. S.

AM-TV



TEXAS' 5th MARKET

Population	378,000
Families	89,600
E. B. I.	\$350,000,000
	(Effective Buying Income)
Retail Sales	\$284,080,000
Food Sales	\$68,000,000
Automotive	\$59,673,000
Farm Income	\$150,000,000
Income per Farm	\$12,500
Number of Tractors	11,500

RETAIL SALES EXCEEDED ONLY BY
HOUSTON, DALLAS, FORT WORTH
AND SAN ANTONIO

Represented by
PAUL H. RAYMER COMPANY

The Voice of the Valley

Complete Coverage of the Lower Rio Grande Valley
KRGV NBC 5000 Watts TQN **KRGV-TV** Channel 5 NBC
 THE VALLEY'S PIONEER STATION THE VALLEY'S MOST POWERFUL TV STATION

TEXAS

WICHITA FALLS (Cont.)

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: P. O. Box 420. Phone: 3-4181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 23.4 kw, Aural 11.7 kw. Operating Pow.: Visual 23.4 kw, Aural 11.7 kw. Transmitter: Address, Seymour St., 2.5 miles west of center of city. Make, GE. Model TT-10-A. Antenna: Make, GE. Type 5-Bay 4TY27E1. Height, Above average terrain 450 ft. Above ground 465 ft.

OPERATION: Began March 1, 1953. Hours, 12:45 p.m.-11:30 p.m.

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

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, A. Earl Cullum.

SERVICES: Two GE camera chains. One GE film camera. Two Eastman 250 film projectors. Two Selectroslide slide projectors. News Services, UP, AP.

PRINCIPAL STOCKHOLDERS: Kenyon Brown (33 1/3%), E. H. Rowley (16 2/3%), John H. Rowley (33 1/3%), Agnes D. Rowley (16 2/3%).

EXECUTIVES:

Kenyon Brown, Pres. & Gen. Mgr. Herbert T. Wiley, Ch. Eng.
Blaine Cornwell, Com. Mgr. Tom Sugars, Film Mgr.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40. Frequency discounts from 5% for 26-52 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	301,300	408,300	709,600
Families in Area	89,800	122,200	312,000
Area in Square Miles	2,500		
No. of Sets (June 1)	36,570	48,730	85,300
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$ 4,960	\$ 4,570	

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UTAH

UTAH MARKET INDICATORS

Total Population, July 1, 1953	750,000
Total Families, 1950	169,925
Total Urban Population, 1950	449,855
Total Rural Nonfarm Population, 1950	158,887
Total Farm Population, 1950	80,620
Employed in Nonagricultural Establishments, April 1954	202,000
Employed in Agriculture, 1950	28,837
Employed in Mining, April 1954	11,400
Employed in Manufacturing, April 1954	29,000
Employed in Construction, April 1954	8,500
Employed in Transportation & Public Utilities, April 1954	21,600
Employed in Wholesale & Retail Trade, April 1954	47,800
Employed in Finance, Insurance & Real Estate, April 1954	8,100
Employed in Service & Miscellaneous, April 1954	22,400
Employed in Government Service, April 1954	53,200
Retail Sales, 1953	\$ 793,026,000
Bank Assets, Jan. 1, 1954	\$ 776,509,000
Bank Deposits, Jan. 1, 1954	\$ 723,070,000
Major Income Sources, 1952: Agriculture 7.4%; Government 23.1%; Manufacturing Payrolls 10.5%; Trade and Service 24.5%.	
Total Income Payments, 1952	\$ 1,069,000,000
Per Capita Income, 1952	1,450
Total Internal Revenue Collections, 1953	\$ 150,882,264
Average Weekly Earnings Manufacturing Workers, April 1954	73.63
Cash Receipts from Farm Marketing, 1953	\$ 150,963,000
Government Payments to Farmers, 1953	\$ 2,549,000
Value of Mineral Production, 1951	\$ 257,144,000
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, 1953	292,521
Number of Telephones, Jan. 1, 1954	240,100
Number of Electrical Connections, Jan. 1, 1954	218,963
Number of Gas Utilities Connections, 1953	94,700

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

FIRST

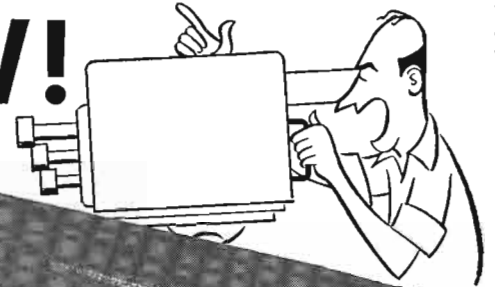
IN RADIO!



NOW

FIRST

IN TV!



KWFT-TV
CHANNEL 6

in Wichita Falls
★ Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Bever	4,856	\$ 4,030	\$ 740	\$ 159
Box Elder	19,734	23,426	3,902	404	3,630	67%
Cache	33,536	36,816	6,241	1,038	3,490	38%
Carbon	24,901	28,012	5,617	527
Daggett	364	104	48
Davis	30,867	27,873	8,991	666	6,620	63%
Duchesne	8,134	8,230	1,523	80
Emery	6,304	2,630	389	63
Garfield	4,151	2,486	275	36
Grand	1,903	1,045	389	23
Iron	9,642	15,708	2,476	433
Juab	5,981	6,272	1,477	164	340	24%
Kane	2,299	1,804	140	57
Milard	9,387	10,151	1,043	252	580	24%
Morgan	2,519	2,655	265	67	230	38%
Plute	1,911	613	96
Rich	1,673	990	306	...	190	38%
Salt Lake	274,895	359,046	74,412	11,449	66,110	75%
San Juan	5,315	1,718	321
Sanpete	13,891	11,062	1,847	375	890	23%
Sevier	12,072	15,373	2,076	280	790	24%
Summitt	6,745	4,772	1,185	139
Tooele	14,636	14,319	3,893	580	3,150	58%
Uintah	10,300	10,548	1,136	302
Utah	81,912	82,767	18,367	2,134	15,930	68%
Wasatch	5,574	6,205	787	68
Washington	9,836	8,765	1,466	184
Wayne	2,205	1,166	148	31
Weber	83,319	104,440	22,239	3,050	17,800	64%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

PROVO

(Utah County)

KOVO-TV

(Target Date, Not Set)

LICENSEE: KOVO Broadcasting Co. Address. P. O. Box 99.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 32.4 kw. Transmitter: Address, 5 miles north of Lehi, Utah. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,360 ft. Above ground 137 ft.

OPERATION: Target date not set.

AFFILIATIONS: Station, AM, KOVO.

REPRESENTATIVES: Washington Attorney, Wilkinson, Boyden & Cragun. Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

PRINCIPAL STOCKHOLDERS: Clifton A. Tolboe, president [99.994%]; Victor J. Bird, secretary-treasurer; Arch L. Madsen, vice president.

SALT LAKE CITY

(Salt Lake County)

KSL-TV

LICENSEE: Radio Service Corp. of Utah. Address: 145 Social Hall Ave. Phone: 5-4641.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.3 kw, Aural 18.3 kw. Operating Pow.: Visual 28.3 kw, Aural 18.3 kw. Transmitter: Address, Coon Peak, Oquirrh Mountains. Make, RCA. Model TT-10-AL. Antenna: Make, GE. Type TY-27-C. Height, Above average terrain 4,280 ft. Above ground 390 ft.

OPERATION: Began June 1, 1949. Hours, 8:30 a.m.-12:30 a.m.

NO MATTER HOW
YOU FIGURE IT...

KSL-TV

== YOUR BEST

INTERMOUNTAIN
BUY



serving thirty-nine counties in four western states

VERMONT

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Addison	19,442	\$16,162	\$ 4,573	\$ 353	1,250	24%
Bennington	24,115	25,878	7,532	526	3,830	51%
Caledonia	24,049	26,835	6,138	492	840	12%
Chittenden	62,570	76,323	19,637	1,555	5,120	29%
Essex	6,257	3,355	1,695	78	220	12%
Franklin	29,894	31,210	9,264	634	1,810	22%
Grand Isle	3,406	2,128	863	...	170	21%
Lamoille	11,388	9,516	2,991	285	650	21%
Orange	17,027	14,107	2,882	360
Rutland	21,190	20,402	4,041	385	700	12%
Rutland	45,905	54,252	13,920	979	6,810	51%
Washington	42,870	43,422	12,263	794	2,960	24%
Windham	28,740	32,086	8,796	681
Windsor	40,885	42,226	11,179	864

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given have less than 10% ownership. Set and per cent figures from CBS-TV Research.

MONTPELIER

(Washington County)

WMVT (TV)

(Target Date, Sept. 6, 1954)

LICENSEE: WCAX Broadcasting Corp. Address: 135 Main St., Burlington.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 2.69 kw. Transmitter: Address, Mt. Mansfield. Make, Gates. Antenna: Make, RCA. Height, Above average terrain 2,730 ft. Above ground 116 ft.

OPERATION: Target date, Sept. 6, 1954.

AFFILIATIONS: Network CBS.

REPRESENTATIVES: Sales, Weed Tv; Radio Time Sales Ltd. (Canada). Washington Attorney, Eliot C. Lovett. Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, president-treasurer (99.714%); Marcia B. Hasbrook, vice president (.143%) and A. Pearsley Feen (.143%).

VIRGINIA

VIRGINIA MARKET INDICATORS

Total Population, July 1, 1953	3,568,000
Total Families, 1950	785,060
Total Urban Population, 1950	1,560,115
Total Rural Nonfarm Population, 1950	1,026,604
Total Rural Population, 1950	731,961
Employed in Nonagricultural Establishments, April 1954	858,800
Employed in Agriculture, 1950	167,459
Employed in Mining, April 1954	15,700
Employed in Manufacturing, April 1954	235,100
Employed in Construction, April 1954	52,900
Employed in Transportation & Public Utilities, April 1954	80,900
Employed in Wholesale & Retail Trade, April 1954	192,600
Employed in Finance, Insurance & Real Estate, April 1954	34,000
Employed in Service & Miscellaneous, April 1954	83,200
Employed in Government Service, April 1954	164,400
Retail Sales, 1953	\$ 3,009,122,000
Bank Assets, Jan. 1, 1954	\$ 2,608,312,000
Bank Deposits, Jan. 1, 1954	\$ 2,390,069,000
Major Income Sources, 1952: Agriculture 7.9%; Government 26.3%; Manufacturing Payrolls 17.3%; Trade and Service 23.5%.	
Total Income Payments, 1952	\$ 4,322,000,000
Per Capita Income, 1952	\$ 1,322
Total Internal Revenue Collections, 1953	\$ 1,082,000,118
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 56.20
Cash Receipts from Farm Marketing, 1953	\$ 449,122,000
Government Payments to Farmers, 1953	\$ 4,261,000
Value of Mineral Production, 1951	\$ 161,251,000
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, 1953	1,090,721
Number of Telephones, Jan. 1, 1954	844,700
Number of Electrical Connections, Jan. 1, 1954	945,025
Number of Gas Utilities Connections, 1953	264,500

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

BROADCASTING • TELECASTING

VIRGINIA

VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Accomack	33,832	\$28,913	\$ 7,814	\$ 546	3,340	33%
Albemarle	26,662	60,280	12,519	1,912	3,720	27%
Alleghany	23,139	27,182	5,979	939	3,080	40%
Amelia	7,908	3,226	350	66	590	39%
Amherst	20,332	4,820	2,654	66	1,640	38%
Appomattox	8,764	4,075	651	61	720	38%
Arlington	135,449	276,183	80,869	14,251	66,730	96%
Augusta	34,154	57,369	13,131	1,847	4,650	27%
Bath	6,296	3,303	992	64	350	25%
Bedford	29,627	12,967	3,391	72	2,230	31%
Bland	6,436	2,075	365	45	360	26%
Botetourt	15,766	5,137	2,138	134	1,560	40%
Brunswick	20,136	11,777	1,908	161	1,410	32%
Buchanan	35,748	15,762	2,537	69	1,650	21%
Buckingham	12,288	4,641	904	40	1,240	46%
Campbell	28,877	90,308	17,576	3,413	10,830	51%
Caroline	12,471	6,440	2,184	69	1,490	55%
Carroll	26,695	7,338	1,716	32	1,220	18%
Charles City	4,676	4,779	927	82	520	58%
Charlotte	14,057	726	542	...	1,220	38%
Chesterfield	40,400	11,439	4,148	214	9,030	66%
Clarke	7,074	4,213	1,315	193	830	46%
Craig	3,452	1,303	254	29	280	40%
Culpeper	13,242	14,102	2,355	313	1,950	59%
Cumberland	7,252	1,510	292	68	690	46%
Dickenson	23,393	8,467	1,640	107	1,000	20%
Dinwiddie	18,839	52,548	12,236	1,871	7,400	54%
Elizabeth City	55,028
Essex	6,530	5,569	1,420	70	720	55%
Fairfax	98,557	45,708	15,330	1,373	29,160	91%
Fauquier	21,248	18,868	4,059	409	3,140	58%
Floyd	11,351	4,827	787	76	490	18%
Fluvanna	7,121	2,765	1,206	71	780	46%
Franklin	24,560	12,180	2,033	302	1,680	30%
Frederick	17,537	42,315	8,211	1,242	4,320	46%
Giles	18,956	17,829	4,516	606	2,650	53%
Gloucester	10,343	7,450	1,455	74	1,840	59%
Goochland	8,934	2,342	1,114	...	660	39%
Grayson	21,379	16,768	2,308	317	1,430	26%
Greene	4,745	1,219	528	...	300	27%
Greensville	16,319	13,381	2,883	440	1,250	32%
Halifax	41,442	22,959	4,876	737	3,700	39%
Hanover	21,985	9,820	2,941	111	3,120	55%
Henrico	57,340	403,312	83,123	14,076	65,970	76%
Henry	31,219	43,021	9,647	861	6,100	47%
Highland	4,069	1,021	331	...	180	25%
Isle of Wight	14,906	9,762	2,292	192	1,700	46%
James City	6,317	12,868	2,918	41	1,670	60%
King and Queen	6,299	1,946	1,088	...	770	55%
King George	6,710	2,251	1,024	...	1,080	60%
King William	7,589	7,760	2,368	31	1,050	55%
Lancaster	8,640	7,771	1,732	168	760	33%
Lee	36,106	12,939	2,270	331	1,070	13%
Loudoun	21,147	17,112	4,771	498	3,170	61%
Louisa	12,826	6,606	1,817	130	1,220	39%
Lunenburg	14,116	9,271	1,834	226	1,120	32%
Madison	8,273	2,441	954	32	590	28%
Mathews	7,148	4,498	975	71	1,020	60%
Mecklenburg	33,497	25,905	5,243	486	2,660	33%
Middlesex	6,715	4,601	625	74	1,140	60%
Montgomery	29,780	36,628	8,401	1,155	5,550	53%
Nansemond	25,238	33,212	7,115	1,165	4,660	47%
Nelson	14,042	4,244	1,386	36	1,220	38%
New Kent	3,995	2,145	938	...	550	55%
Norfolk	99,937	456,330	110,772	15,038	94,910	73%
Northampton	17,300	12,680	4,039	267	1,500	32%
Northumberland	10,012	5,043	959	67	850	33%
Nottoway	15,479	15,004	3,143	585	2,060	47%
Orange	12,755	11,757	2,041	381	860	27%
Page	15,152	9,529	1,888	277	1,120	28%
Patrick	15,642	5,084	1,192	37	650	18%
Pittsylvania	66,096	93,086	20,882	2,686	10,940	41%
Powhatan	5,556	2,661	445	...	470	39%
Prince Edward	15,398	12,998	2,173	452	1,790	46%
Prince George	19,679	17,018	5,176	551	4,050	58%
Prince William	22,612	84,170	9,995	999	3,260	62%
Princess Anne	42,277	18,037	4,300	583	8,160	64%
Pulaski	27,758	19,179	4,978	630	3,980	53%
Rappahannock	6,112	1,450	176	...	770	59%
Richmond	6,189	4,510	772	31	780	60%
Roanoke	41,486	167,374	38,099	4,628	21,500	55%
Rockbridge	23,359	20,132	5,120	1,326	1,760	24%
Rockingham	35,079	45,817	5,107	1,017	3,380	27%
Russell	26,818	13,208	1,739	123	1,220	20%
Scott	27,640	7,470	1,303	175	860	13%
Shenandoah	21,169	16,572	3,695	345	1,580	28%
Smyth	30,187	19,666	3,615	625	1,140	16%
Southampton	26,522	16,188	4,225	489	2,900	46%
Spotsylvania	11,920	33,768	6,723	959	3,800	59%
Stafford	11,902	3,679	1,929	40	1,920	60%
Surry	6,220	2,181	432	65	900	60%
Sussex	12,785	9,139	1,971	202	1,620	58%
Tazewell	47,512	36,920	8,334	989	1,780	16%
Warren	14,801	15,840	4,160	519	2,020	46%
Warwick	39,875	30,460	67%
Washington	37,536	48,026	9,507	1,472	1,340	10%
Westmoreland	10,148	8,254	1,399	230	1,680	60%
Wise	56,336	47,445	10,241	1,080	3,370	25%
Wythe	23,327	20,769	3,883	445	1,430	25%
York	11,750	3,699	1,375	72	1,940	59%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, 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.

DANVILLE
(Pittsylvania County)

WBTV-TV

LICENSEE: Piedmont Broadcasting Corp. Address: 710 Grove St. Phone: 2350.

FACILITIES: Ch. 24. Operating Pow.: Visual 22.4 kw, Aural 12 kw. Transmitter: Address, White Oak Mountain. Make, RCA. Model TTU-10A. Antenna: Make, RCA. Height, Above average terrain 650 ft. Above ground 273 ft.

OPERATION: Began Feb. 21, 1954. Hours, 4:00 p.m.-11:00 p.m. Mon.-Fri. 2:30 to 11:00 p.m. Sat. & Sun.

AFFILIATIONS: Network ABC. Station, AM, WBTV. FM, WBTV-FM.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, John H. Midlen. Consulting Engineer, George C. Davis.

SERVICES: One studio (39x42x18 ft.). One RCA TK-11A camera chain. One Bodde 2P3AC rear screen projector. One RCA TK-20C film camera. Two RCA TP 16D film projectors. One RCA TP3A dual disk slide projector. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: L. N. Dibrell, president (45%), Edward G. Gardner, vice president and general manager (11%) and James W. Ray, vice president (9%).

EXECUTIVES:

L. N. Dibrell, Pres. Milton N. Adams, Prog. Dir.
Edward G. Gardner, Vice Pres. Lyle C. Motley, Ch. Eng.
& Gen. Mgr. Richard Cox, Prod. Dir. &
John Holland II, Com. Mgr. Film Buy.

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 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	207,430	491,464	791,700
Families in Area	52,334	126,105	205,142
Area in Square Miles	700	1,600	2,300
No. of uhf Sets (June 1)			21,500
Retail Sales	\$178,289,000	\$424,289,000	\$701,977,000
Income per Family			\$ 4,527

HAMPTON

(Elizabeth City County)

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Broadcasting Corp. Address: 1490 Pembroke Ave. Phone: Hampton 6332.

FACILITIES: Ch. 15 Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: Address, 1490 Pembroke Ave., Hampton. Make, GE. Model TT-25-A. Antenna: Make, GE. Type TY-25-A. Height, Above average terrain 480 ft. Above ground 500 ft.

OPERATION: Began Aug. 15, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Cohn & Marks. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (20x30 ft.). Two GPL Model PA-600 camera chains. One GE Model PE-5A film camera. Two GPL Model PA-100-A film projectors. One Gray Teloprojector slide projector. One GE YF-4-A opaque projector. News Service, AP. Library, Standard, World.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman (19.74%), Harrol A. Brauer Jr. (10.85%), James E. Swafford (19.74%) and J. W. Chisman (21.45%).

EXECUTIVES:

Thomas P. Chisman, Pres. & Gen. Mgr. William C. King Jr., Ch. Eng.
Harrol A. Brauer Jr., Vice. Pres. June Saunders, Traffic Mgr.
& Dir. Sls. Melvin Tennis, Continuity Dir.
L. W. Kliever, Operations Mgr. Georgia McCarty, Prom. & Merc. Mgr.
& Film Buy. Gordon Walsh, Film Mgr.
Harry Middleton, Prog. Dir. Orlon Gray, Prod. Mgr.

RATE INFORMATION: Class A one hour Live \$345, Film \$300. Minute spot Live \$69, 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	855,000	745,000	1,600,000
Families in Area	213,750	186,250	400,000
Area in Square Miles	1,661	3,846	6,936
No. of Sets (June 1)	76,000	24,300	100,300
Income per Family	\$ 6,373	\$ 4,850	
Income per Capita	\$ 2,050	\$ 1,545	

HARRISONBURG

(Rockingham County)

WSVA-TV

LICENSEE: Shenandoah Valley Broadcasting Corp. Address: Rawley Pike. Phone: 4-4431.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.3 kw, Aural 4.17 kw. Operating Pow.: Visual 8.3 kw, Aural 4.17 kw. Transmitter: Address, Big Mountain. Make, GE. Model TT-10-A. Antenna: Make, GE. Type TY-12-C. Height, Above average terrain 2,130 ft. Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Devney & Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.). One GE Image Orthicon camera chain. One GE PE-5-C film camera. Two GE 16mm PF-5A film projectors. One GE type PF-4-A and double unit Selectro-slide slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Frederick L. Allman and Mary P. Allman.

EXECUTIVES:

Frederick L. Allman, Pres. & Gen. Mgr. Warren L. Braun, Ch. Eng.
Robert B. Harrington, Com. Mgr. Robert E. Lee, Film Buy. & Tv Prog. Dir.
Richard H. Johnson, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$19.50, Film \$15. 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	384,200	415,700	799,900
Families in Area	101,830	109,370	211,200
Area in Square Miles	11,024	16,833	27,857
No. of Sets (April 30)	35,476	48,852	84,328
Retail Sales	\$377,475,000	\$231,428,000	\$608,903,000
Income per Family	\$ 4,281	\$ 3,894	
Income per Capita	\$ 1,146	\$ 1,012	

LYNCHBURG

(Campbell County)

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp. Address: 925 Church St. Phone: 2-1242.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28 kw, Aural 14 kw. Transmitter: Address, Tobacco Row Mt., Amherst County. Make, RCA. Antenna: Make, DuMont. Height, Above average terrain 2,090 ft. Above ground 117 ft.

OPERATION: Began Feb. 8, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, DuMont. 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 (15x26 ft.). Two DuMont camera chains. One Eastman Cine special film camera. One DuMont flying scanner film projector. One DuMont flying scanner slide projector. One DuMont scanner. One film processing unit for stills only. News Service, AP. Library, Lang-Worth, Unity, Official.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (27.77%) and Philip P. Allen (27.77%).

EXECUTIVES:

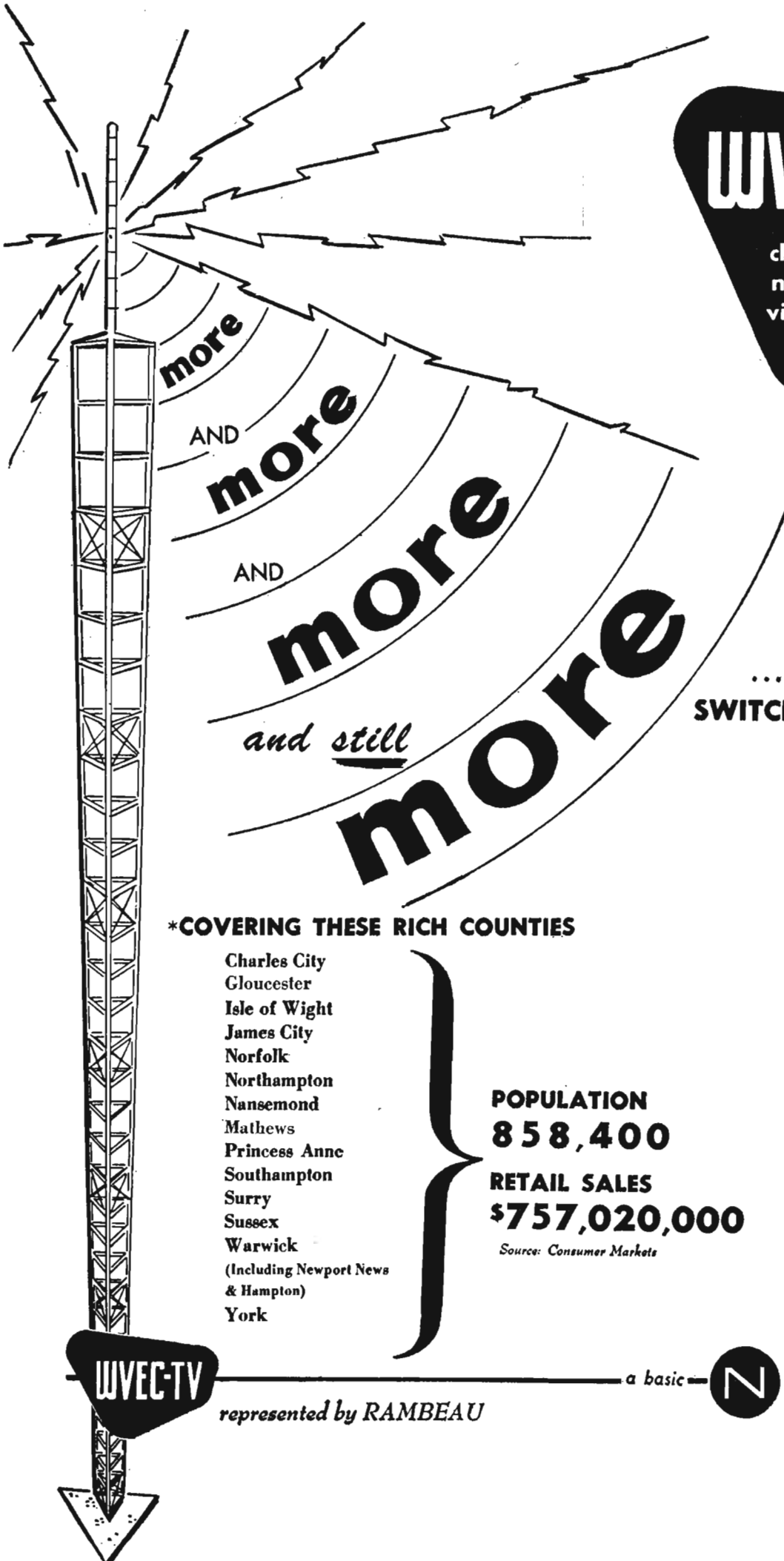
Edward A. Allen, Pres. Warren Uttal, Prog. Dir. & Film Buy.
Philip P. Allen, Gen. Mgr. John T. Orth, Ch. Eng.
Joseph F. Wright Jr., Com. Mgr.

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.

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	70	
No. of Sets (June 1)		113,440	150,000

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.



WVEC-TV
 channel 15
 nbc affiliate
 virginia's "power" station

a basic **NBC**
 television affiliate

... ARE SWITCHING TO... **WVEC-TV**
 channel 15 *

IN THE **NORFOLK**
 METROPOLITAN AREA

***COVERING THESE RICH COUNTIES**

- Charles City
- Gloucester
- Isle of Wight
- James City
- Norfolk
- Northampton
- Nansemond
- Mathews
- Princess Anne
- Southampton
- Surry
- Sussex
- Warwick
- (Including Newport News & Hampton)
- York

POPULATION
858,400
RETAIL SALES
\$757,020,000

Source: Consumer Markets

To blanket Norfolk and its near million earn-more, buy-more, Virginians, WVEC-TV is your best buy. Advertisers riding WVEC-TV 200,000 watt signal, boomed out to this great multi-city market ... reach a market so fabulous, many sales campaigns are first tested here.

WVEC-TV — a basic **NBC** television affiliate —
 represented by **RAMBEAU**

NEWPORT NEWS

(Warwick County)

WACH-TV†

LICENSEE: Eastern Broadcasting Corp. Address: 114 24th St. Phone: 3-1631.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 20.9 kw, Aural 10.5 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: Address, 114 24th St. Make, FTL. Antenna: Make, FTL. Height, Above average terrain 310 ft. Above ground 319 ft.

OPERATION: Began Oct. 8, 1953.

AFFILIATIONS: Station, AM, WACH.

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Eugene L. Burke. Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: John Doley, president (23%), Stuart A. Smith, vice president (16%), Ralph T. Baker, assistant secretary (2%), Margaret Doley, assistant treasurer (23%), C. Arthur Smith (27%), Charles K. Hutchins Sr. (4.5%) and L. C. Purdey (4.5%).

†WACH has suspended operation but has not returned its CP.

NORFOLK

(Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Phone: 5-6711.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Driver, Va. Make, RCA. Model 25 BL. Antenna: Make, RCA. Type 6 AL. Height, Above average terrain 1,039 ft. Above ground 1,029 ft.

OPERATION: Began April 2, 1950. Hours, 6:00 a.m.-1:00 a.m.

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

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Eliot Lovett. Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (one 2,094 sq. ft., and one 1,335 sq. ft.). Four RCA TK 10 A camera chains. One Viewmaster rear screen projector. Two RCA Ike film cameras. Two RCA 16mm film projectors. One INS super projector. One Gray Telojector. One Houston-Fearless film processing unit. One RCA mobile unit; One Super Auricon complete sound 16mm, two B & H 70 DL 16mm, one Zeiss Ikon 16mm. Library, World.

PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch).

EXECUTIVES:

Campbell Arnoux, Pres. & Gen. Mgr.	Richard L. Lindell, Ch. Eng.
John C. Pepper, Asst. Gen. Mgr.	Joel Carlson, Dir. of Publ. Rel.
Robert Lambe, Gen. Sls. Mgr.	Patrick Arnoux, TV Prod. Mgr.
Harold Solding, Gen. Prog. Mgr.	Robert 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. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	784,690	371,310	1,600,400
Families in Area	207,825	87,830	419,335
No. of Sets (June 1)			319,564
Retail Sales	\$702,570,950	\$216,785,000	\$1,406,713,050

WTOV-TV

LICENSEE: Commonwealth Broadcasting Corp. Address: 812 W. 21st St. Phone: 4-7786.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.7 kw, Aural 11.7 kw. Operating Pow.: Visual 19.7 kw, Aural 11.7 kw. Transmitter: Address, Spratley St., Portsmouth, Va. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type 21-BLS. Height, Above average terrain 380 ft. Above ground 410 ft.

OPERATION: Began Dec. 7, 1953. Hours, 5:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Forjoe. Washington Attorney, Miller & Schroeder. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (60x48 ft.). Two RCA TK-20 camera chains. Two RCA film cameras. Two RCA 16-C film projectors. One Super Projectall slide projector. One Projectall opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: E. L. Scott (33 1/3%), Robert Wasdon (33 1/3%) and Jack Siegel (33 1/3%).

EXECUTIVES:

E. L. Scott, Pres.	William Carpenter, Vice Pres.
Robert Wasdon, Vice Pres. & Gen. Mgr.	Robert Dropperd, Prog. Dir.
Joseph Matthews, Vice Pres.	Jack Siegel, Tech. Dir. & Secy-Treas.

RATE INFORMATION: Class A one hour Live \$300. Minute spot Live \$60, Film \$60. 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)
Retail Sales	\$535,000,000	\$749,000,000	-----

WVEC-TV (HAMPTON)

LICENSEE: Peninsula Broadcasting Corp. Address: 12 Selden Arcade. Phone: Norfolk 4-7605.

RICHMOND

(Henrico County)

WOTV (TV)

(Target Date, Not Set)

LICENSEE: Winston-Salem Broadcasting Co. Address: 826 1/2 W. Fourth St., Winston-Salem, N. C.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: Address, 1.6 miles from Richmond on Midlothian Turnpike. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 540 ft. Above ground 546 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

PRINCIPAL STOCKHOLDERS: James W. Coan, president (13.833%); John G. Johnson, secretary-treasurer (12.01%); Robert V. Brawley, vice president (7.445%); Archibald Craige, asst. secretary-treasurer (7.445%); Thomas B. Rice, director (10.18%); Albert L. Butler Jr. (13.882%); Jonas S. Rice, director (9.25%); Earl F. Slick, director (18.5%); Gordon Hanes, director (3.71%); Agnew H. Bahnsen Jr., director (1.66%); Kenneth Mountcastle Jr., director (1.85%); Katherine K. Bahnsen, director (1.85%). Same ownership as WTOB-AM-TV Winston-Salem, N. C.

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: P. O. Box 5229, 3301 W. Broad St. Phone: 5-8611.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, Cutshaw & Tilden St. Make, RCA. Model BTL-25. Antenna: Make, RCA. Type 6-Bay Superturndstile. Height, Above average terrain 840 ft. Above ground 844 ft.

OPERATION: Began April 15, 1948. Hours, 7:00 a.m.-12:30 a.m.

AFFILIATIONS: Network, NBC. Stations, AM, WMBG. FM, WCOD.

REPRESENTATIVES: Sales, Blair-TV Inc. Washington Attorney, John H. Midlen. Consulting Engineer, James C. McNary.

SERVICES: Two studios (one 52x52x22 ft. and one 29x17 1/2x12 ft.). Three DuMont camera chains. One TV Specialty Co. rear screen projector. Two Speed Graphic for stills and two 16mm motion picture film cameras. Two DuMont film projectors. Four 2x2 in. and one 35mm strip slide projector. One Balopticon opaque projector. One Filmline Bridgamatic film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wilbur M. Havens, owner.

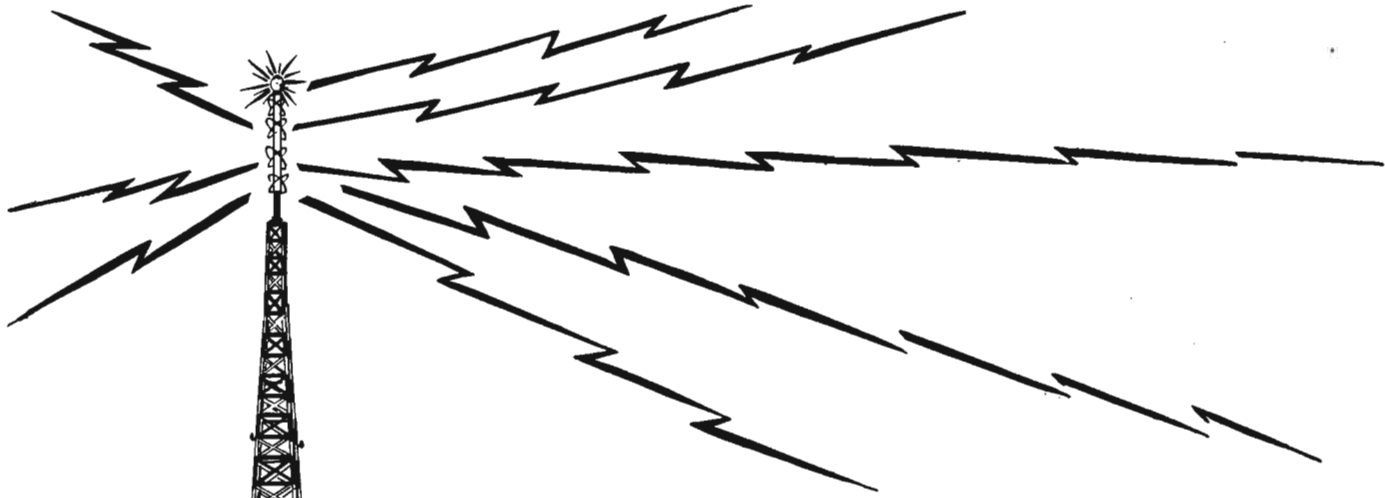
EXECUTIVES:

Wilbur M. Havens, Pres., Gen. Mgr. & Com. Mgr.	James W. Kyle, Ch. Eng.
John V. Shand, Prog. Dir. & Film Buy.	Walter A. Bowry Jr., Asst. Mgr.
	Robert Kahle, Prom. Dept.
	Roy Roman, News Dir.

RATE INFORMATION: Class A one hour Live \$775, Film \$775. Minute spot Live \$140, Film \$140. Frequency discounts. Rate Card K.

MARKET INFORMATION: Total (Including Fringe Area): Population, 2,919,350; Families in Area, 834,100; No. of Sets (May 1), 445,984; Retail Sales, \$1,379,113,000; Total Effective Buying Income, \$3,405,302,000.

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.



WTVR — Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER - 100,000 WATTS

at

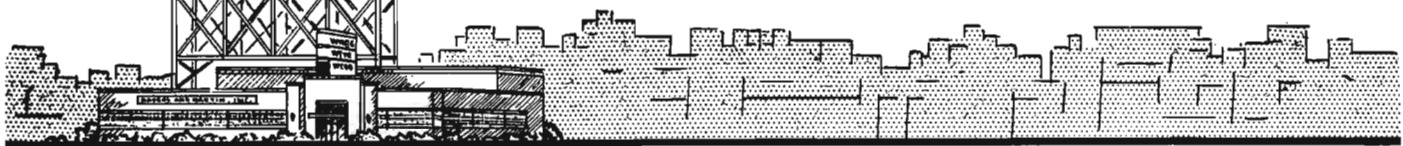
MAXIMUM HEIGHT - 1049 FT.

SERVICE FROM ALL FOUR NETWORKS

Represented Nationally by Blair Tv, Inc.

A service of
HAVENS & MARTIN, INC.
3301 W. Broad Street
Richmond, Virginia

← New WTVR Tower—1049 Feet



ROANOKE
(Roanoke County)

WLSL-TV

LICENSEE: Shenandoah Life Stations Inc. Address: 301 First St., S.W. Phone: 9227.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 295 kw, Aural 150 kw. Operating Pow.: Visual 295 kw, Aural 150 kw. Transmitter: Address: Poor Mountain, Roanoke County. Make, RCA. Model TT-2AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 1,980 ft. Above ground 174 ft.

OPERATION: Began Dec. 11, 1952. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC. Station, AM, WLSL. FM, WLSL-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc. Washington Attorney, Eliot C. Lovett. Consulting Engineer, George C. Davis.

SERVICES: One studio (20x30 ft.). Three RCA TK-11A camera chains. One TSC Profitmaker rear screen projector. One RCA TK-20C film camera. Two RCA 16mm film projectors. One 2x2 in. Automatic slide projector. One micro film processing unit. News Service, AP. Library, Snader, Sterling, Capital "Q".

PRINCIPAL STOCKHOLDERS: Shenandoah Life Insurance Co. is sole owner.

EXECUTIVES:

Paul Buford, Pres.	George Chernault, Prog. Dir.
James H. Moore, Gen. Mgr. & Exec. Vice Pres.	J. Philip Briggs, Ch. Eng.
Horace Fitzpatrick, Asst. Mgr., Film Buy. & Com. Mgr.	Fred L. Corstaphney, Prom. Mgr.
	Tom Wright, Dir. News and Sp. Ser.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$80, Film \$80. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	787,740	1,388,440	2,312,240
Families in Area	184,320	320,760	538,480
Area in Square Miles	11,580	18,480	30,060
No. of Sets (June 1)	81,054	45,610	261,893
Retail Sales	\$663,899,000	\$576,389,000	\$1,240,288,000
Income per Family	\$ 3,860	\$ 3,540	-----
Income per Capita	\$ 955	\$ 822	-----

WASHINGTON

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1953	2,520,000
Total Families, 1950	625,185
Total Urban Population, 1950	1,503,166
Total Rural Nonfarm Population, 1950	602,026
Total Farm Population, 1950	273,771
Employed in Nonagricultural Establishments, April 1954	731,300
Employed in Agriculture, 1950	78,220
Employed in Mining, April 1954	2,500
Employed in Manufacturing, April 1954	193,000
Employed in Construction, April 1954	46,800
Employed in Transportation & Public Utilities, April 1954	63,700
Employed in Wholesale & Retail Trade, April 1954	163,600
Employed in Finance, Insurance & Real Estate, April 1954	26,900
Employed in Service & Miscellaneous, April 1954	83,700
Employed in Government Service, April 1954	149,100
Retail Sales, 1953	\$ 2,833,385,000
Bank Assets, Jan. 1, 1954	\$ 2,662,387,000
Bank Deposits, Jan. 1, 1954	\$ 2,464,648,000
Major Income Sources, 1952: Agriculture 6.7%; Government 21.1%; Manufacturing Payrolls 18.6%; Trade and Service 26.3%.	
Total Income Payments, 1952	\$ 4,466,000,000
Per Capita Income, 1952	\$ 1,810
Total Internal Revenue Collections, 1953 ¹	\$ 841,712,600
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 81.35
Cash Receipts from Farm Marketing, 1953	\$ 589,108,000
Government Payments to Farmers, 1953	\$ 3,563,000
Value of Mineral Production, 1951	\$ 54,552,000
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, 1953	1,051,517
Number of Telephones, Jan. 1, 1954	856,100
Number of Electrical Connections, Jan. 1, 1954	844,319
Number of Gas Utilities Connections, 1953	72,000

¹Including Alaska.

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	6,584	\$11,663	\$ 1,651	\$ 215	370	16%
Asotin	10,878	5,446	1,921	82	800	21%
Benton	51,370	67,689	18,444	3,606
Chelan	39,301	68,054	15,915	2,191
Clallam	26,396	34,560	9,691	745	4,570	51%
Clark	85,307	78,370	21,144	1,891	16,060	51%
Columbia	4,860	4,708	1,027	135	290	21%
Cowlitz	53,369	63,364	7,229	1,558	5,060	28%
Douglas	10,817	6,374	1,469	41
Ferry	4,096	1,245	446	30	290	32%
Franklin	13,563	27,569	5,952	909	850	16%
Garfield	3,204	3,859	413	109	190	21%
Grant	24,346	19,171	5,507	558	1,330	16%
Grays Harbor	53,644	68,337	16,821	1,472	2,880	16%
Island	11,079	7,707	2,378	197	3,030	74%
Jefferson	11,618	8,880	3,043	114	1,920	52%
King	732,992	950,768	211,898	26,758	164,660	62%
Kitsap	75,724	80,789	24,115	2,753	21,170	74%
Kittitas	22,235	28,664	6,546	555
Klickitat	12,049	10,306	2,675	242
Lewis	43,755	54,075	12,229	1,246	2,090	15%
Lincoln	10,970	15,795	2,568	338	1,060	32%
Mason	15,022	13,961	3,914	159	3,070	59%
Okanogan	29,131	21,904	5,904	746
Pacific	16,558	16,673	5,020	346	910	16%
Pend Oreille	7,413	4,533	1,435	201	740	32%
Pierce	275,876	284,336	68,781	7,568	56,050	61%
San Juan	3,245	2,404	666	38	420	35%
Skagit	43,273	59,931	14,664	1,124	4,930	35%
Skamania	4,788	1,921	903	33
Snohomish	111,580	126,252	32,655	2,819	27,620	70%
Spokane	221,561	287,576	56,777	8,322	37,390	48%
Stevens	18,580	13,874	3,288	337	1,770	32%
Thurston	44,884	48,391	11,939	1,089	9,270	59%
Wahkiakum	3,835	1,740	678	30	140	16%
Walla Walla	40,135	53,652	10,197	1,537
Whatcom	66,733	82,497	17,160	1,817	3,910	17%
Whitman	32,469	37,878	8,330	1,323	2,000	21%
Yakima	135,728	158,469	36,162	4,247	10,010	22%

Note: For sources see foreword. Food, drug, and retail sales, copyright 1954. 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.

BELLINGHAM

(Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: KVOS Bldg. Phone: Bellingham 790.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 33 kw, Aural 17 kw. Operating Pow.: Visual 33 kw, Aural 17 kw. Transmitter: Address, 2074 Yew Street, Bellingham. Make, Composite. Antenna: Make, Composite. Type 8-Bay. Height, Above average terrain 2,380 ft. Above ground 140 ft.

OPERATION: Began June 3, 1953. Hours, 5:00 p.m.-10:30 p.m.

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

REPRESENTATIVES: Sales, Forjoe & Co. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Wm. Foss, Inc.

SERVICES: One film camera chain. One flying spot camera. One RCA film camera. One RCA and one Holmes film projector. One T DC slide projector. One composite scanner. One composite film processing unit. News Service, UP. Library, MPTV, Consolidated, Sterling.

PRINCIPAL STOCKHOLDERS: Rogan Jones, president, also chairman of the board, KPQ Wenatchee, Wash.

EXECUTIVES:

Rogan Jones, Pres. & Gen. Mgr.	Ernest E. Harper, Ch. Eng.
Fred Elsethagen, Natl. Com. Mgr.	Jerry C. Worthen, Dir. of Photo.
Dave Mintz, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$90, Film \$90. Minute spot 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)	Total (Including Fringe Area)
Population	959,200	1,083,900
Families in Area	301,200	328,900
No. of Sets (June 1)	60,000	68,216
Retail Sales	\$892,399,707	\$1,240,776,700
Income per Family	\$ 4,325	\$ 4,360
Income per Capita	\$ 1,450	\$ 1,315

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.

SEATTLE
(King County)

KCTL (TV)

(Target Date, Not Set)

LICENSEE: Seattle Construction Co. Address: 200 W. Mercer St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: Address, 1601 1st Ave. N. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 630 ft. Above ground 373 ft.

OPERATION: Target date not set.

PRINCIPAL STOCKHOLDERS: Edward J. Schneider, president (33 1/3%); Wm. G. Clark, vice president (33 1/3%); Frank J. Capretto, secretary-treasurer (33 1/3%).

KCTS (TV)*

(Target Date, Dec. 1, 1954)
(*Non-Commercial Educational)

LICENSEE: Univ. of Washington. Address: U. of Washington, Radio Hall. Phone: Melrose 0630.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Transmitter: Address, 1712 Harvard Ave. N. Make, RCA TT5A. Antenna: Make, RCA TF6A1. Height, Above average terrain 470 ft. Above ground 287 ft.

OPERATION: Target date, Dec. 1, 1954.

AFFILIATIONS: FM, KUOW-FM.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: One studio (35x35 ft.). Two RCA TK30A camera chains. One TK21 Vidicon RCA film camera. Two RCA 16mm TP16C film projectors. One RCA TP-3B slide projector. One Telop II opaque projector.

PRINCIPAL STOCKHOLDER: Univ. of Washington.

EXECUTIVES:

Loren B. Stone, Gen. Mgr. John Boor, Dir. of Eng.
Milo Ryan, Prog. Dir. Gordon Tuell, Prod. Mgr.

KING-TV

LICENSEE: King Broadcasting Co. Address: 320 Aurora Ave. Phone: Mutual 3555.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 301 Galer St. Make, GE. Model TT22A. Antenna: Make, GE. Type TY27-X (4-bay). Height, Above average terrain 820 ft. Above ground 570 ft.

OPERATION: Began November 25, 1948. Hours, 9:40 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Blair TV Inc. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Three studios (two 54x65 ft., and one 25x26 ft.). Eight RCA TK30A camera chains. One Bodde model 12-P3AC dual-2-8x10 ft. screens. Two RCA TK20A film cameras. Two Eastman model 250; two RCA TP16B film projectors. Four Selectroslide slide projectors. GE Baloptican opaque projector. One composite scanner. One Dodge van truck with RCA field equipment. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder. King Broadcasting Co. owns 40% of KGW Portland, Ore., and 60% of North-ern Pacific Tv Inc., which holds an initial decision for ch. 8, Portland, Ore.

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.
Al 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 Andersen, Prom. Publ. Dir.

RATE INFORMATION: Class A one hour Live \$950, Film \$700. Minute spot Live \$180, Film \$150. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 12.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,087,100	1,497,600	1,769,900
Families in Area	372,500	497,400	587,500
Area in Square Miles	3,721	13,672	24,360
No. of Sets (June 1)	257,170	321,994	354,800
Retail Sales	\$1,340,976,000	\$1,705,494,000	\$1,967,622,000
Income per Family	\$ 4,793
Income per Capita	\$ 1,581

KOMO-TV

LICENSEE: Fisher's Blend Station Inc. Address: 100 Fourth Ave., North. Phone: Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, 157 Galer St. Make, RCA. Model TT-25 BL. Antenna: Make, RCA. Type TF-6BM. Height, Above average terrain 810 ft. Above ground 550 ft.

OPERATION: Began Dec. 11, 1953. Hours, 8:30 a.m.-12:15 a.m.

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

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios. Four RCA Type TK30 and TK31 Image Orthicon studio film cameras. Two TK20-D RCA film camera chains. Two 250 16mm Eastman projectors. Two automatic turret loading Spindler & Sauppe slide projectors. One GE Baloptican PF-3C opaque projector. One Dodge route van truck and complete two camera remote pickup equipment. One micro-wave studio transmitter link for standby. News Service, UP.

PRINCIPAL STOCKHOLDER: Wholly owned subsidiary of Fisher Flouring Mills Co.

EXECUTIVES:

O. W. Fisher, Pres. Ray Baker, Vice Pres. & Com. Mgr.
W. W. Warren, Vice Pres. & Gen. Mgr. Dave Crockett, Prog. Mgr.
F. J. Broth, Dir. of Eng.

RATE INFORMATION: Class A one hour Film \$800. Minute spot Film \$160. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,022,000	1,412,100	2,138,000
Families in Area	349,000	469,600	700,200
Area in Square Miles	3,613	13,427	27,040
No. of Sets (June 1)	351,100
Retail Sales	\$1,330,309,000	\$1,581,369,000	\$2,613,461,000
Income per Family	\$ 5,227	\$ 5,679	\$ 4,835
Income per Capita	\$ 1,778	\$ 1,828	\$ 1,579

SPOKANE
(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Phone: Madison 5131.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, South 4102 Regal St. Make, GE. Model TT-22A. Antenna: Make, GE. Type TY-13E. Height, Above average terrain 941 ft. Above ground 826 ft.

OPERATION: Began Dec. 22, 1952. Hours, 11:30 a.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, KHQ.

REPRESENTATIVES: Sales, The Katz Agency Inc. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, George C. Davis.

SERVICES: Two studios (40x60 ft. each). Four RCA TK 31A camera chains. Two RCA TK-20B 16mm film cameras. Two GE 16mm film projectors. Two Selectroslide 2x2 in. slide projectors. One Gray Telop opaque projector. One Micro-Record developing unit and RCA and reel film processing unit. One mobile unit. News Service, AP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Spokane Chronicle Co. (Spokane Spokesman-Review and Chronicle).

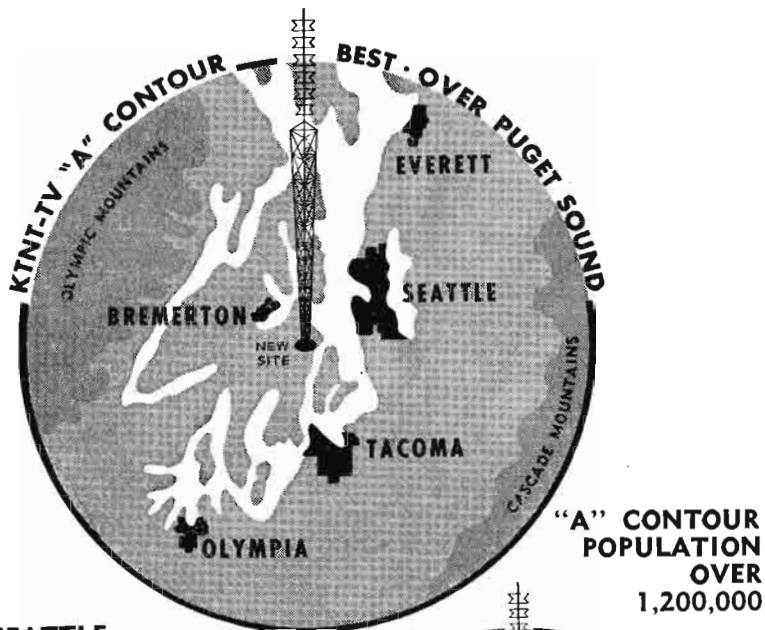
EXECUTIVES:

R. O. Dunning, Pres. & Gen. Mgr. Al G. Sparling, Ch. Eng.
John H. Pindell, Com. Mgr. & Film Buy. M. O. Fritsch, Asst. Secy. & Treas.
William A. Neilson, Prog. Dir. & Film Buy. Charles H. Lohnes, Opr. Mgr.
Pat McIntyre, Prom. Dir.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$95, Film \$80. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 4.

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.

only **KTNT-TV** covers **ALL FIVE** IN ITS "A" CONTOUR OVER PUGET SOUND



SEATTLE:

Largest city in Washington; 17th in the U.S. Located across Puget Sound 7 miles northeast of KTNT-TV's new transmitter. Seattle residents comprise approximately one-third of KTNT-TV market population.

TACOMA:

The home city of KTNT-TV license. Located 12 miles southeast of KTNT-TV's new transmitter. Dominant industrial center of Pierce County, state's 2nd most populous county.

BREMERTON:

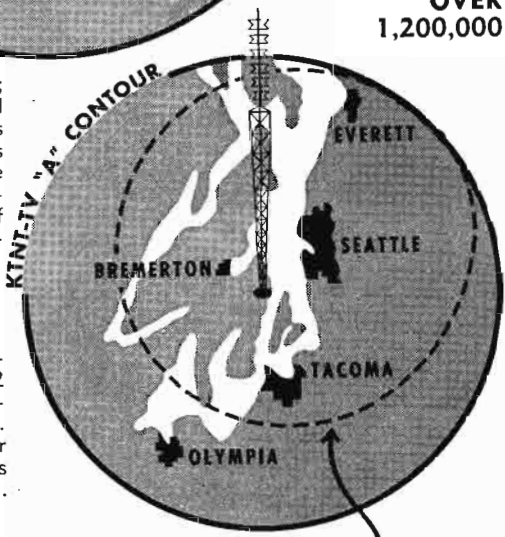
Famed naval base of Pacific Northwest. Located west of Seattle across Puget Sound in same county in which new KTNT-TV transmitter is located.

OLYMPIA:

Capital of state, located at southern end of Puget Sound. Beautiful government buildings are tourist attraction for thousands each year.

EVERETT:

Northernmost city of "Middle Puget Sound." Center of pulp and paper production. A city of steady industrial payrolls.



"A" coverage of 2 other maximum power TV stations compared to "A" contour of KTNT-TV

KTNT-TV

CHANNEL 11

316,000 WATTS

Antenna Height,
1000 FT. ABOVE SEA LEVEL

CONTACT WEED TELEVISION



CBS and DuMont
Television for the
Seattle, Tacoma,
Puget Sound Area



WASHINGTON

SPOKANE (Cont.)

KHQ-TV (Cont.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	275,400	368,100	715,600
Households in Area	88,340	116,870	223,090
Area in Square Miles	3,019	15,800	46,064
No. of Sets (April 2)	50,373	61,359	75,757
Retail Sales	\$322,735,000	\$434,716,000	\$891,487,000
Consumer Spendable Income per Household	\$ 5,093	\$ 5,323	\$ 5,424
Consumer Spendable Income per Capita	\$ 1,634	\$ 1,690	\$ 1,691

KREM-TV

(Target Date, Oct. 1954)

LICENSEE: Louis Wasmer. Address: S. 4127 Regal. Phone: Keystone 0466.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: Address, S. 4103 Regal, Spokane. Make, Federal 97A. Antenna: Make, GE. Type 4TY26E1. Height, Above average terrain 840 ft. Above ground 747 ft.

OPERATION: Target date, Oct. 1954.

AFFILIATIONS: Station, AM, KREM.

REPRESENTATIVES: Sales, The Bolling Co. Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Robert M. Silliman.

SERVICES: One studio (30x63 ft.). News Service, AP.

PRINCIPAL STOCKHOLDER: Louis Wasmer (100%).

EXECUTIVES:

Louis Wasmer, Pres. & Own. Ralph Meador, Ch. Eng.
Robert Temple, Gen. Mgr.

RATE INFORMATION: Class A one hour Live \$300, Film \$300. Minute spot Live \$45, Film \$45.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 329,053; Families in Area, 106,902; No. of Sets (June 1), 78,030; Retail Sales, \$388,870,000; Income per Family, \$5,445.

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Address: 315 W. Sprague. Phone: Madison 4291.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 28.5 kw. Operating Pow.: Visual 48 kw, Aural 28.5 kw. Transmitter: Address, Mt. Spokane. Make, RCA. Model TT5A/25AL. Antenna: Make, RCA. Type TF-3D. Height, Above average terrain 3,070 ft. Above ground 140 ft.

OPERATION: Began Feb. 22, 1953. Hours, 10:15 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Avery-Knodel. Washington Attorney, Wheeler-Wheeler. Consulting Engineer, George Adair.

SERVICES: One studio (50x60 ft.). Two RCA TK 31A camera chains. One Television Specialty rear screen projector. Two RCA TK-20C film cameras. Two RCA TP-16D film projectors. Two Selecto-slide slide projectors. Sterling Multiscope opaque projector. Two RCA and GE mobile microwave units.

PRINCIPAL STOCKHOLDERS: Norman Eisenstein (45%), Joseph Harris (45%) and Richard E. Jones (10%).

EXECUTIVES:

Norman Eisenstein, Pres. George B. Morgan, Sta. Mgr.
Richard E. Jones, Vice Pres., Gene Roth, Prog. Dir.
Gen. Mgr. & Film Buy. Dave Green, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$480, Film \$400. Minute spot Live \$90, Film \$80. Frequency discounts from 5% for 13 times up to 20% for 26 times. Rate Card No. 5.

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TACOMA
(Pierce County)

KMO-TV

LICENSEE: KMO Inc. Address 914½ Broadway. Phone: Fulton 1581.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, 35th & Highland, Tacoma. Make, RCA. Model TT10AH. Antenna: Make, RCA. Type TF-12AH. Height, Above average terrain 780 ft. Above ground 533 ft.
OPERATION: Began Aug. 2, 1953. Hours, 5:45 p.m.-11:00 p.m.
AFFILIATIONS: Station, AM, KMO.
REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
SERVICES: One studio (35x40 ft.). Two RCA TK31A camera chains. One RCA TK 20C film camera. Two Eastman Model 250 16mm film projectors. Two 35mm Selectrosides, Spindler & Sauppe slide projectors. One RCA camera fitted with electrozoom lens. Library, Teletypescriptions.
PRINCIPAL STOCKHOLDERS: Carl E. Haymond and C. Dexter Haymond. Sale of KMO-TV to J. Elroy McCaw pending FCC approval.
EXECUTIVES:
 Carl E. Haymond, Pres., Gen. Mgr. & Film Buy. C. Dexter Haymond, Com. Mgr. Chas. R. Morris, Ch. Eng.
RATE INFORMATION: Class A one hour Live \$425, Film \$425. Minute spot Live \$85, Film \$85. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

KTNT-TV

LICENSEE: Tribune Publishing Co. Address: S. 11th & Grant. Phone: Fulton 2561.
FACILITIES: Ch. 11. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Address, View Park. Make, GE. Model TT-23-A Modified. Antenna: Make, GE. Type TY-30-H. Height, Above average terrain 800 ft. Above ground 580 ft.
OPERATION: Began March 1, 1953. Hours, 9:00 a.m.-12:00 midnight.
AFFILIATIONS: Networks, CBS, DuMont. Station, AM, KTNT. FM, KTNT-FM.
REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Alvin H. Barnard.
SERVICES: Two studios (one 20x20 ft. and one 45x55 ft.). Two DuMont TA-124E camera field chains. One composite rear screen slide projector. Two GE PE-5-B film cameras. Two Model 250 Eastman film projectors. One Selectroslide and one GE Balop slide projector. One GE opaque projector. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: Frank S. Baker (62.6%), president; Alton F. Baker (12.46%), president and 63½% owner Eugene (Ore.) Register-Guard and KERG Eugene; Elbert H. Baker Jr. (12.46%), president of Locke Machine Co., Cleveland, Ohio; Louis B. Hastings (12.46%). Licensee publishes Tacoma News-Tribune.

EXECUTIVES:
 Frank S. Baker, Pres. Burke Ormsby, Prog. Dir. & Film Buy.
 Len Higgins, Gen. Mgr. Buy.
 Larry Carino, Com. Mgr. Max Brice, Ch. Eng.
RATE INFORMATION: Class A one hour Live \$725, Film \$625. Minute spot Live \$150, Film \$135. Frequency discounts. Rate Card No. 1-B.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,228,037	1,319,219	1,500,000
Families in Area	409,346	439,739	500,000
No. of Sets (June 1)			360,000

VANCOUVER
(Clark County)

KVAN-TV

(Target Date, Not Set)

LICENSEE: KVAN Inc. Address: 707½ Main St.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: Address, Portland, 10 miles SW of center of Vancouver. Make, DuMont. Antenna: Make, RCA. Height, Above average terrain 1,010 ft. Above ground 254 ft.
OPERATION: Target date not set.
REPRESENTATIVES: Sales, Bolling. Consulting Engineer, A. D. Ring & Assoc. Washington Attorney, Krieger & Jorgensen.
PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, president (75%); D. Elwood Caples, vice president (20%) and Fred F. Chitty, secretary (5%) (deceased). Mr. Sackett also owns KROW Oakland, Calif.; KOOS Coos Bay, Ore. (Coos Bay Times).

YAKIMA
(Yakima County)

KIMA-TV

LICENSEE: Cascade Broadcasting Co. Address: Radio & Television Center. Phone: 6104.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.3 kw. Operating Pow.: Visual 10.5 kw, Aural 5.3 kw. Transmitter: Address, Ahtanum Ridge. Make, GE. Model 1 kw. Antenna: Make, GE. Type Helical. Height, Above average terrain 960 ft. Above ground 166 ft.
OPERATION: Began July 19, 1953. Hours, 2:00 p.m.-12:00 midnight.
AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KIMA.
REPRESENTATIVES: Sales, Weed TV. Washington Attorney, Prince, Taylor, Crampton & Goodson. Consulting Engineer, Frank H. McIntosh.
SERVICES: Three studios (20x30 ft., 30x50 ft. and 30x60 ft.). Two GE Image Orthicons. One TSC 9x12 rear screen projector. One GE film camera. Two GE Syncrolite film projectors. Two Selectroslide slide projectors. Composite film processing unit. GMC chassis with custom body mobile unit. News Service, AP. Library, Lang-Worth.
PRINCIPAL STOCKHOLDERS: A. W. Talbot (72%), T. C. Bostic (16½%) and Ralph Sundquist (7½%).

EXECUTIVES:
 A. W. Talbot, Pres. Jim Nolan, Prog. Dir.
 Thomas C. Bostic, Vice Pres., Barry Watkinson, Dir. of Eng.
 Gen. Mgr. & Film Buy. Joe Ryan, Prom. Mgr.
 C. Herchel Gary, Com. Mgr. Tom Ewing, Prod. Mgr.
RATE INFORMATION: Class A one hour Live \$250, Film \$200. Minute spot Live \$50, Film \$40. Frequency discounts.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 150,000; Families in Area, 48,000; Area in Square Miles, 4,500; No. of Sets (June 1), 25,000; Retail Sales, \$175,000,000; Income per Family, \$4,656; Income per Capita, \$1,400.

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

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1953	1,927,000
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, April 1954	474,100
Employed in Agriculture, 1950	61,440
Employed in Mining, April 1954	82,100
Employed in Manufacturing, April 1954	124,600
Employed in Construction, April 1954	18,400
Employed in Transportation & Public Utilities, April 1954	49,300
Employed in Wholesale & Retail Trade, April 1954	84,100
Employed in Finance, Insurance & Real Estate, April 1954	11,000
Employed in Service & Miscellaneous, April 1954	43,800
Employed in Government Service, April 1954	60,800
Retail Sales, 1953	\$ 1,430,263,000
Bank Assets, Jan. 1, 1954	\$ 1,171,491,000
Bank Deposits, Jan. 1, 1954	\$ 1,603,725,000
Major Income Sources, 1952: Agriculture 3.7%; Government 16.2%; Manufacturing Payrolls 20.6%; Trade and Service 20.8%.	
Total Income Payments, 1952	\$ 2,404,000,000
Per Capita Income, 1952	\$ 1,232
Total Internal Revenue Collections, 1953	\$ 289,936,145
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 69.69
Cash Receipts from Farm Marketing, 1953	\$ 126,156,000
Government Payments to Farmers, 1953	\$ 1,326,000
Value of Mineral Production, 1951	\$ 941,723,000
New Public Construction in 1952	\$ 60,000,000
Motor Vehicle Registration, 1953	516,867
Number of Telephones, Jan. 1, 1954	400,200
Number of Electrical Connections, Jan. 1, 1954	554,135
Number of Gas Utilities Connections, 1953	314,700

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953(\$000)	Food Sales 1953(\$000)	Drug Sales 1953(\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Barbour	19,745	\$ 6,813	\$ 2,505	\$ 168	770	15%
Berkeley	30,359	22,489	6,103	736	4,670	54%
Boone	33,173	20,206	5,885	383	2,770	35%
Braxton	18,082	6,298	1,670	195	800	19%
Brooke	26,904	14,776	5,113	340	5,180	70%
Cabell	108,035	115,583	23,986	3,450	27,290	79%
Calhoun	10,259	1,891	545	53	640	28%
Clay	14,961	3,858	464	31	1,190	34%
Doddridge	9,026	3,251	984	30	420	19%
Fayette	82,443	59,406	12,651	1,071	6,080	30%
Gilmer	9,746	2,399	1,022	55	440	19%
Grant	8,756	7,486	1,208	73	410	18%
Greenbrier	39,295	28,270	7,125	718	2,440	25%
Hampshire	12,577	5,123	1,151	63	580	18%
Hancock	34,388	20,077	7,234	690	6,430	69%
Hardy	10,032	5,045	697	70	430	18%
Harrison	85,296	79,705	19,484	17,747	3,560	15%
Jackson	15,299	7,546	1,802	131	1,090	28%
Jefferson	17,184	11,980	2,995	390	2,480	54%
Kanawha	239,629	240,481	58,408	5,732	48,810	72%
Lewis	21,074	10,238	2,658	302	910	18%
Lincoln	22,466	6,789	2,346	66	2,900	58%
Logan	77,391	59,259	11,269	1,020	8,040	43%
McDowell	98,887	66,096	14,703	1,225	11,270	49%
Marion	71,521	55,319	15,177	1,299	8,640	42%
Marshall	36,893	15,598	6,802	429	3,220	33%
Mason	23,537	10,343	2,954	87	3,670	58%
Mercer	75,013	59,697	12,960	1,833	7,580	39%
Mineral	22,333	9,372	2,919	269	1,120	18%
Mingo	47,409	41,753	9,357	961	6,050	53%
Monongalia	60,797	51,183	14,208	1,377	7,480	45%
Monroe	13,123	4,600	1,283	140	770	24%
Morgan	8,276	3,090	1,232	31	430	18%
Nicholas	27,696	15,138	5,013	189	2,350	35%
Ohio	71,672	95,370	20,592	2,127	11,140	53%
Pendleton	9,613	2,630	296	65	380	18%
Pleasants	6,369	3,319	963	55	340	20%
Pocahontas	12,480	4,079	1,360	54	450	15%
Preston	31,399	15,606	4,190	440	2,090	26%
Putnam	21,021	4,533	1,115	53	3,070	58%
Raleigh	96,273	66,177	13,435	899	6,130	25%
Randolph	30,558	16,296	4,070	421	1,080	14%
Ritchie	12,535	4,528	1,243	122	660	20%
Roane	18,408	6,408	1,569	56	1,220	29%
Summers	19,183	9,362	2,967	234	1,150	24%
Taylor	18,422	8,600	2,918	335	1,270	26%
Tucker	10,600	5,138	1,729	110	470	18%
Tyler	10,535	3,775	1,377	116	580	20%
Upshur	19,242	9,601	2,713	392	770	15%
Wayne	38,696	8,168	2,795	284	4,870	57%
Webster	17,888	7,869	1,776	124	1,430	34%
Wetzel	20,154	10,905	3,210	250	980	19%
Wirt	5,119	973	164	25	340	28%
Wood	66,540	56,742	13,585	1,622	6,830	34%
Wyoming	37,540	19,026	5,108	324	3,160	35%

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, Sales Management; further reproduction unlicensed. Set and per cent figures from CBS-TV Research.

CHARLESTON
(Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Address: 1111 Virginia St., E. Phone: 6-5358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw
Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: Address
Nease Rd. Make, RCA. Model TT50AH. Antenna: Make, RCA. Type
TF12BH. Height, Above average terrain 670 ft. Above ground 649 ft.

OPERATION: Began Aug. 15, 1954.

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

REPRESENTATIVES: Sales, Branham Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Weldon & Carr.

SERVICES: One studio (35x50 ft.). Two RCA TK-11A camera chains. Tele-
vision Specialty Co. rear screen projector. Two RCA Vidicon film cameras
Two RCA TP-6A film projectors. Two Gray 3A slide projectors. One Gray
2R opaque projector. News Services, UP, AP, UP Film, Telephoto.

PRINCIPAL STOCKHOLDERS: Tierney Co., licensee of WCHS (60%), Capital
Tv Inc. (40%). Majority owners of Capital are Sam G. Rahall, G. Lester
Hash and Sol Cohen. Mr. Rahall, with his brothers, owns WKAP Allen-
town, WNAR Norristown, both Pa., WWRN Beckley, W. Va., and WFEA
Manchester, N. H.

EXECUTIVES:

Lewis C. Tierney, Pres. William E. Dixon, Ch. Eng.
John T. Gelder Jr., Gen. Mgr. Frank Annand, Prod. Mgr.
John L. Sinclair Jr., Com. Mgr. C. Frohman Johnson, Prom. Dir.
Morton S. Cohn, Prog. Dir. & Film Buy.

RATE INFORMATION: Class A one hour Live \$687.50, Film \$550. Minute spot
Live \$132.50, Film \$125. 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	689,073	436,047	1,759,534
Families in Area	172,700	109,285	440,986
No. of Sets (June 1)	119,506	54,907	251,699

WKNA-TV

LICENSEE: Joe L. Smith Jr. Inc. Address: 804 1/2 Kanawha Blvd. Phone: 39-971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw.
Operating Pow.: Visual 22.5 kw, Aural 11.2 kw. Transmitter: Address,
Bownemont. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type
TFU-24DM. Height, Above average terrain 390 ft. Above ground 337 ft.

OPERATION: Began Oct. 12, 1953. Hours, 3:30 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, DuMont. Station, AM, WKNA. FM, WKNA-FM.

REPRESENTATIVES: Sales, Weed Television. Washington Attorney, Pierson & Ball. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (30x50 ft.). One RCA camera chain. One RCA film
camera. One RCA film projector. One Gray 2x2 in. slide projector. News
Service, UP.

PRINCIPAL STOCKHOLDERS: Joe L. Smith Jr., Hulett C. Smith and Joe L.
Smith. Same ownership as WJLS Beckley, W. Va.

EXECUTIVES:

Joe L. Smith Jr., Pres. Don Hays, Prog. Dir.
C. H. High, Gen. Mgr. & A. J. Ginkel, Ch. Eng.
Com. Mgr. Tod McKay, Film Buy.

RATE INFORMATION: Class A one hour Film \$200. Minute spot Film \$40.
Frequency discounts from 5% for 13 times up to 30% for 312 times.
Rate Card No. 1.

MARKET INFORMATION: Total (Including Fringe Area): Population, 750,000;
Families in Area, 128,000; No. of Sets (June 1), 40,000; Retail Sales,
\$200,000,000.

CLARKSBURG
(Harrison County)

WBLK-TV

(Target Date, Jan. 1, 1955)

LICENSEE: Ohio Valley Broadcasting Corp. Address: 211 1/2 Fifth St., Parkers-
burg, W. Va. Phone: 7-5475.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw.
Transmitter: Address, Pinnickinnick Ave., Clarksburg. Antenna: Height,
Above average terrain 740 ft. Above ground 420 ft.

OPERATION: Target date, Jan. 1, 1955. Hours, 12:00 noon-12:00 midnight.

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

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

SERVICES: One studio (36x46 ft.). Two camera chains. One film camera.
Two film projectors. One slide projector.

PRINCIPAL STOCKHOLDERS: Ohio Valley Broadcasting Corp. owns WPAR-
AM-FM Parkersburg, W. Va., and 34% of WTRF-AM-FM-TV Wheeling,
W. Va. News Publishing Co. of Wheeling, W. Va., owns 89% of stock of
Ohio Valley Broadcasting Corp., publishes Wheeling Intelligencer and
News-Register, Fairmont Times and West Virginian, Point Pleasant Register
and Williamson News.

EXECUTIVES:

Austin V. Wood, Pres. Vilah G. Brooks, Tech. Dir.
George H. Clinton, Gen. Mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	277,000	227,000	504,000
Families in Area	80,420	66,080	146,500
Area in Square Miles	2,597	5,183	7,780
Retail Sales	\$213,703,000	\$130,952,000	\$344,655,000
Income per Family	\$ 4,183	\$ 3,054	\$ 3,670
Income per Capita	\$ 1,216	\$ 888	\$ 1,067

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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.

FAIRMONT

(Marion County)

WJPB-TV

LICENSEE: Fairmont Broadcasting Co. Address: 108 Gaston Ave. Phone: Fairmont 5000.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 7.08 kw, Aural 3.8 kw. Operating Pow.: Visual 7.08 kw, Aural 3.8 kw. Transmitter: Address, Leonard Ave., Fairmont. Make, Continental. Antenna: Make, RCA. Type Beamtilt. Height, Above average terrain 240 ft. Above ground 222 ft.

OPERATION: Began March 17, 1954. Hours, 2:00 p.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WVVW. FM, WJPB.

REPRESENTATIVES: Sales, Gill-Perna Inc. Washington Attorney, D. R. Davies. Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (one 30x25x16 ft. and one 12x14 ft.). One GPL and one Dage camera chain. GPL Vidico film camera. Two GPL 16mm film projectors. One GPL slide projector. One GPL scanner. One Eastman film processing unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: J. Patrick Beacom (100%), also owns 100% in WETZ New Martinsville, W. Va., WBUT-AM-FM Butler, Pa., and owns and publishes weekly Mannington Times.

EXECUTIVES:

J. Patrick Beacom, Pres.	Joseph Strelaski, Ch. Eng.
R. M. Drummond, Vice Pres. & Gen. Mgr. & Film Buy.	James Pridemore, Dir. of TV
George Fowler, Com. Mgr.	Numa Fabre Jr., Prod. Mgr.
Robert Frazier, Prog. Dir.	Bruce McGinnis, Prom. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$129. Minute spot Live \$30, Film \$25. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	113,455	205,622	319,077
Families in Area	41,010	51,161	92,167
Retail Sales	\$92,551,000	\$111,033,000	\$203,554,000
Gross Income			\$403,554,000

HUNTINGTON

(Cabell County)

WSAZ-TV

LICENSEE: WSAZ Inc. Address: 201 Ninth St. Phone: 4-4126.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Address, Eight Street Hill. Make, RCA. Model TT25AL. Antenna: Make, RCA. Type TF6AL. Height, Above average terrain 1,250 ft. Above ground 1,069 ft.

OPERATION: Began Nov. 14, 1949. Hours, 7:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WSAZ.

REPRESENTATIVE: Sales, Katz Agency Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (40x50 ft., and 25x40 ft.). Two RCA TK 30A field cameras, and one RCA TK11A studio camera chain. One Trans-Lux rear screen projector and one Television Specialty rear screen projector. Two RCA TK20B film cameras. Two RCA TP16B and one RCA TP6A film projectors. One Gray Teloprojector and one Selectroslide slide projector. One Balop opaque projector. One custom made film processing unit. One custom made mobile unit. Monitran closed circuit facilities. News Service, AP. Library, Lang-Worth, Capitol.

PRINCIPAL STOCKHOLDERS: Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser) (89%) and Mrs. Eugene Katz (11%). Same principals own WGKV-AM-FM Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, Pres.	William R. Murray, Charleston Reg. Mgr.
Lawrence H. Rogers, Vice Pres. & Gen. Mgr.	Elizabeth Conaty, Nat. Sls. Dir.
Leroy E. Kilpatrick, Vice Pres. & Tech. Dir.	Charles W. Dinkins, Prom. & Pub. Mgr.
C. Tom Garten, Asst. Gen. Mgr.	William T. Romaine, Admin. Asst.
James H. Ferguson, Prog. Dir.	Bert Shimp, Educ. Prog. Dir.
Ned R. Brooke, Prod. Mgr. & Film Buy.	Robert E. White, Loc. Sls. Mgr.
John Clay, Ch. Eng.	

RATE INFORMATION: Class A one hour Live \$900, Film \$600. Minute spot Live \$180, Film \$120. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7N.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	93,100	1,332,500	3,892,300
Families in Area	402,000	310,000	987,300
Area in Square Miles	3,937	14,399	111,100
No. of Sets (Jan. 1, 1954)	109,540	121,641	411,792
Retail Sales	\$1,384,068,000	\$1,102,809,000	\$2,486,877,000
Income per Family	\$ 4,133	\$ 4,102	\$ 4,117
Income per Capita	\$ 1,033	\$ 1,025	\$ 1,029

OAK HILL

(Fayette County)

WOAY-TV

(Target Date, Sept. 19, 1954)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251. Phone: 651.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: Address, 0.7 miles south Oak Hill city limits on U. S. Route 21. Make, RCA. Model TT-25BN. Antenna: Make, RCA. Type TF-6 BM. Height, Above average terrain 740 ft. Above ground 688 ft.

OPERATION: Target date, Sept. 19, 1954. Hours, 10:00 a.m.-12:00 midnight.

AFFILIATIONS: Station, AM, WOAY. FM, WOAY-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson. Consulting Engineer, John Moffet.

SERVICES: Two studios (one 50x35 ft. and one 30x20 ft.). Two ES-26901 RCA camera chains. One ES-26911 RCA Vidicon film camera. Two TP-6A film projectors. One TP-3B Gray slide projector. News Service, AP. Library, Capitol, Thesaurus.

PRINCIPAL STOCKHOLDERS: Robert R. Thomas Jr. (100%).

EXECUTIVES:

Robert R. Thomas Jr., Ch. Own.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	342,627	1,093,115	1,500,000
Families in Area	110,820	397,330	485,000
Area in Square Miles	1,850	10,000	15,000
No. of Sets (June 1)	75,000	250,000	300,000
Retail Sales			\$1,400,000,000

PARKERSBURG

(Wood County)

WTAP (TV)

LICENSEE: West Virginia Enterprises Inc. Address: 121 7½ St. Phone: 7-4589.

FACILITIES: Ch. 15. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: Address, Constitution, Ohio. Make, RCA. Model TTU-1 B. Antenna: Make, Gabriel. Height, Above average terrain 570 ft. Above ground 450 ft.

OPERATION: Began Nov. 12, 1953. Hours, 1:55 p.m.-12:15 a.m.

AFFILIATIONS: Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Forjoe TV Inc. Washington Attorney, Cohn & Marks. Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: One studio (48x53 ft.). One RCA image orthicon camera chain. One RCA Iconoscope film camera. Two RCA 16mm film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Howard L. Chernoff (with wife) (42.5%), Frank A. Baer (20%), Ben K. Baer (13.3%) Theodore A. Eiland (10%), Lydia Busek (5%), Helen K. Baer (2.5%) and Frank A. Baer II (6.7%). Same interests own controlling interest in WTBO-AM-TV Cumberland, Md.

EXECUTIVES:

Theodore A. Eiland, Pres., Gen. Mgr. & Film Buy.	Don Painter, Prog. Dir.
	George W. DeBlieux, Ch. Eng.

RATE INFORMATION: Class A one hour Film \$150. Minute spot Film \$25. Frequency discounts. Rate Card No. 1.

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Typical of the many industries operating within WSAZ-TV's five-state area is this modern plant of the Union Carbide & Carbon Corporation covering both shores and an island of the Kanawha River at South Charleston, W. Va.

WHAT'S OUR BIGGEST PRODUCT?

Our industrial heart of America turns out an impressive array of products — chemicals, glass, steel, furniture, tobacco, and many more. But our *biggest*, most important product is a thing called prosperity.

It's the natural outcome of busy manufacturing with large payrolls. And — in the middle of this 114-county beehive — is WSAZ-TV, attracting the eyes of more than a million viewers in five states!

No other TV station... in fact, no other single medium... commands this whole prosperous region. WSAZ-TV's influence upon buying decisions here is obvious. Like so many other advertisers, you can quickly find out for yourself.



TELEVISION
Huntington-Charleston, West Virginia

CHANNEL 3 100,000 WATTS ERP
NBC—BASIC AFFILIATE

ABC and DuMONT AFFILIATE

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency

WEST VIRGINIA

WHEELING

(Ohio County)

WLTV (TV)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 321 Eighth St., Huntington.

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 67.6 kw. Transmitter: Address, Palo Alto St. between 9th & 10th Sts. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 170 ft. Above ground 241 ft.

OPERATION: Target date not set.

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%); Dr. Charles M. Polan (20%) and Lake Polan Jr. (20%). Same ownership as WPTV (TV) Ashland, Ky.

WTRF-TV

LICENSEE: Tri-City Broadcasting Co. Address: Ogden Bldg. Phone: Wheeling 1177.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: Address, Kirkwood Hgts., Bridgeport, Ohio. Make, RCA. Model TT. Antenna: Make, RCA. Type 12 Bay High Gain super turnstile. Height, Above average terrain 590 ft. Above ground 358 ft.

OPERATION: Began Oct. 1953. Hours, 9:00 a.m.-1:00 a.m.

AFFILIATIONS: Networks, ABC, NBC. Station, AM, WTRF. FM, WTRF-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Barnes & Neilson. Consulting Engineer, Robert M. Silliman.

SERVICES: Two studios (40x50 ft. and 10x20 ft.). Two RCA studio camera chains. One Television Specialty screen projector. Two 16mm film cameras. Two RCA 16mm film projectors. One RCA slide projector. One film editing and film processing unit. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Bloch family interests (30%), Dix family interests (30%), News Publishing Co. (34%) and Robert W. Ferguson (6%). Dix family owns Martins Ferry-Bellaire Times-Leader. News Publishing Co. publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register, and Williamson News, all West Va.

EXECUTIVES:

Robert W. Ferguson, Exec. Vice Pres. & Gen. Mgr.	William Ney, Film Buy.
H. Needham Smith, Com. Mgr.	Wesley Manley, Pers. Mgr.
Judith Lawton, Prog. Dir.	George Diab, News Dir.
Howard Daubenmeyer, Ch. Eng.	Greg Van Camp, Prom. Mgr.
Fred Baker, Asst. Ch. Eng. & Trans. Sup.	James Konteleon, Prod. Mgr.
	Albert T. Jones II, Merchandise Mgr.

RATE INFORMATION: Class A one hour Film \$400. Minute spot Live \$100. Film \$80. 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	609,000	499,000	1,399,800
Families in Area	170,000	138,000	397,400
Area in Square Miles	3,000	4,500	10,000
No. of Sets (June 1)	124,012	103,873	267,701
Retail Sales	\$778,000,000	\$488,000,000	\$1,368,678,000
Income per Family	\$ 5,300	\$ 4,800	\$ 4,900
Income per Capita	\$ 1,400	\$ 1,300	\$ 1,300

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WISCONSIN

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1953	3,545,000
Total Families, 1950	867,990
Total Urban Population, 1950	1,987,888
Total Rural Nonfarm Population, 1950	721,453
Total Farm Population, 1950	725,234
Employed in Nonagricultural Establishments, April 1954	1,042,100
Employed in Agriculture, 1950	251,930
Employed in Mining, April 1954	3,900
Employed in Manufacturing, April 1954	426,400
Employed in Construction, April 1954	44,200
Employed in Transportation & Public Utilities, April 1954	74,500
Employed in Wholesale & Retail Trade, April 1954	225,300

WISCONSIN

Employed in Finance, Insurance & Real Estate,

April 1954	37,600
Employed in Service & Miscellaneous, April 1954	103,300
Employed in Government Service, April 1954	126,900
Retail Sales, 1953	\$ 4,207,784,000
Bank Assets, Jan. 1, 1954	\$ 3,819,638,000
Bank Deposits, Jan. 1, 1954	\$ 3,566,430,000
Major Income Sources, 1952: Agriculture 9.4%; Government 12.1%; Manufacturing Payrolls 32.1%; Trade and Service 23.3%.	

Total Income Payments, 1952	\$ 5,837,000,000
Per Capita Income, 1952	\$ 1,649
Total Internal Revenue Collections, 1953	\$ 1,349,379,086
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 74.10
Cash Receipts from Farm Marketing, 1953	\$ 1,043,451,000
Government Payments to Farmers, 1953	\$ 6,155,000
Value of Mineral Production, 1951	\$ 48,348,000
Total New Construction in 1952	\$ 635,200,000
New Private Construction in 1952	\$ 472,600,000
New Public Construction in 1952	\$ 162,600,000
Motor Vehicle Registration, 1953	1,311,518
Number of Telephones, Jan. 1, 1954	1,095,400
Number of Electrical Connections, Jan. 1, 1954	1,186,095
Number of Gas Utilities Connections, 1953	463,400

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	7,906	\$ 5,524	\$ 1,023	\$ 39
Ashland	19,461	22,930	5,763	506
Barron	34,703	47,874	8,046	1,049	3,460	33%
Bayfield	13,760	7,523	1,851	224
Brown	98,314	123,444	25,410	3,106	17,080	59%
Buffalo	14,719	10,524	1,700	244	1,800	41%
Burnett	10,236	7,826	1,733	157	930	31%
Calumet	18,840	22,276	3,559	344	2,540	47%
Chippewa	42,839	47,296	7,758	805	3,010	26%
Clark	32,459	33,638	5,042	601
Columbia	34,023	45,918	8,164	996	2,310	22%
Crawford	17,652	14,540	3,443	291
Dane	169,357	214,616	42,000	7,600	20,880	41%
Dodge	57,611	55,067	11,936	1,004	10,810	63%
Door	20,870	24,055	5,511	547	1,610	24%
Douglas	46,715	51,187	14,188	1,273	3,400	24%
Dunn	27,941	27,118	5,074	502	2,690	34%
Eau Claire	54,187	67,471	14,734	1,926	5,160	31%
Florence	3,356	2,511	853	28
Fond Du Lac	67,829	86,074	16,837	2,340	9,170	45%
Forest	9,437	6,864	1,401	158
Grant	41,460	48,231	8,505	845	1,910	16%
Green	24,172	39,752	9,160	995	1,100	14%
Green Lake	14,749	21,164	3,939	285	1,030	22%
Iowa	19,610	16,134	3,488	302	860	15%
Iron	8,714	7,785	2,434	62
Jackson	16,073	15,162	2,309	217
Jefferson	43,069	55,573	11,912	1,025	7,290	54%
Juneau	18,930	19,825	4,360	390
Kenosha	75,238	103,152	27,141	2,541	19,680	81%
Kewaunee	17,366	16,279	2,490	254	1,200	25%
La Crosse	67,587	92,352	22,140	1,886	2,420	12%
Lafayette	18,137	19,356	3,818	257	800	15%
Langlade	21,975	25,972	5,932	370	1,220	20%
Lincoln	22,235	26,265	6,672	666
Manitowoc	67,159	80,676	19,530	1,166	9,530	47%
Marathon	80,337	89,878	17,055	1,511
Marquette	35,748	34,868	9,041	623	1,960	19%
Marquette	8,839	8,075	1,502	122	620	22%
Milwaukee	871,047	1,211,156	279,439	31,304	240,000	88%
Monroe	31,378	25,519	5,491	602
Oconto	26,238	23,717	4,231	260	1,480	20%
Oneida	20,648	26,681	7,264	706
Outagamie	81,722	100,757	20,441	1,991	6,570	27%
Ozaukee	23,361	28,320	5,765	547	6,570	90%
Pepin	7,462	7,878	1,753	67	860	41%
Pierce	21,448	21,575	5,224	427	4,160	66%
Polk	24,944	28,937	5,341	762	4,950	66%
Portage	34,858	32,108	7,364	811	1,290	14%
Price	16,344	15,562	2,771	278
Racine	109,585	150,646	37,545	4,003	25,210	72%
Richland	19,245	23,096	4,729	497
Rock	92,778	125,832	29,856	2,947	7,770	26%
Rusk	16,790	16,333	3,137	239	1,200	26%
St. Croix	25,905	28,134	4,999	502	5,150	66%
Sauk	38,120	45,169	9,310	1,026
Sawyer	10,323	9,892	2,069	320	930	31%
Shawano	35,249	29,849	6,390	486	1,870	19%
Sheboygan	80,631	96,728	19,864	1,953	17,960	71%
Taylor	18,456	14,723	2,403	218
Trempealeau	23,730	22,389	3,773	355	2,840	41%
Vernon	27,906	23,260	5,957	606
Vilas	9,363	12,644	3,649	67
Walworth	41,584	58,406	12,320	1,465	8,580	61%
Washburn	11,665	11,958	3,423	407	1,030	31%
Washington	33,902	43,930	9,051	662	9,360	90%
Waukesha	85,901	88,138	23,298	2,078	20,980	77%
Waupaca	35,056	49,019	8,736	912	2,900	27%
Waushara	13,920	14,761	2,255	184	600	14%
Winnebago	91,103	116,160	29,639	2,646	5,370	19%
Wood	50,500	59,732	13,459	1,102

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, 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.

EAU CLAIRE
(Eau Claire County)

WEAU-TV

LICENSEE: Central Broadcasting Co. Address: 2415 S. Hastings Way. Phone: 2-3474.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 28.8 kw. Operating Pow.: Visual 57.5 kw, Aural 28.8 kw. Transmitter: Address, 2415 S. Hastings Way. Make, RCA. Model TT-10-AH. Antenna: Make, RCA. Type 6-Bay. Height, Above average terrain 430 ft. Above ground 479 ft.

OPERATION: Began Dec. 23, 1953. Hours, 2:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks ABC, NBC, DuMont. Station, AM, WEAU. FM, WEAU-FM.

REPRESENTATIVES: Sales, George P. Hollingsbery Co. Washington Attorney, Scharfeld, Jones & Baron. Consulting Engineer, C. B. Persons.

SERVICES: Two studios (one 36x46 ft. and one 16x24 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Projectal slide projector. One Projectal opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy (50%), W. C. Bridges (18%) and Eau Claire Press Co. (Eau Claire Leader and Telegram) (23%). Same interests own 50% of KVOL-AM-FM-TV Lafayette, La.; 75% of KGTV (TV) Des Moines, Iowa; WEBC Duluth, WMFG Hibbing, both Minn., WISC-AM-FM Madison, Wis. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis. Murphy newspapers also include Superior Telegram, Manitowoc Herald-Times, Chippewa Falls Herald-Telegram, Two Rivers Reporter, all Wis.; Virginia (Minn.) Mesabi News and Range Facts, Los Angeles (Calif.) Eagle Rock News-Herald, and Lafayette (La.) Advertiser.

EXECUTIVES:

W. C. Bridges, Pres. Robert Trump, Sls. Mgr.
Harry Hyett, Gen. Mgr. T. O. Jorgenson, Ch. Eng.
Richard P. Kepler, TV Mgr. & Film Buy.

RATE INFORMATION: Class A one hour Live \$175, Film \$150. Minute spot Live \$35, Film \$30. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	340,300	525,100
Families in Area	91,195	141,640
Area in Square Miles	6,400	14,400
No. of Sets (June 1)	43,125	59,782
Retail Sales	\$345,244,000	\$530,048,200
Income per Family	\$ 5,837	\$ 5,719

GREEN BAY
(Brown County)

WBAY-TV

LICENSEE: St. Norbert College. Address: 115 S. Jefferson St. Phone: Hemlock 2-3333.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow., Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Route No. 2, De Pere, Wis. Make, RCA. Model TT6AL. Antenna: Make, RCA. Type 6-Bay Bat Wing. Height, Above average terrain 861 ft. Above ground 750 ft.

OPERATION: Began March 17, 1953. Hours, 7:00 a.m.-12:00 midnight.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, WBAY.

REPRESENTATIVES: Sales, Weed Television. 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 film projectors. One RCA projectal slide projector. One scanner. One opaque projector. One film processing unit. News Service, UP, AP.

PRINCIPAL STOCKHOLDERS: Norbertine Fathers (Nonprofit, nonstock religious order).

EXECUTIVES:

Hayden R. Evans, Gen. Mgr. Wallace Stangel, Ch. Eng.
Burkett Farquhar, Sta. Mgr. James Krause, Film Buy.
Robert C. Nelson, Sls. Mgr. Craighton Knau, Farm Dir.
Leo Persselin, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$520, Film \$400. Minute spot Live \$104, Film \$80. 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	328,100	493,900	1,185,800
Families in Area	91,910	144,330	341,360
Area in Square Miles	4,070	14,180	43,700
No. of Sets (June 1)	57,150	90,230	192,870
Retail Sales	\$366,967,000	\$542,368,000	\$1,353,282,000
Income per Family	\$4,492	\$4,242	\$4,172
Income per Capita	\$1,464	\$1,022	\$1,247

WFRV-TV

(Target Date, Not Set)

LICENSEE: Valley Telecasting Co. Address: Northern Bldg.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: Address, Route 32, 8 miles south of city limits. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 600 ft. Above ground 500 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Cohn & Marks. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: George Nau Burridge, president (9%); Elmer Reed Brennan, vice president (14%); Meyer M. Cohen, secretary (5%); Clayton Ewing, treasurer (9%); Rolando F. Gran (14%) and 11 other stockholders, none with more than 5%. Mr. Gran is also 50% owner of WTVW (TV) Milwaukee.

WMBV-TV (MARINETTE)

LICENSEE: M&M Broadcasting Co. Address: Marinette, Wis. Phone: 2-6631. (For full listing see Marinette.)

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.

FRESH



AS A
WINK...

**ZIV'S SUNNY,
FUNNY
TV-FAMILY**

see pages

433, 434, 435

AMERICA'S NEWEST METROPOLITAN AREA* SEES TELEVISION EXCLUSIVELY ON

WKBT

CHANNEL 8 LA CROSSE WISCONSIN

WHY YOU NEED LA CROSSE—The hub city of a rich industrial and agricultural sector—La Crosse stands midway between Minneapolis and Milwaukee. Its 235 manufacturing plants sell \$100,000,000 worth of goods per year. Its farms have an income of \$10,000,000 annually. More than a quarter of a million people live in the greater La Crosse area, covered by WKBT. The average effective buying income per family is \$4020! And these figures are not static—they are growing year after year after year!

WHY YOU NEED WKBT—WKBT is the first and only television station to cover the La Crosse, Wisconsin area. There is no other coverage, even by "overlap." The closest TV centers are Milwaukee (175 miles away) and Minneapolis (140 miles distant). Hence WKBT can offer *unduplicated service*—a prize in any TV market—a particularly rich prize is this exceptionally prosperous market! WKBT power: 100,000 watts, visual: 50,000 watts, aural. Tower talk: 810 feet above average surrounding terrain, 579 feet above ground. For further details, write: *Consumer Markets 1954

WKBT **CHANNEL 8**
Affiliated with 5000 watt
WKBH, La Crosse's 32
year old NBC outlet
LA CROSSE
WISCONSIN
NBC • CBS • Du Mont

REPRESENTED NATIONALLY BY **PAUL H. RAYMER COMPANY, Inc.**

WISCONSIN

LA CROSSE
(La Crosse County)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. 6th St. Phone: 2-4678.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, School Section Rd. Make, RCA. Model, TTNAAH. Antenna: Make, RCA. Type, TF12AH. Height, Above average terrain 810 ft. Above ground 578 ft.

OPERATION: Began Aug. 1. Hours, 6:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, CBS, NBC, DuMont. Station, AM, WKBH.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (40x60 ft.). One RCA TK11A camera chain. One Television Specialty Co. rear screen projector. One RCA Vidicon film camera (TK21A). Two RCA TP6A film projectors. One Gray Teloprojector slide projector. Model 400 Projectal opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: WKBH (40%), Howard Dahl (9%), La Crosse Tribune Co. (41%) and five local business men, (2%) each. La Crosse Tribune is a Lee newspaper. Other Lee newspapers are Mason City (Iowa) Globe Gazette (KGLO-AM-FM-TV), Hannibal (Mo.) Courier-Post (KHQA-TV), Davenport (Iowa) Times and Democrat, Ottumwa (Iowa) Courier, Muscatine (Iowa) Journal, Madison (Wis.) State Journal, Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star. Lee Radio stations in addition to the above are WTAD-AM-FM Quincy, Ill.

EXECUTIVES:

Howard Dahl, Pres. & Gen. Mgr. Tom J. Maloney, Prog. Dir. & Film Buy.
Robert Z. Morrison, Com. Mgr. Al Leeman, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$260, Film \$200. Minute spot Live \$52, 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	204,043	348,650	607,185
Families in Area	58,901	100,391	176,873
No. of Sets (April 30)	24,735
Retail Sales	\$235,000,000	\$393,000,000	\$727,000,000
Income per Family	\$4,210	\$3,951	\$4,020
Income per Capita	\$1,193	\$1,111	\$1,161

WTLB (TV)

(Target Date, Not Set)

LICENSEE: La Crosse Television Corp. Address: c/o George Becker, 270 Park Ave., New York City.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Address, N. of intersection of U. S. Hwy. 61 and State Hwy. 35. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 350 ft. Above ground 165 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Wm. Zeckendorf, president (68%); Harold Steintal, secretary-treasurer (3 1/3%); Marjorie P. Shaflander (14 1/3%); George Becker (6%); Pendray & Co. (4 1/3%); Norman E. Blankman (2%); Herbert C. Rosenthal (2%).

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MADISON

(Dane County)

WHA-TV*

(*Non-Commercial Educational)

LICENSEE: State Radio Council - State of Wisconsin. Address: Radio Hall. Phone: 5-2988.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Operating Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: Address, Radio Hall. Make, RCA. Model, TTU-1B 1 kw. Antenna: Make, Workshop Assoc. Height, Above average terrain 230 ft. Above ground 273 ft.

OPERATION: Began May 3, 1954. Hours, 7:30 p.m.-9:30 p.m.

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

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson. Consulting Engineer, Glenn Koehler.

SERVICES: Three studios. Three GPL Image Orthicon camera chains. One Bell & Howell 70 DL film camera. One GPL and one Bell & Howell 202 film projector. One TDC and two custom built opaque projectors. Houston-Fearless and also GPL kinescope recorder film processing unit. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: State of Wisconsin.

EXECUTIVES:

H. B. McCarty, Gen. Mgr & Exec. Dir. Lawrence C. Anderson, Ch. Eng.
Wm. G. Harley, Prog. Dir.

WKOW-TV

LICENSEE: Monona Broadcasting Co. Address: 215 W. Washington Ave. Phone: 7-2261.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 17 kw, Aural 8.5 kw. Transmitter: Address, Gilbert Rd. Make, RCA. Antenna: Make, Blaw-Knox. Height, Above average terrain 690 ft. Above ground 596 ft.

OPERATION: Began July 8, 1953. Hours, 1:30 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Walter F. Kean.

SERVICES: One studio (32x54 ft.). Two RCA TK11A studio camera chains. One TK20D film camera. Two RCA TPI6E film projectors. Two 35mm slide projectors. Two 35mm opaque projectors. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Stewart Watson (12%); E. C. Severson (11%); B. W. Huiskamp (8.5%); E. B. Rundell (8.4%); Otto Sanders (6.4%); George Icke (6.2%); Theo. Pankow (6.2%); Dr. J. P. West (2.4%) and J. R. Feldman (5.6%).

EXECUTIVES:

Stewart Watson, Pres. Vince Vanderheiden, Ch. Eng.
Michael Henry, Gen. Mgr., Clarke Hogan, Opr. Mgr.
Com. Mgr. & Film Buy. Bill Harman, Film Dir.
Audrey Bland, Prog. Dir.

RATE INFORMATION: Class A one hour Live \$240, Film \$240. Minute spot Live \$48, Film \$48. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	178,500	188,970	367,470
Families in Area	49,990	51,162	101,152
Area in Square Miles	1,233	2,610	4,479
No. of Sets (June 1)	24,768	25,232	50,000
Retail Sales	\$222,951,000	\$201,834,000	\$424,785,000
Income per Family	\$ 6,984	\$ 4,639	\$ 5,811
Per Capita effective Buying Income	\$ 1,869		

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: West Beltline Hwy. Phone: 3-5381.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.1 kw. Operating Pow.: Visual 17 kw, Aural 9.1 kw. Transmitter: Address, West Beltline Highway. Make, RCA. Model TTU-1B. Antenna: Make, RCA. Type TFU-24BM. Height, Above average terrain 690 ft. Above ground 594 ft.

OPERATION: Began July 19, 1953. Hours, 7:00-8:00 a.m.; 12:00 noon-12:00 mid-night.

AFFILIATIONS: Networks, ABC, NBC, DuMont.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Samuel Miller. Consulting Engineer, George C. Davis.

SERVICES: Two studios (one 35x55 ft. and one 10x12 ft.). Two DuMont camera chains. Trans-Lux rear screen projector. Cine-Special film camera. Two DeVry film projectors. One DuMont slide projector. One DuMont scanner. One revolving stage in large studio. Also outdoor studio facilities. One mobile unit. News Services, UP, Fox Movietone.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Lee Bartell and David Bartell. Also own WOKY-AM-TV Milwaukee and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, Pres. Stanley Sadler, Ch. Eng.
Morton J. Wagner, Com. Mgr. Nancy Smart, Continuity Ch.
& Film Buy. Robert Giese, Art. Dir.
Thomas Arend, Prog. Dir. John Sigrist, Studio Mgr.

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

MARKET INFORMATION: (Total, Including Fringe Area): Population, 391,200; Families in Area, 115,140; Retail Sales, \$435,676,000; Income per Family, \$5,023.

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.

MARINETTE
(Marinette County)

WMBV-TV (GREEN BAY)

(Target Date, Sept. 12, 1954)

LICENSEE: M & M Broadcasting Co. Address: Marinette, Wisconsin. Phone: 2-6631.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 56.2 kw. Operating Pow.: Visual 95.5 kw, Aural 56.2 kw. Transmitter: Address, Oconto, Wisconsin. Make, RCA. Model TT-10-AH. Antenna: Make RCA. Type TF-12AH. Height, Above average terrain 450 ft. Above ground 524 ft.

OPERATION: Target date, Sept. 12, 1954. Hours, 2:00 p.m.-11:59 p.m.

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

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell. Washington Attorney, Fisher, Wayland, Duvall & Southmayd. Consulting Engineer, A. D. Ring & Assocs.

SERVICES: Two studios (one 35x50 ft., and one 5x6 ft.). Two RCA TK 10-A studio cameras. One RCA Vidicon with two film projectors and one automatic slide. One Bolex 16mm with synchro sound film camera. Two RCA TPI6-F film projectors. One RCA automatic slide projector. VU-Lyte opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William E. Walker (50%) and Joseph D. Mackin (23.4%).

EXECUTIVES:

William E. Walker, Pres., Sta. Mgr. & Film Buy.
Joseph D. Mackin, Gen. Mgr.
Pat Kehoe, Prog. Dir.
Alister Alexander, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$290, Film \$250. Minute spot Live \$45, 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	173,835	340,796	745,889
Families in Area	40,015	84,221	190,217
No. of Sets (June 1)	145,000	210,000
Retail Sales	\$228,071,000	\$403,591,000	\$794,813,000

MILWAUKEE
(Milwaukee County)

WCAN-TV

LICENSEE: Midwest Broadcasting Co. Address: 723 N. Third St. Phone: Broadway 6-2154.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 123 kw. Transmitter: Address, Schroeder Hotel. Make, GE. Antenna: Make, RCA. Height, Above average terrain 570 ft. Above ground 677 ft.

OPERATION: Began Sept. 5, 1953. Hours, 7:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Alex Rosenman. Washington Attorney, Philip M. Baker. Consulting Engineer, Russel P. May.

SERVICES: Two RCA and two GE camera chains. Two RCA film cameras. One Telop opaque projector.

PRINCIPAL STOCKHOLDERS: Lou Poller (61 2/3%), Cy Blumenthal (33 1/3%) and Alex Rosenman (5%). Mr. Poller also owns WPWA Chester, Pa., and WARL-AM-FM Arlington, Va.

EXECUTIVES:

Lou Poller, Pres. & Gen. Mgr.
Jack Hazel, Com. Mgr.
Dean McCarthy, Prog. Dir.
Walter Wesley, Ch. Eng.
Kal Ross, Film Buy. & Dir. Oprs.

RATE INFORMATION: Class A one hour Live \$500, Film \$500. Minute spot Live \$85, Film \$85. Frequency discounts. Rate Card No. 3.

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WMBV-TV



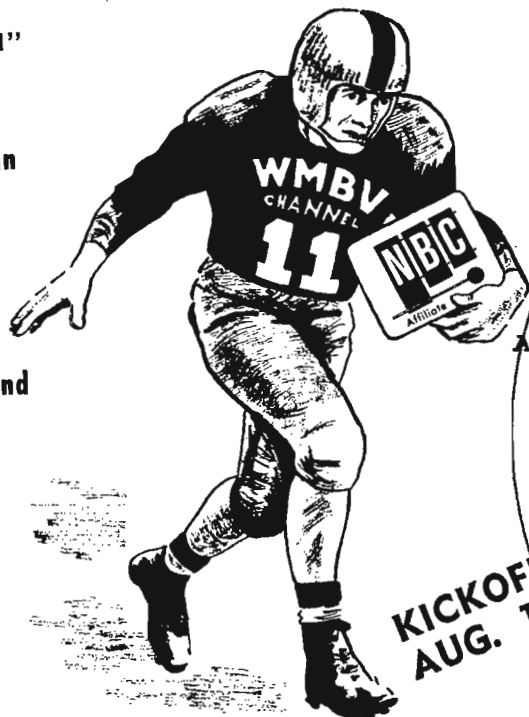
IN GREEN BAY PACKERLAND

MOST POWERFUL "11"

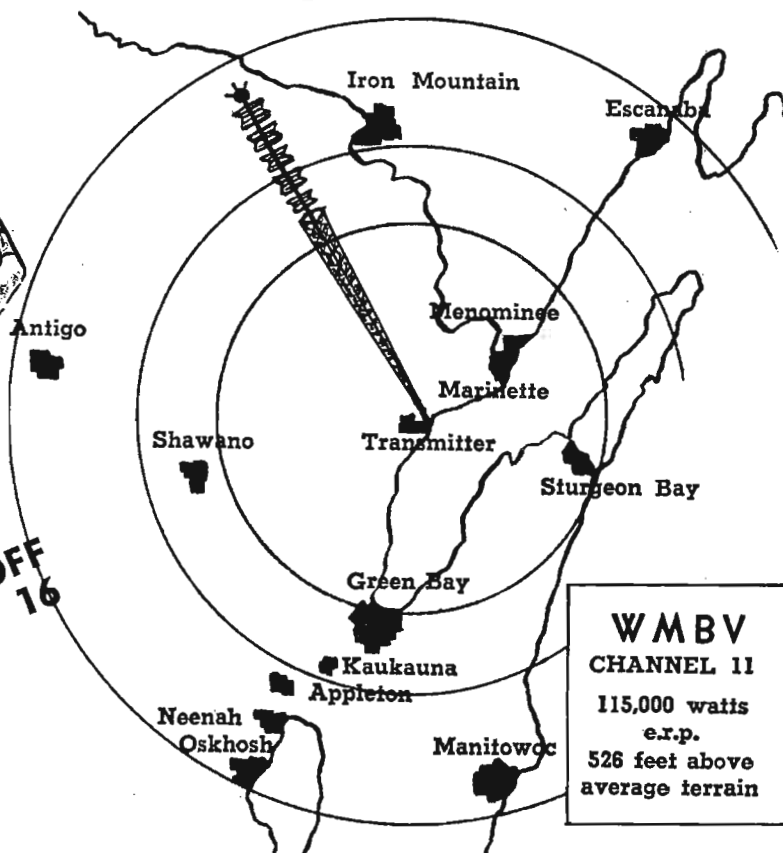
In Upper **M**ichigan

Green **B**ay-land

Fox River **V**alley



**KICKOFF
AUG. 16**



**WMBV
CHANNEL 11**
115,000 watts
e.r.p.
526 feet above
average terrain

M & M BROADCASTING COMPANY
MARINETTE, WISCONSIN

Offices in Green Bay and Milwaukee

NATIONAL REPRESENTATIVES

VENARD, RINTOUL & McCONNELL, INC.

New York - Chicago - Minneapolis - Los Angeles - San Francisco

MILWAUKEE (Cont.)

WOKY-TV

LICENSEE: Bartell Broadcasters Inc. Address: 704 W. Wisconsin Ave. Phone: Broadway 1-8480.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 123 kw. Transmitter: Make, RCA. Antenna: Make, RCA. Height, Above average terrain 410 ft. Above ground 470 ft.

OPERATION: Began Oct. 1953. Hours, 9:00 a.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Gill-Parna. Washington Attorney, Samuel Miller. Consulting Engineer, Ralph Evans.

SERVICES: Two RCA camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. Two RCA slide projectors. RCA mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gerald A. Lee and David Bartell. Also own WMTV (TV) Madison and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, Pres. Gene Harrison, Prog. Dir.
Lee Bartell, Gen. Mgr. Raph Evans, Ch. Eng.
Donald Mann, Sta. Mgr.

RATE INFORMATION: Class A one hour Live \$400, Film \$400. Minute spot Live \$70, Film \$70. Frequency discounts. Rate Card No. 2.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 W. State St. Phone: Broadway 1-6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 720 E. Capitol Dr. Make, RCA. Model, TFS-12A. Height, Above average terrain 930 ft. Above ground 1,032 ft.

OPERATION: Began Dec. 3, 1947. Hours, 6:00 a.m.-1:15 a.m.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WTMJ.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons Inc. Washington Attorney, Hogan & Hartson.

SERVICES: Six studios (54x30x26 ft., 42x26x18 ft., 19x27x13 ft., 13x11x8 ft., 29x36x25 ft., 125x225 ft.). Eight RCA Image Orthicon monochrome and one RCA Image Orthicon color camera [TK-40-A] camera chains. One Translux rear screen projector. One RCA TK 20C and one RCA TK 21 film cameras. Two RCA TP 16D and one Eastman model No. 250 film projectors. One Eastman 2x2 in. slide projector. One selectroslide 2x2 in. rotary projector. One automatic LaBelle 2x2 in. slide projector. One Kaleidoscope. One Golde 3 1/2 x 4 1/2 in. slide projector. One Gray TP-3B dual disc Teloprojector. One RCA color 2x2 in. slide projector. One special Balop Unit. One RCA TJ 50 A mobile unit with two field Image Orthicon cameras. News Services, AP, UP. Library, Snader, UTP.

PRINCIPAL STOCKHOLDERS: WTMJ-TV is owned and operated by the Journal Co.

EXECUTIVES:

Walter J. Damm, Vice Pres. & Gen. Mgr. of Radio & Tv, The Journal Co.
R. G. Winnie, Asst. Gen. Mgr.
George Comte, Sta. Mgr.
George Nicoud, Asst. to Sta. Mgr.
L. W. Herzog, Research & Develop. Co-ordinator
Neale V. Bakke, Sis. Mgr.
James Robertson, Prog. Mgr.
Hugo Birmingham, Prod. Sup.
Colby Lewis, Asst. Prog. Mgr.
Jim Fitzgerald, Film Ed.
Jack Krueger, News Ed.
Bob Heiss, Sports Dir.
Bruce Wallace, Mgr. Public Serv. Bcsts. & Prom.
Wendell Palmer, Continuity Mgr.
Maurice Kipen, Musical Dir.
Phillip B. Laeser, Mgr. Am-Tv Engineering
Edwin L. Cordes, TV Ch. Eng.
Henry Goeden, Field Sup.
Alva Van Alstyne, TV Trans. Sup.
Nick Brauer, Studio Sup.
Joe Fox, Color Co-ordinator

RATE INFORMATION: Class A one hour Live \$1,050. Film \$1,050. Minute spot Live \$180, Film \$180. Rate Card No. 14A.

WTVW (TV)

(Target Date, Not Set)

LICENSEE: Milwaukee Area Telecasting Corp. Address: 411 East Mason St.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 150 kw. Transmitter: Address, 2.2 miles NNW of Sussex, Wis. Make, RCA. Antenna: Make, RCA. Height, Above average terrain 1,070 ft. Above ground 969 ft.

OPERATION: Target date not set.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter. Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Paul A. Pratt, president (3%); Loron E. Thurwachter, vice president (10%); J. Martin Klotsche, vice president (3%); Maxwell H. Herriott, secretary (2%); Rolando Frederick Gran, general manager (50%); Thomas E. Allen (7%); O. W. Carpenter (2%); Elliot C. Fitch (7 1/2%); Edmund Fitzgerald (2%); R. P. Herzfeld (5%); Louis Quarles (2%); W. A. Roberts (4%); Peter T. Shoemann (2 1/2%). Mr. Gran is also 14% owner of WFRV-TV Green Bay, Wis.

NEENAH

(Winnebago County)

WNAM-TV

LICENSEE: Neenah-Menasha Broadcasting Co. Address: P. O. Box 602. Phone: Appleton 2-6471.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.3 kw. Operating Pow.: Visual 15.5 kw, Aural 8.3 kw. Transmitter: 7 miles south of Neenah (mailing address: Box 602, Neenah, Wisconsin). Make, RCA. Antenna: Make, RCA. Height, Above average terrain 290 ft. Above ground 327 ft.

OPERATION: Began Jan. 26, 1954.

AFFILIATIONS: Network, ABC. Station, AM, WNAM.

REPRESENTATIVES: Sales, George W. Clark Inc. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Walter Kean, Riverside, Ill.

SERVICES: One studio (35x35 ft.).

PRINCIPAL STOCKHOLDERS: Samuel N. Pickard, president (80%); Reinhold D. Molzow (6%); Don C. Wirth, vice president (.8%); Dorothea W. Pickard (13.2%).

EXECUTIVES:

Don C. Wirth, Vice Pres. Gen. Harry W. Hill, Ch. Eng.
Mgr. Ted Moore, Sports Dir.
Walter L. Braeger, Sta. Mgr.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot, Live \$30, Film \$30. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	198,000	406,500
Families in Area	11,000	114,500
Retail Sales	\$223,886,000	\$467,999,000
Income per Family	\$5,300	\$5,100
Income per Capita	\$1,547	\$1,502

SUPERIOR

(Douglas County)

WDSM-TV

LICENSEE: WDSM Television Co. Address: 424 W. First St., Duluth, Minn. Phone: Duluth 7-6875.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Address, 5th Ave. W & 10th St., Duluth. Make, GE. Model, TF-3-A 35kw amplifier. Antenna: Make, GE 6 Bay, Type TY-27-F. Height, Above average terrain 790 ft. Above ground 585 ft.

OPERATION: Began March 1, 1954. Hours, 3:15 p.m.-12:00 midnight.

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

REPRESENTATIVES: Sales, Free & Peters. Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, John Sherman.

SERVICES: Two studios. Three RCA field and one GE film camera chains. Two (one Bell & Howell and one Auricon SOF) film cameras. Two GE PF-5-A 16mm film projectors. Two RCA 400's slide projectors. One Selectroslide projector. One GE PF-4-A opaque projector. Houston film processing unit. RCA TJ-538 mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Northwest Publications Inc. (Ridder) (51%). Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald, New York Staats-Zeitung and Herold, New York Journal of Commerce, Aberdeen (S. D.) American and News, Grand Forks (N.D.) Herald, San Jose (Calif.) Independent and Press-Telegram, Seattle Times (minority). Northwest Publications owns 50% of Mid-Continent Radio-Television Inc., which owns 53% of WCCO-AM-TV Minneapolis.

EXECUTIVES:

Robert B. Ridder, Pres. Lew Martin, Prog. Dir.
Rodney A. Quick, Gen. Mgr. & Jerry Baumann, Ch. Eng.
Film Buy. Edwin Conrad, Prod. Mgr.
Martin Olson, Com. & Nat. Sis. Jack McKenna, Prom. Dir.
Mgr.

RATE INFORMATION: Class A one hour Live \$250, Film \$250. Minute spot Live \$50, Film \$50. 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	160,000	115,000	300,000
No. of Sets (June 1)	30,150	18,000	
Retail Sales	\$283,484,000	\$88,910,000	\$420,639,000

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Broadcasting Co. Address: 210 Bradley Bldg., Duluth. Phone: Randolph 2-4466. (For full listing see Duluth).

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.

WISCONSIN

WAUSAU

(Marathon County)

WOSA-TV

(Target Date, Jan. 1955)

LICENSEE: Alvin E. O'Konski. Address: Wausau, Wisconsin.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw. Transmitter: Address, Rib Hill, State Park, 4 miles southwest of Wausau. Height, Above average terrain 740 ft. Above ground 237 ft.

OPERATION: Target date, Jan. 1, 1955.

AFFILIATIONS: Station, AM, WOSA.

PRINCIPAL STOCKHOLDERS: Mr. O'Konski, member of U. S. Congress, also owns WLIN (FM) Merrill, Wis.

WSAU-TV

(Target Date, Oct. 1954)

LICENSEE: Wisconsin Valley Tv Corp. Address: 714 Fifth St. Phone: 2-1021.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 89.1 kw, Aural 53.7 kw. Transmitter: Address: Coates Lane, RFD Wausau. Make, RCA. Model, TT10AH. Antenna: Make, RCA. Type, TF12BH. Height, Above average terrain 460 ft. Above ground 421 ft.

OPERATION: Target date Oct. 1954.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM, WSAU.

REPRESENTATIVES: Sales, Meeker. Washington Attorney, McKenna & Wilkinson. Consulting Engineer, Walter Kean.

SERVICES: One studio (28x36 ft.). One RCA camera chain. One Vidicon TK-21 film camera. One RCA TP-16F film projector. One RCA TP-3B slide projector.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald 25%; Marshfield News Herald 12 1/2%; Wisconsin Rapids Daily Tribune 6 1/4%; Merrill Daily Herald 8 1/3%; Rhinelander Daily News 8 1/3%; Antigo Daily Journal 4 1/6%; Radio Station WFHR 6 1/4%, and Radio Station WATK 4 1/6%.

EXECUTIVES:

John C. Sturtevant, Pres. James Harelson, Prog. Dir. &
George T. Frechette, Gen. Mgr. Film Buy.
Richard D. Dudley, Com. Mgr. Roland Richardt, Ch. Eng.

RATE INFORMATION: 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)	Grade C (FCC Contour)
Population	274,300	82,565	456,865
Families in Area	77,300	23,277	125,577
Area in Square Miles	1,500	1,000	3,000
Number of Sets (June 1)	13,000	12,000	30,000
Retail Sales	\$302,922,000	\$97,000,000	\$500,000,000
Income per Family	\$ 5,848	\$ 5,500	\$ 5,700
Income per Capita	\$ 4,200	\$ 4,000	\$ 4,100

WYOMING

WYOMING MARKET INDICATORS

Total Population, July 1, 1953	317,000
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, April 1954	76,700
Employed in Agriculture, 1950	22,123
Employed in Mining, April 1954	7,500
Employed in Manufacturing, April 1954	6,100
Employed in Construction, April 1954	4,000
Employed in Transportation & Public Utilities, April 1954	13,800
Employed in Wholesale & Retail Trade, April 1954	17,700
Employed in Finance, Insurance & Real Estate, April 1954	2,000
Employed in Service & Miscellaneous, April 1954	8,800
Employed in Government Service, April 1954	16,800
Retail Sales, 1953	\$ 422,565,000
Bank Assets, Jan. 1, 1954	\$ 340,612,000
Bank Deposits, Jan. 1, 1954	\$ 319,111,000
Major Income Sources, 1952: Agriculture 15.7%; Government 18.6%; Manufacturing Payrolls 5.8%; Trade and Service 24.1%.	
Total Income Payments, 1952	\$ 495,000,000
Per Capita Income, 1952	\$ 1,607
Total Internal Revenue Collections, 1953	\$ 61,771,264
Average Weekly Earnings Manufacturing Workers, April 1954	\$ 82.11
Cash Receipts from Farm Marketing, 1953	\$ 135,070,000
Government Payments to Farmers, 1953	\$ 3,382,000
Value of Mineral Production, 1951	\$ 201,834,000
Motor Vehicle Registration, 1953	163,154
Number of Telephones, Jan. 1, 1954	92,100
Number of Electrical Connections, Jan. 1, 1954	95,637
Number of Gas Utilities Connections, 1953	49,900

For sources see foreword. Retail Sales, copyright 1954 Sales Management. Further reproduction unlicensed.

WYOMING

WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1953 (\$000)	Food Sales 1953 (\$000)	Drug Sales 1953 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Albany	19,055	\$23,015	\$5,306	\$ 494
Big Horn	13,176	13,499	2,798	539
Campbell	4,839	7,665	1,389	243
Carbon	15,742	18,748	3,670	578
Converse	5,933	7,821	1,592	207
Crook	4,738	5,051	1,069	114
Fremont	19,580	26,335	5,532	843
Goshen	12,634	18,457	3,296	421
Hot Springs	5,250	8,293	2,108	383
Johnson	4,707	6,138	1,377	120
Laramie	47,662	65,915	13,266	1,757	5,850	38%
Lincoln	9,023	10,041	2,248	318
Natrona	31,437	61,845	9,240	1,648
Niagara	4,701	7,078	1,038	150
Park	15,182	30,065	6,561	853
Platte	7,925	10,879	2,327	440
Sheridan	20,185	28,654	6,482	826
Sublette	2,481	2,444	377	159
Sweetwater	22,017	32,421	6,242	934
Teton	2,593	4,883	907	57
Union	7,331	10,061	1,907	232
Washakie	7,252	13,066	2,518	336
Weston	6,733	7,525	1,626	343
Yellowstone						
Nat'l Park	353	2,646	45

Note: For sources see Foreword. Food, drug, and retail sales, copyright 1954, 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.

CHEYENNE

(Laramie County)

KFBC-TV

LICENSEE: Frontier Broadcasting Co. Address: 2923 E. Lincolnway. Phone: 4-4461.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Borie, Wyoming (10 miles west of Cheyenne). Make, DuMont. Model, Series 9000. Antenna: Make, RCA. Type, TF 6 AM. Height, Above average terrain 620 ft. Above ground 483 ft.

OPERATION: Began March 22, 1954. Hours, 5:00 p.m.-11:00 p.m.

AFFILIATIONS: Networks, ABC, CBS, NBC, DuMont. Station, AM, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Koteen & Burt.

SERVICES: One studio (40x90 ft.). Two RCA TK11A camera chains. One Composite film camera. Two RCA TP16D film projectors. One Gray Research slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Cheyenne Newspapers Inc., publisher of Cheyenne Wyoming Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL) Rock Springs Rocket, Worland Northern Wyoming News.

EXECUTIVES:

Robert S. McCracken, Pres. & Mae Sunada, Prog. Dir.
Film Buy. Robert C. Pfannenschmid, Ch.
William C. Grove, Gen. Mgr. Eng.
C. P. Cahill, Com. Mgr. Jackson Mumey, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$225, Film \$150. Minute spot Live \$39, Film \$30. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 378,410; Homes, 112,400; No. of Sets (June 1), 48,016; Retail Sales, \$449,467,000.

ALASKA

ANCHORAGE

KFIA (TV)

LICENSEE: Kiggins & Rollins. Address: 841 Turquoise St., San Diego, Calif.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 8.13 kw. Transmitter: Address, Westward Hotel. Make, Composite. Antenna: Make, RCA. Height, Above average terrain 40 ft. Above ground 150 ft.

OPERATION: Began Dec. 14, 1953.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Sales, Weed-Tv. Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, James G. Duncan, San Diego.

RATE INFORMATION: Class A one hour Live \$150, Film \$150. Minute spot Live \$30, Film \$30. Rate Card No. 1.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder KIOA Des Moines. Also owns KFIF (TV) Fairbanks.

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.

ALASKA

ANCHORAGE (Cont.)

KTVA (TV)

LICENSEE: Northern Television Inc. Address: Mt. McKinley Bldg., 4th & Denali Street. Phone: 5-4321.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 3.24 kw, Aural 1.62 kw. Operating Pow.: Visual 3.24 kw, Aural 1.62 kw. Transmitter: Address, Mt. McKinley Bldg. Make, DuMont. Model, Acorn - Series 6,000. Antenna: Make, GE. Type, 6-Bay Turnstile. Height, Above average terrain 130 ft. Above ground 230 ft.

OPERATION: Began Dec. 11, 1953. Hours, 2:00 p.m.-11:30 p.m.

AFFILIATIONS: Networks, NBC, DuMont.

REPRESENTATIVES: Sales, Hugh Feltis & Assoc. Washington Attorney, Miller & Schroeder.

SERVICES: One studio (15x25 ft.). One GE studio camera. One GE Iconoscope film camera. Two 16mm GE Synchronite film projectors. One 35mm Sactroslide slide projector. GE Balop opaque projector. Remote: Auricon-Bell & Howell 16mm movie camera. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: A. G. Hiebert (27.63%), Jack M. Walden (6.76%), B. J. Gottstein (4.17%), Robert A. Baker (2.09%) and M. B. Kirkpatrick (4.17%). 20 other stockholders none holding more than 4.17%. Mr. Hiebert also holds stock in KENI Anchorage, KFAR Fairbanks, KJNO Juneau and KABI Ketchikan, all Alaska.

EXECUTIVES:

A. G. Hiebert, Pres. & Gen. Mgr. Jack M. Walden, Ch. Eng.
C. M. Conner, Com. Mgr., Prog. Walter A. Welch, News Editor
Dir. & Film Buy. Janet Conner, Prod. Dir.

RATE INFORMATION: Class A one hour Live \$180, Film \$150. Minute spot Live \$42, Film \$30. Frequency discounts from 2½% for 13 times up to 33⅓% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	80,000	6,000	86,000
Families in Area	10,000	5,000	17,000
Area in Square Miles	75	250	5,000
No. of Sets (June 1)	8,000
Retail Sales	\$120,000,000

FAIRBANKS

KFIF (TV)

(Target Date, Not Set)

LICENSEE: Kiggins & Rollins. 841 Turquoise St., San Diego, Cal.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 8.32 kw. Transmitter: Address, Polaris Bldg., 1st & Lacy Sts. Make, Composite. Antenna: Make, RCA. Height, Above average terrain, minus 70 ft. Above ground 168 ft.

OPERATION: Target date not set.

AFFILIATIONS: Networks, ABC, CBS.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg. Consulting Engineer, James G. Duncan.

PRINCIPAL STOCKHOLDERS: Equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder in KIOA Des Moines, also own KFIA (TV) Anchorage.

HAWAII

HONOLULU (Honolulu County)

KGMB-TV

LICENSEE: Hawaiian Broadcasting System Ltd. Address: 1534 Kapiolani Blvd. Phone: 9-2011.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 35 kw, Aural 17.5 kw. Operating Pow.: Visual 35 kw, Aural 17.5 kw. Transmitter: Address, 1534 Kapiolani Blvd. Make, RCA. Model, TT-10AH. Antenna: Make, RCA. Type 12-Bay Superturnstile. Height, Above average terrain 1,770 ft. Above ground 338 ft.

OPERATION: Began Dec. 1, 1952.

AFFILIATIONS: Network, CBS. Stations, AM, KGMB & KHBC.

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

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.

ADVERTISING
MEN
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KGMB-TV

IS FIRST CHOICE
OF NATIONAL
ADVERTISERS* IN
HAWAII

Hawaii's Most Powerful
Station

104,000 watts on Channel 9
send a clear signal
to approximately 109,000 families
on all the Hawaiian islands

Star-Studded Programming

CBS favorites day and night,
plus a showcase of the islands'
greatest local talent
and the cream of the syndicated
features

Ultra Modern Facilities

Studio, equipment and production
services comparable to the
mainland's finest

and your bonus!

Hard hitting promotion
and merchandising
that sell!

KGMB-TV

Hawaii's first-choice station
in America's "high spot"
market!

Ask Free & Peters

KGMB-TV

CBS in Hawaii

*Also Hawaii's leader
in local TV billings.

Statensby

HONOLULU (Cont.)

(Honolulu County)

KGMB-TV (Cont.)

SERVICES: Two studios (40x100 ft. and 25x50 ft.). Four RCA Image Orthicon camera chains. One Bodde projector and one Bodde 9x12 in rear screen projector. Two RCA Iconoscope film cameras. Two RCA TP-16D 16mm film projectors. Two 35mm Selectroslide 35mm fixed slide Jr. Rotary and two slide projectors. Gray Telop opaque projectors. Two RCA TTR-1B and TRR-1B microwave links and two RCA TK-11A field cameras mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co., Ltd. (68.72%), Honolulu Star-Bulletin (24.55%) and Corporation of the President of the Church of Jesus Christ of Latter Day Saints (6.73%).

EXECUTIVES:

J. Howard Worrall, Pres.	Dan Hunter, Ch. Eng.
C. Richard Evans, Gen. Mgr.	Larry Stevens, Local Sls. Mgr.
Wayne Kearn, Sta. Mgr.	John T. Quinlan, Prom. Dir.
Ralph Davison, Sls. Mgr.	Donald E. Frink, Merch. Co-ordinator
Robert Costa, Prog. Dir. & Film Buy.	

RATE INFORMATION: Class A one hour Live \$405, Film \$300. Minute spot Live \$81, Film \$60. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 3.

KONA (TV)

LICENSEE: Radio Honolulu Ltd. Address: 206 Koula St. Phone: Honolulu 6-2366.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 74 kw. Operating Pow.: Visual 35 kw, Aural 19.44 kw. Transmitter: Address, Piikoi St. and Ala Moana Blvd. Make, GE. Model, TT6E. Antenna: Make, GE. Type, TY14F. Height, Above average terrain 1,740 ft. Above ground 173 ft.

OPERATIONS: Began Dec. 15, 1952. Hours, 2:30 p.m.-10:30 p.m.

AFFILIATIONS: Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales. Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: One studio (57x53 ft.). One announcer studio. Two GE studio camera chains. Two GE film cameras. Two GE film projectors. Two Selectroslide Jr. slide projectors. News Service, INS. Library, Snader.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. Ltd. (50%) and Island Broadcasting Co. (50%).

EXECUTIVES:

John D. Keating, Pres. & Gen. Mgr.	Paul H. Anderson, Vice Pres.
Lorain P. Thurston, Chmn.	Allen McGuire, Secy.-Treas.
J. Elroy McCaw, Vice Pres.	Jack Irvine, Gen. Sls. Mgr.
	Lawrence Trombly, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$405, Film \$300. Minute spot Live \$81, Film \$60. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

Total (Including Fringe Area): Population, 388,700; Families in Area, 101,000; No. of Sets (June 1), 53,000; Retail Sales, \$394,669,000; Income per Family, \$6,506.

KULA-TV

LICENSEE: Pacific Frontier Broadcasting Co. Ltd. Address: 1290 Ala Moana Blvd. Phone: Honolulu 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 58 kw, Aural 29 kw. Operating Pow.: Visual 26.3 kw, Aural 13.1 kw. Transmitter: Address, 1290 Ala Moana Blvd. Make, DuMont. Model 7,000. Antenna: Make, RCA. Type, 6 BM. Height, Above average terrain 1,760 ft. Above ground 183 ft.

OPERATIONS: Began April 16, 1954.

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

REPRESENTATIVES: Sales, Headley-Roed Television. Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x70 ft.). Two DuMont camera chains. One Bodde projector. One Kodak Cine-Special film camera. One Selectroslide slide projector. Two DuMont film projectors. DuMont Multi-Scanner opaque projector. DuMont Multi-Scanner scanner. Revolving hydraulic stage for special effects. News Service, UP.

PRINCIPAL STOCKHOLDERS: American Broadcasting Stations (WMT-AM-TV Cedar Rapids) (41.6%); KJBS Broadcasters, (KJBS San Francisco) (33 1/3%); Jack A. Burnett, 10%.

EXECUTIVES:

Jack Burnett, Gen. Mgr.	Hugh Ben LaRue, Gen. Sls. Mgr.
Art Sprinkle, Asst. Gen. Mgr. & Film Buy.	Bob Sevey, Prog. Dir.
	Ronnie Miyahira, Ch. Eng.

RATE INFORMATION: Class A one hour Live \$300, Film \$250. Minute spot Live \$60, Film \$50.

MARKET INFORMATION:

Population, 328,194 (for Oahu only); Families in Area, 82,000 (Oahu only); Area in Square Miles, 604; No. of TV Sets, 53,000; Retail Sales, \$541,293,921 (for Oahu only); Income per Family, \$7,198 (Honolulu City).

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.

PUERTO RICO

SAN JUAN

(San Juan County)

WAPA-TV

LICENSEE: Jose Ramon Quinones. Address: P. O. Box 456B.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: Address, 357 Ponce de Leon Ave. Make: RCA. Model TT-10AL. Antenna Make: GE. Type TY-27-F, 6 section Batwing. Height Above average terrain 220 ft. Above ground 260 ft.

OPERATION: Began May 1, 1954.

AFFILIATIONS: Networks, ABC, NBC, DuMont. Station, AM; WAPA.

PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones (100%).

WKAQ-TV

LICENSEE: El Mundo Inc. Box 1072 San Juan. Phone: 3-3800.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Address, Mar-queso Mt. Make, GE. Model 4 TF 3 A1. Antenna: Make, GE. Type 5-Bays. Height, Above average terrain 1,270 ft. Above ground 284 ft.

OPERATION: Began March 28, 1954. Hours, 2:00 p.m.-11:00 p.m.

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

REPRESENTATIVES: Sales, Inter-American Publications Inc. Washington Attorney, Segal, Smith & Hennessey. Consulting Engineer, George Davis.

SERVICES: Three studios (one 60x30 ft., one 50x30 ft. and one 55x60 ft.). Seven GE camera chains. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. One Telejector slide projector. One Telop opaque projector. One Houston film processing unit. One GE mobile unit. News Services, Telenews & Local.

PRINCIPAL STOCKHOLDERS: Angel Ramos, publisher of El Mundo.

EXECUTIVES:

A. Ramos, Pres. & Film Buy.	Fernando Cortés, Prog. Dir.
R. Delgado-Márquez, Gen. Mgr.	W. C. Cothran, Dir. Eng.
Paul E. Wagner, Com. Mgr.	

RATE INFORMATION: Class A one hour Live \$225, Film \$225. Minute spot Live \$50, Film \$50. Rate Card No. 1.