

BROADCASTING TELECASTING

1955-56

TELECASTING
YEARBOOK-
MARKETBOOK
ISSUE

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Facts on AM-FM. See BROADCASTING YEARBOOK—MARKETBOOK ISSUE

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WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture to 3 1/2 million people who own 912,950 TV sets and have \$5 1/2 billion to spend yearly.

316,000 Watts

WGAL-TV

LANCASTER, PENNA.
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STEINMAN STATION
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B B D O

NETWORK TV-RADIO

TELEVISION

THE AMERICAN TOBACCO CO., INC.

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"Your Play Time" (summer)

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"Garry Moore Show" (segment)

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Campbell's Soups

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"Cavalcade of America"

GENERAL ELECTRIC COMPANY

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GENERAL MILLS, INC.

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"Robert Q. Lewis" (segment)
"Mickey Mouse Club" (segment)
"Lone Ranger" (segment)
"The George Burns & Gracie Allen Show"[†]
(starting Oct. 10)

THE B. F. GOODRICH CO.

Life-Saver Tubeless Tires

"The George Burns & Gracie Allen Show"[†]

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"Surf" All-Purpose Detergent
"Art Linkletter's House Party" (segment)

MINNESOTA MINING & MANUFACTURING COMPANY

"Scotch" Brand Cellophane Tape, Others
"Arthur Godfrey Time" (segment)

REVLON PRODUCTS CORP.

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"The \$64,000 Question" (segment)
"The Johnny Carson Show" (segment)

UNITED STATES STEEL CORP.

"United States Steel Hour"[†]

WILDROOT COMPANY, INC.

"Wildroot Cream Oil"
"Robin Hood"[†] (starting September 26)

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BRISTOL-MYERS COMPANY

"Ban" Deodorant
"Arthur Godfrey Time" (segment)

DE SOTO-PLYMOUTH DEALERS OF AMERICA

"You Bet Your Life," starring Groucho Marx

GENERAL MILLS, INC.

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"Lone Ranger" (segment)

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"Art Linkletter's House Party" (segment)

MINNESOTA MINING & MANUFACTURING COMPANY

"Scotch" Brand Cellophane Tape, Others
"Arthur Godfrey Time" (segment)

[†]Alternate weeks

NEW YORK
BOSTON
BUFFALO
CHICAGO
CLEVELAND
PITTSBURGH
MINNEAPOLIS
SAN FRANCISCO
SEATTLE
HOLLYWOOD
LOS ANGELES
DETROIT
DALLAS
ATLANTA

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Foreword

MARKET information in this volume is shown for individual stations, for states and for counties. Market data for stations were provided by the stations themselves and appear throughout the station directory. State market indicators and county market data appear at the beginning of each state listing in the station directory. For sources of state and county data see below.

State Market Indicators

Statistics for the State Market Indicators were compiled from the following sources:

Total Population: Current Population Reports, based on July 1, 1954, mid-year estimates, by the Bureau of the Census.

Total Families: 1950 Census, Bureau of the Census. Figures as of April 1, 1950.

Total Urban Population: Same.

Total Rural Nonfarm Population: Same.

Total Farm Population: Same.

Employed in Nonagricultural Establishments: Dept. of Labor. Figures as of March 1955 (not available for all states).

Employed in Mining: Dept. of Labor. (Figures not available for all states.)

Employed in Manufacturing: Same.

Employed in Transportation & Public Utilities: Same.

Employed in Finance, Insurance & Real Estate: Same.

Employed in Wholesale & Retail Trade: Same.

Employed in Service & Miscellaneous: Same.

Employed in Government Service: Same.

Employed in Government Service: Same.

Employed in Agriculture: 1950 Census, Bureau of the Census.

Retail Sales: *Sales Management Survey of Buying Power*.

Bank Assets: Federal Deposit Insurance Corp.

Bank Deposits: Same.

Major Income Sources: Dept. of Commerce Survey of Current Business, August 1953.

Total Income Payments: Dept. of Commerce, Office of Business Economics, Survey of Current Business, August 1953. Income includes wages and salaries, income from properties, dividends, interest etc.

Per Capita Income, 1953, Dept. of Commerce, Office of Business Economics, Survey of Current Business.

Total Internal Revenue Collections: Treasury Dept., Bureau of Internal Revenue.

Average Weekly Earnings of Manufacturing Workers: Dept. of Labor, Bureau of Labor Statistics.

Cash Receipts From Farm Marketing, 1954. Dept. of Agriculture, Agricultural Marketing Service.

Government Payment to Farmers: Same.

Value of Mineral Production, 1951: Bureau of Mines.

Total New Construction in 1952: Dept. of Commerce, National Production Authority. (Not available for all states.)

New Private Construction: Same.

New Public Construction: Same.

Motor Vehicle Registration, 1954: Dept. of Commerce, Bureau of Public Roads.

Number of Telephones, Jan. 1955: Federal Communications Commission, (Source: AT&T).

Number of Electrical Connections, Jan. 1955: Edison Electric Institute.

Number of Gas Utilities Connections, 1953: American Gas Assn.

County Market Data

Statistics for the county market information were compiled from the following sources:

Population: 1950 Census, Bureau of the Census.

Retail Sales: *Sales Management Survey of Buying Power*. Copyright 1955; further reproduction unlicensed.

Drug Sales: Same.

Food Sales: Same.

Tv Sets in County Table: CBS Television Research.

Per cent tv: Same.

Abbreviation of Titles

Account Executive—acct. exec.
 Administrative Assistant—admin. asst.
 Advertising Promotion Director—adv. prom. dir.
 Assistant—asst.
 Business Manager—bus. mgr.
 Chairman of the Board—chmn. of bd.
 Chief Bookkeeper—ch. bkpr.
 Chief Engineer—ch. eng.
 Chief Operator—ch. oper.
 Co-Owner—co-own.
 Commercial Manager—com. mgr.
 Commercial Production Manager—com. prod. mgr.
 Comptroller—comp.
 Director—dir.
 Director of Engineering—eng. dir.
 Director of Operation—opr. dir.
 Educational—educ.
 Executive Officer—exec. off.
 Executive Owner—exec. own.
 Executive Producer—exec. prod.
 Executive Vice President—exec. vp.
 Facility Director—fac. dir.
 Film Director—film dir.
 Film Buyer—film buy.
 General Manager—gen. mgr.
 General Sales Manager—gen. sls. mgr.
 Local Sales Manager—loc. sls. mgr.
 Manager—mgr.
 Manager of Tv Operations—tv oper. mgr.
 Managing Director—mng. dir.
 Merchandising Director—merc. dir.
 National—natl.
 National Commercial Manager—natl. com. mgr.
 News Director—news dir.
 News Editor—news ed.
 Office Manager—off. mgr.
 Operations Manager—opr. mgr.
 Owner—own.
 Partner—ptnr.
 President—pres.
 Production Coordinator—prod. coor.
 Production Director—prod. dir.
 Production Manager—prod. mgr.
 Program Coordinator—prog. coor.
 Program Supervisor—prog. sup.
 Promotion Director—prom. dir.
 Promotion Manager—prom. mgr.
 Public Affairs Director—pub. aff. dir.
 Public Relations Director—pub. rel. dir.
 Regional Manager—reg. mgr.
 Representative—rep.
 Resident Manager—res. mgr.
 Sales Director—sls. dir.
 Sales Manager—sls. mgr.
 Secretary—sec. or secy.
 Secretary-treasurer—sec.-treas. or secy.-treas.
 Special Events Director—sp. events dir.
 Sports Director—sports dir.
 Station Director—sta. dir.
 Station Engineer—sta. eng.
 Station Manager—sta. mgr.
 Station Supervisor—sta. sup.
 Supervising Engineer—sup. eng.
 Technical Director—tech. dir.
 Traffic Manager—traffic mgr.
 Transmitter Supervisor—trans. sup.
 Treasurer—treas.
 Vice President—vp.
 Women's Director—women's dir.

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BROADCASTING TELECASTING

1955-56 TELECASTING YEARBOOK-MARKETBOOK ISSUE

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BROADCASTING • TELECASTING

Ref.



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

NEW YORK DETROIT LOS ANGELES WASHINGTON SAN FRANCISCO

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TRYING TO BUILD YOUR SALES VOLUME IN Kansas City, Syracuse, Phoenix and Omaha?

It's Easy When You Know How!

KANSAS CITY

	KCMO RADIO	KCMO-TV
Radio families (1/2 mv. area)	1,840,370	
Television sets		500,000
Population estimate	5,921,000	1,507,000
Food & drug sales in primary market area	\$767,343,000	\$433,237,000

SYRACUSE

	WHEN RADIO	WHEN-TV
Radio families (1/2 mv. area)	748,960	
Television sets		370,000
Population estimate	2,590,800	2,674,500
Food & drug sales in primary market area	\$827,832,000	\$851,653,000

PHOENIX

	KPHO RADIO	KPHO-TV
Radio families (1/2 mv. area)	160,000	
Television sets		125,000
Population estimate	560,000	475,000
Food & drug sales in primary market area	\$152,073,000	\$125,680,000

OMAHA

	WOW RADIO	WOW-TV
Radio families (1/2 mv. area)	766,000	
Television sets		315,000
Population estimate	2,510,000	1,291,000
Food & drug sales in primary market area	\$516,600,000	\$322,460,000



MEREDITH
*Radio and
Television*
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV The Katz Agency
SYRACUSE: WHEN Radio & WHEN-TV The Katz Agency
PHOENIX: KPHO Radio & KPHO-TV The Katz Agency
OMAHA: WOW Radio & WOW-TV John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

WHAT IS "HARD SELL"



IS IT:

1. A SHORT COMMERCIAL,
OR A LONG ONE?



2. A COMMERCIAL THAT WHISPERS,
OR ONE THAT SHOUTS?

ON TV?



3. A FUNNY COMMERCIAL, OR A SERIOUS, FACTUAL ONE?



4. A GENTLY PRODDING MESSAGE, OR ONE THAT SLEDGE-HAMMERS THE STORY HOME?

IN TV

as in practically everything else, what is one advertiser's meat, may very often be another's poison.

At McCann-Erickson, we approach each individual TV advertiser's problem, as an individual problem.

And we have found, more often than not, that when the inventiveness and creative skills of able people—thoroughly seasoned specialists in all phases of TV

... combines with the wealth of experience gained from placing over one billion two hundred million dollars of advertising ...

the usually inevitable result is the kind of hard-hitting TV that sells products, service and ideas with force and efficiency.

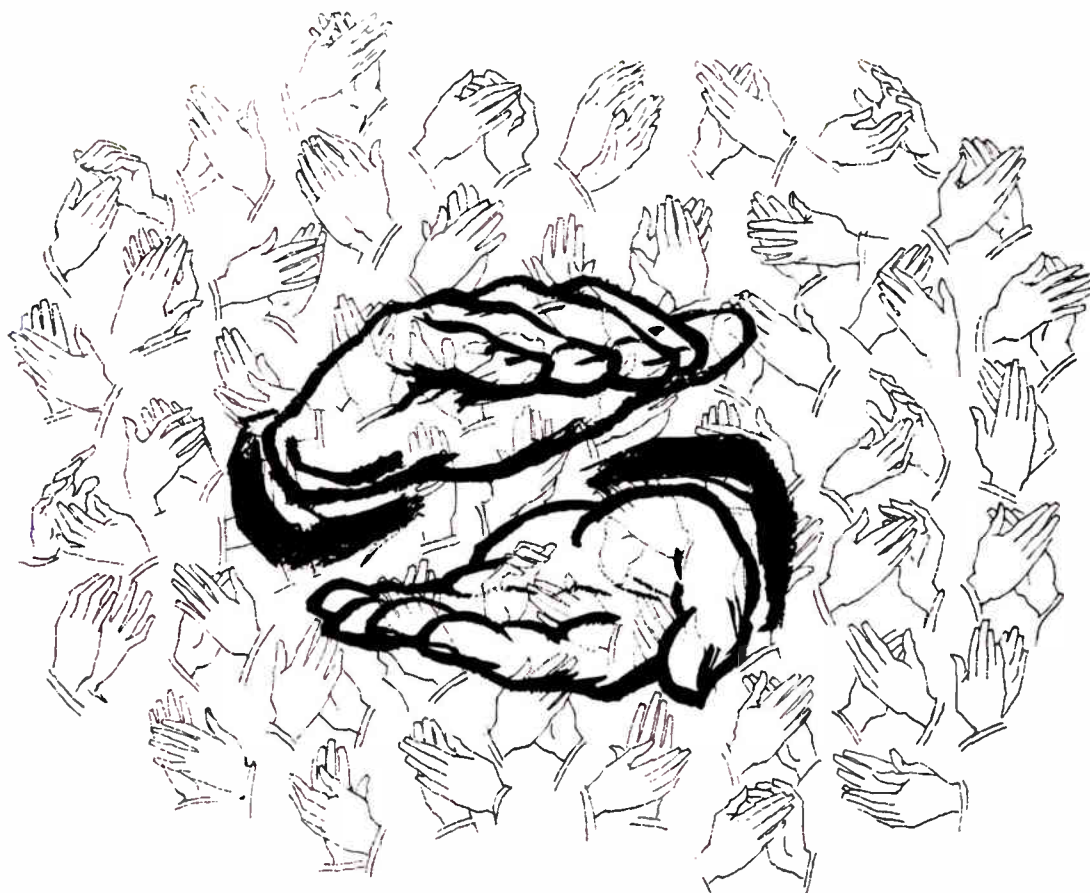
MCCANN-ERICKSON, INC. ADVERTISING

New York, Boston, Cleveland, Detroit, Louisville, Chicago,
Houston, Dallas, Portland, Los Angeles, San Francisco

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ASCAP MUSIC WINS APPLAUSE!



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575 MADISON AVENUE, NEW YORK 22, N. Y.



*Famous on the local scene . . .
yet known throughout the nation*

A black and white photograph of the Niagara Falls cataract. The water is cascading over a wide, rocky ledge, creating a misty spray at the base. In the background, there are trees and a building on a hillside.

Niagara's mighty cataract is familiar to thousands of sightseers.

However, it is more important locally, for it
supplies power to nearby communities.

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KENS-TV	San Antonio	5	CBS

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*Starting September 1st

†Effective September 28

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TV ADVERTISERS WILL SPEND BILLION DOLLARS THIS YEAR

Forecast is that television will outstrip newspaper as a national advertising medium in 1955. With coming of color, television volume is bound to rise beyond that. Overall, the telecasting business is booming, despite such soft spots as the uhf problem.

U. S. ADVERTISERS will spend more than \$1 billion dollars this year for time and talent to promote their goods and services via television in network, national spot and local campaigns, according to mid-year estimates made both by Television Bureau of Advertising, and Standard & Poor.

National advertisers, sponsoring network and spot tv campaigns, will contribute some \$840 million into tv's coffers during 1955. TvB statisticians calculated. This would make television the No. One national advertising medium, well ahead of newspapers, traditionally first in national advertising revenue. Comparable figures for newspapers (space plus production costs) add up to about \$700 million for the year.

With the coming of color, those figures are certain to rise. Production costs of color programs tend, on the average, to run 10% to 15% higher than those of black-and-white tv shows. More important, the addition of color to tv programming—and commercials—is expected to draw to television advertisers from the material and fashion fields as well as other advertisers whose wares are best presented in color.

Just when that will be is still uncertain. During the past year the number of tv stations equipped to colorcast network color programs has tripled, from some 60 in mid-summer of 1954 to nearly 200 at the same time of 1955. Figures collected by B•T in July showed 196 stations able to carry network color programs; 47 able to colorcast slides; 46 ready to broadcast films in color, and 19 with color cameras and accessories for the broadcasting of local live color programs.

But the set manufacturers, during the same interval, failed to keep pace with the broadcasters, and industry estimates placed the total production for 1955 at about 35,000 color sets. RCA promised "a steady flow of 21-inch color receivers" from its assembly lines this fall and Motorola, whose new line was priced about \$200 a set below the 1954 figures to offer full consoles at \$795, consolettes at \$695, also expressed optimism about color set sales this fall. The

other manufacturers took a dimmer view, promised only limited production of color sets in the months ahead.

Backing up the manufacturing promise of its parent company, NBC-TV plans a notable step-up in color programming: 37 hours of live studio color shows this October, against seven in that month last year; 41 hours in November, up from 8.5 hours the year before; 38 hours in December, against nine in December 1954. In addition, NBC-TV will colorcast the New York games of the 1955 World's Series, the Davis Cup tennis matches and a number of top college football games. CBS-TV also was preparing for a more active color season.

There was no lag in the public's purchase of black-and-white tv sets, however. The total number of U. S. tv homes rose from 31.5 million in July 1954 to 36 million a year later, an increasing number of them homes with two or more tv sets, as newly purchased living room models relegated older, smaller-screen sets to dens, rumpus rooms and nurseries.

The number of tv stations and tv markets also increased during the year, from 386 stations in 259 cities in July 1954 to 432 stations in 282 cities in July 1955. The 1955 total includes 419 commercial stations—318 vhf, 301 uhf—and 13 non-commercial educational stations—10 vhf, 3 uhf.

The overall upward trend is not the whole story, however. A total of 35 tv station operators found the going too tough to continue and suspended operations, although only a few actually turned back their licenses to the FCC. All of these stations that went out of business were uhf; no vhf operator has shut down after starting regular operations. There were 30 vhf stations, however, which surrendered their CP's before putting stations on the air, along with 116 uhf stations.

The plight of the uhf stations received a lot of attention in the past year. The FCC proposed to grant uhf telecasters permission

to increase their maximum power from 1 megawatt to 5 megawatts to try to obtain coverage comparable to that of their vhf competitors. An alternative plan was also offered both uhf and vhf stations by the Commission: permission to reduce power to 100 watts (presumably reducing equipment costs as well) for purely local operations.

The Senate Commerce Committee continued its preparations for a thorough investigation of tv's problems, chiefly the uhf-vhf situation and the question of network domination, but as Congress adjourned early in August it seemed unlikely that any action would be taken before 1956. Meanwhile, an *ad hoc* committee of industry engineers had been asked to review the entire allocations situation.

Since the uhf stations fare better when vhf competition is absent or limited, de-intermixture (making a market all uhf or all vhf) has seemed a logical solution and a number of petitions to this effect are before the FCC. The difficulty is that no vhf licensee or applicant is willing to be shifted to a uhf frequency.

Subscription television, with viewers paying to receive certain programs not available to non-subscribers, has also been advocated as a means of economic salvation for the uhf broadcaster. The NARTB and a number of individual tv broadcasting organizations have gone on record as opposing any move that would take frequencies from the traditional American system of "free" broadcasting to provide spectrum space for toll tv, but some uhf station operators are eying the idea with considerable interest. Late in July, WFMZ-TV Allentown, a uhf station in the Allentown-Bethlehem-Easton, Pa., area which had recently suspended operations, asked the FCC to allow it to inaugurate subscription tv to test the soundness of this type of operation.

A bill to amend Sec. 309 (c) "economic protest" provisions of the Communications Act, to allow the FCC greater discretion in considering whether a full hearing is required after a protest is filed to a grant made without a hearing, was passed by the House, but died in the Senate without ever reaching the floor.

Despite the problems, present and impending, most tv broadcasters can safely be considered as satisfied with their lot. Rising revenue, with no end in sight, has proved to be as potent a remedy against the headaches of the tv broadcasting business as it has for many another trade.

NOVELTY FACTOR IN VIEWING: IT'S MYTH, RESEARCH SHOWS

The director of American Research Bureau, in this special Yearbook report, turns over some statistics to find that the television audience is unexpectedly faithful. The amount of viewing increases the longer a tv set is in the home.

by James W. Seiler

THE longer they have tv, the more they watch it.

That conclusion, which we at American Research Bureau arrived at after extensive analysis of its audience data for March 1955, demolishes the oft expressed opinion that when the novelty of television wears off, the family curtails the time spent in watching the tv screen and returns, in part at least, to its pre-tv leisure time activities.

In our extra-curricular sleuthing into the March statistics, we separated the over-all sample into four equal groups in accordance with the amount of time spent watching tv during the measured week. Group No. 1 watched the most, group No. 2 next most, and so on. For each group, ARB developed specific information as to amount of viewing by weekly and daily time segments, length of set ownership, family composition, and the number of stations within set range.

There is no battle for television's viewing crown. It rests jauntily, and firmly, on the heads of the 25% of the nation's television families who stay glued to their sets for over 40% of this country's total viewing time. The top half accounts for over 2/3 of the viewing.

This may help explain the strong impact of television as a sales medium. A dominant portion of the viewing audience is being repeatedly exposed to the advertising messages carried on the television screen. They have been so exposed for a number of years, since this top viewing group is no Johnny-come-lately to the allure of television. Disproving the popularly held belief that prolonged set ownership is directly related to viewing satiation, families in the same top group that does the most viewing have had their sets the longest—43 months, on the average.

Also, and this might be expected, ARB figures show that members of the No. 1 group have the most children, an average per family of two under 20 years, and for every two families, three under 13 years. As an indication of how strongly the presence of children influences viewing, over half of the families in the No. 4 group (the one

lowest in viewing), have no children at all.

The number of stations that a family could receive had no particular influence on the amount of viewing. The average home in the top viewing group could receive about four stations; the group lowest in viewing could do almost as well, with an average slightly under four. Age of viewers, how-

ever, did have considerable influence. Persons in the upper viewing brackets were younger, with the No. 1 group showing a larger proportion of youngmarrieds in the 20-39 age brackets than did any of the others. For every hundred homes, the No. 1 viewing group contained 70 women and 57 men in the 20-39 age category. As opposed to this, the lowest viewing group showed 47 women and 40 men in this age bracket.

When ARB started to break the entire television day into time segments, we ran into some specially significant material. From 7 a.m. to 5 p.m., Monday through Friday, the top viewing quarter accounted for some 55% of all viewing done; the top half for over 75%. Overall sets in use built gradually from 13.5% from 7 a.m. to Noon, Monday through Friday, to 35.3% from 5 to 7 p.m. Came the 7 to 10:00 p.m. evening hours and usage rocketed to 67.4%, taper-

HERE'S WHEN THEY WATCH TV

(Audience divided into four equal groups, graded by amount of viewing)

Time Period	SHARE OF SETS IN USE				
	Average S.I.U.	Group 1	Group 2	Group 3	Group 4
7 a.m. to Noon, Mon. thru Fri.	13.5%	55.7%	26.5%	10.3%	7.5%
Noon to 3 p.m. Mon. thru Fri.	15.6	55.1	26.0	11.6	7.3
3 to 5 p.m. Mon. thru Fri.	17.6	55.5	23.9	13.4	7.2
5 to 7 p.m. Mon. thru Fri.	35.3	44.3	25.4	21.4	8.9
7 to 10 p.m. Sun. thru Sat.	67.4	31.3	26.7	25.4	16.6
10 p.m. to Midn. Sun. thru Sat.	32.6	37.3	27.7	21.9	13.1
Midn. to 2 a.m. Sun. thru Sat.	3.7	50.4	32.5	10.0	7.1

HERE'S HOW LONG THEY WATCH

(Viewers classified by age and sex)

Time Period	Set Hours	Men Hours	Women Hours	Children Hours
7 a.m.-Noon Mon. thru Fri.	3.38	.88	2.86	2.39
Noon to 3 p.m. Mon. thru Fri.	2.33	.61	2.31	1.39
3 to 5 p.m. Mon. thru Fri.	1.76	.41	1.49	1.68
5 to 7 p.m. Mon. thru Fri.	3.53	1.66	2.19	4.66
7 to 10 p.m. Sun. thru Sat.	14.15	11.81	15.98	10.81
10 p.m. to midn. Sun. thru Sat.	4.56	3.88	4.76	.80
Midn. to 2 a.m. Sun. thru Sat.	.51	.37	.49	.06

HERE'S HOW THE FOUR GROUPS COMPARE

(Most avid viewers are larger families, oldest set owners)

	Group 1	Group 2	Group 3	Group 4	Overall
Average length of set ownership	43.2 mo.	39.1 mo.	37.7 mo.	31.4 mo.	37.8 mo.
Average number of tv stations they can receive	4.1	3.5	3.7	3.7	3.8
Family Characteristics					
Females					
Under 6	.38	.26	.15	.13	
6-12	.38	.35	.25	.14	
13-19	.17	.22	.09	.10	
20-39	.70	.63	.55	.47	
40-59	.37	.36	.47	.47	
60 & over	.17	.20	.17	.21	
Total	2.17	2.02	1.68	1.52	
Males					
Under 6	.48	.17	.17	.17	
6-12	.37	.30	.29	.15	
13-19	.17	.22	.17	.14	
20-39	.57	.48	.42	.40	
40-59	.37	.53	.48	.39	
60 & over	.10	.14	.21	.17	
Total	2.06	1.84	1.74	1.42	
Grand Total Persons	4.23	3.86	3.42	2.94	3.61
Children Under 13	1.61	1.08	.86	.59	1.04
Under 19	1.95	1.52	1.12	.83	1.36

HOW THEY WATCH

(Groups, equal in size, vary greatly in viewing habits)

	Share of Total Set Hours	Average Weekly Hours Set in Use
Group 1	40.9%	56.16
Group 2	26.1	37.26
Group 3	20.8	28.10
Group 4	12.2	17.20
Total	100.0%	34.77

ing to 32.6 from 10:00 p.m. to midnight: and fading to 3.7% from midnight to 2:00 a.m.

Man-hours may be the standard of measurement for most time studies. For the television audience, however, we found that woman-hours take over. Women dominate the viewing scene throughout the day. From 7 a.m. to 5 p.m. for every 1.90 man-hours put in before the tv set, women put in 6.66. In the busiest time segment, 7 p.m. through 10 p.m., for every 12 man-hours of viewing,

the distaff side puts in a busy 16. The ladies even stay up later. In the midnight to 2 a.m. segment for every third of an hour put in by dad, mom puts in a half. Only in one period does any member of the family outdo her in screen time. That's from 5 to 7 p.m., when the set belongs to junior. During that period children put in some 4 2/3 hours of viewing a week to mother's two-plus, and dad's 1 2/3.

Glancing back at all of our figures we come up with a pretty good composite of

the Nation's No. 1 viewing families—those families that belong to the 25% that do over 40% of all viewing. They average a little better than four persons to the family, with both parents being between 20 and 39, have two children, have owned their tv set 43 months and keep it on a little better than 56 hours a week, with the lady of the house doing most of the looking.

There you have it—the tv-viewing family of the year. Man, woman and child, they represent a lot of television audience.

NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS OFFICERS, DIRECTORS AND COMMITTEES

Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone Decatur 2-9300
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Term Expires	Station	Director
1957	Dist. 1—Worcester, Mass.	Herbert L. Krueger, WTAG
1956	Dist. 2—Syracuse, N. Y.	E. R. Vadeboncoeur, WSYR
1957	Dist. 3—Parkersburg, W. Va.	George H. Clinton, WPAR
1956	Dist. 4—Roanoke, Va.	James H. Moore, WSL
1957	Dist. 5—Miami, Fla.	Owen F. Uridge, WQAM
1956	Dist. 6—Shreveport, La.	Henry B. Clay, KWKH
1957	Dist. 7—Marion, O.	Robert T. Mason, WMRN
1956	Dist. 8—Indianapolis, Ind.	Robert B. McConnell, WISH
1957	Dist. 9—LaSalle, Ill.	William Holm, WLPO
1959	Dist. 10—Kansas City, Mo.	E. K. Hartenbower, KCMO
1957	Dist. 11—Bismarck, N. D.	F. E. Fitzsimonds, KFYZ
1956	Dist. 12—Ponca City, Okla.	Cy Casper, WBBZ
1957	Dist. 13—Dallas, Tex.	Alex Keese, WFAA
1956	Dist. 14—Boise, Ida.	Walter E. Wagstaff, KIDO
1957	Dist. 15—San Francisco, Calif.	William D. Pabst, KFRC
1956	Dist. 16—Los Angeles, Calif.	Calvin J. Smith, KFAC
1957	Dist. 17—Portland, Ore.	Richard M. Brown, KPOJ
1957	Large Stations	John M. Outler, WSB Atlanta, Ga.
1956	Medium Stations	John F. Patt, WJR Detroit, Mich.
1957	Small Stations	Cecil B. Hoskins, WWNC Asheville, N. C.
1956	Small Stations	J. Frank Jarman, WDNC Durham, N. C.

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Year	President
1923-1925	Eugene F. McDonald Jr. (WJAZ)
1925-1926	Frank W. Elliott (WHO)
1926-1928	Earle C. Anthony (KFI)
1928-1930	William S. Hedges (WMAQ)
1930-1931	Walter J. Damm (WTMJ)
1931-1932	*Harry Shaw (WMT)
1932-1934	Alfred J. McCosker (WOR)
1934-1935	J. Truman Ward (WLAC)
1935-1936	Leo J. Fitzpatrick (WJR)
1936-1937	*Charles W. Myers (KOIN)
6-23-37—2-16-38	John Elmer (WCBM)
3-30-38—7-1-38	Mark Ethridge (WHAS)
7-1-38—3-1-44	Neville Miller
4-15-44—9-30-45	J. Harold Ryan (WSPD)
10-1-45—6-4-51	Justin Miller
6-4-51—	Harold E. Fellows (WEEI)

* Deceased

Small Stations	F. Ernest Lackey, WHOP Hopkinsville, Ky.	1957
FM Stations	Lester L. Gould, WJNC Jacksonville, N. C.	1956
FM Stations	Edward A. Wheeler, WEAW Evanston, Ill.	1957
FM Stations	H. Quenton Cox, KQFM Portland, Ore.	1956
Network	Charles T. Ayres, ABC-Radio New York	1957
Network	Arthur Hull Hayes, CBS-Radio New York	1957
Network	Earl M. Johnson, MBS New York	1957
Network	Charles R. Denny, NBC-Radio New York	1957
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Television Board	Harold Hough, WBAP-TV Fort Worth, Tex.	1956
Television Board	Clair R. McCollough, WGAL-TV Lancaster, Pa.	1956
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Television Board	George B. Storer Storer Broadcasting Co. Miami Beach, Fla.	1956
Television Board	Robert D. Swezey, WDSU-TV New Orleans, La.	1956
Television Board	Campbell Arnoux, WTAR-TV Norfolk, Va.	1957

* Address at: Paramount Television Productions, 1501 Broadway, New York, N. Y.

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Baltimore, Md.
William Fay, WHAM-TV
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Ward L. Quaal, WLWT
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Tv Code Viewer Attitude Committee: Ward L. Quaal, WLWT (TV) Cincinnati, chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Merle S. Jones, CBS; Frank M. Russell, NBC.

TV MANUFACTURE BY YEARS

	Total Tv Sets Manufactured		Total Tv Picture Tubes Manufactured		Total Tv Sets in use in U. S.		At Close of
	Number	Retail Value	Number	Retail Value	in U. S.	af	
	1946	10,000 \$ 5,000,000	20,000	\$ 1,000,000			1946
	1947	250,000 100,000,000	300,000	15,000,000	8,000		1947
	1948	1,000,000 350,000,000	1,500,000	75,000,000	250,000		1948
	1949	3,000,000 950,000,000	3,500,000	210,000,000	1,000,000		1949
	1950	7,500,000 2,700,000,000	8,000,000	400,000,000	4,000,000		1950
	1951	5,600,000 2,100,000,000	6,000,000	300,000,000	10,500,000		1951
	1952	6,300,000 1,900,000,000	6,500,000	227,000,000	15,750,000		1952
	1953	7,300,000 1,675,000,000	9,000,000	360,000,000	28,000,000		1953
	1954	7,100,000 1,278,000,000	10,300,000	360,500,000	33,000,000		1954
	1955*	3,200,000 518,000,000	4,000,000	180,000,000	35,000,000		1955*

* First 6 months

Courtesy of Bernard F. Osbahr, Editor, Tele-Tech & Electronic Industries

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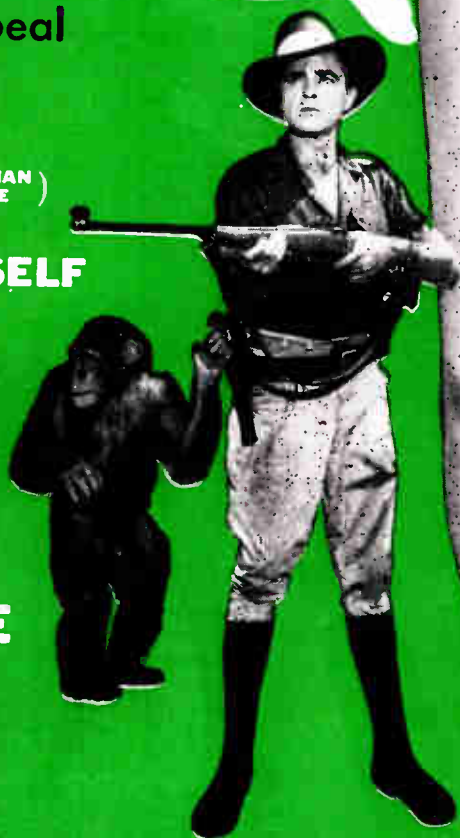
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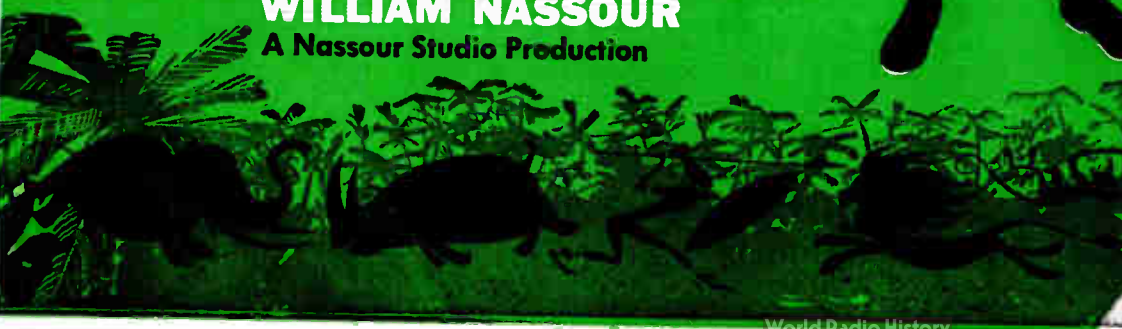
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and many more spine-tingling action plots

NEVER BEFORE A SERIES WITH SUCH ... • AMAZING AUDIENCE APPEAL ...

• SPINE-TINGLING STORIES ... • POWERFUL MERCHANDISING ... • COMPELLING CONSUMER CONTEST ...

"SHEENA, Queen of the Jungle" is a "NATURAL" for every product a family wants to EAT... DRINK...PLAY WITH...WEAR...

For everything a FAMILY NEEDS!

the Jungle" Starring **IRISH McCALLA**

Here's how Sheena helps you

REACH NEW SALES RECORDS IN EVERY MARKET!

- Up to 50,000 free premiums for every market
- Gigantic point-of-sale program with many powerful advertising aids
- Audience-building promotion
- Jungle safari contest
- Coordinated commercials
- Guest appearances
- Self-liquidating premiums
- Sharp-shooting field sales program

WRITE • WIRE • CALL FOR AN AUDITION PRINT AND FULL DETAILS!



ABC
FILM SYNDICATION, Inc.

10 East 44th St., New York, SUsquehanna 7-5000
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

ABC FILM SYNDICATION

10 EAST 44th STREET, N. Y. DEPT. Y1

Gentlemen: I'm in a rush for an audition print and full details on your newest series ... "SHEENA, QUEEN OF THE JUNGLE".

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

AMERICAN BROADCASTING—PARAMOUNT THEATRES INC.

7 W. 66th St., New York 23, N. Y. Telephone: Susquehanna 7-5000

Number of Stations Affiliated with ABC-TV as of June 21, 1955: 217

BOARD OF DIRECTORS

Earl E. Anderson, John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher Jr., E. Chester Gersten, Leonard H. Goldenson, Walter W. Gross, Robert H. Hinckley, Robert L. Huffines Jr., William T. Kilborn, Robert E. Kintner, Sidney M. Markley, Walter P. Marshall, Edward J. Noble, Robert H. O'Brien, R. B. Wilby, Owen D. Young.

Officers

Leonard H. Goldenson, *pres.*
Walter W. Gross, *vp*
Robert H. Hinckley, *vp*
Edward L. Hyman, *vp*
Robert E. Kinter, *vp*
Sidney M. Markley, *vp*
Robert H. O'Brien, *vp & sec.*
Robert M. Weitman, *vp*
Simon B. Siegel, *treas.*
James L. Brown, *comp. & asst. treas.*
Edith Schaffer, *asst. sec.*
Geraldine Zorbaugh, *asst. sec.*

AMERICAN BROADCASTING CO.

(A Division of American Broadcasting-Paramount Theatres Inc.)

Officers

Robert E. Kintner, *pres.*
Earl E. Anderson, *vp*
Charles T. Ayres, *vp*
Slocum Chapin, *vp*
James H. Connolly, *vp*
John Daly, *vp*
Robert H. Hinckley, *vp*
Earl Hudson, *vp*
Ernest Lee Jahncke Jr., *vp & asst. to pres.*
Frank Marx, *vp*
John H. Mitchell, *vp*
Harold L. Morgan Jr., *vp & controller*
Theodore I. Oberfelder, *vp*
Sterling C. Quinlan, *vp*
Thomas Velotta, *vp*
Robert M. Weitman, *vp*
Geraldine B. Zorbaugh, *secy. & gen. counsel*
Omar Elder, *asst. secy. & asst. gen. counsel*

NEW YORK
7 W. 66th St.
New York 23, N. Y.

John H. Mitchell, *vp in charge tv network*

Engineering & General Services

Frank Marx, *vp in charge*
Clure Owen, *admin. asst.*
John Preston, *dir. of engineering facilities & gen. services.*
Thomas F. Foy, *purchasing agent*
Joseph J. Spagnola, *dir. of office & studio services*
William Trevarthen, *dir. of engineering operations*
Richard Hamilton, *sup. of communications*
Lawrence A. Ruddell, *recording dir.*
Reginald Willcocks, *traffic mgr.*
Merle Worster, *eastern engineering tv operations mgr.*

Finance, Personnel

Harold L. Morgan Jr., *vp & controller*
J. Russell Gavin, *ch. accountant*
Marie McWilliams, *dir. of personnel*
Jason Rabinovitz, *asst. controller*

Labor Relations

Mortimer Weinbach, *dir. of labor relations*

Legal and Business Affairs

Geraldine B. Zorbaugh, *gen. counsel*
Omar Elder, *asst. gen. counsel*
James Stabile, *dir. of bus. affairs*

Services

Robert L. Stone, *dir. of tv services dept.*
Ruth K. Blainey, *operations mgr.*
James McNaughton, *exec. art dir.*
Harold Sobolov, *studio sup.*
Bernard Paulson, *plant sup.*

Programming

Robert M. Weitman, *vp in charge of programming & talent*
Robert Lewine, *dir. of tv prog. dept.*
William Balaban, *closed circuit prog. manager*
Richard Depew, *manager of prog. operations*
Arthur Dorfner, *adm. manager*
Freelon Fowler, *film prog. manager*
Joan MacDonald, *talent casting manager*
Charles Mortimer, *manager of prog. prod.*
News, Special Events, Sports, and Public Affairs
John Daly, *vp in charge of news, special events, sports, and public affairs*
Thomas Velotta, *vp and adm. officer of news, special events, sports and pub. affairs*
Donald G. Coe, *dir. of special events and operations*
Wiley Hance, *manager of public affairs*
Francis N. Littlejohn, *dir. of news and pub. affairs*
William Whitehouse, *dir. of sports*

Advertising, Promotion, and Publicity

Gene Accas, *dir. of adv., prom., and publicity*
Ruth Crawford, *librarian*
John H. Eckstein, *asst. to the dir. of adv., prom. and publicity*
Ellen Heagerty, *sup. of audience information*
Grace Johnsen, *dir. of continuity acceptance*
Willis B. Parsons, *mgr. of adv. and pro.*
Adolph L. Seton, *asst. mgr. of publicity*
Ernest E. Stern, *manager of publicity*

Sales & Sales Service

Slocum Chapin, *vp in charge of tv network sls.*
Charles R. Abry, *tv national sls. manager*
Mary Alice Connell, *manager of tv station clearance*
Joseph Giaquinto, *manager of tv sls. service*
Henry T. Hede, *dir. of tv sls. service*
Alice Stamatis, *manager of tv order processing*

Stations

Ernest Lee Jahncke Jr., *vp & asst. to the pres.*
Frank Atkinson, *manager of co-operative prog. dept.*
Alfred Beckman, *dir. of sta. relations for tv network*

Research & Sales Development

Don Durgin, *dir. of research & sls. development*
Donald Coyle, *dir. of research*
Dean Shaffner, *dir. of sls. development*
Bert Briller, *manager of tv sls. development*

ABC Film Syndication Inc.
10 E. 44 Street, N.Y., N.Y.

George T. Shupert, *pres.*
Don L. Kearney, *vp in charge of sls.*
Lee Francis, *adv. & prom. mgr.*
Joseph F. Greene, *client service mgr.*
Richard Morgan, *exec. asst. to pres.*

CHICAGO
20 N. Wacker Dr.
Chicago 6

Sterling C. Quinlan, *vp in charge of WBKB*
James W. Beach, *dir. of tv network, Central div.*
Daniel Schuffman, *prog. mgr., WBKB*
William P. Kusack, *mgr. of engineering dept.*
Elliott W. Henry Jr., *dir. of publicity & prom.*
Matthew Vieracker, *treas.*
Harold Wetterson, *sls. mgr., ABC-TV Central Div.*
Clar Heider, *Nat'l spot sls. mgr., WBKB*

ABC TELEVISION NETWORK RATES

	Gross Class "A" Time Charges as of July 1.		
	1 Hour	½ Hour	¼ Hour
Connected Network (184 stations)	\$92,155	\$55,293	\$36,862
Non-Connected Network (11 stations)	1,350	810	540
Non-Connected Non-Territorial (4 stations)	450	270	180
Total (199 Stations)	\$93,955	\$56,373	\$37,582

DETROIT

1700 Stroh Bldg.
Detroit 26

James G. Riddell, *pres. & gen. mgr.*
John Pival, *vp for tv*
Joseph C. Cassel, *controller*
John Lee, *tv program mgr.*
Ralph Dawson, *television sls. mgr.*
Charles Kocher, *ch eng.*
Robert Baldrice, *adv., prom. mgr.*
Elizabeth Ashton, *traffic mgr.*

HOLLYWOOD

ABC Television Center
Hollywood 27

Earl J. Hudson, *vp, Western Div.*
J. Clifford Anderson, *dir. of labor relations*
Jack F. Brembeck, *prom.-publ. mgr., KABC-TV*
Dorothy L. Brown, *continuity acceptance editor, Western Div.*
Edwin C. Conklin, *news editor, Western Div.*
Kenneth B. Craig, *natl. regional tv network prog. coordinator, Western Div.*
Sanford C. Cummings, *ABC coordinator, Disney-TV*
Ralph G. Denechaud, *asst. chief engineer*
Thomas Lufkin, *ABC-MGM coordinator*
Stanton Kramer, *dir. of prom.-publicity, Western Div. tv network*
Courtney McLeod, *traffic and scheduling sup. for the natl. and regional tv and radio network*
Cameron G. Pierce, *engineering coordinator, Western Div.*
Elton H. Rule, *sls. mgr., KABC-TV*
Florence T. Schiro, *personnel dir.*
Selig J. Seligman, *gen. mgr. of KABC-TV*
J. English Smith, *ABC coordinator—Warner Brothers*
Hunt Stromberg Jr., *exec. producer, KABC-TV*
John C. Wagner, *controller, Western Div.*

SAN FRANCISCO
277 Golden Gate Ave.
San Francisco 2

James H. Connolly, *vp in charge of San Francisco office*
Russ Baker, *program mgr.*
Jon Barkhurst, *mgr. of prom. and publicity*
Lorraine Duchene, *continuity acceptance editor*
Vincent Francis, *Western Div. sls. mgr.—tv network*
Allan W. Gilman, *asst. sls. mgr.—KGO & KGO-TV*
Harry Jacobs, *ch. eng. & building maintenance manager*
Edith Kirby, *traffic mgr.*
Robert Mitchell, *film editor*
Victor Reed, *mgr. of news & special events*
Jeanne Rieman, *sls. service manager*
David Sacks, *sls. mgr, KGO & KGO-TV*
Henry Saroyan, *controller & purchasing agent*
Edward Smith, *prod. manager*

Note: Above San Francisco personnel handle both radio and television.

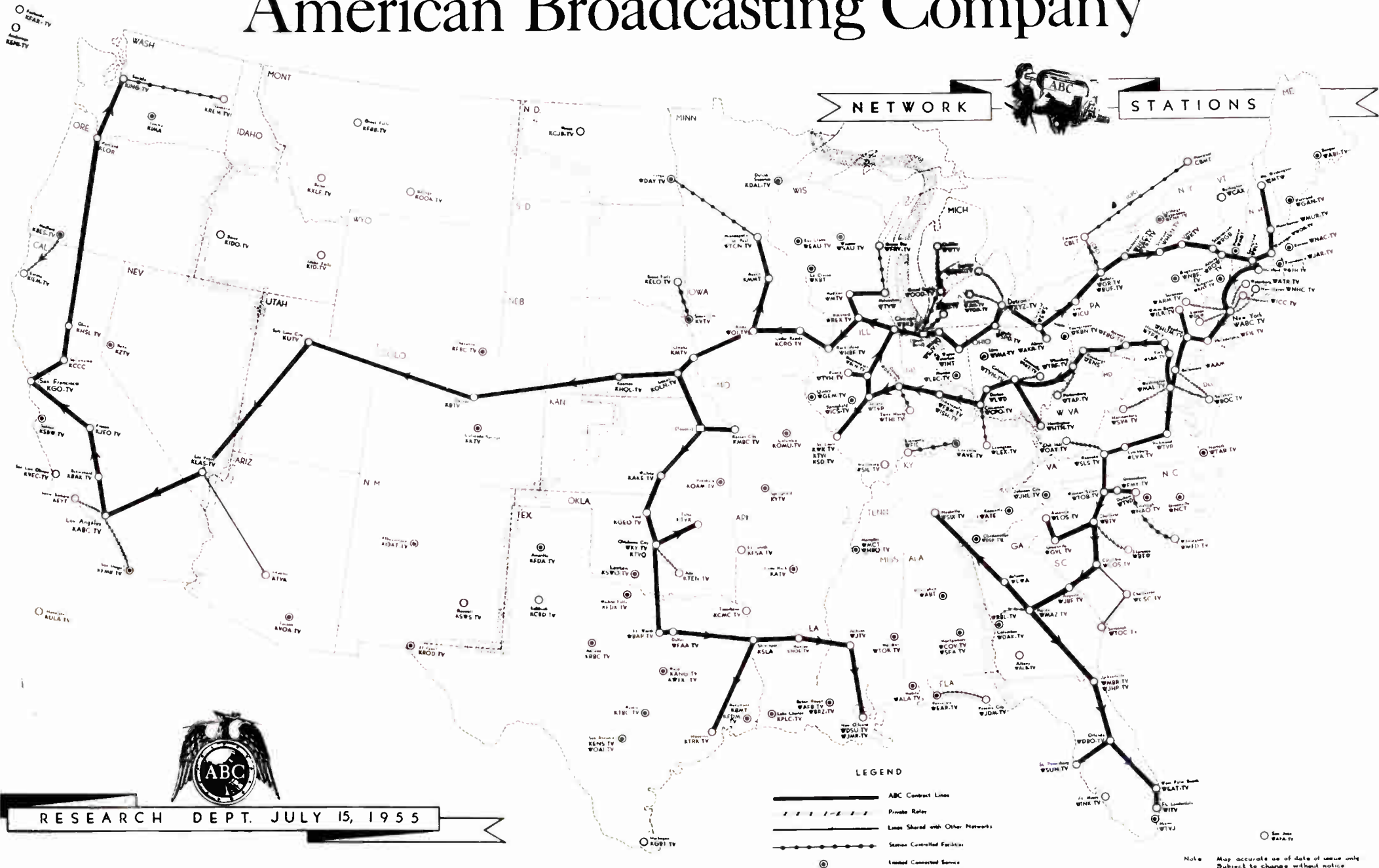
WABC-TV NEW YORK
7 W. 66th St.
New York 23

Theodore I. Oberfelder, *vp & gen. mgr. of WABC-TV*
G. Edward Hamilton, *ch. engi.*
Gordon Kunz, *prod. mgr. of WABC-TV*
Thomas J. Martinez, *treas. of WABC-TV*
Daniel Norton, *natl. spot sales mgr.*
George C. Rice, *film dir. of WABC-TV*
Lawrence Wynn, *coml. mgr. of WABC-TV*

WASHINGTON
1735 DeSalle St., N.W.
Washington, D. C.

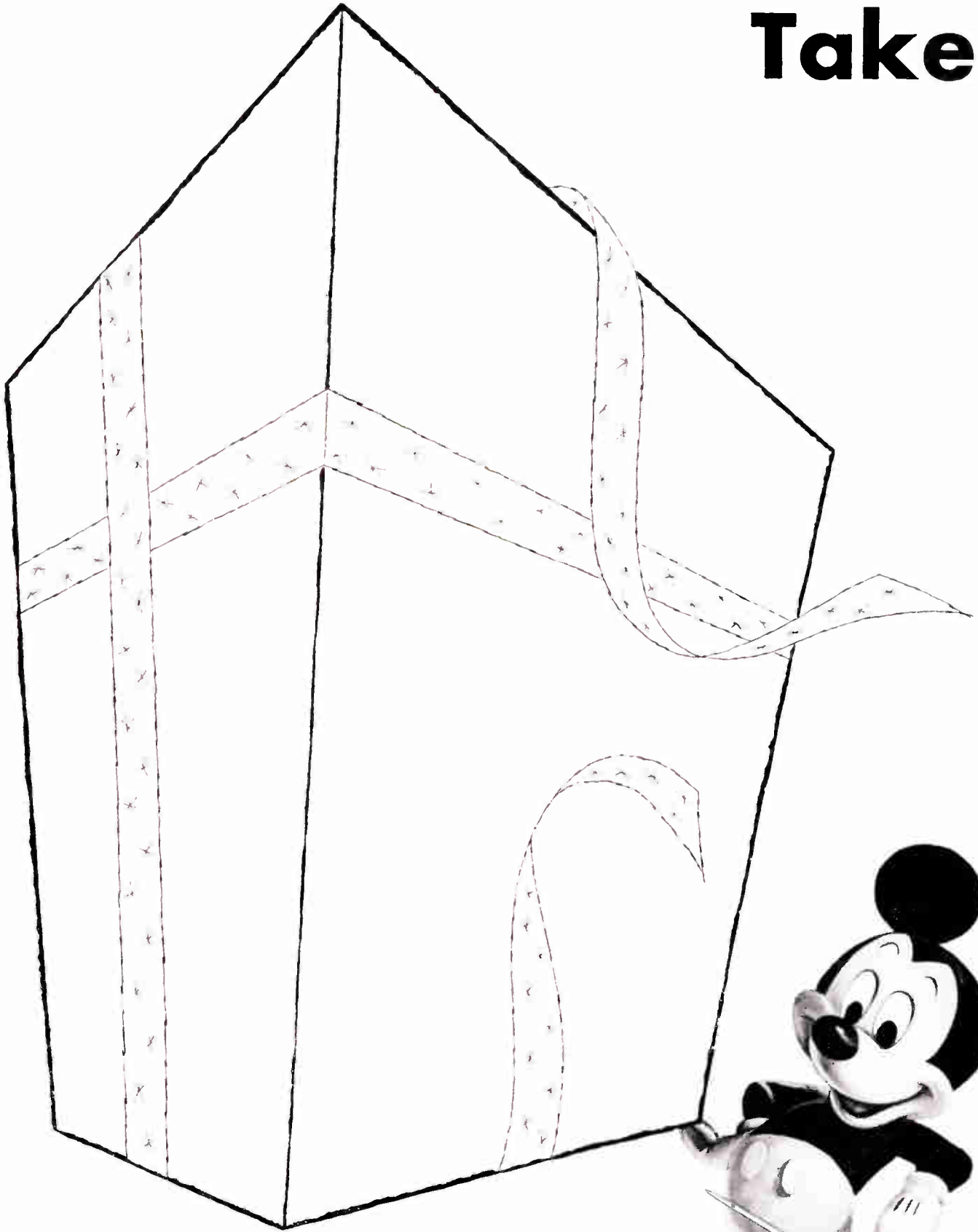
Robert H. Hinckley, *vp in charge of Washington office*

American Broadcasting Company



RESEARCH DEPT. JULY 15, 1955

Take a



© WDP

peek at our fall "package"!

In less than 60 days, we start opening our fall "package" of new shows and new talent. It will include such major entries as THE MICKEY MOUSE CLUB, WARNER BROS. PRESENTS, WYATT EARP, M-G-M PARADE, DU PONT CAVALCADE THEATRE and Bishop Sheen's famous LIFE IS WORTH LIVING . . . a pretty impressive list.

Add all this to our solid foundation of already successful properties (like Danny Thomas, RIN-TIN-TIN and DISNEYLAND), the outstanding shows that have switched to ABC (VOICE OF FIRESTONE and WEDNESDAY NIGHT FIGHTS), and you see we'll be offering the strongest program line-up in our history.

Strongest sponsor line-up, too. Since January, we've signed a record \$58 million in new business and renewals with blue-chip advertisers and agencies.

We're unwrapping an exciting season . . . the most exciting season of our most exciting year!

You'll be glad you turned to **ABC**
TELEVISION NETWORK

CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.

Production Center, 524 W. 57th St., New York 19, N. Y. Telephone: Judson 6-6000
485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

For Executives of Parent Company, Columbia Broadcasting System Inc., See Page 46
Number of Stations Affiliated with CBS-TV as of June, 1955: 209

OFFICERS

J. L. Van Volkenburg, *pres.*
Edward L. Saxe, *vp. & asst. to pres.*
William H. Hylan, *vp. in charge network sls.*
Hubbell Robinson Jr., *vp. in charge network progs.*
Harry G. Ommerle, *vp. in charge network programs, New York*
Alfred J. Scalpone, *vp. in charge network programs, Hollywood*
H. Leslie Atlass, *vp. in charge Central Div.*
Frank B. Falknor, *vp. in charge of ops.*
Merle S. Jones, *vp. in charge CBS owned television sta. & gen. services*
W. Spencer Harrison, *vp. in charge legal & bus. affairs*
Herbert V. Akerberg, *vp. in charge sta. relations*
William B. Lodge, *vp. in charge engineering*
Leslie Harris, *vp. & gen. mgr., CBS Television Film Sales Inc.*
Howard S. Meighan, *vp. in charge, CBS-TV, Western Div.*
William J. Flynn, *comp.*

NETWORK SALES

William H. Hylan, *vp. in charge network sls.*
Thomas H. Dawson, *gen. mgr. network sls.*
George E. Klayer, *Eastern sls. mgr.*
Sam Maxwell, *Chicago sls. mgr.*
Frank Samuels, *Pacific sls. mgr.*
Charles R. Sterritt, *Detroit sls. mgr.*
William J. Fagan, *bus. mgr.*
T. D. Connolly, *prog. sls. mgr.*
Edward F. Lethen Jr., *dir. network sls. development.*
Robert F. Jamieson, *sls. service mgr.*
George A. Kolpin, *contract mgr.*
James C. Shattuck, *sls. mgr., color*
Terrence McGuirk, *sls. mgr. extended market plan*

PROGRAMS

Hubbell Robinson Jr., *vp. in charge network progs.*
Harry G. Ommerle, *vp. in charge network programs, New York*
Alfred J. Scalpone, *vp. in charge network programs, Hollywood*
Lester Gottlieb, *dir. network daytime programming*
William Dozier, *dir. tv network programs, Hollywood*
Louis Stone, *mgr. of prog. budget*
Gilbert A. Ralston, *exec. producer, drama progs.*
Marlo Lewis, *exec. producer, music & variety progs.*
Ben Feiner, Jr., *gen. prog. exec., Hollywood*
Nat Perrin, *exec. producer, Hollywood*
Robert Dale Martin, *talent & casting dir., New York*
Milo Frank, *talent & casting dir., Hollywood*
Richard Lewine, *exec. producer, color*
E. Carlton Winckler, *prod. mgr.*
Charles Holden, *prod. mgr., Hollywood*
Don Moore, *mgr., story and script dept.*
John Hundley, *mgr., prog. service*

OPERATIONS

Frank B. Falknor, *vp. in charge ops.*
Henry Grossman, *dir. of ops.*
R. G. Thompson, *dir. of tech. ops.*
H. C. Meier, *mgr. network ops.*
H. Grant Theis, *dir. tv operations, Hollywood*
Gordon Shadwick, *acting mgr. film services ops.*
Walter R. Pierson, *mgr. of prod. ops.*
Gilbert DeStefano, *mgr. of lighting*
Anthony Boschetti, *mgr. of procurement*
Herbert O. Phillips, *art dir. scenery design*
Georg Olden, *mgr., graphic arts*
George Lehmann, *mgr. scenery construction*
C. H. Rylander, *mgr. special effects*
Albert J. Raymond, *mgr. theaters and stage ops.*
Paul Wittlig, *mgr. new effects development*
Orville Sather, *mgr. tech. ops.*
Lawrence B. Gumbinner, *traffic mgh.*

STATION RELATIONS

Herbert V. Akerberg, *vp. in charge sta. rels.*
Edward P. Shurick, *natl. dir. sta. rel.*
Robert Wood, *asst. dir. sta. rels.*
Bert Lown, *western mgr.*
Ed Scovill, *midwest mgr.*
David R. Williams, *eastern mgr.*

ADVERTISING & SALES PROMOTION

William Golden, *creative dir.*
John P. Cowden, *opers. dir.*
Robert Strunsky, *copy ch.*
Alex Kennedy, *dir. of prog. prom.*
George Bristol, *dir. of sls. presentations*
Thomas Means, *dir. CBS-owned television stas. prom. service*
Edward Side, *prod. mgr.*

PUBLIC RELATIONS

Charles J. Oppenheim, *dir. information services*
Michael J. Foster, *mgr. press rels.*
Arthur Perles, *asst. to dir.*
James J. Kane, *dir. press info., Hollywood*
Hank Warner, *mgr. of ops.*
Jack Goldstein, *mgr. of exploitation*
Dorothy Leffler, *mgr. magazine div.*
Robert F. Blake, *mgr. special projects*
Beryl Reubens, *trade pub. mgr.*

RESEARCH

Oscar Katz, *dir.*
Leonard DeNooyer, *mgr. of coverage*
Rose Marie O'Reilly, *mgr. of ratings*
Tore Hallonquist, *dir. prog. analysis*
Jay Eliasberg, *research projects sup.*

ENGINEERING

William B. Lodge, *vp. in charge eng.*
A. B. Chamberlain, *ch. eng.*
H. A. Chinn, *ch. audio-video eng.*
J. D. Parker, *ch. radio eng.*

EDITING

Herbert A. Carlborg, *dir.*

BUSINESS AFFAIRS

W. Spencer Harrison, *vp. in charge legal & bus. affairs*
Merritt H. Coleman, *dir. bus. affairs*
Philip Feldman, *dir. bus. affairs, Hollywood*

ACCOUNTING

Norman C. Hadley, *dir. accounting*

NETWORK SERVICES, HOLLYWOOD

Lester H. Bowman, *dir. tech. ops., Hollywood*
James Melick, *dir. of budgeting, bus. ops., Hollywood*

CBS INC., DEPARTMENTS NEWS & PUBLIC AFFAIRS

Sig Mickelson, *vp. in charge news & pub. affairs*
Theodore F. Koop, *dir. news & pub. affairs, Washington, D. C.*
John F. Day, *dir. of news*
Irving Gitlin, *dir. pub. affairs*
Elmer Lower, *dir. of special projects*
Howard Kany, *mgr. of newsfilm*
Jack Bush, *mgr. of film prod.*
Robert Hess, *mgr. motion picture photography*
James Burke, *assignment editor for tv news*
David Zellmer, *exec. prod. of tv news*
John Derr, *dir. of sports*
Helen Sioussat, *dir. of talks*
James Connors, *budget control officer*

CONSTRUCTION & BUILDING OPERATIONS

Louis R. La Porte, *gen. mgr.*
H. W. Van Wagenen, *mgr. construction ops.*
James Swenson, *mgr. bldg. ops.*
Jack Page, *mgr. off. admin. & bldg. services for construction & bldg. operations*

REAL ESTATE

Milton Maier, *gen. mgr.*

GENERAL PURCHASING

John E. Forsander, *dir. of purchases*
Edward Drewes, *purchasing agent*

OFFICE SERVICES

A. H. Bryant, *mgr.*
Laurette Banks, *sup. ticket bureau*

PERSONNEL RELATIONS

Rober Kalaidjian, *dir.*
Charles Burt, *personnel administrator*
Dr. Jack Nelson, *dir. of medical off.*
John Anderson, *personnel & labor research mgr.*
Richard Stanley, *employment mgr.*

PHOTOGRAPHY

Walter I. Seigal, *mgr.*

REFERENCE

William C. Ackerman, *dir.*
May Dowell, *mgr. gen. info.*

CBS TELEVISION SPOT SALES

Clark B. George, *gen. sls. mgr.*
Ben Margolis, *bus. mgr.*
Al DiGiovanni, *research mgr.*
John Donald Foley, *dir. of sls. prom.*
Tom W. Judge, *midwestern sls. mgr.*
John A. Schneider, *eastern sls. mgr.*
Edward Larkin, *Los Angeles sls. mgr.*
John White, *San Francisco sls. mgr.*
Richard Loftus, *Detroit sls. mgr.*
H. H. Holtshouser, *Atlanta sls. mgr.*

CBS TELEVISION FILM SALES INC.

Leslie Harris, *vp. & gen. mgr.*
Wilbur S. Edwards, *gen. sls. mgr.*
Fred Mahlstedt, *dir. of ops.*
Eugene Moss, *sls. prom. mgr.*
Walter Scanlon, *merc. mgr.*

CBS OWNED TELEVISION STATIONS

Craig Lawrence, *dir. of sta. admin.*

WCBS-TV, 485 Madison Ave., New York 22, N. Y.

Sam Cook Digges, *gen. mgr.*
Clarence Worden, *asst. to gen. mgr.*
Frank Shakespeare Jr., *sls. mgr.*
Hal Hough, *prog. dir.*
Robert Patt, *mgr.*
William C. Lacey, *film mgr.*
Robert Fuller, *publicity dir.*

KNXT, 1313 N. Vine St., Los Angeles 28, Calif.

James T. Aubrey Jr., *gen. mgr.*
Robert D. Wood, *sls. mgr.*
Donald M. Hine, *prog. dir.*
Dean Linger, *dir. sls. prom. & publicity*
Donald R. Rosenquest, *mgr., operations and traffic*
George Moskovics, *mgr., television development*

WBBM-TV, 410 N. Michigan Ave., Chicago, Ill.

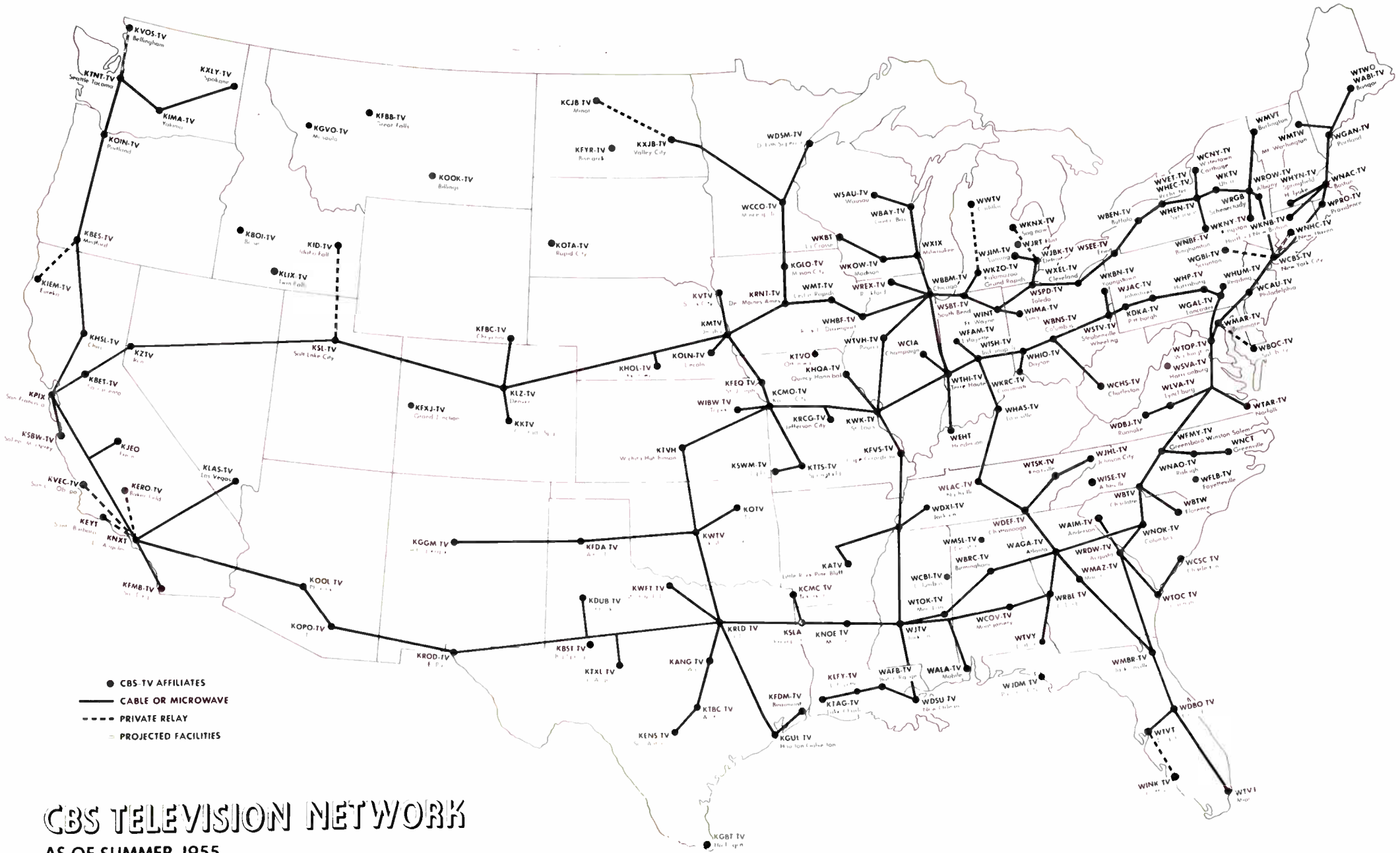
H. Leslie Atlass, *vp. Central Div.*
George J. Arkedis, *sls. mgr.*
Eugene McClure, *sls. traffic mgr.*
C. W. Doebler, *exec. asst.*
William Ryan, *prog. dir.*
Les Weinrott, *exec. producer*
Al Pierce, *mgr. of tech. ops.*

WXIX, 5445 N. 27th St., Milwaukee, Wisc.

Edmund C. Bunker, *gen. mgr.*
Leon Drew, *prog. dir.*
Theodore F. Shaker, *sls. mgr.*
John L. Viemeister, *bus. mgr.*
Arthur F. Schoenfuss, *dir. of ops.*
By Colvig, *prom.-publicity dir.*
CBS OWNED TELEVISION STATIONS—WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago and WXIX Milwaukee. All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales.

CBS TELEVISION NETWORK RATES

	Gross Class "A" Time Charges As of Aug. 7, 1955		
	1 Hour	½ Hour	¼ Hour
Basic Network (50 stations)	\$61,575	\$36,945	\$24,630
Full U.S. Network (159 stations)	96,930	58,158	38,772
Full U. S. Inter-connected Network (152 stations)	95,830	57,498	38,332



CBS TELEVISION NETWORK

AS OF SUMMER, 1955

CBS TELEVISION RESEARCH DEPARTMENT

YOU* SHOULD BE USING THE ELECTRONICAM

**DU MONT'S REVOLUTIONARY NEW SYSTEM
FOR PRODUCING *FILM* BY *LIVE* TELEVISION TECHNIQUES**

- swift, easy production
- top-quality black and white or color film!
- a complete show in minutes
- the sparkle of live TV—on film!
- full re-run rights
- prices far below conventional film costs

Major advertisers, agencies, packagers and performers are already using the amazing ELECTRONICAM, recommending it to others.

**THE NEXT TIME YOU PLAN
A TELEVISION SHOW, MOTION PICTURE,
COMMERCIAL SERIES, PRESENTATION, OR AUDITION,
USE THE ELECTRONICAM
TO ADD IMPACT AND SUBTRACT COST.**

See the Du Mont ELECTRONICAM...
a new dimension in television and films.

*** NOW
AVAILABLE
FOR**

- * Advertisers
- * Agencies
- * Television Producers
- * Motion Picture Producers
- * Industrial Film Makers
- * Educators
- * Government Agencies



DU MONT®

THE DU MONT TELEVISION NETWORK • 515 MADISON AVENUE, NEW YORK

DuMONT TELEVISION NETWORK
A DIVISION OF
ALLEN B. DuMONT LABORATORIES

DuMont Telecenter, 205 E. 67th St., New York
 22, N. Y., Lehigh 5-1000
 Adelphi Theatre, 54th Street at Seventh
 Avenue, New York

*(Separation of Allen B. DuMont Labs and
 DuMont Broadcasting Co. is awaiting approval
 by stockholders.)*

DuMONT BROADCASTING DIVISION

Ted Bergmann, dir. of bcstg.
 Ted Cott, gen. mgr., owned and operated stations
 John H. Bachem, gen. mgr., DuMont Television
 Network-Electronicam Production Services
 Gerald Lyons, dir. of publicity and pub. rel.
 Joseph W. Hess, controller
 Paul G. O'Friel, dir. of labor rel.
 Richard L. Geismar, admin. asst. to the dir.

**DuMONT TELEVISION NETWORK—
 ELECTRONICAM PRODUCTION SERVICES**

Ted Bergmann, managing dir.
 John H. Bachem, gen. mgr.
 William Koblenzer, mgr., network sls.
 Gerald Lyons, dir. of publicity and pub. rel.
 Robert L. Coe, dir. of sta. rel.
 A. L. Hollander Jr., dir. of oprs.
 James M. Dolan, dir. of sports
 Werner Michel, exec. producer
 Shirley Stone Godley, mgr., pro., adv. and merch.
 dept.
 Roy H. Sharp, mgr., network traffic dept.
 Morris A. Mayers, gen. mgr., closed circuit opera-
 tions

NETWORK SALES

William Koblenzer, sls. mgr.
 E. J. Rosenberg, mgr. of sls. development
 Harry Pertka, account exec.

ELECTRONICAM PRODUCTION DEPARTMENT

Werner Michel, dir.
 James Graham, bus. mgr.
 Don-Marc Trevor, mgr. of Electronicam ops.
 Douglas Downs, dir. of photography

OPERATIONS DEPARTMENT

A. L. Hollander, dir. of ops.
 William C. Seaman, prod. ops. mgr.
 Edwin L. Lieberthal, broadcast ops. mgr.

STATION RELATIONS

Robert L. Coe, dir. of sta. rel.
 Roy H. Sharp, mgr. traffic dept.
 Carmine Patti, asst. mgr., traffic dept.

ENGINEERING DEPARTMENT

Harry C. Milholland, mgr. of tech. ops.
 Eric Herud, asst. mgr. tech. ops.
 Robert I. Brown, staff eng.
 Arthur W. Deneke, bldg. facilities eng.
 John Auld, staff eng.
 Ed Tobes, bus. mgr.
 Malcolm W. Burleson, ch. eng.—WTTG

SPORTS

James M. Dolan, dir. of sports

ACCOUNTING

Joseph Hess, controller, bcstg. div.
 Willoughby Walsh, Purchasing agent

PUBLIC RELATIONS AND PUBLICITY

Gerald Lyons, dir. of pub. rel. and publicity

ADVERTISING AND PROMOTION

Shirley S. Godley, mgr., adv., sls. and prog. prom.
 Herman Edel, asst. mgr., adv., sls. and prog. prom.

OWNED AND OPERATED STATIONS DIVISION

Ted Cott, gen. mgr.

WABD NEW YORK

George L. BarenBregge, sta. mgr.
 Burt Lambert, sup. of sls., owned and operated
 stations
 David Lowe, dir. of progs.
 Gerald Lyons, dir. of pub. rels. and publicity
 Shirley Godley, dir. of adv. and prom.
 Bennet Korn, gen. sls., exec.
 William Walters, Lawrence Buck, Perry Frank and
 Maxine Cooper, sls. account execs.
 Lewis E. Arnold Jr., prod. sup.
 Don Russell, ch. announcer.
 Elizabeth Mears and Joan Thompson, continuity and
 pub. service
 Wes Kenney, Arnee Nocks, Richard Sandwick, Pat
 Fay and Barry Shear, dirs.
 Merle Bredwell, Al Kassel, Steve Otis, Jim Saunders,
 Joel Weisman, assoc. dir.
 Frank Cronican and Frank Maguire, prog. assts.
 Dominick Celentano, sup. of music clearance and
 library
 Frank Savage and William Kobin, news editors and
 writers.

WTTG—WASHINGTON, D. C.

Leslie G. Arries Jr., sta. mgr.
 F. V. Guidice, prog. mgr.
 M. M. Burleson, ch. engr.
 Richard Stakes, office mgr.
 Matthew Warren, dir. of news
 Weston J. Harris, dir. of special events
 Madeline Kulp, traffic mgr.

DuMONT TV NETWORK RATES

	Gross Class "A" Time Charges as of July 1, 1955		
	1 Hour	½ Hour	¼ Hour
Interconnected Sta- tions			
145 stations	\$82,290	\$49,374	\$32,916
Non-Interconnected Stations			
13 stations	2,025	1,215	810
Totals, 158 stations	\$84,315	\$50,589	\$33,726

from

SUPERIOR DESIGN

stems

GREATER STRENGTH

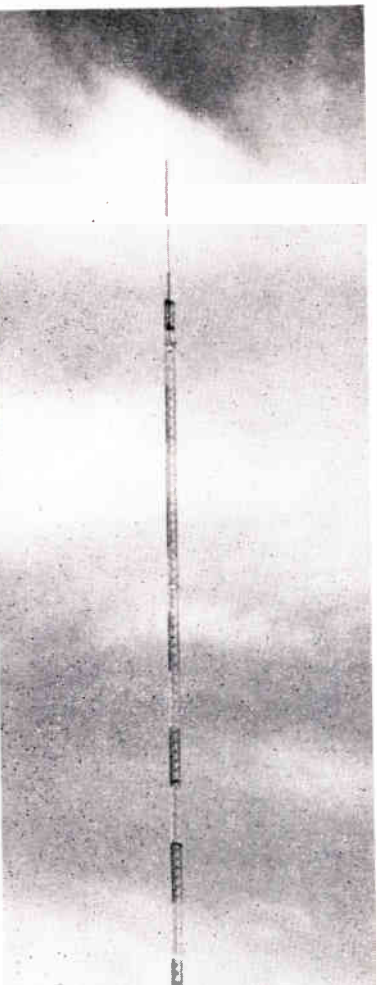
EMSCO TV "Towers of Strength" have the advanced design and superior structural features that provide greater strength... greater value. Each EMSco tower is engineered to meet specific requirements of height, weight loads, and weather conditions.

EMSCO towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight... a relative increase in strength... a reduction in foundation costs.

Rigid RETMA or AISC standards are met. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs... insures long structural life.

For guyed or self-supporting towers unequalled for safety... structural rigidity... and economy, specify EMSco. Prompt delivery assured.

*Patent Pending



EMSCO guyed TV Tower over 1000 ft. in height, Great Bend, Kansas

E-216-55

DU MONT TELEVISION NETWORK

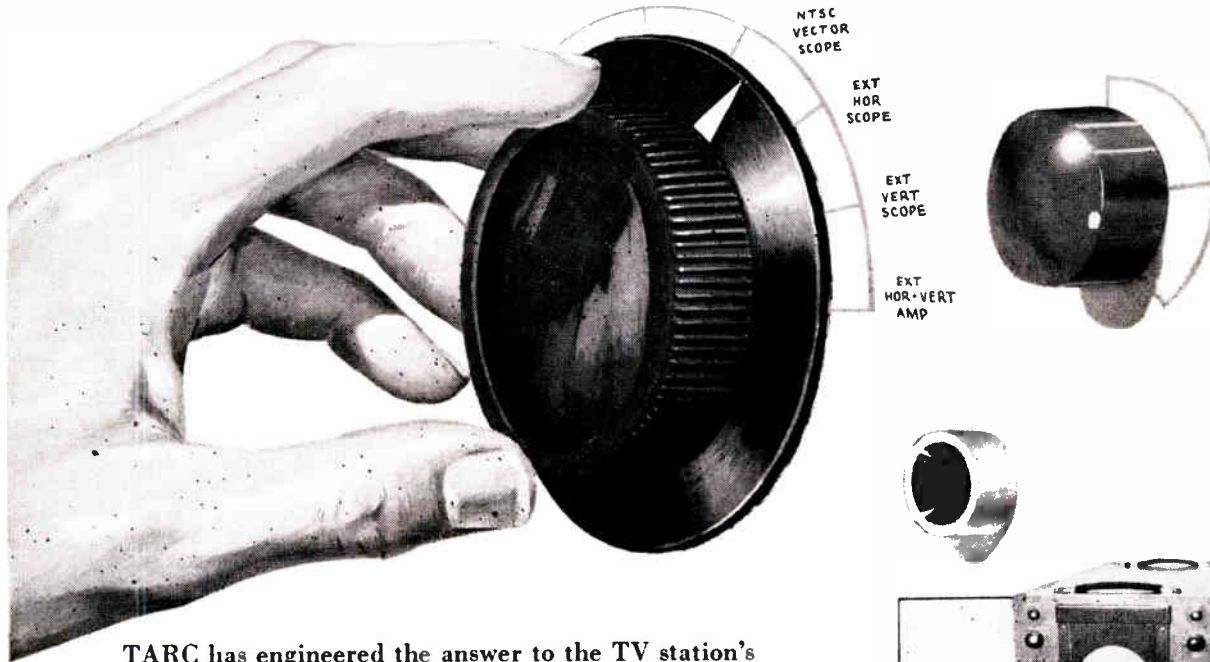
1955



STATION STATUS

- OWNED & OPERATED & POINT OF ORIGIN
- INTERCONNECTED STATIONS
- ▼ NON-INTERCONNECTED

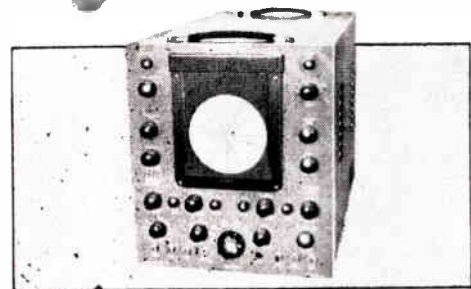
TARC puts you into color TV at the turn of a switch!



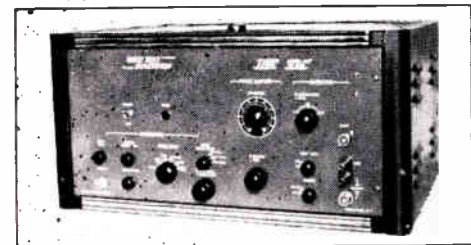
TARC has engineered the answer to the TV station's Number One question: *when will color come?* Drawing on years of specialized experience in designing multi-function video circuitry, TARC has developed a series of TV test and control instruments that handle BOTH color AND monochrome at the turn of a dial. The remarkable thing about these compact units is that the two-way versatility has been accomplished with performance quality comparable to anything now available in single-purpose monochrome instruments. This is a sampling of TARC's wide range of video equipment:

*Colorscope color signal analyzer . . . Video test generator . . .
Systems test generator . . . Frequency burst generator . . .
Blank sync mixer . . . Window generator . . . Envelope curve
tracer . . . Color and dichroic monitors . . . Video amplifier . . .
Stabilizing amplifier . . . Gamma amplifier . . . Distribution
amplifier . . . Picture generator . . . Step and R. F. envelope
generator . . . Synchronizing generator . . . Dot grating generator . . .
and a comprehensive list* of test, monitoring and distribution
instruments.*

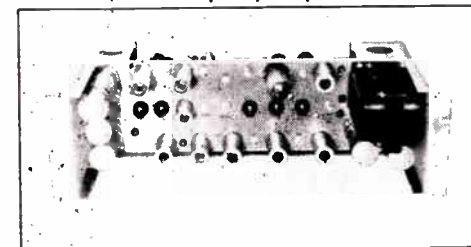
*Write for complete descriptive listing of Tarc video equipment for color and monochrome.



COLORSCOPE—color and b-w signal analyzer and NTSC vectorscope, provides 10 successive video tests.



VIDEO TEST GENERATOR—evaluates differential phase and gain, high frequency transients, low frequency response.



STABILIZING AMPLIFIER—mixes sync and video, clamps video, clips-strips-reinserts sync.



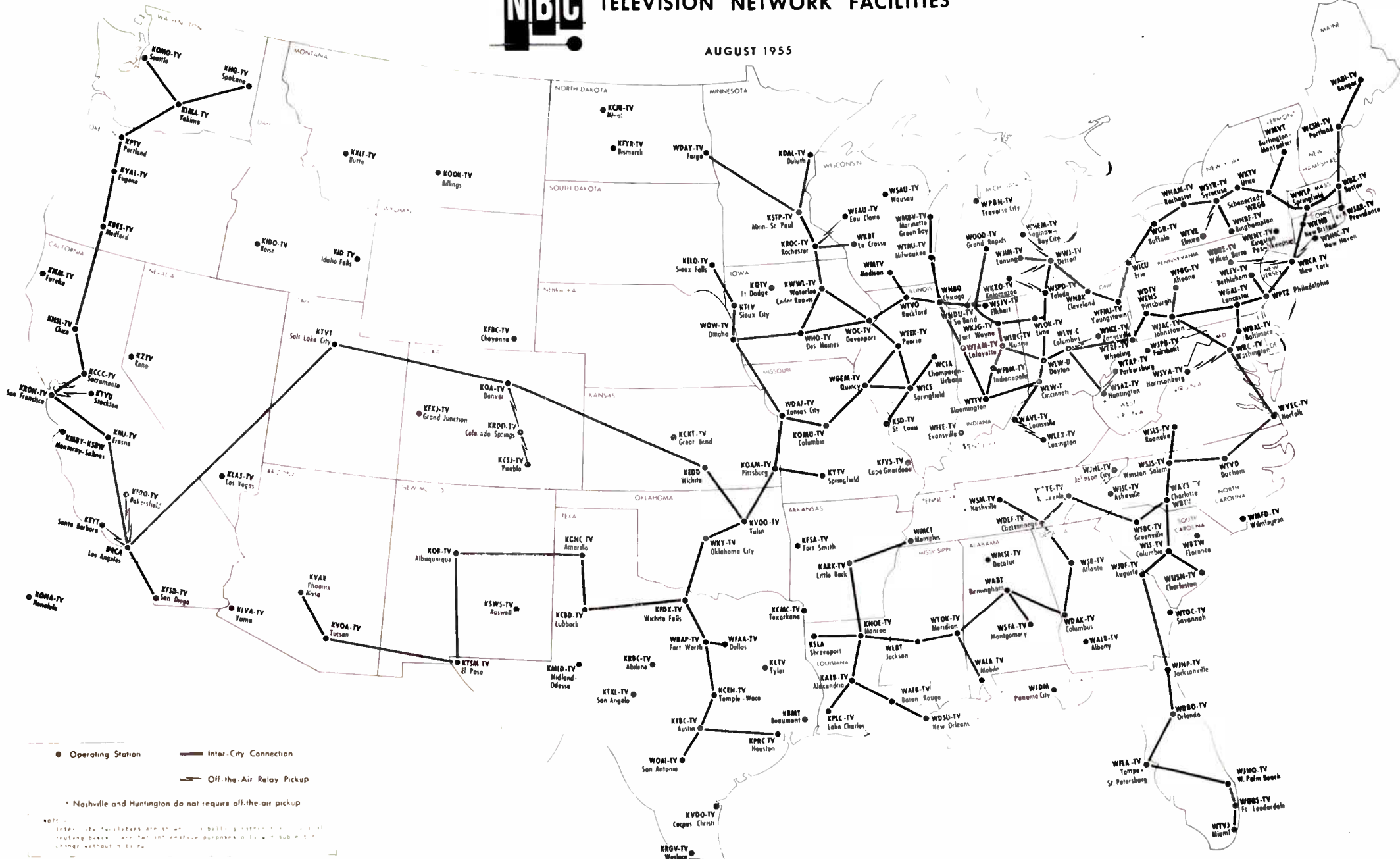
TARC ELECTRONICS, INC.

39 Urban Avenue • Westbury, L. I., New York.



TELEVISION NETWORK FACILITIES

AUGUST 1955



RESEARCH AND PLANNING DEPT.

Building Excitement

Late in the 1954-1955 season, Jack Gould of the New York Times wrote: "During the last season . . . NBC has had a virtual monopoly on TV excitement."

And this excitement built new and bigger audiences. Nielsen figures show that the average rating of the first 28 Spectaculars was 40.0. These 90-minute color extravaganzas reached an average of almost 12,000,000 homes, and became the season's most talked-of programs.

For 1955-1956, the excitement builds still higher. Seventy-five large-scale color Spectaculars, musicals,



plays, full-length new movies and special program events highlight a new year of excitement. Daytime, too, goes spectacular. Every weekday afternoon, NBC Television presents MATINEE — a live full-hour nighttime-quality dramatic show in both black-and-white and RCA compatible color — giving daytime TV a new importance to both viewers and advertisers.

There's a big year behind NBC, and a big year ahead.

Exciting things are happening on



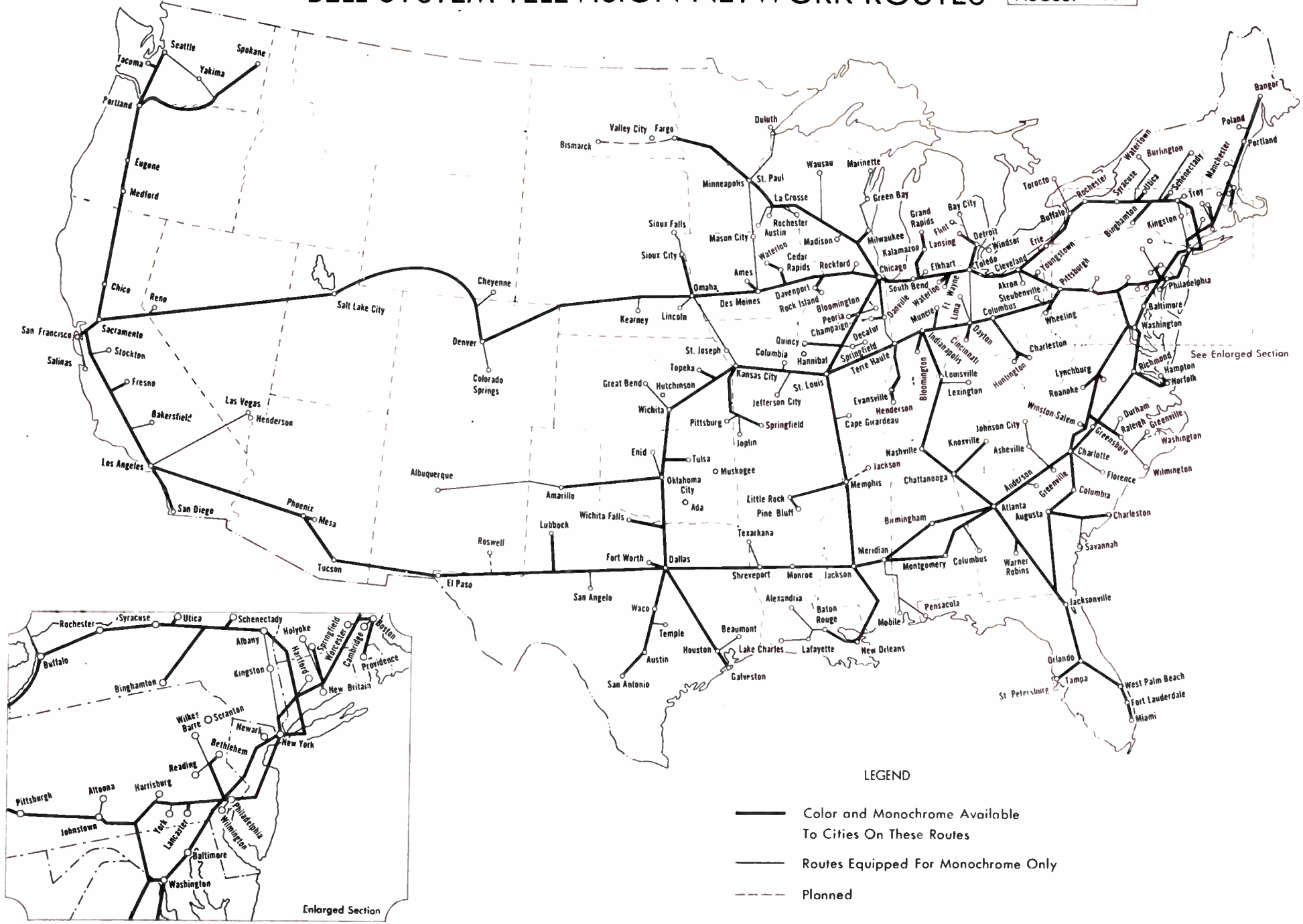
Television Network

a service of  *The accuracy of the above data verified by A. C. Nielsen Company*



BELL SYSTEM TELEVISION NETWORK ROUTES

AUGUST 1955



- LEGEND
- Color and Monochrome Available To Cities On These Routes
 - - - Routes Equipped For Monochrome Only
 - · · Planned

Burr Tillstrom's

KUKLA,
FRAN
and OLLIE
with Fran
Allison



BEGINNING THE NINTH YEAR

Presented through
the courtesy of
The GORDON BAKING
COMPANY, Bakers of
SILVERCUP—the world's
finest bread. New York, Chicago,
Detroit, Elkhart - South Bend.

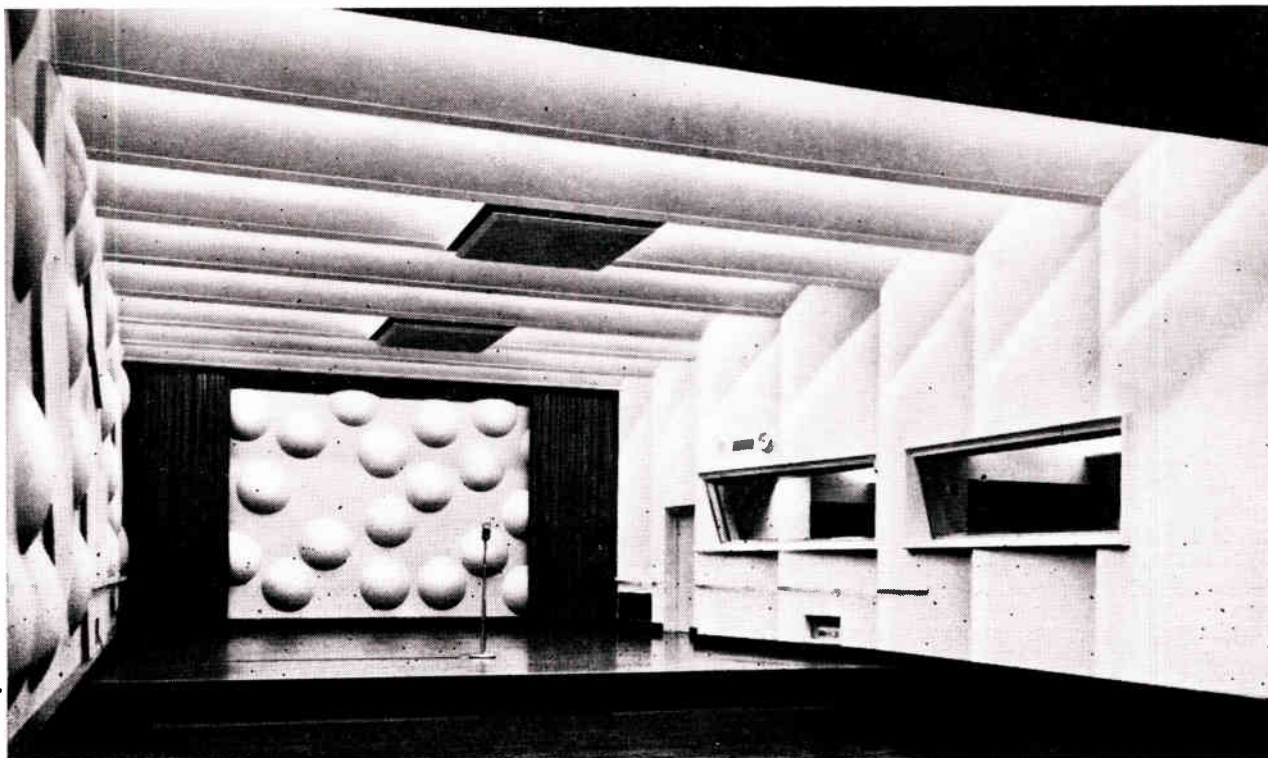
Seen coast to coast
Monday through Friday,
7:00 pm EDST on ABC

AN ABC CO-OP PROGRAM



- ✦ Produced by Beulah Zachary
- ✦ Directed by Lewis Gomavitz
- ✦ Assistant to Burr Tillstrom, Joseph Lockwood
- ✦ Music by Carolyn Gilbert

Through 40 years of leadership in sound control



Johns-Manville acoustical materials and the J-M sound isolation principle combine to provide maximum fidelity in this broadcasting studio

Johns-Manville can effectively serve you in solving your acoustical problems

ARCHITECTS, Engineers and Acoustical Consultants look to Johns-Manville, the pioneer in sound control, for reliable technical assistance . . . and depend on J-M acoustical materials, installed under responsible J-M supervision, for maximum acoustical efficiency and service.

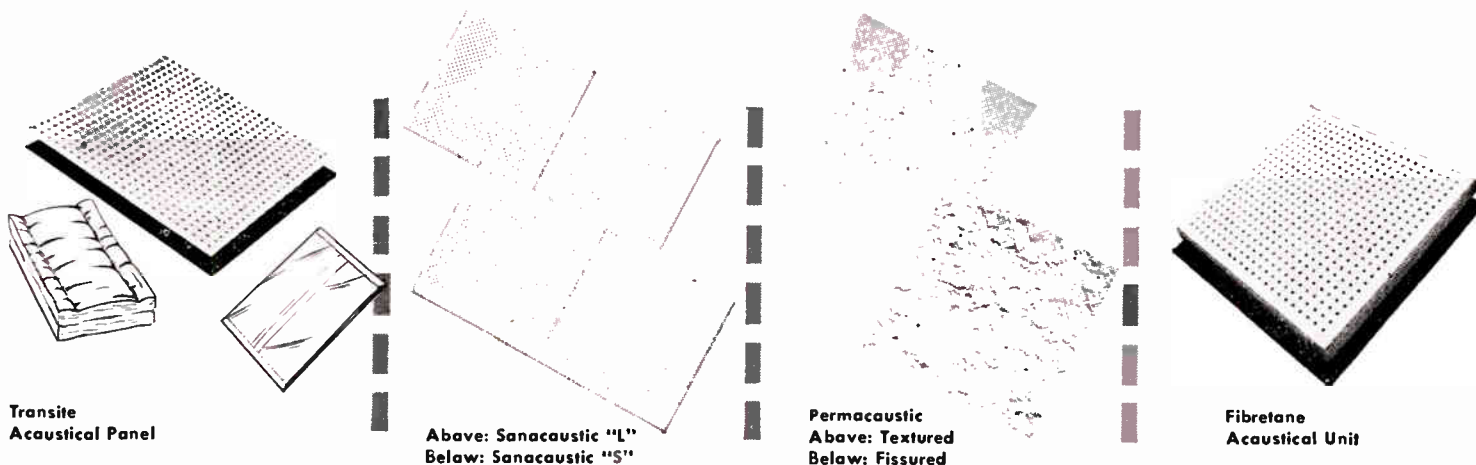
Among the materials developed by Johns-Manville are Transite* a perforated asbestos-cement fac-

ing backed with a sound-absorbing element for commercial installations, or a special sound-absorbing element for use in broadcasting and television studios; Sanacoustic*, a demountable, perforated metal unit backed with a non-combustible sound-absorbing element; Permacoustic*, a textured noncombustible unit that combines unusual beauty with high acoustical efficiency; and Fibre-

tone*, a low-cost drilled fibreboard which is available with a flame-resistant finish.

Johns-Manville acoustical engineers and technical resources are available to help you solve any sound control problem.

For complete information write to Johns-Manville, Box 158, New York 16, N. Y. In Canada, write 565 Lakeshore Road East, Port Credit, Ontario. *Reg. U.S. Pat. Off.



Transite
Acoustical Panel

Above: Sanacoustic "L"
Below: Sanacoustic "S"

Permacoustic
Above: Textured
Below: Fissured

Fibretane
Acoustical Unit



Johns-Manville

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Editor's Note: Reproduced here is a directory of television station representatives. The listing of a firm does not necessarily mean that it presently is handling television station representation. Where a firm actually is the designated representative of a television station or stations, the listings so indicate.)

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: State 2-0460. Gen. Mgr.: Joseph Kapps.
(Stations represented not reported.)

ALASKA RADIO-TV SALES CORP.

New York—370 Lexington Ave. Tel.: Murray Hill 5-1300. Network Sales Mgr.: Charles E. Soden; Spot Sales Mgr.: Ray V. Smith.
Seattle 1—Securities Bldg. Tel.: Seneca 6333.
Los Angeles 5—2978 Wilshire Bldg. Tel.: Dunkirk 8-4151.
San Francisco 4—Mills Bldg. Tel.: Garfield 1-7950.

Represents:
KTVA (TV) Anchorage KTVF (TV) Fairbanks

AMERICAN SALES AND SERVICING AGENCY

New York 17—370 Lexington Ave. Tel.: Murray Hill 2-0810. Pres.: Guy Bolam.

TELELUXEMBOURG AVERY-KNODEL INC.

New York 19—720 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-2053. Mgr.: David B. Meblin.
Los Angeles 48—6363 Wilshire Blvd. Tel.: Webster 3-9583. Mgr.: Murray Grabhorn.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1—1915 Elm St. Tel.: Sterling 5239. Mgr.: Clyde B. Meville.

Represents:

KHSL-TV Chico, Calif.	WGAN-TV Portland, Me.
KDAL-TV Duluth-Superior	KCSJ-TV Pueblo, Colo.
WSEE (TV) Erie, Pa.	WGEM-TV Quincy, Ill.
WVEC-TV Hampton-Norfolk, Va.	WNAO-TV Raleigh-Durham, N. C.
WABD (TV) New York	WSLS-TV Roanoke, Va.
KWTW (TV) Oklahoma City	WHBF-TV Rock Island-Davenport, Ill.
WKZO-TV Kalamazoo-Grand Rapids	WTOC-TV Savannah, Ga.
WATE-TV Knoxville, Tenn.	KXLY-TV Spokane, Wash.
KOLN-TV Lincoln, Neb.	WSTV-TV Steubenville, Ohio-Wheeling, W. Va.
KDUB-TV Lubbock, Tex.	WTVT (TV) Tampa-St. Petersburg, Fla.
WMAZ-TV Macon, Ga.	WILK-TV Wilkes-Barre-Scranton, Pa.
KTVX (TV) Muskogee-Tulsa, Okla.	WVEC-TV Hampton-Norfolk, Va.
KATV (TV) Pine Bluff-Little Rock-Hot Springs, Ark.	

JAMES S. AYERS CO.

Atlanta 3—Glenn Bldg. Tel.: Alpine 3080. Owner: James S. Ayers.

Represents Southeastern States for:

WALB-TV Albany, Ga.	WGVJ-TV Greenville, S. C.
WLOS-TV Asheville, N. C.	WJNO-TV Palm Beach, Fla.
WUSN-TV Charleston, S. C.	KCMC-TV Texarkana, Tex.
WNCT (TV) Greenville, N. C.	WTOB-TV Winston-Salem, N. C.

WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres.

(Stations represented not reported.)

WALTER BIDDICK CO.

Los Angeles 15—1151 S. Broadway. Tel.: Richmond 8-6184. Mgr.: Guy Biddick.

Represents:

WIBW-TV Topeka, Kan.

BLAIR-TV INC.

New York 17—150 E. 43d St. Tel.: Murray Hill 2-5644. Pres.: William H. Weldon; Sales Mgr.: Jack Denninger.
Chicago 11—520 N. Michigan Ave. Tel.: Superior 7-5580. Mgr.: John W. Davis.
Detroit 26—524 Book Bldg. Tel.: Woodward 1-6030. Mgr.: Gabe Dype.
St. Louis 1—Paul Brown Bldg. Tel.: Chestnut 1-5688. Mgr.: Richard Quigley.
San Francisco 4—Russ Bldg. Tel.: Yukon 2-7068. Mgr.: Lindsey H. Spight.
Los Angeles 28—3460 Wilshire. Tel.: Dunkirk 7-3811. Mgr.: Frank Moreland.
Dallas—Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Stephen Beard.
Jacksonville—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.
Boston—Statler Office Bldg. Tel.: Hubbard 2-3163. Mgr.: Bruce Pattysen.
Seattle—White-Henry-Stuart Bldg. Tel.: Elliott 6270-1. Mgr.: John Burr.

Represents:

KTTV (TV) Los Angeles	WTCN-TV Minneapolis, Minn.
WTVR (TV) Richmond, Va.	WABT (TV) Birmingham, Ala.
WDSU-TV New Orleans	WMIN-TV St. Paul, Minn.
WBKB (TV) Chicago	WDRO-TV Orlando, Fla.
WHBQ-TV Memphis	WPRO-TV Providence, R. I.
WGBI-TV Scranton	KOVR (TV) Stockton, Calif.
WOW-TV Omaha, Neb.	WFLA-TV Tampa, Fla.
KING-TV Seattle	KVOO-TV Tulsa, Okla.
WFIL-TV Philadelphia	
KTRK-TV Houston	
WBNS-TV Columbus, Ohio	
WXYZ-TV Detroit	

HASKELL BLOOMBERG

Lowell, Mass.—208 Fairmount St. Tel.: Glenview 5-5823. Gen. Mgr.: Haskell Bloomberg.
(Stations represented not reported.)

THE BOLLING CO. INC.

New York 17—247 Park Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 11—435 N. Michigan Ave. Tel.: Whitehall 3-2040. Mgr.: John D. Stebbins.
Los Angeles—204 S. Beverly Dr. Tel.: Bradshaw 2-0544. Mgr.: George W. Bolling III.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: John T. Coy.
Boston 16—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: Richard A. Keating.

Represents:

WROW-TV Albany, N. Y.	WKNB-TV Hartford, Conn.
WISE-TV Asheville, N. C.	WISH-TV Indianapolis
WNBF-TV Binghamton, N. Y.	WJMR-TV New Orleans
WHP-TV Harrisburg, Pa.	WQMC (TV) Charlotte
	WTVP (TV) Decatur, Ill.

KCKT (TV) Great Bend, Kan.	WHEC-TV, WVET-TV Rochester, N. Y.
WMTV (TV) Madison, Wis.	WTHI-TV Terre Haute, Ind.
WITV (TV) Miami, Fla.	

THE BRANHAM CO.

New York—99 Park Ave. Tel.: Murray Hill 2-4606. Mgr.: Joseph F. Timlin.
Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: Dudley Brewer.
Atlanta—Rhodes-Haverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—706 Chestnut St. Tel.: Chestnut 1-6192. Mgr.: John J. Schwarz.
Dallas—1005 Fidelity Union Life Bldg. Tel.: Sterling 5381. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte 2, N. C.—Liberty Life Bldg. Tel.: 2-8839. Mgr.: B. C. Finch.

New York
Chicago
Detroit
Dallas
Atlanta
Charlotte
St. Louis
Miami
Memphis
Los Angeles
San Francisco

representing
RADIO
representing
TELEVISION

BRANHAM

national
advertising
representatives . . .

with 11
offices from
coast to coast

Memphis—Sterick Bldg. Tel.: 8-2344. Mgr.: Sidney Nichols.
 San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzlaff, James M. Lowman.
 Los Angeles—6399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noyes.
Represents:
 KJEO-TV Fresno, Calif.
 WDEF-TV Chattanooga, Tenn.
 WNEK-TV Macon, Ga.
 WHYN-TV Springfield, Mass.
 KOB-TV Albuquerque, N. M.
 WCPO-TV Cincinnati, Ohio
 WEWS (TV) Cleveland, Ohio

CLARKE BROWN CO.

Dallas 2—452 Rio Grande National Bldg. Tel.: Randolph 5149. Pres.: Clarke R. Brown; Robert E. Stuart, v.p.; Andrew E. Peranni, secy.-treas.; Bill McRae, v.p.
 Houston 6—520 Lovett Blvd., No. 1 D. Tel.: Justin 1601.
 Atlanta—101 Marietta St. Bldg.

Represents in South:

KFDA-TV Amarillo, Tex.
 KVDO-TV Corpus Christi, Tex.
 KFJZ-TV Ft. Worth, Tex.
 WAFB-TV Baton Rouge, La.
 KTAG-TV Lake Charles, La.
 *WLSI-TV Jackson, Miss.
 *WEAR-TV Pensacola, Fla.
 *Represented in Southwest only

BULMER & JOHNSON INC.

Minneapolis 2—530 Roanoke Bldg. Tel.: Lincoln 7017.
Represents in Minneapolis-St. Paul:
 KELO-TV Sioux Falls, S. D.
 WEAV-TV Eau Claire, Wis.

BURN-SMITH CO. INC.

New York 36—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
 Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.
 Los Angeles 5—672 S. Lafayette Park Place. Tel.: Dunkirk 2-3200. Mgr. Harlan G. Oakes.
 San Francisco 4—110 Sutter St. Tel.: Sutter 1-7971. Mgr.: Norman Cunningham.

Represents:

WALB-TV Albany, Ga.
 WDXI-TV Jackson, Tenn.
 WLBR-TV Lebanon, Pa.
 WBOC-TV Salisbury, Md.

CANADIAN STATION REPRESENTATIVES LTD.

New York 22—477 Madison Ave. Tel.: Plaza 9-1810.
 Chicago 2—55 E. Washington St. Tel.: Andover 3-5448.
 St. Louis (Afton 23)—8138 Normal Drive. Tel.: Victor 3-5785.
 Los Angeles 28—6331 Hollywood Blvd. Tel.: Hollywood 2-2289.
 San Francisco—Fairmont Hotel. Tel.: Douglas 2-2536.
 Boston 16—Statler Office Bldg. Tel.: Hubbard 2-6117.
Represents:
 CFQC-TV Saskatoon, Sask.
 CFRN-TV Edmonton, Alta.
 CHCH-TV Hamilton, Ont.
 CJBR-TV Rimouski, Que.
 CKCW-TV Moncton, N. B.
 CKLW-TV Windsor, Ont.
 CKVR-TV Barrie, Ont.

+CAPPER PUBLICATIONS INC.

New York—420 Lexington Ave. Tel.: Lexington 2-1250. W. L. McKee.
 Cleveland—609 Union Commerce Bldg. Tel.: Main 1-6774. Andy Gent.
 Chicago—333 N. Michigan Ave. Tel.: Central 6-5977. Bernard Clark, Terry Hughes.
 Kansas City—21 W. Tenth St. Tel.: Harrison 4700. Joe Story.
 San Francisco—Russ Bldg. Tel.: Douglass 5220. Fred Jameson.
 Los Angeles—1151 S. Broadway. Tel.: Richmond 6184. Guy Biddick.

Represents:

WIBW-TV Topeka, Kan.

CARIBBEAN NETWORKS INC.

New York 19—200 W. 57th St. Tel.: Circle 5-7433. Exec. V.P.: A. M. Martinez; V.P.: Vincent Ramos; Secy.-Treas.: Juan J. Cerna.
Represents:
 CMQ-TV Network, Cuba
 CMBF-TV Havana, Cuba
 YSEB-TV El Salvador (CP)
 RPC-TV Panama, Panama (CP)
 RPC-TV Colon, Panama (CP)
 WAPA-TV San Juan, P.R.

CBS TELEVISION SPOT SALES

New York 22—485 Madison Ave. Tel.: Plaza 1-2345. Gen. Sales Mgr.: Clark B. George. Eastern Sls. Mgr.: Edward A. Larkin.

Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Midwest Sales Mgr.: John A. Schneider.
 Los Angeles 28—1313 N. Vine St. Tel.: Hollywood 9-1212. Mgr.: J. Richardson Loughrin.
 San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: MacLean Chandler.
 Detroit 2—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Tony Moe.
 Atlanta 5—Peachtree Bldg., N.E. Tel.: Elgin 0727. Mgr.: H. H. Holtshouser.

Represents:

WCBS-TV New York
 KNXT (TV) Los Angeles
 WCAU-TV Philadelphia
 WBTV (TV) Charlotte, N. C.
 WBTW (TV) Florence, S. C.
 WMBR-TV Jacksonville, Fla.
 WTOP-TV Washington
 KSL-TV Salt Lake City
 WPRM-TV Chicago
 KGJL-TV Galveston
 CBS Television Pacific Network
 KOIN-TV Portland, Ore.
 WXIX (TV) Milwaukee

DONALD COOKE INC.

New York 17—331 Madison Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
 Chicago 1—228 N. La Salle St. Tel.: State 2-5096. Mgr.: Fred R. Jones.
 Los Angeles 38—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
 Detroit 26—1076 Penobscot Bldg. Tel.: Woodward 2-3980. Mgr.: Charles J. Sheppard.
 San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayres.
Represents:
 WKTU (TV) Utica, N. Y.

H QUENTON COX & ASSOC.

(Associated with Hugh Feltis & Assoc., Seattle)
 Portland 5—423 Terminal Sales Bldg. Tel.: Atwater 5191. Mgr.: H Quenton Cox.

Represents:

KHQ-TV Spokane, Wash.
 KGVO-TV Missoula, Mont.

CROSLEY BROADCASTING CORP.

New York—630 Fifth Ave. Tel.: Circle 6-1616. Vp. in Chg. Eastern Div.: Bernard Musnik.
 Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Vp. in chg. Central Division: Harry F. Albrecht.
Represents Owned Stations:
 WLWT (TV) Cincinnati, Ohio
 WLWC (TV) Columbus, Ohio
 WLWD (TV) Dayton, Ohio
 WLWA (TV) Atlanta, Ga.

DEL DAY

Seattle—308 White-Henry-Stuart Bldg. Tel.: Seneca 6682.
Represents:
 KFAR-TV Fairbanks, Alaska
 KENI-TV Anchorage, Alaska

DORA-CLAYTON AGENCY, INC.

Atlanta 3—502 Mortgage Guarantee Bldg. Tel.: Alpine 7841. Dora C. Cosse, Clayton J. Cosse.
Southeast Representative for:
 WDXI-TV Jackson, Tenn.
 WEAT-TV West Palm Beach, Fla.
 WOOK-TV Washington, D.C.
 WSID-TV Baltimore
 WISE-TV Asheville, N. C.
 KCOR-TV San Antonio, Tex.
 Forjoe & Co. Tv Stations

DuMONT TV SPOT SALES

New York 22—515 Madison Ave. Tel.: Murray Hill 8-2600. WABD (TV) Gen. Mgr.: George L. Barren-Bregge.
 Chicago 11—435 N. Michigan Ave. Central Div. Sls. Mgr.: Gordon H. Mills.
 San Francisco—Avery-Knodel and H-R Representatives represent DuMont owned stations.
Represents Owned Stations:
 WABD (TV) New York
 WTTG (TV) Washington, D. C.

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747. Exec. V.P.: Powell Ensign.
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sales Mgr.: Robert F. Meskill.
 Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee F. O'Connell.
 San Francisco—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William A. Ayres.
Represents:
 WPAG-TV Ann Arbor, Mich.
 WTAO-TV Boston
 WDNAN-TV Danville, Ill.
 WKST-TV New Castle, Pa.
 WHEC-TV Rochester, N. Y.
 WVET-TV Rochester, N. Y.
 WTVU-TV Scranton, Pa.
 WRAK-TV Williamsport, Pa.

HAL FALTER & CO. (TELEVISION)

Dallas 18—9718 Tralee Drive. Tel.: Davis 7-4541.
Represents in the Southwest:
 KTVU (TV) Oklahoma City
 KTEN (TV) Ada, Okla.

HUGH FELTIS & ASSOC.

Seattle 4—Central Bldg. Tel.: El 4489. Mgr.: Hugh Feltis & Ross Vieths.
Represents:
 KHQ-TV Spokane, Wash.
 KGVO-TV Missoula, Mont.

JAMES C. FLETCHER JR.

New York 19—60 W. 46th St. Tel.: Circle 6-4084.
Represents:
 KENI (TV) Anchorage, Alaska
 KFAR-TV Fairbanks, Alaska

FORJOE-TV INC.

New York 36—580 5th Ave. Tel.: Judson 6-3100. Pres.: Joseph Bloom; Vp.: Zangwill Golobe; Sls. Mgr.: Gene Litt; Station Relations: Al Shepard; Gen. Mgr.: Joseph A. Ruggiero; Sls. Acct. Execs.: James Thiess, John Knox.
 Chicago 11—435 N. Michigan Ave., Tribune Tower. Tel.: Delaware 7-1874. Gen. Mgr.: Tom Cinquina; Harry Jacobs Jr.
 Los Angeles 17—1127 Wilshire Blvd. Tel.: Madison 6-8329. Gen. Mgr.: Lawrence Krasner.
 San Francisco 5—593 Market St. Tel.: Sutter 1-569. Gen. Mgr.: Zona Samson.
 Atlanta 3—Mortgage Guarantee Bldg. Tel.: Alpine 7841. Gen. Mgr.: Clayton Cosse, Dora Cosse, Paul Sanford.
 Dallas 18—9718 Tralee Dr. Tel.: Davis 7-4541. Gen. Mgr.: Hal Falter.

Represents:

KBAK-TV Bakersfield, Calif.
 KBMT (TV) Beaumont, Tex.
 KVOS-TV Bellingham, Wash.
 KTVE (TV) Longview, Tex.
 KVVU (TV) Tulare, Calif.
 WNOW-TV York, Pa.
 WXEX-TV Richmond, Va.
 WLEX-TV Lexington, Ky.
 WCMB-TV Harrisburg, Pa.

R. C. FOSTER

Boston—912 Statler Office Bldg. Tel.: Hubbard 2-4845. Mgr.: R. C. Foster.
Represents in the Northeast:
 WGAN-TV Portland, Me.
 WNET (TV) Providence, R. I.
 WTWV (TV) Bangor, Me.

FREE & PETERS INC.

New York—250 Park Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; Vp. and Dir. of Tv: Lloyd Griffin; Eastern Tv Sls. Mgr.: John W. Brooke.
 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Vp.: John A. Cory; Midwest Tv Sls. Mgr.: William J. Tynan.
 Atlanta—Glenn Bldg. Tv Sls. Mgr.: William J. Stubbs.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4255. Tv Sls. Mgr.: Lou Hummel.
 Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Hal Thompson.
 Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. Tv Sls. Mgr.: John A. Serrao.
 San Francisco 4—Russ Bldg. Tel.: Sutter 1-3798. Tv Sls. Mgr.: William A. Exline.

Represents:

WOC-TV Davenport, Iowa
 KBTU (TV) Denver, Colo.
 WBAP-TV Ft. Worth, Tex.
 WTVJ (TV) Miami, Fla.
 KRON-TV San Francisco
 KBOI (TV) Boise, Idaho
 KMBC-TV Kansas City, Mo.
 WCCO-TV Minneapolis-St. Paul
 WPIX (TV) New York
 WCSC-TV Charleston, S. C.
 KGMB-TV Honolulu
 WIS-TV Columbia, S. C.
 WDAY-TV Fargo, N. D.
 WBZ-TV Boston
 WPTZ (TV) Philadelphia
 WHO-TV Des Moines
 WDSM-TV Duluth-Superior
 KDKA-TV Pittsburgh
 KFDM-TV Beaumont, Tex.
 KENS-TV San Antonio, Tex.

GILL-PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. Vp.: John J. Perna Jr.
 Chicago—75 E. Wacker Dr. Tel.: Franklin 2-8665. Mgr.: Walter Beadell.
 Los Angeles—2330 W. 3rd St. Tel.: Dunkirk 7-4388.
 San Francisco—57 Post St. Tel.: Sutter 1-5568.
 (Stations represented not reported.)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant.
 Los Angeles—1127 Wilshire Blvd. Tel.: Madison 9-2653.
 New York—33 W. 42d St. Tel.: Bryant 9-1374.
 Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
 (Stations represented not reported.)

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Low investment makes the transmitter ideally suited for new stations . . . offers a practical way for established stations to replace outmoded equipment.

**OUTSTANDING
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MORE THAN
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Field-proven Amperex AX9904R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better elec-

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**33% LESS
FLOOR
SPACE**

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 51 square feet; its overall length is 15.6

feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators.

And, the transmitter is adaptable to any station layout, conforming to desired or existing walls and floor areas. Because each unit is self-contained, no external blowers, vaults, trenches or plumbing are needed.

**ADVANCED
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FEATURES**

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front at all times. Impressive in appearance, the equipment has built-in safety interlocks to insure electrical

neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by ganged tuning. The RF input to the amplifier is designed as two quarter wave, tuned

coaxial lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide for a continuous check on every major circuit during operation.

**INSTANT
PATCHOVER
PLUS
"ADD-A-UNIT"
FLEXIBILITY!**

Patchover is an S-E exclusive development which is used to route a TV signal in order to by-pass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to

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The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding on S-E amplifier — without obsoleting or replacing existing equipment.

**ADDED
S-E
FEATURES**

Completely air cooled • Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasitics • Built in sync stretcher permits adjustment of sync-to-picture ratio of the signal • Peak output power 14 KW

• Meets and exceeds all applicable FCC requirements for monochrome and color transmission • 208/230 V three phase operation requires no special wiring or transformers • Low power consumption of 30.2 KW at 90% p.f. at black level.

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San Francisco 4-235 Montgomery St. Tel.: Sutter 1-4125. Mgr.: Frank Dougherty.

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WTMJ-TV Milwaukee
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WSYR-TV Syracuse, N. Y.
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WDAK-TV Columbus, Ga.
WEEK-TV Peoria, Ill.
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KWWL-TV Waterloo, Iowa
WNEB-TV Bay City, Mich.
KMMT-TV Austin, Minn.
WTOG-TV Meridian, Miss.
KFVS-TV Cape Girardeau, Mo.
KFEQ-TV St. Joseph, Mo.
KOOK-TV Billings, Mont.

WGR-TV Buffalo, N. Y.
WTVD (TV) Durham, N. C.
WSJS-TV Winston-Salem, N. C.
WFMJ-TV Youngstown, Ohio
WGLV (TV) Easton, Pa.
WEEU-TV Reading, Pa.
WBRE-TV Wilkes-Barre, Pa.
WAIM-TV Anderson, S. C.
WCOS-TV Columbia, S. C.
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Jacksonville 2-Barnett Bank Bldg. Tel.: Elgin 6-3770. Harry E. Cummings.
St. Louis 1-Paul Brown Bldg. Tel.: Chestnut 1-5687. Richard Quigley.
San Francisco-Russ Bldg. Tel.: Yukon 2-7068. Lindsey Spight.
Los Angeles 5-3460 Wilshire Blvd. Tel.: Dunkirk 1-3811. Frank Moreland.
Dallas 2-Rio Grande Bldg. Tel.: Riverside 4228. Steve Beard.
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Seattle-White-Henry-Stuart Bldg. Tel.: Elliott 6270. John Burr.

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KIDO-TV Boise, Idaho
KIEM-TV Eureka, Calif.
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KBES-TV Medford, Ore.
KWFT-TV Wichita Falls, Tex.
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Atlanta 3-223 Peachtree St. Tel.: Lamar 5710. Mgr.: Richard N. Hunter.
San Francisco 5-625 Market St. Tel.: Douglas 2-2541. Mgr.: George E. Lindman.
Los Angeles 13-411 W. Fifth St. Tel.: Madison 6-1351. Mgr.: Harry H. Wise Jr.

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WABI-TV Bangor, Me.
WBRZ (TV) Baton Rouge
WCIA (TV) Champaign, Ill.
KFBC-TV Cheyenne
WGN-TV Chicago
KKTU (TV) Colorado Springs-Pueblo
WRBL-TV Columbus, Ga.
WHIO-TV Dayton, Ohio
WWJ-TV Detroit

WEAU-TV Eau Claire
KTSM-TV El Paso
KVAL-TV Eugene, Ore.
WLBT (TV) Jackson, Miss.
WIVA-TV Lynchburg, Va.
WSIX-TV Nashville
WEAR-TV Pensacola
KOOL-TV Phoenix
KLOR (TV) Portland, Ore.
WHAM-TV Rochester, N. Y.

KUTV (TV) Salt Lake City
KEYT (TV) Santa Barbara
WARM-TV Scranton

KOMO-TV Seattle
KTIIV (TV) Sioux City
WWLP (TV) Springfield, Mass.

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Chicago 1-64 East Lake St. Tel.: Franklin 2-0016. Owner: Hal Holman.
New York 17-535 Fifth Ave. Tel.: Murray Hill 7-5365. Mgr.: Edward J. Devney.
Los Angeles 28-6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moore.
San Francisco 5-201 Monadnock Bldg. Tel.: Exbrook 2-6444. Mgr.: Charles E. Haddix.

Represents:

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Hollywood-710 Equitable Bldg. Tel.: Hollywood 2-6453. Vp.: Harold Lindley, James C. McCormick.
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WBUF-TV Buffalo, N. Y.
WUSN-TV Charleston, S. C.
KOMU-TV Columbia, Mo.
WGVV (TV) Greenville, S. C.
WGHM-TV Hartford, Conn.
WIMA-TV Lima, Ohio
KHJ-TV Los Angeles
KNOE-TV Monroe, La.
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WHUM-TV Reading, Pa.
WREX-TV Rockford, Ill.
WSJV-TV South Bend-Elkhart, Ind.
KTWH (TV) Wichita-Hutchinson, Kans.

WTOB-TV Winston-Salem, N. C.
KFDA-TV Amarillo, Tex.
WIMT (TV) Ft. Wayne, Ind.
KFJZ-TV Dallas
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WITV (TV) Miami, Fla.
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San Francisco-15 Harriet St. Tel.: Underhill 3-6480.
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+ INTER-STATE UNITED NEWSPAPERS
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Detroit-2146 St. Antoine St. Tel.: Cadillac 4497.
Los Angeles-4822 S. Avalon Blvd. (Stations represented not reported.)

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Kansas City 6, Kan.-Bryant Bldg. Tel.: Victor 7093. Mgr.: Thomas J. Flanagan Jr.
Atlanta 3-22 Marietta St. Tel.: Alpine 1637. Mgr.: Keith Byerly.
Dallas 1-2006 Bryan St. Tel.: Riverside 4036. Mgr.: David Rutledge.
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Los Angeles 14-530 W. 6th St. Tel.: Tucker 8167. Mgr.: Richard Hasbrook.

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WHEN-TV Syracuse, N. Y.
WKRC-TV Cincinnati
WXEL (TV) Cleveland
WTWN (TV) Columbus, Ohio

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KCMO-TV Kansas City, Mo.
KLZ-TV Denver, Colo.
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KOAM-TV Pittsburg, Kan.-Joplin, Mo.
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WMAL-TV Washington, D. C.

KVTU (TV) Sioux City, Iowa
KHQ-TV Spokane, Wash.
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KTPT (TV) Salt Lake City, Utah
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WTCN-TV Minneapolis-St. Paul, Minn.
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WKNY-TV Kingston, N. Y.
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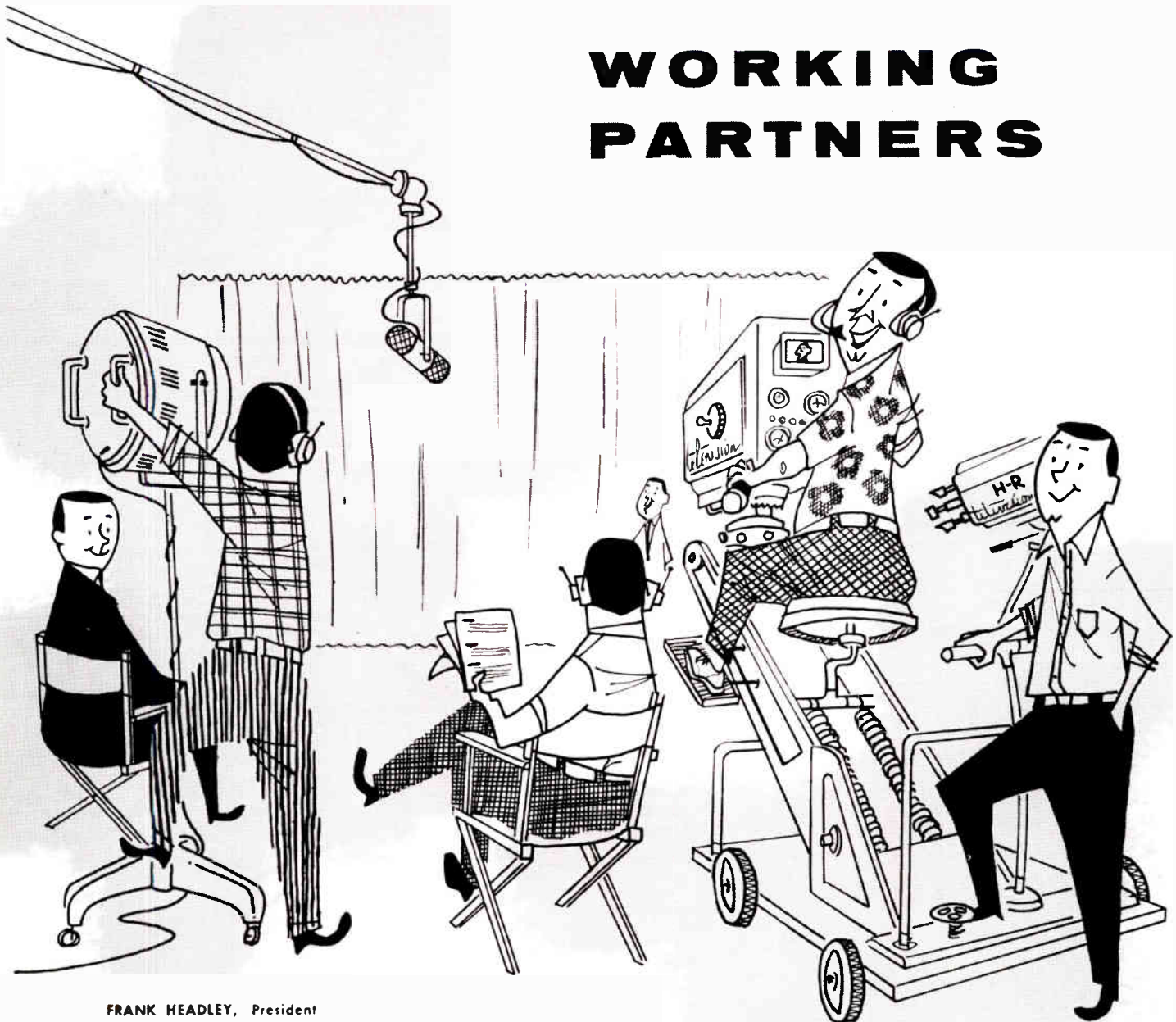
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WEHT (TV) Henderson, Ky.-Evansville, Ind.
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KNBC San Francisco WTAM Cleveland
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 Detroit 26—600 Woodward Ave. Tel.: Woodward 1-8290.
 San Francisco 4—155 Montgomery St. Tel.: Exbrook 2-6127.

(Stations represented not reported.)

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 WOI-TV Ames-Des Moines, Iowa
 WWTW (TV) Cadillac, Mich.
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 WFBC-TV Greenville, S. C.
 KHQA-TV Hannibal, Mo.-Quincy, Ill.
 WSLI-TV Jackson, Miss.
 KLAS-TV Las Vegas, Nev.
 WMUR-TV Manchester, N. H.
 KGLO-TV Mason City, Iowa
 KCJB-TV Minot, N. D.
 KTNT-TV Tacoma-Seattle, Wash.
 WSSH-TV Portland, Me.
 WJAR-TV Providence, R. I.
 KCCC-TV Sacramento, Calif.
 XETV (TV) Tijuana, Mex. (San Diego)
 KTTT-TV Springfield, Mo.
 WSUN-TV Tampa-St. Petersburg, Fla.
 WMFD-TV Wilmington, N. C.
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 KXJB-TV Valley City, N. D.
 WABC-TV New York
 KALB-TV Alexandria, La.
 KPLC-TV Lake Charles, La.
 KBK-TV Bakersfield, Calif.
 KCCOP (TV) Los Angeles
 KTVK (TV) Phoenix, Ariz.

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Arizona Broadcasters Assn.

Founded in 1952; meetings Jan.; elections Jan.; no. of members 22. Officers: Richard B. Rawls, KPHO-AM-TV Phoenix, pres.; William L. Lindsay, KYMA Yuma, vp.; Jack Williams, KOY Phoenix, sec.-treas.

Arkansas Broadcasters Assn.

c/o pres. or sec. Founded 1946; meetings March and Sept.; elections in March; no. of members 45. Officers: L. B. Tooley, KXAR Hope, pres.; Melvin Spann, KWAK Stuttgart, vp.; Adrian White, KPOC Pochontas, sec.-treas.

California State Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Nov.; no. of members 76. Officers: Philip G. Lasky, KPXX (TV) San Francisco, pres.; Franke Burke, KFVD Los Angeles, vp.; Gene De Young, KERO Bakersfield, sec.-treas.

Colorado Broadcasters Assn.

c/o pres. or sec. Founded in 1950; meetings semi-annual; elections June; no. of members 40. Officers: Elwood Meyer, KYOU Greeley, pres.; E. M. Cooper, KCRT Trinidad, vp.; Phil Hoffman, KLZ Denver, sec.-treas.

Connecticut Broadcasters Assn.

c/o pres. Founded in 1954; meetings and elections March; no. of members 30. Officers: J. Maxim Ryder, WBRY Waterbury, pres.; Aldo de Dominicis, WNHC New Haven, vp.; Walter B. Haase, WDRS Hartford, sec.-treas.

Florida Assn. of Broadcasters

c/o pres. or sec. Founded in 1936; meetings May-June and Nov.; elections in May-June; no. of members 83. Officers: Harold P. Danforth, WDBO Orlando, pres.; H. Dennison Parker, WTAN Clearwater, 1st vp.; John H. Phipps, WTAL Tallahassee, 2d vp.; Guy Hamilton WTVS Marianna, sec.-treas.

Georgia Assn. of Broadcasters

c/o pres. or sec. Founded 1935; meetings Aug., last weekend Jan.; elections by mail after Jan. meeting; no. of members 56. Officers: Glen C. Jackson, WAGA Atlanta, pres.; L. H. Christian, WRFC Athens, vp.; W. N. Morris, WMLT Dublin, sec.-treas.

Hawaiian Assn. of Radio & Television Broadcasters
P. O. Box 1380, Honolulu, T. H. Founded in 1952; meetings on call; elections in May, no. of members 18. Officers: Ezra J. Crane, KMVI Wailuku, Maui, pres.; William Paine, KGU Honolulu, vp.; Mel Wright, KGMB-TV Honolulu, sec.-treas.

Idaho Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings spring and fall; elections in fall; no. of members 23. Officers: Donald A. Thomas, KRCL Lewiston, pres.; Florence M. Gardner, KTFI Twin Falls, vp.; Clair Hull, KCID Caldwell, sec.-treas.

Illinois Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and Oct.; elections Oct.; no. of members 65. Officers: Harold L. Dewing, WCVS Springfield, pres.; Joe Bonansinga, WGEN Quincy, vp.; Tom Land, WFIW Fairfield, sec.-treas.

Indiana Broadcasters Assn.

c/o pres. or sec. Founded 1948; meetings March and elections March; no. of members 53. Officers: Edward G. Thoms, WKJG Fort Wayne, pres.; William C. Smith Jr., WBN Bedford, vp. (am); E. M. Jackson, WCNB Connorsville, vp. (fm); Don Burton, WLBC-TV Muncie, vp. (tv); Joseph Higgins, WTHI Terre Haute, sec.-treas.

Iowa Broadcasters Assn.

c/o pres. or sec. Founded 1951; meetings semi-annually; elections annually; no. of members 39. Officers: Walter Teich, KOEL Oelwein, pres.; Anthony J. Koelker, KMA Shenandoah, vp.; Arthur A. Skinner, KASI Ames, sec.-treas.

Kansas Assn. of Radio Broadcasters

c/o pres. Founded 1951; meetings April-May; elections April-May; no. of members 40. Officers: Robert Wells, KIUL Garden City, pres.; Robert Schmidt, KAYS Hays, vp.; Arden Booth, KWLN Lawrence, sec.-treas.

Kentucky Broadcasters Assn.

c/o Hugh O. Potter, P. O. Box 536, Owensboro. Founded 1945; meetings Oct and March; elections Oct.; no. of members 37. Officers: Sam Livingston, WKYB Paducah, pres.; Gilmore Nunn, WLAP Lexington, 1st vp.; Arthur Eilerman, WZIP Covington, 2d vp.; Hugh O. Potter, WOMI Owensboro, sec.-treas.

Louisiana Assn. of Broadcasters

P. O. Box 379, Baton Rouge. Founded 1945; meetings spring and fall; elections fall; no. of members 45. Officers: Edgar B. Stern Jr., WDSU New Orleans, pres.; Robert Earle, WIBR Baton Rouge, vp.; Clarence E. Faulk, KRUS Ruston, sec.-treas.; Rolfe H. McCollister, 203 Triad Bldg., Baton Rouge, exec. sec.

Maine Radio & TV Broadcasters Assn.

c/o pres. Founded 1947; meetings and elections Nov.; no. of members 21. Officers: Harold D. Glidden, WAGM Presque Isle, pres.; Bill Rines, WCHS-TV Portland, vp.; Norman Gallant, WFAU Augusta, sec.-treas.

Maryland-D. C. Radio & Television Broadcasters Assn.

c/o pres. Founded 1951; meetings June and Nov.; elections in Nov.; no. of members 46. Officers: Leslie H. Peard Jr., WBAL Baltimore, pres.; Ben Strouse, WWDC Washington, vp.; William H. Paulsgrove, WJEJ Hagerstown, Md., sec.-treas.

Massachusetts Broadcasters Assn.

c/o pres. Founded 1954; meetings and elections in fall; no. of members 36. Officers: George H. Jaspert, WCCM Lawrence, pres.; Herbert L. Krueger, WTAG Worcester, vp.; Gerald Harrison, WMAS Springfield, treas.; Sherwood J. Tarlow, WHIL Medford, sec.

Michigan Assn. of Broadcasters

c/o pres. or sec. Founded 1948; meetings June and Sept.; elections Sept.; no. of members 68. Officers: Fred A. Knorr, Dearborn, pres.; Carl Lee, WKZO Kalamazoo, vp.; Hugh A. Giesel, WBNC Bay City, sec.-treas.

Minnesota Assn. of Broadcasters

c/o pres. Founded 1946; meetings and elections Sept.; no. of members 30. Officers: C. T. Hagman, WDGJ Minneapolis, pres.; Lee L. Whiting, KEYD Minneapolis, vp.; Manny Marget, KVOX Moorehead, sec.-treas.

Mississippi Broadcasters Assn.

c/o pres. Founded 1942; meetings and elections March or April; no. of members 52. Officers: Ed Wilkerson, WSLI Jackson, pres.; Ray Butterfield, WLOX Biloxi, vp.; Granville Walters, WAML Laurel, sec.-treas.

Missouri Broadcasters Assn.

c/o pres. Founded 1948; meetings April and Aug.; elections Aug.; no. of members 53. Officers: Sam A. Burk, KIRX Kirksville, pres.; Chet Thomas, KXOK St. Louis, vp.; Catherine Roer, KWOS Jefferson City, sec.-treas.

Montana Radio Stations Inc.

c/o pres. Founded 1949; meetings and elections Sept.; no. of members 26. Officers: V. V. Clark, KOOK Billings, pres.; Joe Wilkins, KFBB Great Falls, vp.; Mrs. Charlotte Brader, KOJM Havre, sec.-treas.

Nebraska Broadcasting Assn.

c/o pres. Founded 1934; meetings and elections May 1; no. of members 28. Officers: Gene Ackerley, KCOW Alliance, pres.; Virgil Sharp, KOWH Omaha, vp.; Gordon Pentz, KWBE Beatrice, sec.-treas.

Nevada State Broadcasters Assn.

c/o pres. Founded 1949; meetings as called; elections yearly; no. of members 12. Officers: H. G. Wells, KOLO Reno, pres.; Tom Ivory, KLAS Las Vegas, vp.; Bob Stoddard, KATO Reno, sec.-treas.

New Hampshire Assn. of Broadcasting

c/o pres. or sec. Founded 1954; meetings and elections Sept.; no. of members 10. Officers: Frank B. Estes, WKNE Keene, pres.; A. J. K. Malin, WWNH Rochester, vp.; Warren Jounay, WKBR Manchester, sec.-treas.

New Jersey Broadcasters Assn.

c/o pres. Founded 1947; meetings 2d week May and Oct.; elections Oct.; no. of members 21. Officers: Everett Rudolf, WJLK Asbury Park, pres.; Gordon Gilfen, WKDN Camden, vp.; Jerome P. McCarthy, WTOA Trenton, sec.-treas.

New Mexico Broadcasters Assn.

c/o pres. Founded 1952; meetings Sept. and March; elections March; no. of members 30. Officers: W. Lloyd Hawkins, KHOB Hobbs, pres.; Wayne Phelps, KOAT Albuquerque, vp.; Bert Arnold, KABQ Albuquerque, treas.

New York State Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1955; meetings April and fall; elections fall; no. of members 80. Officers: Michael R. Hanna, WHCU Ithaca, pres.; William Doerr, WEBR Buffalo, vp.; Gordon Gray, WOR New York, vp.; George Dunham, WNEB Binghamton, treas.; Elliott Stewart WIBX Utica, sec.

North Carolina Assn. of Broadcasters

c/o pres. or sec. Founded 1932; meetings June and Nov.; elections Nov.; no. of members 100. Officers: William S. Page, WELS Kinston, pres.; Allan Wanamaker, WBIG Greensboro, vp.; Cecil Hoskins, WWNC Asheville, sec.-treas.

North Dakota Broadcasters Assn.

c/o pres. Founded 1953; meetings and elections 2d wk. Oct.; no. of members 15. Officers: Paul C. Gussner, KGCU Mandan, pres.; Chester Reiten, KSJB Jamestown, vp.; William Hurley, KXJB-TV Valley City, sec.-treas.

Ohio Assn. of Radio & Television Broadcasters

c/o pres. or sec. Founded 1931; meetings March and Oct.; elections March; no. of members 86. Officers: Herbert E. Evans, WRFD Worthington, pres.; Paul Braden, WPFB Middletown, vp (radio); J. L. Bowden, WKBN-TV Youngstown, vp. (tv); Carlton Dargusch Jr., 33 N. High St., Columbus, sec.-treas.

Oklahoma Assn. of Broadcasters

c/o pres. or sec. Meetings and elections Jan.; no. of members 42. Officers: Frank S. Lane, KRMG Tulsa, pres.; T. M. Raburn Jr., KGYN Guymon, vp.; Pat Murphy, KCRC Enid, sec.-treas.

Oregon State Broadcasters Assn.

c/o R. E. Summers, mgr., Journalism Bldg., U. of Oregon, Eugene. Founded 1940; meetings semi-annual; elections Feb.; no. of members 46. Officers: Paul Walden, KODL The Dalles, pres.; R. D. Holmes, KAST Astoria, vp.; Mrs. Iris Helliwell, KRXL Roseburg, sec.-treas.

Pennsylvania Assn. of Broadcasters

c/o P. O. Box 64, Harrisburg. Founded 1922; meetings and elections April; no. of members 112. Officers: Joseph T. Connolly, WCAU Philadelphia, pres.; Thomas B. Price, WBPV Beaver Falls, vp.; Roy E. Morgan, WILK Wilkes-Barre, vp.; J. Wright Mackey, WRBK Williamsport, sec.; Thomas W. Metzger, WMRF Lewistown, treas.

Puerto Rican Assn. of Broadcasters

Box 4504, San Juan, Puerto Rico. Founded 1947; meetings 2d Mon. of each month; elections 2d Wed. of July; no. of members 19. Officers: Angel Ramos, WKAQ San Juan, pres.; Juan Piza, WNEL San Juan, vp.; Frederico E. Virella, WVJP Caguas, sec.; Gustavo Diaz, WENA Bayamon, treas.

Rhode Island Radio & Television Broadcasters Assn.

c/o pres. Founded 1953; meetings 1st Mon. each month; elections June; no. of members 11. Officers: H. William Koster, WEAN Providence, pres.; Milton Mitler, WADK Newport, vp.; E. James McEnaney Jr., WNET (TV) Providence, sec.-treas.

South Carolina Radio & Television Broadcasters Assn.

c/o pres. or sec. Founded 1947; meetings Jan. and July; elections Jan.; no. of members 52. Officers: Frank Best, WDIX Orangeburg, pres.; W. Ennis Bray, WJAN Spartanburg, vp.; T. Doug Youngblood, WFIG Sumter, sec.-treas.

South Dakota Broadcasters Assn.

c/o U. of South Dakota, Vermillion. Founded 1947; meetings and elections annual; no. of members 15. Officers: Ray Eppel, KORN Mitchell, pres.; Byron McIlligott, KSDN Aberdeen, vp.; Jim Slack, KUSD Vermillion, sec.-treas.

Southern California Broadcasters Assn.

c/o 6047 Hollywood Blvd., Hollywood 28. Officers: Norman Ostby, KHJ Los Angeles, pres.; Lloyd Sigmon, KMPC Hollywood, vp.; Thelma Kirchner, KGFJ Hollywood, treas.; Howard Gray, KGL San Fernando, sec.; Frank W. Crane, mgng. dir.

Tennessee Assn. of Broadcasters

c/o pres. or sec. Founded 1948; meetings Nov.-Dec. and May-June; elections Nov.-Dec.; no. of members 46. Officers: Henry W. Slavick, WMC Memphis, pres.; Frank Corbett, WGAP Maryville, vp.; Hoyt B. Wooten, WREC Memphis, sec.-treas.

Texas Assn. of Broadcasters

c/o 520 Capital Natl. Bank Bldg., Austin. Founded 1951; meetings spring, fall; elections fall; no. of members 125. Officers: Louis R. Cook, KNOW Austin, pres.; Richman Lewin, KTRE Lufkin, vp.; Barney Ogle, KRGV Weslaco, sec.-treas.

Utah Broadcasters Assn.

c/o pres. Founded 1951; meetings Jan. and June; elections Jan.; no. of members 19. Officers: E. M. Halliday, KSL Salt Lake City, pres.; George C. Hatch, KALL Salt Lake City, vp.; Arch Webb, KVOG Ogden, sec.-treas.

Vermont Assn. of Radio & Television Broadcasters
c/o sec. Founded 1954; meetings quarterly; elections July; no. of members 14. Officers: E. Dean Finney, WTWN St. Johnsbury, pres.; Al Spokes, WJOY Burlington, vp.; Donald A. Thurston, WKE Newport, sec.-treas.

Virginia Assn. of Broadcasters

c/o pres. Founded 1947; meetings and elections May-June; no. of members 59. Officers: John L. Cole Jr., WHLF South Boston, pres.; Emerson J. Pryor, WDVA Danville, vp.; Kenneth Gordon, WFTR Front Royal, sec.-treas.

Washington State Assn. of Broadcasters

c/o pres. Founded 1935; meetings March and Sept.; elections March; no. of members 44. Officers: J. Elroy McCaw, KTVW (TV) Tacoma, pres.; James A. Murphy, KIT Yakima, vp.; Allen Miller, KWSC Pullman, sec.-treas.

West Virginia Broadcasters Assn.

c/o sec. Founded 1946; meetings spring and fall; elections spring; no. of members 34. Officers: Paul J. Miller, WWVA Wheeling, pres.; A. G. Ferrise, WMMN Fairmont, vp.; Virginia Cooper, WJLS Beckley, sec.-treas.

Wisconsin Broadcasters Assn.

c/o exec. sec. Founded 1928; meetings and elections 1st Tues. in Oct.; no. of members 48. Officers: Ben Hovel, WKOW Madison, vp.; Edwin C. Conrad, 900 Gay Bldg., Madison, exec. sec.-gen. counsel; Mig Figi, WAUX Waukesha, treas.

Wyoming Assn. of Radio & Television Broadcasters

c/o sec. Founded 1955; meetings, elections between April-July; no. of members 16. Officers: Donald L. Hathaway, KSPR Casper, pres.; James Carroll, KWYO Sheridan, vp.; Jack L. Breece, KOVE Lander, treas.; William C. Grove, KFBC Cheyenne, sec.

TELEVISION *Sketch* BOOK

BMI

*For Service
in
TV*

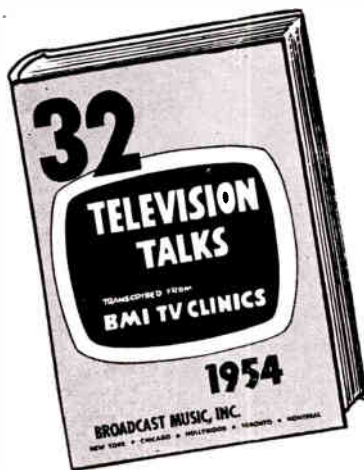
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MOBILE (Cont.)

WKRG-TV

(Target Date, Sept. 5, 1955)

LICENSEE: WKRG-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-8142.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 250 ft. Above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Network, CBS. Stations, Am, WKRG. Fm, WKRG-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Everett L. Dillard.

PRINCIPAL STOCKHOLDERS: Kenneth R. Giddens, pres. (20%), Shirley Rester Konrad (10%), T. J. Rester Jr. (10%), Alfred F. Delchamps, chmn. of bd. (4.44%), Joe H. Little, vp. (6.66%) and others. Spring Hill College, Mobile, owns 6.67% common stock and 100% preferred.

EXECUTIVES:

Kenneth R. Giddens, pres.

Joseph H. Little, vp.

C. P. Persons Jr., gen. mgr.

Andrew C. Smith, treas.

William H. Armbrecht Jr., sec.

MONTGOMERY

(Montgomery County)

WCOV-TV

LICENSEE: Capitol Bcstg. Co. Address: P. O. Box 2111. Phone: 5-3561.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 117 kw. Operating Pow.: Visual 200 kw, Aural 117 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft. Above ground 460 ft.

OPERATION: Began April 22, 1953. Hours, 1-11:30 p.m.

AFFILIATIONS: Tv Networks, ABC, CBS, DTN. Station, Am, WCOV.

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

SERVICES: Two studios (25x50 ft. and 15x20 ft.). Two RCA camera chains. One TSP rear screen projector. One RCA film camera. Two RCA film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Oscar Covington pres., and family (62%), Hugh M. Smith, gen. mgr. (9%), and others.

EXECUTIVES:

Oscar P. Covington, pres.

Hugh M. Smith, gen. mgr. & film buy.

Morris South, loc. s/s. mgr.

Caldwell Stewart, prog. dir.

W. E. Weatherly, ch. eng.

Ben Harigel, prom. mgr.

Bob Underwood, news ed.

RATE INFORMATION: Class A one hour (live) on request, (film) \$200; (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population 764,600; Families in Area 196,000; No. of Sets 63,800; Retail Sales \$446,893,000.

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.

WKRG TV

SERVING
ALABAMA
MOBILE
AND THE
GULF COAST



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'**R**OUND
the **G**ULF



CHANNEL 5

KEN GIDDENS, Pres.

C. P. PERSONS JR., Gen. Mgr.

phone HEMlock 2-5505

Represented by **AVERY-KNODEL, INC.**

MONTGOMERY (Cont.)

WSFA-TV

LICENSEE: WKY Radiophone Co. Address: 10 East Delano St. Postal Zone: 6. Phone: 5-1251.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft. Above ground 823 ft.

OPERATION: Began Dec. 25, 1954. Hours, 7 a.m.-midnight.

AFFILIATIONS: Tv Network, NBC. Station, Am, WSFA.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorneys, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (40x47 ft. and 12x15 ft.). Four RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Oklahoma Pub. Co. (Daily Oklahoman, Oklahoma City Times, Farmers Stockman—Oklahoma City) (100%). It also owns WKY-AM-TV Oklahoma City, Okla. E. K. Gaylord, pres., Oklahoma Pub. Co.

EXECUTIVES:

E. K. Gaylord, pres. Robert F. Doty, prog. dir. & film buy.
P. A. Sugg, exec. vp. Robert M. Hayward, ch. eng.
Hoyt Andres, vp. & sta. mgr. Robert L. Tuttle, prom. mgr.
John C. Hughes, com. mgr. Frank McGee, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications SRA standards. Frequency discounts from 5% for 13 times up to 27 1/2% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	586,700	823,400
Families in Area	152,500	211,300
No. of Sets	91,000	
Retail Sales	\$351,823,000	\$478,572,000
Income per Family	\$3,826	\$4,559
Income per Capita	\$994	\$1,170

MUNFORD

(Jefferson County)

WTIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 54-2741.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft. Above ground 578 ft.

EQUIPPED TO COLORCAST local live programs, local films, local slides.

OPERATION: Began Jan. 7, 1955. Hours, 6-9 p.m.

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

EXECUTIVES:

Raymond D. Hurlbert, pres. & prog. coor.
James L. Evans, ch. eng.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Not Set)

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

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

AFFILIATION: Stations, Am, WBAM Montgomery.

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

PRINCIPAL STOCKHOLDERS: Wm. J. Brennan, pres. (45%), William E. Bennis Jr., treas., and wife (50%). Mr. Bennis owns 10% of WVOK Birmingham, Ala. Licensee also owns WBAM Montgomery, Ala.

EXECUTIVES:

William J. Brennan, pres. William E. Bennis Jr., treas.
Cyril G. Brennan, vp.

ARIZONA MARKET INDICATORS

Total Population, July 1, 1954	993,000
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, March 1955	209,800
Employed in Agriculture, 1950	35,196
Employed in Mining, March 1955	13,700
Employed in Manufacturing, March 1955	29,500
Employed in Construction, March 1955	15,700
Employed in Transportation & Public Utilities, March 1955	20,000
Employed in Wholesale & Retail Trade, March 1955	52,200
Employed in Finance, Insurance & Real Estate, March 1955	8,300
Employed in Service and Miscellaneous, March 1955	27,500
Employed in Government Service, March 1955	42,900
Retail Sales, 1954	\$ 1,005,655,000
Bank Assets, Jan. 1, 1955	\$ 755,823,000
Bank Deposits, Jan. 1, 1955	\$ 694,203,000
Major Income Sources, 1954: Agriculture 15.6%; Government 19.4%; Manufacturing Payrolls 7.6%; Trade and Service 25.6%	
Total Income Payments, 1953	\$ 1,370,000,000
Per Capita Income, 1953	\$ 1,473
Total Internal Revenue Collections, 1954	\$ 160,430,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$ 80.97
Cash Receipts from Farm Marketing, 1954	\$ 364,786,000
Government Payments to Farmers, 1954	\$ 2,076,000
Value of Mineral Production, 1951	\$ 243,886,000
New Public Construction in 1952	\$ 80,300,000
Motor Vehicle Registration, 1954	379,704
Number of Telephones, Jan. 1, 1955	235,000
Number of Electrical Connections, Jan. 1, 1955	257,499
Number of Gas Utilities Connections, 1953	177,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ARIZONA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	CBS	
					TV Sets 1954	TV % 1954
Apache	27,767	\$ 8,680	\$ 1,377	\$ 171		
Cochise	31,488	36,055	9,717	1,151		
Coconino	23,910	28,972	4,724	681		
Gila	24,158	20,073	5,180	776		
Graham	12,985	13,818	2,423	341		
Greenlee	12,805	10,104	3,324	234		
Maricopa	331,770	499,840	105,313	17,676	79,780	67%
Mohave	8,510	9,011	1,905	188		
Navajo	29,446	27,103	5,186	977		
Pima	141,216	210,857	49,355	10,095	16,730	31%
Pinal	43,191	48,207	15,572	1,888	6,240	47%
Santa Cruz	9,344	14,699	2,939	797		
Yavapai	24,991	25,593	5,866	880		
Yuma	28,006	52,733	11,941	1,545	3,110	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Bcstg. Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 15.8 kw. Operating Pow.: Visual 31.6 kw, Aural 15.8 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 1,550 ft. Above ground 97 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 2, 1953. Hours, noon-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KTAR.

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

SERVICES: Two studios (40x80 ft. and 30x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. Two RCA and two Holmes film projectors. One DuMont flying spot slide projector. One DuMont scanner.

PRINCIPAL STOCKHOLDERS: KTAR Bcstg. Co. is owned by John J. Louis, chmn. of bd., and family (68.23%); Richard O. Lewis, pres. & gen. mgr. (17.47%). Licensee owns KYUM Yuma and KYCA Prescott.

EXECUTIVES:

Richard O. Lewis, pres. & gen. mgr. A. C. Anderson, ch. eng.
Dwight Harkins, sta. mgr. & film buy. Ted Edwards, prom. mgr.
E. W. Harvey, com. mgr. Robert Vache, news ed.
Bill Robb, prog. dir.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen.

MARKET INFORMATION: Population, 480,000; Families in Area, 140,000; No. of Sets, 120,610; Retail Sales, \$550,000,000; Income per Capita, \$1,473.

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

TELEVISION STATIONS AND MARKET DATA FOR THE UNITED STATES

Including Construction Permits Granted to Aug. 1, 1955

ALABAMA

ALABAMA MARKET INDICATORS

Total Population, July 1, 1954.....	3,121,000
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, March 1955.....	669,300
Employed in Agriculture, 1950.....	250,707
Employed in Mining, March 1955.....	14,900
Employed in Manufacturing, March 1955.....	230,700
Employed in Construction, March 1955.....	30,500
Employed in Transportation & Public Utilities, March 1955.....	47,300
Employed in Wholesale & Retail Trade, March 1955.....	136,900
Employed in Finance, Insurance & Real Estate, March 1955.....	23,200
Employed in Service and Miscellaneous, March 1955.....	59,100
Employed in Government Service, March 1955.....	126,700
Retail Sales, 1954.....	\$ 2,088,651,000
Bank Assets, Jan. 1, 1955.....	\$ 1,692,350,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,555,617,000
Major Income Sources, 1953: Agriculture 9.4%; Government 22%; Manufacturing Payrolls 21.5%; Trade and Service 24.5%.	
Total Income Payments, 1953.....	\$ 3,248,000,000
Per Capita Income, 1953.....	\$ 1,043
Total Internal Revenue Collections, 1954.....	\$ 374,080,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 58.98
Cash Receipts from Farm Marketings, 1954.....	\$ 377,277,000
Government Payments to Farmers, 1954.....	\$ 5,499,000
Value of Mineral Production, 1951.....	\$ 164,280,000
New Public Construction in 1952.....	\$ 169,000,000
Motor Vehicle Registration, 1954.....	915,398
Number of Telephones, Jan. 1, 1955.....	546,400
Number of Electrical Connections, Jan. 1, 1955.....	830,538
Number of Gas Utilities Connections, 1953.....	251,800

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction uncensored.

ALABAMA MARKET DATA BY COUNTIES

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS) 1954 TV Sets	(CBS) 1954 TV %
Autauga	18,186	\$ 5,650	\$ 2,406	\$ 181		
Baldwin	40,997	30,737	8,792	949	2,790	24%
Barbour	28,892	10,680	3,267	305		
Bibb	17,987	6,624	1,659	130	2,600	62%
Blount	28,975	11,272	3,201	232	2,860	39%
Bullock	16,054	4,137	1,245	146	600	17%
Butler	29,228	13,712	3,728	324		
Calhoun	79,539	69,219	20,266	2,074	10,360	46%
Chambers	39,528	11,363	3,907	625	3,920	38%
Cherokee	17,634	4,891	1,256	98	1,480	36%
Chilton	26,922	10,601	2,884	331	2,310	33%
Choctaw	19,152	4,706	1,029	54	480	11%
Clarke	26,548	19,591	2,723	443	790	12%
Clay	13,929	5,262	1,648	202	1,060	33%
Cleburne	11,904	4,498	1,518	88	1,040	36%
Coffee	30,720	12,502	3,806	377		
Colbert	39,561	31,612	9,165	1,021	1,060	10%
Conecuh	21,776	6,686	1,996	144	620	13%
Coosa	11,766	3,126	1,244	104	920	33%
Covington	40,373	21,788	6,370	798		
Crenshaw	18,981	7,554	1,988	140		
Cullman	49,046	21,973	6,653	580	5,710	46%
Dale	20,828	7,979	3,326	346		
Dallas	56,270	35,154	8,612	1,133	3,260	22%
De Kalb	45,048	18,123	4,755	394	2,330	20%
Elmore	31,649	13,819	4,623	427	1,750	23%
Escambia	31,443	26,227	6,415	633	990	13%
Etowah	93,892	74,917	19,804	2,060	13,520	48%
Fayette	19,388	8,541	2,089	172	910	19%
Franklin	25,705	14,071	3,947	382	1,430	22%
Geneva	25,899	13,842	2,930	375		
Greene	16,482	6,542	1,391	157	660	17%
Hale	20,832	7,003	1,900	209	790	17%
Henry	18,674	6,629	1,402	204		
Houston	46,522	43,346	9,485	1,110		
Jackson	38,998	15,744	3,244	382	920	10%
Jefferson	558,928	583,146	142,449	14,706	110,120	65%
Lamar	16,441	4,731	1,330	136	720	19%
Lauderdale	54,179	39,143	9,080	1,054	1,550	10%
Lawrence	27,128	6,527	2,371	281	1,630	25%
Lee	45,073	25,361	7,280	971	1,340	12%
Limestone	35,766	18,026	4,984	482	2,210	25%
Lowndes	18,018	5,011	1,082	32		
Macon	30,561	9,056	3,183	227	1,170	17%
Madison	72,903	56,028	11,678	1,255	4,060	20%
Marengo	29,494	13,881	3,121	340	1,030	15%
Marion	27,264	11,400	3,121	273	1,550	22%
Marshall	45,090	34,132	7,029	927	2,650	22%
Mobile	231,105	221,964	58,690	10,212	26,940	37%
Monroe	25,732	13,611	3,543	245		
Montgomery	138,965	144,659	31,230	3,891	8,840	21%
Morgan	56,924	44,126	12,166	925	4,420	29%
Perry	20,439	7,589	1,789	204	710	17%
Pickens	24,349	9,975	2,483	276	970	18%
Pike	30,608	14,694	4,170	525		
Randolph	22,513	8,917	2,606	186	1,880	35%

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS) 1954 TV Sets	(CBS) 1954 TV %
Russell	40,364	11,218	3,724	319	1,770	17%
St. Clair	26,687	10,775	3,971	369	2,550	38%
Shelby	30,362	12,274	5,544	328	4,730	61%
Sumter	23,610	7,925	1,426	134	780	15%
Talladega	63,639	38,445	12,276	1,126	10,830	65%
Tallapoosa	35,074	18,547	5,504	766	2,020	22%
Tuscaloosa	94,092	61,830	17,308	2,259	7,090	30%
Walker	63,769	29,424	11,037	714	8,810	54%
Washington	15,612	4,440	1,586	30	400	11%
Wilcox	23,476	5,893	1,508	80		
Winston	18,250	5,772	1,431	168	2,070	46%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDALUSIA

(Covington County)

WAIQ (TV)*

(Target Date, Fall, 1955)

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 54-1741.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw.

EQUIPPED TO COLORCAST network programs.

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

EXECUTIVES: Raymond D. Hurlbert, pres.

BIRMINGHAM

(Jefferson County)

WABT (TV)

LICENSEE: The Television Corp. Address: P. O. Box 2553. Postal Zone: 2. 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: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 505 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 29, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WAPI. Fm, WAFM (FM).

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

SERVICES: Two studios (40x60 ft. and 12 1/2 x 17 ft.). Five DuMont camera chains. One rear screen projector. One RCA film camera. Two Eastman 16mm film projectors. Two Selectoslide slide projectors. One DuMont flying spot scanner. One Microcord film processing unit. One mobile unit. News service, AP.

PRINCIPAL STOCKHOLDERS: Birmingham News Co. (Birmingham News) is owner. It also owns WHBS-AM-FM Huntsville, Ala. (Huntsville Times). Ruth L. Hanson, chmn. of bd. (10.67%), Henry P. Johnston, exec. vp. (5.3%), of Birmingham News Co.

EXECUTIVES:

Henry P. Johnston, pres.

Fred Shawn, asst. to pres

Charles F. Grisham, com. mgr.

Ray Furr, vp. in charge program-

ing & film buy.

J. V. Sanderson, ch. eng.

James B. Chenoweth, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; Class AA station break \$160; Class AA ID \$80. Full and share screen. Frequency discounts from 4.9% for 13 times up to 34.9% for 312 times.

MARKET INFORMATION: Total (Including Fringe Area): Population 2,708,200; Families in area 721,900; No. of Sets 321,380; Retail Sales \$1,911,493,000; Income per Family \$3,800; Income per Capita \$1,014.

WBIQ (TV)*

(*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg. Postal Zone: 3. Phone: 54-2741.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 18.6 kw. Operating Pow.: Visual 30.9 kw, Aural 18.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft. Above ground 187 ft.

EQUIPPED TO COLORCAST network, local live programs, local films.

OPERATION: Began April 28, 1955. Hours, 6-9 p.m.

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

EXECUTIVES:

Raymond D. Hurlbert, pres.

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1.

For full list of abbreviations and sources of county and state market data see Foreword.

BIRMINGHAM (Cont.)

WBRC-TV

LICENSEE: Storer Bcstg. Co. Address: Atop Red Mountain. Postal Zone: 9. 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: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft. Above ground 560 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1949. Hours, 7 a.m.-12:30 a.m.

AFFILIATIONS: Tv Networks, CBS, DTN. Station, Am WBRC.

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

SERVICES: Two studios (28x48 ft. and 21x30 ft.). Four RCA camera chains. One Bodde rear screen projector. One Auricon film camera. Two RCA film projectors. One RCA Teloprojector. Two View-lex slide projectors. One RCA mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres. M. D. Smith III, prog. dir. & film buy.
 J. Robert Kerns, gen. mgr. Robert L. DuPriest, ch. eng.
 Oliver Naylor, com. mgr. Sterling Madding, prom. mgr.
 Peter Storer, nat. sls. mgr. Davenport Smith, news ed.

RATE INFORMATION: Class AA one hour (live) \$860, Class A \$760, (film) \$750, \$650; minute spot (live or film) \$185, \$150; ID \$92, \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 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)
Population	2,012,000	614,600	2,653,000
Families in Area	559,200	120,000	679,200
No. of Sets	272,000	49,386	321,386
Retail Sales	\$1,498,998,000		\$1,498,998,000
Income per Family	\$2,200		\$2,200
Income per Capita	\$1,200		\$1,200

WJLN-TV†

(Target Date, Not Set)

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

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw.

AFFILIATIONS: Stations, Am, WJLD. Fm, WJLN-FM.

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

EXECUTIVES:

George Johnston Jr., pres. James Connolly, gen. mgr.

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

DECATUR

(Morgan County)

WMSL-TV

LICENSEE: Tennessee Valley Radio & Television Corp. Address: Box 411. Phone: 802.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.52 kw. Operating Pow.: Visual 15.8 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft. Above ground 383 ft.

OPERATION: Began July 4, 1954. Hours: 2-11 p.m.

AFFILIATIONS: Tv Networks, CBS, NBC. Station, Am, WMSL.

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

SERVICES: One studio (21x30 ft.). One RCA camera chain. One RCA film camera. One RCA film projector. One RCA slide projector. One RCA scanner. One 3.8 opaque slide projector. News Service, AP. Library, MPTV.

PRINCIPAL STOCKHOLDERS: Frank Whisenant, pres. & gen. mgr. (69%) and 36 others.

EXECUTIVES:

Frank Whisenant, pres., gen. mgr. & film buy. Alice A. Whisenant, prog. dir.
 James E. King, com. mgr. Charles Birdwell, ch. eng.
 Bob Gleason, news ed.

RATE INFORMATION: Class A one hour (live) \$170, (film) \$150; minute spot (live) \$40, (film) \$35; ID \$20. ID Length 10 sec. 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	88,700	163,400	516,200
No. of uhf Sets	28,436		

DOTHAN

(Houston County)

WTVY (TV)

LICENSEE: WTVY Inc. Address: Cottonwood Road.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft. Above ground 457 ft.

OPERATION: Began Feb. 12, 1955.

REPRESENTATIVES: Sales, Adam Young Tv Corp. Washington Attorney: Miller & Schroeder. Consulting Engineer: Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: Charles Woods, pres. (13.22%), J. T. Thrower, vp. (10.6%), Dr. Paul Flowers, treas. (13.22%) and others. H. L. Holman Jr., vp (3.97%), has \$500 stock interest in WOZK Ozark, Ala.

EXECUTIVES:

Mel Wheeler, vp. & gen. mgr. F. E. Busby, sta. mgr.

MOBILE

(Mobile County)

WALA-TV

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

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft. Above ground 573 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 14, 1953. Hours, 10 a.m.-midnight.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC. Stations, Am, WALA.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, L. J. N. duTreil & Assoc.

SERVICES: Two studios (20x40 ft. and 50x20 ft.). Two RCA camera chains. One Master Vu-Graph rear screen projector. One RCA film camera. Two RCA film projectors. Two slide projectors. News Service, AP. Library, Snader.

PRINCIPAL STOCKHOLDERS: W. O. Pape, pres. (99.6%), H. K. Martin, exec. vp. (.2%) and W. B. Pape, secy. (.2%).

EXECUTIVES:

W. O. Pape, pres. & gen. mgr. Alvin R. Bell, ch. eng.
 H. K. Martin, exec. vp. Chuck Thompson, prom. mgr.
 Al Holman, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$80; ID \$40. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 3¼% for 26 times up to 18¾% for 260 times. Rate Card No. 3.

WKAB-TV†

LICENSEE: Pursley Bcstg. Service Inc. Address: P. O. Box 1306. Phone: 7-6345.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 140 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 250 ft. Above ground 303 ft.

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

AFFILIATIONS: Tv Networks, CBS, DTN. Station Am, WKAB.

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

SERVICES: Two studios. One GE Synchronlite camera chain. One GE film camera. Two GE film projectors. One GE slide projector.

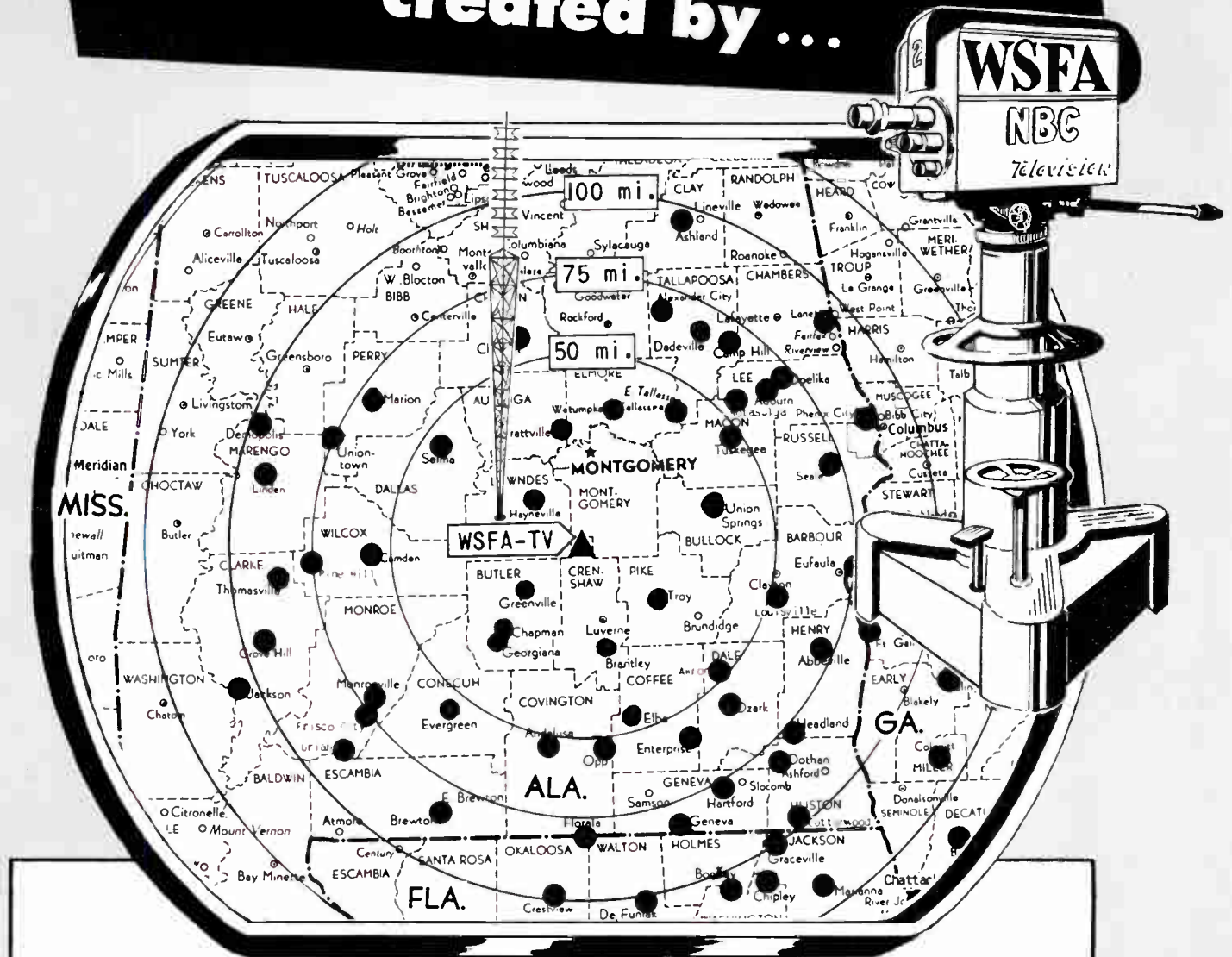
PRINCIPAL STOCKHOLDERS: Louise P. Pursley, chmn. of bd. (85%), Claude L. Pursley, secy.-treas. (13.33%) and Robert H. Moore, pres. (1.66%).

EXECUTIVES:

Louise P. Pursley, chmn. of bd. C. L. Pursley, sec.-treas.
 Robert H. Moore, pres.

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

the NEW MARKET Southeast Alabama created by ...



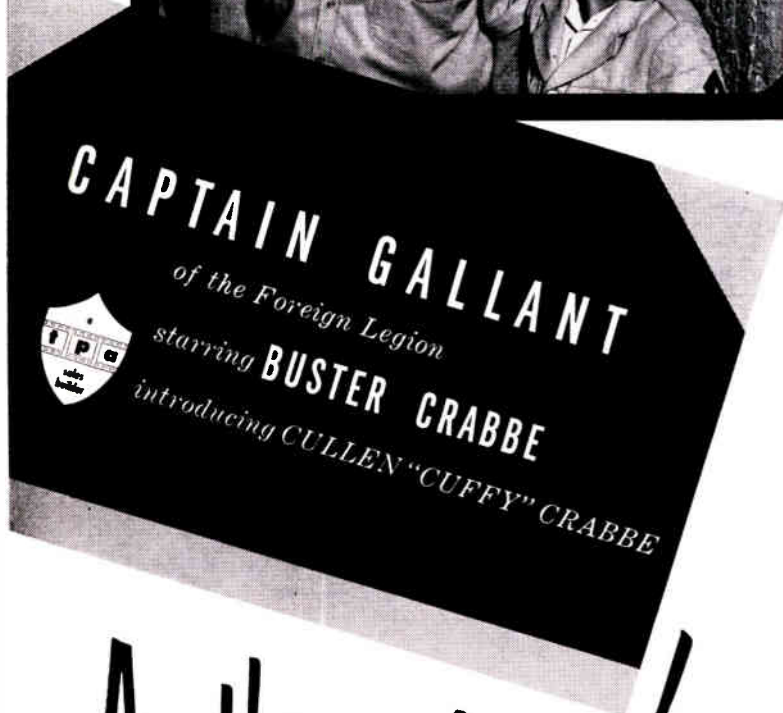
"THE OLD ORDER CHANGETH . . . Giving way to the NEW." Southeast Alabama . . . Once a group of many small markets . . . requiring a myriad of media to reach . . . Now consolidated via powerful 316,000 Watts on Channel 12 WSFA-TV, Montgomery's Best . . . Alabama's newest and Finest Television Station. Your sales message is seen more . . . means more on WSFA-TV.



WSFA-TV Market Data

Population	1,118,643
Total Retail Sales	\$667,339,000.00
Consumer Spendable Income	\$963,398,000.00

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman, WKY, WKY-TV, WSFA, & WSFA-TV
Represented by THE KATZ AGENCY, INC.



Another winner!

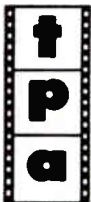
from the portfolio of **TPA** Sales Builders

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 City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

ARIZONA

PHOENIX
(Maricopa County)

KOOL-TV

LICENSEE: Maricopa Bcstrs. Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 32 kw, Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 1,620 ft.; Above ground 173 ft.

EQUIPPED TO COLORCAST: Network programs.

OPERATION: Began Oct. 24, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, KOOL.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (25x60 ft. and 19x24 ft.). Two DuMont camera chains. One Bodde rear screen projector. Two DuMont film cameras. Two DuMont film projectors. Two DuMont scanners. One DuMont opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gene Autry, pres. (56.38%). Tom Chauncey, vp. (19.19%), Tom and Ann Kerney (19.47%). Mr. Autry also owns 48% of KOPO-AM-TV Tucson, 51% of KMPC Los Angeles, Calif., and 12 1/2% of Phoenix Republic and Gazette. Mr. Chauncey owns 20% of KOPO-AM-TV Tucson. Mr. Kerney owns 12 1/2% of Phoenix newspapers.

EXECUTIVES:

Gene Autry, pres.	Douglas Carruth, prog. dir.
Tom Chauncey, gen. mgr.	Clifford Miller, ch. engr.
Kenneth Morton, asst. gen. mgr.	Erma Carron, film buy.
Robert C. Garland, natl. com. mgr.	Don Cordray, news ed.
William J. Connelly, loc. com. mgr.	

RATE INFORMATION: Class A one hour (live) on request, (film) \$500; minute spot (live) on request, (film) \$96; ID \$48. ID Length 10 sec. Specifications 3/4x1/4; 6-8 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Population, 475,000; Families in area, approx. 158,333; No. of Sets, 122,510; Retail Sales, \$508,816.

KPHO-TV

LICENSEE: Meredith Engineering Co. Address: 631 N. 1st Ave. Phone: Alpine 8-4511.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.24 kw. Operating Pow.: Visual 14.4 kw, Aural 7.24 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 497 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 4, 1949. Hours, 7:30 a.m.-1 a.m.

AFFILIATION: Station, Am, KPHO.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Three studios (35x50 ft., 20x30 ft. and 18x25 ft.). One outdoor set (20x50 ft.). Five camera chains, various make. One TSC rear screen projector. Two slide projectors. One Houston-Fearless film processing unit. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: 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:

Richard B. Rawls, gen. mgr.	George McClanathan, ch. eng.
C. A. Larson, com. mgr.	Dan Schwartz, prom. mgr.
Robert Martin, prog. dir., film buy.	Jack Murphy, news ed.

RATE INFORMATION: Class A one hour (live) \$450; minute spot (live) \$90; ID \$45. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7B.

MARKET INFORMATION:

	Grade A (FCC Contour)
Population	475,000
Families in area	145,000
No. of Sets (April 1)	120,000
Retail Sales	\$515,290,000
Income per Family	\$4,681

KTVK (TV)

LICENSEE: Arizona Television Co. Address: 3435 N. 16th St. Phone Amherst 6-5691.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,670 ft.; Above ground 228 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 28, 1955. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (45x70 ft. and 35x40 ft.). Three RCA camera chains. One Gray rear screen projector. One RCA film camera, one color film camera. Two film projectors. Two Spindler & Sauppe slide projectors. One Gray opaque projector. One RCA 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.

PHOENIX (Cont.)

KTVK (Cont.)

PRINCIPAL STOCKHOLDERS: Ernest W. McFarland (40%), Ralph Watkins (20%), Leon Nowell (20%), Henry Larson (5%), Edward Cooper (10%), Lo Wright (2.5%), and Bassett Wright (2.5%).

EXECUTIVES:

Ernest W. McFarland, pres.
Ralph Watkins, gen. mgr.
Roger Van Duzer, sta. mgr.
Burton B. LaDow, com. mgr.

Ray Gallagher, prog. dir.
Robert Lataham, ch. eng.
Ray Gallagher, film buy.
Art Brock, news ed.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; ID \$30. Full and share screen. Frequency discounts.

KVAR (TV) (MESA)

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

TUCSON (Pima County)

KDWI-TV

(Target Date, Unknown)

LICENSEE: Tucson Television Co. Address: 1151 S. Warren St.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 57.5 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 190 ft.; Above ground 337.3 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: D. W. Ingram and Kathleen Ingram.

KOPO-TV

LICENSEE: Old Pueblo Bcstg. 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: DuMont. Antenna Make: RCA. Height: Above average terrain 280 ft.; Above ground 205 ft.

OPERATION: Began Feb. 1, 1953. Hours, 11:30 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, Stations, Am, KOPO.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson Consulting Engineer, E. C. Page.

SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuMont camera chains. One Bodde rear screen projector. One DuMont film camera. Two Holmes film projectors. One DuMont scanner. One mobile unit. Library, World.

PRINCIPAL STOCKHOLDERS: Gene Autry (48%), Tom Chauncey, vp. (20%), and others. Mr. Autry also owns 56.38% of KOOL-AM-TV Phoenix, 51% of KMPC Los Angeles, Calif., and 12 1/2% of Phoenix Republic and Gazette. Mr. Chauncey owns 19.19% of KOOL-AM-TV.

EXECUTIVES:

Gene Autry, pres.
Tom Chauncey, mgng. dir.
E. S. Mittendorf, gen. mgr.
Paul Plunkett, com. mgr.

Cliff Stillinger, prog. dir. & film buy.
Paul Bennewitz, ch. eng.
Jack Martin, asst. to gen. mgr.
Virginia Harper, prom. mgr.
Chris Cole, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$55, (film) \$50. ID \$25. ID Length 8 sec. Specifications 2x2 in. glass. Full and share screen. Frequency discounts up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	28,800	240,400
Families in area	8,120	73,190
No. of Sets	1,100	42,180
Retail Sales	\$36,571,000	\$248,200,000
Income per Family	\$4,100	
Income per Capita	\$1,492	

KVOA-TV

LICENSEE: Arizona Bcstg. Co. Address: P. O. Box 2911. Postal Zone: 8. Phone: 3-2555.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 30 ft.; Above ground 263 ft.

OPERATION: Began Sept. 27, 1953. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC, Stations, 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 camera chains. One Bodde rear screen projector. Two RCA 16mm film projectors. One Gray 2x2 in. slide projector. Library, Studio TELEscriptions.

PRINCIPAL STOCKHOLDERS: Clinton D. McKinnon, pres. (20%); Bernard Weinberg, vp (20%); Frank J. Oxarat, vp (20%); Arthur A. Desser, sec. (20%); Harold B. Garfield, treas. (20%). Mr. McKinnon is publisher of weekly San Diego North Shores Sentinel and Coronado Journal both Calif.

EXECUTIVES:

R. B. Williams, gen. mgr.
Harper M. Phillips, bus. mgr.
John C. Underwood Jr., sls. mgr. & film buy.

Ben L. Slack Jr., prog. dir.
Raymond H. Holsclaw, ch. eng.
Frank R. Barreca, news ed.

RATE INFORMATION: Class A one hour (live) \$285, (film) \$225; minute spot (live) \$50, (film) \$45. ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 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	213,600	10,100	223,600
Families in Area	65,070	2,500	67,570
No. of Sets	38,605	1,000	39,605
Retail Sales	\$212,000,000	\$10,000,000	\$222,000,000

YUMA (Yuma County)

KIVA (TV)

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

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29 kw, Aural 16 kw. Operating Pow.: Visual 29 kw Aural 16 kw. Transmitter: DuMont. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 485 ft.

OPERATION: Began Oct., 1953. Hours, 2:30 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, CBS, DTN, NBC.

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

SERVICES: One studio (27x56 ft.). Two DuMont camera chains. One DuMont film camera. Two DeVry film projectors. One 2x2 Monochrome scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: Donald Ellsworth, pres. (17.88%), Howard Roberts (17.88%), A. S. Reber (17.88%), Wm. S. Porter (17.88%), and others.

EXECUTIVES:

Donald Ellsworth, pres.
Ray C. Smucker, gen. mgr. & film buy.
Richard Newland, com. mgr.
Bob Garinger, prog. dir.

Roland Yount, ch. eng.
Ruth Gilmore, prom. mgr.
Glenn Edwards, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40. ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

ARKANSAS

ARKANSAS MARKET INDICATORS

Total Population, July 1, 1954.....	1,910,000
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, March 1955.....	309,900
Employed in Agriculture, 1950.....	215,270
Employed in Mining, March 1955.....	6,400
Employed in Manufacturing, March 1955.....	81,400
Employed in Construction, March 1955.....	17,600
Employed in Transportation & Public Utilities, March 1955.....	28,200
Employed in Wholesale & Retail Trade, March 1955.....	72,400
Employed in Finance, Insurance & Real Estate, March 1955.....	8,900
Employed in Service and Miscellaneous, March 1955.....	36,000
Employed in Government Service, March 1955.....	58,400
Retail Sales, 1954.....	\$ 1,339,040,000
Bank Assets, Jan. 1, 1955.....	\$ 1,070,150,000
Bank Deposits, Jan. 1, 1955.....	\$ 985,129,000
Major Income Sources, 1953: Agriculture 19.5%; Government 19.6%; Manufacturing Payrolls 12.7%; Trade and Service 25.8%.....	
Total Income Payments, 1953.....	\$ 1,793,000,000
Per Capita Income, 1953.....	\$ 939
Total Internal Revenue Collections, 1954.....	\$ 156,120,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 52.99
Cash Receipts from Farm Marketing, 1954.....	\$ 540,961,000
Government Payments to Farmers, 1954.....	\$ 5,421,000
Value of Mineral Production, 1951.....	\$ 118,694,000
New Public Construction in 1952.....	\$ 166,500,000
Motor Vehicle Registration, 1954.....	545,019
Number of Telephones, Jan. 1, 1955.....	298,000
Number of Electrical Connections, Jan. 1, 1955.....	531,092
Number of Gas Utilities Connections, 1953.....	209,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ARKANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Arkansas	23,665	27,233	5,172	764	1,360	20%
Ashley	25,660	14,409	3,920	398	1,140	17%
Baxter	11,683	7,271	1,572	199
Benton	38,076	34,402	6,719	762
Boone	16,280	14,252	2,535	320
Bradley	15,987	10,061	1,850	204
Calhoun	7,132	2,060	500	22
Carroll	13,244	7,945	1,846	349
Chicot	22,306	11,633	3,021	336	1,040	17%
Clark	22,998	15,111	3,319	430
Clay	26,674	11,724	2,649	287	1,920	26%
Cleburne	11,487	3,559	804	108
Cleveland	8,956	1,803	604	46
Columbia	28,770	17,095	3,256	624
Conway	18,137	9,062	1,881	246	480	11%
Craighead	50,613	35,932	6,891	1,101	8,260	59%
Crawford	22,727	8,766	2,490	350
Crittenden	47,184	33,187	7,394	499	6,610	52%
Cross	24,757	14,225	2,763	401	2,270	36%
Dallas	12,416	6,697	2,253	230
Desha	25,155	14,227	3,709	300
Drew	17,959	7,738	2,790	193
Faulkner	25,289	14,647	2,510	360	730	11%
Franklin	12,358	6,053	1,139	148
Fulton	9,187	2,196	498	56	960	37%
Garland	47,102	54,419	11,191	2,314
Grant	9,024	3,225	848	74
Greene	29,149	17,957	3,886	391	2,020	25%
Hempstead	25,080	14,549	3,016	342
Hot Springs	22,181	13,334	3,738	387
Howard	13,342	6,787	1,615	243
Independence	23,488	15,349	2,923	306	1,540	24%
Izard	9,953	2,058	474	110
Jackson	25,912	18,075	3,691	473	1,710	24%
Jefferson	76,075	54,474	12,987	1,148
Johnson	16,138	7,391	2,181	164
Lafayette	13,203	6,187	1,576	157
Lawrence	21,303	9,230	1,824	229	2,090	37%
Lee	24,322	10,924	2,509	365	1,920	31%
Lincoln	17,079	4,099	1,193	154
Little River	11,690	4,756	1,692	187	1,030	38%
Logan	20,260	9,953	1,601	216
Lonoke	27,278	16,502	3,946	459	1,440	20%
Madison	11,734	2,639	550	80
Marion	8,609	2,156	606	39
Miller	32,614	36,830	7,084	717	3,890	37%
Mississippi	82,375	53,912	11,927	1,373	14,010	65%
Monroe	19,540	11,559	3,369	306	1,120	22%
Montgomery	6,680	1,468	330	45
Nevada	14,781	6,526	1,520	163
Newton	8,685	643	369	20
Ouachita	33,051	27,703	7,470	794
Perry	5,978	1,288	324	24
Phillips	46,254	30,427	8,170	884	4,770	37%
Pike	10,032	3,947	762	124
Poinsett	39,311	24,188	5,018	697	3,600	36%
Polk	14,182	8,307	2,284	255
Pope	23,291	12,599	2,879	361
Prairie	13,768	5,497	1,408	144	720	20%
Pulaski	196,685	227,848	43,783	7,650	10,570	17%
Randolph	15,982	6,354	1,296	172	1,590	37%
St. Francis	36,841	18,679	4,706	382	2,920	31%
Saline	23,816	14,676	3,743	277
Scott	10,057	3,911	613	122
Searcy	10,424	3,095	710	126
Sebastian	64,202	83,543	14,337	2,343	6,930	35%
Sevier	12,293	6,394	1,420	217
Sharp	8,999	1,496	343	46
Stone	7,662	1,928	503	57
Union	49,686	46,884	9,897	1,748	1,780	12%
Van Buren	9,687	2,948	715	85	290	11%
Washington	49,979	51,807	9,322	1,147	2,950	19%
White	38,040	20,161	3,711	618
Woodruff	18,957	9,276	1,995	327	920	21%
Yell	14,057	9,794	1,417	269

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

EL DORADO
(Union County)

KRBB (TV)

(Target Date, Fall, 1955)

LICENSEE: South Arkansas Television Co. Inc. Address: Box 791.
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Transmitter: RCA. Antenna Make: RCA; Height: Above average terrain 630 ft.; Above ground 637 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Hours, noon-11 p.m.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Consulting Engineer, Robert M. Silliman & Assoc.
 SERVICES: Two studios (60x40 ft. and 15x30 ft.). Two DuMont camera chains. News Service, AP.
 PRINCIPAL STOCKHOLDERS: Dr. Joe F. Rushton, pres. (33 1/3%), W. C. Blewster, vp. (33-1/3%) and William M. Bigley, secy-treas. & gen. mgr. (33-1/3%). Dr. Rushton is 35% owner of KVMA Magnolia, Mr. Blewster is 3 1/4% owner and Mr. Bigley, gen. mgr. and 16% owner of KVMA.
 EXECUTIVES: Dr. Joe F. Rushton, pres. W. Carroll Blewster, ch. eng. Bill Bigley, gen. mgr.

JONESBORO
(Craighead County)

KBTM-TV

(Target Date, Summer 1956)

LICENSEE: Regional Bestg. Co. Address: KBTM Bldg. Phone: Webster 5-5597.
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 7.08 kw. Height: Above average terrain 200 ft.; Above ground 212 ft.
 AFFILIATION: Stations, Am, KBTM. Fm, KBTM-FM.
 REPRESENTATIVES: Sales, Burn-Smith Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.
 PRINCIPAL STOCKHOLDERS: Harold E. King and wife.
 EXECUTIVES: Harold E. King, pres. Norman Bowman, ch. eng. William J. Hart, gen. mgr. Marion Bohne, film buy. James Barnes, com. mgr. Mary Walton, prom. mgr. Edward Welch, prod. dir. Clarence Adams, news ed.
 RATE INFORMATION: Class A one hour (live) \$160, (film) \$160; minute spot (live) \$20, (film) \$20; ID \$12. ID Length 5 sec.
 MARKET INFORMATION: Families in area, 153,140; Grade A (FCC Contour), 100,000; Grade B, 53,140.

Market information in station listings is furnished by station and any inquiries should be directed to that 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) \$200; minute spot (live) \$40; ID \$20. ID Length 7 sec. Full screen. 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	127,680	206,320	422,200
Families in area	36,010	56,960	116,300
Retail Sales	\$137,188,000	\$207,797,000	\$297,619,000
Income per Family	\$3,915	\$3,648	\$3,583
Income per Capita	\$1,120	\$1,007	\$987

FORT SMITH
(Sebastian County)

KFSA-TV

LICENSEE: Southwestern Radio & Television Co. Address: 920 Rogers Ave. Phone: Sunset 2-9126.
 FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 265 kw, Aural 145 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE; Height: Above average terrain 270 ft. Above ground 349 ft.
 OPERATION: Began July 19, 1953. Hours, 11:30 a.m.-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KFSA. Fm, KFSA-FM.
 REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, T. A. M. Craven.
 SERVICES: Two studios (28x32 ft. and 50x70 ft.). Two GE camera chains. Two Eastman film projectors. Two Selectoslide Jr. slide projectors. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Southwestern Pub. Co. (Donald W. Reynolds). Also owns KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nevada; KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Southwest Pub. Co. owns or controls Fort Smith Times Record and Southwest American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat, Las Vegas (Nev.) Review Journal.
 EXECUTIVES: Donald W. Reynolds, pres. Roland Hundley, com. mgr. Weldon Stamps, gen. mgr. Pat Porta, prog. dir. & news ed. film buy. & prom. mgr. Robert W. Platt Jr., ch. eng.
 RATE INFORMATION: Class A one hour (live) \$175, (film) \$150; minute spot (live) \$30, (film) \$20; ID \$15. ID Length 10 sec. Full screen. Frequency discounts up to 25% for 260 times. Rate Card No. 1.
 MARKET INFORMATION: Total (Including Fringe Area) Population 230,000; Families in area 55,460; No. of Sets 36,604; Retail Sales (area) \$150,592,000.

KNAC-TV

(Target Date, Unknown)

LICENSEE: American Television Co. Inc. Address: 15 Court St.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft. Above ground 448 ft.
 AFFILIATION: Stations, Am, KWHN.
 REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
 PRINCIPAL STOCKHOLDERS: H. S. Nakdimen, pres. (33 1/3%), Dick Allis, vp. (33-1/3%) and Edgar E. Bethell, secy. (33-1/3%).
 EXECUTIVES: H. S. Nakdimen, pres. Edgar E. Bethell, sec.-treas. Richard Allis, vp.

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: RCA. Antenna Make: RCA. Height: Above average terrain 1650 ft.; Above ground 1084 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 24, 1954. Hours, 6:45 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Stations, Am, KARK.

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

SERVICES: Two studios (56x63 ft. and 25x36 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Spindler & Sauppe Selectroslide Jr. slide projectors. Manual film processing unit. News Services, AP, AP Photofax. Library, NBC News Review.

PRINCIPAL STOCKHOLDERS: T. H. Barton, pres. (72.68%) and son, T. K. Barton, vp. & gen. mgr. (18.16%).

EXECUTIVES:

T. H. Barton, pres.	Dale Hart, prog. dir. & film buy.
T. K. Barton, vp. & gen. mgr.	Champ Smith, ch. eng.
Doug Romine, asst. gen. mgr.	Shirley R. Kennedy, prom. dir.
H. Lee Bryant, com. mgr.	Bob Kemp, news ed.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$350; minute spot (live) \$80, (film) \$70; ID \$35. ID Length 10 sec. Specifications 2x2 in. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	494,650	149,850	816,600
Families in area	144,030	41,635	233,700
No. of Sets	77,363	11,207	101,067
Retail Sales	\$429,780,000	\$91,238,000	\$642,430,000
Income per Family	\$4,314	\$3,278	\$3,448
Income per Capita	\$1,021	\$ 782	\$ 890

KATV (TV) (PINE BLUFF)

LICENSEE: Central-South Sales Co. Address: 100 Williams Rd. Phone: 3880. (For full listing see Pine Bluff, Ark.)

KTHV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: Arkansas Television Co. Address: 720 Izard St.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1760 ft.; Above ground 1175 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Station, Am, KTHS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x50 ft. each). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned 32% by Arkansas Democrat and 42% by KTHS Little Rock. Principal owners of KTHS identified with Shreveport (La.) Times (KWKH). K. A. Engel, pres. (10%).

EXECUTIVES:

K. A. Engel, pres.	Cecil Suitt, ch. eng.
B. G. Robertson, gen. mgr.	Bill' Neel, news ed.

MARKET INFORMATION: Population (FCC Contour) 531,778 (Grade A); 710,235 (Grade B).

PINE BLUFF
(Jefferson County)

KATV (TV)

LICENSEE: Central-South Sales Co. Address: 100 Williams Road. 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. Construction Permit: Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.; Above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS.

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

SERVICES: Two studios (60x60 ft. and 40x35 ft.). Five GE camera chains. Three GE film cameras. Four Eastman 16mm film projectors. Three Spindler & Sauppe slide projectors. One Bausch & Lomb opaque projector. One Houston-Fearless film processing unit. One GE mobile unit in Dodge panel truck. News Services, AP, UP, UP Facsimile. Library, Sesac, Standard, World.

PRINCIPAL STOCKHOLDERS: John T. Griffin (45%), James C. Leake (45%) and Bryan Mathes (10%). Owners are also principal stockholders of KFPW Fort Smith, KTUL Tulsa, Okla., KOMA Oklahoma City, KTVX (TV) Muskogee, Okla., and 50% owners of KWTW (TV) Oklahoma City.

EXECUTIVES:

John T. Griffin, pres.	Don Curran, prog. dir. & film buy.
James C. Leake, exec. vp.	A. R. Garrett, ch. eng.
John H. Fugate, gen. mgr.	Joe Myers, prom. mgr.
Bruce B. Compton, com. mgr.	Bill Hadley, news ed.

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Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

PINE BLUFF (Cont.)

KATV (Cont.)

RATE INFORMATION: Class AA one hour (live) on request, (film) \$450; minute spot (live) on request, (film) \$90; 1D \$45. 1D Length 10 sec. Full and share screen. 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	519,700	488,900	339,500
Families in area	149,600	132,700	93,200
No. of Sets	82,003	32,007	12,408
Retail Sales	\$441,366,000	\$299,716,000	\$211,117,000
Average Income per Family	\$3,305	\$2,919	\$2,934
Average Income per Capita	\$ 913	\$ 786	\$ 806

TEXARKANA

(Miller County)

KCMC-TV (TEXARKANA, TEX.)

LICENSEE: KCMC Inc. Address: Summerhill Road. Phone: 32-8201. (For full listing see Texarkana, Tex.)

CALIFORNIA

CALIFORNIA MARKET INDICATORS

Total Population, July 1, 1954.....	12,554,000
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, March 1955.....	3,874,700
Employed in Agriculture, 1950.....	286,642
Employed in Mining, March 1955.....	35,700
Employed in Manufacturing, March 1955.....	1,047,000
Employed in Construction, March 1955.....	224,100
Employed in Transportation & Public Utilities, March 1955.....	332,300
Employed in Wholesale & Retail Trade, March 1955.....	877,900
Employed in Finance, Insurance & Real Estate, March 1955.....	179,100
Employed in Service and Miscellaneous, March 1955.....	510,700
Employed in Government Service, March 1955.....	667,900
Retail Sales, 1954.....	\$ 15,485,103,000
Bank Assets, Jan. 1, 1955.....	\$ 19,625,475,000
Bank Deposits, Jan. 1, 1955.....	\$ 18,020,376,000
Major Income Sources, 1953: Agriculture 4.6%; Government 18.6%; Manufacturing Payrolls 19.5%; Trade and Service 28.5%.	
Total Income Payments, 1953.....	\$ 24,856,000,000
Per Capita Income, 1953.....	\$ 2,039
Total Internal Revenue Collections, 1954.....	\$ 5,240,482,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 84.38
Cash Receipts from Farm Marketing, 1954.....	\$ 2,491,208,000
Government Payments to Farmers, 1954.....	\$ 14,802,000
Value of Mineral Production, 1951.....	\$ 1,209,381,000
Total New Construction in 1952.....	\$ 3,519,600,000
New Private Construction in 1952.....	\$ 2,555,800,000
New Public Construction in 1952.....	\$ 963,800,000
Motor Vehicle Registration, 1954.....	5,698,842
Number of Telephones, Jan. 1, 1955.....	4,979,800
Number of Electrical Connections, Jan. 1, 1955.....	4,426,368
Number of Gas Utilities Connections, 1953.....	3,326,200

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CALIFORNIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Alameda	740,315	1,046,983	270,560	30,951	202,750	73%
Alpine	241	176	34		40	38%
Amador	9,151	7,264	2,282	192	1,020	34%
Butte	64,930	86,049	23,912	2,090	4,770	20%
Calaveras	9,902	7,069	2,482	205	1,190	34%
Colusa	11,651	18,576	3,884	508	960	24%
Contra Costa	298,984	297,878	108,137	9,027	63,530	61%
Del Norte	8,078	15,769	4,412	456		
El Dorado	16,207	17,508	6,705	299	2,120	34%
Fresno	276,515	367,861	86,004	9,946	45,460	49%
Glenn	15,448	23,886	4,872	387	1,210	24%
Humboldt	69,241	111,068	28,221	2,007	4,560	17%
Imperial	62,975	96,026	22,589	2,540	3,620	21%
Inyo	11,658	20,393	5,338	600		
Kern	228,309	283,740	71,276	5,817	28,280	35%
Kings	46,768	54,076	12,146	1,232	6,300	42%
Lake	11,481	12,944	4,371	466	1,130	24%
Lassen	18,474	17,070	4,924	605		
Los Angeles	4,151,687	6,582,538	1,571,290	234,187	1,409,450	86%
Madera	36,964	38,975	11,335	728	5,330	45%
Marin	85,619	99,560	32,061	3,324	22,990	73%
Mariposa	5,145	3,559	1,219	52	530	38%
Mendocino	40,854	51,837	12,899	908		
Merced	69,780	85,594	18,947	2,279	8,830	39%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Modoc	9,678	11,089	2,364	220		
Mono	2,115	2,392	680		270	38%
Monterey	130,498	177,494	42,656	4,522	20,250	41%
Napa	46,603	54,813	14,654	1,309	7,190	46%
Nevada	19,888	20,560	6,356	530	1,830	26%
Orange	216,224	352,077	83,213	11,247	71,660	79%
Placer	41,649	51,601	14,647	1,493	5,660	39%
Plumas	13,519	11,546	3,899	509	1,220	26%
Riverside	170,046	252,931	65,070	7,503	39,580	58%
Sacramento	277,140	418,092	99,366	13,474	51,270	49%
San Benito	14,370	13,895	3,862	360	1,920	40%
San Bernardino	281,642	394,709	105,614	13,249	74,780	69%
San Diego	556,808	798,689	193,636	25,704	172,220	73%
San Francisco	775,357	1,244,848	265,391	35,088	191,990	67%
San Joaquin	200,750	253,624	58,584	5,611	40,080	58%
San Luis Obispo	51,417	69,193	17,019	1,549	7,550	31%
San Mateo	235,659	300,046	94,355	7,077	78,050	84%
Santa Barbara	98,220	149,490	33,140	4,809	16,960	47%
Santa Clara	290,547	427,183	100,344	12,967	79,330	74%
Santa Cruz	66,534	83,519	23,740	2,188	7,890	30%
Shasta	36,413	59,518	16,032	1,427		
Sierra	2,410	1,302	421	74	130	26%
Siskiyou	30,733	35,446	9,033	1,023		
Solano	104,833	128,011	38,196	2,713	28,570	71%
Sonoma	103,405	166,623	32,306	3,924	18,370	46%
Stanislaus	127,231	187,631	36,197	3,979	17,540	63%
Sutter	26,239	22,667	7,920	326	2,620	29%
Tehama	19,276	24,684	5,348	553	1,240	18%
Trinity	5,087	3,828	1,642	183	340	18%
Tulare	149,264	156,399	41,929	3,345	13,870	38%
Tuolumne	12,584	13,200	3,722	381	1,750	30%
Ventura	114,647	151,862	41,838	4,288	31,300	78%
Yolo	40,640	52,272	16,955	2,117	6,000	42%
Yuba	24,420	47,670	9,398	1,053	2,470	29%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BAKERSFIELD

(Kern County)

KBAK-TV

LICENSEE: Bakersfield Bcstg. Co. Address: 29 Woody Rd. Phone: Fairview 4-6421. FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10.5 kw. Operating Pow.: Visual 19 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 396 ft. OPERATION: Began Aug. 10, 1953. Hours, noon-midnight. AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KBAK. REPRESENTATIVES: Sales, Weed Television; Washington Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett. SERVICES: One studio (45x60 ft.). Two RCA camera chains. Electro-zoom lens. One 16mm Bell & Howell film camera. Two RCA 16mm film projectors. Two Gray 2x2 in. slide projectors. News Service, UP. Library, Snader. EXECUTIVES: Harold P. See, pres. Vern Mack, prog. dir. Al Constant, gen. mgr. & film buy. James Garner, ch. eng.

PRINCIPAL STOCKHOLDERS: Owned 97 1/3% by Chronicle Publishing Co. (San Francisco Chronicle-KRON-TV). RATE INFORMATION: Class A one hour (live) \$282, (film) \$235; minute spot (live) \$47, (film) \$47; ID \$23.50. ID Length 8 sec. Share screen. 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 260,000 90,000 350,000 Families in Area 87,000 30,000 117,000 No. of Sets 75,000 15,000 90,000 Retail Sales \$297,283,000 \$59,600,000 \$356,883,000 Income per Family \$6,023 Income per Capita \$1,776

KERO-TV

LICENSEE: Kern County Bcstrs. Inc. Address: 1420 Truxton Ave. Phone: Fairview 7-1441.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 17.4 kw. Operating Pow.: Visual 30.9 kw, Aural 17.4 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,746 ft.; Above ground 137 ft. EQUIPPED TO COLORCAST network programs. OPERATION: Began Sept. 26, 1953. Hours, 11 a.m.-11:30 p.m. AFFILIATION: Tv Networks, CBS, NBC. Station, Am, KERO. REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Robert L. Hammett. SERVICES: Two studios (36x18 ft. and 18x24 ft.). Three RCA camera chains. Two RCA film projectors. One Gray slide projector. News Service, UP News Pictures. Library, World. PRINCIPAL STOCKHOLDERS: Gene DeYoung, pres. & gen. mgr. (51%), Gordon L. Harlan (29%) and others. EXECUTIVES: Gene DeYoung, pres. & gen. mgr. Edw'n Andress, eng. dir. Edward Urner, vp. John Ballinger, film buy. John Barrett, com mgr. De'loris Brigham, prom. mgr. Ken Croes, opr. dir. Burleigh Smith, news ed.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4. MARKET INFORMATION: Grade A (FCC Contour): Population 470,300; Families in area 151,709; No. of Sets 103,000; Retail Sales \$531,744,000.

BERKELEY

(Contra Costa County)

KQED (TV)* (SAN FRANCISCO)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 165 Post St., San Francisco. Postal Zone: 8. Phone: Yukon 6-5910.
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: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 354 ft.
OPERATION: Began June 10, 1954. Hours, 5-6 p.m.; 7:30-9 p.m. except Tues., Sat. and Sun.
REPRESENTATIVES: Washington Attorney, Krieger & Jorgenson; Consulting Engineer, R. A. Isberg.
SERVICES: Two studios (50x55 ft. and 30x20 ft.). Four DuMont camera chains. One RCA film camera chain. One RCA film projector. One Selectroslide. One mobile unit.
EXECUTIVES:
 Vaughn D. Seidel, pres. Larry M. Reed, ch. eng.
 James Day, gen. mgr. Robert Katz, film sup.
 Jonathan C. Rice, prog. dir. Bevins Austin, prom. mgr.
MARKET INFORMATION: (Total Including Fringe Area): Families in Area, 995,300.

CHICO

(Butte County)

KHSL-TV

LICENSEE: Golden Empire Bstg. Co. Address: 180 E. 1st St. Phone: Fireside 2-0141.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 38 kw. Operating Pow.: Visual 63.1 kw, Aural 38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 237 ft.
OPERATION: Began Aug. 29, 1953. Hours, 3 p.m.-midnight.
AFFILIATION: Tv Networks, A3C, CBS, DTN, NBC. Station, Am, KHSL.
REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Andrew G. Haley; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (30x60 ft. and 20x30 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. Two Spindler & Saupé slide projectors. Slide processing. News Service, UP. Library MPTV, NTA.
PRINCIPAL STOCKHOLDERS: Mrs. Hugh McClung, pres., and family (100%). Licensee also owns KVCV Redding.
EXECUTIVES:
 Mrs. Hugh McClung, pres. Russell B. Pope, ch. eng.
 M. F. Woodling, gen. mgr. & film buy. Stan Cooper, prom. mgr.
 Jistine A. Pero, com. mgr. Ed Parker, news ed.
 Martin Jacobsen, prog. dir.
RATE INFORMATION: Class A one hour (live) \$135; minute spot (live) \$33.50-1D Length 10 sec.
MARKET INFORMATION: Combined Grade A & B (FCC Contour): Population, 270,250; Families in area, 84,400; No. of Sets, 60,801; Retail Sales, \$392,943,300; Income per Family, \$1,271.

CORONA

(Riverside County)

KCOA (TV)

(Target Date, Not Set)

LICENSEE: KOWL Bstg. Co. Address: Pico Blvd. at the Ocean, Santa Monica, Calif. Phone: Exbrook 4-6761.
FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 38 kw, Aural 20.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,910 ft.; Above ground 191 ft.
PRINCIPAL STOCKHOLDERS: Families of J. D. Funk, pres., and Robert E. McClure, vp., own 100% of stock. Same families control the Santa Monica Pub. Co. (Evening Outlook) and KOWL Santa Monica.

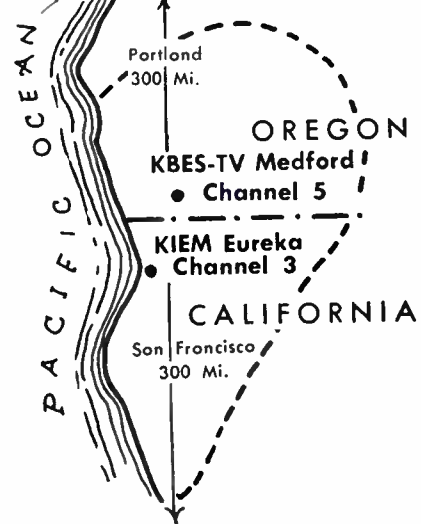
EUREKA

(Humboldt County)

KIEM-TV

LICENSEE: California-Oregon Tv Inc. Address: Foot of Bay St. Phone: Hillside 3-3123
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 7.5 kw. Operating Pow.: Visual 14.1 kw Aural 7.5 kw. Transmitter: GE. Antenna Make: GE; Height: Above average terrain 1,650 ft.; Above ground 249 ft.
OPERATION: Began Oct. 25, 1953. Hours, 4-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KIEM; Fm, KRED (FM).
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer Craven, Lohnes & Culver.
SERVICES: One studio (40x65 ft.). One Selectroslide slide projector. Two GPL Scanners.
PRINCIPAL STOCKHOLDERS: William B. Smullin, 100%. Mr. Smullin also owns 50% of KBES-TV Medford, Ore., and 50% of KUIN and KGPO (FM) Grants Pass, Ore., and 25% of KPIC (TV) Roseburg, Ore.
EXECUTIVES:
 William B. Smullin, pres. & film buy. Donald R. King, ch. eng.
 Donald H. Telford, vp. & mgr. Newton L. Steward, news ed.
 Walter Richartz, prog. dir.

The CALIF.-ORE. TV TWINS



the Smullin TV Stations

KIEM CHANNEL 3
KBES CHANNEL 5

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

**two markets
 one billing**

MARKET FACTS

POPULATION	316,413
FAMILIES	104,684
RETAIL SALES	\$420,528,000
CONSUMER SPENDABLE INCOME	\$467,743,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."



for CALIF.-ORE. TV TWINS
 call DON TELFORD Mgr.
 TWX Eureka 16

or ask **HOAG-BLAIR** national representatives



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

EUREKA (Cont.)

KIEM-TV (Cont.)

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec.
MARKET INFORMATION: Total, including Fringe Area): Population, 125,000. Families in area, 41,000; No. of Sets, 20,600; Retail Sales, \$165,000,000; Income per Family, \$6,251.

FRESNO
(Fresno County)

KBID-TV†

LICENSEE: John H. Poole Bcstg. Co. Address: 6540 Sunset Blvd., Hollywood. Postal Zone: 28. Phone: Hollywood 3-3205.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,230 ft. Above ground 167 ft.
OPERATION: Began Feb. 13, 1954.
AFFILIATIONS: Station, Am, KBIF.
REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jay E. Tapp.
SERVICES: Two studios (one 36x50 ft. and 36x31 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector.
PRINCIPAL STOCKHOLDER: John H. Poole (100%), also owns KBIG Avalon, and KBIC-TV Los Angeles.
EXECUTIVES: John H. Poole, pres.
 † KBID-TV has suspended operation but has not returned its CP. Plans resumption of service when market economics warrant.

KJEO (TV)

LICENSEE: O'Neill Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,790 ft.; Above ground 138 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, The Branham Co.
SERVICES: Two studios (35x45 ft. and 40x60 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Selectroslide slide projectors. One mobile unit. News Service, UP.

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

EXECUTIVES:

J. E. O'Neill, pres.
 Charles Theodore, vp.
 Joe Drilling, vp. & film buy.
 W. O. Edholm, com. mgr.
 Jack McElwain, ch. eng.
 Jack Shepard, prog. dir.
 Bill Anthony, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450. minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Total (Including Fringe Area): Population, 692,300. Families in Area, 210,600; No. of Sets (Jan. 1), 156,035; Retail Sales, \$825,822,000.

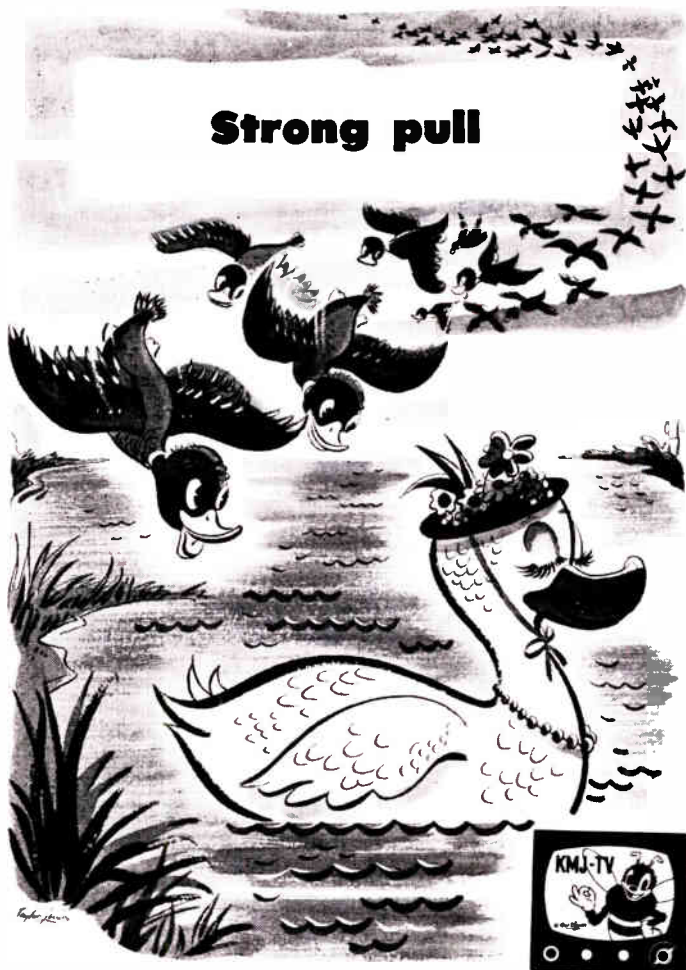
KMJ-TV

LICENSEE: McClatchy Bcstg Co. Address: 1559 Van Ness Ave. Postal Zone: 22. Phone: 3-6277.
FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Operating Pow.: Visual 170 kw, Aural 91.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,329.75 ft.; Above ground 241 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 30, 1953. Hours, 10 a.m.-11:15 p.m.
AFFILIATION: Tv network, NBC. Stations, Am, KMJ. Fm, KMJ-FM.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.
SERVICES: One studio (30x50 ft.). Four RCA cameras (two studio, two field). Two RCA film cameras. Four RCA film projectors. Two Spindler & Sauppe slide projectors, one Telejector, one Telop. One Telop II opaque projector. One negative film processing unit. News Services, AP, UP. Library, Associated Transcriptions.

PRINCIPAL STOCKHOLDER: Owned by Miss Eleanor McClatchy and family. Licensee also owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif., and KOH Renc. Nev. Note: Purchase of KBOX Modesto pending FCC approval. Same interests publish Sacramento Bee, Modesto Bee and Fresno Bee.

EXECUTIVES:

Eleanor McClatchy, pres.
 Perry Nelson, gen. mgr. & film buy.
 Wilson Lefler, com. mgr.
 Joseph Tomes, prog. mgr.
 James B. Hancock, ch. eng.
 Tom Flynn, prod. mgr.
 Dean Mell, news ed.



Strong pull

... keeps viewers tuned to

KMJ-TV

FRESNO, CALIFORNIA • CHANNEL 24
NBC affiliate

**the San Joaquin Valley's
FIRST TV station in ...**

POWER now 447,000 watts.
RECEPTION Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.
RATINGS KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, March '55).
COLOR KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

FRESNO (Cont.)

KMJ-TV (Cont.)

RATE INFORMATION: Class A one hour (live) \$575. (film) \$500. minute spot (live) \$115, (film) \$100. ID \$50. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 5.

MARKET INFORMATION: (Total including fringe area): Population, 710,526. Families in Area, 213,131; No. of Sets, 158,000. Retail Sales, \$773,888,000.

LOS ANGELES (Los Angeles County)

KABC-TV

LICENSEE: American Bcstg.-Paramount Theatres Inc. Address: 4151 Prospect Ave., Hollywood. Postal Zone: 27. Phone: Normandy 3-3311.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.9 kw. Operating Pow.: Visual 129 kw, Aural 64.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,970 ft.; Above ground 234 ft.

OPERATION: Began Sept. 16, 1949. Hours, 11:30-1:30 a.m.

AFFILIATION: Tv 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. Two Bodde rear screen projectors. Six RCA film cameras. Six film projectors (two Eastman 16mm, two RCA 16mm, two RCA 35mm). Four slide projectors. One mobile unit. News Service, AP. Library, Chappell, Harmonic, Lang-Worth, Mood Music, Paxton.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York.

EXECUTIVES:

Earl J. Hudson, vp. chg. Western Division	Cameron G. Pierce, ch. eng. Vic England, film buy.
Selig J. Seligman, gen. mgr.	Jack Brembeck, prom. mgr.
Elton H. Rule, com. mgr.	Ed Conklin, news ed.
Hunt Stromberg Jr., exec. prod.	

RATE INFORMATION: Class A one hour (live) \$1,750 (film) \$1,750. minute spot (live) \$400, (film) \$400; ID \$220. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6 (eff. Sept. 15).

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	5,210,000	6,200,000
Families in Area	1,628,121	1,937,750
No. of Sets	2,085,000	2,500,000
Retail Sales	\$3,308,000,000
Income per Family	\$5,683
Income per Capita	\$1,972

KBIC-TV†

LICENSEE: John Poole Bcstg. Co. Address: 6540 Sunset Blvd., Hollywood. Postal Zone: 28. Phone: Hollywood 3-3205.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Operating Pow.: Visual 106 kw, Aural 55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,930 ft.; Above ground 146 ft.

OPERATION: †See footnote.

AFFILIATION: Station, Am KBIG, Avalon, Calif.

REPRESENTATIVE: Washington Attorney, McKenna & Wilkinson.

SERVICES: Transmits film & slide only.

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

EXECUTIVES:

John H. Poole, own.	Malcolm Morrett, ch. eng.
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MARKET INFORMATION: (Total including fringe area): Population, 6,500,000; Families in Area, 2,250,000. Retail Sales, more than \$8,000,000,000; Income per Family, \$5,784; Income per Capita, \$1,875.

†KBIC-TV is now in limited testing. Target date for commercial operation unknown.

KCOP (TV)

LICENSEE: The Copley Press Inc. Address: 1000 N. Cahuenga Blvd. Postal Zone: 38. Phone: Hollywood 2-7311.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Operating Pow.: Visual 3.4 kw, Aural 15.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,920 ft.; Above ground 203 ft.

OPERATION: Began Sept. 17, 1948. Hours, 2:30 p.m.-12:00 a.m. (Mon.-Fri.) 9-1 a.m. (Sat.-Sun.)

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Krieger & Jorgensen.

SERVICES: Three studios (40x60 ft., 35x80 ft., and 20x30 ft.). Ten RCA camera chains. One rear screen projector. Two RCA film cameras. Three RCA film projectors (two 16mm, one 35mm). Two slide projectors. Three mobile units. News Service, UP.

BROADCASTING • TELECASTING

PRINCIPAL STOCKHOLDER: Copley Press 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 Calif. Associated Newspapers the following, all 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 60% of San Pedro News-Pilot.

EXECUTIVES:

Jack Heintz, vp. & gen. mgr.	Amos T. Baron, sls. mgr.
Alvin Flanagan, asst. gen. mgr., prog. dir., film buy. & news ed.	Marv Wentworth, ch. eng.

RATE INFORMATION: Class A one hour \$1,250, (film) \$1,250; minute spot \$250, (film) \$250; ID \$120. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22 1/2% for 312 times. Rate Card No. 2.

KHJ-TV

LICENSEE: General Teleradio Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 2-2133.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81 kw. Operating Pow.: Visual 162 kw, Aural 81 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,960 ft.; Above ground 199 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1948. Hours, 1 p.m.-1 a.m.

AFFILIATIONS: Tv Network, DTN. Stations, Am, KHJ. Fm, KHJ-FM.

REPRESENTATIVES: Sales, H-R Television Inc.

SERVICES: Four studios (2 audience studios 60x105 ft. ea. and two 40x60 ft. and 20x26 ft.). Nine RCA camera chains. Rear screen projectors. Two film cameras (RCA and GE). Four film projectors (two RCA, two Eastman 16mm). Four Spindler & Sautpe 35mm slide projectors. Two opaque projectors. One four-camera mobile unit. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDER: See WOR-TV New York.

EXECUTIVES:

Thomas F. O'Neil, pres. (General Teleradio)	John T. Reynolds, gen. mgr. KHJ-TV
Willett H. Brown, pres. (Don Lee Div.)	Howard Wheeler, com. mgr.
Ward D. Ingram, gen. mgr. (Don Lee Div.)	James Higson, prog. dir. & film buy.
	Robert Arne, ch. eng.
	Robert Light, prom. mgr.
	Les Mawhinney, news ed.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$220, (film) \$220; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 3.

KNXT (TV)

LICENSEE: Columbia Bcstg. System Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 9-1212.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 3,140 ft.; Above ground 466 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 6, 1948. Hours, 7-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, KNX. Fm, KNX-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

SERVICES: Four audience studios (av. capacity 300). Four non-audience studios (two 100x100 ft., one 30x60 ft., one 30x40 ft.). Thirty-five RCA camera chains. Seventeen studio film cameras, 12 RCA film cameras, 19 field film cameras. Seven 35mm (b&w and color) film projectors, seven 16mm (b&w and color) film projectors. Two (2x2 in.) slide projectors. Two scanners, 16mm and 35mm. Three opaque projectors (4x5 in.). One mobile unit. News Services, AP, City News Service, UP.

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

J. L. Van Volkenburg, pres., CBS Television	Donald M. Hine, prog. dir. & film buy.
James T. Aubrey Jr., gen. mgr.	Les Bowman, ch. eng.
Robert D. Wood, gen. sls. mgr.	Dean D. Linger, prom. mgr.
	Sam Zelman, news ed.

RATE INFORMATION: Class A one hour (live) \$3,200. Minute spot (film) Class AA \$600, minute spot (film) Class A \$400; ID Class AA \$300, ID Class A \$200. ID Length 10 sec. Frequency discounts from 2 1/2% (Classes AA, A) for 26 weeks up to 5% (Classes AA, A) for 52 weeks, also discounts in other classifications. Rate Card No. 4.

MARKET INFORMATION: (Total including fringe area): Population, 7,209,200; Families in Area, 2,442,300; No. of Sets, 2,167,800; Retail Sales, \$8,966,036,000; Income per Family, \$5,119; Income per Capita, \$1,647.

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

LOS ANGELES (Cont.)

KRCA (TV)

LICENSEE: National Bcstg. Co. Address: 1500 N. Vine St. Postal Zone: 28. 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: RCA. Antenna Make: RCA. Height: Above average terrain 3,200 ft.; Above ground 490 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 16, 1949. Hours, 6:45-1:00 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales.

SERVICES: Two studios (60x120 ft.). Six RCA camera chains. Six film cameras. Six film projectors (three 35mm, three 16mm). Three Spindler & Sauppe Selectroslide slide projectors. Complete film processing facilities. Mobile unit. News Services, AP, INS, UP, Library, Thesaurus.

PRINCIPAL STOCKHOLDER: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., pres., NBC	Dean Craig, exec. prod.
Robert W. Sarnoff, exec. vp., NBC	John Knight, ch. eng.
John K. West, vp. in chg. of Western Div.	George Burke, film buy.
Thomas C. McCray, gen. mgr.	John C. Kenaston, prom. mgr.
James Parks, com. mgr.	Roy Neal, news ed.

RATE INFORMATION: Class AA one hour \$3600; one minute and 20 sec. station break \$650; ID \$300. Class A one hour (live) \$3200, (film) \$3200; one minute and 20 sec. station break \$375; ID \$16C. ID Length 10 sec. Frequency discounts. Rate Card No. 10.

KTLA (TV)

LICENSEE: Paramount Television Productions Inc. Address: 5800 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 9-3181.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: Composite. Antenna Make: GE. Height: Above average terrain 2,990 ft.; Above ground 240 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Jan. 22, 1947. Hours: 1:30-11:30 p.m. (Mon.-Fri.), 10 a.m. midnight (Sat.-Sun.)

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

SERVICES: Four studios (one commercial, one rehearsal, two audience). Eleven RCA camera chains. (Rear screen projector available.) Four DuMont film cameras. Four film projectors, two 16mm, two 35mm. One slide projector. Four scanners, one DuMont, two monochrome, one color. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wholly owned by Paramount Pictures Inc. Paramount Pictures owns 27 1/3 of Allen B. DuMont Labs. Inc. (WABD [TV] New York, WTTG [TV] Washington).

EXECUTIVES:

Paul Raibourn, pres. (New York)	Roy A. White, studio eng. sup.
Klaus Landsberg, vp. & gen. mgr.	Leland G. Muller, film dir.
J. Gordon Wright, prod. coor.	Abe Greenberg, publicity d'r.
Robert Mohr, sls. mgr.	Gilbert Martyn, news ed.
John D. Silva, remote eng. sup.	

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,250; minute spot (live) \$275, (film) \$250; ID \$115. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 to 25 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	5,900,900	1,103,900	2,357,800
Families in Area	1,989,400	368,400	7,004,800
No. of Sets (includes multiple set homes)	2,085,000	224,000	2,309,000
Retail Sales	\$7,120,294,000	\$1,123,830,000	\$8,244,124,000

KTTV (TV)

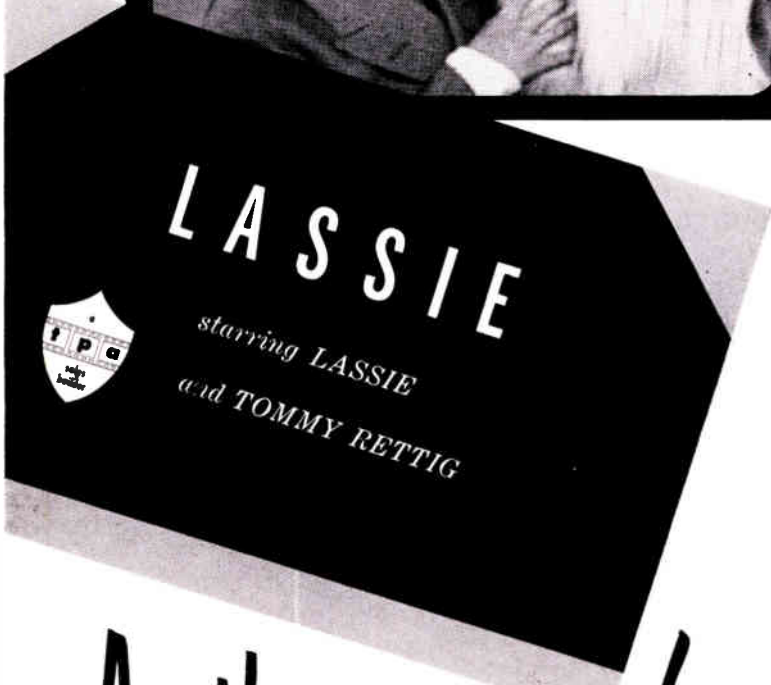
LICENSEE: KTTV Inc. Address: 5746 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 2-7111.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Operating Pow.: Visual 42.7 kw, aural 21.4 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 2,940 ft.; Above ground 237 ft.

OPERATION: Began Jan. 1, 1949. Hours, 9:45-2a.m.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Hanson, Lovett & Dale; Consulting Engineer, Craven, Lohnes & Culver.

Market information in station listings is furnished by station and any inquiries should be directed to that 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 City: 477 Madison Ave.

Chicago: 360 North Michigan Ave.

Hollywood: 5746 Sunset Boulevard

LET'S FACE IT!

LIVE PROGRAMMING SELLS

and

IN THE \$8,000,000,000 LOS ANGELES MARKET . . .

62%

OF
ALL
LOCAL
LIVE
TELEVISION
PROGRAMMING

WHICH
RATES
5 or BETTER
(ARB)

IS
ON

KTLA

5800 Sunset Boulevard



80%

OF
ALL
LOCAL
LIVE
TELEVISION
PROGRAMMING

WHICH
RATES
10 or BETTER
(ARB)

IS
ON

CHANNEL 5

Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

LOS ANGELES (Cont.)

KTTV (TV) (Cont.)

SERVICES: Four sound stages (80x100x24 ft., 120x116x54 ft., 81x95x40 ft. and 70x95x40 ft.), two studios (45x58x20 ft. and 24x45x9 ft.). Sixteen RCA cameras. Two rear screen projectors. Three RCA film cameras. Five film projectors, two Eastman 16mm, one RCA 16mm, two RCA 35 mm. Three slide projectors, two Spindler & Sauppe, one SVE. One Baloptican opaque projector. Two RCA mobile units, one jeep unit for field originations. News Service, AP.

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

EXECUTIVES:

Norman Chandler, chmn. of bd.	Edward Benham, ch. eng.
Richard A. Moore, pres. & gen mgr.	Richard Woollen, film buy.
John R. Vrba, vp. chg. sls.	Jack O'Mara, prom. & merc. mgr.
Les Norins, loc. sls. mgr.	
Robert Breckner, vp. chg. programming	

RATE INFORMATION: Class A one hour (live) \$1,750. Minute spot (live) \$460. ID \$230. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 22½% for 312 times. Rate Card No. 7.

MARKET INFORMATION: (Total including fringe area): Population, 6,463,000; Families in Area, 2,202,800; No. of Sets, 2,107,168; Retail Sales, \$7,644,668,030.

MODESTO
(Stanislaus County)

KTRB-TV

(Target Date, Not Set)

LICENSEE: KTRB Bcstg. Co. Address: P. O. Box 593. Phone: 3-0737.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 300 ft.; Above ground 328 ft.

AFFILIATION: Stations, Am, KTRB. Fm, KTRB-FM.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, George E. Gautney.

PRINCIPAL STOCKHOLDERS: William H. Bates Jr., pres.-reas. (60%) and Margie W. Cleary, secy. (20%).

EXECUTIVES: William H. Bates Jr., pres. & treas.

MONTEREY
(Monterey County)

KSBW-TV (SALINAS)

LICENSEE: Salinas Valley Bcstg. Corp. Address: 238 John St., Salinas, Calif. Phone: 2-6422. (For full listing see Salinas.)

SACRAMENTO
(Sacramento County)

KBET-TV

LICENSEE: Sacramento Telecasters Inc. Address: 601 7th Ave. Postal Zone: 18. Phone: Hudson 1-4041.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 20, 1955. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, H-R Television; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

SERVICES: Three studios (30x60 ft., 30x40 ft. and 30x70 ft.). Three GE camera chains. Two film cameras. Four GE film projectors. Two 16mm color scanners. Two color slide scanners. Composite 16mm film processing unit.

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

*** 10 will get you 350,000!**

*** 350,000 TV HOMES in the CENTRAL CALIFORNIA VALLEY!**

Sacramento's only VHF station leads by more than 2½ to 1 over its closest night time competitor. Here is a guaranteed twenty-two county coverage area with an annual income of more than \$2¾ billion dollars to spend. Your best BET in television...

KSBW-TV Channel 10 Sacramento

H-R Television Inc.

*** Television Mag. June 1, 1955** **ARB Calif. Central Survey... April 1955**

SACRAMENTO (Cont.)

KBET-TV (Cont.)

PRINCIPAL STOCKHOLDERS: W. C. Wright and sons (20.55%); John H. Schacht, vp. (15.48%); A. R. Gallaway Jr. and sons (6.87%); Charles C., James J., Russell R. Inks (10.98%); Robert A., Clarence, and William R. Breuner (10.97%).

EXECUTIVES:

William P. Wright, pres	Peter K. Onnigian, ch. eng.
John H. Schacht, vp. & gen. mgr.	Ralph Herbert, prom. mgr.
George Kapel, com. mgr.	Hank Thornley, news ed.
Vince Williams, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. 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	1,006,975	508,786	2,515,765
Families in Area	338,393	174,558	718,131
No. of Sets	218,563	99,856	459,603
Retail Sales	\$1,601,121,000	\$677,688,000	\$3,699,613,600
Income per Family	\$6,737
Income per Capita	\$2,137

KCCC-TV

LICENSEE: Capital City Tv Corp. Address: Senator Hotel, Postal Zone 14. Phone: Gilbert 3-4843.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 93 kw. Operating Pow.: Visual 186 kw, Aural 93 kw. Transmitter: RCA & GE. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 500 ft.

OPERATION: Began Sept. 30, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

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

SERVICES: Four studios (40x60 ft., 30x40 ft., 100x40 ft. and Empire Rm., Senator Hotel). Two RCA camera chains. One rear screen projector. Two film cameras. Two film projectors. Two slide projectors. One opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harry W. McCart, pres. (50%) and Ashley L. Robison, secy. treas. (50%).

EXECUTIVES:

Harry McCart, pres.	John I. Edwards, exec. vp. chg. opr.
Ashley L. Robison, exec. vp. & gen. mgr.	William Furnell, prod. dir.
A. J. Richards, exec. vp. chg. sls.	Paul Leake, ch. eng.
	Harvey Chester, news & sp. events dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$90, (film) \$90; ID \$40. ID Length 8 sec. Full screen. Frequency discounts 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	460,000	358,200	818,200
Families in Area	165,000	93,000	258,000
No. of Sets	135,000	45,000	180,000
Retail Sales	\$740,000,000	\$382,993,000	\$1,022,993,000
Income per Family	\$5,640	\$5,210
Income per Capita	\$2,003

KCRA-TV

(Target Date, Sept., 1955)

LICENSEE: KCRA Inc. Address: 310 10th St. Postal Zone: 14. Phone: Huason 1-4631.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 495 ft.; Above ground 553 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

**SMASH
TV
DRAMA**

that touches
the heart



Big news of ZIV's NEW
TRAFFIC STOPPING
TV series

See
pages
434-435



YOUR SALES SOAR

With
KSBW-TV



THE ONE AND ONLY TELEVISION
STATION SERVING
CALIFORNIA'S CENTRAL COAST

Channel **8**

Television's Finest Schedule
18 of the Top 20
Network Programs

CBS **NBC** **ABC**

PLUS

- ★ General Teleradio Movies
- ★ Little Rascals
- ★ Looney Tunes
- ★ A-P News Photos

EQUALS

**California's Best
Television Advertising
BUY**

See H-R Television, Inc.

CALIFORNIA

SACRAMENTO (Cont.)

KCRA-TV (Cont.)

OPERATION Hours, noon-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am KCRA. Fm KCRA-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (40x80 ft.). Three RCA camera chains. Two RCA film cameras, b&w and color. Two RCA film projectors. Two RCA slide projectors. One Telop opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Ewing C. Kelly, pres. & gen. mgr. (50%), C. Vernon Hansen, vp. (16 $\frac{2}{3}$ %), Gerald Hansen secy.-treas. (16 $\frac{2}{3}$ %) and Kenneth W. Hansen (16 $\frac{2}{3}$ %).

EXECUTIVES:

Ewing C. Kelly, pres. & gen. mgr. W. Herbert Hartman, ch. eng.
Frank M. Devaney, sta. mgr. & film buy. Howard J. Smiley, prom. mgr. & pub. rel. dir.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,362,000; Families in Area, 412,000; No. of Tv Sets, 285,000; Retail Sales, \$1,485,900,000; Income per Family, \$4,773; Income per Capita \$1,508.

SALINAS

(Monterey County)

KSBW-TV (MONTEREY)

LICENSEE: Salinas Valley Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain 2,630 ft.; Above ground 197 ft.

OPERATION: Began Sept. 11, 1953. Hours, 4 p.m. midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KSBW.

REPRESENTATIVES: Sales, H-R Television; Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

SERVICES: One studio (40x64 ft.). Two RCA camera chains. Three film cameras, one Bell & Howell 16mm, one Bolex 16mm, one Auricon 16mm. Two RCA film projectors. Two slide projectors, Gray and Spindler & Sauppe. News Service, AP.

PRINCIPAL STOCKHOLDERS: John C. Cohan, pres & gen. mgr. (25%), William M. Oates, secy.-treas. (25%) and others.

EXECUTIVES:

John C. Cohan, pres. & gen. mgr. Orbie Sullivan, opr. mgr.
William M. Oates, sec.-treas. & asst. gen. mgr. Bill Hargan, ch. eng.
Fran Conrad, sta. mgr. & film buy. Joe Thompson, prom. mgr.
Graham Moore, com. mgr. Neal Edmondson, news ed.

RATE INFORMATION: Class A one hour (live) \$350; minute spot (live) \$97.50, (film) \$75; ID \$50. ID Length 10 sec. Frequency discounts from 5% for 23 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	474,933	1,421,000
No. of Sets	110,879	365,267
Retail Sales		\$1,599,050,000
Income per Family	\$6,297	
Income per Capita	\$1,985	

SAN DIEGO

(San Diego County)

KFMB-TV

LICENSEE: Wrather-Alvarez Bcstg. Inc. Address: 1405 Fifth Ave. Postal Zone: 1. Phone: Belmont 2-2114.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

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

MORE POWER FOR
MORE COVERAGE IN
 America's **MORE** Market...

with 316,000 watts* on Channel-8,
KFMB-TV, SAN DIEGO

* directional

San Diego County alone
 has grown **52%*****
IN POPULATION
SINCE 1950

San Diego County alone
 has grown **51%*****
IN RETAIL SALES
SINCE 1950

A Market GREATER than:★
 Atlanta, Georgia,
 New Orleans, La.,
 Portland, Oregon,
 Dallas, Texas,
 Denver, Colo., or
 Seattle, Wash.

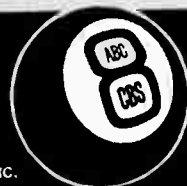
The Nation's **15th**★
Market in Bldg. Materials
 ●
*KFMB-TV's Coverage is
 where the West grows fastest*

★ Consumer Markets, 1955

★ ★ San Diego Chamber of Commerce

**CALL YOUR
 PETRY MAN**

KFMB TV



WRATHER-ALVAREZ BROADCASTING, INC.
 REPRESENTED BY PETRY

SAN DIEGO, CALIF.

America's more market

SAN DIEGO (Cont.)

KFMB-TV (Cont.)

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KFMB.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.
SERVICES: Two studios (70x30 ft. and 40x20 ft.). Four DuMont camera chains. One TSC rear screen projector. Two GE film cameras. Two Eastman film projectors. Two slide projectors, Gray and Spindler & Sauppe. One Federal scanner. One Baloptican opaque projector. Two Houston-Fearless film processing units. One mobile unit. Newsreel truck. News Services, AP, UP, Library, Capitol.
PRINCIPAL STOCKHOLDERS: J. D. Wrather Jr., pres. (38.89%); Maria Helen Alvarez, vp. (38.89%); Edward Petry & Co., (22.22%). Mr. Wrather holds grant for WJDW (TV) Boston, Mass.

EXECUTIVES:
 J. D. Wrather Jr., pres. Charles F. Able, ch. eng.
 George Whitney, gen. mgr. George G. Jacobs, tech. dir.
 Bill Fox, com. mgr. Dan Bellus, prom. mgr.
 James M. Harmon, prog. dir. & film buy.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 25 times up to 15% for 312 times. Rate Card No. 9.

KFSD-TV

LICENSEE: KFSD Inc. Address: 3542 Enterprise St. Postal Zone: 10. Phone: Cypress 8-7151.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Operating Pow.: Visual 63 kw, Aural 36 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 252 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 13, 1953. Hours, 7-12:30 a.m.
AFFILIATION: Tv Network, NBC. Stations, Am, KFSD. Fm, KFSD-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln, Peterson & McDaniel; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (35x45 ft. and 35x35 ft.). Three RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray slide projector, one Gray Telop opaque projector. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Fox, Wells & Co. (Stamford, Conn.) (95.5%), voted by James G. Rogers, pres. Fox, Wells also owns 26.75% of WWOR-TV Worcester, Mass., and about 28% of Olympic Radio & Television Inc. (set manufacturers).

EXECUTIVES:
 James G. Rogers, pres. LeRoy Bellwood, ch. eng.
 William E. Goetze, gen. mgr. Harold Boone, prom. mgr.
 Jay Grill, com. mgr. Lionel Van Deerlin, news ed.
 William Hollenbeck, prog. dir. & film buyer.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100. ID \$50. ID Length 10 sec. Full and share screen. 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	769,200*	131,600	988,100
Families in Area	256,400	72,966	329,366
No. of Sets	229,000	56,333	285,333
Retail Sales	\$706,372,000*	\$255,914,000	\$962,286,000
Income per Family	\$3,554	\$3,554	\$3,554*
Income per Capita	\$1,650	\$1,650	\$1,650*

* Based on San Diego Chamber of Commerce figures.

XETV (TV) (TIJUANA, MEXICO)

(For full listing see Foreign Stations)

LICENSEE: Radio Television, S.A. Address: 4229 Park Blvd., San Diego. Postal Zone: 3. Phone: Cypress 8-7191.

SAN FRANCISCO
(San Francisco County)

KBAY-TV

(Target Date, Not Set)

LICENSEE: Bay Television. Address: 414 N. Camden Drive, Beverly Hills, Calif.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 370 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.

REPRESENTATIVES: Attorneys, Prichard & Brenner, Beverly Hills.

PRINCIPAL STOCKHOLDERS: Dr. and Mrs. Leonard Averett.

KGO-TV

LICENSEE: American Bcstg.-Paramount Theaters Inc. Address: 277 Golden Gate Ave. Postal Zone 2. Phone: Underhill 3-0077.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 517 ft.

OPERATION: Began May, 1949. Hours, 11:25 a.m.-midnight, Mon.-Fri. 9 a.m.-midnight, Sat. & Sun.

AFFILIATION: Tv Network, ABC. Stations, Am, KGO.

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

SERVICES: Three studios (52x80 ft. and two 36x44 ft.). Ten RCA camera chains. Two rear screen projectors. Four RCA film cameras. Four RCA film projectors. Two Spindler & Sauppe slide projectors. One GE Baloptican projector. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: See WABC-TV New York

EXECUTIVES:
 Leonard H. Goldenson, pres. AB-PT Harry Jacobs, ch. eng.
 Robert E. Kintner, pres. (ABC Div.) Robert Mitchell, film buy.
 James H. Connolly, vp. & gen. mgr. Jon W. Barkhurst, prom. mgr.
 David M. Sacks, gen. sls. mgr. Ed Smith, prod. dir.
 Russell Baker, prog. dir.

RATE INFORMATION: Class AA one hour (film) \$1,350; minute spot (film) \$270; ID \$135. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,707,700	1,322,100	4,490,400
Families in Area	890,160	412,860	1,442,640
No. of Sets	723,000	335,000	1,087,000
Retail Sales	\$2,988,263,000	\$1,533,860,000	\$4,982,184,000

KPIX (TV)

LICENSEE: Westinghouse Bcstg. Co. Inc. (Cal.). Address: 2655 Van Ness Ave. Postal Zone: 9. 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 GE. Antenna Make: GE. Height: Above average terrain 1,140 ft.; Above ground 529 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 22, 1948. Hours, 7-1 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency.

SERVICES: Three studios (40x70 ft., 30x40 ft. and 15x25 ft.). Seven RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two Spindler & Sauppe slide projectors. One Gray Telop opaque projector. One mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: See WPTZ (TV) Philadelphia.

EXECUTIVES:
 Chris J. Witting, pres. (New York) A. E. Towne, ch. eng.
 Philip G. Lasky, gen. mgr. Herbert Bachman, publicity & sls. prom. mgr.
 Lou Simon, com. mgr.
 William C. Dempsey, prog. mgr. & film buy.

RATE INFORMATION: Class AA one hour (live) \$1,250, (film) \$1,250; minute spot (live) \$260, (film) \$260; ID \$130. ID Length 8 sec. Specifications, film—16mm, slide—2x2, Telop—4x5. Full and share screen. 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	2,473,800	1,687,700	4,454,500
Families in Area	805,760	517,550	1,079,450
No. of Sets	700,301	379,109	1,079,450
Retail Sales	\$3,067,682,000	\$2,130,294,000	\$5,581,138,000



The Greatest
selling team
in
Northern California



**KGO RADIO and TELEVISION
covers Northern California with the
talent it takes to SELL!**



LET'S FACE IT! You need talent with the power to sell. Personal endorsement by Northern California's most honored talent, and maximum Radio and TV power are selling for KGO advertisers in the rich, booming, highly-competitive Northern California market.

Ask your nearest Petry representative for a schedule to put this great team to work selling for you.

*Owned and operated by
American Broadcasting-
Paramount Theaters, Inc.*

KGO AND KGO-TV
SAN FRANCISCO

SAN FRANCISCO (Cont.)

KRON-TV

LICENSEE: Chronicle Publishing Co. Address: 901 Mission St. Postal Zone: 19. Phone: Garfield 1-1112.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,310 ft.; Above ground 200 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Nov. 15, 1949. Hours, 6:30-12:30 a.m.

AFFILIATION: Tv Network, NBC.

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

SERVICES: Three studios (40x58 ft., 40x89 ft. and 12x18 ft.). Eight RCA camera chains. One Bode rear screen projector (2 screens). Two RCA film cameras, three Videcon film cameras. Two Eastman film projectors. Two RCA slide projectors. One mobile unit.

PRINCIPAL STOCKHOLDER: Licensee publishes San Francisco Chronicle. Also owns 97 1/3% of KBAK-TV Bakersfield, Calif.

EXECUTIVES:

Charles Thieriot, vp. & gen. mgr. Douglas Elleson, prog. dir.
Harold P. See, sta. mgr. J. L. Berryhill, ch. eng.
Norman Louvau, com. mgr. & film buy. Roland D. Irving, prom. mgr.

RATE INFORMATION: Class AA one hour (live) \$1,300, (film) \$1,300; minute spot (live) \$270, (film) \$270; ID \$135. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 9.

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	790,200	220,500	1,079,500
Retail Sales	\$3,514,443,000	\$1,193,488,000	\$5,109,861,000
Income per Family	\$6,186	\$5,249	\$5,892
Income per Capita	\$2,063	\$1,670	\$1,930

KSAN-TV

LICENSEE: S. H. Patterson. Address: 1355 Market St. Postal Zone 3. Phone: Market 1-8171.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Operating Pow.: Visual 16.66 kw, Aural 8.75 kw. Antenna Height: Above average terrain 1,091 ft.; Above ground 372 ft.

OPERATION: Began March 15, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Station, Am, KSAN.

REPRESENTATIVES: Sales, Stars National Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.

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

SERVICES: One studio (15x30 ft). Four DuMont camera chains. One GE film camera. Two Holmes film projectors. Two Spindler & Sauppe slide projectors. One GE opaque projector. One mobile unit. Complete 16mm sound remote equipment.

PRINCIPAL STOCKHOLDER: S. H. Patterson, sole owner.

EXECUTIVES:

S. H. Patterson, own. Hal Simpson, ch. eng.
Norwood J. Patterson, gen. mgr. & Sue Polsky, film buy.
com. mgr. Lucile Lando, prom. mgr.
Gloria Dawn Patterson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$18, (film) \$18; ID \$10. ID Length 10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 206 times. Rate Card No. 1B.

KQED (TV)* (BERKELEY)

(*Non-Commercial Educational)

LICENSEE: Bay Area Educational Television Assn. Address: 165 Post St., San Francisco. Postal Zone: 8. (For full listing see Berkeley, Calif.)

SAN JOSE

(Santa Clara County)

KNTV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: Standard Radio & Television Co. Address: 645 Park Ave. Postal Zone: 10. Phone: Cypress 7-5577.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 2,770 ft.; Above ground 291 ft.

OPERATION: Hours, 4-10 p.m.

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

SERVICES: Two studios (20x40 ft. and 40x40 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. (Film processing unit available.) One mobile unit.

PRINCIPAL STOCKHOLDER: Wholly owned by Sunlite Bakery. A. T. Gilliland, pres. (100%).

EXECUTIVES:

A. T. Gilliland, pres.
H. Y. Maynard, mgr.
Harry Bartolomei, ch. eng.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	710,370	830,400	1,540,770
Families in Area	221,990	259,500	481,490
No. of Sets	210,890	220,575	431,465
Retail Sales	\$700,740,000	\$735,777,000	\$1,436,517,000
Income per Family	\$5,206	\$6,536
Income per Capita	\$1,676	\$2,138

.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK - MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
CALIFORNIA — OR IN ANY OF THE
48 STATES FOR THAT MATTER.

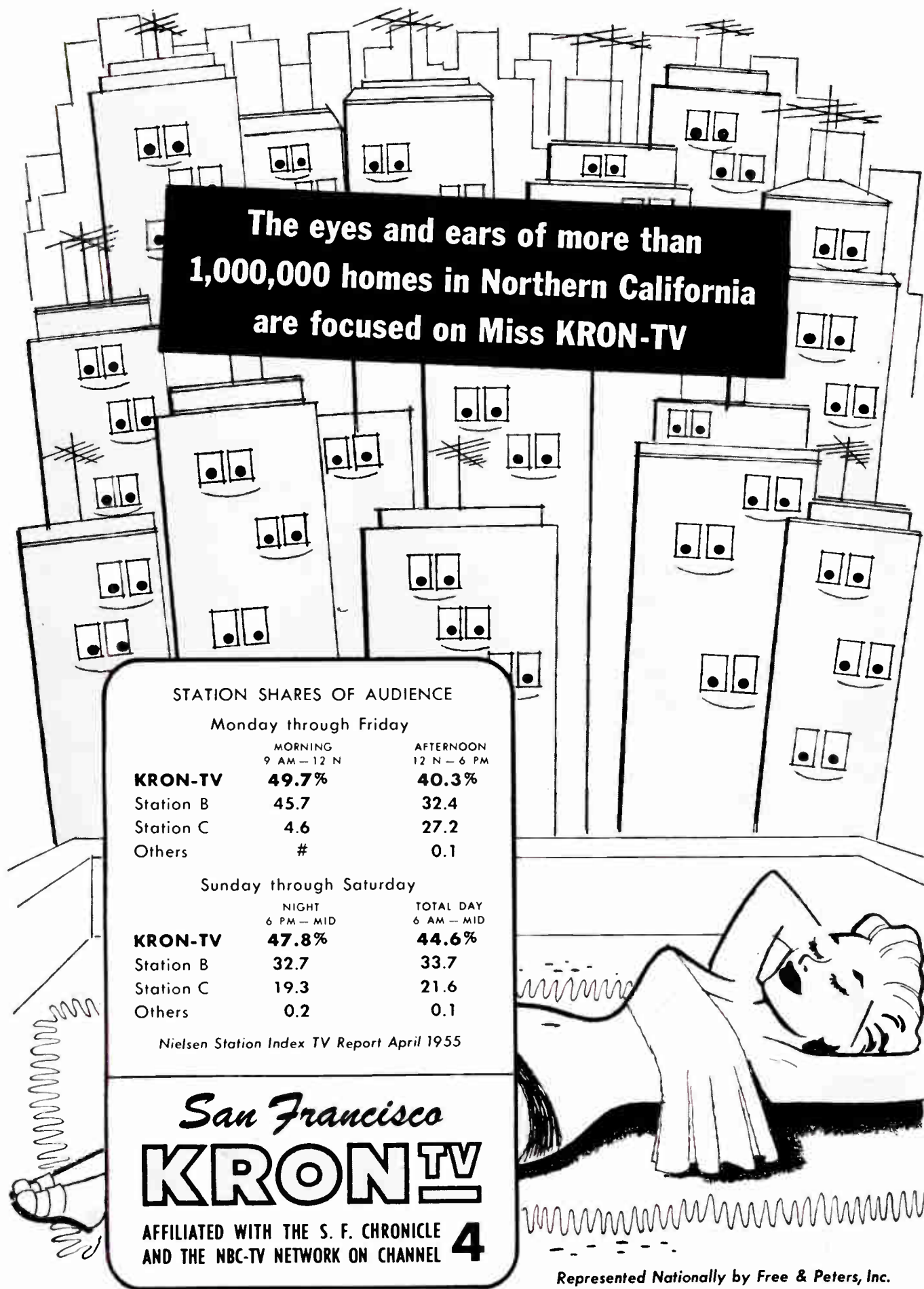
California Radio Markets

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.



The eyes and ears of more than 1,000,000 homes in Northern California are focused on Miss KRON-TV

STATION SHARES OF AUDIENCE

Monday through Friday

	MORNING 9 AM - 12 N	AFTERNOON 12 N - 6 PM
KRON-TV	49.7%	40.3%
Station B	45.7	32.4
Station C	4.6	27.2
Others	#	0.1

Sunday through Saturday

	NIGHT 6 PM - MID	TOTAL DAY 6 AM - MID
KRON-TV	47.8%	44.6%
Station B	32.7	33.7
Station C	19.3	21.6
Others	0.2	0.1

Nielsen Station Index TV Report April 1955

San Francisco
KRON-TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

Represented Nationally by Free & Peters, Inc.

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"

SAN LUIS OBISPO
(San Luis Obispo County)

KVEC-TV

LICENSEE: Valley Electric Co. Address: 787 Higuera St. Phone: 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: DuM. Antenna Make: RCA. Height: Above average terrain 1,263 ft.; Above ground 140 ft.

OPERATION: Began May 25, 1953. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS, DTN. Station, Am, KVEC.

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

SERVICES: Two studios (30x40 ft. and 40x70 ft.). One DuMont camera chain. One Bell & Howell film camera, one Auricon Sound film camera. Two 16mm Holmes film projectors. One DuMont slide projector. One DuMont scanner. One opaque projector. One Ford Coach mobile unit. News Service, AP. Library, Standard Radio.

PRINCIPAL STOCKHOLDERS: Christina M. Jacobson, pres. (66 $\frac{2}{3}$ %); Leslie H. Hacker (33 $\frac{1}{3}$ %).

EXECUTIVES:

Christina M. Jacobson, pres.	James D. Cochran, ch. eng.
Les Hacker, gen. mgr. & film buy.	Earl Muff, prom. mgr.
Si Darrah, com. mgr.	Gary Merker, news ed.
Robert S. Wilton, prog. d'r.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	469,700	229,531	699,231
Families in Area	146,200	87,064	233,264
No. of Sets	53,053	32,318	85,371
Retail Sales	\$320,093,000	\$213,396,000	\$533,489,000

SANTA BARBARA
(Santa Barbara County)

KEYT (TV)

LICENSEE: Santa Barbara Bcstg. & Television Corp. Address: 730 Miramonte Drive. Phone: Woodland 5-8533.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Operating Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,010 ft.; Above ground 201 ft.

OPERATION: Began July 26, 1953. Hours, noon-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Seymour F. Johnson and Robert L. Hammett.

SERVICES: One studio (52x52ft.). Two RCA camera chains. Two RCA film cameras. Two Eastman film projectors. Two Spindler & Sauppe slide projectors. Composite film processing unit. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Harry C. Butcher, chmn of bd., (13.2%); Colin M. Selph, pres. & gen. mgr. (16.9%); Charles H. Jackson Jr., (26.2%); Ronald Colman, (9.2%). Mr. Butcher owns KIST Santa Barbara.

EXECUTIVES:

Colin M. Selph, pres. & gen. mgr.	Lloyd Jones, eng. dir.
James G. Hoyt, comp.	Mary Ann Casey, prog. sup.
R. Hill Carruth, reg. sls. mgr.	Joseph Costantino Jr., prom. mgr.
Russell L. Furse, prog. opr. dir.	William P. Huddy, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	563,909	1,358,593	1,922,502
Families in Area	155,500	421,159	576,659
No. of Sets	135,500	328,692	464,192

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

STOCKTON
(San Joaquin County)

KOVR (TV)

LICENSEE: Television Diablo Inc. Address: 225 E. Miner Ave. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 3,240 ft.; Above ground 399 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1954. Hours, 4:00 p.m.-midnight.

AFFILIATION: Tv Network, DTN. Station, Fm, KSBK(FM).

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (65x40 ft. and 50x40 ft.). Five RCA camera chains. Two RCA film cameras. Two Eastman Kodak 16mm film projectors. Two Spindler & Sauppe slide projectors. One GE Balop opaque projector. One 16mm film processing unit. One mobile unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: H. L. Hoffman, chmn of bd., (63%). Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers.

EXECUTIVES:

H. Leslie Hoffman, chmn. of bd.	Jay Watson, prog. dir.
Terry H. Lee, exec. vp., gen. mgr. & film buy.	& asst. gen. mgr.
William L. Rambo, com. mgr.	Stanton D. Bennett, ch. eng.
	R. J. Anderson, asst. ch. eng.
	Gordon E. Grannis, prom. mgr.
	Mel Riddle, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$160 (film) \$150; ID \$75. ID Length 8 sec. Specifications 2x2 in. slide. Full and share screen. Frequency discounts from 5.3% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,382,669	4,000,000
Families in Area	1,403,300	1,403,300
No. of Sets	1,078,200	1,078,200

KTVU (TV)†

LICENSEE: San Joaquin Telecasters. Address: 2293 E. Main St. Phone: Howard 5-7271.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,630 ft.; Above ground 120 ft.

OPERATION: Began Dec. 15, 1953.

REPRESENTATIVES: Attorney, John P. Hearne; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Owned principally by Brown Industries, which owns Fontana (Calif.) Herald News, and Richmond (Calif.) Independent, and weekly La Mesa (Calif.) Scout.

EXECUTIVES:

Warren Brown Jr., pres.

† KTVU(TV) has suspended operation, but has not returned its CP.

TULARE
(Tulare County)

KVVG (TV)

LICENSEE: U.H.F. Telecasting Corp. Address: 1385 E. Tulare St. 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: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 147 ft.

OPERATION: Began June 1, 1953. Hours, 4-11:30 p.m.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Consulting Engineer, R. Oakley.

SERVICES: Two RCA camera chains. One GE film camera. GE and Eastman film projectors. One Gray slide projector. One GE opaque projector.

PRINCIPAL STOCKHOLDERS: M. B. Scott, pres. (50%), and J. Justman (50%). Mr. Scott owns KOPP Ogden, Utah.

EXECUTIVES:

Milton B. Scott, pres.	H. MacKenzie, ch. eng.
Wally Sherwin, gen. mgr.	M. Milne, prom. mgr.
E. David Beatie, vp., com. mgr.	

RATE INFORMATION: Class A one hour (live) \$325; minute spot (live) \$65, (film) \$65; ID \$32.50. ID Length 10 sec. Frequency discounts. Rate Card No. 3.

VISALIA
(Tulare County)

KAKI (TV)

(Target Date, Not Known)

LICENSEE: Sequoia Telecasting Co. Address: 400 E. Tulare St., Tulare, Calif.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.6 kw. Transmitter: DuMont. Antenna Make: DuMont. Height: Above average terrain 310 ft.; Above ground 319 ft.

REPRESENTATIVES: Consulting Engineer, James R. Bird.

PRINCIPAL STOCKHOLDER: Irvin V. Willat (100%).

DENVER
(Denver County)

KBTV (TV)

LICENSEE: TV Denver Inc. Address: 1089 Bannock St. Postal Zone: 4. 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: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft. Above ground 273 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1952. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney Haley, Doty & Wollenberg; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (60x60 ft. and 40x60 ft.). Four RCA camera chains. One Translux rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray Telejectors and one Projectal slide projector. One mobile unit. News Services, INS, UP. Library, Francis, Day & Hunter (mood music).

PRINCIPAL STOCKHOLDERS: John C. Mullins, pres. (50%) and Frank R. Leu, vp. (50%).

EXECUTIVES:

John C. Mullins, pres.	Russell Elias, studio sup.
Joseph Herold, gen. mgr.	Carl Bliesner, transmitter sup.
James F. Brown, natl. sls. mgr.	W. L. Murray, film mgr.
Robert Brown, loc. sls. mgr.	Bill Walker, prom. mgr.
Sam Worsham, prog. dir.	Bill Michelsen, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full screen. Frequency discounts from 2.75% for 26 times up to 17.5% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,121,600; Families in Area, 341,270; No. of Sets, 289,251; Retail Sales, \$1,451,810,000; Income per Family, \$5,000.

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc. Address: 550 Lincoln St. Postal Zone: 7. 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: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft. Above ground 201 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 18, 1952. Hours, 3:45-10:30 p.m.

AFFILIATION: Tv Network, DTN.

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

SERVICES: Three studios (35x45 ft., 29x32 ft. and 175x125 ft., with 2,000 seating capacity.) Two RCA two-camera field chains. One TSC rear screen projector. Two RCA film camera chains. Four film projectors, two RCA 16mm, one Holmes 16mm, one RCA remote. Two slide projectors, one Spindler & Sæpøpe 2x2 in., one Multiscope 2 1/4 x 3/4 in. One mobile unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Owned by Gotham Broadcasting Co., licensee of WINS New York. J. Elroy McCaw (75%), John D. Keating (25%). For other McCaw-Keating interests, see KTVW (TV) Tacoma, Wash.

EXECUTIVE:

J. Elroy McCaw, pres.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$350; minute spot (live) \$90, (film) \$75; ID \$37.50. ID Length 8 sec. Full and share screen. 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	858,200	196,800	1,055,000
Families in Area	269,200	60,600	329,800
No. of Sets			299,762
Retail Sales	\$1,039,802,000	\$235,912,000	\$1,275,714,000
Income per Family	\$4,756	\$4,705	\$4,733.35
Income per Capita	\$1,450	\$1,427	\$1,429.55

KBTV IS ON THE MOVE!



**\$100,000
Facilities
Expansion**

**TOP
Adjacencies
to New Local
Programs & Power
Packed ABC
Network Shows**

**NOW
2-Hours More Daily
SIGN ON
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12 NOON**

**Syndicated
Film Shows
give you
Class A
1-minute
availabilities**

**NEW
Remote & Mobile
Film
Facilities**

*"The Prettiest
Picture
in Denver"*

KBTV
CHANNEL **9** DENVER
1089 BANNOCK

**John C. Mullins
President**
**Joe Herold
General Manager**
National Representative
Free & Peters

NOW it's Your Move!

COLORADO MARKET INDICATORS

Total Population, July 1, 1954.....	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, March 1955.....	397,200
Employed in Agriculture, 1950.....	71,808
Employed in Mining, March 1955.....	13,600
Employed in Manufacturing, March 1955.....	62,000
Employed in Construction, March 1955.....	22,000
Employed in Transportation & Public Utilities, March 1955.....	41,700
Employed in Wholesale & Retail Trade, March 1955.....	105,500
Employed in Finance, Insurance & Real Estate, March 1955.....	18,100
Employed in Service and Miscellaneous, March 1955.....	50,600
Employed in Government Service, March 1955.....	83,700
Retail Sales, 1954.....	\$ 1,670,834,000
Bank Assets, Jan. 1, 1955.....	\$ 1,671,805,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,553,163,000
Major Income Sources, 1953: Agriculture 7.6%; Government 21.7%; Manufacturing Payrolls 11.5%; Trade and Service 28.1%.	
Total Income Payments, 1953.....	\$ 2,367,000,000
Per Capita Income, 1953.....	\$ 1,675
Total Internal Revenue Collections, 1954.....	\$ 654,545,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 75.55
Cash Receipts from Farm Marketing, 1954.....	\$ 426,866,000
Government Payments to Farmers, 1954.....	\$ 11,215,000
Value of Mineral Production, 1951.....	\$ 179,435,000
Total New Construction in 1952.....	\$ 408,900,000
New Private Construction in 1952.....	\$ 258,500,000
New Public Construction in 1952.....	\$ 150,400,000
Motor Vehicle Registration, 1954.....	682,325
Number of Telephones, Jan. 1, 1955.....	536,800
Number of Electrical Connections, Jan. 1, 1955.....	488,020
Number of Gas Utilities Connections, 1953.....	253,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

COLORADO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Adams	40,234	\$32,141	\$ 7,249	\$ 1,080	10,810	78%
Alamosa	10,531	14,010	2,811	424
Arapahoe	52,125	65,357	22,446	2,977	11,050	57%
Archuleta	3,030	2,058	372	249
Baca	7,964	6,806	1,587	247
Bent	8,775	5,368	1,432	184
Boulder	48,296	58,779	14,474	1,975	7,350	44%
Chaffee	7,168	8,537	2,279	205	280	12%
Cheyenne	3,453	2,927	537	91
Clear Creek	3,289	4,041	934	168	170	14%
Conejos	10,171	4,273	1,051	146
Costilla	6,067	1,594	362	92
Crowley	5,222	3,928	878	147	360	26%
Custer	1,573	798	231	46	70	12%
Delta	17,365	13,039	3,067	374
Denver	415,786	699,934	130,473	28,580	97,220	62%
Dolores	1,966	1,282	416	59
Douglas	3,507	2,623	685	122	140	12%
Eagle	4,488	3,025	907	125	160	15%
El Paso	74,523	103,673	22,841	4,973	9,900	33%
Fremont	18,366	15,211	3,693	524	700	12%
Garfield	11,625	12,777	2,902	536
Gilpin	850	561	229	50	30	15%
Grand	3,963	5,790	709	381	150	15%
Gunnison	5,716	6,099	1,577	197
Hinsdale	263	136	54	37
Huerfano	10,549	6,714	1,785	177
Jackson	1,976	1,862	528	114	110	15%
Jefferson	55,687	53,370	15,202	2,511	15,990	73%
Kiowa	3,003	2,307	543	88
Kit Carson	8,600	9,581	1,517	397
Lake	6,150	7,464	1,936	321	220	12%
La Plata	14,880	17,714	3,818	535
Larimer	43,554	51,180	11,395	1,809	7,920	52%
Las Animas	25,902	17,619	5,285	440
Lincoln	5,909	7,962	1,231	351	240	13%
Logan	17,187	25,289	4,325	563	1,280	25%
Mesa	38,974	46,933	10,585	1,454
Mineral	698	451	159	35
Moffat	5,946	9,036	2,114	340
Montezuma	9,991	10,447	2,414	466
Montrose	15,220	15,068	3,256	429
Morgan	18,074	25,739	4,476	732	1,280	24%
Otero	25,275	22,904	5,377	704	2,110	26%
Ouray	2,103	1,198	346	144
Park	1,870	1,615	290	95	50	12%
Phillips	4,924	7,379	1,232	283	380	25%

BROADCASTING • TELECASTING

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Pitkin	1,646	1,617	424	78
Provers	14,836	17,777	2,582	816
Pueblo	90,188	102,410	23,430	2,442	14,050	48%
Rio Blanco	4,719	5,489	1,590	345
Rio Grande	12,832	11,215	2,370	427
Routt	8,940	6,537	1,428	303
Saguache	5,664	3,871	630	157
San Juan	1,471	684	197	71
San Miguel	2,693	1,668	690	118
Sedgwick	5,095	6,247	1,232	243	380	25%
Summit	1,135	739	236	61	60	15%
Teller	2,754	2,411	663	122	70	12%
Washington	7,520	7,964	2,037	259	600	25%
Weld	67,504	71,801	13,700	1,769	10,910	54%
Yuma	10,827	11,364	2,018	458	880	25%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. 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 105 kw, Aural 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,760 ft. Above ground 223 ft.

OPERATION: Began Dec. 7, 1952. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KVOR.

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

SERVICES: Two studios (60x30 ft.). Two DuMont camera chains. One composite rear screen projector. One RCA film camera. Two RCA film projectors. One dual Gray slide projector. One composite film processing unit. One composite mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Colorado Bcstg. Co., licensee of KGHF Pueblo (50%), and James D. and Betty Z. Russell (50%).

EXECUTIVES:

James D. Russell, pres. & gen. mgr. H. Cozine Strang, transmitter sup.
 Robert D. Ellis, vp. & natl. sls. mgr. Willis C. Shanks, studio sup.
 William Rodgers Jr., com. mgr. Carl Pehlman, film ed.
 Cecil Seavey, prog. dir. John Bartholomew, news ed.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$47.50, (film) \$40; ID \$25. ID Length 10 sec. Full and share screen. 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	285,000	25,000	320,400
Families in Area	95,000	8,000	105,000
No. of Sets	55,000	2,204	57,204
Retail Sales	\$314,337,000	\$3,000,000	\$317,337,000

KRDO-TV

LICENSEE: Pikes Peak Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain—630 ft.; Above ground 465 ft.

OPERATION: Began Sept. 30, 1953. Hours, 10 a.m.-11 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KRDO.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

SERVICES: Two studios (50x75 ft. and 20x30 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray Telejector slide projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son (50.11%), William J. Gregory (39.22%).

EXECUTIVES:

Harry W. Hoth Jr., pres. gen. mgr. Herber- Schubarth, ch. eng.
 & film buy. William Gear, news ed.
 Jack Finlayson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$162.50, (film) \$125; minute spot (live) \$32, (film) \$25; ID \$25. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION: (Grade A FCC Contour): Population, 90,000; Families in Area, 40,000; No. of Sets, 25,000; (Grade B) No. of Sets, 15,000; (Grade A) Retail Sales, \$79,804,000.

DENVER (Cont.)

KLZ-TV

LICENSEE: Aladdin Bcstg. Corp. Address: 131 Speer Blvd. Postal Zone: 3. Phone: Main 3-4271.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am KLZ-AM. Fm, KLZ-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Two studios (48x48 ft.). Four RCA camera chains. One Bodde double head rear screen projector. Two RCA film projectors. Two slide projectors. Gray and Super Projecta'. One Super Projectal opaque projector. One mobile unit. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDER: Time Inc., which also owns 50% of KOB-AM-TV Albuquerque, N.M., and 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, Utah. Time Inc. also publishes Time, Life and Fortune magazines.

EXECUTIVES:

Hugh B. Terry, pres. & gen. mgr. Gene Jenkins ch. eng.
 Phil Hoffman, sta. mgr. Harold Storm, prom. mgr.
 Jack Tipton, com. mgr. Sheldon Peterson news ed.
 Clayton Brace, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 15% for 312 times. Rate Card No. 3.

MARKET INFORMATION: Total (including Fringe Area): Population, 1,000,000; Families in Area, 338,900; No. of Sets, 289,251; Retail Sales \$1,289,249,000; Income per Family (consumer spendable income), \$4,655.

KOA-TV

LICENSEE: Metropolitan Television Inc. Address: 1625 California St. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 383 ft.

EQUIPPED TO COLORCAST network programs.

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

AFFILIATION: Tv Network, NBC. Stations, Am, KOA. Fm, KOA-FM.

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

SERVICES: Two studios (34x43 ft. and 23x42 ft.). Four RCA camera chains. One Trans Lux rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray Teleojector slide projector. One Gray Telop opaque projector. News Service; AP, INS.

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

EXECUTIVES:

William Grant, pres. J. A. Slusser, tech. opr. mgr.
 Don Searle, vp. & gen. mgr. James Butts, tv eng. opr. sup.
 William F. MacCrystall, tv. sls. mgr. C. Van Haaften, film buy.
 Jud Woods, pub. aff. dir. Dick Harris, prom. mgr.
 Ralph Radetsky, prog. opr. mgr. Charles Crosswhite, news ed.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Frequency discounts 2 1/2% for 13 times up to 17 1/2% for 312 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 1,003,000; Families in Area, 314,490; No. of Sets, 289,251 (April 1); Retail Sales, \$1,285,071,000; Income per Family, \$5,712.

KRMA-TV*

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

LICENSEE: School District No. 1, City and County of Denver and State of Colo. Address: 414 14 St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 210 ft.

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

EXECUTIVES:

Dr. Kenneth E. Oberholtzer, supt. of schools.

BROADCASTING • TELECASTING

GRAND JUNCTION

(Mesa County)

KFXJ-TV

LICENSEE: Western Slope Bcsta. Co. Address: P. O. 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: Gates. Antenna Make: GE. Height: Above average terrain —10 ft.; Above ground 343 ft.

OPERATION: Began May 30, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFXJ.

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

SERVICES: Two studios (28x30 ft. and 24x36 ft.). Two RCA camera chains. One RCA film camera, one Bolex 16mm silent film camera. Two RCA film projectors. One RCA slide projector. Complete dark room film facilities. Library, Official Films.

PRINCIPAL STOCKHOLDERS: Rex Howell and family, (100%). Mr. Howell also owns 51% of KGLN Glenwood Springs, Colo.

EXECUTIVES:

Rex Howell, pres. & gen. mgr. Cecil Whitchurch, ch. eng.
 E. Anson Thomas, com. mgr. Roy Adamson, prom. mgr.
 J. L. Robinson, prog. dir. Ray Kelley, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$120; minute spot (live) \$30, (film) \$24; ID \$12. ID Length 10 sec. Full screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	81,325	13,295	94,620
Families in Area	25,295	3,890	29,185
No. of Sets	8,475	2,500	10,975
Retail Sales	\$78,022,800	\$12,141,056	\$90,163,856
Income per Family	\$4,557
Income per Capita	\$1,326

PUEBLO

(Pueblo County)

KCSJ-TV

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

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 400 ft.; Above ground 470 ft.

OPERATION: Began July 13, 1953. Hours, 9:15 a.m.-11 p.m.

AFFILIATION: Tv Network NBC. Station, Am, KCSJ.

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

SERVICES: Two studios (40x48 ft. and 21 1/2x17 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras, one GE film camera, one Auricon Cinevoice camera. Two RCA 16mm film projectors. Two Gray slide projectors. One Tressel opaque projector. Morse film processing unit. One White Bus mobile unit. News Service, UP. Library, Telescriptions.

PRINCIPAL STOCKHOLDER: Bankers Life & Casualty Co. licensee of KGA Spokane Wash.

EXECUTIVES:

Ray J. Williams, pres. & gen. mgr. Marion Cunningham, ch. eng.
 Russell Truesdell, sta. mgr. opr. Cliff Hendrix, prod. dir.
 dir. & film buy. Robert Billman, news ed.
 John Henry, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$45.50, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications, slide & film. Full screen. Frequency discounts from 5% for 26 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	120,500	137,500	375,500
Families in Area	35,100	44,200	108,700
No. of Sets	21,500	20,875	52,649
Retail Sales	\$121,420,000	\$137,850,000	\$369,950,000

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.

CONNECTICUT MARKET INDICATORS

Total Population, July 1, 1954.....	2,219,000
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, March 1955.....	847,100
Employed in Agriculture, 1950.....	24,131
Employed in Mining, March 1955..... (See Footnote 1, Foreword)	
Employed in Manufacturing, March 1955.....	416,000
Employed in Construction, March 1955.....	37,600
Employed in Transportation & Public Utilities, March 1955.....	42,000
Employed in Wholesale & Retail Trade, March 1955....	144,900
Employed in Finance, Insurance & Real Estate, March 1955.....	45,400
Employed in Service and Miscellaneous, March 1955....	83,900
Employed in Government Service, March 1955.....	77,200
Retail Sales, 1954.....	\$ 2,656,950,000
Bank Assets, Jan. 1, 1955.....	\$ 4,137,276,000
Bank Deposits, Jan. 1, 1955.....	\$ 3,741,730,000
Major Income Sources: 1953 Agriculture 1.1%; Government 9.8%; Manufacturing Payrolls 40.5%; Trade and Service 21.9%.	
Total Income Payments, 1953.....	\$ 4,744,000,000
Per Capita Income, 1953.....	\$ 2,194
Total Internal Revenue Collections, 1954.....	\$ 1,214,677,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 77.00
Cash Receipts from Farm Marketing, 1954.....	\$ 171,983,000
Government Payments to Farmers, 1954.....	\$ 398,000
Value of Mineral Production, 1951.....	\$ 6,247,000
New Public Construction in 1952.....	\$ 106,600,000
Motor Vehicle Registration, 1954.....	867,256
Number of Telephones, Jan. 1, 1955.....	966,200
Number of Electrical Connections, Jan. 1, 1955.....	749,098
Number of Gas Utilities Connections, 1953.....	372,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

CONNECTICUT MARKET DATA BY COUNTIES

County	Population		Retail Sales		Food Sales		Drug Sales		(CBS)	
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets	TV %	
Fairfield	504,342	\$699,390	\$201,657	\$ 21,055	119,990	75%				
Hartford	539,661	791,631	200,357	25,456	124,110	73%				
Litchfield	98,872	119,739	34,923	3,741	22,670	72%				
Middlesex	67,332	88,612	24,320	2,851	16,820	82%				
New Haven	545,784	677,275	183,974	20,971	148,310	87%				
New London	144,821	116,470	48,582	4,572	26,140	58%				
Tolland	44,709	31,086	9,781	548	7,930	60%				
Windham	61,759	82,747	20,019	1,542	13,240	67%				

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. 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, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 492 ft.

WICC-TV

LICENSEE: Southern Connecticut & Long Island Television Co. Address: Booth Hill Road, Trumbull, Conn. Phone: Amherst 8-1601.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 470 ft.

OPERATION: Began March 29, 1953. Hours, 5-11:15 p.m.

AFFILIATION: Tv Network, ABC. Station, Am, WICC.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (20x30 ft. and 16x8 ft.). Two DuMont camera chains. One DuMont film camera. Two GPL 16mm film projectors. Two Federal 35mm scanners. One film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Bridgeport Bcstg. Co. (licensee of WICC) Bridgeport (63.4%). Philip Merryman is 27.3% owner of Bridgeport Bcstg. Co.

EXECUTIVES:

Philip Merryman, pres. & gen. mgr. Alvin Andrus, ch. eng.
Manning Slater, com. mgr. & prom. mgr. William Whalen, news ed.
Irving Magilnick, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$100, (film) \$100; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 2.

MARKET INFORMATION: No. of sets, 58,150.

HARTFORD

(Hartford County)

WEDH (TV)*

(Target Date, Unknown)
(*Non-Commercial Educational)

LICENSEE: Connecticut State Board of Education. Address: c/o Commissioner of Public Works, State Office Bldg., Hartford, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Operating Pow.: Visual 12 kw, Aural 6.6 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 780 ft.; Above ground 99 ft.

WGTH-TV

LICENSEE: General-Times Television Corp. Address: 555 Asylum St. Postal Zone: 4. Phone: Jackson 7-9131.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Operating Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 291 ft.

OPERATION: Began Sept. 25, 1954. Hours, 5 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WGTH.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Irwin Robinson.

SERVICES: One studio (20x40 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: General Teleradio Inc. (55%); Hartford Times-Gannett (45%). Sale to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres. Rogers Holt, ch. eng.
Fred W. Wagenvoort, gen. mgr. Daniel German, film buy.
William T. Keller, com. mgr. Charles Norwood, news ed.
John O. Downey, prog. dir.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8-10 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,210,000	744,000	1,954,000
Families in Area	349,800	216,500	566,300
Retail Sales	\$1,472,000	\$839,000	\$2,311,000

WKNB-TV (New Britain)

LICENSEE: New Britain Bcstg. Co. Address: 1422 New Britain Ave., West Hartford. Phone: (Hartford) Adams 3-8551. (For full listing see New Britain, Conn.)

Market information in station listings is furnished by station and any inquiries should be directed to that 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 BRITAIN
(Hartford County)

WKNB-TV

LICENSEE: New Britain Bcstg. Co. Address: 1422 New Britain Ave., West Hartford, Conn. Postal Zone: 10. Phone: (Hartford) Adams 3-8551.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 191 kw, Aural 102 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 545 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 11, 1953. Hours, 6:55-12:40 a.m.
AFFILIATION: Tv Network, CBS. Station, Am WKNB.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
SERVICES: Two studios (40x60 ft. and 25x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Spindler & Sauppe slide projectors, one Gray slide projector. News Services, AP, Telenews.
PRINCIPAL STOCKHOLDERS: Julian Gross, pres. and wife, (53%) and others. Sale to NBC pending FCC approval.
EXECUTIVES:
 Julian Gross, pres. Barry Barents, prog. dir.
 Peter B. Kenney, exec. vp. & John P. Shipley, ch. eng.
 gen. mgr. Philip Hale, film buy.
 David Scott, natl. sls. mgr. Frank Wooding, prom. mgr.
 Erwin Needles, loc. sls. mgr. Kenneth Houseman, news ed.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 2x2 in. transparent slide. Spare screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 3.

NEW HAVEN
(New Haven County)

WELI-TV

(Target Date, Not Set)

LICENSEE: Conn. Radio Foundation Inc. Address: 221 Orange St. Postal Zone: 10. Phone: University 5-133.
FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 334 ft.
AFFILIATION: Station Am, WELI.
REPRESENTATIVES: Sales, I-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Richard W. Davis, pres., 24.19%; William Horowitz, vp., 21.36%; Rudy Frank, vp., 3.88%; Edwin Scheitzer, vp., 7.12% and others.
EXECUTIVES:
 Richard W. Davis, pres.

WNHC-TV

LICENSEE: The Elm City Bcstg. Corp. Address: 1110 Chapel St. Postal Zone: 10. 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: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 330 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June, 1948. Hours, 6:45-1:15 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WNHC. Fm, WNHC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
SERVICES: Two studios (42x28 ft. and 16x14 ft.). Four DuMont camera chains. One TSC rear screen projector. Two DuMont film cameras, one RCA 3-V film camera, one Auricon 16mm sound camera, two Bell & Howell 16mm cameras. One RCA film projector, three GE 16mm film projectors, one GPL 16mm film projector. One Super Projectal slide and opeque projector, two Telejector slide projectors. One Houston-fearless 16mm Reversal processing unit. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Patrick J. Goode, pres. and family, (41.67%); Aldo DeDominicis, secy.-treas., (41.67%), and others. Messrs. Goode and DeDominicis own controlling interest in WHAY New Britain.
EXECUTIVES:
 Patrick J. Goode, pres. J. Vincent Callanan, vp.-sls.
 Aldo DeDominicis, gen. mgr. & Vincent DeLaurentis, vp.-eng.
 sec.-treas. William G. Mulvey, film buy.
 Edward D. Taddei, exec. vp. James W. Evans, merc. &
 Edward C. Obrist, sta. mgr. & publicity dir.
 prog. dir. Rockwell Clark, news ed.
RATE INFORMATION: Class A one hour (live) \$800; minute spot (live) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. 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.

NEW LONDON
(New London County)

WNLC-TV

(Target Date, Late 1955)

LICENSEE: The Thames Bcstg. Corp. Address: 281 State St. Phone: Gibson 2-4365.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Transmitter: RCA. Antenna Make: Stainless. Height: Above average terrain 700 ft.; Above ground 468 ft.
AFFILIATION: Station, Am, WNLC.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family (100%).
EXECUTIVES:
 Gerald J. Morey, pres. & gen. mgr. Leo Keegan, com. mgr.

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, Conn. Postal Zone: 15. Phone: (Hartford) Jackson 7-6341.
FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Operating Pow.: Visual 12 kw, Aural 6.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 520 ft.
REPRESENTATIVES: Consulting Engineer, Craven, Lohnes & Culver.

STAMFORD

(Fairfield County)

WSTF (TV)

(Target Date, Unknown)

LICENSEE: Stamford-Norwalk Television Corp. Address: c/o Wendell Lund, 627 Washington Loan & Trust Bldg., Washington, D. C. Postal Zone: 4. Phone: District 7-4377.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 240 ft.; Above ground 374 ft.
REPRESENTATIVES: Attorney, Vincent M. Gaughen; Consulting Engineer, John H. Mullaney.
PRINCIPAL STOCKHOLDERS: Prentiss M. Brown, pres. (42.5%), attorney and chmn. of bd., Detroit Edison Co.; Vincent M. Gaughan, vp. (15%), attorney; and Wendell Lund, sec.-treas. (42.5%), attorney (Washington).
EXECUTIVES:
 Prentiss M. Brown, pres. Wendell Lund, sec.
 Vincent Gaughan, vp.

MARKET INFORMATION:	Stamford	Norwalk	Total (Including Fringe Area)
Population (1950)	74,293	49,460	123,753
Dwelling Units (1950)	21,291	14,630	35,921
Retail Sales (1948)	\$82,618,000	\$50,838,000	\$133,456,000

WATERBURY

(New Haven County)

WATR-TV

LICENSEE: WATR Inc. Address: 440 Meadow St. Postal Zone: 10. Phone: Plaza 5-1121.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 850 ft.
OPERATION: Began Sept. 6, 1953. Hours, 1-11:30 p.m.
AFFILIATION: Tv Network, ABC. Station, Am, WATR.
REPRESENTATIVES: Sales, Burke Stuart Co. Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo W. Ray.
SERVICES: One studio (15x20 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Harold and Lillian Thomas, (99.5%). The Thomas' have interests in WNAB Bridgeport and WTOR Torrington, both Conn.
EXECUTIVES:
 Harold Thomas, pres. Andrew Toross, ch. eng.
 Samuel R. Elman, gen. mgr. & Gene Valentino, prom. mgr.
 com. mgr. Robert Gillespie, news ed.
 Astrid Curtiss, prog. dir. film buy.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

The Pioneer Salesman

Population — 3,607,600

No. of Families — 1,045,800

Retail Sales — \$4,127,897,000

Drug Sales — \$119,797,000

Food Sales — \$1,146,520,000

Conn. Fam. Income — \$6,786

Only VHF in Connecticut

TV Families — 934,448

AUDIENCE LEADER

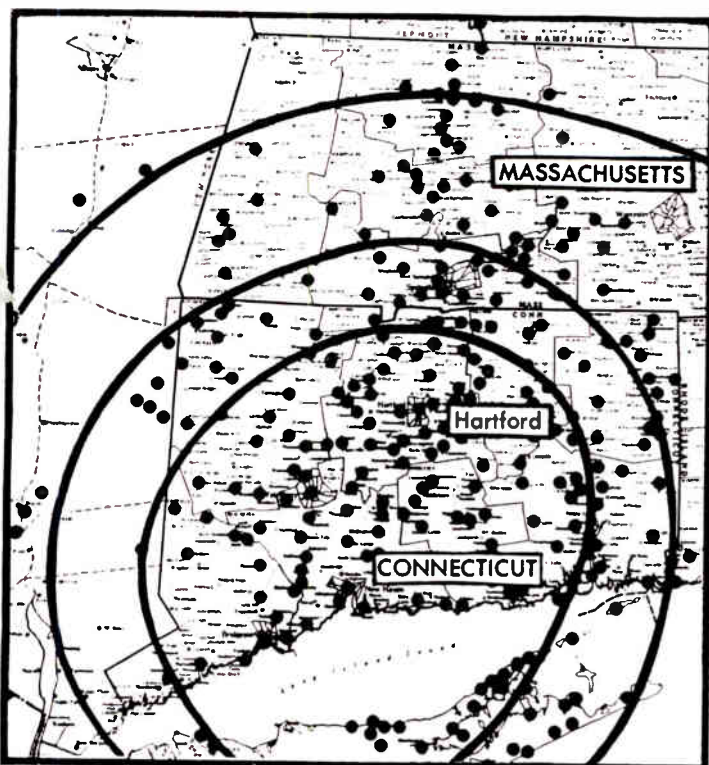
Every audience survey of the Hartford-New Haven area shows WNHC-TV to be far and away the most looked at Television Station in the State.

Over 100 newspapers in 3 states carry the daily and weekly listings of WNHC-TV programs. These are just a few more facts that verify the unparalleled dominance WNHC-TV enjoys in the New England Television Market.

SOURCE: 1955 Sales Management; CBS—Nielsen Survey Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Cantaur map accepted by FCC December 1954.

of Southern New England

SINCE JUNE 1948



WNHC

Television

Channel 8

SERVING HARTFORD & NEW HAVEN AREAS

represented by the katz agency, inc.

DELAWARE MARKET INDICATORS

Total Population, July 1, 1954.....	367,000
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, March 1955.....	54,700
Employed in Government Service, March 1955.....	14,100
Retail Sales, 1954.....	\$ 517,264,000
Bank Assets, Jan. 1, 1955.....	\$ 751,406,000
Bank Deposits, Jan. 1, 1955.....	\$ 666,894,000
Major Income Sources, 1953: Agriculture 3.9%; Government 10.6%; Manufacturing Payrolls 35.1%; Trade and Service 19.4%.	
Total Income Payments, 1953.....	\$ 825,000,000
Per Capita Income, 1953.....	\$ 2,304
Total Internal Revenue Collections, 1954.....	\$ 844,896,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 78.11
Cash Receipts from Farm Marketing, 1954.....	\$ 93,708,000
Government Payments to Farmers, 1954.....	\$ 390,000
Value of Mineral Production, 1951.....	\$ 584,000
New Public Construction in 1952.....	\$ 43,500,000
Motor Vehicle Registration, 1954.....	139,726
Number of Telephones, Jan. 1, 1955.....	153,000
Number of Electrical Connections, Jan. 1, 1955.....	117,607
Number of Gas Utilities Connections, 1953.....	54,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

DELAWARE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Kent	37,870	\$ 64,638	\$ 10,153	\$ 1,338	9,950	78%
New Castle	218,879	321,655	70,430	7,819	53,230	78%
Sussex	61,336	130,971	17,500	1,847	11,930	58%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

WILMINGTON
(New Castle County)

WPFH (TV)

LICENSEE: WPFH Bcstg. Co. Address: 1003 West St. Phone: 6-2567.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Operating Pow.: Visual 316 kw, Aural 190 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 478 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June, 1949. Hours, 3 p.m.-1 a.m.

AFFILIATION: Tv Network, DTN Stations, Am, WIBG Philadelphia. Fm, WIBG-FM.

REPRESENTATIVES: Sales, Meeker Tv Inc.

PRINCIPAL STOCKHOLDER: Paul F. Harron, pres. (100%). Mr. Harron owns 79% of WIBG-AM-FM Philadelphia.

EXECUTIVES:

Paul F. Harron, pres.
Robert R. Nelson, sta. mgr. & film buy.
Luther Piersal, ch. eng.
William Conran, prom. mgr.
Robert Davenport, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,000; minute spot (live) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 7.

DISTRICT OF COLUMBIA

DISTRICT OF COLUMBIA MARKET INDICATORS
(See Footnotes 2 and 6, Foreword)

Total Population, July 1, 1954.....	861,000
Total Families, 1950.....	198,180
Total Urban Population, 1950.....	802,178
Employed in Nonagricultural Establishments, March 1955.....	490,400

BROADCASTING • TELECASTING

Employed in Agriculture, 1950.....	680
Employed in Mining, March 1955..... (See Footnote 3, Foreword)	
Employed in Manufacturing, March 1955.....	16,000
Employed in Construction, March 1955.....	17,600
Employed in Transportation & Public Utilities, March 1955.....	29,000
Employed in Wholesale & Retail Trade, March 1955.....	90,200
Employed in Finance, Insurance & Real Estate, March 1955.....	22,700
Employed in Service and Miscellaneous, March 1955.....	64,600
Employed in Government Service, March 1955.....	250,300
Retail Sales, 1954.....	\$ 1,381,435,000
Bank Assets, Jan. 1, 1955.....	\$ 1,441,494,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,335,688,000
Major Income Sources, 1953: Government 48.3%; Manufacturing Payrolls 3.1%; Trade and Service 27.2%.	
Total Income Payments, 1953.....	\$ 2,507,000,000
Total Internal Revenue Collection, 1954.....	\$ 1,883,037,000
Per Capita Income, 1953.....	\$ 2,109
Value of Mineral Production, 1951.....	\$ 82,000
Total New Construction in 1952.....	\$ 93,800,000
New Private Construction in 1952.....	\$ 60,500,000
New Public Construction in 1952.....	\$ 33,300,000
Motor Vehicle Registration, 1954.....	195,563
Number of Telephones, Jan. 1, 1955.....	537,500
Number of Electrical Connections, Jan. 1, 1955.....	962,086
Number of Gas Utilities Connections, 1953.....	181,700

¹ Includes Maryland. ² Includes Maryland.
For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

DISTRICT OF COLUMBIA MARKET DATA

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Washington	802,178	\$1,381,435	\$277,919	\$ 60,956	197,710	80%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

WASHINGTON

WETV (TV)

(Target Date, Not Set)

LICENSEE: Washington Metropolitan Television Corp. Address: Hotel Harrington, 11th & E Sts., N.W. Postal Zone: 4. Phone: Executive 3-8676.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 97.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 410 ft.

AFFILIATION: Stations, Am, WGMS. Fm, WGMS-FM.

REPRESENTATIVES: Washington Attorney, William P. Bernton; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Owned 100% by The Good Music Station Inc. (WGMS-AM-FM Washington). M. Robert Rogers, pres., and Pierson Underwood chmn. of bd., are each 40% owners of WGMS.

EXECUTIVES:

M. Robert Rogers, pres. & gen. mgr. Nicholas J. Chaconas, ch. eng.

WMAL-TV

LICENSEE: The Evering Star Bcstg. Co. Address: 4461 Connecticut Ave., N.W. Postal Zone: 8. Phone: Kellogg 7-1100.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Operating Pow.: Visual 22 kw, Aural 12 kw. (Full power target date, Aug. 15, 1955.) Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 515 ft.; Above ground 400 ft.

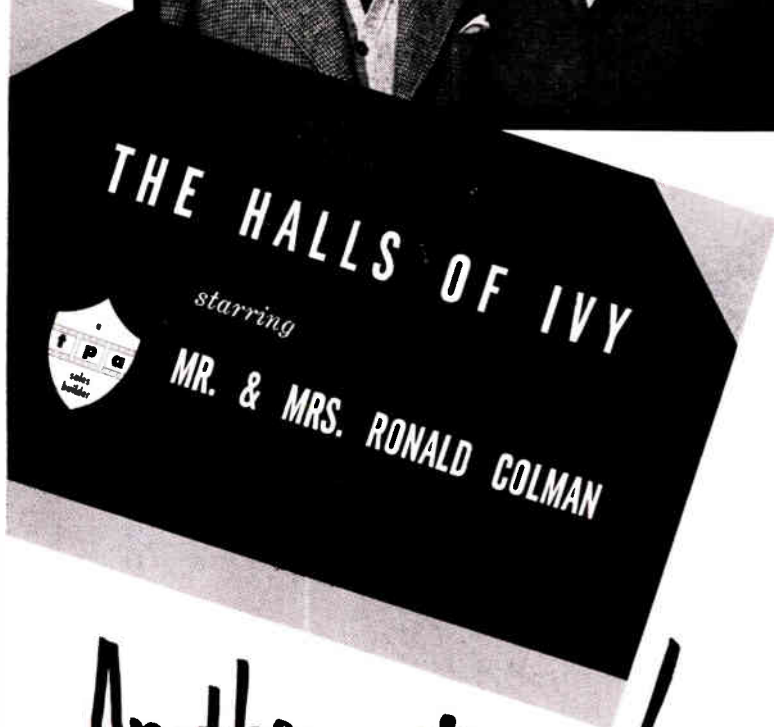
EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1947. Hours, noon-12:15 a.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WMAL. Fm, WMAL-FM.

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

SERVICES: Three studios (40x70ft., 30x50 ft. and 40x70 ft., latter with elevated stage 30x24 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Two RCA film projectors. Two Kodaslide 35mm slide projectors. One mobile unit. News Service, AP.



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 City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

DISTRICT OF COLUMBIA

WMAL-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Owned by Evening Star Newspaper Co. (Washington Evening Star).

EXECUTIVES:

John W. Thompson Jr., pres.
F. S. Houwink, gen. mgr.
Neal J. Edwards, com. mgr.
Charles D. Bishop, prog. dir. & film buy.
Allan Powley, ch. eng.
Haywood Meeks, prom. mgr.
Richard Rendell, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 8 sec. Specifications film or slide. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

WOOK-TV

(Target Date, Oct. 15, 1955)

LICENSEE: United Bcstg. Co. Address: 5321 First Place, N.E. Phone: Republic 7-8000.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 330 ft.; Above ground 337 ft.

AFFILIATION: Stations, Am, WOOK. Fm, WFAN (FM). REPRESENTATIVES: Sales, United Bcstg. Co., 441 Lexington Ave., New York; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Owned by Richard Eaton, who also owns WSID-AM-FM-TV Baltimore, WARK Hagerstown, W NX Rockville, all Md., WJMO Cleveland, Ohio, and WANT Richmond, Va.

EXECUTIVES:

Richard Eaton, pres., gen. mgr., film buy. & news ed.
James Panagos, com. mgr.
Cifton D. Holland, prog. dir.
Tex Gathings, prom. mgr.

RATE INFORMATION: One hour \$120; minute spot \$26. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times.

WRC-TV

LICENSEE: National Broadcasting Co. Inc. Address: Sheraton Park Hotel. Postal Zone: 8. 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: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 27, 1947. Hours, 6:45-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WRC. Fm, WRC-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zachry & Reindel.

SERVICES: Two studios (76x52 ft. and 21x11 ft.). Two NBC composite camera chains. One Bodde rear screen projector. Three film projectors, one RCA, one Eastman, one Acme 35mm. One slide projector. One Gray Telop opaque projector. One mobile unit, RCA equipped. News Services, AP, INS, UP, Washington City News Service.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver, pres. NBC
Robert W. Sarnoff, exec. vp. NBC
Carleton D. Smith, vp. & gen. mgr.
Joseph Goodfellow, sls. dir.
Charles de Lozier, sls. mgr.
James E. Kovach, prog. dir.
John Rogers, eng. in chg.
William Grayson, radio & tv prog. mgr. & film buy.
L. A. McClelland, opr. dir.
Joan C. King, prom. mgr.
Cassius Keller, news ed.

RATE INFORMATION: Class AA one hour \$1,250; twenty second breaks \$350; ID \$165. ID Length 10 sec. Full and share screen. Frequency discounts except for AA announcements. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,703,500	3,381,200	5,084,700
Households in Area	493,660	763,440	1,257,100
No. of Sets	240,000	501,000	741,000
Retail Sales	\$2,116,546,000	\$179,242,000	\$2,295,788,000
Consumer Spendable Income per Household	\$7,106	\$5,200	\$5,800

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.

Capital Gains

...four ways to make them

in Washington, D.C.



Alert advertisers know that it takes vital, persuasive personalities to increase product sales in the nation's capital. They know, too, that enthusiastic, ready-made audiences are a must. And they've found that WRC and WRC-TV provide that special kind of service.

The ladies, bless 'em, take their purchasing leads from Inga Rundvold — the charming young lady who conducts the women's features on WRC-TV's "Afternoon Show" weekdays from 2:00 to 3:00.

Al Ross, the easy-going, talented proprietor of WRC Radio's record show . . . "Your Timekeeper" . . . captivates young and old alike with his musical selections and informal chatter, weekday mornings from 6:15 to 9:30 and from 6:15 to 8:00 on Saturday.

Then there's versatile Willard Scott, a genial young gent who lightly mc's the popular disc jockey sessions "Twilight Tunes" on WRC Radio — 5:35-6:00 p.m. and 7:45-8:00 p.m.

Ray Haney and the top-rated "Little Rascals" captivate the small fry from 9:00 to 9:15 a.m., weekdays; Wednesdays from 7:00 to 7:30 p.m. Saturday from 3:00 to 4:30 p.m. Ray holds the youngsters enthralled with his "Trading Post."

Top WRC, WRC-TV personalities all, and every one a top salesman for advertisers who are making the biggest sales gains in Washington, D.C.

WRC AM-FM WRC-TV

NBC IN WASHINGTON
represented by NBC SPOT SALES



WTOP-TV

LICENSEE: WTOP Inc. Address: 4001 Brandywine St., N.W. Postal Zone: 16. Phone: Emerson 2-9300.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 174 kw. Operating Pow.: Visual 316 kw, Aural 174 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 373 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan., 1949. Hours, 6:55-1 a.m. (Mon.-Sat.), 8:15-12:20 a.m. (Sun.).

AFFILIATION: Tv Network, CBS. Stations, Am, WTOP. Fm, WTOP-FM.

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

SERVICES: Three studios (45x65 ft., 45x65 ft. and 35x40 ft.). Eight RCA camera chains. One Trans Lux rear screen projector, one TSC rear screen projector. Three RCA film cameras. Three RCA film projectors. Four RCA slide projectors. One Gray Telop opaque projector. One mobile unit. News Services, AP, CBS Newsmfilm, INS, UP. Library, CBS Newsmfilm.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald, which also owns WMBR-AM-FM-TV Jacksonville, Fla.

EXECUTIVES:

John S. Hayes, pres. L. A. Wilkinson, ch. eng.
George F. Hartford, gen. mgr. Robert M. Adams, prom. mgr.
Robert A. J. Bordley, com. mgr. W. L. Hedgpeth, sales prom. mgr.
Thomas B. Jones, prog. dir. & Theodore F. Koop, news dir.
film buy.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$300., (film) \$300; ID \$125. ID Length 10 sec. shared, 8 sec. full screen. Specifications on request. Full and share screen. Frequency discounts from 2 1/2% for 3-5 days up to 5% for 6-7 days. Rate Card No. 6.

MARKET INFORMATION: Population, 2,590,900; Families in area, 724,300; Number of tv sets, 681,600. Retail sales, \$2,799,854,000; Income per family, \$6,270.

WTTG (TV)

LICENSEE: Allen B. DuMont Laboratories Inc. Address: Raleigh Hotel, 12th & Pennsylvania Ave., N.W. Postal Zone: 4. Phone: Sterling 3-5300.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.32 kw. Operating Pow.: Visual 14.1 kw, Aural 8.32 kw. Transmitter: DuMont. Antenna Make: DuMont. Height: Above average terrain 580 ft. Above ground 465 ft.

OPERATION: Began Jan. 1, 1947. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, DTN.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Research Div., Allen B. DuMont Laboratories Inc.

SERVICES: Two studios (30x60 ft. and 30x40 ft.). Eight DuMont camera chains. One Bodde two-screen rear screen projector. Two DuMont film cameras. Two DuMont 16mm film projectors. Two slide projectors. Two DuMont scanners. One DuMont mobile unit. News Service, UP Movietone. Library, Associated.

PRINCIPAL STOCKHOLDERS: See WABD (TV) New York.

EXECUTIVES:

Allen B. DuMont, pres. John Rule, film ed.
Leslie G. Arries Jr., gen. mgr. Duncan Miller, publicity &
F. V. Guidice, prog. mgr. prom. mgr.
M. M. Burieson, ch. eng. Matthew Warren, news ed.

RATE INFORMATION: Class A one hour (live) \$600, (film) \$600; minute spot (live) \$120, (film) \$120. ID \$50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 26 times. Rate Card No. 9.

MARKET INFORMATION

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,300,000	405,000	3,705,000
Families in Area	785,000	105,000	890,000
No. of Sets	680,000	680,000
Retail Sales	\$3,160,108,000	\$290,485,000	\$3,450,593,000
Income per Family	\$7,340	\$6,349
Income per Capita	\$2,310	\$2,310

Market information in station listings is furnished by station and any inquiries should be directed to that 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 MARKET INDICATORS

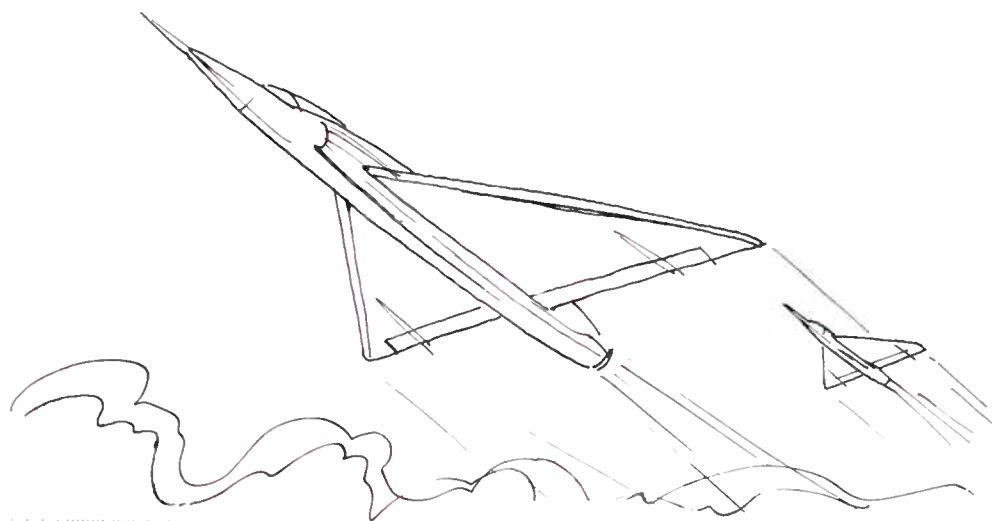
Total Population, July 1, 1954.....	3,524,000
Total Families, 1950.....	721,460
Total Urban Population, 1950.....	1,813,890
Total Rural Nonfarm Population, 1950.....	724,609
Total Farm Population, 1950.....	232,806
Employed in Nonagricultural Establishments, March 1955.....	908,600
Employed in Agriculture, 1950.....	123,194
Employed in Mining, March 1955.....	7,100
Employed in Manufacturing, March 1955.....	136,600
Employed in Construction, March 1955.....	78,400
Employed in Transportation & Public Utilities, March 1955.....	77,800
Employed in Wholesale & Retail Trade, March 1955.....	276,100
Employed in Finance, Insurance & Real Estate, March 1955.....	44,400
Employed in Service and Miscellaneous, March 1955.....	143,400
Employed in Government Service, March 1955.....	144,800
Retail Sales, 1954.....	\$ 3,561,210,000
Bank Assets, Jan. 1, 1955.....	\$ 3,173,944,000
Bank Deposits Jan. 1, 1955.....	\$ 2,955,024,000
Major Income Sources, 1953: Agriculture 6.8%; Government 20.7%; Manufacturing Payrolls 8.1%; Trade and Service 32.4%.	
Total Income Payments, 1953.....	\$ 4,586,000,000
Per Capita Income, 1953.....	\$ 1,368
Total Internal Revenue Collections, 1954.....	\$ 679,258,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 57.53
Cash Receipts from Farm Marketing, 1954.....	\$ 546,863,000
Government Payments to Farmers, 1954.....	\$ 3,504,000
Value of Mineral Production, 1951.....	\$ 78,548,000
Total New Construction in 1952.....	\$ 817,400,000
New Private Construction in 1952.....	\$ 580,300,000
New Public Construction in 1952.....	\$ 237,100,000
Motor Vehicle Registration, 1954.....	1,407,697
Number of Telephones, Jan. 1, 1955.....	1,029,700
Number of Electrical Connections, Jan. 1, 1955.....	1,191,617
Number of Gas Utilities Connections, 1953.....	181,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

FLORIDA MARKET DATA BY COUNTIES

County	Population	Retail Sales			(CBS) TV Sets		(CBS) TV %	
		1950	1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	1954	
Aluchua	57,026	\$ 53,510	\$ 14,014	\$ 1,647	3,600	22%		
Baker	6,313	2,868	844	75	790	61%		
Bay	42,689	48,506	13,325	1,596	1,710	11%		
Bradford	11,457	7,748	2,528	130	2,010	61%		
Brevard	23,653	23,762	7,620	734	1,110	13%		
Broward	83,933	186,565	42,178	7,182	26,310	72%		
Calhoun	7,922	3,980	1,256	108				
Charlotte	4,286	3,765	1,177	128	180	12%		
Citrus	6,111	4,630	1,496	226	260	16%		
Clay	14,323	8,468	3,022	343	1,890	44%		
Collier	6,488	4,489	1,121	138	280	12%		
Columbia	18,216	14,671	3,775	362	1,010	20%		
Dade	495,084	955,923	193,077	47,134	130,330	65%		
De Soto	9,242	6,773	2,162	310				
Dixie	3,928	2,080	559	49	110	16%		
Duval	304,029	388,881	94,996	14,733	60,720	61%		
Escambia	112,706	114,096	28,770	3,565	7,950	22%		
Flagler	3,367	2,619	658	47	110	11%		
Franklin	5,814	2,483	1,156	129				
Gadsden	36,457	20,837	4,953	499				
Gilchrist	3,499	1,879	456	67	120	20%		
Glades	2,199	1,359	322	70	60	10%		
Gulf	7,460	5,962	1,606	236				
Hamilton	8,981	3,740	1,167	121	530	24%		
Hardee	10,073	7,971	2,133	223				
Hendry	6,051	6,935	1,249	93	200	12%		
Hernando	6,693	5,486	1,489	176	300	16%		
Highlands	13,636	12,049	4,153	418	480	10%		
Hillsborough	249,894	304,384	71,932	10,433	28,380	33%		
Holmes	13,988	3,733	996	137				
Indian River	11,872	13,065	4,005	543	420	10%		
Jackson	34,645	18,501	4,010	481				
Jefferson	10,413	4,388	1,573	116	620	24%		
Lafayette	3,440	1,401	447		120	20%		
Lake	36,340	32,077	9,142	1,316	3,360	27%		
Lee	23,404	33,448	8,323	1,251	1,060	12%		
Leon	51,590	49,752	11,703	1,638				
Levy	10,367	5,348	1,752	154	450	16%		
Liberty	3,182	1,188	344					
Madison	14,197	5,361	1,949	185	770	23%		
Manatee	34,704	36,745	10,206	1,417	3,970	32%		
Marion	38,187	42,030	9,631	1,205	2,940	25%		
Martin	7,807	7,452	2,662	295	280	10%		
Monroe	29,957	26,089	8,123	1,009	1,220	12%		
Nassau	12,811	10,143	2,911	243	2,200	61%		
Okaloosa	27,533	16,310	4,687	695	810	10%		
Okeechobee	3,454	2,769	816	70	90	10%		
Orange	144,950	167,640	37,953	6,434	4,730	11%		
Osceola	11,406	10,172	3,461	310	590	14%		
Palm Beach	114,688	187,913	40,354	6,161	9,790	23%		
Pasco	20,529	14,602	5,301	450	1,080	15%		
Pinellas	159,249	249,396	44,826	7,933	10,270	15%		
Polk	123,997	118,709	34,753	4,270				
Putnam	23,615	21,896	5,828	465	3,300	44%		
St. Johns	24,998	24,583	8,209	1,068	3,530	44%		
St. Lucie	20,180	28,796	7,378	435	790	11%		
Santa Rosa	18,554	7,462	2,982	140	550	11%		
Sarasota	28,827	55,355	14,237	1,872				

when you
want
action . . .



. . . in a
\$9 billion
market . . .

Highest per family income in the country.
Highest retail sales per family in the country.
Second highest in population growth in metropolitan areas.

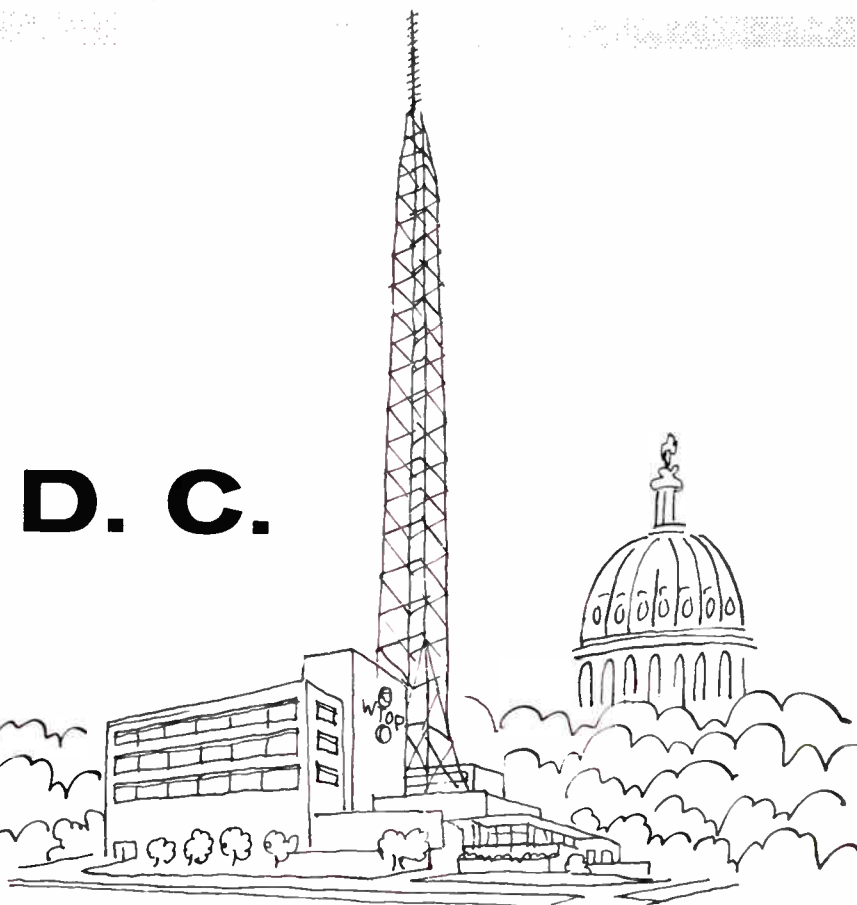


. . . you want
WTOP-TV in
Washington, D. C.

WTOP-TV
at Broadcast House



Represented by CBS-TV Spot Sales



FLORIDA MARKET DATA BY COUNTIES (Cont.)

County	1950 Population	1954 (\$000) Retail Sales	1954 (\$000) Food Sales	1954 (\$000) Drug Sales	(CBS)	(CBS)
					1954 TV Sets	1954 TV %
Seminole	26,883	22,400	6,202	660	1,190	14%
Sumter	11,330	5,975	1,907	192	480	15%
Suwannee	16,986	10,271	2,781	288	880	20%
Taylor	10,416	9,726	2,612	260	700	24%
Union	8,906	2,065	917	76	670	61%
Volusia	74,229	94,733	25,343	3,972	3,030	11%
Wakulla	5,258	1,223	592	33		
Walton	14,725	8,397	2,149	232	440	11%
Washington	11,888	3,777	1,251	139		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CLEARWATER
(Hillsborough County)

WPGT (TV)

(Target Date, Not Set)

LICENSEE: Pioneer Gulf Television Bcstrs. Address: P. O. Box 1146.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 53.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 344 ft.
REPRESENTATIVE: Consulting Engineer, W. J. Holey.
PRINCIPAL OWNERSHIP: W. Frank Hobbs (100%).
EXECUTIVES: W. Frank Hobbs, pres.

DAYTONA BEACH
(Volusia County)

WESH-TV

(Target Date, Sept. 3, 1955)

LICENSEE: Telrad Inc. Address: 444 N. Beach St. Phone: 6491.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 1.26 kw, Aural .759 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 320 ft.; Above ground 349 ft.
EQUIPPED TO COLORCAST network programs.
AFFILIATION: Station, Am, WMFJ.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Abe L. Stein; Consulting Engineer, Lynne C. Smeby.
SERVICES: Two RCA camera chains, RCA film camera.
PRINCIPAL STOCKHOLDERS: W. Wright Esch (40%); A. B. Esch (40%); Louis Ossinsky Sr. (20%).
EXECUTIVES: W. Wright Esch, pres.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$20. Frequency discounts.

FORT LAUDERDALE
(Broward County)

WITV (TV) (Miami)

LICENSEE: Gerico Investment Co. Address: P. O. Box 1020. Phone: Hollywood 3-1566.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 112 kw. Operating Pow.: Visual 43 kw, Aural 21.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 730 ft.; Above ground 752 ft.
OPERATION: Began Nov. 26, 1953. Hours, 11 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Two studios (24x35 ft. and 40x60 ft.). Two RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One Gray opaque projector. One three-camera mobile unit. News Service, UP. Library, Standard.
PRINCIPAL STOCKHOLDERS: Russell E. Lowell, pres. (17.4%); Mortimer W. Loewi (15.73%); George W. English, secy. (21.1%) and others. Mr. English and other stockholders of WITV (TV) control WBRD Fort Lauderdale Fla.
EXECUTIVES: Russell E. Lowell, pres. William Latham, ch. eng.
Walter Koessler, gen. mgr. Robert Hanna, prom. mgr.
William Van der Busch, sls. mgr. William Bayer, news ed.
J. Arthur Stober, sta. mgr., prog. dir., & film buy.
RATE INFORMATION: Class A one hour (live) \$480, (film) \$400; minute spot (live) \$60, (film) \$50; ID \$20. ID Length 8 sec. Specifications 16mm film, 2x2 in. slide. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.
MARKET INFORMATION: Total (Including Fringe Area): Families in Area, 327,600; No. of Sets, 224,000; Retail Sales, \$1,356,382,000; Income per Family, \$5,853; Income per Capita, \$1,827.

FORT MYERS
(Lee County)

WINK-TV

LICENSEE: Fort Myers Bcstg. Co. Address Box 1072. Phone: Edison 4-1331.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Transmitter: RCA. Tower Make: Stainless. Height: Above average terrain 320 ft.; Above ground 343 ft.
OPERATION: Began March 18, 1954. Hours, 2-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WINK Radio.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell P. May.
SERVICES: One studio (24x30 ft.). One RCA camera chain, Zoomar lens. One RCA film camera. Two RCA film projectors. One Super Projectal slide and opaque projector. Complete art department. News Service, AP. Library, Studio.
PRINCIPAL STOCKHOLDERS: United Garage & Service Corp., Cleveland (100%). Arthur B. McBride Jr. and Edward J. McBride own 50% each of United Garage.
EXECUTIVES: Edward McBride, pres. Bob Bachman, ch. eng.
A. J. Bauer, gen. mgr. & film buy. Dixie Howell, prom. mgr.
Ken Parke, com. mgr. Verron Lundquist, news ed.
Frank Nodine, prog. dir.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$25; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.
MARKET INFORMATION: Total (Including Fringe Area): Population, 115,500; Families in Area, 33,005; No. of Sets, 16,502; Retail Sales, \$115,941,000.

FORT PIERCE
(Saint Lucie County)

WTVI (TV)

(Target Date, Unknown)

LICENSEE: Gene T. Dyer. Address: R.F.D. 4, Riviera Beach, Fla.
FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.; Above ground 294 ft.
REPRESENTATIVES: Washington Attorney, Andrew G. Haley; Consulting Engineer, W. J. Holey.
PRINCIPAL STOCKHOLDER: Gene T. Dyer (100%).

JACKSONVILLE
(Duval County)

WJHP-TV

LICENSEE: Jacksonville Journal Co. Address: 4038 Phillips Highway. Phone: Exbrook 8-9751.
FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Operating Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 472 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WJHP. Fm, WJHP-FM.
REPRESENTATIVES: Sales, John H. Perry Assoc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Frank H. McIntosh.
SERVICES: One studio (4,000 sq. ft.). Three camera chains, two GE, one Dage. One TSC rear screen projector. One GE film camera. Two Eastman 16mm film projectors. One Selectroslide 2x2 in. slide projector. News Service, UP. Library, Lang-Worth.
PRINCIPAL STOCKHOLDERS: John H. Perry estate (55.56%); John H. Perry Jr. (11.47%), Farwell W. Perry (7.5%), and other Perry companies. Perry stations are WCOA Pensacola, WTMC Ocala, WDLP Panama City, and 40% of WNDL-AM-FM Daytona Beach, all Fla. Perry newspapers are Jacksonville Journal, Pensacola Journal and News, Panama City News-Herald, Ocala Star-Banner, Palm Beach News, Deland Sun-News and 40% of Daytona Beach Journal and News, as well as a number of weekly newspapers in Florida. Perry also owns Frankfort (Ky). State Journal and Western Newspaper Union, a newspaper syndicate.
EXECUTIVES: John H. Perry Jr., pres. Beecher Hayford, tech. dir.
T. S. Gilchrist Jr., gen. mgr. Charles Carter Jr., ch. tv eng.
Bill Fraker, com. mgr. Martha Thomas, prom. mgr.
George Booker, prog. dir & film buy. R. N. Dow Jr., news ed.
RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$83, (film) \$75; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts up to 20% for 312 times. Rate Card No. 3.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	408,800	90,300	508,130
Families in Area	113,900	24,200	140,520
No. of Sets	91,000	16,950	109,645
Retail Sales	\$407,492	\$65,968	\$480,000
Income per Family	\$4,136	\$3,400	\$3,768
Income per Capita	\$1,066	\$ 871	\$ 968

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

WMBR-TV

LICENSEE: Washington Post Co. Address: 605 S. Main St. Postal Zone: 7. Phone: Exbrook 8-0501.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 440 ft.; Above ground 473 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct., 1949. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WMBR. Fm, WMBR-FM.

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

SERVICES: Two studios (40x60 ft. and 24x20 ft.). Three GE camera chains. Composite rear screen projector. Two GE film cameras. Two Eastman film projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Washington (D.C.) Post & Times Herald. See WTOP-TV Washington, D.C.

EXECUTIVES:

Philip L. Graham, pres.
John S. Hayes, vp.
Glenn Marshall Jr., pres. WMBR Div
Charles M. Stone, vp. chg. tv
Harry Kalkines, prog. dir. & film buy.

Ernest Vordermark, ch. eng.
Charles Sears, ch. trans. eng.
Josef Rizk, ch. studio eng.
Roger Langston, prom. mgr.
Bill Grove, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$180, (film) \$180; ID \$80. Frequency discounts from 5% for 13 weeks up to 20% for 52 weeks. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	886,100	3,482,500
Families in Area	242,500	960,400
No. of Sets	148,996	434,551
Retail Sales	\$783,338,000	\$2,616,029,000
Income per Family	\$3,392	\$3,161
Income per Capita	\$ 853	\$ 814

WOBS-TV

(Target Date, Not Set)

LICENSEE: Southern Radio and Equipment Co. Address: 1036 Mary St. Phone: Exbrook 8-3411.

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 11 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 446 ft.

OPERATION: Hours, 4-10 p.m.

AFFILIATION: Station, 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 STOCKHOLDER: Carmen Macri, 81% owner. Mr. Macri is also 40% owner of WABR Winter Park, Fla.

EXECUTIVES:

Jim Macri, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (film) \$150.

MIAMI
(Dade County)

WGBS-TV

LICENSEE: Storer Bcstg. Co. Address: 316 N. E. 21st St. Phone: 2-1759.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 186 kw Aural 93.3. Operating Pow.: Visual 186 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 994 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 5, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WGBS. Fm, WGBS-FM.

BROADCASTING • TELECASTING

THE FINEST FACILITIES

WJHP TV

Channel 36

276,000 watts

Jacksonville, Florida

Affiliated

NBC, ABC, DuMont

Jacksonville Journal

Represented by

JOHN H. PERRY ASSOCIATES



Keyed to Produce Low-Cost Sales!

MIAMI (Cont.)

WGBS-TV (Cont.)

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

SERVICES: Two studios (30x40 ft. and 30x50 ft.). Four camera chains, two RCA, two GPL. Two RCA film cameras. Two GE film projectors. Two Gale-Dorothea slide projectors. One RCA slide scanner. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, UP. Library, Capital "Q".

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WJW and WXEL (TV) Cleveland, KPTV (TV) Portland (Ore.), WWVA-AM-FM Wheeling. Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach Sun). Storer Broadcasting Co. owns Empire Coil Co., New Rochelle, N. Y., electronics parts manufacturer.

EXECUTIVES:

George B. Storer, pres. William R. Needs, ch. eng.
 Frank Riordan, mngg. dir. Glenn Boundy Jr., opr. mgr.
 Eleanor Larsen, natl. sls. correspondent Robert Nashick, prom. mgr.
 John L. Crosby Jr., prog. dir. Robert Marshall, news ed.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; 1D \$50. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 905,500; Families in Area, 283,900; Retail Sales, \$1,258,116,000.

WITV (TV) (Fort Lauderdale)

LICENSEE: Gerico Investment Co. Address: Box 1020, Fort Lauderdale, Fla. Phone: Hollywood 3-1566 (For full listing see Fort Lauderdale).

WMFL (TV)

(Target Date, Not Set)

LICENSEE: Miami-Biscayne Television Co. Address: Biscayne Terrace Hotel. Phone: 82-6641.

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

EQUIPPED TO COLORCAST local films.

AFFILIATION: Station, Am, WINZ.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Eng'neer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Nathaniel J. Klein, pres. (20%); Irving Kipnis, secy. (50%); Edward Mercer treas. (10%) and Rex Rand (20%). Mr. Rand is president and principal stockholder; Mr. Klein a minority owner of WINZ Hollywood, Fla.

EXECUTIVES:

Rex Rand, pres. & gen. mgr. Don Hillman, prog. dir.
 B. E. Neary, com. mgr. J. Brown, ch. eng.

WTHS-TV*

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

LICENSEE: Dade County Board of Public Instruction. Address: 275 N.W. 2nd St. Postal Zone: 36. Phone: 2-7281.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 9.55 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 290 ft.; Above ground 300 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.

EXECUTIVES: Vernon Bronson, Dir., Radio & Television Education, Dade County Public Schools.

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

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 316 N. Miami Ave. Postal Zone: 31. Phone: Franklin 4-6262.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 950 ft.; Above ground 990 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 21, 1949. Hours, 6:45 a.m.-12:45 a.m.

AFFILIATION: Tv Network, CBS.

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

SERVICES: Four studios (one 68x100 ft. with theatre seats for audience-participation, one 40x20 ft., one rehearsal studio 25x60 ft. with observation facilities and projection booth; one voice studio.) Seven camera chains, two RCA, two GE, three DuMont. Two Trans-Lux rear screen projectors. Four film cameras. Four film projectors, two Eastman 16mm, two GE 16mm. Two GE slide-or-opaque projectors (3 1/4 x 4 in.). Three film processing units, one Metalmaster, two Bridgeomatic. One mobile unit, GE equipment in Linn special truck. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wolfson-Meyer Corp. Mitchell Wolfson, pres., and Sidney Meyer, vp. and their families are associated in South Florida motion picture exhibition. Same interests have 40% ownership of Piedmont Electronics & Fixture Corp., which holds a favorable initial decision for ch. 9 Charlotte, N. C.

EXECUTIVES:

Mitchell Wolfson, pres. Stan Gordon, natl. sls. mgr.
 Lee Ruwitch, exec. vp. & gen. mgr. Mary Ford, loc. sls. mgr.
 John S. Allen, vp. & gen. sls. mgr. Lee Waller, prog. opr. dir.
 Jack Shay, vp. chg. opr. Ash Dawes, prod. mgr.
 Richard Wolfson, legal dir. Lynn Morrow, merc. dir.
 Louis Wolfson, bus. mgr. & film buy. Burt Toppan, pub. dir. & prom. mgr.
 Earl W. Lewis, ch. eng. Ralph Renick, news ed.

RATE INFORMATION: Class A one hour (live) rates on request, (film) \$900; 20 sec. spot (film) \$225; 1D 1/2 announcement rate. 1D Length 8 sec. Specifications 3 1/2 x 4 in. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,006,300	178,900	1,185,200
Families in Area	311,500	52,100	363,600
No. of Sets	289,600	28,400	318,000
Retail Sales	\$1,330,401,000	\$146,889,000	\$1,477,290,000
Income per Family	\$5,789	\$5,368	
Income per Capita	\$1,784	\$1,452	

ORLANDO
 (Orange County)

WDBO-TV

LICENSEE: Orlando Bcstg. Co. Inc. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0541.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE, RCA. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 584 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WDBO. Fm, WDBO-FM.

REPRESENTATIVES: Sales, Blair-TV Inc.; Washington Attorney, George O. Sutton; Consulting Engineer: George C. Davis.

SERVICES: One studio (40x60 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film projectors. One Gray Teloprojector (2x2 in.) slide projector. News Service, AP.

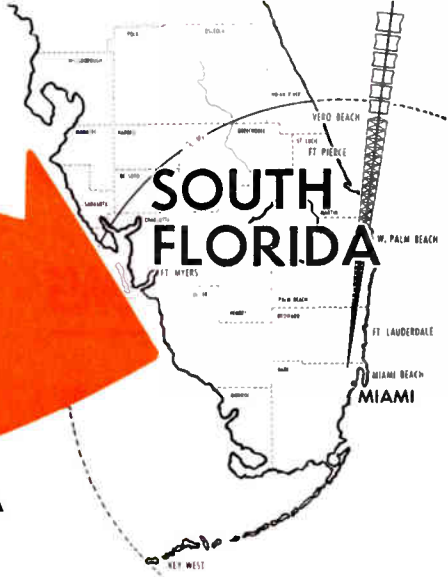
PRINCIPAL STOCKHOLDERS: Harold P. Danforth, pres. & gen. mgr. (18.4%); James E. Yarbrough, (18.4%); J. Thomas Gurney, secy. (16%) and others.

EXECUTIVES:

Harold P. Danforth, pres., James E. Yarbrough, ch. eng.
 gen. mgr. & com. mgr. Phil Brook, news ed.
 Walter E. Sickles, prog. dir.
 & film buy.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; 1D \$25. 1D Length 8 sec. Share screen. Frequency discounts from 5% for 26 times. Rate Card No. 2.

MARKET INFORMATION: (Grade B FCC Contour): Population, 567,200; No. of Sets, 100,000; Retail Sales, \$580,060,300; Income per Family, \$4,477.



14 SOUTH FLORIDA COUNTIES

POPULATION
1,170,200
378,100 FAMILIES

TOTAL EFFECTIVE BUYING INCOME
\$1,885,859,000.

TOTAL RETAIL SALES
\$1,464,225,000.

RETAIL SALES BY CLASS OF OUTLET

FOOD	\$313,095,000.
GEN. MERCH.	112,819,000.
FURNITURE	93,205,000.
AUTOMOTIVE	255,004,000.
DRUG	64,694,000.

FLORIDA'S FIRST TELEVISION STATION
THE ONE STATION GIVING COMPLETE COVERAGE OF THIS FABULOUS MARKET. Preferred by 90% of the viewing audience (ARB. Jan. 1955)



WTVJ
Channel 4
MIAMI



Basic Affiliate

Represented Nationally
by Free & Peters, Inc.

POWER — Maximum 100,000 watts . . . **TOWER** — 1,000 ft. tall — Highest in Florida . . . **EXPERIENCE** — Six years "on the air" know-how . . . **COLOR** — Telecasting color since Sept. 1954 . . . **MERCHANDISING** — WTVJ's Award-winning Merchandising Dept. is ready to serve you . . . **NETWORK ORIGINATIONS** — WTVJ has originated over 70 shows for the Networks.

SELL

the FABULOUS NORTHWEST FLORIDA COAST

WITH VHF AREA STATIONS

WEAR-TV WJDM-TV

PENSACOLA

PANAMA CITY

3 channel 7

*both stations
under same management
joint or separate billings
as you prefer*

MARKET INFORMATION

	WEAR-TV	WJDM-TV	Total
Population	810,196	220,500	1,030,696
Families	202,295	63,150	265,445
Retail Sales	\$457,932,000	\$120,240,000	\$578,172,000
Consumer Spendable Income	\$801,188,000	\$158,250,000	\$959,438,000

P.S. Within WEAR-TV's primary area are two major military installations (1) Pensacola Naval Air Station; (2) Eglin Field. Permanent military population of both is 35,000 with \$131,000,000 payroll.

WEAR-TV WJDM-TV

CBS • ABC • DuMont NBC • CBS • ABC • DuMont

Represented Nationally by Geo. P. Hollingbery Co.
Mel Wheeler Gen. Mgr.

FLORIDA

PALM BEACH

(Palm Beach County)

WJNO-TV (West Palm Beach)

LICENSEE: WJNO-TV Inc. Address: 5 Coconut Row. Phone: 3-2471 (For full listing see West Palm Beach).

PANAMA CITY

(Bay County)

WJDM (TV)

LICENSEE: J. D. Manly. Address: P. O. Box 428. Phone: Adams 4-2251.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 9.12 kw, Aural 4.57 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 487 ft.

OPERATION: Began Dec. 1, 1953.

AFFILIATION: Tv Networks ABC, CBS, DTN, 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 Videcon live camera. One RCA film camera. Two RCA film projectors. One RCA Dual Disc slide projector.

PRINCIPAL STOCKHOLDER: J. D. Manly (100%).

EXECUTIVES:

Mel Wheeler, gen. mgr.

Milt de Reyna, asst. gen. mgr.

& natl. sls. mgr.

Harry C. Babb Jr., sta. mgr.

Jerry Williams, prog. dir. & film buy.

Jim Smith, ch. eng.

PENSACOLA

(Escambia County)

WEAR-TV

LICENSEE: Gulfport Bcstg. Co. Address: P. O. Box 1188. Phone: Hemlock 3-8311.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 613 ft.

OPERATION: Began Jan. 14, 1954. Hours, 11 a.m.-11 p.m.

AFFILIATION: Tv Network, ABC, CBS, DTN, Station, AM, WEAR.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 50x38 ft. and one 19x22 ft.). One outdoor studio (100x110 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA 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: C. W. Smith, pres. (51%); Mel Wheeler, exec. vp.-secy.-treas. (25%), and others. Mr. Wheeler is also gen. mgr. of WJDM (TV) Panama City, Fla.

EXECUTIVES:

Mel Wheeler, pres. & gen. mgr.

Milt de Reyna, asst. gen. mgr.

& natl. sls. mgr.

Irv Welch, com. mgr.

Jerry Williams, prog. dir. & film buy.

Jim Smith, ch. eng.

Contact any

George Hollingbery office

for full details on the

Fabulous Northwest Florida

coast served by

WEAR-TV, Pensacola and

WJDM-TV, Panama City.

PENSACOLA (Cont.)

WPFA-TV

LICENSEE: Charles W. Lamar Jr. Address: N. "O" and Loletta Sts. Phone: Hemlock 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: GE. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 353 ft.

OPERATION: Began Oct. 9, 1953.

AFFILIATION: Station, Am, WPFA.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson.

PRINCIPAL STOCKHOLDER: Charles W. Lamar Jr. Mr. Lamar also owns 41.88% of KTAG-TV Lake Charles, and 11.2% of WAFB-AM-FM-TV Baton Rouge, both La.

SERVICES: Two studios (40x60 ft. and 40x40 ft.). One GE camera chain. One GE film camera. One GPL film projector. One Selectroslice Jr. slide projector.

EXECUTIVES:
Charles W. Lamar Jr., ch. own.
George Blanford, gen. mgr.

ST. PETERSBURG (Pinellas County)

WSUN-TV

LICENSEE: City of St. Petersburg, Florida. Address: Municipal Pier. Phone: 5-4121.

FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 132 kw. Operating Pow.: Visual 245 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 492 ft.

OPERATION: Began May 31, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WSUN.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, James C. McNary.

SERVICES: One studio. Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA scanner. One Telop opaque projector. News Service, UP. Library, World.

PRINCIPALS: Mayor Samuel G. Johnson and City Manager Ross E. Windom.

EXECUTIVES:
Charles L. Kelly, gen. mgr. Louis J. Link, ch. eng.
Bernard L. Kobres, sls. dir. Barbara Young, prom. coor.
Vera New, com. mgr. William Bowes, news ed.
Robert Gilbert, prog. dir. & film buy.

RATE INFORMATION: Class AA one hour \$325, Class A \$260; minute spot Class AA \$65, Class A \$55; ID Class AA \$32.50, Class A \$27. ID Length 10 sec. Specifications 22x20mm. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 828,700; Families in Area, 273,810; No. of Sets, 173,474; Retail Sales, \$757,123,000; Income per Family, \$3,677.88; Income per Capita, \$1,279.76.

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

SELL

the **FABULOUS NORTHWEST
FLORIDA COAST**

WITH VHF AREA STATIONS

WEAR^{TV} WJDM^{TV}

PENSACOLA

PANAMA CITY

3 channel 7

*both stations
under same management
joint or separate billings
as you prefer*

MARKET INFORMATION

	WEAR-TV	WJDM-TV	Total
Population	810,196	220,500	1,030,696
Families	202,295	63,150	265,445
Retail Sales	\$457,932,000	\$120,240,000	\$578,172,000
Consumer Spendable Income	\$801,188,000	\$158,250,000	\$959,438,000

P.S. Within WEAR-TV's primary area are two major military installations (1) Pensacola Naval Air Station; (2) Eglin Field. Permanent military population of both is 35,000 with \$131,000,000 payroll.

WEAR^{TV} WJDM^{TV}

CBS • ABC • DuMont NBC • CBS • ABC • DuMont

Represented Nationally by Geo. P. Hollingbery Co.

Mel Wheeler Gen. Mgr.

TAMPA
(Hillsborough County)

WFLA-TV

LICENSEE: The Tribune Co. Address: 905 Jackson. Postal Zone: 1. Phone: 2-0131.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 209 kw. Operating Pow.: Visual 302 kw, Aural 209 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,040 ft.; Above ground 1,055 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 14, 1955. Hours, 7-11 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WFLA. Fm, WFLA-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (50x70, 32x40 and 18x24 ft.). Outdoor studio (75x78 ft.). Four RCA camera chains. RCA film cameras. Two 70 DL's; one Cine Special-one Auricon. Complete still equipment. Two RCA 16mm film projectors. Two RCA 35mm slide projectors. One Telop opaque projector. One Automatic reversal plant film processing unit. One mobile unit. News Services, AP Photo.

PRINCIPAL STOCKHOLDERS: Owned principally by members of David Tennant Bryan family, which also is majority owner of Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

EXECUTIVES:

- | | |
|-------------------------------|------------------------------|
| J. C. Council, pres. | L. George Geiger, prod. mgr. |
| George W. Harvey, gen. mgr. | Joe Mitchell, ch. eng. |
| William B. Faber, com. mgr. | Tom Matthews, prom. mgr. |
| Carl P. Bergquist, prog. mgr. | Sam Latimer, news ed. |

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 15% for 156 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,092,190; Families in Area, 339,130; No. of Sets, 161,589; Retail Sales, \$1,124,143,610.

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

WTVT (TV)

LICENSEE: Tampa Television Co. Address: 1113 Memorial Hwy. Postal Zone: 9. Phone: 7-1113.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 828 ft.

EQUIPPED TO COLORCAST network programs, local live and film programs, local slides.

OPERATION: Began April 1, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Kear & Kenneady.

SERVICES: One studio (25x45 ft.). Four RCA camera chains. One rear screen projector. Two film cameras, one RCA b&w, one RCA color. Four RCA film projectors, two b&w, two color. One Gray Telojector slide projector. One Gray Telop opaque projector. One Calumet film processing unit. News Services, AP, CBS News Film. Library, SESAC.

PRINCIPAL STOCKHOLDERS: Doyle E. Carlton, pres. (15%); W. Walter Tison, vp. & gen. mgr. (20%); David E. Ward, sec.-treas. (10%); T. J. Bell (10%); H. H. Baskin (10%); B. G. Brumby Jr. (10%); L. Maxcy (10%); and others. Mr. Tison is licensee of WALT Tampa.

EXECUTIVES:

- | | |
|--|---------------------------|
| Doyle E. Carlton, pres. | Daniel H. Smith, ch. eng. |
| W. Walter Tison, gen. mgr. & com. mgr. | Patrick Arnoux, film buy. |
| Monte Gurwit, prod. mgr. & asst. mgr. | Edwin L. Jay, prom. mgr. |
| | Wayne Fariss, news ed. |

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Share screen. 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	542,100	997,000	1,120,000
Families in Area	311,600
No. of Sets	185,000
Retail Sales	\$1,028,956,000
Income per Family	\$3,939

WFLA TV

● **MARKET**

WFLA-TV serves the Tampa-St. Petersburg Metropolitan market—America's 37th Retail Market and 5th in retail sales in the Southeast.*

● **COVERAGE**

WFLA-TV, with maximum power and highest tower in Florida, covers a big, busy, heavily populated 26 county area—more than one-third of the state.

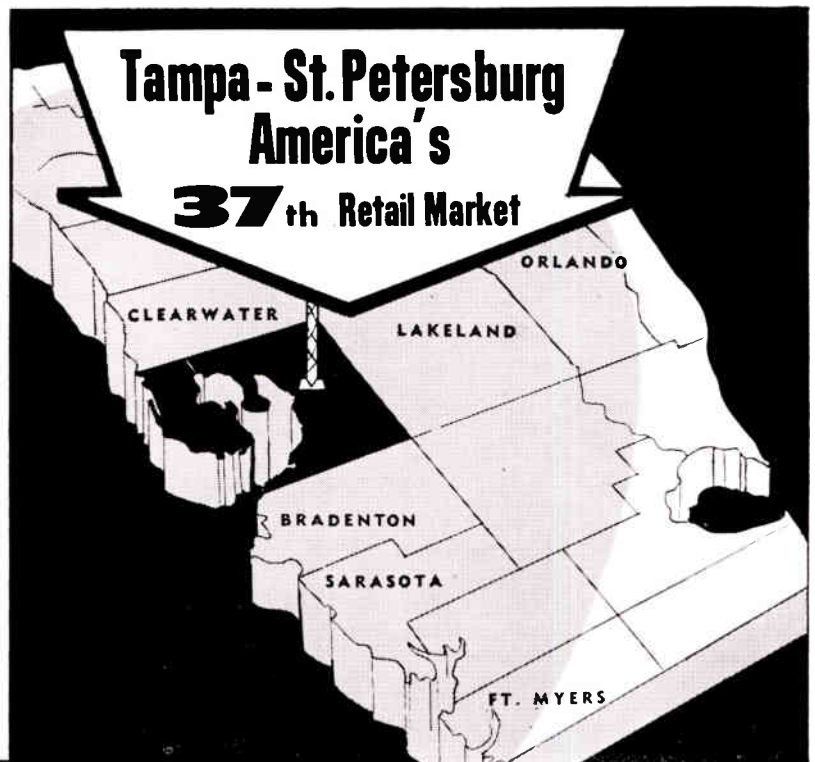
● **AUDIENCE**

Since January, 1955, number of sets in area has increased to 182,079—a gain of 70 per cent in six months.**

● **PROGRAMING**

WFLA-TV combines complete NBC programing with strong, audience-building local features.

*SR&DS 1955 Consumer Markets **RETMA



UNDUPLICATED NBC BASIC COVERAGE

WFLA-TV is the only TV station in Florida delivering **UNDUPLICATED NBC Basic** coverage within a 100-mile radius.

WFLA-TV



NBC BASIC (Interconnected)

TAMPA-ST. PETERSBURG

BLAIR-TV, Inc. National Representatives

WEST PALM BEACH
(Palm Beach County)

WEAT-TV

LICENSEE: WEAT-TV Inc. Address: P. O. Box 70. Phone: 3-9668.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 33.9 kw. Operating Pow.: Visual 63.1 kw, Aural 33.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 320 ft.; Above ground 352 ft.

OPERATION: Began Jan. 1, 1955. Hours, 4-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WEAT.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Bingham, Collins, Porter & Kistler. Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (25x31 ft.). Two GE camera chains. One GPL film chain. One DeVry film projector. One Gray Telojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by General Telerad'io Inc. See WOR-TV New York.

EXECUTIVES:
Tom O'Neil, pres. Jack Rathbun, prog. dir.
Edward J. Hennessy, gen. sls. mgr. J. Ross McPherson, ch. eng.
C. C. Levis, loc. sls. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts from 2 1/2% 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	157,000	224,485	473,078
Families in Area	52,000	70,152	147,837
No. of Sets	74,500	176,000	231,000

WIRK-TV

LICENSEE: WIRK-TV Inc. Address: 711 S. Flagler Dr. Phone: 3-1711.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10 kw. Operating Pow.: Visual 18.6 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 220 ft.; Above ground 248 ft.

OPERATION: Began Sept., 1953. Hours, 2-11 p.m.

AFFILIATION: Station, Am, WIRK.

REPRESENTATIVES: Sales, Donald Cooke Inc.

SERVICES: One studio (25x45 ft.). Two RCA camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors.

PRINCIPAL STOCKHOLDERS: Joseph S. Field Jr., pres. & gen. mgr. (17%); Arthur M. Shandloff, treas. (17%); E. H. Sills, vp. (17%); J. J. Weed (10%) and Ken-Sell Inc., licensee of WIRK (17%). Messrs. Field and Shandloff own Ken-Sell Inc.

EXECUTIVES:
Joseph S. Field Jr., pres. & gen. mgr. Peg McEachron, prom. mgr.
Shirlee Barish, prog. dir. & film buy. Bill Gordon, news ed.
Earl Heglund, ch. eng.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$15. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population 146,000; Families in Area, 23,000; No. of Sets, 47,609; Retail Sales, \$168,110,000; Income per Family, \$4,449.

WJNO-TV (Palm Beach)

LICENSE: WJNO-TV Inc. Address: 5 Coconut Row. Phone: Palm Beach 3-2471.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 549 ft.; Above ground 544 ft.

OPERATION: Began Aug. 22, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, NBC. Station, Am, WJNO.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., James S. Ayers Co., Southeast. Washington Attorney, Cohn & Marks; Consulting Engineer: George C. Davis.

PULSE

JUNE, 1955, SHOWS....

NUMBER 1
PALM BEACHES STATION
by 3 to 1

NUMBER 2
PALM BEACH-BROWARD
COUNTY STATION IN
FIVE STATION MARKET
by 2 to 1

CHANNEL 5 PALM BEACH
WJNO-TV
100,000 WATTS
PRIMARY NBC plus CBS

SOUTH FLORIDA'S ONLY VHF PRIMARY **NBC** STATION

VENARD, RINTOUL, McCONNELL, Inc., NATIONAL REPRESENTATIVES
JAMES S. AYERS, ATLANTA-CHARLOTTE, REGIONAL REPRESENTATIVES

WEST PALM BEACH (Cont.)

WJNO-TV (Cont.)

SERVICES: Two indoor studios (37x48x20 ft. and 18x48x16 ft.). One outdoor studio (35x44 ft.). Theatre with revolving stage, 500 seating capacity. Two RCA camera chains. One RCA film camera. Two RCA film projectors, two RCA portable 16mm film projectors. One Telojector slide projector. One Gray opaque projector. One Bell & Howell 16mm positive film processing unit. News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Theodore Granik, chmn. of bd. (22.42%); William H. Cook, exec. vp. and son (22.42%); WJNO Inc. (50%).

EXECUTIVES:

George H. Buck, pres. Daniel F. Durniak, sta. mgr.
 W. H. Cook, exec. vp. George W. DeBlieux, ch. eng.
 Theodore Eiland, gen. mgr. Charles Curtin, prom. mgr.
 W. F. Housner, com. mgr. Robert Ray, news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	321,565	172,395	493,960
Families in Area	106,470	56,198	162,668
No. of Sets	262,500
Retail Sales	\$430,761,000	\$295,473,000	\$726,234,000
Income per Family	\$4,387	\$4,822	\$4,115

GEORGIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Appling	14,003	\$ 5,015	\$ 1,543	\$ 208	430	13%
Atkinson	7,362	2,039	1,094	60	270	16%
Bacon	8,940	4,816	1,282	223	770	35%
Baker	5,952	869	468	25
Baldwin	29,706	11,787	3,130	459	1,410	28%
Banks	6,935	632	286	540	36%
Barrow	13,115	8,265	1,984	272	1,520	41%
Bartow	27,370	18,210	4,042	418	4,600	63%
Ben Hill	14,879	12,710	3,252	348	670	16%
Berrien	13,966	6,221	1,335	175	540	16%
Bibb	114,079	111,926	26,823	3,318	11,950	34%
Bleckley	9,218	4,269	1,216	99	600	26%
Brantley	6,387	1,622	518	63	200	13%
Brooks	18,169	7,208	2,529	263	780	19%
Bryan	5,965	2,757	1,017	51
Bulloch	24,740	14,415	2,997	443
Burke	23,458	7,646	2,205	257
Butts	9,079	4,101	1,155	91	1,630	71%
Calhoun	8,578	2,436	649	124
Camden	7,322	5,914	2,021	159	950	45%
Candler	8,063	4,837	1,012	177
Carroll	34,112	18,590	4,098	560	4,860	52%
Catoosa	15,146	4,540	1,754	29	2,620	61%
Charlton	4,821	2,959	1,029	58	500	45%
Chatham	151,481	166,022	41,658	5,037	7,790	17%
Chattahoochee	12,149	230	112	240	16%
Chattooga	21,197	11,059	2,564	322	2,310	41%
Cherokee	20,750	13,289	2,742	216	2,190	40%
Clarke	36,550	39,748	8,813	1,053	4,000	38%
Clay	5,844	2,384	529	51	290	22%
Clayton	22,872	7,173	2,300	207	5,400	73%
Clinch	6,007	2,483	923	58	530	35%
Cobb	61,830	55,421	13,930	1,809	13,780	71%
Coffee	23,961	16,012	3,725	650	1,010	17%
Colquitt	33,999	24,762	7,135	803
Columbia	9,525	2,392	1,292	75	480	21%
Cook	12,201	5,630	1,703	234
Coweta	27,786	16,947	4,704	580	5,500	72%
Crawford	6,080	1,624	561	29	350	32%
Crisp	17,663	14,868	3,078	311	1,470	30%
Dade	7,364	2,246	1,050	680	40%
Dawson	3,712	677	176	230	39%
Decatur	23,620	11,993	3,210	301
De Kalb	136,395	76,863	27,482	8,448	36,240	79%
Dodge	17,865	7,143	2,102	243	1,120	26%
Dooly	14,159	5,089	1,436	203	1,020	30%
Daugherty	43,617	57,004	11,794	1,609
Douglas	12,173	5,997	1,470	138	1,660	52%
Early	17,413	7,604	2,103	222
Echols	2,494	279	63	180	35%
Effingham	9,133	3,106	877	106
Elbert	18,585	9,730	2,448	440	1,680	35%
Emanuel	19,789	9,517	2,107	222
Evans	6,653	4,957	1,041	67
Fannin	15,192	6,998	1,551	96	1,220	32%
Fayette	7,978	2,994	965	57	1,390	73%
Floyd	62,899	54,374	12,068	1,561	9,040	52%
Forsyth	11,005	7,656	1,129	40	1,130	39%
Franklin	14,446	7,138	1,307	122	1,300	36%
Fulton	473,572	756,408	127,895	19,645	107,930	75%
Gilmer	9,963	4,523	623	150	980	39%
Glascok	3,579	634	196	22	130	21%
Glynn	29,046	29,563	8,015	1,213	4,000	45%
Gordon	18,922	8,838	2,457	320	3,050	61%
Grady	18,928	8,845	2,419	350
Greene	12,843	6,410	1,853	278	1,240	39%
Gwinnett	32,320	17,265	3,648	473	3,640	41%
Habersham	16,553	9,786	2,502	275	1,410	32%
Hall	40,113	42,498	6,740	890	6,840	61%
Hancock	11,052	4,449	1,232	52	650	27%
Haralson	14,663	7,908	1,693	164	2,460	63%
Harris	11,265	3,112	1,522	102	1,320	47%
Hart	14,495	5,064	1,194	88	1,300	36%
Heard	6,975	1,368	263	28	730	52%
Henry	15,857	5,754	1,513	111	2,730	70%
Houston	20,964	11,387	3,770	558	2,500	36%
Irwin	11,973	3,915	1,629	59	420	16%
Jackson	18,997	9,626	2,456	226	1,970	41%
Jasper	7,473	3,478	589	87	590	37%
Jeff Davis	9,299	3,832	1,342	108	380	16%
Jefferson	18,855	7,848	1,745	378	910	20%
Jenkins	10,264	4,761	1,423	222
Johnson	9,893	2,876	863	155	420	16%
Jones	7,538	1,398	579	430	27%
Lamar	10,242	4,714	1,720	168	1,780	71%
Lanier	5,151	2,130	554	61	250	19%
Laurens	33,123	18,217	4,127	516	2,050	27%
Lee	6,674	938	380	54	390	30%
Liberty	8,444	4,825	1,492	64
Lincoln	6,462	3,076	1,260	56	470	39%
Long	3,598	1,316	459	54	120	13%
Lowndes	35,211	38,476	8,623	1,174	2,180	19%
Lumpkin	6,574	2,323	548	31	590	39%
McDuffie	11,443	6,447	1,970	150	650	21%
McIntosh	6,008	2,284	974	57
Macon	14,213	6,418	1,953	189	1,050	31%
Madison	12,238	2,270	794	53	1,080	36%
Marion	6,521	1,757	782	50	310	22%
Meriwether	21,055	8,019	2,563	328	3,800	73%
Miller	9,023	3,207	671	147
Mitchell	22,528	11,414	2,958	328
Monroe	10,523	5,121	1,885	161	1,850	71%
Montgomery	7,901	1,702	504	83
Morgan	11,899	5,364	1,731	171	1,070	37%
Murray	10,676	2,934	607	59	1,590	61%
Muscogee	118,028	125,467	29,784	3,130	5,600	16%
Newton	20,185	12,578	3,860	347	3,740	71%
Oconee	7,009	1,102	697	590	37%
Oglethorpe	9,958	1,848	999	45	900	39%
Paulding	11,752	3,319	873	59	1,890	63%

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

How much *is* a Zillion?

CHANNEL

750+2=1zillion*

KC SET HOMES

*That's all there is in the great Atlanta area
— there ain't no more!

Maybe you don't want all the listeners and viewers in the great Atlanta area (there are still some such privileged sponsors—and we love them, too).

But if you do want them *all*—if you are the average hard-headed, competitive, free-enterprise type — take another look at this zillion thing.

In this area you get your zillion only in a combination of:



50,000 watts on 750 kc



Channel 2, maximum power on a 1068-ft. tower

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

GEORGIA MARKET DATA BY COUNTIES (Cont.)

County	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	(CBS)	(CBS)
	Population	Retail Sales	Food Sales	Drug Sales	1954	1954
Peach	11,705	8,250	2,352	249	990	32%
Pickens	8,855	5,476	631	87	900	39%
Pierce	11,112	4,471	1,455	148	340	13%
Pike	8,459	1,524	589	26	1,280	71%
Polk	30,976	18,601	5,575	637	5,210	64%
Pulaski	8,808	5,800	1,229	171	570	26%
Putnam	7,731	3,905	944	151	430	27%
Quitman	3,015	477	245	...	180	22%
Rabun	7,424	3,690	793	137	540	32%
Randolph	13,804	6,275	1,837	215	750	23%
Richmond	108,876	136,646	29,811	3,690	6,330	16%
Rockdale	8,464	4,232	1,016	47	1,540	70%
Schley	4,036	1,133	302	43	150	22%
Screven	18,000	6,023	1,620	161
Seminole	7,904	5,038	1,322	135
Spaulding	31,045	25,946	6,915	838	6,230	70%
Stephens	16,647	12,660	3,110	435	1,500	32%
Stewart	9,194	3,412	1,110	117	480	22%
Sumter	24,208	16,678	4,675	524	1,970	30%
Talbot	7,687	1,828	480	52	850	47%
Taliaferro	4,515	1,075	404	25	310	39%
Tattnall	15,939	6,190	1,738	309
Taylor	9,113	3,623	1,015	97	740	32%
Telfair	13,221	6,402	1,993	300	500	16%
Terrell	14,314	7,097	2,065	167	1,020	30%
Thomas	33,932	23,146	6,327	945
Tift	22,645	19,491	5,396	590	1,060	17%
Toombs	17,382	15,829	3,780	523
Towns	4,803	1,198	346	29	290	32%
Treutlen	6,522	2,239	656	56
Troup	49,841	43,897	12,462	1,248	7,640	54%
Turner	10,479	5,061	1,479	175	470	18%
Twiggs	8,308	1,384	581	62	270	16%
Union	7,318	2,349	564	66	540	32%
Upson	25,078	17,851	6,439	542	3,140	48%
Walker	38,198	21,211	5,362	930	4,800	43%
Walton	20,230	11,613	3,510	321	3,640	70%
Ware	30,289	26,977	6,132	875	2,870	35%
Warren	8,779	3,108	718	77	440	21%
Washington	21,012	8,021	2,193	284	860	17%
Wayne	14,248	11,333	2,604	396	440	12%
Webster	4,081	407	186	24	180	22%
Wheeler	6,712	1,574	592	49	210	16%
White	5,951	2,048	633	34	450	32%
Whitfield	34,432	27,693	8,023	851	6,190	61%
Wilcox	10,167	2,526	1,104	130	650	26%
Wilkes	12,388	6,688	1,739	282	1,210	39%
Wilkinson	9,781	3,147	1,219	97	380	16%
Worth	19,357	5,755	2,395	193	810	18%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBANY
(Dougherty County)

WALB-TV

LICENSEE: Herald Pub. Co. Address: Stuart Ave. at Greenwood Drive. Phone: Hemlock 5-8386.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 112 kw, Aural 56.2 kw. Operating Pow.: Visual 112 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 410 ft.

OPERATION: Began April 1954. Hours, 1 p.m.-12:15 a.m. (Mon.-Fri.), 1 p.m.-12:30 a.m. (Sat.), 1 p.m.-midnight (Sun.).

AFFILIATION: Tv Networks ABC, DTN, NBC. Station, Am, WALB.

REPRESENTATIVES: Sales, Burns-Smith Co.; James S. Ayers (Southeast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: Two 16mm film projectors. One projection chain. One slide projector, 2x2 in. tape or metal. One Telojector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James H. Gray, pres. (79%). Licensee publishes Albany Herald.

EXECUTIVES:

James H. Gray, pres. Don Ferrandou, news dir.
T. R. Stillwagon, gen. mgr. John L. Rivard, ch. eng.
Jack Mayer, prog. dir.

ATLANTA
(Fulton County)

WAGA-TV

LICENSEE: Storer Bcstg. 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: RCA. Tower Make: Blaw-Knox, Stainless. Height: Above average terrain 1,070 ft.; Above ground 1,100 ft.

OPERATION: Began March 8, 1949. Hours, 7 a.m.-11:30 p.m. (Mon.-Fri.), 8:45 a.m.-11:30 p.m. (Sat.), 10 a.m.-11:35 p.m. (Sun.).

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WAGA. Fm, WAGA-FM.

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

SERVICES: Two studios (30x50 ft. and 20x20 ft.). Four RCA camera chains. One Bessler-Moster VuGraph rear screen projector. Two RCA film cameras. Two RCA film projectors. Three slide projectors. One DuMont scanner. News Services, AP, UP. Library, Snader.

PRINCIPAL STOCKHOLDER: See WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer Sr., pres. Peter Storer, natl. sls. mgr.
Glenn C. Jackson, mgng. dir. Hugo Bondy, ch. eng.
Jack Collins, tv. mgr. Van B. Darby, prom. mgr.
Don Naylor, prog. dir. & film buy. Dale Clark, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$150, (film) \$150; ID \$75. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

WLWA (TV)

LICENSEE: Crosley Bcstg. of Atlanta Inc. Address: 1611 W. Peachtree St., 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: Standard Electronics. Antenna Make: GE. Height: Above average terrain 545 ft.; Above ground 598 ft. Construction Permit: Height: Above average terrain 1,330 ft.; Above ground 1,326 ft.

OPERATION: Began Sept. 30, 1951. Hours, 8:45 a.m.-1 a.m.

AFFILIATION: Tv Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Crosley Bcstg. Sales Office; Washington Attorney, Hogan & Hartson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x65 ft. and 40x30 ft.). Seven RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Projectal slide projectors. One GE opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

Harry A. LeBrun, gen. mgr. Bob Hendrickson, prog. dir., film buy. & news ed.
J. P. Dwyer, bus. mgr. George Durant, prom. dir.
Bernard I. Ochs, natl. sls. mgr. Frank Ennis, traffic mgr.
Guy Tiller, com. mgr. James Sharp, prod. mgr.
Harvey J. Aderhold, ch. eng. Bob Hensley, film dir.
Wilbur L. Fattig, asst. ch. eng.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute spot (live) \$112, (film) \$112; ID \$56. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

Population	Grade A	Grade B	Total
	(FCC Contour)	(FCC Contour)	(Including Fringe Area)
	864,857	1,110,038	1,135,956

WQXI-TV

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Drive, N.E. Postal Zone: 36. Phone: Cherokee 2195.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 117 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 447 ft.

OPERATION: Began Dec. 18, 1954.

AFFILIATION: Station, Am, WQXI.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullaney.

SERVICES: One studio (30x75 ft.). Two GPL camera chains. One GPL film camera. One GPL 16mm film projector. One Gray Telojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mr. Rounsaville also owns WCIN and WQXN-TV Cincinnati, O.; WMBM Miami Beach, Fla.; WLOU and WQXL-TV Louisville, Ky.; WBAC Cleveland, Tenn.; WWOK Charlotte, N.C.; 51% of WBEJ Elizabethton, Tenn., and holds option to buy WAKE Greenville, S.C.

EXECUTIVES:

Robert W. Rounsaville, pres. John Fulton, gen. mgr.

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

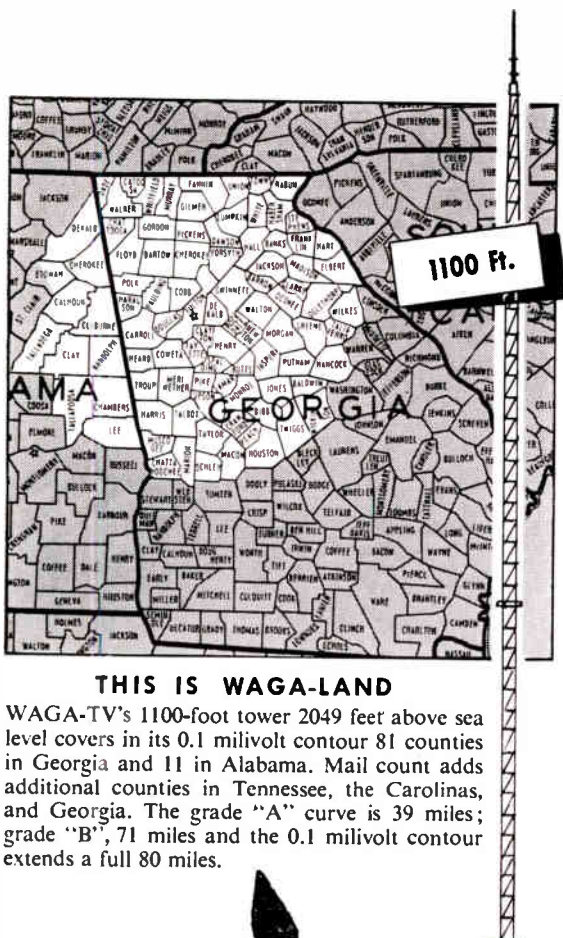
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

ATLANTA POPULATION 808,853

RETAIL SALES \$888,692,000

WAGA-TV REACHES AN ADDITIONAL 1,986,900

WITH RETAIL SALES OF \$1,202,594,000



Atlanta's standard metropolitan area population has jumped 20% in the past five years. It now ranks as the 21st market in the nation. But to this market, WAGA-TV adds nearly two million more people and more than a billion dollars in retail sales. Here are market data of the area covered by WAGA-TV, based on its 0.1 milivolt contour:

Population	2,795,753
Disposable Income	\$3,314,323,000
Retail Sales	\$2,091,286,000

Pulse shows 86.1% television ownership in Metropolitan Atlanta. In the area beyond, it's a rare sight to find a home without TV.

Only WAGA-TV, with its new 1100-foot tower, 2049 feet above sea level, and its full 100,000 watts on Channel 5—plus CBS-TV and outstanding local shows—can cover this market completely.

Get the facts on *Waga-land* from your representative.

THIS IS WAGA-LAND

WAGA-TV's 1100-foot tower 2049 feet above sea level covers in its 0.1 milivolt contour 81 counties in Georgia and 11 in Alabama. Mail count adds additional counties in Tennessee, the Carolinas, and Georgia. The grade "A" curve is 39 miles; grade "B", 71 miles and the 0.1 milivolt contour extends a full 80 miles.



waga-tv

100,000
watts
channel
5

CBS-TV in Atlanta

Represented Nationally by the
KATZ AGENCY, Inc.
STORER BROADCASTING COMPANY SALES OFFICES:
New York—118 E. 57th St.
Chicago—230 N. Michigan Ave.
San Francisco—111 Sutter St.

Tom Harker, Nat'l Sales Director; Bob Wood, Nat'l Sales Manager

AUDIENCE DOMINANCE

Every Survey Confirms It

HOOPER—April 1954 **38** of top 50 programs

PULSE—June 1954 **32** of top 50 programs

PULSE—Nov. 1954 **30** of top 50 programs

PULSE—June 1955 **32** of top 50 programs

ALSO—

FIRST in Coverage

Top FCC Power on VHF Low Band

FIRST in Advertisers

By Far The TOP BILLING

Station in all Categories

*One of the Nation's
Great Area Stations*



NOW
OVER 150,000
TV HOMES

NBC-ABC

100,000 WATTS



AUGUSTA, GEORGIA

Represented by **HOLLINGBERY**

GEORGIA

ATLANTA (Cont.)

WSB-TV

LICENSEE: Atlanta Newspapers Inc. Address: 10 Forsyth St., N.W. 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: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,059 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 29, 1948. Hours, 6:55-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSB. Fm, WSB-FM.

REPRESENTATIVES: Sales, Edward Petry & Co. Inc.; Washington Attorney, Dow Lohnes & Albertson.

SERVICES: Two studios (50x70 ft. and 36x50 ft.). Six RCA camera chains. One Bodde rear screen projector. Two RCA film cameras, one b&w, one color. Four RCA 16mm film projectors, two b&w, two color. Two slide projectors, one b&w, one color. One Telop opaque projector. One RCA mobile unit, three field cameras, Zoomar lens, color microwave equipment. News Services, AP, UP. Library, Associated.

PRINCIPAL STOCKHOLDER: Licensee publishes Atlanta Constitution and Journal (Cox). For other Cox interests see WHIO-TV Dayton, Ohio.

EXECUTIVES:

J. Leonard Reinsch, mgng. dir.

R. A. Holbrook, ch. eng.

(Cox stations)

Jean Hendrix, film buy.

John M. Outler Jr., gen. mgr.

Don Elliott, news ed.

Marcus Bartlett, com. mgr. &

Walter Paschal, prom. mgr.

prog. dir.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 8.

AUGUSTA

(Richmond County)

WJBF (TV)

LICENSEE: Georgia-Carolina Bcstg. Co. Address: 1305 Georgia Ave. 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: DuM. Antenna Make: RCA. Height: Above average terrain 651 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov., 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios, one 60x40 ft. Two GPL camera chains. One Bodde rear screen projector. Two film cameras, one RCA, one GPL. Three film projectors, two GPL, one RCA. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: J. B. Fuqua, pres. (59%); Martin Theatres of Georgia Inc. (35%); D. M. Kelly Jr., vp. (6%). Martin Theatres of Georgia also owns 75% of WDAK-TV Columbus, Ga.

EXECUTIVES:

J. B. Fuqua, pres. & film buy.

John P. Jopling, ch. eng.

D. M. Kelly, gen. mgr.

Steve Mauderson, prom. mgr.

Thomas J. Hennesy, prog. dir.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade B (FCC Contour): Population, 1,208,000; Families in Area, 307,200; No. of Sets, 162,000; Retail Sales, \$942,000,000.

WRDW-TV

LICENSEE: Radio Augusta Inc. Address: P. O. Box 932. 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: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 498 ft.

OPERATION: Began Feb. 14, 1954. Hours, 11 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WRDW.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x40 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector slide projector. (Film processing available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Grover C. Maxwell Sr., pres. (20%); Harry W. Jennigan Sr., vp. (20%); Judge F. Frederick Kennedy, vp. (20%); Allen M. Woodall, exec. vp. (20%) and W. R. Ringson, secy.-treas. (20%). Mr. Woodall owns 50% of WDAK Columbus, Ga. (which owns 25% of WDAK-TV), and 20% of WMOG Brunswick, Ga. W. R. Ringson owns 20% of WHAN Charleston, S.C.

EXECUTIVES:

Grover C. Maxwell Sr., pres.

Joseph P. Gill, ch. eng.

J. W. Hicks, gen. mgr.

Al Day, prom. mgr.

William H. Mackenzie, prog. dir.

Warren Hites, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	347,000	600,000	907,000
Families in Area	94,000	162,000	271,000
No. of Sets	64,600	80,000	144,600

Market information in station listings is furnished by station and any inquiries should be directed to that 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 204 kw, Aural 120 kw. Operating Pow.: Visual 204 kw, Aural 120 kw. Transmitter: GE (RCA Auxiliary). Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 449 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 6, 1953. Hours, 7 a.m.-11:15 p.m.

AFFILIATION: Tv Networks, A3C, DTN, NBC. Station, Am, WDAK.

REPRESENTATIVES: Sales, Headley-Reed Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (34x54 ft.). Two RCA camera chains. One rear screen projector. One film camera. One film projector. One Gray Telojector slide projector. Still and movie processing unit. News Service, AP. Library, Official.

PRINCIPAL STOCKHOLDERS: Martin Theatres of Georgia Inc. (75%), of which E. D. Martin is pres. and R. E. Martin Jr. vp.; and Radio Columbus Inc. (25%), of which Allen M. Woodall is pres., Howard E. Pill, vp. and Miles H. Ferguson, sec.-treas. Mr. Woodall is 20% owner and exec. vp. of WRDW-AM-TV Augusta and 20% owner of WMOG Brunswick, both Ga. Mr. Pill owns WHEP Foley, Ala. Mr. Ferguson owns 25% of WJOH Opelika, Ala. and 10% of WMOG. Martin Theatres owns 35% of WJBF-TV Augusta.

EXECUTIVES:

Allen M. Woodall, gen. mgr.
E. F. MacLeod, sta. mgr.
Joe V. Windsor, com. mgr.
John Hughes, prog. dir. & prom. mgr.
Reeve Owen, ch. eng.
Ronnie Otwell, film buy.
Bill Henry, news ed.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$45, (film) \$40; 1D \$25. 1D Length 8 sec. Specifications 2x2 in. Full screen. 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, 701,500; Families in Area, 178,500; No. of Sets, 103,450; Retail Sales, \$407,353,000; Income per Family, \$2,283; Income per Capita, \$580.

WRBL-TV

LICENSEE: Columbus Bcstg. Co. Inc. Address: 1350 13th Ave. Phone: 2-0601.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 429 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1953. Hours, 10:45 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS. Stations, Am, WRBL. Fm, WRBL-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x45 ft. and 14x18 ft.). Three RCA camera chains. One TSC rear screen projector. One GE film camera. Two GE 16mm projectors. Two Selectroslide Jr. slide projectors. Micro-Record Developer film processing unit. RCA mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: R. W. Page Corp. (51%), J. W. Woodruff Sr. and J. W. Woodruff Jr., pres. (49%). R. W. Page Corp. publishes Columbus Enquirer and Ledger and Bradenton (Fla.) Herald. Senior Mr. Woodruff owns 70% of WAOK Atlanta and 90% of WGPC Albany, both Ga. Junior Mr. Woodruff owns 10% of WGPC Albany.

EXECUTIVES:

J. W. Woodruff Jr., pres. & gen. mgr.
George A. Gingell, prog. dir.
Ridley Bell Jr., sta. mgr. & film buy.
Joseph A. Gamble, ch. eng.
George Jenkins, com. mgr.
Bill Rogers, prom. mgr.
Glen Broughman, news ed.

RATE INFORMATION: Class AA one hour (live) \$300, Class A \$250 (film) \$300, \$250; minute spot (live) \$60, \$50 (film) \$60, \$50; 1D \$25. 1D Length 10 sec. Specifications 2x2 in. Full and share screen. 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	346,291	580,219	1,314,075
Families in Area	71,037	139,334	330,912
No. of Sets	53,774	100,910	186,407
Retail Sales	\$209,475,000	\$314,565,000	\$801,203,000
Income per Family	\$6,304.27	\$4,778.28	\$4,140.99
Income per Capita	\$1,293.23	\$1,147.46	\$1,042.79

MACON
(Bibb County)

WMAZ-TV (WARNER ROBINS)

LICENSEE: Southeastern Bcstg. Co. Address: Bankers Insurance Bldg. Phone: 2-7373.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 125 kw. Operating Pow.: Visual 250 kw, Aural 125 kw. Transmitter: DuM.-Standard Electronics. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 514 ft.

EQUIPPED TO COLORCAST network programs.

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

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WMAZ. Fm, WMAZ-FM.

BROADCASTING • TELECASTING

**BEST BUY -
BY FAR!**

WRBL-TV
Channel **4**
CBS

100KW

**REPRESENTED BY
GEO. P. HOLLINGBERY CO.**

MACON (Cont.)

WMAZ-TV (Cont.)

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Consulting Engineer, George C. Davis.
SERVICES: Two studios (30x30 ft. and 15x20 ft.) and outside patio. Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector, one Selectroslide slide projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: George P. Rankin Jr., pres. (71.4%); Wilton E. Cobb, secy.-treas. (22.6%); and others.

EXECUTIVES:

George P. Rankin Jr., pres. & ch. eng. J. D. Lawhon, tech. dir.
 Wilton E. Cobb, gen. mgr. Ed. Pendleton, film buy. & prom. mgr.
 Frank Crowther, com. mgr. Herb Kassner, news ed.
 Herb Johnson, opr. dir.

RATE INFORMATION: Class A one hour (live) \$331.25, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 10 sec. Full screen and share screen. Frequency discounts from 10% for 26 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	429,450	226,250	695,700
Families in Area	108,975	66,325	175,300
No. of Sets			95,680
Retail Sales	\$252,228,000	\$136,392,000	\$388,620,000
Income per Family	\$3,715.47	\$3,233.64	\$3,533.18
Income per Capita	\$ 942.84	\$ 805.52	\$ 890.35

WOKA† (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 17 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 437 ft.
OPERATION: Began Aug. 21, 1953. Hours, 9:45 a.m.-midnight.
AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz.

SERVICES: One studio. One camera chain. One film camera. Two RCA film projectors. One Gray Teloprojector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: E. K. Cargill, pres. (25%) and J. C. Barnes Sr., vp. (75%).

EXECUTIVES:

J. C. Barnes Sr., pres. E. K. Cargill, gen. mgr.

† WOKA (TV) has suspended operation but has not turned in its CP.

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: DuM. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 87 ft.
OPERATION: Began June 15, 1953. Hours, 6 a.m.-midnight.
AFFILIATION: Station, Am, WROM.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Atlanta Attorney, Ben Akerman.

SERVICES: Two studios. Two GPL camera chains. One GPL film camera. One GPL film projector. One LaBelle slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Dean Covington, pres. (33 1/3%); Charles E. Doss, vp. (23 1/3%); Edward N. McKay, secy. (33 1/3%) and Mrs. Mary W. Jessee (10%).

EXECUTIVES:

Dean Covington, pres. T. H. Robertson, ch. eng.
 Ed McKay, mgr., film buy. Ivan Hoge, news ed.
 & prom. mgr. Bob Martin, farm dir.
 Chas. Doss, com. mgr. & prog. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$15. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 1.

SAVANNAH
(Chatham County)

WSAV-TV

(Target Date, Fall 1955)

LICENSEE: WSAV Inc. Liberty National Bank Bldg. Phone: 3-0234.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 363 ft.

EQUIPPED TO COLORCAST network programs.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WSAV. Fm, WSAV-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum.

Market information in station listings is furnished by station and any inquiries should be directed to that 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 (20x40 ft. and 20x15 ft.). Three RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One RCA Flying Spot scanner.

PRINCIPAL STOCKHOLDERS: Harben Daniel, pres., and wife (52.45%); William K. Jenkins (19%); estate of Arthur Lucas (19%); and others. William K. Jenkins and estate of Arthur Lucas each own 16 2/3% of WLAG LaGrange, Ga.

EXECUTIVES:

Harben Daniel, pres. & gen. mgr.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 8 sec. Share screen. 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	291,300	422,466	773,537
Families in Area	62,700	111,420	193,389
No. of Sets	37,620	66,852	89,233
Retail Sales	\$200,173,000	\$303,702,000	\$437,884,000
Income per Family			\$4,612
Income per Capita			\$1,358

WTOC-TV

LICENSEE: Savannah Bcstg. Co. Address: 516 Abercorn St. Phone: 2-0127.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 110 kw. Operating Pow.: Visual 60 kw, Aural 30 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 501 ft.

OPERATION: Began Feb. 14, 1954. Hours, 9:30 a.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WTOC. Fm, WTOC-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: Two studios (60x40 ft. and 14x16 ft.). Two GE camera chains. Kliegl Brothers rear screen projector. One film camera. Two GPL film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: William T. Knight Jr. and family.

EXECUTIVES:

W. T. Knight Jr., pres. Dwight J. Bruce, prog. dir. & film buy.
 F. Schley Knight, vp. for tv
 Ben Williams, com. mgr. Kyle E. Goodman, ch. eng.

RATE INFORMATION: Class A one hour (live) \$200; minute spot (live) \$40. ID \$20. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 1.

THOMASVILLE
(Thomas County)

WCTV (TV)

(Target Date, Sept. 1, 1955)

LICENSEE: John H. Phipps. Address: P. O. Box 989, Tallahassee, Fla. Phone: 2-1270.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 690 ft.; Above ground 669 ft.

OPERATION: Hours, 5 p.m.-midnight.
AFFILIATION: Station, Am, WKTG.

SERVICES: Two studios (30x40 ft. and 20x30 ft.). Three GE camera chains. Two film cameras, GE and DuMont. Four film projectors, two GE and two Holmes. One GE slide projector. One film processing unit.

PRINCIPAL STOCKHOLDER: John H. Phipps also owns WTAL Tallahassee and WTYS Marianna, both Fla.

EXECUTIVES:

John H. Phipps, own. William A. Snowden, ch. eng.
 L. Herschel Graves, gen. mgr.

MARKET INFORMATION: Population, 634,900. Families in Area, 165,852.

IDAHO

IDAHO MARKET INDICATORS

Total Population, July 1, 1954.....	615,000
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, March 1955.....	125,200
Employed in Agriculture, 1950.....	55,241
Employed in Mining, March 1955.....	4,600
Employed in Manufacturing, March 1955.....	20,300
Employed in Construction, March 1955.....	5,700
Employed in Transportation & Public Utilities, March 1955.....	15,000
Employed in Wholesale & Retail Trade, March 1955...	33,500
Employed in Finance, Insurance & Real Estate, March 1955.....	4,200
Employed in Service and Miscellaneous, March 1955...	16,000
Employed in Government Service, March 1955.....	25,900
Retail Sales, 1954.....	\$ 709,782,000
Bank Assets, Jan. 1, 1955.....	\$ 568,917,000
Bank Deposits, Jan. 1, 1955.....	\$ 532,483,000
Major Income Sources, 1953: Agriculture 17.9%; Government 17.1%; Manufacturing Payrolls 11.2%; Trade and Service 25.1%.	

IDAHO MARKET INDICATORS (Cont.)

Total Income Payments, 1953.....	\$	851,000,000
Per Capita Income, 1953.....	\$	1,411
Total Internal Revenue Collections, 1954.....	\$	102,145,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$	77.11
Cash Receipts from Farm Marketing, 1954.....	\$	322,417,000
Government Payments to Farmers, 1954.....	\$	5,865,000
Value of Mineral Production, 1951.....	\$	82,795,000
Total New Construction in 1952.....	\$	141,300,000
New Private Construction in 1952.....	\$	71,700,000
New Public Construction in 1952.....	\$	69,600,000
Motor Vehicle Registration, 1954.....		314,823
Number of Telephones, Jan. 1, 1955.....		164,000
Number of Electrical Connections, Jan. 1, 1955.....		209,975
Number of Gas Utilities Connections, 1953.....		500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

IDAHO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets		TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	1954	(CBS)	
Ada	70,649	\$97,195	\$17,624	\$ 2,514	9,010		36%
Adams	3,347	2,463	945	79			
Bannock	41,745	51,067	11,986	1,492	1,440		11%
Bear Lake	6,834	7,437	1,239	239	190		11%
Benewah	6,173	5,553	1,454	40			
Bingham	23,271	23,000	4,898	610			
Blaine	5,384	6,480	1,433	155			
Boise	1,776	1,124	405		70		11%
Bonner	14,853	13,132	3,390	310	1,850		41%
Booneville	30,210	54,429	9,211	1,056			
Boundary	5,908	6,576	1,780	78	660		41%
Butte	2,722	2,069	467	32			
Camas	1,079	999	170	40			
Canyon	53,597	64,994	13,093	1,738	3,050		18%
Caribou	5,576	9,257	1,464	54	230		11%
Cassia	14,629	19,594	3,338	454			
Clark	918	774	167				
Clearwater	8,217	5,990	1,325	277	330		15%
Custer	3,318	2,662	777	73			
Elmore	6,687	7,841	879	74	370		16%
Franklin	9,867	9,886	1,834	267	290		11%
Fremont	9,351	9,314	1,845	283			
Gem	8,730	7,272	1,823	74	270		11%
Gooding	11,101	14,786	3,167	359			
Idaho	11,423	11,087	1,913	213			
Jefferson	10,495	8,019	1,878	287			
Jerome	12,080	14,995	3,232	348			
Kootenai	24,947	26,095	7,640	703	3,300		40%
Laath	20,971	19,388	4,395	604			
Lemhi	6,278	5,910	1,726	116			
Lewis	4,208	4,291	647	165			
Lincoln	4,256	3,311	756	74			
Madison	9,156	12,116	1,989	288			
Minidoka	9,785	8,907	1,797	218			
Nez Perce	22,658	41,579	6,985	1,003			
Oneyda	4,387	4,585	823	76	110		11%
Owyhee	6,307	5,264	1,556	87	290		17%
Payette	11,921	11,083	2,718	289	390		10%
Power	3,988	4,636	817	39	90		11%
Shoshone	22,806	24,000	7,794	708	1,020		14%
Teton	3,204	2,551	527	83			
Twin Falls	40,979	59,470	8,987	1,360			
Valley	4,270	5,277	1,398	97			
Washington	8,576	13,324	1,702	198	290		11%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BOISE
(Ada County)

KBOI-TV

LICENSEE: Boise Valley Bcstrs. Inc. Address: 311 N. 10th St. Phone: 3-2511.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 6.92 kw. Operating Pow.: Visual 13.8 kw, Aural 6.92 kw. Transmitter DuM. Antenna Make: RCA. Height: Above average terrain 2,540 ft.; Above ground 149 ft.
OPERATION: Began Nov. 26, 1953. Hours, 2-11:15 p.m.
AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KBOI.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Haley, Doty & Wollenberg.
SERVICES: Two studios (30x30 ft. and 40x50 ft.). Two camera chains, RCA and DuMont. One Bolex 16mm film camera. Two film projectors. DuMont flying spot scanner. DuMont 3/2x5 in. opaque projector. News Services, CBS, UP, Library, World.
PRINCIPAL STOCKHOLDERS: H. Westerman Whillock, pres., and wife (13%); Willis C. Moffatt, vp. (9%); Earl Glade Jr., secy.-treas. (4.2%); Fred M. Taylor and wife (10%); Stanley E. King (12.5%); Edwin E. Snow (4.2%); Robert W. Howell (10.3%) and others.
EXECUTIVES: Westerman Whillock, pres. & gen. mgr. James A. Johntz Jr., ch. eng. Katherine Lick, prom. mgr. Earl Glade Jr., sta. mgr. & film buy. Dave Johnson, news ed. Bill Gratton, prod. mgr.
RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) 30; ID \$15. ID Length 10 sec. Full screen. 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	173,000	52,800	324,400
Families in Area	53,100	15,400	99,400
No. of Sets	31,500	11,025	47,750
Retail Sales	\$189,961,000	\$70,739,000	\$447,983,000
Income per Family	\$4,462	\$4,886	\$4,587
Income per Capita	\$1,357	\$1,412	\$1,411

KIDO-TV

LICENSEE: KIDO Inc. Address: 709 Idaho St. Phone: 2-4611.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 80 ft.; Above ground 368 ft.
OPERATION: Began July 12, 1953. Hours, 2:15 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KIDO.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (35x50 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One slide projector. News Service, International Telenevs. Library, Snader.
PRINCIPAL STOCKHOLDERS: Mrs. Georgia M. Davidson, pres. (88.5%) and Walter E. Wagstaff, vp. (11.5%).

EXECUTIVES: Mrs. Georgia M. Davidson, pres. Jack J. Link, prog. dir. Harold W. Toedtmeier, ch. eng. Barry Tucker, com. mgr. Vern Moore, news ed.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$35; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	176,500	24,135	206,635
Families in Area	56,450	6,050	66,585
No. of Sets	35,870	3,935	46,100
Retail Sales	\$210,600,000	\$34,300,000	\$262,800,000
Income per Family	\$4,989
Income per Capita	\$1,587

IDAHO FALLS
(Bonneville County)

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: Idaho Falls 3.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE and RCA. Antenna Make: RCA. Height: Above average terrain 1,600 ft.; Above ground 201 ft.
OPERATION: Began Dec. 20, 1953. Hours, 3:30-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KID.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Wilkinson, Boyden, Cragun & Barker; Consulting Engineer, Vandiver, Cohen & Wearn.
SERVICES: One studio (22x38 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera chain. Two RCA 16mm projectors. Two Bell & Howell audition slide projectors, one Gray Teloprojector slide projector. One Gray Telop opaque projector.
PRINCIPAL STOCKHOLDERS: A. W. Schwieder, pres. (7.3%); Guy A. Poulsen, vp. (6.7%); Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City) (25.9%); Zion Securities Corp. Salt Lake City (17.4%); and others. Radio Service Corp. also owns KSUB Cedar City, Utah.

EXECUTIVES: A. W. Schwieder, pres. Roy Southwick, prog. dir. & film buy. C. N. Layne, gen. mgr. Claude Cain, com. mgr. Carroll Secrist, ch. eng.
RATE INFORMATION: Class A one hour (live) \$210, (film) \$175; minute spot (live) \$39, (film) \$30; ID \$12.50. ID Length 8 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 5% for 13 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	150,000	100,000	260,000
Families in Area	35,000	25,000	71,000
No. of Sets	20,000	16,219	37,400
Retail Sales	\$205,000,000	\$101,560,000	\$319,000,000

LEWISTON
(Nez Perce County)

KLEW-TV (Satellite of KIMA-TV Yakima, Wash.)
(Target Date, Unknown)

LICENSEE: Lewiston Television Co. Address: 1411 4th Avenue Bldg., Seattle, Wash.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 149 ft.
REPRESENTATIVES: Washington Attorney, Prince, Taylor, Crampton & Goodson; Consulting Engineer, Frank H. McIntosh.
PRINCIPAL STOCKHOLDER: Cascade Broadcasting Co. See KIMA-AM-TV Yakima, Wash.
EXECUTIVES: Thomas C. Bostic, pres. Frank E. Mitchell, sec.-treas. J. Barry Watkinson, vp.

IDAHO

POCATELLO (Bannock County)

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701, Idaho Falls. Phone: Idaho Falls 3. (For full listing see Idaho Falls.)

TWIN FALLS (Twin Falls County)

KLIX-TV

LICENSEE: Southern Idaho Bcstg. and Television Co. Address: Elizabeth Blvd. & Eastland Drive. Phone: 2820.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 250 ft.

OPERATION: Began May 1, 1955. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KLIX.

REPRESENTATIVES: Washington Attorney, John H. Midlen; Consulting Engineer, Grant R. Wrathall.

SERVICES: One studio (40x60x20 ft.). One RCA camera chain. Two RCA film camera chains. Two RCA 16mm film projectors. One Gray Teloprojector slide projector. News Service, AP. Library, Capitol, MacGregor.

PRINCIPAL STOCKHOLDERS: J. Robb Brady Trust Co. (50%) and Frank C. Carman and Grant R. Wrathall and others (50%). J. Robb Brady Trust Co. publishes Idaho Falls Post-Register and owns 50% of KIFI Idaho Falls, 25% of KWIK Pocatello, both Idaho. Messrs. Carman and Wrathall and associates also own 50% of KIFI Idaho Falls, 12.5% of KWIK Pocatello, 100% of KUTA and 50% of KUTV (TV) Salt Lake City and 66 2/3% of KOPR Butte, Mont. Mr. Carman and other associates owns 75% of KGEM Boise, Idaho. J. Robb Brady Trust Co. has option to buy Messrs. Carman and Wrathall's interest in KIFI and KWIK; Standard Examiner Publishing Co. (Ogden, Utah) and Kearns-Tribune Corp. (Salt Lake City Tribune) hold options to buy Carman-Wrathall interests in KLIX, KUTA, KUTV, KOPR and KGEM.

EXECUTIVES:

Frank C. Carman, pres. C. W. Evans, ch. eng.
Frank C. McIntyre, vp., gen. mgr., Betty Johnson, prom. mgr.
natl. sls. mgr. & film buy. Juneau Shinn, news ed.
Paul Droubay, prog. dir.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$26.50, (film) \$24; ID \$12. ID Length 8 sec. and 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

Table with columns: Population, Families in Area, Retail Sales, Income per Family, Income per Capita and sub-columns for Grade A, Grade B, and Total (Including Fringe Area).

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

ILLINOIS

Summary statistics for Illinois: Cash Receipts from Farm Marketing, 1954; Government Payments to Farmers, 1954; Value of Mineral Production, 1951; Total New Construction in 1952; New Private Construction in 1952; New Public Construction in 1952; Motor Vehicle Registration, 1954; Number of Telephones, Jan. 1, 1955; Number of Electrical Connections, Jan. 1, 1955; Number of Gas Utilities Connections, 1953.

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

ILLINOIS MARKET DATA BY COUNTIES

Large table listing market data by county in Illinois, including Population, Retail Sales, Food Sales, Drug Sales, and TV Sets for 1950 and 1954, along with percentage changes.

ILLINOIS

ILLINOIS MARKET INDICATORS

Table of Illinois Market Indicators: Total Population, Total Families, Total Urban Population, Total Rural Nonfarm Population, Total Farm Population, Employed in Nonagricultural Establishments, Retail Sales, Bank Assets, Bank Deposits, Major Income Sources, Total Income Payments, Per Capita Income, Total Internal Revenue Collections, Average Weekly Earnings Manufacturing Workers.

BLOOMINGTON
(McLean County)

WBLN-TV

LICENSEE: WBLN Television Inc. Address: P. O. Box 646. Phone: 4331.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 8.51 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 443 ft.

OPERATION: Began Dec. 6, 1953.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.

SERVICES: One studio (20x30 ft.). One GE camera chain. Two film cameras, GE, GPL. Two GPL 16mm projectors. Two 2x2 in. slide projectors, one GE 2 1/4x3 1/4 in. slide projector. One GE opaque projector.

PRINCIPAL STOCKHOLDER: Worth S. Rough (100%).

EXECUTIVES:

Cecil W. Roberts, pres.
Ralph Jerrell Henry, gen. mgr. & film buy.
John Spahr, com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts.

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: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 981 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 14, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul F. Godley Jr.

SERVICES: One studio (30x45 ft.). Two RCA camera chains. One TSC rear screen projector. One Auricon sound film camera, three silent film cameras (two Bell & Howell, one Bolex). Two Spindler and Sauppe slide projectors. Two RCA film projectors. Complete film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: August C. Meyer and Wife (51%); Illinois Bcstg. Co., licensee of WSOY-AM-FM Decatur (20%); and others. Interlocking ownership with Champaign News-Gazette (WDWS) and Lindsay-Schaub Newspapers Inc.

EXECUTIVES:

August C. Meyer, pres.
Guy F. Main, sls. mgr.
James F. Fielding, prod. mgr.
Robert Myers, ch. eng.
John Ketterer, film buy.
Leonard N. Davis, natl. sls. mgr.
Fred Sorenson, news ed.

RATE INFORMATION: Class A one hour (live) \$560, (film) \$500; minute spot (live) \$117.50, (film) \$110; ID \$45. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 208 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	501,697	1,272,575	1,774,282
Families in Area	155,798	402,787	558,585
No. of Sets	83,000	224,000	307,000
Retail Sales	\$614,775,000	\$1,437,024,000	\$2,051,799,000

CHICAGO
(Cook County)

WBBM-TV

LICENSEE: Columbia Broadcasting System. Address: 410 N. Michigan Ave. Postal Zone: 11. Phone: Whitehall 4-6000.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 683 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 6, 1946. Hours, 6:30-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WBBM. Fm, WBBM-FM.

SALES REPRESENTATIVES: Sales, CBS Television Spot Sales.

SERVICES: One theater staging area (3,500 sq. ft.). Three studios (14x23, 19x19 and 30x50 ft.). Nine RCA field camera chains and six RCA studio camera chains. Two rear screen projectors, Trans-Lux and Bodde. Four RCA film cameras. Seven RCA film projectors, four 16mm and three 35mm. Four LaBelle slide projectors. One mobile unit. News Services, AP, INS, UP. Library, Associated, SESAC, World.

PRINCIPAL STOCKHOLDER: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS
J. L. Van Volkenburg, pres., CBS-TV
H. L. Atlans, vp. & gen. mgr.
E. H. Shomo, asst. gen. mgr.
C. W. Doebler, exec. asst.
George Arkedis, sls. mgr.
William Ryan, prod. dir.
Lester A. Weinrott, exec. prod.
Luther A. Pierce Jr., ch. eng.
Vann Cominos, film buy.
Tom Dawson, prom. mgr.
Gene McClure, sls. service mgr.
William G. Garry, news dir.

RATE INFORMATION: Class A one hour (live) \$3,300, (film) \$3,300; minute spot (film) \$650; ID \$325. ID Length 10 sec. Share screen. Frequency discounts from 7 1/2% for 26 weeks up to 15% for 52 weeks. Rate Card No. 4.

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 20 N. Wacker Dr. Postal Zone: 6. Phone: Andover 3-0800.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 629 ft.; Above ground 658 ft.

OPERATION: Began Sept. 1948. Hours, 8:55 a.m.-1:30 a.m.

AFFILIATION: Tv Network ABC. Fm, WENR-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Horace N. Stovin & Co. (Canada); 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 35mm film projectors. Four Selectroslide projectors. Two RCA 16mm Kinescope recorder film processing units. One mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDER: See WABC-TV New York.

EXECUTIVES:

Leonard H. Goldenson, pres.
Robert E. Kintner, pres.
(ABC Div.)
Sterling C. Quinlan, vp & gen. mgr. & sls. mgr.
Daniel Schuffman, prog. dir.
William P. Kusack, ch. eng.
Ralph Andrews, film buy.
Con O'Dea, news dir.
Elliott W. Henry Jr., adv., prom. and publicity dir.

RATE INFORMATION: Class AA one hour \$2200. Class A one hour \$2000. Class A 20-second spots \$400; ID \$175. Frequency discounts from 2 1/2% for 13 times up to 20% for 208 times. Rate Card No. 8.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 9,030,530. No. of Sets (as of July 4) 2,255,000.

CHICAGO (Cont.)

WGN-TV

LICENSEE: WGN Inc. Address: 441 N. Michigan Ave. Postal Zone: 11. Phone: Superior 7-0100.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 120 kw, Aural 60 kw. Transmitter: GE, RCA. Antenna Make: RCA. Height: Above average terrain 585 ft.; Above ground 610 ft. (CP-870 ft., Target Date 10/1/55.)

EQUIPPED TO COLORCAST Oct. 1, 1955. (Target Date.)

OPERATION: Began April 5, 1948. Hours, 9:30-1 a.m.

AFFILIATION: Tv Network, DTN. Station, Am, WGN.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

SERVICES: Seven studios (60x100 ft., 65x45 ft., 43x68 ft., 31x25 ft., 34x51 ft., 32x60 ft. and 12x16 ft.). Twenty-six RCA camera chains. Two rear screen projectors, Bodde and Transvision. Four film cameras, two RCA, two GE. Four film projectors, one RCA 16mm, one GE 16mm, two GE 35mm. Two Bausch & Lomb slide projectors. Two Bausch & Lomb opaque projectors. Two Houston-Fearless film processing units. Four remote cameras. Four mobile units. News Services, AP, INS, UP. Library, RCA Thesaurus, Standard.

PRINCIPAL STOCKHOLDER: Owned by Tribune Co. (Chicago Tribune). See also WPIX (TV) New York.

EXECUTIVES:

Frank P. Schreiber, gen. mgr.
Ted Weber, com. mgr.
Jay Faraghan, prog. dir.
Carl J. Meyers, ch. eng.

Elizabeth Bain, film buy.
Charles Wilson, prom. mgr.
Spencer Allen, news ed.
George F. Petterson, fac. dir.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,250; minute spot (live) \$310, (film) \$310; 1D \$155. 1D Length 10 sec. Share Screen. Frequency discounts from 2½%, on time for 2 times per week up to 15% for 7 times per week. Rate Card No. 14.

MARKET INFORMATION: (Total, Including Fringe Area): Population, 7,570,400; Families in Area, 2,352,700; Retail Sales, \$10,028,275,000; Income per Family, \$5,499; Income per Capita, \$1,680.

WHFC-TV

(Target Date, Not Set)

LICENSEE: WHFC Inc. Address: 3350 S. Kedzie Ave., Cicero, Ill. Phone: Townhall 3-6305.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 627 ft.

AFFILIATION: Station, Am, WHFC. Fm, WEHS (FM).

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

PRINCIPAL STOCKHOLDERS: Richard W. Hoffman, pres. (75%), member of Congress and publisher of tri-weeklies Cicero Life, Berwyn Life, and Stickney Life, and Community Reporter (Chicago); and sister Rose M. Hoffman, sec. (25%).

EXECUTIVES:

Richard W. Hoffman, pres.

Rose M. Hoffman, sec.

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: RCA. Antenna Make: RCA. Height: above average terrain 570 ft.; Above ground 602 ft.

AFFILIATION: Station, Am, WIND.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Ralph L. Atlas, pres. (11.1%); H. Leslie Atlas Jr. with Frank and Harriet Jane Atlas (29.7%); John S. Knight (Chicago Daily News) (27.7%); Helen A. Wrigley and family (26.4%); John T. Carey (5.5%). Mr. Knight also owns WQAM-AM-FM Miami, Fla. (Miami Herald), 45% of WAKR-AM-FM-TV Akron, Ohio (Akron Beacon-Journal), Detroit Free Press, and Charlotte (N. C.) Observer.

EXECUTIVES:

Ralph L. Atlas, pres. & gen. mgr.
John T. Carey, com. mgr.

H. Leslie Atlas Jr., prog. dir.
Kenneth D. Shirk, ch. eng.

WNBQ (TV)

LICENSEE: National Bestg. Co. Inc. Address: Merchandise Mart. Postal Zone: 54. 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: RCA. Antenna Make: RCA. Height: Above average terrain 706 ft.; Above ground 744 ft.

CHICAGO'S TOP TELEVISION STATION—WGN-TV, CHANNEL 9!

✓ Chicago Television's Top Teenage Program—"Bandstand Matinee"

✓ Chicago Television's Highest Rated Feature Film Programs

✓ Exclusive Telecasts of All Cubs and White Sox Games—(1,000th Telecast in May)

✓ Highest Rated Half Hour Film Programs on Weeknight TV

✓ Chicago Television's Top Morning Children's Program—"Romper Room"

✓ Only Chicago Station Placing in Billboard's National Promotion Competition

WGN-TV—THE TOP STATION FOR YOUR ADVERTISING IN CHICAGO!!!

441 N. Michigan Avenue
Chicago 11, Illinois

WGN, Inc. Eastern Advertising Solicitation Office
220 East 42nd Street—New York 17

Representatives: George P. Hollingbery Company

WGN-TV
Chicago 9

CHICAGO (Cont.)

WNBQ (TV) (Cont.)

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Oct. 8, 1948. Hours, 6:40-1:30 a.m.
AFFILIATION: Tv Network, NBC. Stations, Am, WMAQ. Fm, WMAQ-FM.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zachry & Reindel.
SERVICES: Seventeen RCA camera chains. Four RCA monochrome film cameras, one RCA color camera. Seven RCA film projectors three 16mm, three 35 mm, one 16mm for color. Three Rotojector slide projectors. One gray Telop opaque projector. One mobile unit. News Services, AP, INS, UP, City News Bureau, Library, Snader, RCA Thesaurus.
PRINCIPAL STOCKHOLDER: See WRCA-TV New York.

EXECUTIVES:

Sylvester Weaver, pres., NBC	Isabelle Cooney, film buy.
Jules Herbeuex, gen. mgr.	Howard C. Luttgens, ch. eng.
Henry T. Sjogren, asst. gen. mgr.	Howard W. Coleman, adv., prom. & merc. mgr.
Floyde Beaston, com. mgr.	William Ray, news ed.
John M. Keys, sls. dir.	John F. Whalley, opr. dir.
George Heinemann, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$2,500, (film) \$2,500; minute spot (live) \$400, (film) \$400; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 50% for 676 times. Rate Card No. 8A.

MARKET INFORMATION: (Total Including Fringe Area): Population, 7,406,700; Families in Area, 2,245,400; No. of Sets, 2,255,000; Retail Sales, \$9,206,611,000; Income per Family (estimate for metropolitan area only), \$6,656; Income per Capita (estimate for metropolitan area only), \$2,073.

WOPT (TV)

(Target Date, Not Set)

LICENSEE: WOPA-Inc. Address: 408 S. Oak Park Ave., Oak Park, Ill. Phone: Village 8-5760.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 682 ft.

AFFILIATION: Stations, Am, WOPA. Fm, WOPA-FM.

REPRESENTATIVES: Washington Attorney, A. Harry Becker; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Egmont Sonderling, pres. (25%); Richard Goodman, vp. (55%); and Mason Lcundy, sec.-treas. (20%). Same interests own KXEL Waterloo, Iowa.

EXECUTIVES: Egmont Sonderling, pres.

WTTW (TV)*

(Target Date, Fall, 1955)
(*Non-Commercial Educational)

LICENSEE: Chicago Educational Television Assn. Address: 38 S. Dearborn St. Postal Zone: 3. Phone: Financial 6-5230.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 589.5 ft.; Above ground 617 ft.

OPERATION: Hours, 4-10 p.m. (Mon.-Fri.).

SERVICES: Two studios (25x40 ft. and 40x50 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. Two Selectroslide slide projectors. One DuMont scanner. One GE opaque projector.

EXECUTIVES:

Edward L. Ryerson, pres.	Colby Lewis, prod. mgr.
John W. Taylor, exec. dir.	Norma Barts, film buy.
James Robertson, prog. mgr.	Joan Kohn, prom. mgr.
Duane M. Weise, ch. eng.	

DANVILLE

(Vermilion County)

WDAN-TV

LICENSEE: Northwestern Publishing Co. Address: 1500 N. Washington Ave. Phone: 1700.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.24 kw. Operating Pow.: Visual 13.2 kw, Aural 7.24 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began Dec. 13, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Network, AEC. Station, Am, WDAN.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: One studio (30x30 ft.). Three camera chains, two Dage, one RCA. One Dage film camera. Two Holmes 16mm film projectors. One Spindler & Sauppe slide projector. News Service, AP, Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDER: Licensee publishes Danville Commercial News (Gannett). For other Gannett interests see WHEC-TV Rochester, N. Y.

EXECUTIVES:

Robert J. Burow, gen. mgr.	Orville P. Neely, ch. eng.
Max Shaffer, mgr.	Bill Dorn, film buy.
John D. Eckert, com. mgr.	Kay Shake, prom. mgr.
Honore Ronan, prog. dir.	William Houpt, news ed.

RATE INFORMATION: Class A one hour (live) \$165, (film) \$150; minute spot (live) \$35, (film) \$25; ID \$12. ID Length 8 sec. audio. Specifications 2x2 in. (35mm). Share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 300,000; Families in Area, 90,000; No. of Sets, 50,000; Retail Sales, \$68,862,038.

BROADCASTING • TELECASTING

DECATUR

(Macon County)

WTVP (TV)

LICENSEE: Prairie Television Co. Address: Southside Drive. Phone: 8-4304.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 174 kw, Aural 93.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 602 ft.

OPERATION: Began Aug. 16, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Walter F. Kean.

SERVICES: One studio (53x36 ft.). Two RCA camera chains. One RCA film camera chain. Two slide projectors. Two RCA 16mm sound film projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: W. L. Shellabarger, pres.-treas., and brother (70%); and others.

EXECUTIVES:

W. L. Shellabarger, pres. & gen. mgr.	Robert G. Wright, prog. dir.
Shaun F. Murphy, com. mgr., sta. mgr. & film buy.	Hubert F. Abfalter, ch. eng.
	Dean Bafford, prom. mgr.
	Bob Shade, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 803,315; Families in Area, 257,475; No. of Sets, 168,000; Retail Sales, \$918,988,900; Income per Family, \$4,840; Income per Capita, \$1,551.

EVANSTON

(Cook County)

WTLE (TV)

(Target Date, Not Set)

LICENSEE: Northwestern Television Bcstg. Corp. Address: 2201 Oakton St.

FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 233 ft.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Angus D. Pfaff, pres.-treas. (50%) and Howard S. Martin, vp.-sec. (50%). Mr. Pfaff owns 33 1/3% of WNMP Evanston.

EXECUTIVES:

Angus D. Pfaff, pres. & treas. Howard S. Martin, vp & sec.

HARRISBURG

(Saline County)

WSIL-TV

LICENSEE: Turner Farrar Assn. Address: 21 1/2 W. Poplar St. Phone: 373.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.72 kw. Operating Pow.: Visual 7.41 kw, Aural 3.72 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 549 ft.

OPERATION: Began Dec. 6, 1953. Hours, 3:30-11:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, The Walker Representation Co. Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x27 ft.). One RCA studio chain. One GE two-camera remote installation. One rear screen projector. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One GE mobile unit.

PRINCIPAL STOCKHOLDERS: Oscar L. Turner and family (70%); Charles O. Farrar (25%); Harry R. Horning (5%). Same group operates chain of theaters in Illinois.

EXECUTIVES:

Oscar L. Turner, pres.	Jim Bolen, prog. d'r.
O. L. Turner, gen. mgr. & film buy.	Charles Gilliam, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 5 sec. Share screen. Frequency discounts from 3.33% for 13 times up to 16.66% for 260 times. Rate Card No. 2.

PEORIA

(Peoria County)

WEEK-TV

LICENSEE: West Central Bcstg. Co. Address: 2907 Springfield Rd., E. Peoria. Phone: 6-5571.

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 88 kw. Operating Pow.: Visual 175 kw, Aural 88 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 432 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 29, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network NBC. Station, Am, WEEK.

Market information in station listings is furnished by station and any inquiries should be directed to that 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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PEORIA (Cont.)

WEEK-TV (Cont.)

REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (80x50 ft.). One GE camera chain. Two GE film cameras. Two GE film projectors. One GE slide projector. One Baloptican opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: U. S. Sen. Robert S. Kerr, pres. (50.61%); D. A. McGee, vp.-treas. (15.525%); T. M. Kerr, sec. (11.141%); and others. Kerr-McGee interests also own 50% of KVOO-TV Tulsa, Okla.

EXECUTIVES:

Robert S. Kerr, pres. Wayne Lovely, ch. eng.
 Fred C. Mueller, gen. mgr. F. R. Oakley, prom. mgr.
 Wm. J. Flynn, com. mgr. Bob Arthur, news ed.
 Victor Fletcher, prog. dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Specifications 3 1/4 x 3 in. outside, 3 x 4 in. proj. area. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): 1950 Population, 1,156,182; 1950 Families in Area, 280,350; 1955 No. of Sets, 232,437; 1950 Retail Sales, \$1,018,121,000; 1950 Income per Family, \$4,298.

WTVH (TV)

LICENSEE: Hilltop Bcstg. Co. Address: 410 Fayette St. Phone: 6-5561.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 115 kw. Operating Pow.: Visual 22 kw, Aural 15 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 290 ft.; Above ground 240 ft.

OPERATION: Began Oct. 12, 1953.

AFFILIATION: Tv Networks A3C, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George Davis.

SERVICES: One studio (25x30 ft.). Two RCA and three Dage camera chains. One 16mm film camera. Two RCA 16mm film projectors. Two slide projectors. Two opaque projectors. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDER: 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.

QUINCY
(Adams County)

WGEM-TV

LICENSEE: Quincy Bcstg. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 50.2 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 673 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 4, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv 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 (21x49 ft. and 6x7 ft.). Two DuMont camera chains. Two Cinecon and two DeVry film projectors. One DuMont scanner. One DuMont opaque projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDER: Quincy Newspapers Inc. (94.7%), publisher of Quincy Herald Whig. Affiliated with KGLO-AM-FM Mason City, Iowa.

EXECUTIVES:

T. C. Oakley, pres. T. W. Austin, prog. dir. & film buy.
 Joseph S. Bonansinga, gen. mgr. Frank E. Laughlin, ch. eng.
 James E. Muse, com. mgr. William Vaughn, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	168,750	362,612
Families in Area	55,720	117,609
Retail Sales	\$171,077,250	\$368,692,750

KHQ-A-TV (HANNIBAL, MO)

LICENSEE: Lee Bcstg. Inc. Address: 510 Maine St., Quincy, Ill. Phone: Baldwin 2-6200 (For full listing see Hannibal, Mo.).

ROCKFORD
(Winnebago County)

WREX-TV

LICENSEE: Greater Rockford Television Inc. Address: Auburn at Winnebago Roads. 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 22.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 9:30 a.m.-1 a.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.

AFFILIATION: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (38x64 ft. and 20x30 ft.). One outdoor studio. Three DuMont camera chains. Two DuMont 16mm film projectors. Two DuMont 35mm slide projectors. One DuMont flying spot scanner. News Service, UP.

PRINCIPAL STOCKHOLDERS: L. E. Caster, pres. (7.14%); Stanley Guyer, vp. (6%); Rockford Bcstrs. Inc. (WROK-Rockford Star and Register-Republic) (10%); Swan Hillman, treas. (7.14%); Bruce R. Gran, theaters, (32.57%); and others.

EXECUTIVES:

L. E. Caster, pres. Dick Peck, ch. eng.
 J. M. Baisch, gen. mgr. Donna Mazzie, film buy.
 Al Bilardello, com. mgr. Chuck Olson, prom. mgr.
 Jack Mazzie, prog. dir. Bob Clyde, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 7 1/2 full; or 10 sec. Full and share screen. Frequency discounts from 2 1/2% 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	341,666	369,201	1,142,647
Families in Area	107,317	111,185	339,815
No. of Sets	72,441	81,451	244,024
Retail Sales	\$398,269,000	\$436,879,000	\$1,349,334,000
Income per Family	\$4,349	\$3,065	\$3,281
Income per Capita	\$1,652	\$1,557	\$1,579

WTVO (TV)

LICENSEE: Winnebago Television Corp. Address: North Meridian Road. Phone: 3-5413.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 9.8 kw. Operating Pow.: Visual 19.5 kw, Aural 9.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 691 ft.

OPERATION: Began April 27, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (35x60 ft. and 16x20 ft.). Two RCA camera chains. One RCA film camera. Two GPL film projectors. One Tressel Projectall slide projector. News Services, INS, UP. Library, Telenews.

PRINCIPAL STOCKHOLDERS: H. & E. Balaban Corp., theaters (50%) and Irwin and H. W. Dubinsky, theaters (50%). H. & E. Balaban Corp. also owns 34% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Harold Froelich, gen. mgr. Carl P. Stemler, film dir.
 John W. Kelin Jr., prog. dir. Bob Thompson, prom. mgr.
 Herbert H. Eckstein, ch. eng. Ted Beinart, news ed.

RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Rate Card No. 3.

MARKET INFORMATION: (Primary Coverage): Population, 465,801; Families in Area, 134,300; 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 Bcstg. Co. Address: 231 18th St. Phone: 6-5441.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM., GE. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 493 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1950. Hours, 7 a.m.-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WHBF. Fm, WHBF-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, E. C. Page.

SERVICES: Two studios (30x80 ft. and 18x28 ft.). Three DuMont camera chains. One Trans-Lux rear screen projector. One DuMont film camera. Two DuMont film projectors. One DuMont Multiscanner projector (dual opaques, 4x5 in. and single slides 2x2 in.). One DuMont 2x2 in. scanner. 16mm film processing unit. Field camera service. News Services, UP. Library, Lang-Worth, RCA Thesaurus, World.

PRINCIPAL STOCKHOLDERS: Ben H. Potter and family (75%) and Leslie C. Johnson (25%). Potter family owns Rock Island Argus.

EXECUTIVES:




Ben H. Potter, pres. Forest W. Cooke, prog. dir. & sustaining film buy.
 Leslie C. Johnson, vp. & gen. mgr. Robert J. Sinnett, ch. eng.
 Maurice Corken, asst. gen. mgr., com. mgr. & com. film buy. Fern Hawks, prom. mgr.
 William Ellison, news ed.

RATE INFORMATION: Class AA one hour (live) \$760, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$70. ID Length 8 sec. Specifications 2x2. Full screen. 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)
Population	354,200	345,800	1,299,300
Families in Area	115,400	106,700	403,700
Retail Sales	\$535,484,000	\$384,133,000	\$1,747,267,000
Income per Family	\$4,970	\$4,794	\$4,686
Income per Capita	\$1,554	\$1,468	\$1,449

IT TAKES 3 TV STATIONS to Completely Sell this densely populated, rich, midwest area.....

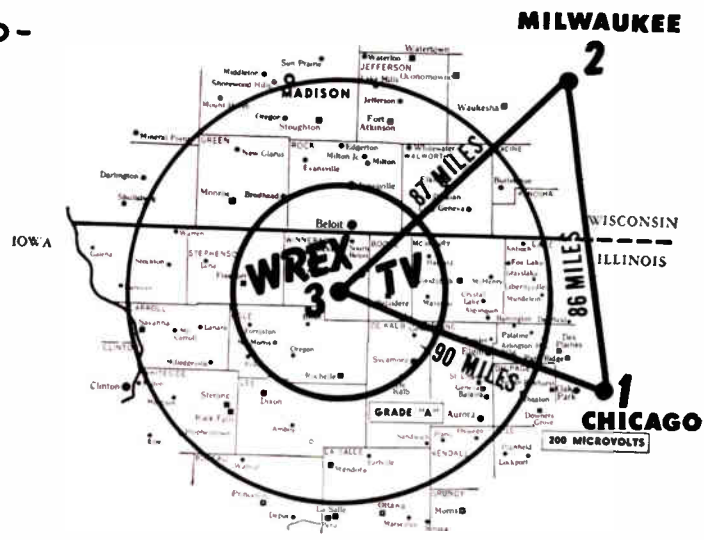
POPULATION PER SQUARE MILE	
	18.0 TO 44.9
	45.0 TO 89.9
	90.0 AND OVER

Dept. of Commerce Map

You need **WREX-TV** for **POSITIVE** coverage of **SOUTHERN WISCONSIN** and **NORTHERN ILLINOIS**

As one of the **BIG 3** midwestern television markets (Chicago-Milwaukee-ROCKFORD), **WREX-TV** assures you of complete coverage of this **Multi-Billion Dollar** market area.

Affiliated with
CBS and ABC



WREX-TV
rockford, illinois

Channel 13



J·M·Baisch · Gen Mgr.

represented by

HR television, inc.

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 17.4 kw, Aural 9.33 kw. Operating Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 430 ft. OPERATION: Began Sept. 17, 1953. Hours, 7 a.m.-midnight. AFFILIATION: Tv Networks ABC, DTN, NBC. Station, Am WCVS. REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey. SERVICES: Two studios (30x40 ft. and 60x120 ft.). Two RCA camera chains. One RCA film camera. One RCA film projector. One Gray Teloprojector slide projector. One camera remote mobile unit. News Services, AP. Library, Capitol. PRINCIPAL STOCKHOLDERS: Transcontinental Properties Inc. (33 1/3%); H. & E. Balaban Corp. (33 1/3%); WCBS Inc., licensee of WCVS Springfield, (33 1/3%). Transcontinental Properties (Herbert Scheffel, pres.; Alfred G. Burger, exec. vp.) also owns WFTV (TV) Duluth, Minn. H. & E. Balaban Corp. also owns 50% of WTVO (TV) Rockford. EXECUTIVES: Milton D. Friedland, gen. mgr. Basil O'Hagan, ch. eng. Warren King, com. mgr. James Henneberry, prom. mgr. H. J. Hoskins, prog. dir. & film buy. Dick O'Neill, news ed. RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts from 5%. Rate Card No. 2. MARKET INFORMATION: Total (Including Fringe Area): Population, 510,578; Families in Area, 165,241; Retail Sales, \$595,717,000; Effective Buying Income, \$785,390,300.

URBANA (Champaign County)

WILL-TV*

(Target Date, Unknown) (*Non-Commercial Educational)

LICENSEE: U. of Illinois. Address: 1010 S. Wright St. Phone: 7-6611. FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 22.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 160 ft.; Above ground 177 ft. OPERATION: Hours, 7 a.m.-9 p.m. AFFILIATION: Station, Am, WILL. Fm, WILL-FM. REPRESENTATIVES: Consulting Engineer, Jansky & Bailey. SERVICES: Three GPL camera chains. Six film cameras, three Bell & Howell, three Mowrer. Three film projectors, GE, GPL and Bell & Howell. One Gray Teloprojector. One GPL film processing unit. News Service, AP. EXECUTIVES: David D. Henry, pres. Richard L. Rider, prog. dir. Frank E. Schooley, gen. mgr. John R. Brugger, ch. eng.

INDIANA

INDIANA MARKET INDICATORS

Table with 2 columns: Indicator and Value. Includes Total Population, Families, Retail Sales, Bank Assets, and Major Income Sources for 1953.

Table with 2 columns: Indicator and Value. Includes Average Weekly Earnings, Cash Receipts from Farm Marketing, Government Payments to Farmers, Value of Mineral Production, Total New Construction, New Private Construction, New Public Construction, Motor Vehicle Registration, Number of Telephones, Number of Electrical Connections, and Number of Gas Utilities Connections.

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

INDIANA MARKET DATA BY COUNTIES

Large table with columns: County, Population (1950, 1954), Retail Sales (1954), Food Sales (1954), Drug Sales (1954), TV Sets (1954), and TV % (1954). Lists all 92 counties in Indiana.

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDERSON
(Madison County)

WCBC-TV

(Target Date, Unknown)

LICENSEE: Great Commission Schools Inc. Address: P. O. Box 727. Phone: 3-5321.
FACILITIES: Ch. 61. Authorizoo Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Height: Above average terrain 340 ft. Above ground 370 ft.

AFFILIATION: Station, Am, WCBC.

REPRESENTATIVES: Washington Attorney, Morris Hall; Consulting Engineer, A. R. Bitter.

SERVICES: Two studios (40x60 ft. ea., convertible to auditorium 40x120 ft.). Two Fleetwood camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One opaque projector. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Paul E. Billheimer, pres., and wife (60%) and Edwin Messerschmidt (20%).

EXECUTIVES:

Paul E. Billheimer, pres. Vernal Layton, ch. eng.
Gordon Beck, gen. mgr.

BLOOMINGTON

(Monroe County)

WTTV (TV) (INDIANAPOLIS)

LICENSEE: Sarkes Tarzian Inc. Address: E. Hillside Drive. Phone: Bus. Ofc. (Indianapolis), Melrose 5-8656; Studio (Bloomington) 2-3391.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 973 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 11, 1949. Hours, 6:45-12:30 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Abe L. Stein; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (25x50 and 15x20 ft.). Five camera chains, four RCA and one Sarkes Tarzian. One TSC rear screen projector. Two film cameras, Oricon and Bolox. Four film projectors, two RCA, two DeVry. Three slide projectors, one Super Projectall, two Telojectors. One mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Sarkes Tarzian and family (100%). Firm also manufactures radio-tv station equipment, receiver parts.

EXECUTIVES:

Sarkes Tarzian, pres. Warren Perney, film buy.
Robert Lemon, gen. mgr. Jerry Danziger, prod. mgr.
Norman Cissna, asst. mgr. & Keith Wilson, prom. mgr.
sls. dir. David Lewis, news ed.
Robert Petronoff, prog. dir. Sue Bartlett, traffic dir.
Carl Onken, ch. eng.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. 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	987,700	1,937,600	2,524,450
Families in Area	310,685	607,165	748,915
No. of Sets	326,209	541,771	653,534
Retail Sales	\$1,203,219,000	\$2,156,703,000	\$2,329,081,000
Income per Family	\$5,776	\$5,303	\$4,644
Income per Capita	\$1,817	\$1,662	\$1,378

ELKHART

(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSEE: Truth Publishing Co. Inc. Address: 416 S. Second St. Phone: 2-1518.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 120 kw. Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 410 ft.; Above ground 445 ft.

OPERATION: Began March 20, 1954. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WTRC. Fm, WTRC-FM.

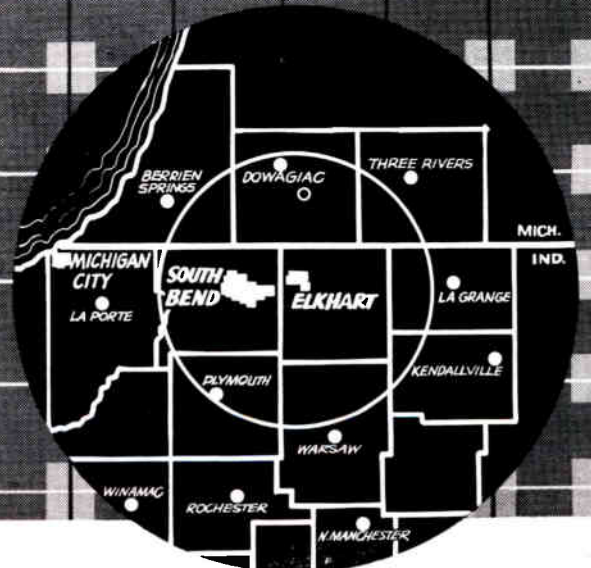
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (6x6 ft. and 60x40 ft.). Two RCA camera chains. One TSC rear screen projector. Three film cameras, Auricon, Bell & Howell, Bolox. Two RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One film processing unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: John F. Dille Jr., pres. (35.5%) · Walter R. Beardsley, vp. (49.5%) · Carl D. Greenleaf, vp. (14.43%).

**pay less to sell the
SOUTH BEND MARKET—**

Indiana's 1st — America's 5th Richest*



Class "A" time rate comparison
of South Bend area stations

Effective August, 1955

Time	WSJV	Station B	Station C
1 hour	\$300.00	\$500.00	\$400.00
½ hour	\$180.00	\$300.00	\$240.00
5 min.	\$ 90.00	\$125.00	\$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is \$6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion-dollar market—with broader coverage at substantially lower rates than any TV station in the area.

Your Growth Network Station

Serving
South Bend — Elkhart
Northern Indiana — Southern Michigan

JOHN F. DILLE, Jr., President
PAUL C. BRINES, General Manager

Represented by
H-R TELEVISION

WSJV-TV

ABC—Elkhart—Channel 52

ELKHART (Cont.)

WSJV (TV) (Cont.)

EXECUTIVES:

John F. Dille Jr., pres. & gen. mgr.
 Paul C. Brines, dir. of bdcst'g.
 John J. Keenan, com. mgr.
 Edwin J. Lasko, prog. dir. & film buy.
 Lester W. Zellmer, ch. eng.
 Joseph Gillespie, prom. mgr.
 Robert Wright, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications 2x2 in. Full screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 808,450; Families in Area, 251,985; No. of Sets, 208,411; Retail Sales, \$917,742,500; Income per Family, \$5,064.

EVANSVILLE
 (Vanderburgh County)

WEHT (TV) (HENDERSON, KY.)

LICENSEE: Ohio Valley Television Co. Address: P. O. Box 395, Evansville. Postal Zone: 4. Phone: 5-2634. (For full listing see Henderson, Ky.)

WFIE (TV)

LICENSEE: Premier Television Inc. Address: 1115 Mount Auburn Road. Phone: 5-6201.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 69.2 kw, Aural 36.3 kw. Operating Pow.: Visual 69.2 kw, Aural 36.3 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 515 ft.

OPERATION: Began Nov. 15, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George P. Adair.

SERVICES: Two studios (33x56 ft. and 30x40 ft.). Three camera chains, two RCA, one Dage. One TSC rear screen projector. One Eastman film camera. Two GPL film projectors. Two slide projectors. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Grand-Carlton Corp. (theaters). Jesse D., Isadore J. and Oscar K. Fine own Grand-Carlton Corp.

EXECUTIVES:

Jesse D. Fine, pres.
 Ted Nelson, gen. mgr., natl. com. mgr. & film buy.
 Charles J. Carey, prog. dir. & prom. mgr.
 Harvey Shellito, ch. eng.
 Fred Rollison, news ed.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 40% for 260 times. Rate Card No. 5.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	450,700	680,000	791,600
No. of Sets	73,600	94,950

FORT WAYNE
 (Allen County)

WANE-TV

(Target Date, Sept. 1, 1955)

LICENSEE: Radio Fort Wayne Inc. Address: Fort Wayne Bank Bldg. Phone: Anthony 6212.

FACILITIES: Ch. 69. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 107 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 786 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WANE.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Owned by Universal Bcstg. Co., C. Bruce McConnell, pres. Universal is licensee of WISH-AM-TV Indianapolis and owns WHBU Anderson.

EXECUTIVES:

C. Bruce McConnell, pres.
 Robert B. McConnell, gen. mgr.
 Stokes Gresham Jr., ch. eng.

WINT (TV) (WATERLOO)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Phone: Anthony 8475. (For full listing see Waterloo.)

WKJG-TV

LICENSEE: Northeastern Indiana Bcstg. Co. Address: 220 E. Jefferson St. Postal Zone: 2. Phone: Anthony 2295.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 141 kw. Operating Pow.: Visual 269 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 770 ft.; Above ground 793 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, DTN, NBC. Stations, Am, WKJG. Fm, WKJG-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George E. Gautney.

SERVICES: One studio (35x50 ft.). One GE camera chain. One rear screen projector. One GE film camera. Two GE film projectors. Two slide projectors, one 2x2 in., one 3x4 in. One mobile unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: Clarence L. Schust, pres. (28.52%); H. Leslie Popp, vp.-treas. (28.52%); Edward G. Thoms, vp.-sec. (18.76%) and Walter L. Thoms (18.76%) and others.

EXECUTIVES:

Clarence L. Schust, pres.
 Edward G. Thoms, gen. mgr.
 Carleton B. Evans, com. mgr.
 Calo Mahlock, prog. dir.
 Eugene A. Chase, ch. eng.
 Wilson Schroeder, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$350; minute spot (live) \$80, (film) \$70; ID \$35. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	645,600	720,000
Families in Area	200,987	226,000
No. of Sets	132,547	148,934
Retail Sales	\$710,233,000	\$882,254,000
Income per Family	\$6,008
Income per Capita	\$1,887

INDIANAPOLIS
 (Marion County)

WFBM-TV

LICENSEE: Consolidated Television & Radio Bcstrs. Inc. Address: 1330 N. Meridian St. Postal Zone: 2. Phone: Melrose 4-8521.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 1,019 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 30, 1949. Hours, 7-12:15 a.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WFBM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (60x40 ft. and 40x30 ft.). Ten camera chains. Two DuMont film cameras. Two DuMont film projectors. One DuMont dual opaque (3x4 in.) projector. One scanner. Shadow box (6x8 in. cards). One mobile bus unit. News Services, AP, INS. Library, World.

PRINCIPAL STOCKHOLDERS: Owned principally by Harry M. Bitner and family. Also owns WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis, WFDF Flint, Mich.

EXECUTIVES:

Harry M. Bitner Jr., pres.
 William F. Kiley, gen. mgr.
 Don Menke, com. mgr.
 Bill Fall, prog. dir.
 Harold Holland, ch. eng.
 Hugh Kibbey, film buy.
 Bernie Carney, prom. mgr.
 Gilbert Forbes, news ed.

RATE INFORMATION: Class AA one hour (live) \$960, (film) \$960; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION:

	Indianapolis	Indianapolis Met. Area (Marion Co.)	WFBM-TV O.I MV Service Area
Population	453,500	599,900	2,226,700
Families in Area	144,320	188,830	695,840
No. of Sets	170,000	665,000
Retail Sales	\$780,093,000	\$835,152,000	\$2,478,295,000

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.



OVER HALF THE AUTOMOTIVE SALES IN INDIANA

*are made to the people served by WFBM-TV**

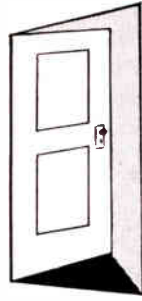
***NO OTHER INDIANA TV STATION DELIVERS SO MUCH**

Automotive sales state-wide: \$894,041,000

Automotive sales WFBM-TV-wide: \$500,663,000

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV,
Grand Rapids; WFDF, Flint; WTCN, WTCN-TV,
Minneapolis, St. Paul



AN
open door
 to the Nation's
 Test Market!
WLBC-TV

Muncie . . . sometimes called Mid-
 dletown, U.S.A. . . . has been the
 nation's recognized test market for
 years. Reach this rich Muncie area
 market via WLBC-TV.

- ★ 110,000 UHF sets (June, 1955)
- ★ 65% tuned to Channel 49
- ★ \$225 Base Rate
- ★ All 4 networks
- ★ Proven Test Market



MUNCIE, INDIANA

INDIANA

INDIANAPOLIS (Cont.)

WISH-TV

LICENSEE: Universal Bcstg. Co. Inc. Address: 1440 N. Meridian St. Postal Zone: 2.
 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: RCA. Antenna
 Make: RCA. Height: Above average terrain 990 ft.; Above ground 997 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1954. Hours, 6:45-12:15 a.m.

AFFILIATION: Tv Network, CBS. Station, Am, WISH.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Segal, Smith &
 Hennessey; Consulting Engineer, George C. Davis.

SERVICES: One studio (48x25 ft.). One auditorium (with 150 seats, stage 26x26 ft.).
 Four RCA camera chains. One RCA film camera. Two RCA film projectors.
 One Super Projectall slide projector. One Bridgmatic film processing unit.
 News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: C. Bruce McConnell, pres. (50.71%); Earl H.
 Schmidt, sec. (7%); Frank E. McKinney, treas. (10%); and others. Licensee
 also owns WHBU Anderson and WANE-AM-TV Fort Wayne.

EXECUTIVES:

C. Bruce McConnell, pres.	Steven T. Briggs, prog. dir.
Robert B. McConnell, vp., gen. mgr. & film buy.	Stokes Gresham, ch. eng.
Robert F. Ohleyer, com. mgr.	James A. Buck, prom. mgr.
	Vince Leonard, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot
 (live) \$180, (film) \$180; 1D \$90. 1D Length 8 sec. Full and share screen.
 Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate
 Card No. 3.

WTTV (TV) (BLOOMINGTON)

LICENSEE: Sarks Tarzian Inc. Address: E. Hillside Drive, Bloomington, Ind. Phone:
 2-3391. (For full listing see Bloomington.)

LAFAYETTE
 (Tippecanoe County)

WFAM-TV

LICENSEE: WFAM Inc. Address: McCarty Lane. Phone: 2-4300.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 100 kw.
 Operating Pow.: Visual 170 kw, Aural 100 kw. Transmitter: RCA. Tower
 Make: Ideco. Height: Above average terrain 630 ft.; Above ground 637 ft.

OPERATION: Began June 15, 1953. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN, NBC. Station, Am, WASK.

REPRESENTATIVES: Sales, William G. Rambeau Co.; Attorney, Charles Vaughan
 (Lafayette); Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (60x40 ft. and 10x12 ft.). Two RCA camera chains. One
 TSC rear screen projector. Two RCA film cameras. Two RCA film projectors.
 One Telop Projectall slide projector.

PRINCIPAL STOCKHOLDER: O. E. Richardson (100%).

EXECUTIVES:

O. E. Richardson, pres.	James R. Potter, prog. dir.
Herb Nelson, gen. mgr., com. mgr., film buy. & prom. mgr.	Richard Cochran, ch. eng.
	Hi Shumway, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$200; minute spot
 (live) \$47.50, (film) \$40; 1D \$20. 1D Length 10 sec. Frequency discounts from
 5% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total (Including Fringe Area): Population, 671,530;
 Families in Area, 208,000; No. of Sets, 66,250; Retail Sales, \$460,000,000;
 Income per Family, \$5,200; Income per Capita, \$1,798.

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 14.1 kw, Aural 7.59 kw.
 Operating Pow.: Visual 14.1 kw, Aural 7.59 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 500 ft.; Above ground 542 ft.

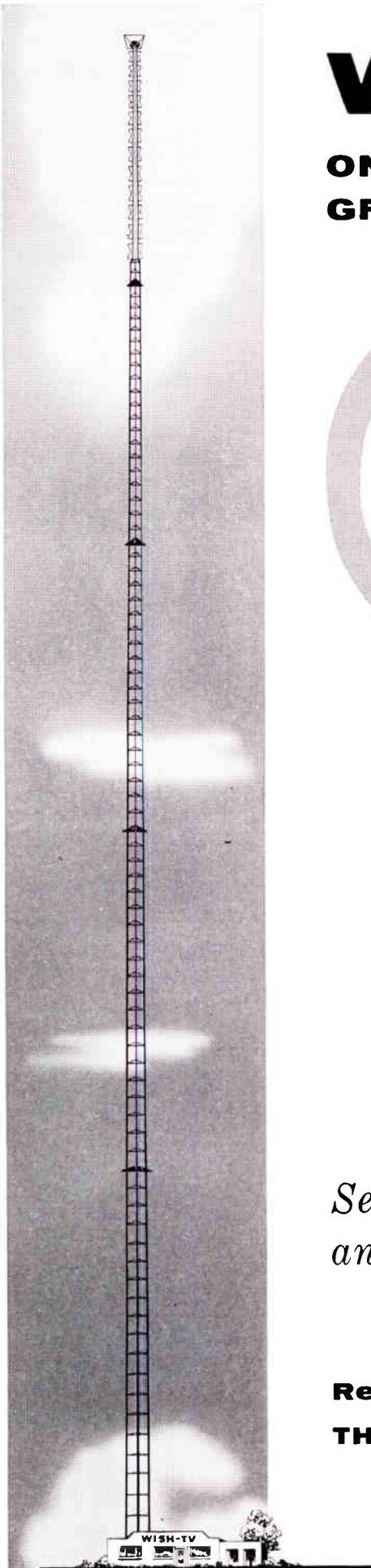
EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 8, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WLBC. Fm,
 WMUN (FM).

REPRESENTATIVES: Sales, Hal Holman Co., Chicago; The Walker Representation Co.,
 Inc., New York; Washington Attorney, John H. Midlen; Consulting Engineer,
 George C. 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.



WISH-TV

**ONE OF THE NATION'S
GREATEST TELEVISION STATIONS**

CHANNEL 8

1,000 FOOT TOWER

316,000 WATTS OF POWER



**WISH-TV
A BASIC
CBS
AFFILIATE**

*Serving the great Indianapolis
and Indiana trading area*

**Represented by
THE BOLLING COMPANY**



MUNCIE (Cont.)

WLBC-TV (Cont.)

SERVICES: One studio (50x24 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Super-Projectall slide and opaque projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Donald A. Burton, pres.-treas., and wife (52.5%); William F. Craig, vp. (46.5%); and others.

EXECUTIVES:
 Don Burton, pres., treas. & gen. mgr. Maury Crain, ch. eng.
 Bill Craig, com. mgr. & film buy. George Marks, prom. mgr.
 Lee Allerton, prog. dir. Fred Hinshaw, news ed.

RATE INFORMATION: Class A one hour (live) \$275, (film) \$225; minute spot (live) \$50, (film) \$50; ID \$22.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 2.

MARKET INFORMATION: (Total for WLBC-TV Market Area): Population, 473,300; Families in Area, 149,300; No. of Uhf Sets, 110,700; Retail Sales, \$482,615,000; Income per Family, \$4,848; Income per Capita, \$1,526.

NOTRE DAME
(St. Joseph County)

WNDU-TV (SOUTH BEND)

LICENSEE: Michiana Telecasting Corp. Address: Notre Dame, Ind. Phone: Central 4-9011.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 49.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 538 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 15, 1955. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, WNDU.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Dempsey & Kopolovitz; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x60 ft.). Three RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two Spindler & Sauppe slide projectors. One mobile unit. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Wholly owned by University of Notre Dame du Lac, Rev. Theodore M. Hesburgh, pres.

EXECUTIVES:
 Rev. Theo. M. Hesburgh, C.S.C., pres. Wm. Thomas Hamilton, com. mgr.
 Bernard C. Barth, vp., gen. mgr. & film buy. Edward J. Roth Jr., prog. dir.
 William A. Garden, prod. dir.
 Geo. B. Smith, ch. eng.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$500; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 8 sec. Specifications 12 word copy, 2 sec, station ID-video & audio. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 660,000; Families in Area, 201,000; No. of Sets, 154,770; Retail Sales, \$763,472,000; Income per Family, \$6,916; Income per Capita, \$2,136.

PRINCETON
(Gibson County)

WRAY-TV†

LICENSEE: Southern Indiana Tele-Casting Inc. Address: Custer W. Broadway.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 461 ft.

OPERATION: Began Dec. 6, 1952.

AFFILIATION: Station, Am, WRAY.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Leon L. Sclawy; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: M. R. Lankford, (licensee of WRAY-AM), pres. (67.9%), and others. Mr. Lankford also owns WCBQ Sarasota, Fla., and WJON DuQuoin, Ill.

EXECUTIVES:
 M. R. Lankford, pres. & gen. mgr. Gordon Lack, news ed.
 Ray J. Lankford, sec.-treas.

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

SOUTH BEND
(St. Joseph County)

WNDU-TV (NOTRE DAME)

LICENSEE: Michiana Telecasting Corp. Address: Notre Dame, Ind. Phone: Central 4-9011. (For full listing see Notre Dame.)

WSBT-TV

LICENSEE: South Bend Tribune. Address: 225 W. Colfax Ave. Postal Zone: 26. Phone: Central 3-3141.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 479 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 21, 1952. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, WSBT.

REPRESENTATIVES: Sales, Paul H. Raymer Co., Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (30x40 ft.). Four RCA camera chains. One RCA tilt camera. Two RCA film projectors. Two Spindler & Sauppe 2x2 in. slide projectors. One Calumet film processing unit. One mobile unit. News Services, INS, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: South Bend Tribune Publishing Co. (South Bend Tribune) is owned by the estate of F. A. Miller, deceased (52.37%); and others.

EXECUTIVES:
 Neal B. Welch, gen. mgr. Walter A. Sweitzer Jr., film buy.
 Richard H. Holloway, natl. sls. mgr. Judd Choler, prom. mgr.
 Robert J. Drain, prog. dir. Robert H. Houser, news ed.
 Arthur R. O'Neil, ch. eng.

RATE INFORMATION: Class A one hour (film) \$400; minute spot (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WSJV (TV) (ELKHART)

LICENSEE: Truth Publishing Co. Address: 416 S. Second St. Phone: 2-1518. (For full listing see Elkhart.)

TERRE HAUTE
(Vigo County)

WTHI-TV

LICENSEE: Wabash Valley Bcstg. Corp. Address: 918 Ohio St. Phone: Crawford 9481.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 22, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WTHI. Fm, WTHI-FM.

REPRESENTATIVES: Sales, Bolling Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George C. Davis.

SERVICES: One studio (2,500 sq. ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston-Fearless film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Anton Hulman Jr., pres. (81.65%); J. R. Coutier, vp. & treas. (13.35%) and Henry P. Smith (5%).

EXECUTIVES:
 Anton Hulman, pres. Nancy Langan, film dir.
 Joseph M. Higgins, gen. mgr. Richard M. Forbes, prom. & publ. dir.
 Ben Falber Jr., tv opr. dir. Howard Caldwell, news dir.
 Pat Murphy, prog. mgr.
 Don E. Petit, ch. eng.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Frequency discounts. Rate Card No. 1B.

MARKET INFORMATION: Population, 715,635; Families in Area, 227,461; No. of Sets, 154,000. Retail Sales, \$714,500.

WATERLOO
(DeKalb County)

WINT (TV) (FORT WAYNE)

LICENSEE: Tri-State Television Inc. Address: 2010 Lincoln Tower. Postal Zone: 2. Phone: Anthony 8475.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 126 kw. Operating Pow.: Visual 240 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 830 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Andrew D. Ring.

SERVICES: One studio (25x35 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray Teloprojector slide projector. One Gray Telop opaque projector. News Service, UP. Library, Capital.

PRINCIPAL STOCKHOLDERS: R. Morris Pierce, pres. (10.87%); Ralph Rehor, vp. (6.52%); Frederick Wolf, treas. (10.87%); E. J. Sklenicka, sec. (4.35%); J. J. Smid (8.69%); John F. Patt (14.5%), and others. Mr. Patt is president of WJR Detroit and WJRT (TV) Flint, both Mich.

EXECUTIVES:
 R. Morris Pierce, pres. Charles E. Wallace, ch. eng.
 Ben. B. Baylor Jr., vp. & gen. mgr. Ber K. West, prom. mgr.
 Robert C. Currie Jr., prog. dir. & film buy. Richard T. Hilcox, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 2½% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 722,500; Families in Area, 228,600; No. of Sets (Jan. 31), 134,320; Retail Sales, \$768,150,000; Income per Family, \$6,487; Income per Capita, \$1,887.

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IOWA MARKET INDICATORS

Total Population, July 1, 1954.....	2,638,000
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, March 1955.....	617,000
Employed in Agriculture, 1950.....	285,267
Employed in Mining, March 1955.....	2,800
Employed in Manufacturing, March 1955.....	164,800
Employed in Construction, March 1955.....	25,800
Employed in Transportation & Public Utilities, March 1955.....	55,600
Employed in Wholesale & Retail Trade, March 1955.....	168,600
Employed in Finance, Insurance & Real Estate, March 1955.....	26,500
Employed in Service and Miscellaneous, March 1955.....	69,800
Employed in Government Service, March 1955.....	103,300
Retail Sales, 1954.....	\$ 3,045,802,000
Bank Assets, Jan. 1, 1955.....	\$ 2,930,426,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,707,189,000
Major Income Sources, 1953: Agriculture 21.9%; Government 14.6%; Manufacturing Payrolls 17.1%; Trade and Service 23.8%.	
Total Income Payments, 1953.....	\$ 3,954,000,000
Per Capita Income, 1953.....	\$ 1,518
Total Internal Revenue Collections, 1954.....	\$ 521,087,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 74.83
Cash Receipts from Farm Marketing, 1954.....	\$ 2,347,221,000
Government Payments to Farmers, 1954.....	\$ 9,538,000
Value of Mineral Production, 1951.....	\$ 47,706,000
Total New Construction in 1952.....	\$ 455,800,000
New Private Construction in 1952.....	\$ 347,300,000
New Public Construction in 1952.....	\$ 108,500,000
Motor Vehicle Registration, 1954.....	1,143,540
Number of Telephones, Jan. 1, 1955.....	917,500
Number of Electrical Connections, Jan. 1, 1955.....	902,927
Number of Gas Utilities Connections, 1953.....	322,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

IOWA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	1954 (\$000)			
Adair.....	12,292	\$ 9,504	\$ 1,593	\$ 225	1,920	48%	
Adams.....	8,753	7,018	732	99	1,340	48%	
Allamakee.....	16,351	16,685	3,130	206	560	12%	
Appanoosa.....	19,683	14,337	3,210	375	1,390	22%	
Audubon.....	11,579	13,513	2,075	188	1,820	52%	
Benton.....	22,656	22,612	4,438	356	2,840	39%	
Black Hawk.....	100,448	133,316	25,649	3,447	11,680	35%	
Boone.....	28,139	23,256	4,554	571	5,120	60%	
Bremer.....	18,884	21,930	3,723	265	1,280	22%	
Buchanan.....	21,927	17,848	3,166	243	2,440	40%	
Buena Vista.....	21,113	27,738	5,126	531	1,710	24%	
Butler.....	17,394	18,890	2,752	265	1,270	23%	
Calhoun.....	16,925	15,946	3,128	386	1,370	25%	
Carroll.....	23,065	31,102	4,727	478	3,360	51%	
Cass.....	18,532	24,222	4,215	568	3,810	60%	
Cedar.....	16,910	19,040	2,875	318	4,000	74%	
Cerro Gordo.....	46,053	71,915	14,064	1,613	5,750	39%	
Cherokee.....	19,052	20,401	3,253	507	1,220	23%	
Chickasaw.....	15,228	16,835	3,826	290	630	14%	
Clarke.....	9,369	8,543	2,278	175	620	20%	
Clay.....	18,103	29,182	5,292	546	970	17%	
Clayton.....	22,522	20,183	3,619	386	780	11%	
Clinton.....	49,664	63,414	13,185	1,247	11,990	75%	
Crawford.....	19,741	19,066	3,834	397	2,960	52%	
Dallas.....	23,661	26,128	5,750	642	4,820	62%	
Davis.....	9,959	5,645	1,490	190	650	21%	
Decatur.....	12,601	9,072	2,351	252	770	20%	
Delaware.....	17,734	13,915	2,768	320	2,810	54%	
Des Moines.....	42,056	56,135	13,107	1,849	9,820	67%	
Dickinson.....	12,756	15,231	2,684	343	680	17%	
Dubuque.....	71,337	92,220	18,552	1,479	8,050	40%	
Emmett.....	14,102	15,390	3,069	388	770	18%	
Fayette.....	28,294	23,967	4,663	430	1,300	15%	
Floyd.....	21,505	21,366	4,722	527	880	13%	
Franklin.....	16,268	16,323	2,822	227	2,810	54%	
Fremont.....	12,323	9,772	2,077	217	2,590	70%	
Greene.....	15,544	15,960	2,964	336	2,890	59%	
Grundy.....	13,722	13,339	2,184	318	2,070	47%	
Guthrie.....	15,197	12,143	2,168	246	2,850	62%	
Hamilton.....	19,660	20,699	3,991	489	4,420	69%	
Hancock.....	15,077	13,453	2,703	264	1,540	34%	
Hardin.....	22,218	30,735	5,372	534	5,110	68%	
Harrison.....	19,560	17,001	3,229	488	3,690	64%	
Henry.....	18,708	18,842	3,578	466	1,950	35%	
Iowa.....	13,105	13,437	2,443	183	550	14%	
Iumboldt.....	13,117	14,168	2,687	227	980	24%	
Iowa.....	10,697	13,545	2,310	286	760	23%	
Iowa.....	15,835	17,246	2,884	297	1,570	32%	
Jackson.....	18,622	19,088	3,652	433	4,330	76%	
Jasper.....	32,305	34,009	8,637	814	6,050	59%	
Jefferson.....	15,696	14,486	3,123	337	1,730	34%	
Johnson.....	45,756	47,904	8,843	1,557	5,460	42%	
Jones.....	19,401	21,990	3,620	431	3,160	54%	
Keokuk.....	16,797	16,923	2,445	284	1,790	32%	
Kossuth.....	26,241	26,420	4,746	522	1,430	19%	
Lee.....	43,102	45,425	10,425	1,546	2,160	16%	
Linn.....	104,274	165,963	28,662	5,546	19,670	56%	
Louisia.....	11,101	13,545	2,086	298	2,520	74%	
Lucas.....	12,069	12,140	2,677	243	780	20%	
Lyon.....	14,697	13,588	2,095	251	1,380	32%	

County	Population 1950	Retail Sales			Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	1954 (\$000)			
Madison.....	13,131	11,921	2,106	293	2,410	56%	
Mahaska.....	24,672	26,771	4,305	702	2,250	28%	
Marion.....	25,930	12,839	5,199	521	4,540	59%	
Marshall.....	35,611	45,872	9,442	995	6,320	56%	
Mills.....	14,064	11,049	1,954	258	2,590	70%	
Mitchell.....	13,945	16,696	2,686	171	590	14%	
Monona.....	16,303	14,723	2,777	335	3,150	63%	
Monroe.....	11,814	8,149	2,091	163	710	21%	
Montgomery.....	15,685	18,918	3,373	453	3,710	70%	
Muscataine.....	32,148	40,129	7,370	626	7,880	74%	
O'Brien.....	18,970	22,417	3,864	381	1,010	17%	
Osceola.....	10,181	10,073	1,735	87	510	17%	
Page.....	23,921	34,673	4,346	765	5,130	70%	
Palo Alto.....	15,891	15,002	2,575	330	810	18%	
Plymouth.....	23,252	26,633	4,757	528	2,180	32%	
Pocahontas.....	15,496	15,017	2,966	385	1,100	24%	
Polk.....	226,010	337,275	63,838	10,266	56,140	73%	
Pottawattomie.....	69,682	69,097	16,167	1,978	13,870	63%	
Poweshiek.....	19,344	20,070	4,201	424	1,620	28%	
Ringgold.....	9,528	6,687	944	169	1,540	48%	
Sac.....	17,518	18,980	3,485	370	1,270	23%	
Scott.....	100,698	142,830	25,930	3,976	27,030	83%	
Shelby.....	15,942	17,924	2,198	331	2,810	61%	
Sioux.....	26,381	25,906	4,806	569	2,300	31%	
Story.....	44,294	44,649	10,745	1,236	8,420	64%	
Tama.....	21,688	23,675	3,752	308	3,300	47%	
Taylor.....	12,420	7,892	1,558	165	1,920	48%	
Union.....	15,821	15,821	3,211	433	2,470	48%	
Van Buren.....	11,007	7,938	1,502	118	1,260	34%	
Wapella.....	47,397	49,038	11,027	1,609	2,100	14%	
Warren.....	17,758	12,723	2,942	209	3,090	56%	
Washington.....	19,557	24,764	3,471	562	2,040	42%	
Wayne.....	11,737	8,769	1,899	246	750	19%	
Webster.....	44,241	59,329	10,324	1,092	9,210	66%	
Winnebago.....	13,450	16,311	2,647	333	1,400	35%	
Winneshiek.....	21,639	18,345	3,469	331	950	15%	
Woodbury.....	103,917	145,990	27,345	4,612	21,380	62%	
Worth.....	11,068	9,020	2,056	155	1,160	35%	
Wright.....	19,652	21,158	4,460	546	3,440	54%	

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AMES

(Story County)

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts. Address: Ames. Phone: 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: GE. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 21, 1950. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WOI. Fm, WOI-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Cohn & Marks; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (46x79 ft. and 30x35 ft.). Six camera chains, two RCA, four DuMont. One Trans-Lux rear screen projector. Four film cameras, two RCA, two GE. Four film projectors, two RCA, two GE. One Gray Telojector slide projector. One GE (3 1/4 x 4 in.) opaque projector. One GPL rapid processor film processing unit. One International Metro Truck mobile unit. News Services, AP, INS, UP. 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. Marguerite Theobald, prom. mgr.
 Robert C. Mulhall, com. mgr. & George Halsey, news dir.
 film buy.

RATE INFORMATION: Class A one hour (live) \$500; minute spot (live) \$100; ID \$50. ID Length 10 sec. Full and share screen. 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.....	85,000	500,000	730,000
Families in Area.....	26,000	150,000	220,000
No. of Sets.....	315,000
Retail Sales.....	\$1,500,000,000
Income per Family.....	\$4,545
Income per Capita.....	\$2,054

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

CEDAR RAPIDS
(Linn County)

KCRG-TV

LICENSEE: Cedar Rapids Television Co. Address: First Ave. at First St., S. E. Phone: 4-4194.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,060 ft.; Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 15, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KCRG.

SALES REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio. Two RCA camera chains. One RCA film camera. Two Eastman 16mm film projectors. One Gray Telojector slide projector. News Services, AP, INS. Library, Official.

PRINCIPAL STOCKHOLDERS: Owned by Gazette Co. (Cedar Rapids Gazette).

EXECUTIVES:

Joseph F. Hladky Jr., exec. vp.
Wade S. Patterson gen. mgr. & com. mgr.
Ralph D. Willey, prog. dir. & film buy.

Carl R. Rollert, ch. eng.
Edna A. Herbst, prom. & publicity dir.
Richard D. Yoakam, news ed.

RATE INFORMATION: Class A one hour (live) \$385, (film) \$325; minute spot (live) \$85, (film) \$65; ID \$32.50. ID Length 8 sec. full, 10 sec. shared. Upper right corner preferred for shared IDs. Specifications 15x20mm safe viewing area. Full and share screen. Frequency discount 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	776,713	904,907	1,173,895
Families in Area	250,552	291,905	378,674
No. of Sets			288,660
Retail Sales	\$952,667,000	\$1,094,389,000	\$1,391,427,000

WMT-TV

LICENSEE: WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: 4-0171.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 702 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WMT.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bingham, Collins Porter & Kistler; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt

SERVICES: One studio (40x60 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Telojector slide projector. One composite film processing unit. News Services, AP, INS, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations Inc. (Mrs. Helen S. Mark chmn. of bd.) (51%); William B. Dolph, pres. (29%) and William B. Querton, vp. (20%). Interlocking ownership with KULA-AM-TV Honolulu, KJBS San Francisco, and KGIL San Fernando, both Calif.

EXECUTIVES:

William B. Dolph, pres.
William B. Querton, gen. mgr.
Lew Van Nostrand, gen. sls. mgr.
Doug Grant, tv opr. dir. & film buy.

George Hixenbaugh, ch. eng.
Bob Kenney, prom. mgr.
Dick Cheverton, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. full screen, 8 sec. share screen. Full and share screen. Frequency discounts from 5% for 26 anncs. 13 pgms., up to 25% for 260 anncs., 156 pgms. Rate Card No. 3.

MARKET INFORMATION:

	Primary Area	Grade B (FCC Contour)	0.1 MV Contour (Not Including Fringe Area)
Population	813,500	882,400	1,254,100
Families in Area	255,020	267,030	385,630
No. of Sets	187,460	195,860	266,100
Retail Sales	\$952,567,000	\$1,058,590,000	\$1,456,574,000

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.



... shines his
brightest in Ziv's
New Traffic Stopping TV series

see pages 434-435





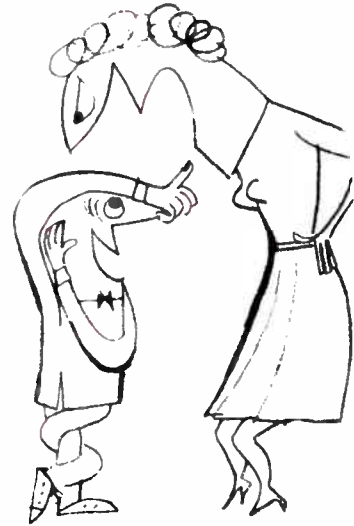
TALK TO THE MAN ON THE STREET

Lady time buyers command the most attention with this method, which requires total recall, and you meet such interesting people. Obvious hazard: You meet few farmers on Madison Avenue.



RUB SHOULDERS WITH PEOPLE IN ALL WALKS

Excellent for Brooks-Brothers type, especially if he can talk Common Man's Language. Drawbacks: All walks lead to Grand Central, where few Iowans commute; dandruff.

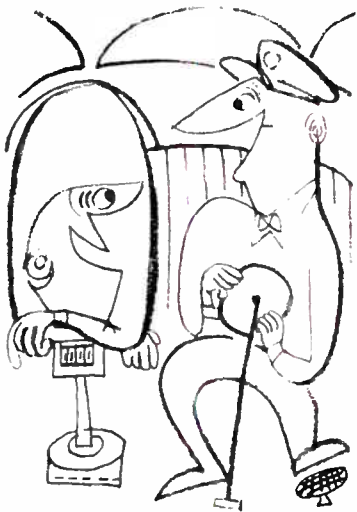


ASK THE LITTLE WOMAN

Fairly limited application: incidence of Ex-Eastern Iowa wives among advertising fraternity low (higher in California). Good, though, far as it goes. Station loyalties long-lived.

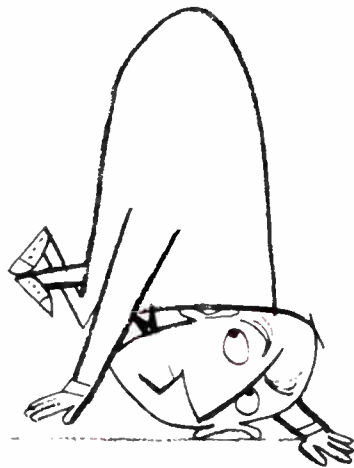
GUIDE TO SURVEYS

for independent time buyers who do their own sampling



ASK A CAB DRIVER

(No good for rainy weather. No cabs.) Take Route 30 west for 987 miles—hang the expense! We know where you can get your bent ear straightened on arrival (and your straight elbow bent).



EAR-to-GROUND METHOD

Good for listening to Indians on warpath but can lead to complications. *Acute otitis media* may result from exposure to rich Iowa soil. You want corn growing out of your ear?



LET-PULSE-DO-IT-AFTER-ALL METHOD

Pulse reports that WMT-TV (mail address Cedar Rapids, channel 2, CBS, national rep Katz), with the top 15 once-a-week shows, and the top 10 multi-weekly shows, has more audience in its 26 county primary area than all other stations combined during 87% of the telecasting week.

DAVENPORT
(Scott County)

WOC-TV

LICENSEE: Central Bcstg. 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: RCA. Antenna
Make: RCA. Height: Above average terrain 600 ft.; Above ground 625 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 31, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network NBC. Stations, Am, WOC. Fm, WOC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (13x35 ft. and 30x50 ft.). Four RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. Two Selectroslide slide projectors; one Multiscope slide and opaque projector. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, 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, vp. & treas.	Mark Wodlinger, res. sls. mgr. & film buy.
Ralph Evans, exec. vp.	
Paul A. Loyet, vp.	Raymond E. Guth, prog. dir. & film buy.
Wm. D. Wagner, sec.	
Ernest C. Sanders, res. mgr. & film buy.	Paul Arvidson, ch. eng.
	Robert Frank, news ed.

RATE INFORMATION: Class AA one hour (live) \$800, (film) \$800; minute spot (film) \$160; ID \$8C. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 30% for 520 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,550,000	853,100	2,403,100
Families in Area	477,910	268,200	746,110
No. of Sets	295,196	88,506	383,702
Retail Sales	\$1,859,761,000	\$1,268,642,000	\$3,128,403,000
Income per Family	\$5,139
Income per Capita	\$1,586

DES MOINES
(Polk County)

KGTV (TV)†

LICENSEE: Rib Mountain Television Inc. Address: Bus ofc.: 223 Insurance Exchange Bldg. Phone: 8-6751.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw.

Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 492 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv 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 camera chains. One RCA film camera. One film projector. One Tressel Projectall slide projector. One RCA mobile unit with two camera field chains. News Service, INS.

PRINCIPAL STOCKHOLDERS: Morgan Murphy-Walter C. Bridges. For other holdings see WEAU-TV Eau Claire, Wis.

EXECUTIVES:

W. C. Bridges, pres. Leo Howard, gen. mgr., com. mgr. & film buy.
† KGTV (TV) has suspended operation but has not returned its CP.

KRNT-TV

LICENSEE: KRNT-TV Co. Address: 9th & Pleasant Sts. Postal Zone: 14. Phone: 3-2111

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 610 ft. Above ground 709 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1955. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, KRNT. Fm, KRNT-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (32x55 ft. and 32x64 ft.). Four cameras. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One Gray Teloprojector slide projector. One silent film, 100-ft. capacity, film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Cowles Broadcasting Co. Murphy Broadcasting Co. (Kingsley H. Murphy) holds option to buy 40% interest. Cowles also owns KVTM (TV) Sioux City, Iowa; WNAX Yankton, S.D., and 47% of WCCO-AM-TV Minneapolis (through Minneapolis Star & Tribune Co. Minneapolis Star & Tribune Co. also holds 80% of Wichita-Hutchinson Co. whose purchase of KTVH (TV) Hutchinson, Kan., is pending FCC approval. Cowles newspapers are Des Moines Register and Tribune, Minneapolis Tribune and Star and Look magazine.

EXECUTIVES:

Luther L. Hill, pres.	Joe G. Hudgens, asst. prog. dir. & prom. dir.
Robert W. Dillon, gen. mgr.	Charles F. Quentin, ch. eng.
Paul M. Elliott, com. mgr.	Bob Johnson, prom. mgr.
Richard H. Covey, prog. dir. & film buy.	Russ Van Dyke, news dir.
	Guy Koenigsberger, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Specifications 2x2 inch Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 745,500; Families in Area, 235,200; Retail Sales, \$857,270,000; Income per Family \$4,222.

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

**SOLD
DOWN THE RIVER**

UP THE RIVER

ACROSS THE RIVER

When Advertised on WOC-TV



WOC-TV Sells . . . because it offers the advertiser:

- 39 Iowa-Illinois counties with a population of 1,558,000*
- 39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955)
- 39 Iowa-Illinois counties with an annual Effective Buying Income of \$2,455,303,000*
- 39 Iowa-Illinois counties that spend \$1,800,717,000* a year in retail outlets.

WOC-TV Sells . . . because it offers the advertiser:

- Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6
- Basic NBC programming plus market-WISE local programming
- A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV Sells . . . because its 6 years of telecasting experience make it the channel that is watched throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

The QUINT CITIES STATION

BETTENDORF AND DAVENPORT IN IOWA, ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

CENTRAL BROADCASTING CO.
Davenport, Iowa

Col. B. J. Palmer, president
Ernest C. Sanders, resident manager

Exclusive National Representatives Free & Peters, Inc.



DES MOINES (Cont.)

WHO-TV

LICENSEE: Central Bcstg Co. Address: 1100 Walnut St. Postal Zone: 7. Phone: 8-6511.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 743 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 15, 1954. Hours 7 a.m.-midnight.

AFFILIATION: Tv 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.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Gray slide projector. One Gray Telop opaque projector. One RCA Truck mobile unit. News Services, AP, INS, UP. Library, Capitol, RCA Thesaurus, Music Hal Varieties Lantz Cartoons.

PRINCIPAL STOCKHOLDERS: B. J. Palmer and son, D. D. Palmer, are principal stockholders, also own WOC-AM-TV Davenport. Central Bcstg. Co. has 25% ownership in KMA Shenandeah Iowa and KMTV (TV) Omaha, Neb.

EXECUTIVES:

Col. B. J. Palmer, pres.	Harold W. Fulton, sls. mgr.
Dr. D. D. Palmer, vp. & treas.	Jack Kerrigan, prog. dir. & film buy.
Ralph Evans, exec. vp.	Reed E. Snyder, ch. eng.
Paul A. Loyet, vp. & res. mgr.	Kenneth Gfeller prod. mgr.
William D. Wagner sec. & controller	Jack Shelley, news bur. mgr.
W. W. Woods, asst. mgr.	John Schweiker, sls. prom. mgr.

RATE INFORMATION: Class A one hour (live) \$650, (film) \$650; minute spot (live) \$130, (film) \$130; ID \$65. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 881,780; Families in Area, 282,540; No. of Sets (June 1, 1955), 218,968; Retail Sales, \$1,036,721,000; Effective Buying Income per Family, \$4,933; Effective Buying Income per Capita \$1,580.

FORT DODGE
(Webster County)

KQT TV

LICENSEE: Northwest Television Co. Address: 912 1st Ave. South. Phone: Walnut 3761.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 112 kw, Operating Pow.: Visual 214 kw, Aural 112 kw. Transmitter: GE. Antenna Make: Workshop. Height: Above average terrain 630 ft.; Above ground 650 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1953. Hours, 2-10 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KVFD.

REPRESENTATIVES: Sales, John E. Pearson Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Everett L. Dillard.

SERVICES: One studio (40x40 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Projectall slide and opaque projector. One film processing unit. News Service, INS.

PRINCIPAL STOCKHOLDERS: Mr. and Mrs. Edward Breen are principal stockholders.

EXECUTIVES:

Edward Breen, pres. & gen. mgr.	Dave Sinclair, ch. eng.
Max Landes, com. mgr.	Bob Brown, prom. mgr.
Verne Gielow, asst. mgr. & film buy.	Drexel Peterson, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$22.50, (film) \$22.50; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 365 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	129,100	214,000	343,100
Families in Area	39,080	63,720	102,800
No. of Sets	28,243	25,706	53,949
Retail Sales	\$147,000,000	\$246,500,000	\$393,500,000
Income per Family			\$5,350
Income per Capita			\$1,603

MASON CITY
(Cerro Gordo County)

KGLO-TV

LICENSEE: Lee Radio Inc. Address: Second & Pennsylvania. Phone: 2800.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KGLO. Fm, KGLO-FM.

REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (40x60 ft.). Two Du Mont camera chains. One TSC rear screen projector. One Multiscanner. News Services, AP, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Lee P. Loomis (9%) and more than 50 stockholders. Affiliated in ownership with WTAD Quincy, Ill., WIBA Madison, Wis., 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) 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.	Douglas Sherwin, prog. dir.
Herbert R. Ohrt, vp. & gen. mgr.	Roger Sawyer, ch. eng.
Lloyd D. Loehrs, com. mgr. & film buy.	Donald Harrer, prom. mgr.
	Ken Kew, sports & news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency 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	379,000	580,700
Families in Area	109,300	165,740
No. of Sets	99,209	148,652
Retail Sales	\$431,658,000	\$674,758,000

OTTUMWA
(Wapello County)

KTVO (TV) (KIRKSVILLE, MO.)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa. Phone: Murray 2-4533. (For full listing see Kirksville, Mo.)

SIoux CITY
(Woodbury County)

KTIV (TV)

LICENSEE: KTIV Television Co. Address: 10th & Grandview Blvd. Phone: 8-0545.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Tower Construction. Height: Above average terrain 770 ft.; Above ground 633 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 10, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KSCJ.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. One opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Perkins Bros. Co. (KSCJ-Sioux City Journal and Journal-Tribune) (50%); Dietrich Dirks and associates (50%).

EXECUTIVES:

Dietrich Dirks, pres. & gen. mgr.	Bill Lucas, prog. dir. & film buy.
Eugene Flaherty, vp. & prom. mgr.	Al Smith, ch. eng.
L. L. McCurnin, com. mgr.	Ken Wayman, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

KVTV (TV)

LICENSEE: Cowles Bcstg. Co. Address: 614 Pierce St. Postal Zone: 1. Phone: 2-2711

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Operating Pow.: Visual 288 kw, Aural 144 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 29, 1953. Hours, 8:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS.

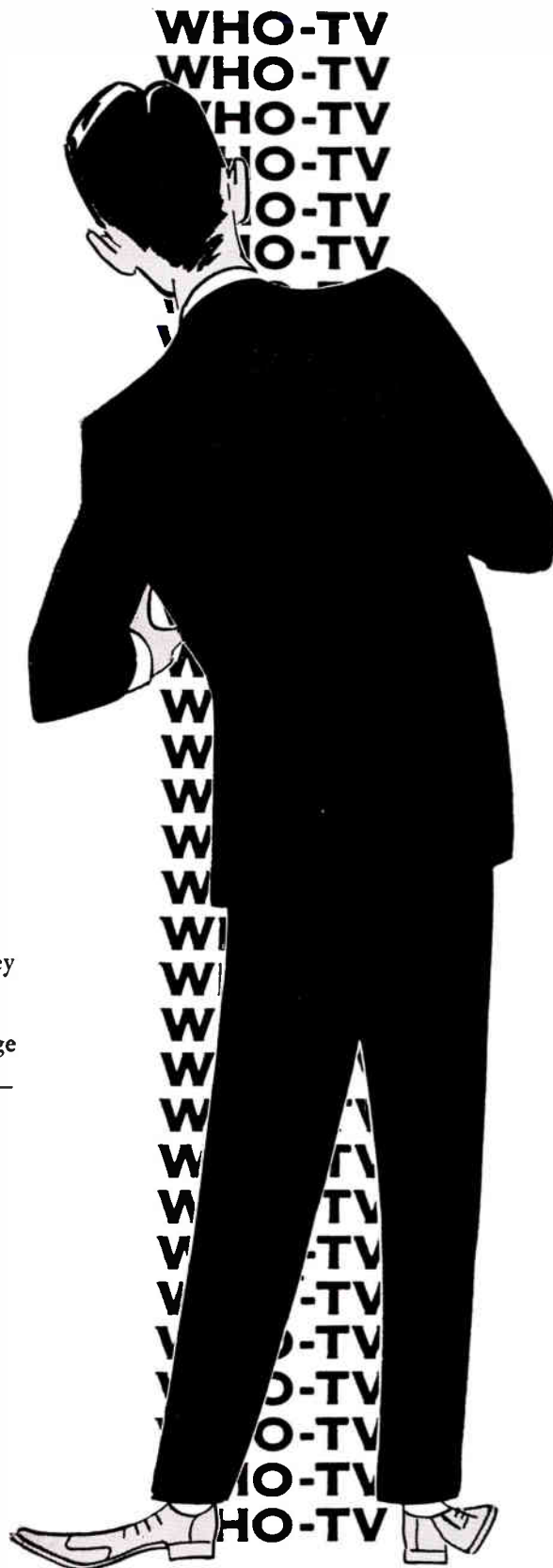
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The facts behind WHO-TV!

WE could write a book about the facts behind WHO-TV—
but from an advertising view-point, it boils down to this.

As of March, 1954, the Iowa Radio-Television Audience Survey showed that 56 out of every 100 Iowa families owned television sets. Today we estimate that WHO-TV's coverage area in Central Iowa has well over 300,000 television sets—viewed by 566,300 city people, 545,100 rural people.

Ask your Free & Peters Colonel for all the WHO-TV facts.



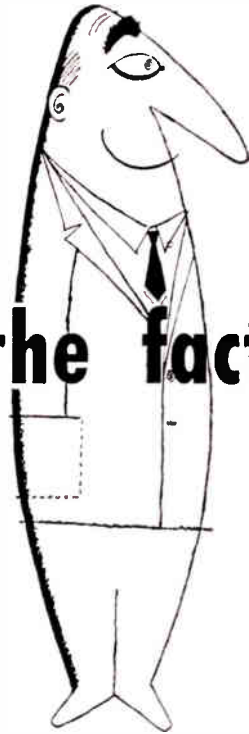
WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives





Let's face the facts

KVTV is ^{1st} in Sioux City

^{1st} ON THE AIR . . . Full programming March 29, 1953.

^{1st} IN AUDIENCE . . . KVTV rated a 77% share of audience from 6 p.m. to Midnight, plus the top 20 shows. KVTV leads better than 3 to 1 (Recent Telepulse).

^{1st} IN PROGRAMMING . . . CBS, ABC plus ALL the top-rated syndicated shows.

^{1st} IN LOCAL ACCEPTANCE . . . A better than 4 to 1 choice of leading local advertisers during 1955.

which all leads to the most important fact . . .

When you buy Sioux City . . . buy KVTV.
The Station That's ^{1st} by a
Country Mile!



FURY

starring "Fury"

World Radio

IOWA

SIoux CITY (Cont.)

KVTV (TV) (Cont.)

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (45x25x12 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera chain. Two RCA film projectors. Two Selectroslide slide projectors. One GE opaque projector. News Services, AP, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: For other Cowles interests see KRNT-TV Des Moines.

EXECUTIVES:

Luther L. Hill, pres. Norman Bacon, prog. dir. & film buy
Robert R. Tinscher, vp. & gen. mgr. Jack Iverson, trans. sup.
Art Smith, res. mgr. & news ed. Charles Prohaska, studio sup.
Donald D. Sullivan, com. mgr. Don Beedle, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 8 sec. 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	292,800	130,400	665,300
Families in Area	89,000	39,500	204,500
No. of Sets	72,831	24,752	152,835
Retail Sales	\$335,794,000	\$142,256,000	\$793,000,000
Income per Family	\$4,278	\$4,648	\$4,522
Income per Capita	\$1,321	\$1,407	\$1,425

WATERLOO

(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Bcstg. Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 191 kw, Aural 95 kw. Antenna Height: Above average terrain 550 ft.; Above ground 576 ft. (CP for 1040 ft. above average terrain.)

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KWWL.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Roberts & McInnis Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, pres. (38.9%); Donald M. Graham, vp. (2.4%); Glenn B. Beers, secy. (1.2%); E. Horslund, treas. (3.5%); Robert Buckmaster (7.9%), and others.

EXECUTIVES:

Ralph J. McElroy, pres. & gen. mgr. T. W. Kirksey, eng. dir.
Donald E. Inman, sls. dir. Virgil Clark, prom. dir.

RATE INFORMATION: Class A one hour \$400, minute spot \$80; ID \$40.

KANSAS

KANSAS MARKET INDICATORS

Total Population, July 1, 1954	2,016,000
Total Families, 1950	507,666
Total Urban Population, 1950	993,220
Total Rural Nonfarm Population, 1950	468,341
Total Farm Population, 1950	443,738
Employed in Nonagricultural Establishments, March 1955	541,200
Employed in Agriculture, 1950	162,770
Employed in Mining, March 1955	18,400
Employed in Manufacturing, March 1955	130,400
Employed in Construction, March 1955	35,800
Employed in Transportation & Public Utilities, March 1955	22,500

KANSAS

KANSAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Allen	18,187	\$17,629	\$ 3,550	\$ 409	860	14%
Anderson	10,267	7,508	1,373	225	480	14%
Atchison	21,496	18,431	4,369	617	3,480	51%
Barber	8,521	8,014	1,667	273	580	20%
Barton	29,909	54,104	10,859	1,461	2,850	28%
Bourbon	19,153	16,598	4,019	445	1,650	24%
Brown	14,651	14,103	2,438	426	2,700	52%
Butler	31,001	39,509	8,909	1,124	3,340	29%
Chase	4,831	2,992	810	95	250	18%
Chautauqua	7,376	5,760	1,185	200	380	16%
Cherokee	25,144	15,174	5,387	492	850	10%
Cheyenne	5,668	5,990	1,272	170
Clark	3,946	3,774	609	53
Clay	11,697	11,180	2,129	257	440	11%
Cloud	16,104	15,839	3,151	400
Comanche	10,408	7,351	1,308	185	450	14%
Cowley	3,888	3,005	500	138	260	20%
Crawford	36,905	44,260	10,045	1,126	2,070	17%
Decatur	40,231	40,060	9,896	1,258	1,490	10%
Dickinson	6,185	5,614	1,153	142
Doniphan	21,190	20,981	4,317	582	680	10%
Douglas	10,499	4,558	1,246	180	1,660	52%
Edwards	34,086	37,957	8,444	1,440	4,920	45%
Elk	5,936	5,166	1,195	200	420	20%
Ellis	6,679	3,964	1,033	140	340	16%
Ellsworth	19,043	22,542	4,561	669
Finney	8,465	7,366	1,659	245	360	14%
Ford	15,092	27,217	4,407	512
Franklin	19,670	32,197	4,959	902
Franklin	19,928	19,715	4,293	604	2,640	39%

GOODLAND
(Sherman County)

KWGB-TV

(Target Date, Unknown)

LICENSEE: Goodland Bestg. Co. Address: P. O. Box 569. Phone: 331.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 574 ft.

AFFILIATION: Station, Am, KWGB.

REPRESENTATIVES: Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: James E. Blair, pres. (100%).

EXECUTIVES:

James E. Blair, pres.

GREAT BEND
(Barton County)

KCKT (TV)

LICENSEE: Central Kansas Television Co. Inc. Address: P. O. Box 182. Phone: 7868.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 1,000 ft.

OPERATION: Began Nov. 29, 1954. Hours, 1:55-10:30 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (30x50 ft. and 24x18 ft.). One GE camera chain. One Bodde rear screen projector. One GE film camera. Two GE film projectors. One Gray Teloprojector slide projector. One GE Balop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: E. C. Wedell, pres., and wife (20%); C. L. Roberts, vp. (7.92%); Ralph R. Rinker (5.95%); and others. Leslie P. Ware, vp. & gen. mgr. (.03%), owns KLPW Union, Mo

EXECUTIVES:

E. C. Wedell, pres. Otis Cowan, com. mgr.
L. P. Ware, gen. mgr. Ben Butler, prog. dir.

RATE INFORMATION: Class A one hour (live) \$245, (film) \$225; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 45% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	296,530	836,060
Families in Area	94,200	276,000
No. of Sets	48,333	144,350
Retail Sales	\$371,113,000	\$1,059,031,000
Income per Family	\$4,853	\$4,913
Income per Capita	\$1,542	\$1,622

HUTCHINSON
(Reno County)

KAKE-TV (WICHITA)

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: Whitehall 3-4221. (For full listing see Wichita.)

KEDD (TV) (WICHITA)

LICENSEE: KEDD Inc. Address: P. O. Box 1740, Wichita. Phone: Temple 8-3321. (For full listing see Wichita.)

Market information in station listings is furnished by station and any inquiries should be directed to that 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

**CENTRAL
KANSAS'
NUMBER ONE CHOICE**

- NBC PROGRAMMING
- MARKET TAILORED PERSONALITIES
- BONUS COVERAGE

AND

NUMBER ONE MARKET

- CATTLE, WHEAT and OIL CAPITAL
- HIGHEST PER CAPITA
- SALES PROVEN MARKET

KCKT CHANNEL 2

1006 FT. TOWER

100,000 WATTS

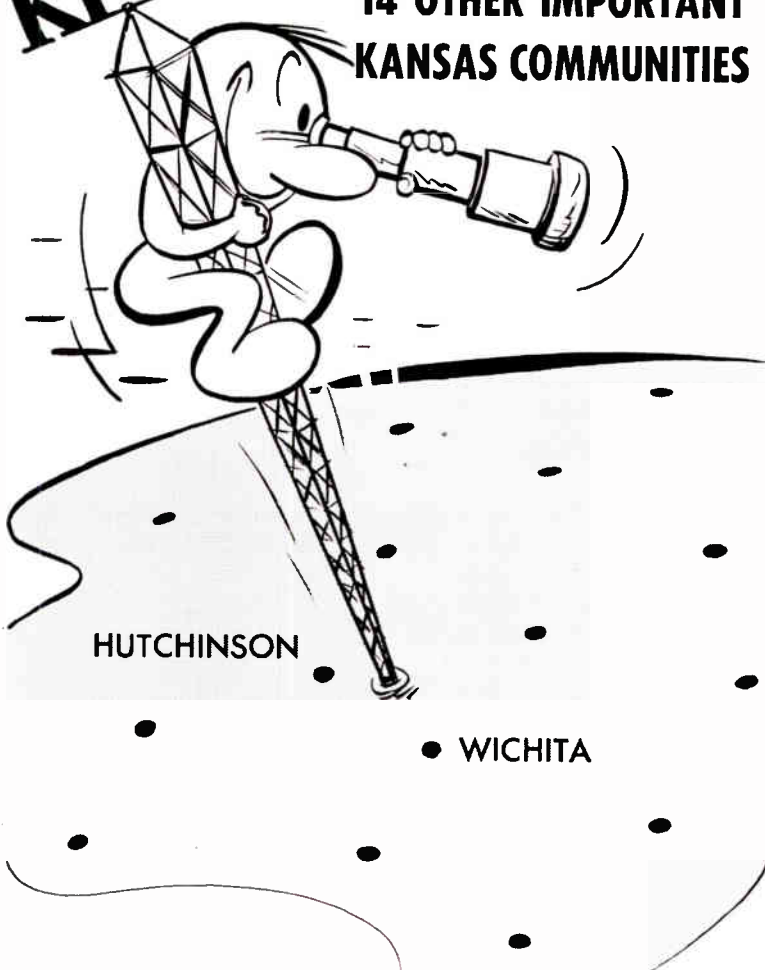
GREAT BEND, KANSAS

- THE WINNING VIEW
IS CHANNEL TWO

REPRESENTED NATIONALLY BY THE BOLLING CO.

KTVH WICHITA Plus-

14 OTHER IMPORTANT KANSAS COMMUNITIES



Wichita Windy Says:

"KTVH, channel 12, first VHF station in Kansas, continues to dominate in Wichita and Central Kansas. Repeated ratings tell the story of this viewer preference. And in telling your story in mid-Kansas, your advertising dollar will go further, do more on KTVH."

COVERS CENTRAL KANSAS



VHF
240,000
WATTS

CHANNEL
12

CBS BASIC - DUMONT
Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

KANSAS

HUTCHINSON (Cont.)

KTVH (TV) (WICHITA)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 120 kw. Operating Pow.: Visual 240 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 779 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 1, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: One studio, Hutchinson (43x55 ft.); one studio, Wichita (18x25 ft.). Three RCA camera chains. Two RCA film cameras. Three Eastman 16mm film projectors, one RCA film projector. Two Gray slide projectors. News Service, AP.
PRINCIPAL STOCKHOLDERS: W. D. P. Carey, pres. (5.3%); R. E. Dillon, vp-sec. (4%); J. P. Harris, vp-treas. and Sidney F. Harris (22.4%); J. H. Child, vp. (5.6%); Wesley E. Brown, vp. (1.6%); R. J. Laubengayer (6%); Mrs. Bess M. Wyse (12%); Howard O. Peterson, gen. mgr. (8%). J. P. and Sidney F. Harris own KIUL Garden City, KSAL Salina, 24% of KFBI Wichita, all Kan., and Garden City Telegram, Hutchinson News-Herald, Ottawa Herald, Chanute Tribune, Salina Journal, all Kan.; and Burlington (Iowa) Hawkeye-Gazette. Mrs. Wyse owns KWBW Hutchinson, Kan. Note: Purchase of KTVH (TV) by Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.) pending FCC approval.
EXECUTIVES:
 Howard O. Peterson, gen. mgr. Kenneth H. Cook, ch. eng.
 Ernest W. Dallier, gen. sls. mgr. William S. Ritchie, prom. mgr.
 Ray Huffer, prog. dir. & film buy. Mel Haines, news ed.
RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$100, (film) \$100; 1D \$50. 1D Length 10 sec. Frequency discounts from 2 1/2% for 26 times up to 12 1/2% for 312 times. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 697,300; Families in Area, 230,140; Retail Sales, \$941,344,000; Consumer Spendable Income, \$1,294,677,000. (Based on 1954 Consumer Markets.)

MANHATTAN (Riley County)

KSAC-TV*

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

LICENSEE: Kansas State College of Agriculture & Applied Science. Address: Manhattan, Kansas. Phone: Prescott 6-8811, ext. 224.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Transmitter: Workshop. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 273 ft.
AFFILIATION: Stations, Am, KSAC. Fm, KSDB-FM.
REPRESENTATIVES: Washington Attorney, Krieger & Jergensen; Consulting Engineer, Wm. Ford.
SERVICES: Two studios (30x40 ft. each).
EXECUTIVES:
 James A. McCain, pres., Kansas State College of Agriculture & Applied Science
 Max W. Milbourn, chmn., radio-television policy committee

PITTSBURG (Cherokee County)

KOAM-TV (JOPLIN, MO.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Operating Pow.: Visual 245 kw, Aural 138 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 573 ft.
OPERATION: Began Dec. 13, 1953. Hours, 7 a.m.-10:30 p.m.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KOAM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, George O. Sutton; Consulting Engineer, T. A. M. Craven.
SERVICES: One studio (40x52 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray Telojector slide projector. One Gray opaque projector. News Service, UP. Library, Studio.
PRINCIPAL STOCKHOLDERS: Pittsburg Bcstg. Co. (KOAM) (66 2/3%) and Joplin Globe Pub. Co. (Joplin Globe and News Herald) (33 1/3%).
EXECUTIVES:
 Cowgill Blair, pres. Louis R. Martin, prog. dir.
 R. E. Wade, gen. mgr., com. mgr. Leo Stafford, tech. dir.
 & film buy. Jack Lawrence, ch. eng.
RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$40; 1D \$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 636,600; Families in Area, 206,600; No. of Sets, 140,000; Retail Sales, \$553,595,000.

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TOPEKA
(Shawnee County)

WIBW-TV

LICENSEE: Topeka Bcstg. As'n Inc. Address: 1035 Topeka Blvd. Phone: 3-2377.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 87.1 kw Aural 52.5 kw. Operating Pow.: Visual 87.1 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.: Above ground 950 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WIBW.

REPRESENTATIVES: Sales, Capper Publications Inc.: Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: One studio (45x65 ft.). Two RCA camera chains. Two RCA cameras. Three RCA film projectors. Two Gray slide projectors. One gray Telop opaque projector. One 200-ft. film processing unit. One Ford Bus mobile unit. News Services, AP, UP. Library, Official, MPTV.

PRINCIPAL STOCKHOLDERS: Capper Pubs. Inc. (100%), also owns 94% of KCKN Kansas City, Kan. and publishes Topeka Capital and Kansas City (Kan.) Kansan.

EXECUTIVES:

H. S. Blake, pres.	Lewis Dickensheets, asst. gen. mgr.
Ben Ludy, gen. mgr.	& eng. d'r.
Art Holbrook, tv mgr.	Eddie Jones, prod. mgr.
Hilton Hodges, com. mgr.	Bill Barton, film dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 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 (Jan. 1, 1954)	214,947	495,673	1,534,904
Families in Area (Jan. 1, 1954)	67,962	158,437	488,602
No. of Sets (March 1, 1955)	58,171	118,889	443,262
Retail Sales (1953)	\$229,500,000	\$486,224,000	\$1,816,096,000
Income per Family (1953)	\$5,669	\$5,366	\$5,741
Income per Capita (1953)	\$1,792	\$1,715	\$1,827

WICHITA
(Sedgwick County)

KAKE-TV

LICENSEE: KAKE-TV Inc. Address: 1500 N. West St. Postal Zone: 12. Phone: Whitehall 3-4421.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Operating Pow.: Visual 316 kw, Aural 219 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.: Above ground 1,079 ft.

EQUIPPED TO COLORCAST network programs.

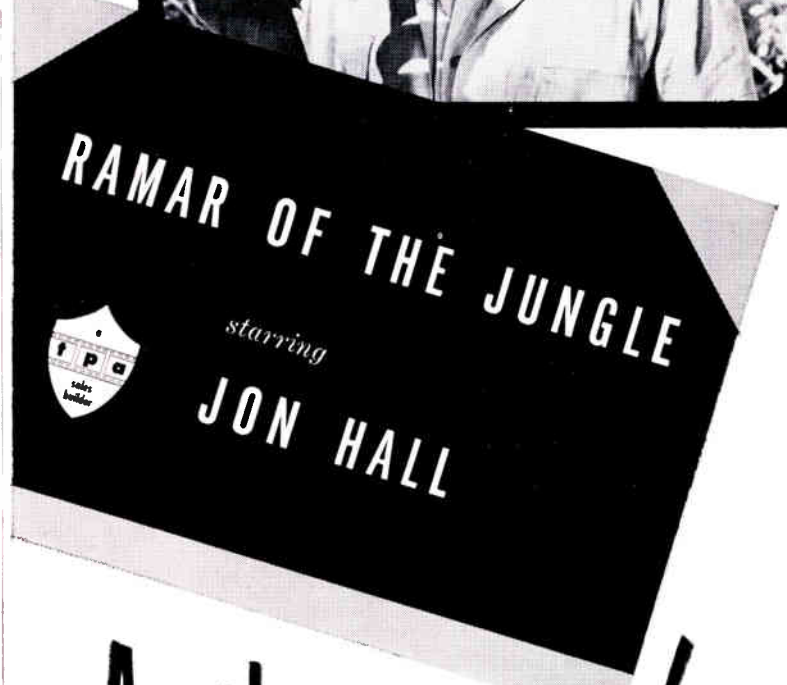
OPERATION: Began Oct. 19, 1954. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Station, Am KAKE.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Fisher Wayland Duvall & Southmayd; Chn & Marks; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (60x30 ft. and 30x40 ft.). Two RCA camera chains (one with studio Zoomar). One dual Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray Teloprojector slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. Video Special Effects amplifier. Century electronic control lighting board. News Service, AP.

BROADCASTING • TELECASTING



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 even 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 City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

WICHITA (Cont.)

THAT **BIG** CHANNEL
WICHITA
KANSAS

TELEVISION STATION

KARD-TV

WILL BE ON THE AIR

SEPT. 1st.

"There will be **MORE** to see
channel 3 . . . and
There will be **MORE** to see
on channel 3"

- 1070 ft. TOWER
- FULL POWER 100,000 WATTS

EDWARD PETRY & CO., INC.
National Representative

KARD-TV

YOUR "KARD" FOR MAXIMUM COVERAGE OF THE
WICHITA-CENTRAL KANSAS BILLION DOLLAR
PLUS MARKET

218 N. BROADWAY

WICHITA, KAN.

KAKE-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Mark Adams, pres. (6.25%); Martin Umansky, gen. mgr. (2.5%); Theodore Gore, vp. (9.25%); Tom Palmer, vp. (19.5%); H. E. Zoller, vp. (14.5%); Owen C. McEwen, treas. (7.5%); Ralph Gore, secy. (9.25%); Charles E. Jones, asst. secy.-treas. (6.25%); Sherrill Corwin (15%) and others. Interlocking ownership with that of KAKE.

EXECUTIVES:

Mark Adams, pres. John Q. Quigley, opr. mgr.
Martin Umansky, gen. mgr. & Harold Newby, ch. eng.
film buy. Robert C. Payne, prom. mgr.
Donivan D. Waldron, natl. sls. mgr.

RATE INFORMATION: Class A one hour (film) \$425; minute spot (film) \$85; ID \$42.50. ID Length 8 sec. Full and share screen. Frequency discounts from 10% for 26 times up to 35% for 260 times. Rate Card No. 1 (Revised).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	449,500	113,700	1,043,600
Families in Area	148,200	40,300	337,600
No. of Sets			215,920
Retail Sales	\$567,590,000	\$122,000,000	\$1,196,271,000
Income per Family	\$7,887		

KARD-TV

(Target Date, Sept. 1, 1955)

LICENSEE: Wichita Television Corp. Postal Zone: 2. Address: (Temporary) 218 N. Broadway. Phone: Amherst 5-5633.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,070 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 4:25 p.m.-midnight.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Koteen & Burt; Miller & Schroeder; Consulting Engineer, George C. Davis.

SERVICES: Temporary studios (4,000 sq. ft.). Four camera chains. RCA rear screen projector. One RCA film camera. Two film projectors. Two Gray slide projectors. Houston-Fearless film processing unit. RCA mobile unit. News Service, AP. Library, Sesac, Standard.

PRINCIPAL STOCKHOLDERS: George M. Brown and family (41%); William J. Moyer and family (8.5%), and others.

EXECUTIVES:

George M. Brown, pres. Tom J. Maloney, vp. & prog. dir.
Wm. J. Moyer, vp. & gen. mgr. Robert B. Marye, vp. & ch. eng.
Dale W. McCoy Sr., vp. & Jack Park, film buy.
com. mgr.

RATE INFORMATION: Class A one hour (live) \$350 (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	394,615	411,185	1,249,170
Families in Area	112,750	84,243	386,143
No. of Sets			255,000
Retail Sales	\$522,357,000	\$240,111,120	\$1,339,531,199
Income per Family			\$5,290
Income per Capita			\$1,739

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: RCA, GE. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 703 ft.

OPERATION: Began Aug. 15, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair.

SERVICES: One studio (40x50 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two Gray slide projectors. News Service, INS.

PRINCIPAL STOCKHOLDERS: Stanley H. Durwood (85%); Beacon Pub. Co. (Wichita Beacon-KWBB) (5%); and 14 others.

EXECUTIVES:

Stanley Durwood, pres. & gen. mgr. Dwight Hinshaw, local sls. mgr.
Dean Campbell, com. mgr. Keith Stagg, ch. eng.
Mary Jo Taylor, prog. dir. & Nev'n McCord, prom. mgr.
film buy. Mart'n Gray, news ed.

RATE INFORMATION: Class AA one hour \$425, Class A \$375; Class AA minute spot \$85, Class A \$75; Class AA ID \$42.50, Class A \$37.50. ID Length 10 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times. Rate Card No. 4.

MARKET INFORMATION: Population, 292,000; Families in Area, 96,000; Retail Sales, \$374,608,000; Income per Family, \$5,290; Income per Capita, \$1,739.

KTVH (TV) (HUTCHINSON)

LICENSEE: Hutchinson Tv Inc. Address: 1800 N. Plum. Phone: Mohawk 5-5503. (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.

WICHITA'S ONLY VHF

WITH THE ONLY VHF CITY GRADE SIGNAL OVER ALL OF WICHITA

KAKE-TV

**LOCAL PROGRAMS RATE HIGHEST*
IN WICHITA**

* American Research Bureau, June 1955

WESTERN . . .

NEWS

WEATHER . . .

SPORTS

LATE MOVIE

4:00 - 5:15 P. M.
MON. thru FRI.

10:00-10:15 P. M.
SUN. thru SAT.

10:15-10:20 P. M.
SUN. thru SAT.

10:20-10:30 P. M.
SUN. thru SAT.

10:30-12:00 P. M.
SUN. thru SAT.

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

KAKE-TV 23.7
STATION "A" 7.1
STATION "B" 7.7

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

KAKE-TV 21.4
STATION "A" 5.4
STATION "B" 3.5

KAKE-TV 11.8
STATION "A" 4.4
STATION "B" 3.7

PLUS:

HIGH-RATED FILM and NETWORK PROGRAMS

OZARK JUBILEE 33.7	WATERFRONT 30.8	DOLLAR-A-SECOND 25.0
RIN-TIN-TIN 33.3	DISNEYLAND 30.0	TV READER'S DIGEST 24.8
WED. NIGHT FIGHTS 31.2	I LED THREE LIVES 28.5	OZZIE AND HARRIET 23.7

PLUS:

HIGHEST SET COUNT—222,060*

A bonus of 35,120 sets over the nearest VHF city (44 miles from Wichita), plus Kansas' greatest power and highest tower... MOST COMPLETE STUDIOS IN THE MIDWEST.

* Television Magazine, June 1955

KAKE-TV

Channel 10

1500 N. WEST STREET WICHITA, KANSAS Whitehall 3-4221



WICHITA
LARGEST CITY IN KANSAS



REPRESENTED NATIONALLY
BY THE
**KATZ AGENCY
INC.**

LEXINGTON
(Fayette County)

WLAP-TV

(Target Date, Unknown)

LICENSEE: American Bcstg. Corp. Address: Radio Bldg. Phone: 3-2727.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 251 kw Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.: Above ground 548 ft.
AFFILIATION: Tv Network, CBS., Stations, Am, WLAP. Fm WLAP-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.: Washington Attorney, Dow, Lohnes & Albertson: Consulting Engineer, A. Earl Cullum Jr.
PRINCIPAL STOCKHOLDERS: J. Lindsay Nunn, chmn. of bd. (40%); Gilmore N. Nunn, pres. (51%); J. E. Willis, vp. (4.8%); Miller Welch (3.2%); and others. Gilmore Nunn owns 28.5% of WCMJ Ashland and 30% of WBIR Knoxville.
EXECUTIVES:
 Gilmore Nunn, pres. Jack Brooks prog. dir.
 J. Ed. Willis, gen. mgr. H. C. Locklar, ch. eng.
 Miller Welch, com. mgr.

WLEX-TV

LICENSEE: WLEX-TV Inc. Address: Russell Cave Pike. Phone: 4-8747.
FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 630 ft.: Above ground 651 ft.
OPERATION: Began March 15, 1955. Hours, 4 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WLEX.
REPRESENTATIVES: Sales, For Joe-Tv Inc.: Washington Attorney, Spearman & Robertson; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: One GPL camera chain. One GPL film camera. Two GPL film projectors. Two Gray slide projectors. News Service, AP. Library, Telescriptions.
PRINCIPAL STOCKHOLDERS: J. Douglas Gay Jr., pres. (23.91%); H. Guthrie Bell, secy.-treas. (29.97%); William B. Gess, vp. (4.11%); Central Kentucky Bcstg. Co. (WLEX) (26.92%); and others.
EXECUTIVES:
 J. D. Gay Jr., pres. Alex Macauley, prog. dir.
 Earl L. Boyles, vp. & gen. mgr. J. W. Robertson, ch. eng.
 J. M. Pennock, com. mgr. Harry Barfield, asst. mgr.
RATE INFORMATION: Class A one hour (live) \$174. (film) \$150. minute spot (live) \$33, (film) \$25; ID \$15. ID Length 10 sec. Full screen. Frequency discounts.

LOUISVILLE
(Jefferson County)

WAVE-TV

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Postal Zone: 2. Phone: Wabash 2201.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.: Above ground 600 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 24, 1948. Hours, 7 a.m.-midnight (Mon.-Fri.), 9 a.m.-midnight (Sat.-Sun.).
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WAVE.
REPRESENTATIVES: Sales, NBC Spot Sales: Washington Attorney, Segal, Smith & Hennessey: Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Two studios (36x55 ft. and 22x33 ft.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Selectoslide slide projectors. Two opaque projectors. One mobile unit. Field and studio Zoomar lenses. News Service, AP. Library RCA Thesaurus, Standard.
PRINCIPAL STOCKHOLDERS: George W. Norton Jr. (98.4%).

EXECUTIVES:
 George W. Norton Jr., pres. film buy.
 Nathan Lord, gen. mgr. Wilbur Hudson, ch. eng.
 Ralph Jackson, com. mgr. Charles W. Hill, prom. mgr.
 George Patterson, prog. dir. & Rodney Ford, news ed.
RATE INFORMATION: Class AA one hour (live) \$775, (film) \$775; minute spot (live) \$155, (film) \$155. ID \$77.50. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	739,552	1,339,942	2,401,000
Families in Area	221,254	386,998	700,800
No. of Sets	-----	-----	460,360
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

Market information in station listings is furnished by station and any inquiries should be directed to that 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 Only COMPLETE Coverage

IN PROSPEROUS 'BLUEGRASS, U.S.A.'

★ **153,710 HOMES**

★ **OVER \$605 MILLION SPENDABLE INCOME**

ADD THIS UP . . . the ONLY television station in the area . . . the only consistently CLEAR PICTURE received in the area . . . outstanding local and network programming . . . high acceptance by homes and advertisers . . . it's WLEX-TV. You can't sell Kentucky without selling the rich central Kentucky market . . . it takes WLEX-TV to do this!

Lexington's Pioneer Station — the Only TV Station In Central Kentucky



CHANNEL 18

NBC

ABC

DuMONT

CONTACT EARL L. BOYLES, VICE PRES. & GEN. MGR.

WLEX-TV, LEXINGTON, KENTUCKY, OR YOUR NEAREST FORJOE-TV, Inc., OFFICE

LOUISVILLE (Cont.)

WHAS-TV

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Postal Zone: 2. 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: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 27, 1950. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons, Inc.; Washington Attorney, Miller & Schroeder.

SERVICES: Two studios (42x64 ft. and 35x55 ft.). Three DuMont camera chains. Two GE film camera chains. Two GE Syncrolight-Bell & Howell film projectors. One Bausch & Lomb slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Wholly owned subsidiary of Courier-Journal and Louisville Times Co.

EXECUTIVES:

Barry Bingham, pres. Ralph Hansen, prog. dir.
Victor A. Sholis, vp. & dir. Orrin W. Towner, eng. dir.
Neil D. Cline, sta. mgr. Charles McDaniel, film dir.
Albert J. Gillen, sls. dir. William A. Loader, prom. dir.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 20% for 104 times. Rate Card No. 12.

WKLO-TV†

LICENSEE: Mid-America Broadcasting Corp. Address: Henry Clay Hotel. Postal Zone: 2. Phone: Clay 4441.

FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 129 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 730 ft.; Above ground 404 ft.

OPERATION: Began Oct. 18, 1953.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WKLO.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.

PRINCIPAL STOCKHOLDERS: Owned by Great Trails Bcstg. Co. (Charles W. Sawyer). Mr. Sawyer also owns WING Dayton, WCOL-AM-FM Columbus, 52% of WIZE Springfield all Ohio, and 70% of WCMJ-AM-FM Ashland, Ky.

EXECUTIVES:

Milton S. Trost, pres. Mary L. Moore, prog. dir.
D. C. Summerford, gen. mgr. Theodore E. Jones, ch. eng.
Charles Farmer, com. mgr.

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

WQXL-TV

(Target Date, Late 1955)

LICENSEE: Robert W. Rounsaville, Address: 2549 S. Third St.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 210 ft.; Above ground 293 ft.

AFFILIATION: Station, Am, WLOU.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullarey.

SERVICES: News Service, UP.

PRINCIPAL STOCKHOLDERS: Mr. Rounsaville also owns WMBM Miami Beach, WQXI-AM-TV Atlanta, WVOK Charlotte, N.C., WBAC Cleveland, Tenn., WCIN and WQXN-TV Cincinnati, Ohio, and 51% of WBEJ Elizabethtown, Tenn., and holds an option to buy WAKE Greenville, S.C.

EXECUTIVES:

Robert W. Rounsaville, own. Lee Smith, mgr., WLOU

NEWPORT

(Campbell County)

WNOP-TV

(Target Date, Not Set)

LICENSEE: Tri-City Bcstg. 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: GE. Antenna Make: GE. Height: Above average terrain 510 ft.; Above ground 500 ft.

AFFILIATION: Station, Am, WNOP.

REPRESENTATIVES: Washington Attorney, Maurice R. Barnes; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: James G. Lang, pres. (52.5%); Vincent Herold, vp. (6.54%); Olin W. Davs (17.5%); and others.

EXECUTIVES:

James G. Lang, pres. Ann R. Lang, sec.-treas.
Vincent Herold, vp.

LOUISIANA

LOUISIANA MARKET INDICATORS

Total Population, July 1, 1954.....	2,924,000
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, March 1955.....	681,100
Employed in Agriculture, 1950.....	151,574
Employed in Mining, March 1955.....	37,200
Employed in Manufacturing, March 1955.....	144,000
Employed in Construction, March 1955.....	45,300
Employed in Transportation & Public Utilities, March 1955.....	78,200
Employed in Wholesale & Retail Trade, March 1955.....	163,500
Employed in Finance, Insurance & Retail Estate, April 1955.....	24,800
Employed in Service and Miscellaneous, April 1955.....	76,100
Employed in Government Service, March 1955.....	112,000
Retail Sales, 1954.....	\$ 2,325,921,000
Bank Assets, Jan. 1, 1955.....	\$ 2,573,784,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,412,744,000
Major Income Sources, 1953: Agriculture 7.9%; Government 19.7%; Manufacturing Payrolls 15.4%; Trade and Service 25.0%.	
Total Income Payments, 1953.....	\$ 3,602,000,000
Per Capita Income, 1953.....	\$ 1,249
Total Internal Revenue Collections, 1954.....	\$ 534,406,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 68.72
Cash Receipts from Farm Marketing, 1954.....	\$ 362,164,000
Government Payments to Farmers.....	\$ 11,306,000
Value of Mineral Production, 1951.....	\$ 787,678,000
New Public Construction in 1952.....	\$ 204,900,000
Motor Vehicle Registration, 1954.....	873,800
Number of Telephones, Jan. 1, 1955.....	682,900
Number of Electrical Connections, Jan. 1, 1955.....	822,119
Number of Gas Utilities Connections, 1953.....	486,200

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

LOUISIANA MARKET DATA BY PARISHES

Parish	Population	Retail Sales		Food Sales		Drug Sales		(CBS)	(CBS)
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets	TV %		
Acadia	47,050	\$27,979	\$ 4,959	\$ 634	1,720	13%			
Allen	18,035	15,458	3,035	377	650	12%			
Ascension	22,387	14,687	3,858	387	1,680	28%			
Assumption	17,278	6,216	1,317	198	1,380	32%			
Avoyelles	38,031	14,573	3,153	479	1,410	13%			
Beauregard	17,766	11,533	3,741	269	800	15%			
Bienville	19,105	7,324	2,281	214	610	13%			
Bossier	40,139	26,603	7,241	486					
Caddo	176,547	221,306	45,974	7,617					
Calcasieu	89,635	104,885	23,527	2,443	4,700	15%			
Caldwell	10,293	3,703	784	169	390	14%			
Cameron	6,244	2,726	1,228	77	130	11%			
Catahoula	11,834	5,030	1,634	200	420	14%			
Claiborne	25,063	12,325	3,516	548	980	15%			
Concordia	14,398	5,444	1,924	150	580	15%			
De Soto	24,398	11,644	3,081	516					
E. Baton Rouge	158,236	175,072	34,339	6,585	17,350	32%			
E. Carroll	16,302	7,980	1,914	331	1,390	33%			
E. Feliciana	19,133	5,220	1,621	103					
Evangeline	31,629	11,686	2,542	133	1,080	12%			
Franklin	29,376	11,817	2,960	399	1,340	18%			
Grant	14,263	3,600	1,253	46	520	14%			
Iberia	40,059	36,710	8,061	921	2,150	19%			
Iberville	26,750	16,435	4,479	352	730	10%			
Jackson	15,434	9,451	2,007	212	510	13%			
Jefferson	103,873	105,068	30,277	3,652	30,510	78%			
Jefferson Davis	26,298	22,010	4,587	393	820	11%			
Lafayette	57,743	51,944	8,174	1,128					
Lafourche	42,209	40,983	9,639	926	5,130	48%			
La Salle	12,717	8,339	2,148	263	530	14%			
Lincoln	25,782	17,024	3,113	471	840	13%			
Livingston	20,054	8,691	3,381	162	1,570	28%			
Madison	17,451	8,729	1,953	208	1,550	33%			
Morehouse	32,038	18,060	4,880	564					
Natchitoches	38,144	24,179	6,825	916	1,410	15%			
Orleans	570,445	658,644	138,686	27,402	120,490	67%			
Ouachita	74,713	93,457	15,842	2,560	6,680	28%			
Plaquemines	14,239	9,433	5,265	358	2,410	65%			
Pointe Coupee	21,841	9,675	1,849	279					
Rapides	90,648	69,092	16,318	1,903	6,120	22%			
Red River	12,113	5,465	1,453	34	121				
Richland	26,672	13,890	3,078	486	2,290	34%			
Sabine	20,880	6,708	1,772	243					
St. Bernard	11,087	12,848	3,874	184	2,210	65%			
St. Charles	13,363	7,606	2,775	265	1,620	45%			
St. Helena	9,013	1,272	417	23					
St. James	15,334	8,481	2,491	182	1,690	46%			
St. John									
The Baptist	14,861	6,398	2,444	127	1,620	45%			
St. Landry	78,476	73,563	15,847	1,523	2,990	15%			
St. Martin	26,353	10,480	2,125	239	630	10%			
St. Mary	35,848	57,867	19,314	1,225	3,250	32%			
St. Tammany	26,988	16,585	4,216	441	5,220	65%			
Tangipahoe	53,218	34,560	7,333	1,196	9,680	63%			
Tensas	13,209	5,924	1,507	253	670	19%			
Terrebonne	43,328	38,532	10,233	868	7,120	62%			
Union	19,141	7,695	1,358	169					
Vermillion	36,929	20,207	3,661	547	1,250	12%			
Vernon	18,974	11,354	3,829	431	910	15%			
Washington	38,371	23,021	4,895	735	8,860	82%			
Webster	35,704	28,169	7,495	1,075	1,460	14%			
W. Baton Rouge	11,738	4,758	1,748	128	330	10%			
W. Carroll	17,248	7,085	1,213	205	1,320	33%			
W. Feliciana	10,169	2,090	682	54					
Winn	16,119	6,628	1,722	290	640	14%			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.



in Louisville WHAS-TV Programming pays off !

WHAS-TV offers participating sponsors the market's choice programs for children, sports, weather, homemaking, musicals, and news with an exclusive daily local newsreel. These local shows invariably capture the headlines, awards and most viewers

... Proof that in this growing market,

WHAS-TV programming pays off!

*Go where there's growth
Go WHAS-TV*



BASIC CBS TV NETWORK

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



ALEXANDRIA
(Rapides Parish)

KALB-TV

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. Operating Pow.: Visual 2.8 kw, Aural 1.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft. Above ground 588 ft.
OPERATION: Began Sept. 29, 1954. Hours, 2-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NEC. Stations, Am, KALB. Fm, KALB-FM.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: Two studios (28x14 ft. and 43x38 ft.). Two GE camera chains. One rear screen projector. Two DuMont scanners. Two DuMont opaque projectors. News Services, AP, UP. Library, MacGregor World.
PRINCIPAL STOCKHOLDERS: W. H. Allen, pres. (52%); T. B. Lanford (47.2%). Mr. Lanford also owns 88% of KRRV Sherman, Tex., 13.8% of WSLI WJTV (TV) Jackson, Miss., 33 1/3% of KPLC-AM-TV Lake Charles, La., and 48% of KRMD Shreveport, La.
EXECUTIVES:
 Walter Allen, pres. Jesse R. Sexton, ch. eng.
 Willard L. Cobb, gen. mgr. T. B. Lanford, film buy.
 Marvin Reuben, com. mgr. Vivian Close, prom. mgr.
 Thomas B. Erwin, prog. dir. Larry McHale, news ed.
RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; ID \$25. ID Length 10 sec. Specifications 4x5 in. opaque. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 1.
MARKET INFORMATION: No. of Sets (Grade A, FCC Contour), 47,500. (Grades A and B, FCC Contour), 56,250. Total Including Fringe Area, 126,500.

BATON ROUGE
(East Baton Rouge Parish)

WAFB-TV

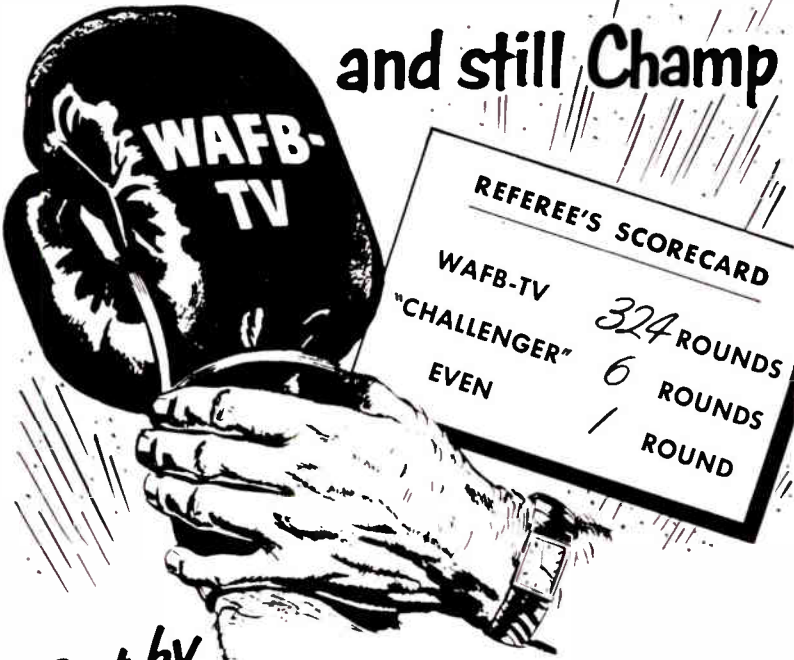
LICENSEE: Modern Bcstg. Co. of Baton Rouge Inc. Address: 929 Government St. Postal Zone: 1. Phone: 4-8571.
FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 56.2 kw. Operating Pow.: Visual 105 kw, Aural 56.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft. Above ground 499 ft.
OPERATION: Began April 19, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WAFB. Fm, WAFB-FM.
REPRESENTATIVES: Sales, Adam Young Television Corp., Clarke Brown Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, George E. Gautney.
SERVICES: Two studios (40x52 ft. and 20x20 ft.). RCA camera chains, rear screen projector, film camera, film projectors. One Gray slide projector. Bridgematic film processing unit. News Services, AP, UP. Library, Standard, RCA Thesaurus.
PRINCIPAL STOCKHOLDERS: Louis S. Prejean, chmn. of bd. (16.05%); T. E. Gibbens, pres. (3.17%); Jack S. Burk, vp. (14.75%); Francis H. Lee, sec. (2.69%); C. C. Barnard, exec. vp. (14.73%); C. W. Lamar (11.2%); WDSU Broadcasting Corp. (WDSU New Orleans) (22%). Mr. Lamar also owns 41.88% of KTAG-TV Lake Charles, La., and 100% of WPPA-TV Pensacola, Fla.
EXECUTIVES:
 Tom E. Gibbens, pres. & gen. mgr. Donald K. Allan, ch. eng.
 Ron Litteral, com. mgr. Grace McElveen, prom. mgr.
 Don Hallmann, prog. dir. & film buy. John Coburn, news ed.
 Roland Daye, news ed.
RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$50, (film) \$50. ID \$25. ID Length 8 sec. Frequency discounts.
MARKET INFORMATION: (Total Including Fringe Area): Population, 815,525; Income per Capita, \$1,794.

WBRZ (TV)

LICENSEE: Louisiana Television Bcstg. Corp. Address: 1650 Highland Road. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 890 ft. Above ground 954 ft.
OPERATION: Began April 14, 1955. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, 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 (30x51 ft. and 22x24 ft.). Two RCA camera chains. One Profitmaker rear screen projector. One film camera. Two RCA film projectors. One Gray Teloprojector slide projector. One Gray Telop opaque projector. One Filmline film processing unit. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Baton Rouge Bcstg. Co. (WJBO) (49.33 1/3%); Douglas L. Manship (33 1/3%); Charles P. Manship Jr. (33 1/3%); Lewis Gottlieb (9.415%); Percy E. Roberts (6.915%); Roland Kizer (9.065%); R. F. Cangelosi (9.415%); Clint L. Pierson (9%); Earl H. Smith (3.33 1/3%); Mrs. Asenath Roberts (2.5%). Douglas L. and Charles P. Manship Jr. own WJBO, WBRL (FM) and Baton Rouge Advocate and State-Times.
EXECUTIVES:
 Douglas L. Manship, pres. John E. Ferguson, prog. dir.
 J. Roy Dabadie, gen. mgr. & film buy. J. Patrick Weathersby, ch. eng.
 Bill Slatter, news ed.

Market information in station listings is furnished by station and any inquiries should be directed to that 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 WINNER!
and still Champ



First by far in

BATON ROUGE

In a Telepulse Survey just completed (for May, 1955), WAFB-TV, two-year uncontested TV champion in Baton Rouge, rated first for 324 of the 331 quarter hours when both TV stations were on the air. Every one of the top 15 favorite weekly programs were on WAFB-TV. Eight of the 10 (all of the first six) favorite "daily" programs were on WAFB-TV.

	Monday to Friday			Saturday				Sunday			
	7 AM-12 AM	12 AM-6 PM	6 PM-12 PM	12:15 PM-6 PM	6 PM-12 PM	1 PM-6 PM	6 PM-12 PM	12:15 PM-6 PM	6 PM-12 PM	1 PM-6 PM	6 PM-12 PM
WAFB-TV	78	61	59	76	64	76	61	76	64	76	61
Station "B"	10a	29	33a	1a	27a	8a	33a	1a	27a	8a	33a
Station "C"	12	10	8	23	9	16	6	23	9	16	6

a Does not broadcast for complete period. Audience unadjusted.

WAFB-TV

CHANNEL 28
affiliated with WAFB, AM-FM

CBS-ABC-DUMONT 200,000 WATTS
 Reps: Call Adam Young, Nationally or Clarke Brown in South & Southwest

RATE INFORMATION: Class A one hour (live) \$356, (film) \$285; minute spot (live) \$65, (film) \$50; 1D \$25. 1D Length 10 sec. Specifications 35mm slides, 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 20% for 156 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	339,100	860,900	1,675,100
Families in Area	90,800	226,100	471,700
No. of Sets	74,000	133,200	148,000
Retail Sales	\$247,390,000	\$560,937,000	\$1,415,996,000
Income per Family	\$5,975
Income per Capita	\$1,686

LAFAYETTE
(Lafayette Parish)

KLFY-TV

LICENSEE: Camellia Bstg. Co. Inc. Address: 1301 Oak Ave. Phone: 8-9494.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 52.5 kw, Aural 30.2 kw. Operating Pow.: Visual 52.5 kw, Aural 30.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 440 ft. Above ground 457 ft.

OPERATION: Began June 3, 1955. Hours, 4-11 p.m.

AFFILIATION: Tv Network, CBS. Station, Am KLFY.

REPRESENTATIVES: Sales, Venerd, Rintoul & McConnell Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Guy C. Hutcheson.

SERVICES: Two studios (one 45x45 ft. and one patio). Two DuMont camera chains. One DuMont flying spot scanner. Two DuMont 16mm film projectors. Two DuMont 2x2 in. slide projectors. Still film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Paul H. DeClouet, pres. (18.75%); Thomas A. DeClouet, vp. (18.75%); Harold J. Delhommer, vp. (18.75%); John W. Mitchell, sec.-treas. (18.75%); and others. Paul and Thomas DeClouet own 50% of KEUN Eunice and 40% of KVPI Ville Platte, both La.

EXECUTIVES:

Paul H. DeClouet, pres. Maurice Wynne, ch. eng.
William A. Patton, gen. mgr., Sterling Zimmerman, prom. mgr.
John H. Selleck, prog. dir. Ernest Alexander, news ed.

RATE INFORMATION: Class A one hour (live) \$212.50, (film) \$200; minute spot (live) \$47.50, (film) \$40; 1D \$20. 1D Length 8 sec. Frequency discounts from 5% for 13 times up to 30% for 256 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	298,400	144,900	934,700
Families in Area	77,500	42,700	257,500
Retail Sales	\$202,183,000	\$95,579,000	\$713,190,000
Income per Family	\$3,551	\$3,390	\$4,269
Income per Capita	\$1,008	\$1,021	\$1,176

LAKE CHARLES
(Calcasieu Parish)

KPLC-TV

LICENSEE: Calcasieu Bstg. Co. Address: 320 Division St. Phone: Hemlock 6-3631.

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: GE. Antenna Make: GE. Height: Above average terrain 440 ft. Above ground 474 ft.

OPERATION: Began Sept. 29, 1954. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, AEC, NBC. Station, Am, KPLC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x43 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film cameras, one 16mm movie camera. Two GE film projectors. Two 2x2 in. Selectoslide slide projectors. One film processing unit. News Service, AP. Library, World.

PRINCIPAL STOCKHOLDERS: T. B. Lanford (33 1/3%), L. M. Sepaugh (33 1/3%) R. M. Dean (16 2/3%), Viola Lipe Dean Trust (16 2/3%). Mr. Lanford also owns 88% of KRRV Sherman, 48% of KRMD Shreveport, 47.2% of KALB-AM-TV Alexandria and 13.8% of WSLI, WJTV (TV) Jackson, Miss.

EXECUTIVES:

T. B. Lanford, pres. Donald Johnson, film buy.
David Wilson, gen. mgr. Pauline Mahoney, prom. mgr.
Pelham E. Mills Jr., com. mgr. Ken Gilmore, news ed.
Wm. Schock, prog. dir. & ch. eng.

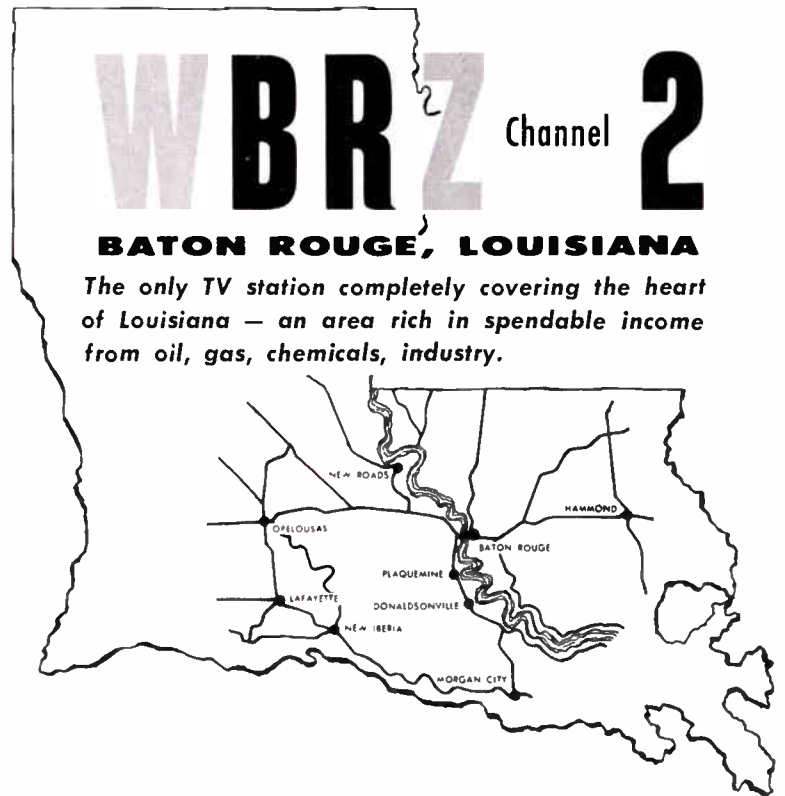
RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$250; minute spot (live) \$57.50, (film) \$50; 1D \$25. 1D Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 566,900; Families in Area, 155,500; No. of Sets, 66,781; Retail Sales, \$541,833,000; Income per Family, \$4,128; Income per Capita, \$1,130.

BROADCASTING • TELECASTING

TARGET: \$899,481,000.00

Effective Buying Power!



BATON ROUGE, LOUISIANA

The only TV station completely covering the heart of Louisiana — an area rich in spendable income from oil, gas, chemicals, industry.

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 in.

Largest TV antenna in the U. S. A.

12 Bays - Channel 2

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	\$899,481,000
Retail Sales	\$580,937,000
Food Sales	\$129,460,000
Automotive Sales	\$122,571,000
Drug Sales	\$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

WBRZ-TV

BATON ROUGE, LOUISIANA

Represented by **HOLLINGBERRY**

LAKE CHARLES (Cont.)

KTAG-TV

LICENSEE: KTAG-TV Inc. Address: 645 Fifteenth St. Phone: Hemlock 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: GE. Antenna Make: GE. Height: Above average terrain 330 ft. Above ground 348 ft.
OPERATION: Began Nov. 2, 1953. Hours, 7 a.m.-11 p.m.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.
SERVICES: One studio (30x50 ft.). One PE camera chain. One PE film camera. Two GPL film projectors. One Gray Teletor slide projector. One Microcord film processing unit. News Service, INS.
PRINCIPAL STOCKHOLDERS: Warren Berwick, pres. (32.85%); Charles W. Lamar Jr., exec. vp. (41.88%); Robert B. McCall, sec. (10.20%); Harold Knox (10.20%); and others. Mr. Lamar also owns WPPA-TV Pensacola, Fla., and 11.2% of WAFB-AM-FM-TV Baton Rouge, La.
EXECUTIVES:
 Warren Berwick, pres. & film buy. John Prather, ch. eng.
 William F. Hession, gen. mgr. Warren Bullis, prom. mgr.
 Harper Clarke, com. mgr.
RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$32.50, (film) \$25; ID \$12.50. ID Length 10 sec. Share screen. 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	335,000	60,000	395,000
Families in Area	98,600	30,000	128,600
No. of Sets	62,367	19,500	81,867
Retail Sales	\$65,436,000	\$38,873,000	\$104,309,000
Income per Family	\$7,508	\$5,368	-----
Income per Capita	\$1,652	\$1,536	-----

MONROE
(Ouachita Parish)

KNOE-TV

LICENSEE: James A. Noe. Address: Knoe Road. Phone: 8155.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft. Above ground 774 ft.
OPERATION: Began Sept. 27, 1953. Hours, 6:45 a.m.-11:45 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KNOE.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank H. McIntosh.
SERVICES: Two studios (104x56 ft. and 28x24 ft.). Two RCA camera chains. One Eastman rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. One Gray Telop opaque projector. Local film developing unit. News Service, AP. Library, Music Hall Varieties.
PRINCIPAL STOCKHOLDERS: James A. Noe, also owner of WNOE New Orleans and 50% owner of KOTN Pine Bluff, Ark.
EXECUTIVES:
 James A. Noe, pres. film buy. & prom. mgr.
 Paul H. Goldman, vp. Harry Arthur, prog. dir. & film buy.
 gen. mgr. & film buy. Ray Boyd, eng. dir.
 Jack Ansell Jr., com. mgr. Mac Ward, news ed.
RATE INFORMATION: Class A one hour (live) \$376, (film) \$300; minute spot (live) \$92, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. 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; No. of Sets, 206,000; Retail Sales, \$1,063,415,000.

NEW ORLEANS
(Orleans Parish)

WCKG (TV)

(Target Date, Unknown)

LICENSEE: CKG Television Co. Address: Melrose Bldg., Houston, Tex.
FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 54 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 330 ft.; Above ground 356 ft.
REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTreil.
PRINCIPAL STOCKHOLDERS: Lester Kamin, pres. (33 1/3%); Pat Coon, vp. (33 1/3%); and Billy B. Goldberg, sec.-treas. (33 1/3%). Each owns 23% of KCIJ Shreveport and WMRY New Orleans.
EXECUTIVES:
 Lester Kamin, pres. Billy B. Goldberg, sec.-treas.
 Pat Coon, vp.

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

WDSU-TV

LICENSEE: WDSU Bcstg. Corp. Address: 520 Royal St. Postal Zone: 16. Phone: Tulare 4371.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 424 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began Dec. 18, 1948. Hours, 6:45 a.m.-midnight.
AFFILIATION: Tv Network, NBC. Stations, Am, WDSU. Fm, WDSU-FM.
REPRESENTATIVES: Sales, Blair-TV Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page Communications Engineers Inc.
SERVICES: One studio (55x100 ft., convertible to two), one color studio (40x60 ft.). Five RCA camera chains, one RCA color camera. One Bodde rear screen projector. Two RCA film cameras. One RCA film projector. One DuMont color-monochrome multi-scanner. Two 2x2 in. slide projectors, one DuMont 2x2 in. color-monochrome slide projector. One GE Balop (3 1/4 x 4 in.) opaque projector. One mobile unit. One Flash News car. News Services, AP, UP, Libraries, Associated, Capital.
PRINCIPAL STOCKHOLDERS: Edgar B. Stern Jr., pres. (67%); Robert D. Swezey, exec. vp. (20%); A. Louis Read, vp. (10%); and Lester E. Kabacoff, sec.-treas. (3%). Licensee owns 22% of WAFB-AM-FM-TV Baton Rouge.
EXECUTIVES:
 Edgar B. Stern Jr., pres. Lindsey Riddle, ch. eng.
 Robert D. Swezey, exec. vp. & gen. mgr. Juanita Mitchell, film buy.
 A. Louis Read, vp. & com. mgr. Marion Annenberg, prom. mgr.
 Tom Hicks, vp. chg. prog. Bill Monroe, news ed.

RATE INFORMATION: Class AA one hour (live) \$300, (film) \$700; Class A (live) \$700, (film) \$600. Minute spot (live) \$165, \$145; (film) \$150, \$130. ID \$75, \$65. ID Length 8 sec. Frequency discounts.
MARKET INFORMATION: (Total Louisiana-Mississippi area, including fringe coverage): Population, 1,278,200; Families in Area, 362,000; Retail Sales, \$1,113,051,000.

WJMR-TV

LICENSEE: Supreme Bcstg. Co. Inc. Address: 1500 Canal St. Postal Zone: 13. Phone: Canal 0356.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 436 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 6 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, Stations, Am, WJMR. Fm, WRCM (FM)
REPRESENTATIVES: Sales, The Bolling Co. Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, George A. Mayoral.
SERVICES: One studio (50x75 ft.), two small studios. Three GE camera chains. One Bolex film camera. Two GE film projectors. Two GE slide projectors. One DuMont scanner. One GE opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: Chester F. Owens, pres. and wife (98%) and Robert E. Jeffers, sec.-treas. (2%).
EXECUTIVES:
 Chester F. Owens, pres. Jack Petrik, ch. eng.
 George A. Mayoral, gen. mgr. Bob Jeffers, film buy.
 Paul Beville, com. mgr. Tom Abbott, prom. mgr. & news ed.
 Aubrey Moore, prog. dir.
RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$55, (film) \$50; ID \$20. ID Length 10 sec. Share Screen. Frequency discounts.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	740,000	890,000	1,120,000
Families in Area	289,000	309,000	340,000
No. of Sets	180,000	214,000	302,000

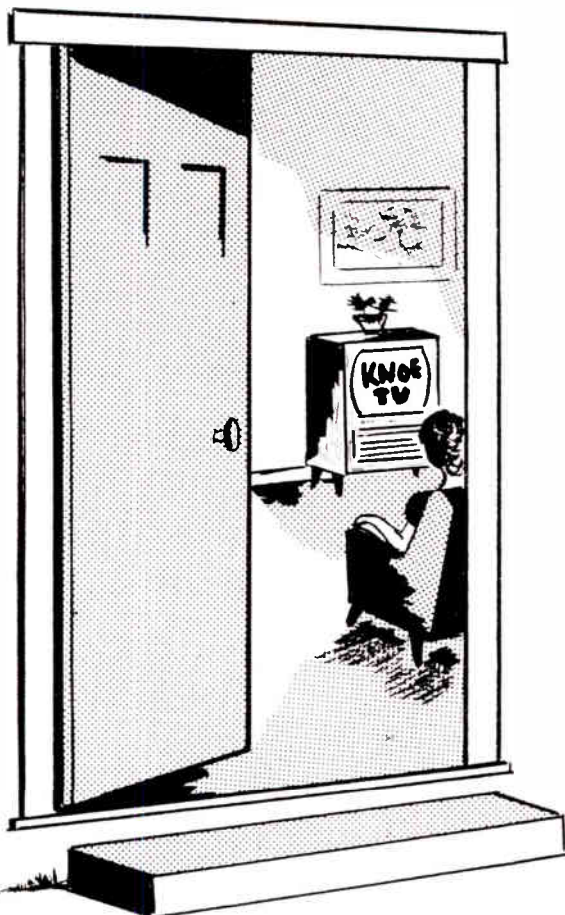
SHREVEPORT
(Caddo Parish)

KCIS (TV)

(Target Date, Unknown)

LICENSEE: Shreveport Television Co. Address: 516 Crockett St.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,210 ft.; Above ground 1,192 ft.
REPRESENTATIVES: Washington Attorney, Weaver & Glassie; Consulting Engineer: L. J. N. duTreil & Assoc.
PRINCIPAL STOCKHOLDERS: Don George, mgr. (43%); Ben Beckham Jr. (25%), H. E. Linam (25%) and W. C. Henderson (7%). This licensee holds final decision by FCC for ch. 12 Shreveport but has been held up by litigation. Meanwhile, KSLA (TV) Shreveport, which was established as a joint venture by three competing applicants, continues to operate on ch. 12.

KNOE-TV OPENS DOORS TO 235,000* HOMES



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 235,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 135,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

Top Shows from 4 networks

Check the survey reports for the top shows on all four networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

Powerful local programming

Name your product and we have a strong local participation show to sell it . . . News, weather, sports, music, variety, farm or cooking and homemaking.

* 135,000 Homes Unduplicated Coverage

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, LOUISIANA

A James A. Noe Station

PAUL H. GOLDMAN
Vice President and General Manager

CBS — NBC
ABC DUMONT

H-R TELEVISION, INC.
National Representative

SHREVEPORT (Cont.)

KSLA (TV)

LICENSEE: Interim Television Corp. Address: Washington Youree Hotel. Postal Zone: 2. Phone: 3-6151.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Operating Pow.: Visual 11.5 kw, Aural 5.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 270 ft.: Above ground 269 ft.

OPERATION: Began Jan. 1, 1954. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co. Inc.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohen & Wear.

SERVICES: Two studios (15x20 ft. and 25x35 ft.). Two RCA camera chains. One rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One Gray Telojector slide projector. One DuMont scanner. News Service, UP. Library, Studio Telescriptions.

PRINCIPAL STOCKHOLDERS: Shreveport Television Co. (33 1/3%), Southland Television Corp. (KCIJ) (33 1/3%) and Radio Station KRMD Shreveport (33 1/3%). These are applicants for ch. 12 Shreveport. Final decision awarding ch. 12 to Shreveport Television Co. granted by FCC but has been held up by litigation.

EXECUTIVES:

Don George, pres., gen. mgr. & film buy. Morris Barton, ch. eng.
Deane R. Flett, com. mgr. Carol Vinson, prom. mgr.
Henry J. Davis, prog. dir. Don Owen, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 10 sec. Share screen upper 1/3. Frequency discounts from 2 1/2% for 13 times up to 12 1/2% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,500	172,700	472,600
Families in Area	34,155	48,145	130,830
No. of Sets	24,882	32,504	80,312
Retail Sales	\$120,581,000	\$160,231,000	\$395,241,000
Income per Family	\$2,492	\$1,923	\$1,002
Income per Capita	\$1,722	\$1,440	\$ 755

KTBS-TV

(Target Date, Sept. 3, 1955)

LICENSEE: KTBS Inc. Address: 312 E. Kings Hwy. Phone: 7-3644.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,140 ft. Above ground 1,151 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KTBS. Fm, KTBS-FM.

REPRESENTATIVES: Sales, Edward Pety & Co. Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (22x36, 19x24 and 26x37 ft.). Two DuMont field camera chains. Two DuMont film cameras. Two DuMont projectors. Two slide projectors. One Dual DuMont scanner-opaque projector. Complete darkroom film processing unit. One panel truck mobile unit, two field cameras, lighting. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: George D. Wray and sons (100%).

EXECUTIVES:

E. Newton Wray, pres. & gen. mgr. Charles Saltgaver, prod. dir.
Patrick J. White, sta. mgr. & film buy. C. H. Maddox, ch. eng.
Marie Gifford, com. mgr. Haigler Henry, prom. mgr.
Nick Gearhart, news ed.

RATE INFORMATION: Class A one hour (live) \$400; minute spot (live) \$108, (film) \$100; ID \$50. ID Length 8 sec. Specifications slide or opaque. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	365,729	457,779	1,029,448
Families in Area	106,071	136,748	303,182
No. of Sets	100,000 plus
Retail Sales	\$331,514,000	\$367,673,000	\$857,709,000

MAINE

MAINE MARKET INDICATORS

Total Population, July 1, 1954.....	930,000
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, March 1955.....	258,200
Employed in Agriculture, 1950.....	29,021
Employed in Mining, March 1955.....	600
Employed in Manufacturing, March 1955.....	102,300
Employed in Construction, March 1955.....	9,700
Employed in Transportation & Public Utilities, March 1955.....	19,400
Employed in Wholesale & Retail Trade, March 1955.....	50,800
Employed in Finance, Insurance & Real Estate, March 1955.....	7,400

Employed in Service and Miscellaneous, March 1955.....	26,000
Employed in Government Service, March 1955.....	42,000
Retail Sales, 1954.....	\$ 905,589,000
Bank Assets, Jan. 1, 1955.....	\$ 929,403,000
Bank Deposits, Jan. 1, 1955.....	\$ 828,080,000
Major Income Sources, 1953: Agriculture 3.0%; Government 19.4%; Manufacturing Payrolls 27.4%; Trade and Service 24.2%.	
Total Income Payments, 1953.....	\$ 1,287,000,000
Per Capita Income, 1953.....	\$ 1,369
Total Internal Revenue Collections, 1954.....	\$ 165,215,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 58.52
Cash Receipts from Farm Marketing, 1954.....	\$ 147,676,000
Government Payments to Farmers, 1954.....	\$ 849,000
Value of Mineral Production, 1951.....	\$ 8,516,000
New Public Construction in 1952.....	\$ 51,900,000
Motor Vehicle Registration, 1954.....	306,002
Number of Telephones, Jan. 1, 1955.....	251,000
Number of Electrical Connections, Jan. 1, 1955.....	333,952
Number of Gas Utilities Connections, 1953.....	38,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MAINE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Androscoggin.....	83,594	\$ 96,038	\$28,089	\$1,947	3,270	13%
Aroostook.....	96,039	98,959	26,156	2,189		
Cumberland.....	169,201	208,429	61,027	5,605	15,490	31%
Franklin.....	20,682	17,256	5,518	411		
Hancock.....	32,105	26,245	10,092	467	1,850	19%
Kennebec.....	83,881	84,841	23,793	2,043	6,170	26%
Knox.....	28,121	27,745	8,407	563	2,550	29%
Lincoln.....	18,004	18,493	5,675	256	1,160	21%
Oxford.....	44,221	34,065	12,116	897		
Penobscot.....	108,198	120,602	31,212	2,738	14,950	52%
Piscataquis.....	18,617	14,343	4,584	530	1,240	23%
Sagadahoc.....	20,911	15,904	6,199	341	1,360	21%
Somerset.....	39,785	28,067	9,722	787	2,600	23%
Waldo.....	21,687	14,444	4,535	261	1,860	29%
Washington.....	35,187	22,732	7,921	620		
York.....	93,541	77,426	27,786	2,136	14,080	51%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BANGOR
(Penobscot County)

WABI-TV

LICENSEE: Community Telecasting Service. Address: 55 State St. Phone: 8255.

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: RCA. Antenna Make: RCA. Height: Above average terrain 673 ft.; Above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 25, 1953. Hours, 7-12:15 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WABI.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.

SERVICES: One studio (45x40 ft.). One RCA camera chain. One composite rear screen projector. One RCA film camera. Two RCA film projectors. One Telojector slide projector. One mobile filming unit. News Service, AP, Library, World.

PRINCIPAL STOCKHOLDERS: Owned by Community Bcstg. Service (WABI Bangor), which is 60% owned by Horace Hildreth, 33.7% by WPOR Portland, Me., and 5.9% by WTVL Waterville, Maine. Same interests have varying ownership in WMTW (TV) Poland Spring, Me.

EXECUTIVES:

Horace Hildreth, pres. Walter Dickson, opr. mgr. & ch. eng.
Leon P. Gorman Jr., gen. mgr. & film buy. Richard B. Bronson, film buy. & prom. mgr.
Milton Chapman, com. mgr. Robert Patten, news ed.
Leon Nelson, prog. dir.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Specifications 20% upper right corner. Share screen. Frequency discounts.

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	66,600	125,800
No. of Sets	51,300	96,500
Retail Sales	\$348,204,000

WTWO (TV)

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Operating Pow.: Visual 14.1 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 99 ft.

OPERATION: Began Sept. 12, 1954. Hours, 7 a.m.-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.

MARYLAND MARKET DATA BY COUNTIES

County	Population				Retail Sales		Food Sales		Drug Sales		(CBS)	
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets	TV %	1954	
Allegany	89,556	\$72,602	\$22,469	\$2,287	9,870	36%						
Anne Arundel	117,392	91,626	30,881	3,159	28,950	82%						
Baltimore	1,219,981*	1,449,014	391,562	50,699	329,670	87%						
Calvert	12,100	7,032	1,963	102	2,080	63%						
Caroline	18,234	21,658	4,048	403	4,060	70%						
Carroll	44,907	43,253	8,675	1,007	8,440	69%						
Cecil	33,356	38,676	13,210	552	7,180	74%						
Charles	23,415	23,170	5,759	302	3,840	63%						
Dorchester	27,815	20,156	5,967	424	5,430	64%						
Frederick	62,287	55,482	13,150	1,265	11,830	63%						
Garrett	21,259	14,852	3,304	244	1,980	36%						
Harford	51,782	56,071	15,384	1,259	14,380	88%						
Howard	23,119	16,250	3,323	421	4,690	69%						
Kent	13,677	16,714	4,495	394	3,010	70%						
Montgomery	164,401	236,274	55,153	6,263	52,060	92%						
Prince George	194,182	154,138	57,838	5,529	64,950	97%						
Queen Annes	14,579	14,309	4,224	262	3,150	70%						
St. Marys	29,111	23,405	8,622	251	5,230	63%						
Somerset	20,745	14,710	4,070	310	1,300	21%						
Talbot	19,428	33,110	6,758	1,276	4,460	70%						
Washington	78,886	77,438	21,338	2,008	15,680	64%						
Wilcomico	39,641	54,647	10,045	1,042	4,740	36%						
Worcester	23,148	42,653	6,915	627	1,670	21%						

*Independent City of Baltimore combined with Baltimore County.
 Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BALTIMORE
 (Baltimore County)

WAAM (TV)

LICENSEE: WAAM Inc. Address: Television Hill. Postal Zone: 11. 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: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 530 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Nov. 1, 1948.
 AFFILIATION: Tv Networks, ABC, DTN.
 REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fischer, Willis & Parzer; Consulting Engineer, Kear & Kennedy.
 SERVICES: Two studios (65x65x25 ft. and 20x20x12 ft.). Five RCA camera chains. One Trans-Lux rear screen projector. Two RCA film camera chains. Two RCA film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One Lynn Custom mobile unit. News Service, AP, Library, World.
 PRINCIPAL STOCKHOLDERS: Ben and Herman Cohen families are majority stockholders. Others are Norman C. Kai (7%), Dr. Harry Goldmann (4.5%), Henry G. Fischer (7%), estate of Herbert Levy (3.5%).
 EXECUTIVES:
 Ben Cohen, pres. Ben Wolfe, eng. dir.
 Ken Carter, gen. mgr. Glenn Lahman, ch. eng.
 Armand Grant, com. mgr. Tommy Dukehart, prom. mgr.
 Herbert Cahan, prog. d'r. & film buy. Ted Jaffee, news ed.

RATE INFORMATION: Class A one hour \$975, (film) \$975; minute spot \$175, (film) \$175; ID \$87.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 9.
 MARKET INFORMATION: Population (Grade A, FCC Contour), 3,442,300; (Total Including Fringe Area), 7,213,300; No. of Sets, 602,840.

WBAL-TV

LICENSEE: The Hearst Corp. Address: 2610 N. Charles St. Postal Zone: 18. Phone: Hopkins 7-3000.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 458 ft.
 EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
 OPERATION: Began March 11, 1948. Hours, 6:45-1:50 a.m.
 AFFILIATION: Tv Network, NBC. Station, Am, WBAL.
 REPRESENTATIVES: Sales, Edward Petry & Co. Inc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer: A. Earl Cullum Jr.
 SERVICES: Two studios (34x45 ft. and 45x84 ft.). Seven RCA b&w camera chains, one RCA color camera chain. One rear screen projector. Three RCA b&w film cameras, one RCA color camera. Four RCA 16mm film projectors. Three slide projectors, two Slide-O-Matic, one Gray. One Gray Telop opaque projector. One RCA mobile unit. News Services, INS, Telenews.
 PRINCIPAL STOCKHOLDERS: Hearst Corp. also owns WISN-AM-TV Milwaukee and through affiliated company WCAE Pittsburgh. Hearst newspapers are Baltimore News-Post, New York Journal-American and Mirror, Albany (N.Y.) Times-Union, Boston Record and American, 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, vp. & exec. dir. Sydney King, prog. dir.
 D. L. Provost, vp. & gen. mgr. Soterios Pappas, prog. sup.
 John T. Wilner, vp., eng. Joseph M. Croghan, sports ed.
 Leslie H. Peard Jr., vp. & sta. mgr. Willis K. Freiert, sls. mgr.
 Freeman W. Cardall, bus. mgr. Thomas J. White Jr., news and publicity mgr.
 Arnold Wilkes, dir., pub. aff. William C. Bareham, ch. eng.
 and educ. Jean Conwell, film ed.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$200, (film) \$200; ID \$100. Color Rates: Add 10% service charge to applicable b&w rate. ID Length 10 sec. Frequency discounts from 2 1/2% for 25 times up to 12 1/2% for 312 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,013,800	2,563,400	3,577,200
Families in Area	299,060	727,440	1,026,500
No. of Sets	697,000
Retail Sales	\$1,276,784,000	\$2,341,333,000	\$3,618,114,000

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.

SYMBOL OF

TELEVISION

SERVICE IN

BALTIMORE

MARYLAND



316,000 WATTS

Represented Notionally by
 HARRINGTON, RIGHTER & PARSONS, INC.
 New York, Chicago, San Francisco

WAAM-13

BALTIMORE (Cont.)

WMAR-TV

LICENSEE: The A. S. Abell Co. Address: Baltimore & Charles Sts. Postal Zone: 3. 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: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 591 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 27, 1947. Hours, 7 a.m.-12:30 a.m.

AFFILIATION: Tv Network, CBS.

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

SERVICES: Two studios (32x50 ft. and 20x30 ft.). Eight camera chains. One Trans-Lux rear screen projector. Three RCA 16mm film projectors, two monochrome, one color. Two RCA slide projectors. One color scanner. One custom balop opaque projector. Two Houston-Fearless film processing units. Two mobile units. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: A. S. Abell Co. publishes Baltimore Sunpapers.

EXECUTIVES:

Wm. F. Schmick Sr., pres. & publisher, The Sunpapers of Baltimore	Robert B. Cochrane, prog. dir.
E. K. Jett, vp. & tv dir.	C. G. Nopper, ch. eng.
Ernest A. Lang, com. mgr.	David V. R. Stickle, news ed.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$200, (film) \$200; ID \$80. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population, 8,847,900; Families in Area, 2,540,700; Square Miles, 19,010; No. of Sets, 609,985.

WITH-TV

(Target Date, Unknown)

LICENSEE: WITH-TV Inc. Address: 7 E. Lexington St.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, 52.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 335 ft.

AFFILIATION: Stations, Am, WITH. Fm, WITH-FM.

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

REPRESENTATIVES: Sales, Forjoe & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: Maryland Bcstg. Co. (WITH Baltimore) (100%). Maryland Bcstg. Co. is owned by Thomas G. Tinsley Jr. and family, who also own WLEE-AM-FM Richmond, Va., and WXEX-TV Petersburg, Va.

EXECUTIVES:

Thomas G. Tinsley Jr., pres. & gen. mgr. Robert C. Embry, vp. & sls mgr.

WSID-TV

(Target Date, Oct. 15, 1955)

LICENSEE: United Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain, 480 ft.; Above ground 601 ft.

AFFILIATION: Station, Am, WSID.

REPRESENTATIVES: Sales, United Bcstg. Co., New York, N. Y.; Washington Attorney, Cohn & Marks.

SERVICES: One rear screen projector. One RCA film chain. Two Holmes 16mm film projectors. One slide projector. One composite opaque projector.

PRINCIPAL STOCKHOLDERS: Richard Eaton, pres., and wife (3%); United Bcsta. Co., controlled by Mr. Eaton (97%). Mr. Eaton also owns WOOK-AM-TV and WFAN (FM) Washington, WANT Richmond, WARK Hagers-town, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio.

EXECUTIVES:

Richard Eaton, pres. & film buy.	James Boyce, prog. dir.
Marvin Mirvis, gen. mgr. & com. mgr.	Arthur A. Snowberger, ch. eng.

RATE INFORMATION: Class A one hour \$120; minute spot \$26. Frequency discounts from 2 1/2% for 13 times up to 25% for 312 times.

CUMBERLAND

(Allegheny County)

WTBO-TV

(Target Date, Not Set)

LICENSEE: Cumberland Valley Bcstg. Corp. Address: 31 Frederick St. Phone: Parkview 2-6666.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 9.55 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 446 ft.

AFFILIATION: Station, Am WTBO.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: Arthur W. German, pres. (60%); Edward G. Murray, vp. (30%) and Morris H. Bergreen, sec.-treas. (10%).

EXECUTIVES:

Arthur W. German, pres.	Morris H. Bergreen, sec.-treas.
Edward G. Murray, vp.	

.... For Complete Data on

SEE THE BROADCASTING
YEARBOOK-MARKETBOOK FOR
THOSE VITAL MARKET FIGURES
ON ANY GIVEN COUNTY IN
MARYLAND — OR IN ANY OF THE
48 STATES FOR THAT MATTER.

Maryland 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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FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2



Baltimore is a rich prosperous market, and WMAR-TV covers its 602,840* teleshets like a tent. But sponsors on Sunpapers Television get an extra bonus of coverage in a lush surrounding area that extends from far up into Pennsylvania down into tidewater Virginia—with, of course, the rich Central Maryland and Delaware areas thrown in.

Evidence? CONSISTENT unsolicited mail from 243 postoffices outside of Baltimore City during March and April, 1955.

The bonus of consistent viewing, attested month after month in WMAR-TV's mail-count, reduces cost-per-thousand and increases sales. The nearest Katz office can fill in the details.

*Total, April 1, 1955, from the Baltimore TV Circulation Committee.

On Maximum Power - Televising Color **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND
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

SALISBURY
(Wicomico County)

WBOC-TV

LICENSEE: The Peninsula Bcstg. Co. Address: Radio-Tv Park. Phone: 6131.
FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw.
Operating Pow.: Visual 15.1 kw, Aural 8.6 kw. Transmitter: RCA. Antenna
Make: RCA. Height: Above average terrain 620 ft.; Above ground 647 ft.

OPERATION: Began July 15, 1954. Hours, 5 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WBOC.

REPRESENTATIVES: Sales, Burn-Smith Co. Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (39x58 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. One RCA film projector. One RCA slide projector. One Gray Telop opaque projector. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: John W. Downing, pres. (16%); W. Lee Allen, vp. (9%); Charles J. Truitt, vp. (3%); I. L. Benjamin, treas. (11%); T. Edward Webb, asst. treas. (3%); Clinton E. Quillin (3%); J. Jerome Framp'tom (3%); Virginia Phillips Warc (5.9%) and others.

EXECUTIVES:

John W. Downing, pres. John W. Downing Jr., prog. dir.
Charles J. Truitt, gen. mgr. & Jack W. Ward, ch. eng.
com. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50; 1D \$20. 1D Length 8 sec., 10 sec. Specifications 4x5 in. Telop: 2x2 in. slide. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	165,000	96,000	261,000
Families in Area	52,000	28,780	80,780
No. of Sets	38,224	15,876	54,100
Retail Sales	\$233,971,200	\$131,608,800	\$365,580,000
Income per Family	\$4,610		
Income per Capita	1,422		

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

MASSACHUSETTS MARKET INDICATORS

Total Population, July 1, 1954.....	4,954,000
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, March 1955	1,725,500
Employed in Agriculture, 1950	32,804
Employed in Manufacturing, March 1955	667,400
Employed in Mining, March 1955	(See footnote 3, Foreword)
Employed in Construction, March 1955	59,400
Employed in Transportation & Public Utilities, March 1955	116,800
Employed in Wholesale & Retail Trade, March 1955...	353,000
Employed in Finance, Insurance & Real Estate, March 1955	86,000
Employed in Service and Miscellaneous, March 1955...	208,000
Employed in Government Service, March 1955.....	234,900
Retail Sales, 1954.....	\$ 5,334,024,000
Bank Assets, Jan. 1, 1955.....	\$ 9,966,800,000
Bank Deposits, Jan. 1, 1955.....	\$ 8,879,885,000
Major Income Sources, 1953: Agriculture 0.8%; Government 16.8%; Manufacturing Payrolls 30.8%; Trade and Service 25.1%.	
Total Income Payments, 1953.....	\$ 8,880,000,000
Per Capita Income, 1953.....	\$ 1,812
Total Internal Revenue Collections, 1954.....	\$ 1,820,885,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$ 67.87
Cash Receipts from Farm Marketing, 1954.....	\$ 192,329,000
Government Payments to Farmers, 1954.....	\$ 484,000
Value of Mineral Production, 1951.....	\$ 16,951,000
Total New Construction in 1952.....	\$ 828,300,000
New Private Construction in 1952.....	\$ 507,000,000
New Public Construction in 1952.....	\$ 321,300,000
Motor Vehicle Registration, 1954.....	1,479,889
Number of Telephones, Jan. 1, 1955.....	1,827,000
Number of Electrical Connections, Jan. 1, 1955.....	1,607,837
Number of Gas Utilities Connections, 1953.....	1,015,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

TIME IS VALUABLE!
WITH THESE MEDIA TIME MEANS GREATER RESULTS

WBOC

960KC—FULL TIME
15th YEAR

81,915 RADIO HOMES
MUTUAL NETWORK

65.8% of the Radio audience every day of the week (Conlan).

*Two of the Nation's
Finer Stations*

AT THE CENTER OF

**DEL-MAR-VA
PENINSULA**

*America's Rich, Storied
"Forty-Ninth State"*

WBOC-TV

CHANNEL 16
2nd YEAR

51,750 UHF HOMES
ABC, CBS NETWORKS

*Only TV station serving
market with consistent
signal.*

**SERVING 302,000 POPULATION
\$430,000,000 RETAIL SALES**

**LOWEST COST PER THOUSAND
PROVEN AS A TEST MARKET**

ASK FOR DETAILED MARKET STATISTICS AND MAPS

RADIO-TV PARK.....SALISBURY, MD.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Barnstable	46,805	\$ 77,847	\$23,922	\$2,666	9,880	60%
Berkshire	132,966	152,162	41,485	3,445	31,920	78%
Bristol	381,569	389,443	118,618	13,185	95,560	80%
Dukes	5,633	7,715	3,241	414	1,080	60%
Essex	522,384	552,060	174,336	16,816	139,420	85%
Franklin	52,747	59,157	16,236	1,206	6,760	40%
Hampden	367,971	457,981	120,523	15,083	71,320	63%
Hampshire	87,594	73,030	18,673	2,174	11,430	47%
Middlesex	1,064,569	948,967	281,520	31,554	244,890	78%
Nantucket	3,484	7,174	2,324	278	660	60%
Norfolk	392,308	376,189	119,792	13,564	95,860	79%
Plymouth	189,468	215,803	65,482	5,794	49,590	81%
Suffolk	896,615	1,407,987	327,057	39,576	219,610	83%
Worcester	546,401	608,509	175,676	15,483	131,630	80%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BOSTON
(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Bcstg. Co. Inc. Address: 1170 Soldiers Field Rd. Postal Zone: 34. Phone: Algonquin 4-5670.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 95 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 470 ft.; Above ground 389 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began June 9, 1948. Hours, 7 a.m.-1a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WBZ. Fm WBZ-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, John W. Steen; Consulting Engineer, Ralph Harmon, vp. chg. eng.

SERVICES: Three studios (40x45, 30x45 and 30x25 ft., latter with 150 seating capacity). Eight RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three GE 16mm film projectors. Two 2x2 in. Selectroslide Jr. slide projectors. One RCA mobile unit. News Services, INS & UP. Library, Assoc., RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

EXECUTIVES:

C. J. Witting, pres.	W. H. Hauser, ch. eng.
W. C. Swartley, gen. mgr.	R. Duffield, film mgr.
C. H. Massé, sls. mgr.	E. J. Muriaty, adv. & sls. prom. mgr.
W. G. Swan, prog. mgr.	F. E. Whitmarsh, news ed.

RATE INFORMATION: Class AA one hour (time charges only) \$2,000, Class A \$1,700; AA minute spot \$400, A \$340; ID AA \$200, A \$170. Full and share screen. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Population: Grade A (FCC Contour), 3,003,514; Grades A & B (FCC Contour), 5,017,976; Total (Including Fringe Area), 5,258,259; No. of Sets (April 1, 1955), 1,300,264; Retail Sales, \$6,106,033,000.

WGBH-TV*

(*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: 84 Massachusetts Ave., Cambridge, Mass. Postal Zone: 39. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw Aural 33.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 233 ft.

OPERATION: Began May 2 1955. Hours, 5:20 p.m.-9 p.m.

AFFILIATION: Station, Fm, WGBH-FM.

WBZ-TV

FIRST IN THE BUSTLING BOSTON MARKET

Channel 4 delivers America's sixth market. What's more, the metropolitan Boston Market boasts the second highest consumers' spendable income per household in the nation. And it's in the households where TV sells!

Capture this huge market on WBZ-TV, New England's pioneer television station. For information and availabilities, call Herb Massé at ALgonquin 4-5670, Boston, or Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

	100 uv/m	Grades A and B
Population (1/1/55)	5,546,945	5,259,765
TV Homes (RETMA 5/27/55)	1,697,798	1,639,672
TV Homes (WBZ-TV Survey ±81 6/1/55)	1,315,246	
Consumers' Spendable Income 1954	\$9,172,311,000	\$8,788,279,000
Total Retail Sales 1954	\$5,880,883,000	\$5,626,185,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-TV • WBZA • WBZ, Boston; KYW • WPTZ, Philadelphia; KDKA • KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by THE KATZ AGENCY, Inc.; all other WBC stations represented by FREE & PETERS, INC.

BOSTON (Cont.)

WGBH-TV* (Cont.)

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (52x68x17 ft. and 14x19x8 ft.) Three RCA camera chains. One Kliegl rear screen projector. One RCA film camera chain. Two film cameras, Auricon and Arriflex. One RCA film projector. Three slide projectors one Gray 2x2 in. and two A-O 3/4x4 in. One RCA kine photo recorder-sync. magnetic sound. News Service, UP.

EXECUTIVES:

Ralph Lowell, pres.	film buy.
Parker Wheatley, gen. mgr.	Paul Rader, prod. dir.
Hartford N. Gunn Jr., opr. dir.	Arthur W. Richardson, ch. eng.
Edward G. Sherburne, prog. dir. &	Peter H. Winn, pub. rel. dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,861,555	2,367,430	5,879,622
Families in Area	808,716	709,767	1,692,841
No. of Sets	726,227	637,371	1,520,171

WJDW (TV)

(Target Date, Unknown)

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: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 539 ft.

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. Postal Zone: 15. Phone: Commonwealth 6-0600.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE/RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 428 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 21, 1948. Hours, 7-11 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WNAC. Fm, WNAC-FM.

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

SERVICES: One studio (25x35 ft.). Three studio camera chains. Two GE film cameras. Four film projectors, two Simplex 35mm, two Bell & Howell 16mm. One slide projector, 3/4x4 in. glass or opaque. (One 2x2 in. slide projector available by special arrangement. Prefer 3/4x4 in. slides.) One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas O'Neil, pres.	Tony Lang, prod. dir.
Norman Knight, vp. & gen. mgr.	Harry Whittemore, tech. dir.
George Steffy, vp. chg. tv opr.	James A. Pike, film buy.
Thomas H. Bateson, dir. s's. service & natl. sls.	George W. Hallberg, prom. mgr.
	Leland Bickford, news ed.

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$420, (film) \$420; 20-sec. ID \$380, 10 sec. ID \$190. Full and share screen. Frequency discounts from 20% for 52 wks. (programs), 10% for 52 wks. (announcements). Weekly volume discount plans. Rate Card No. 7A.

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 (May 1, 1955)			1,308,362

WTAO-TV (CAMBRIDGE)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave., Cambridge, Mass. Phone: Elliot 4-0500. (For full listing see Cambridge.)

**BROCKTON
(Plymouth County)**

WHEF-TV

(Target Date, Unknown)

LICENSEE: Trans-American Television Enterprises Inc. Address: 225 Washington St., Boston. Phone: Lafayette 3-8352.

FACILITIES: Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 458 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.

REPRESENTATIVES: Washington Attorney, Samuel Miller; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDER: Harry E. Franks (100%).

EXECUTIVES:

Harry E. Franks, pres. & treas.

**CAMBRIDGE
(Middlesex County)**

WTAO-TV (BOSTON)

LICENSEE: Middlesex Bcstg. Co. Address: 439 Concord Ave. Phone: Elliott 4-0500.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Operating Pow.: Visual 21.5 kw, Aural 11.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 289 ft.

OPERATION: Began Sept. 1, 1953. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, DuMont. Stations, Am, WTAO. Fm, WXHR (FM).

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Fisher, Wayland, Cuvall & Southmayd.

SERVICES: One studio (30x20 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDER: Frank Lyman Jr.

EXECUTIVES:

Frank Lyman Jr., own.	Carmen J. Ferraro, ch. eng.
Ted Pitman, gen. mgr. & film buy.	Art Mil'man, prom. mgr.
Walter Harrington, prog. dir.	

RATE INFORMATION: Class A one hour \$250, (film) \$250; minute spot (live) \$50, (film or slide) \$50; 1D \$25. 1D Length 10 sec. Share screen. Frequency discounts from 7 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION: No. of Sets, 190,000.

**NORTH ADAMS
(Berkshire County)**

WMGT (TV) (PITTSFIELD)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row, Pittsfield, Mass. Phone: 2-1553. (For full listing see Pittsfield.)

**PITTSFIELD
(Berkshire County)**

WMGT (TV) (NORTH ADAMS)

LICENSEE: Greylock Bcstg. Co. Address: 8 Bank Row. Phone: 2-1553.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.6 kw. Operating Pow.: Visual 115 kw, Aural 67.6 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 2,120 ft.; Above ground 251 ft.

OPERATION: Began Feb. 5, 1954. Hours, 4:30 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WBRK.

REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, James C. McNary.

SERVICES: One studio (25x32 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray (2x2 in.) slide projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Leon Podolsky (36.06%), Gardner S. Morse (11.56%), Lawrence R. Connor (11.56%), Robert W. McCracken (11.56%), Winnie Davis L. Crane (10%), and others.

EXECUTIVES:

Leon Podolsky, pres.	Leonard Lavendol, ch. eng.
William P. Geary, gen. mgr.	M. Richard Bolender, film dir.
Allan L. Bonney, sls. mgr.	Larry Vaber, prom. mgr. & news ed.
Edward W. Pearson, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$40, (film) \$40; 1D \$20. 1D Length 8 sec. Specifications 2x2 in. Full and share screen. Frequency discounts from 10% for 26 times up to 25% for 104 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,297,000; Families in Area, 689,000; No. of Sets, 507,000; Retail Sales, \$2,675,000,000; Income from All Sources, \$4,105,000,000.

**SPRINGFIELD
(Hampden County)**

WHYN-TV

LICENSEE: The Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 180 kw, Aural 91 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 129 ft.

OPERATION: Began April 14, 1953. Hours, 7 a.m.-12:15 a.m.

AFFILIATION: Tv Networks, CBS, DuMont. Stations, Am, WHYN. Fm, WHYN-FM.

REPRESENTATIVES: Sales, The Branham Co. (natl.); Weed Television (New England); Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (30x40 ft. and 10x15 ft.), one outdoor studio with garden (80x120 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. One LaBelle 2x2 in. slide projector, one GE 3x4 in. slide projector. One GE opaque projector. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Republican Television Inc. (50%); William Dwight, pres., and family (33 1/3%); Charles N. DeRose, vp., and family, (16 2/3%).

Republican Television Inc. is owned by the Employees' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own Holyoke Transcript and Telegram and Northampton Hampshire Gazette.

EXECUTIVES:

Charles N. DeRose, gen. mgr.	Harold Schumacher, ch. eng.
Patrick J. Montague, com. mgr.	Michael Horn, prom. mgr.
Kendall Smith, prog. dir. & film buy.	Noah LaMountain, news ed.

MASSACHUSETTS

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$83, (film) \$75; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 208 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade A & B (FCC Contour)	Total (Including Fringe Area)
Population	841,750	1,102,175	2,520,000
Families in Area	189,200	209,700	642,700
No. of Sets	155,000	172,000	478,000
Retail Sales	\$824,243,707	\$1,423,544,000	\$1,842,376,000
Income per Family	\$3,838	\$3,829	\$3,789
Income per Capita	\$1,447	\$1,437	\$1,373

WWLP (TV)

LICENSEE: Springfield Television Bcstg. Corp. Address: 17 Pearl St. Postal Zone: 3. Phone: State 8-4521.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 369 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 17, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (36x38 ft.). Two GE camera chains. One rear screen projector. Two GE film cameras. Two GE 16mm film projectors. Two Selectoslide slide projectors. One GE Balop opaque projector. Two Micro Developer film processing units. Truck mobile unit with two DuMont cameras. News Services, AP & INS.

PRINCIPAL STOCKHOLDERS: Roger L. Putnam, pres. (24.55%); William L. Putnam, treas. (5.35%); George Vadnais et al (21%); James F. Fitzgerald (8.8%); Joseph DeLiso (5.24%); WSPR Inc. (Springfield) (8.14%); and others.

EXECUTIVES:

Roger L. Putnam, pres.	Wallace I. Green, prog. dir.
William L. Putnam, gen. mgr.	George R. Townsend, vp. & ch. eng.
Howard S. Keefe, asst. sta. mgr. & prom. mgr.	Wallace Sawyer, film buy.
James H. Ferguson Jr., com. mgr.	Jack Labrie, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec., 6 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 4A.

MARKET INFORMATION: (Grade A FCC Contour) 913,392, (Grade B FCC Contour) 1,530,744; No. of uhf sets 176,000.

WORCESTER

(Worcester County)

WAAB-TV

(Target Date, Not Set)

LICENSEE: WAAB Inc. Address: 34 Mechanic St. Phone: Pleasant 2-5611.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 41.7 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 250 ft.

AFFILIATION: Stations, Am, WAAB.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Felix D. Bonvouloir.

PRINCIPAL STOCKHOLDERS: George F. Wilson and family, 100%.

EXECUTIVES: George F. Wilson, pres.

WWOR-TV

LICENSEE: Salisbury Bcstg. Corp. Address: P. O. Box 609. Postal Zone I. Phone: Pleasant 7-8374.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.7 kw. Operating Pow.: Visual 16.2 kw, Aural 8.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 254 ft.

OPERATION: Began Dec. 4, 1953. Hours, 3 p.m.-12:15 a.m.

AFFILIATION: Tv Networks, ABC, DuMont.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (28x20 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray Teloprojector slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co. (30.4%); John Z. Buckley pres. (.91%); Ansel E. Gridley vp. & gen. mgr. (2.26%); Kenneth P. Higgins, treas. (.91%); Milton P. Higgins (4.9%); and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego and 28% of Olympic Radio Co., set manufacturer.

EXECUTIVES:

John Z. Buckley, pres.	Harold Eckman, film buy.
Ansel E. Gridley, vp. & gen. mgr.	John S. McSheehy, prom. mgr.
Leonard V. Corwin, com. mgr.	Pendleton Brown, news
Thomas C. Sawyer, prog. d'r.	& sp. events ed.
Donald P. Wise, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Full and share screen. 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	400,600	905,000	1,262,000
Families in Area	120,400	264,000	374,000
No. of Sets	100,000	219,000	326,000
Retail Sales	\$455,600,000	\$975,000,000	\$1,421,682,000
Income per Family	\$5,361	\$5,140	
Income per Capita	\$1,529	\$1,514	

MICHIGAN

MICHIGAN MARKET INDICATORS

Total Population, July 1, 1954.....	7,024,000
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 Nonagricultural Establishments, March 1955.....	2,354,900
Employed in Agriculture, 1950.....	159,869
Employed in Mining, March 1955.....	15,600
Employed in Manufacturing, March 1955.....	1,142,100
Employed in Construction, March 1955.....	95,000
Employed in Transportation & Public Utilities, March 1955.....	142,500
Employed in Wholesale & Retail Trade, March 1955.....	439,000
Employed in Finance, Insurance & Real Estate, March 1955.....	67,600
Employed in Service and Miscellaneous, March 1955.....	203,800
Employed in Government Service, March 1955.....	249,400
Retail Sales, 1954.....	\$ 8,281,319,000
Bank Assets, Jan. 1, 1955.....	\$ 7,801,641,000
Bank Deposits, Jan. 1, 1955.....	\$ 7,242,286,000
Major Income Sources, 1953: Agriculture 2.2%; Government 11.1%; Manufacturing Payrolls 44.1%; Trade and Service 22.1%.	
Total Income Payments, 1953.....	\$ 13,723,000,000
Per Capita Income, 1953.....	\$ 2,003
Total Internal Revenue Collections, 1954.....	\$ 5,770,036,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 95.65
Cash Receipts from Farm Marketing, 1954.....	\$ 659,155,000
Government Payments to Farmers, 1954.....	\$ 5,739,000
Value of Mineral Production, 1951.....	\$ 257,937,000
Total New Construction in 1952.....	\$ 1,368,000,000
New Private Construction in 1952.....	\$ 1,024,100,000
New Public Construction in 1952.....	\$ 343,900,000
Motor Vehicle Registration, 1954.....	2,847,745
Number of Telephones, Jan. 1, 1955.....	2,487,900
Number of Electrical Connections, Jan. 1, 1955.....	2,258,812
Number of Gas Utilities Connections, 1953.....	1,215,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MICHIGAN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	TV Sets	
					(CBS) 1954	(CBS) 1954
Alcona	5,856	\$ 5,501	\$ 1,724	\$ 109
Alger	10,007	7,723	2,320	253
Allegan	47,493	48,778	13,547	954	9,380	61%
Alpena	22,189	24,800	7,018	656
Antrim	10,721	8,513	2,817	284	540	15%
Arenac	9,644	9,770	2,103	217
Baraga	8,037	5,729	1,719	108
Barry	26,183	23,248	6,692	686	5,310	61%
Bay	88,461	103,259	26,336	3,608	13,860	51%
Benzie	8,306	8,490	2,871	418	290	11%
Berrien	115,702	154,282	42,182	6,298	31,750	80%
Branch	30,202	31,908	7,900	829	6,340	66%
Calhoun	120,813	157,401	40,526	6,007	29,580	75%
Cass	28,185	24,613	6,738	753	7,820	79%
Charlevoix	13,475	12,102	3,673	382
Cheboygan	13,731	14,634	4,205	521
Chippewa	29,206	34,350	9,438	543
Clare	10,253	10,589	3,128	471	1,520	46%
Clinton	31,195	23,698	5,643	472	6,020	64%
Crawford	4,151	5,138	1,580	91	180	14%
Delta	32,913	29,804	9,368	741
Dickinson	24,844	25,937	7,424	444	1,650	21%
Eaton	40,023	39,092	10,683	1,335	7,050	53%
Emmett	16,534	21,979	4,992	598
Genesee	270,963	410,683	103,477	15,127	48,980	56%
Gladwin	9,451	8,171	2,146	47	1,200	46%
Gogebic	27,053	27,336	7,120	641
Grand Traverse	28,598	40,952	8,775	1,172	940	11%
Gratiot	33,429	36,574	9,493	834	6,530	65%
Hillsdale	31,916	31,086	6,859	547	5,610	48%
Houghton	39,771	31,461	11,893	571
Huron	33,149	36,900	7,520	749	2,350	24%
Ingham	172,941	261,175	64,234	8,090	42,200	75%
Ionia	38,158	35,291	9,820	1,120	5,310	47%
Iosco	10,906	14,727	4,411	607
Iron	17,692	20,006	6,141	327
Isabella	28,964	24,151	6,649	444	3,460	42%
Jackson	107,925	138,024	34,215	5,351	24,900	73%
Kalamazoo	126,707	164,209	39,340	6,816	31,080	74%
Kaikaska	4,597	3,253	1,239	79	180	14%
Kent	288,292	396,089	96,102	17,820	60,860	64%
Keweenaw	2,918	1,003	668	200	11%
Lake	5,257	3,749	1,355	80	5,350	56%
Lapeer	35,794	35,021	9,485	800	290	11%
Leelanau	8,647	5,042	1,686	146	13,280	63%
Lenawee	64,629	77,798	20,876	2,251	6,790	77%
Livingston	26,725	30,923	7,458	751
Luce	8,147	5,972	1,886	78
Mackinac	9,287	9,577	3,552	188
Macomb	184,961	225,384	69,439	7,777	58,340	91%
Manistee	18,524	16,036	4,759	686	630	10%

MICHIGAN MARKET DATA BY COUNTIES (Cont.)

County	Population	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Marquette	47,654	43,954	13,765	909
Mason	20,474	23,239	6,548	611	1,100	17%
Mecosta	18,968	17,533	4,793	648	2,440	42%
Menominee	25,299	18,950	5,302	204	1,670	22%
Midland	35,662	35,178	10,795	1,170	5,220	47%
Missaukee	7,458	5,689	1,398	82	300	14%
Monroe	75,666	79,506	21,483	2,615	19,490	81%
Montcalm	31,013	39,050	10,333	1,085	5,420	53%
Montmorency	4,125	4,747	1,284	80
Muskegon	121,545	152,688	45,271	5,508	24,580	61%
Newaygo	21,567	17,743	5,265	464	3,590	52%
Oakland	369,001	537,178	147,103	17,149	125,060	93%
Oceana	16,105	13,487	3,880	381	820	16%
Ogemaw	9,345	10,190	2,919	295
Ontonagon	10,282	8,913	2,334	157
Osceola	13,797	11,420	3,017	278	1,720	42%
Oscoda	3,134	2,892	1,258	92
Ostego	6,435	7,232	1,812	82	240	14%
Ottawa	73,751	84,442	20,757	2,526	14,890	62%
Presque Isle	11,996	9,838	3,172	216
Resconmon	5,916	10,284	3,186	403	340	14%
Saginaw	153,515	184,339	47,539	6,231	27,750	58%
St. Clair	91,599	109,562	30,301	3,076	25,060	84%
St. Joseph	35,071	42,265	10,352	1,158	7,950	67%
Sanilac	30,837	28,923	7,387	656	2,380	25%
Schoolcraft	9,148	9,696	3,231	125
Shiawassee	45,967	45,652	12,297	1,210	10,020	68%
Tuscola	38,258	36,436	9,417	851	3,370	30%
Van Buren	39,184	43,383	13,234	1,289	10,570	79%
Washtenaw	134,606	161,219	41,532	7,226	26,110	65%
Wayne	2,435,235	3,454,221	780,376	147,523	653,690	86%
Wexford	18,628	18,534	4,508	577	640	11%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANN ARBOR

(Washtenaw County)

WPAG-TV

LICENSEE: Washtenaw Bcstg. Co. Address: Main & E. Liberty Sts. Phone: Normandy 2-5517.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Operating Pow.: Visual 17 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 274 ft.

OPERATION: Began April, 1953. Hours, 6-11:30 p.m.

AFFILIATION: Tv Network, DTN. Station, Am, WPAG.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene, pres.-teras., (50%), and Edward F. Baughn, exec. vp.-treas., (50%).

SERVICES: One studio. One Fleetwood camera chain. One GE film camera. Two Eastman film projectors. One GE slide projector. One Beseler opaque projector. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Arthur E. Greene, pres.-treas., (50%), and Edward F. Baughn, exec. vp.-treas., (50%).

EXECUTIVES:

Edward F. Baughn, exec. vp. & gen. mgr.
Ken MacDonald, com. mgr.
Dave Pringle, prog. dir. & film buy.
Donald N. Bowdish, ch. eng.
Al Samborn, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	110,000	200,000	350,000
Families in Area	27,500	50,000	87,500

WUOM (TV)*

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

LICENSEE: Board of Regents, U. of Michigan. Address: 504 S. State St. Phone: Normandy 3-1511.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,110 ft.; Above ground 1,047 ft.

REPRESENTATIVES: Attorney, Edmund A. Cumiskey, U. of Michigan; Consulting Engineer, J. J. Swantek, U. of Michigan.

EXECUTIVES:

W. K. Pierpont, vp. Garnet R. Garrison, dir. of tv.

BATTLE CREEK

(Calhoun County)

WBCK-TV

(Target Date, Unknown)

LICENSEE: Michigan Bcstg. 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: DuM. Antenna Make: DuM. Height: Above average terrain 580 ft.; Above ground 540 ft.

AFFILIATION: Station, Am, WBCK.

REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, Guilford S. Jame-son; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (15x21 ft.) One DuMont camera chain. One image orth. pickup film camera. Two Holmes 16mm film projectors. One DuMont scanner.

PRINCIPAL STOCKHOLDERS: Robert H. Holmes, pres., and David N. Holmes, sec.-treas., each 50%.

EXECUTIVES: Robert H. Holmes, pres. & gen. mgr.

BAY CITY

(Saginaw County)

WNEM-TV (MIDLAND, SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St. Phone: 3-6505.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 16, 1954. Hours, 9-1 a.m.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Sales, Headley-Reed TV; Michigar Spot Sales; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.), one announce booth. Two DuMont camera chains. One DuMont film camera. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector. One Bridgamatic Jr. film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDER: Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac) (100%). James Gerity Jr. is owner.

EXECUTIVES:

James Gerity Jr., own.
Harry E. Travis, gen. mgr., com. mgr. & film buy.
Frank G. Benesh, prog. dir. & news ed.
Robert L. Buerket, ch. eng.
Claude F. Mendell, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$545, (film) \$500; minute spot (live) \$90, (film) \$80; ID \$40. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	904,600	1,362,422
Families in Area	278,337	403,820
No. of Sets	215,433	312,555
Retail Sales	\$1,022,892,208	\$1,484,325,000
Income per Family	\$5,000	\$5,000

WKNX-TV (MIDLAND, SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw.
Phone: Saginaw 3-447; (For full listing see Saginaw, Mich.)

CADILLAC
(Wexford County)

WWTV (TV)

LICENSEE: Sparton Bcstg. Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478.

FACILITIES: Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operat-
Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Federal. Antenna Make:
Federal. Height: Above average terrain 1,640 ft.; Above ground 1,282 ft.

OPERATION: Began Jan. 1, 1954. Hours, 10:30 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Scharfeld, Jones &
Baron.

SERVICES: Two studios (16x17 ft. and 24x25 ft.). One GE camera chain. Two Dage
film cameras. Two GE film projectors. One 2x2 in. slide turret projector.
One GE 3x4 in. opaque projector. One custom built film processing unit. News
Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Sparks-Withington Co., Jackson, Mich. (100%).
John J. Smith, pres.

EXECUTIVES:

John J. Smith, pres.	A. W. Daubendick, ch. eng.
David F. Milligan, gen. mgr.	Daryl Sebastian, prom. & merc. mgr.
John Cundiff, sls. mgr.	Gil Thomas, news dir.
Alex Monahan, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot \$50,
(film) \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. Fre-
quency discounts from 2 1/2% 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	285,050	556,950	1,338,525
Families in Area	84,145	166,245	397,695
No. of Sets	46,267	136,526	299,546
Retail Sales	\$282,645,000	\$629,183,250	\$1,475,284,500
Income per Family	\$2,799.33	\$4,854.12	\$4,330.51
Income per Capita	\$ 826.35	\$1,238.17	\$1,286.66

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

Michigan's
"BIG SELL"
Station

WWTV

VHF Channel 13

★ **BIG IN PROMOTION**

Active Promotion that Pays Dividends
For BIG Sell Sponsors

★ **BIG IN MERCHANDISING**

Profitable Retail Tie-Ins Through
Monthly "WWTV Merchandiser"

★ **BIG IN TOWER**

Michigan's Tallest—1,282 Feet Above Ground

★ **BIG IN COVERAGE**

42 Counties—311,957 Sets
(RETMA 5-27-55)

★ **BIG IN PROGRAMMING**

Top Network and Syndicated Shows Plus
Outstanding Local Live Programs

★ **EVEN BIGGER in
SALES of
SPONSORS'
PRODUCTS**

WWTV

Serving Michigan from Cadillac
Sparton Broadcasting Co.

CBS - ABC

Represented Nationally by Weed

MICHIGAN

DETROIT

(Wayne County)

WBID-TV

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: Cadillac Tower.

FACILITIES: Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 670 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: Max Osnos, pres. (93%). Woodward Bcstg. also owns WTOH-TV Toledo, Ohio. Mr. Osnos also 9% stockholder in WITI-TV Whitefish Bay (Milwaukee), Wis.

EXECUTIVES:
Max Osnos, pres.-treas. Jacob Kellman, vp.

WJBK-TV

LICENSEE: Storer Bcstg. Co. Address: 500 Temple St. Postal Zone: 1. Phone: Temple 3-7900.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operat. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1948. Hours, 6:45-12:53 a.m.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WJBK. Fm, WJBK-FM.

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

SERVICES: One studio (35x40 ft.). Three studio cameras, two GE, one RCA. Two GE film cameras. Two GE 16mm film projectors. Three slide projectors, two AASA SVE, one RCA. One GE opaque projector. One Linn Coach mobile unit with four RCA cameras. News Service, INS.

PRINCIPAL STOCKHOLDERS: See WGBS-TV Miami, Fla.

EXECUTIVES:
George B. Storer, pres. Paul O. Frincke, ch. eng.
Bill Michaels, mgng. dir. George Kenyon, film mgr.
M. E. McMurray, natl. sls. mgr. Kenneth H. Boehmer, prom.
Keith McKenney, loc. sls. mgr. & publicity mgr.
Richard E. Fischer, prog. dir. George L. Snyder, merc. mgr.
& film buy.

RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot live \$400, (film) \$400; 1D \$160. 1D Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population, 5,594,700; Families in Area, 1,795,580; No. of Sets, 1,590,200; Retail Sales, \$6,805,278,000; (Canadian not shown.)

WTVS (TV)*

(Target Date, Late Summer)

(*Non-Commercial Educational)

LICENSEE: Detroit Educational Television Foundation. Address: 474 W. Warren Ave. Postal Zone: 1. Phone: Temple 1-5144.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 535 ft.

AFFILIATION: Station, Fm, WDTR-FM.


REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

EXECUTIVES:
C. Allen Harlan, pres. Mrs. Frank Couzens, treas.
James Cope, vp. W. E. Stirton, sec. & asst. treas.

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the
COUNT OF MONTE CRISTO
starring
GEORGE DOLENZ



Another winner!

from the portfolio of **TPA** Sales Builders

MONTE CRISTO is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press... a best-seller as a book... a smash hit as a play - and one of the Top Ten when Edward Small produced it as a full-length motion picture.

Its success is easy to understand. As one enthusiastic critic put it: "'Monte Cristo' is made in Heaven for the manufacturers of the costume film drama."

This new half-hour series takes full advantage of the rich potentials of this great story. Production quality is of the highest—the writing is taut and exciting... the sets are lavish and eye-filling... the big-name talent is superbly cast.

MONTE CRISTO is a show that will appeal to viewers of every age. It's a vehicle which can sell anything - from milk to motor cars. In addition, as the only program of its kind in all television, it gives the advertiser an invaluable running start in sponsor identification.

Act fast on this one while good availabilities still remain.

Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



Traveling Salesman!

**WJBK-TV GOES FAR AND WIDE
TO MAKE SALES FOR YOU
THROUGHOUT THE HUGE DETROIT-
SOUTHERN MICHIGAN MARKET**

*Area Survey Figures Show
WJBK-TV Tops 'em All!*

Look at these typical ARB figures for March, 1955, for example:

IN FLINT, 58 miles from downtown Detroit:

47% tune most to WJBK-TV before 6:00 P.M.
14% to 2nd Detroit station; 3% to 3rd Detroit station
48% tune most to WJBK-TV after 6:00 P.M.
14% to 2nd Detroit station; 3% to 3rd Detroit station

IN ANN ARBOR, 40 miles from downtown Detroit:

26% tune most to WJBK-TV before 6:00 P.M.
18% to 2nd Detroit station; 13% to 3rd Detroit station
43% tune most to WJBK-TV after 6:00 P.M.
25% to 2nd Detroit station; 8% to 3rd Detroit station

There's a lot more to the "Detroit Television Market" than just Detroit alone! More than 800,000 TV homes out of 1,590,000 are outside Wayne County. For real area coverage, you need the station that's most welcome in those homes, as well as in Detroit ... WJBK-TV.

Success story after success story in our files show the far-reaching selling power of WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power. We'd welcome a chance to do a selling job for you in this multi-million dollar Michigan market.

WJBK-TV CHANNEL
2
DETROIT



Represented
Nationally
by THE KATZ AGENCY

National Sales Director,
TOM HARKER
118 E. 57th, New York 22,
ELDORADO 5-7690

DETROIT (Cont.)

WWJ-TV

LICENSEE: The Evening News Assn. Address: 622 W. Lafayette St. Postal Zone: 31. Phone: Woodward 2-2000.

FACILITIES: Ch. 4. Authorized Ef. Rad. Pow.: Visual 97.7 kw, Aural 50.1 kw. Operating Pow.: Visual 97.7 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,063½ ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began March 4, 1947. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WWJ-AM. Fm, WWJ-FM.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Free & Peters (Sept. 1); Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (one 4,640 sq. ft. with 25 ft. diam. turntable; two 1,900 sq. ft. and 2,288 sq. ft.). Two DuMont field type camera chains, seven RCA image orthicon camera chains, one three-camera RCA camera chain, one two-camera RCA camera chain. Two rear screen projectors, Trans-Lux and Bodde. Three RCA film cameras. Four RCA film projectors and one Victor film projector. Two Selectro-slide projectors. One opaque projector. Two mobile units. News Services, AP, UP. Library, Lang-Worth, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Detroit News.

EXECUTIVES:

Warren S. Booth, pres. (The Detroit News)	Frank A. Picard II, film mgr.
Edwin K. Wheeler, gen. mgr.	Glenn Kyker, sls. prom. mgr.
Don DeGroot, asst. gen. mgr.	James Schiavone, prog. & prod. mgr.
Henry C. Rogers, bus. mgr.	Edgar J. Love, gen. eng. mgr.
Wendell B. Parmelee, natl. sls. mgr.	Russell P. Williams, ch. studio eng.
Douglas L. Sinn, asst. sls. mgr.	James Clark, news editor

RATE INFORMATION: Class AA one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$400, (film) \$400; ID \$160. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 13.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	4,022,000	5,403,000	6,245,000
Families in Area	1,125,000	1,563,000	1,782,000
No. of Sets	1,020,000	1,360,000	1,540,000
Retail Sales	\$4,680,000,000	\$6,420,000,000	\$7,240,000,000
Income per Family	\$6,160	\$6,000	\$5,800
Income per Capita	\$1,724	\$1,740	\$1,662

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**ZIV'S NEW
TRAFFIC**



STOPPING!
TV SERIES
on pages 434-435





WWJ-TV

is the

showplace

of Detroit!

*In Detroit . . .
You Sell More
on channel*

4



- Beautiful studios to produce beautiful shows
- Largest, most useful facilities of any Michigan station
- A personality staff of on-the-screen and behind-the-screen experts

So trust your TV advertising budget for the entire Detroit and Southeastern Michigan market to the SHOWplace station that's best equipped to sell your products to show-loving millions who spend over \$7-billion annually.

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS
• National Representatives:
THE GEORGE P. HOLLINGBERY COMPANY

DETROIT (Cont.)

WXYZ-TV

LICENSEE: WXYZ Inc. Address: Mutual Bldg. Postal Zone: 26. Phone: Woodward 3-8321.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 485 ft.; Above ground 480 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 9, 1948. Hours, 8:55-1:30 a.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WXYZ. Fm, WXYZ-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, McKenna & Wilkin-son; Consulting Engineer, Kear & Kennedy.

SERVICES: Four studios (32x40 ft., 41x50 ft., 31x25 ft. and 22x22 ft.). Eleven RCA camera chains. One Bodde rear screen projector. Six RCA film cameras. Five RCA film projectors. Four slide projectors, two Eastman, two SVE. One film processing unit. One mobile unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by American Broadcasting-Paramount Thea-tres Inc. See WABC-TV New York.

EXECUTIVES:

James G. Riddell, pres. & gen. mgr.	Peter Strand, exec. prod.
John F. Pival, vp. chg. tv & film buy.	Charles Kocher, ch. eng.
Ralph Dawson, com. mgr.	Robert Baldrice, prom. mgr.
John Lee, sta. mgr.	Dick Femmel, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,700, (film) \$1,700; minute spot (live) \$325, (film) \$325. ID \$130. ID Length 7/2 sec. Full screen. Fre- quency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,832,000	5,269,000	5,563,000
Families in Area	1,256,000	1,181,000	1,723,000
No. of Sets	972,000	1,314,000	1,469,000
Retail Sales	\$4,500,000,000	\$6,500,000,000	\$7,500,000,000
Income per Family	\$6,400	\$6,100	\$6,000
Income per Capita	\$1,750	\$1,620	\$1,750

CKLW-TV (WINDSOR, ONT.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: Riverside Drive West, Wind- sor, Ont., Canada. Sales ofc.: Guardian Bldg., Detroit. Postal Zone: 26. Phone: Windsor: Clearwater 4-1155; Detroit: Woodward 1-7200. (For full listing see Windsor, Ont.)

EAST LANSING
(Ingham County)

WKAR-TV

LICENSEE: Michigan State Board of Agriculture. Address: East Lansing, Mich. Phone: Edgewood 2-1511.

FACILITIES: Ch. 60. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Operating Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 1,034 ft.

OPERATION: Began Jan. 15, 1954. Hours, 12:45 p.m.-9 p.m.

AFFILIATION: Stations Am, WKAR. Fm, WKAR-FM.

REPRESENTATIVES: Washington Attorney, Barnes & Neilson; Consulting Engineer, William L. Foss, Inc.

SERVICES: Three studios (two 30x40 ft., and one 25x30 ft.). Three RCA field camera chains and one GPL field camera chain. One Trans-Lux Rear screen projector. One Auricon film camera. One RCA film projector. Two slide projectors, one Telejector, one Selectro-Slide jr. One mobile unit. One GPL Kinescope recorder. News Service, AP. Library, RCA Theasaurus

EXECUTIVES:

Dr. Armand L. Hunter, gen. mgr.	Carl W. Williams, film dir.
J. D. Davis, opr. mgr.	Irving R. Merrill, dir. of reaserch & prom.
J. Kenneth Richards, prog. mgr.	Rob Downey, news & sp. events ed.
Linn P. Towsley, ch. eng.	

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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

NEW

now available for daytime spot advertisers

two great nationally known network shows...



"STU ERWIN"



"MY LITTLE MARGIE"

shown daily on "Stars on 7" 2 to 3 p.m.

Announcing a new concept in daytime TV programming. A great forward move from Detroit's leading station . . . WXYZ-TV.

Now, two top half-hour shows . . . "Stu Erwin" and "My Little Margie" shown daily in one hour from 2 to 3 P.M.

"Stars on 7" offers spot buyers more than ever before in Detroit. The finest in daytime TV.



Now available
**Call or write
today.**



represented nationally by Blair-TV, Inc.

Detroit

FLINT
(Genesee County)

WJRT (TV)

(Target Date, Fall 1955)

LICENSEE: WJR, The Goodwill Station Inc. Address: 2302 Lapeer St. Postal Zone: 3. Phone: Cedar 2-0141.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 940 ft.; Above ground 999 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Hours, 7 a.m.-12:30 a.m.
AFFILIATION: Tv Network, CBS. Stations, Am, WJR Detroit. Fm, WJR-FM.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: Three studios (58x48 ft., 30x21 ft. and 24x13 ft.). Five RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One RCA mobile unit, two field cameras.
PRINCIPAL STOCKHOLDERS: Owned by Mrs. Walton Parker, widow of late G. A. Richards, and estate of G. A. Richards and others. President John F. Patt owns 14.5% of WINT(FM) Fort Wayne, Ind.
EXECUTIVES:
 John F. Patt, pres. Franklin Mitchell, prog. dir. & film buy.
 Worth Kramer, vp. & gen. mgr.
 A. Donovan Faust, opr. mgr. Clarence A. Jones, ch. eng.
MARKET INFORMATION: Population (1950 census) Grade A FCC Contour, 909,742; Grade B FCC Contour, 1,567,301.

GRAND RAPIDS
(Kent County)

WMCN (TV)

(Target Date, Unknown)

LICENSEE: Peninsular Bcstg. Co. Address: 123 Pearl St., N.W.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 445 ft.
REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: John D. Loeks, pres. (40%); E. A. McCready, treas., and E. A. McCready Jr., vp. (40%); Howard W. Freck, vp-sec. (20%). Mr. Loeks and Mr. Freck are associated in the drive-in theater business in Michigan.
EXECUTIVES:
 John D. Loeks, pres.

WOOD-TV

LICENSEE: Grandwood Bcstg. Co. Address: 120 College Ave., S.E. Postal Zone: 3. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 920 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 1949. Hours, 7-1:15 a.m.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WOOD.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (60x40 ft. and 40x30 ft.). Five composite camera chains. Two RCA film cameras. Four RCA film projectors. Two Telojector slide projectors. One Gray Telop opaque projector. One Micro-Record Corp. film processing unit. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: See WFBM-TV Indianapolis, Ind.
EXECUTIVES:
 Harry M. Bitner Jr., pres. John Dragomier, prom. mgr.
 Willard Schroeder, gen. mgr. Robert Runyon, news dir.
 Arthur M. Swift, gen. sls. mgr. Leonard Bridge, controller
 Franklin G. Sisson, prog. dir. John Clay, sls. service mgr.
 Louis Bergenroth, ch. eng. David Hoyle, continuity dir.
 Robert Smith, film buy.
RATE INFORMATION: Class A one hour (live) \$950, (film) \$875; minute spot (live) \$160, (film) \$160; ID \$80. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 4.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,046,200	1,510,400	2,096,100
Families in Area	488,322	628,372	637,040
No. of Sets	249,106	368,339	527,564
Retail Sales	\$1,137,160,000	\$1,674,789,000	\$2,316,176,000
Income per Family	\$4,105	\$4,107	\$4,143
Income per Capita	\$1,240	\$1,246	\$1,261

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KALAMAZOO
(Kalamazoo County)

WKZO-TV

LICENSEE: Fetzer Bcstg. Co. Address: 124 W. Michigan Ave. Postal Zone: 99. Phone: 5-2101.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal & RCA. Antenna Make: RCA. Height: Above average terrain 1,012 ft.; Above ground 952 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July, 1950. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WKZO.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.
SERVICES: Two studios. Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Telojector slide projectors. One Federal scanner. One Telop opaque projector. News Service, AP. Library, RCA Thesaurus.
PRINCIPAL STOCKHOLDERS: John E. Fetzer (52%) and Rhea Fetzer (48%). Fetzer Bcstg. owns 100% of Cornhusker Radio & Television Corp., licensee of KOLN-AM-TV Lincoln, Neb. John E. Fetzer minority interest WMBD Peoria, Ill. Licensee also owns WJEF Grand Rapids.
EXECUTIVES:
 John E. Fetzer, pres. Arthur E. Covell, ch. eng.
 Carl E. Lee, vp. & mgng. dir. Robert Dye, prom. dir.
 Donald DeSmit, sls. mgr. Len Colby, news ed.
 Charles T. Lynch, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (film) \$900; minute spot (film) \$170; ID \$85. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 8.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 2,151,700; Families in Area, 658,100; No. of Sets, 579,904; Retail Sales, \$2,604,982,000; Income per Family, \$4,402; Income per Capita, \$1,343.

LANSING
(Ingham County)

WJIM-TV

LICENSEE: Gross Telecasting Inc. Address Saginaw & Howard Sts. Phone: Ivanhoe 2-1333.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 500 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 30, 1950. Hours, 6-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, WJIM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios (40x60 ft. and 10x15 ft.). Two RCA camera chains. One RCA film camera. Two film projectors. One Gray Telojector slide projector. One composite opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDERS: Harold F. Gross, pres., and family (51.15%) and others.
EXECUTIVES:
 Harold F. Gross, pres. Charles L. Brady, ch. eng.
 Howard K. Finch, vp. Phillip Sherck, film buy.
 Richard E. Nason, opr. dir.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 7.
MARKET INFORMATION: (Total Including Fringe Area): Population, 2,000,000. No. of Sets, 430,000; Retail Sales, \$2,600,000,000.

WTOM-TV

LICENSEE: Inland Bcstg. Co. Address: 407 N. Washington Ave. Postal Zone: 30. Phone: Ivanhoe 2-1659.
FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.
OPERATION: Began Aug. 13, 1953. Hours, 2-11:30 p.m.
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Everett-McKinney Inc.; Attorney, John Brattin.
SERVICES: One studio (20x30 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: John A. Straus (76.92%); James C. Hendley (23.03%); and Cass Hough (.05%).
EXECUTIVES:
 Thomas B. Shull, pres., gen. mgr. & film buy. Ed Carson, prg. dir.
 Roger S. Underhill, com. mgr. Bernard R. Ressler, ch. eng.
 Mary Preston, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$35, (film) \$35; ID \$25. ID Length 10 sec. Full or share screen. Frequency discounts from 5% for 14 times up to 15% for 53 times.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	130,000	165,000	175,000
Families in Area	65,000	80,000	95,000
No. of Sets	85,000	90,000	112,000
Retail Sales	\$257,454,000
Income per Family	\$6,687

HIBBING

(St. Louis County)

KHTV (TV)

(Target Date, Unknown)

LICENSEE: North Star Television Co. Address: First National Bank Bldg., St. Paul.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 10.5 kw, Aural 5.25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 437 ft.

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 Skel (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 Faricey (12.5%). Messrs. Rothschild, Skellett, Villaume and Faricey have minority interests in WSPT Stevens Point, Wis. Mr. Hitchcock is president-publisher of Hibbing Tribune.

EXECUTIVES:

Q. J. David, pres.

OPERATION: Began April, 1948. Hours, 6:30-12:15 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, KSTP.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Four studios (25x41 ft., 51x57 ft., 24x36 ft. and 37x55 ft.). Eight RCA camera chains. Two rear screen projectors. Four film cameras. Three film projectors, two Eastman, one RCA. Two slide projectors. Two Houston-Fearless film processing units. Mobile unit. News Services, AP & UP. Library, SESAC, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Stanley E. Hubbard (55.17%); Didrikke S. Hubbard (14.6%); Siems Bros. Inc. (11.25%); Thomas E. Bragg (7.26%); Vera S. Bragg (7.26%); Paulette E. Godfrey (5%). Licensee owns 23% of KWK-AM-TV St. Louis.

EXECUTIVES:

Stanley E. Hubbard, pres. & gen. mgr.	Del Franklin, prod. sup.
K. M. Hance, exec. vp. & treas.	Ben G. Leighton, film dir.
Marvir L. Rosene, gen. sls. mgr.	William P. Davey, prom. & publicity dir.
James E. Blake, asst. natl. sls. mgr.	Julian Hoshal, news dir.
William S. Sadler, ch. eng.	

RATE INFORMATION: Class AA one hour \$1,200, Class A one hour \$900; minute spot \$280, \$250; ID \$110, \$90. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 14.

MINNEAPOLIS-ST. PAUL

(Hennepin County)

(Also see St. Paul)

KEYD-TV

LICENSEE: Family Bcstg. Ccrp. Address: Foshay Tower, Minneapolis. Postal Zone: 2. Phone: Fillmore 8811.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 601 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 9, 1955.

AFFILIATION: Tv Network, DTN. Station, Am, KEYD.

REPRESENTATIVES: Sales, H-R Representatives Inc.; Washington Attorney, Welch Mott & Morgan; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (60x40 ft. and 19x26 ft.). Five RCA camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. One RCA mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Minneapolis Tower Co. (owned by Morris T. Baker and family) (84.03%); Lee L. Whiting, exec. vp. & gen. mgr. (10%).

EXECUTIVES:

Leslie C. Park, pres.	Harvey V. Headen, ch. eng.
Lee L. Whiting, vp., gen. & com. mgr.	Jim McGovern, prom. mgr.
Robert Purcell, mgng. dir.	Harry Reasoner, news ed.
Robert C. Fransen, prcq. dir. & film buy.	

RATE INFORMATION: Class A one hour \$385; minute spot \$77; ID \$38.50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,601,700; Families in Area, 475,920; Number of Sets, 385,330; Retail Sales, \$1,922,746,000; Income per Family, \$3,835; Income per Capita, \$1,542.

KSTP-TV

LICENSEE: KSTP Inc. Address: 3415 University Ave., S.E., Minneapolis. Postal Zone: 14. Phone: Midway 5-2717.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Operating Pow.: Visual 100 kw, Aural 58.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

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

WCCO-TV

LICENSEE: Midwest Radio-Television Inc. Address: 50 S. 9th St., Minneapolis. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 601 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began July 1, 1949. Hours, 7-12:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WCCO.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

SERVICES: Two studios (30x60 ft.). Seven RCA camera chains. One TSC rear screen projector. Three RCA film cameras. One Eastman, two RCA film projectors. Two Gray slide projectors. One GE opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit.

PRINCIPAL STOCKHOLDERS: Mid Continent Radio-Television Inc. (53%) and Minneapolis Star & Tribune Co. (47%). Mid Continent is 50% owned by Northwest Publications Co. (Ridder) and 50% Minnesota Tribune Co. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM-AM-TV Superior, Wis.), New York Staats-Zeitung and Herold, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (KILO), San Jose (Calif.) Mercury and Telegram, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Minnesota Tribune Co. owns 25% of WEMP (Milwaukee). Minneapolis Star & Tribune Co. (Minneapolis Tribune and Star) is a Cowles newspaper. For Cowles broadcast and newspaper interests, see KRNT-TV Des Moines, Iowa.

EXECUTIVES:

William J. McNally, chmn. of bd.	Robert N. Ekstrum, com. mgr.
Robert B. Ridder, pres.	Gwen Harvey, prog. dir.
F. Van Konyenburg, exec. vp. & gen. mgr.	John M. Sherman, eng. dir.
Sherman K. Headley, asst. mgr. for tv	Harry Jones, film buy.
	Gene Godt, prom. mgr.
	Rollie Johnson, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$330, (film) \$330; ID \$110. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,225,000	1,550,000	2,605,000
Families in Area	382,900	435,900	766,000
No. of Sets	332,600	475,000	568,500
Retail Sales	\$1,581,328,000	\$1,844,164,000	\$2,988,062,000
Income per Family	\$5,765	\$5,755	\$4,974
Income per Capita	\$1,758	\$1,652	\$1,464

MINNESOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	1954 (\$000)			
Aitkin	14,327	\$ 9,287	\$ 2,610	\$ 183	1,150	28%	
Anoka	35,579	17,806	6,075	541	8,650	79%	
Becker	24,836	18,633	3,716	305	720	11%	
Beltrame	24,962	23,096	5,026	648			
Benton	15,911	15,164	3,695	208	1,150	28%	
Big Stone	9,607	12,097	2,394	185	340	13%	
Blue Earth	38,327	61,130	9,880	1,256	6,080	53%	
Brown	25,895	31,147	6,127	867	2,170	29%	
Carlton	24,584	19,928	6,643	429	1,190	18%	
Carver	18,155	16,300	2,550	413	2,290	44%	
Cass	19,468	12,121	3,678	376	690	13%	
Chippewa	16,739	21,999	3,417	336			
Chisago	12,669	10,098	2,220	246	2,540	65%	
Clay	30,363	45,627	12,509	643	4,070	45%	
Clearwater	10,204	8,210	1,572	189			
Cook	2,900	2,766	1,007	41			
Coonongwood	15,763	18,284	3,673	349	1,500	32%	
Crow Wing	30,875	37,162	9,734	784	1,260	13%	
Dakota	49,019	40,495	8,587	1,189	11,300	78%	
Dodge	12,624	10,109	2,612	198	1,080	30%	
Douglas	21,304	25,091	5,213	463	900	14%	
Faribault	23,879	26,746	4,891	592	1,190	17%	
Fillmore	24,465	24,463	4,808	538	1,360	19%	
Freeborn	34,517	39,300	7,244	588	3,390	33%	
Goodhue	32,118	38,213	6,917	738	5,670	58%	
Grant	9,542	10,064	1,740	183	360	13%	
Hennepin	676,579	969,505	202,911	32,191	182,700	83%	
Houston	14,435	12,081	2,778	196	760	18%	
Hubbard	11,085	8,876	2,593	157	360	11%	
Isanti	12,123	9,285	1,936	236	2,080	65%	
Itasca	33,321	34,301	10,248	654			
Jackson	16,306	16,795	2,893	313	1,500	32%	
Kanabec	9,192	7,540	1,501	270	790	28%	
Kandiyohi	28,644	33,487	6,253	615	2,510	31%	
Kittson	9,649	8,108	856	117			
Koochiching	16,910	15,889	4,268	391			
Lac Qui Parle	14,545	14,084	2,513	219			
Lake	7,781	7,274	2,180	91			
Lake of the Woods	4,955	3,525	666	38			
Le Sueur	19,088	19,542	3,545	378	3,000	52%	
Lincoln	10,150	10,042	1,625	205	570	19%	
Lyon	22,253	33,440	5,953	636	1,200	18%	
McLeod	22,198	27,435	4,524	520	2,900	44%	
Mahnomen	7,059	4,683	899	83	150	11%	
Marshall	16,125	12,208	2,316	173			
Martin	26,655	28,873	4,745	635	1,370	18%	
Meeke	18,966	18,880	3,744	363	1,670	31%	
Mille Lacs	15,165	15,052	3,021	281	1,290	29%	
Morrison	25,832	20,602	4,453	337	680	10%	
Mower	42,277	50,561	9,876	1,043	3,740	30%	
Murray	14,801	12,870	2,025	195	760	19%	
Nicollet	20,929	13,548	3,840	313	1,480	28%	
Nobles	22,435	30,840	5,008	431	2,090	32%	
Norman	12,909	10,771	2,379	162	1,620	45%	
Olmsted	48,228	68,882	9,317	3,017	7,330	52%	
Otter Tail	51,320	42,880	6,998	715	1,830	13%	
Pennington	12,965	18,165	2,902	372			
Pine	18,223	13,800	2,717	246	870	17%	
Pipestone	14,003	19,095	2,956	228	740	19%	
Polk	35,900	35,426	7,265	798			
Pope	12,862	8,874	1,835	187	500	14%	
Ramsey	355,332	523,654	109,294	14,657	88,230	78%	
Red Lake	6,806	5,981	1,703	42			
Redwood	22,127	24,321	4,594	449	1,860	29%	
Renville	23,954	23,493	4,291	362	1,930	28%	
Rice	36,235	33,443	7,812	829	5,340	58%	
Rock	11,278	13,836	2,169	144	650	19%	
Roseau	14,505	12,160	2,326	219			
St. Louis	206,062	239,717	62,109	6,061	16,110	24%	
Scott	16,486	14,399	3,167	357	2,340	52%	
Sherburne	10,661	6,337	1,120	85	1,120	40%	
Sibley	15,816	12,872	1,802	278	2,290	52%	
Stearns	70,681	76,918	13,825	1,520	6,910	40%	
Steele	21,155	26,835	5,457	484	3,770	58%	
Stevens	11,106	12,302	2,300	230	430	14%	
Swift	15,837	22,427	3,996	269	640	14%	
Todd	25,420	19,996	5,511	326	760	11%	
Traverse	8,053	9,737	1,602	181	300	13%	
Wabasha	16,878	17,310	3,477	283	2,550	52%	
Wadena	12,806	16,538	2,327	265	350	10%	
Waseca	14,957	17,177	2,769	357	1,490	33%	
Washington	34,544	30,453	7,032	600	6,960	65%	
Watsonwan	13,881	15,230	2,750	387	700	17%	
Wilkin	10,567	10,703	2,709	192	360	13%	
Winona	39,841	43,991	9,985	977	1,500	13%	
Wright	27,716	30,285	7,616	451	3,580	45%	
Yellow Medicine	16,279	17,736	2,624	256			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AUSTIN

KMMT (TV)

LICENSEE: Minnesota-Iowa Television Co. Address: 2 1/2 mi. so. of Austin on Hwy. 105. Phone: Hemlock 7-8836.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 9.3 kw. Operating Pow.: Visual 18.5 kw, Aural 9.3 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 445 ft.

OPERATION: Began Aug. 7, 1953.

AFFILIATION: Tv Network, ABC. Station, Am, KAUS.

REPRESENTATIVES: Sales, Headley-Reed Tv.

PRINCIPAL STOCKHOLDERS: Harry M. Smith, pres. (14.2%); Albert W. Smith, vp. (14.2%); George Wilson, sec.-treas. (14.2%); Harold O. Westby (14.2%); Martin Bustad (14.2%); Chester A. Weseman (14.2%) and five others. Black Hawk Bcstg. Co. (KWVL-AM-TV Waterloo, Ia.) has option to buy assets or stock of licensee.

EXECUTIVES:

Gene P. Loffler, gen. mgr. & film buy. Phillip Melone, ch. eng.

RATE INFORMATION: Class A one hour \$200; minute spot \$30; ID \$18. ID Length 8 sec. Frequency discounts from 10% for 26 times up to 30% for 260 times.

DULUTH
(St. Louis County)

KDAL-TV (SUPERIOR, WISC.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg. Phone: Randolph 2-4466.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 816.5 ft.

OPERATION: Began March 15, 1954. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KDAL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert Sillimar.

SERVICES: One studio (30x40 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Telejector slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dalton LeMasurier, pres. (70%); Charles LeMasurier (10%); Odin S. Ramsland, vp. (10%); Robert A. Dettman, vp. (10%). Dalton LeMasurier controls WQUA Moline, Ill., in which Messrs. Ramsland and Dettman are also stockholders. Same interests hold stock in WIRL Peoria.

EXECUTIVES:

Dalton A. LeMasurier, pres. & gen. mgr. Robert A. Dettman, ch. eng.
Odin S. Ramsland, com. mgr. Dale Cowle, prom. mgr.
Earl Henton, prog. dir. & film buy. Richard Anthony, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$325; minute spot (live) \$65, (film) \$65; ID \$32.50. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WDSM-TV (SUPERIOR, WIS.)

LICENSEE: Northwest Publs. Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: (Duluth) Randolph 7-6875. (For full listing see Superior, Wis.)

WFTV (TV)† (SUPERIOR, WISC.)

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. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 720 ft.; Above ground 483 ft.

OPERATION: Began June 4, 1953.

AFFILIATION: Tv Networks, ABC, NBC, DTN.

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

PRINCIPAL STOCKHOLDERS: Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, pres.; Alfred G. Burger, treas.), which also owns 33 1/3% of WICS (TV) Springfield, Ill.

EXECUTIVES:

Herbert Scheffel, pres.

† WFTV (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.

MARQUETTE

(Marquette County)

WAGE-TV

(Target Date, Unknown)

LICENSEE: Lake Superior Bcstg. Co. Address: 2625 W. Wisconsin Ave., Milwaukee. Phone: West 3-1290.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: GE. Antenna Height: Above average terrain 630 ft.; Above ground 508 ft.

AFFILIATION: Station, Am, WDMJ.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, D. W. Gellerup.

SERVICES: Two studios (20x30 ft. and 10x25 ft.). One GE camera chain. One film camera. Two GPL film projectors. One Selectroslide slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned by Mining Journal Co. (Marquette Mining Journal), which also owns WMIQ Iron Mt., Mich., and minority of WSAU-AM-TV Wausau, Wis. Frank J. Russell Jr. is principal owner of Mining Journal Co.

EXECUTIVES:

Jerome Sill, pres. Harry D. Peck, gen. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$15, (film) \$15; ID \$7.50. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 356,300; Families in Area 85,900; Retail Sales (1950), \$136,000,000.

MIDLAND

(Midland County)

WKNX-TV (BAY CITY-SAGINAW)

LICENSEE: Lake Huron Bcstg. Corp. Address: 221 S. Washington Ave., Saginaw. (For full listing see Saginaw, Mich.)

WNEM-TV (BAY CITY-SAGINAW)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams St., Bay City. Phone: 3-5505. (For full listing see Bay City.)

SAGINAW

(Saginaw County)

WKNX-TV (BAY CITY-MIDLAND)

LICENSEE: Lake Huron Bcstg. 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: RCA & GE. Antenna Make: RCA. Height: Above average terrain 450 ft.; Above ground 465 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 4, 1953. Hours 8 a.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS.

REPRESENTATIVES: Sales, Gil-Perna Inc.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, Page, Creutz, Garrison Waldschmitt.

SERVICES: Two studios (35x22 ft. and 20x20 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One RCA turret selectroslide slide projector. News Service UP.

PRINCIPAL STOCKHOLDERS: William J. Edwards pres. (33 1/3%); Howard H. Wolfe, sec.-treas. (33 1/3%) and Reo. Alvin M. Bentley (R-Mich.) vp. (33 1/3%).

EXECUTIVES:

William J. Edwards pres. & gen. mgr. Max W. Thomas, ch. eng. John Hagerman, prom. mgr.
Robert M. Chard'er comm. mgr. Britt Temby, news ed.
C. Wesley Lambert prog. dir.

RATE INFORMATION: Class A one hour (live) \$300 (film) \$300; minute spot (live) \$60, (film) \$60; D \$25. ID Length 8 sec. Specification 3/4 ad, 1/4 sta. ID. Share screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. 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.

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
No. of Sets			165,000
Retail Sales	\$317,713,000	\$881,889,000	\$1,224,629,000
Income per Family	\$5,985	\$5,632	\$4,700
Income per Capita	\$1,510	\$1,620	\$1,350

WNEM-TV (BAY CITY-MIDLAND)

LICENSEE: Northeastern Michigan Corp. Address: 814 Adams, Bay City. Phone: 3-6505. (For full listing see Bay City.)

TRAVERSE CITY

(Grand Traverse County)

WPBN-TV

LICENSEE: Midwestern Bcstg. Co. Address: Paul Bunyan Bldg. Phone: 2700.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 462 ft.

OPERATION: Began Sept. 13, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, WTCM.

REPRESENTATIVES: Sales, Hal Holman Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

SERVICES: One studio (36x45 ft. with 13 ft. headroom). Two RCA Image Orthicon camera chains. One Television Specialties rear screen projector. One RCA Iconoscope film camera. Two RCA film projectors. One duplex projectal slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Les Biederman (30%); Edward Biederman (22.5%); Drew McClay (15%); William Kiker (16.25%); Fred Zierle (16.25%). Licensee also owns WATT Cadillac, WATZ Alpena, WMBN Petoskey, and WATC Gaylord, all Mich.

EXECUTIVES:

Les Biederman, pres. & gen. mgr. John Anderson, asst. gen. mgr. & film buy. R. E. Detwiler, comm. mgr. Kenneth Haven, prog. dir. Wm. H. Kiker, ch. eng. Paul Sherman, prom. mgr. Robert B. Durrett, news ed.

RATE INFORMATION: Class A one hour (live) \$120, (film) \$120; minute spot (live) \$18, (film) \$18; ID \$12. ID Length 10 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

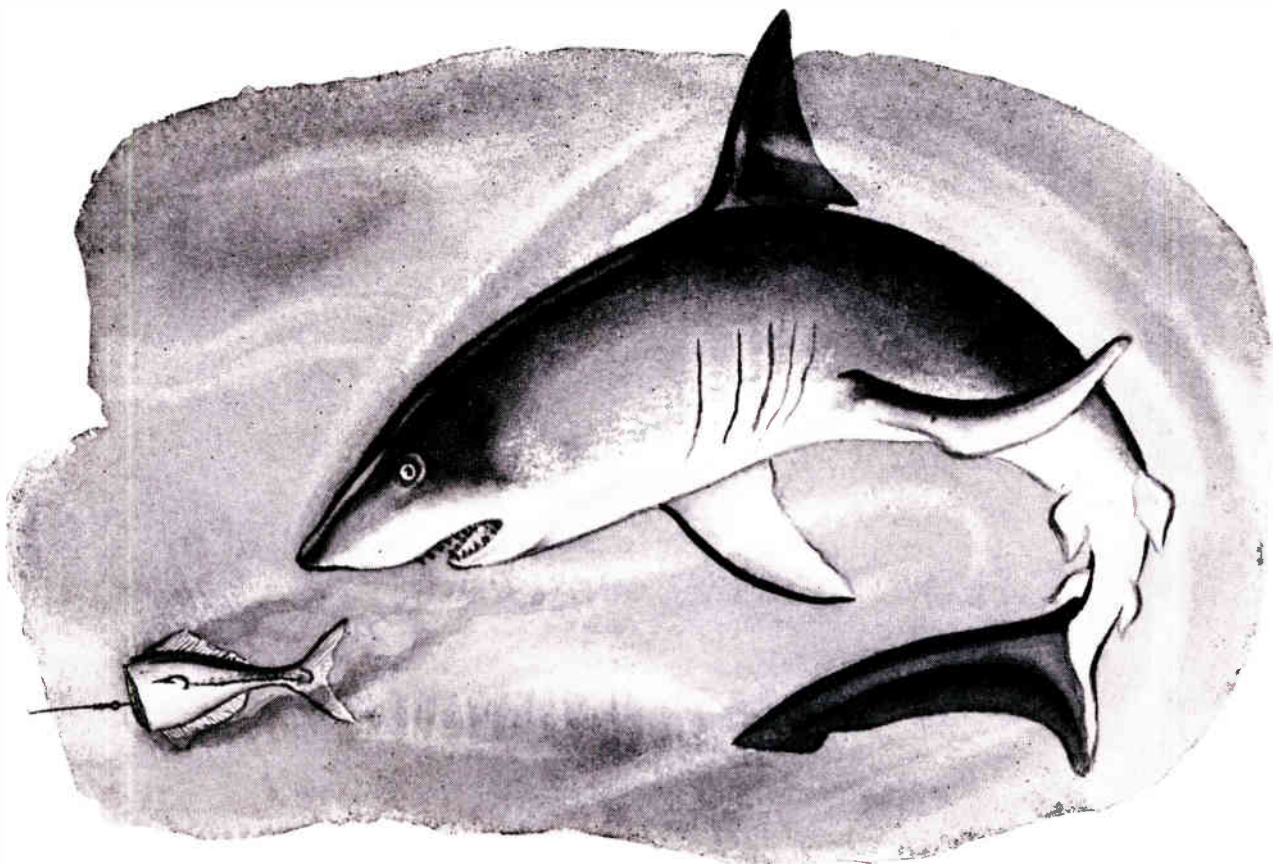
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	60,869	68,671	287,100
Families in Area	18,324	18,456	77,835
No. of Sets	11,200	9,579	41,817
Retail Sales	\$66,250,000	\$64,731,000	\$289,165,000
Income per Family	\$3,253	\$3,320	\$3,301
Income per Capita	\$ 956	\$ 961	\$ 959

MINNESOTA

MINNESOTA MARKET INDICATORS

Total Population, July 1, 1954	3,103,000
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, March 1955	814,200
Employed in Agriculture, 1950	259,642
Employed in Mining, March 1955	13,200
Employed in Manufacturing, March 1955	198,800
Employed in Construction, March 1955	42,900
Employed in Transportation & Public Utilities, March 1955	79,700
Employed in Wholesale & Retail Trade, March 1955	212,300
Employed in Finance, Insurance & Real Estate, March 1955	40,500
Employed in Service and Miscellaneous, March 1955	104,000
Employed in Government Service, March 1955	122,700
Retail Sales, 1954	\$ 3,530,408,000
Bank Assets, Jan. 1, 1955	\$ 4,008,017,000
Bank Deposits, Jan. 1, 1955	\$ 3,696,678,000
Major Income Sources, 1953: Agriculture 11.6%, Government 14.6%; Manufacturing Payrolls 18.8%; Trade and Service 26%.	
Total Income Payments, 1953	\$ 4,724,000,000
Per Capita Income, 1953	\$ 1,547
Total Internal Revenue Collections, 1954	\$ 1,040,940,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$ 76.24
Cash Receipts from Farm Marketing, 1954	\$ 1,231,126,000
Government Payments to Farmers, 1954	\$ 9,161,000
Value of Mineral Production, 1951	\$ 433,096,000
Total New Construction in 1952	\$ 566,200,000
Motor Vehicle Registration, 1954	1,306,491
Number of Telephones, Jan. 1, 1955	1,042,400
Number of Electrical Connections, Jan. 1, 1955	1,040,836
Number of Gas Utilities Connections, 1953	381,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.



YOU MIGHT CATCH A 2,372-LB. SHARK*—

**BUT . . . YOU NEED WKZO-TV
TO LAND SALES
IN WESTERN MICHIGAN!**

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
Number of Quarter Hours With Higher Rating		
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	144	56
5 p.m.—11 p.m.	83	37
Saturday & Sunday 10 a.m.—11 p.m.	80	24

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the top-audience TV station in Grand Rapids and Battle Creek, as well as in Kalamazoo.

WKZO-TV is the Official Basic CBS Television Outlet for this area. With 100,000 watts on Channel 3, WKZO-TV delivers a brilliant picture to one of America's "top-25" television markets—over half a million TV homes in 29 Western Michigan and Northern Indiana counties!

Let Avery-Knodel give you the whole WKZO-TV story.

100,000 WATTS • CHANNEL 3 • 1000' TOWER



The Feltzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA

Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids

Avery-Knodel, Inc., Exclusive National Representatives

* A. Dean caught a 15' man-eater weighing this much at Streaky Bay, Australia, in January, 1953.

BANGOR (Cont.)

WTWO (TV) (Cont.)

AFFILIATION: Tv Network, CBS.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., R. C. Foster (New England); Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.
SERVICES: One studio (40x28x18 ft.) in Bangor, one (15x18 ft.) in Waterville. Two RCA camera chains. One RCA film camera. Three film projectors. One slide projector. One mobile unit. News Service, UP.
PRINCIPAL STOCKHOLDERS: Murray Carpenter and wife are sole owners.
EXECUTIVES:
 Murray Carpenter, pres. treas., gen. mgr. & film buy.
 Rudy Marcoux, com. mgr. & prom. mgr.
 James Robinson, prog. dir. & news ed.
 William Clark, ch. eng.
RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 1.
MARKET INFORMATION: (Total Including Fringe Area): Population, 410,000; Families in Area, 105,000; No. of Sets, 85,000.

LEWISTON

(Androscoggin County)

WLAM-TV†

LICENSEE: Lewiston-Auburn Bcstg. Corp. Address: 129 Lisbon St. Phone: 4-5401.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 15.5 kw Aural 8.51 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 240 ft.
OPERATION: Suspended March 25, 1955.
AFFILIATION: Tv Network, DTN. Station, Am, WLAM.
REPRESENTATIVES: Sales, Everett-McKinney Inc. Kettell-Carter; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Frank S. Hoy and family (92%). Same interests owned WPMT (TV) Portland Maine now under trustee in bankruptcy.
EXECUTIVES:
 Frank S. Hoy, ch. own. & gen. mgr.
 † WLAM-TV has suspended operation but has not returned its CP.

POLAND SPRING

(Androscoggin County)

WMTW (TV)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: 51.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Operating Pow.: Visual 105 kw, Aural 52.5 kw. Transmitter: RCA. Antenna Make: Alford. Height: Above average terrain 3,850 ft. Above ground 93 ft.
OPERATION: Began Sept. 25, 1954. Hours, 2 p.m.-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, Harrington Righter & Parsons Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.
SERVICES: RCA studio and film cameras. Film and slide projectors.
PRINCIPAL STOCKHOLDERS: Peter Anderson (25.29%), Horace Hildreth (12.62%), Katherine W. Hildreth (7.14%), John Guider (8.53%), WTVL Waterville, Me., (8.53%), Henry O. Rea (2.09%) Tyrone Corp. (WENS [TV] Pittsburgh) (9.66%), Granite State Bcstg. Co. (WTSN Hanover, WKBW Manchester, WTSV Claremont, WTSN Dover all N.H.) (3.22%) WPOR Portland Me. (6.44%), KBR Stations Inc., Manchester N.H. (3.22%) and 30 others. Mr. Hildreth, WPOR and WTVL own WABI-AM-TV Bangor, Me.
EXECUTIVES:
 John W. Guider, pres.
 John H. Norton Jr., gen. mgr.
 Paul Tiemer, com. mgr.
 John T. Madigan, prog. dir. & film buy.
 Parker Vincent, ch. eng.
RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 10 sec. Full screen or share screen. Frequency discounts.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,274,500; Families in Area, 365,600; No. of Sets, 280,000; Retail Sales, \$1,292,352,000.

PORTLAND

(Cumberland County)

WCSH-TV

LICENSEE: Maine Radio & Tv Co. Address: 157 High St. Postal Zone: 3. Phone 2-0181.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Operating Pow.: Visual 100 kw, Aural 70 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 380 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1953. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WCSH.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Segal, Smith & Hennessey.
SERVICES: Two studios (20x30 ft. and 30x50 ft.). Two RCA film cameras. Two RCA 16mm film projectors. Three slide projectors, one Gray Teloproject, two Spinlars. One film negative processing unit.
PRINCIPAL STOCKHOLDERS: Adeline B. Rines, pres. (99%), also majority stockholder of WRDO Augusta and WLBZ Bangor.
EXECUTIVES:
 Adeline B. Rines, pres.
 William H. Rines, mgng. dir.
 Jack S. Atwood, gen. mgr.
 Bruce C. McGorriell, com. mgr.
 Burnel Poole Jr., prog. dir.
 Charles R. Brown, ch. eng.
 William Kerkos, film buy.
 Linwood T. Pitman, prom. mgr.
 Philip N. Johnson, news ed.

RATE INFORMATION: Class AA one hour \$350 Class A \$300; minute spot AA, \$70, A \$60. ID AA \$35 A \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 9% for 26 times up to 29% for 208 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 708,000; Families in Area, 209,295; No. of Sets, 164,343.

WGAN-TV

LICENSEE: Guy Gannett Bcstg. Services. Address: 390 Congress St. Postal Zone: 3. Phone: 2-4661.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 314 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 16, 1954. Hours, 11 a.m.-midnight.
AFFILIATION: Tv Networks, ABC CBS. Station, Am, WGAN.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Two studios. Two GE camera chains. One rear screen projector. Two GE film cameras. Two Eastman film projectors. Two Spindler & Sauppe slide projectors. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel).

EXECUTIVES:

Jean Gannett Williams, pres.
 Creighton E. Gatchell, vp. & gen. mgr.
 Richard E. Bates, com. mgr.
 Samuel G. Henderson Jr., prog. dir. & film buy.
 Roger W. Hodgkins, ch. eng.
 Nunzi Casavola, news ed.

RATE INFORMATION: Class A one hour \$350 minute spot (live) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 751,500; Families in Area, 251,700. No. of Sets (Grade B, FCC Contour), 180,000 (Total) 200,000. Retail Sales, \$598,870,000; Income per Family, \$4,731; Income per Capita, \$1,343.

WPMT (TV)†

LICENSEE: Carrell K. Pierce, Trustee. Address: 645 A Congress St. Phone: 2-8327.
FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 17.4 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 260 ft.; Above ground 239 ft.
OPERATION: Began Aug. 30, 1953.
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, George P. Adair.
PRINCIPAL STOCKHOLDERS: Carrell K. Pierce, trustee.
EXECUTIVES: Frank S. Hoy, pres.
 † WPMT (TV) has suspended operation but has not returned its CP.

MARYLAND

MARYLAND MARKET INDICATORS

Total Population, July 1, 1954.....	2,602,000
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, March 1955.....	788,200
Employed in Agriculture, 1950.....	55,017
Employed in Mining, March 1955.....	2,200
Employed in Manufacturing, March 1955.....	248,700
Employed in Construction, March 1955.....	55,700
Employed in Transportation & Public Utilities, March 1955.....	73,300
Employed in Wholesale & Retail Trade, March 1955.....	167,200
Employed in Finance, Insurance & Real Estate, March 1955.....	36,000
Employed in Service and Miscellaneous, March 1955.....	84,900
Employed in Government Service, March 1955.....	120,200
Retail Sales, 1954.....	\$ 2,577,240,000
Bank Assets, Jan. 1, 1955.....	\$ 2,707,059,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,480,647,000
Major Income Sources, 1953: Agriculture 2.5%; Government 19.4%; Manufacturing Payrolls 23.4%; Trade and Service 26.4%.	
Total Income Payments, 1953.....	\$ 4,402,000,000
Per Capita Income, 1953.....	\$ 1,857
Total Internal Revenue Collections, 1954.....	\$ 1,883,037,000
Average Weekly Earning Manufacturing Workers, March 1955.....	\$ 72.94
Cash Receipts from Farm Marketing, 1954.....	\$ 245,411,000
Government Payments to Farmers, 1954.....	\$ 1,392,000
Value of Mineral Production, 1951.....	\$ 26,148,000
Total New Construction in 1952.....	\$ 578,200,000
New Private Construction in 1952.....	\$ 359,100,000
New Public Construction in 1952.....	\$ 219,100,000
Motor Vehicle Registration, 1954.....	871,005
Number of Telephones, Jan. 1, 1955.....	867,600
Number of Electrical Connections, Jan. 1, 1955.....	962,086
Number of Gas Utilities Connections, 1953.....	441,000

† Includes District of Columbia.
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PUT MINE ON **KSLA** CHANNEL 12 - SHREVEPORT

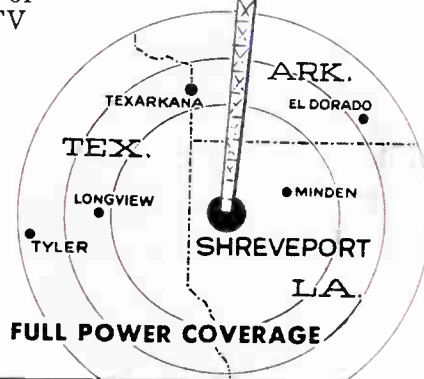


to win with FULL
316,000 WATTS POWER coming
in early fall. Maximum coverage
of the Ark-La-Tex from
Louisiana's tallest tower!

to place advertising at
Shreveport's LOWEST TV
COST PER 1,000 because
LOW 1955 rates are in effect
for established clients HALF-
WAY THROUGH 1956!

to show adjacent to
CBS-ABC and established local
programs . . . backed by the
19 months experience of
Shreveport's FIRST TV
station.

Let your
Raymer Man
put you on the
inside track!



KSLA CHANNEL **12**
FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES

THE PLAN THAT PUTS THE FINGER ON SALES IN THE MINNEAPOLIS-ST. PAUL MARKET

How WCCO-TV Merchandising Department can now make Food Advertisers this

Xtra-Ordinary Offer: Because of a complete staff of merchandising men and women and our close working arrangement with the volume grocery outlets . . . WCCO-TV is able to offer you

Merchandising in from 80 to all 224 stores in this plan . . . stores doing 43% of all the food business in the Twin City Market . . . PLUS all the features listed in these plans:

PLAN 1

- a. Mass displays in at least 30 stores.
- b. Adequate shelf-exposure in at least 30 stores.
- c. Point of Purchase shelf-talkers in at least 50 stores.
- d. Personal dealer contact by Merchandisers



PLAN 2

- a. Mass displays in at least 60 stores
- b. Adequate shelf-exposure in at least 80 stores
- c. Point of Purchase shelf-talkers in at least 80 stores
- d. Personal dealer contact in all co-operating stores
- e. Publicity in "Views From Channel 4", WCCO-TV newspaper to the Food Trade in the area

PLAN 3

- a. Mass displays in all cooperating stores or the equivalent thereof
- b. Best possible shelf exposure in all cooperating stores
- c. Point of Purchase shelf-talkers in all stores
- d. Personal contact in all stores by Merchandisers
- e. Dealer cooperation
- f. Publicity in "Views from Channel 4", WCCO-TV newspaper to the Food Trade in the area
- g. Stuffer mailing to 7,000 club women and housewives in the Twin City area

STORES SUPPORTING THE WCCO-TV TELESELL PLAN

Klein Super Markets 23 Markets	Local Company
Applebaum Markets 10 Markets	Local Company
Fairway Foods, Inc. 80 Stores (20 key markets)	Voluntary Group
Red & White Food Stores 30 Stores (18 key markets)	Voluntary Group
Super Valu Stores 32 Stores (26 key markets)	Voluntary Group
Stillman Super Markets 14 Stores	Local Company
Hove's Markets 4 Stores	Local Company
Piggly Wiggly Stores 13 Stores	Corporate Chain
Theisen's Markets 3 Stores	Local Company
Woodlake-Humpty-Dumpty Stores 4 Stores	Local Company
Country Club Markets 2 Stores	Local Company
Red Owl Stores, Inc. 9 Stores	Corporate Chain

Get the brochure on this plan from any Free and Peters man or write Don Gillies at

WCCO-TV

MINNEAPOLIS **CBS** ST. PAUL

MINNEAPOLIS-ST. PAUL (Cont.)

WTCN-TV

LICENSEE: Minnesota TV Public Service Corp. Address: 2925 Dean Blvd., Minneapolis. Postal Zone: 16. Phone: Walnut 7-8881.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 601 ft.

OPERATION: Began Sept. 1, 1953. Hours, 9:30 a.m.-midnight.

AFFILIATION: Tv Network, ABC. Station, Am, WTCN.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (40x80 ft.). Five RCA camera chains. One TSC rear screen projector. Two film cameras, RCA, GE. Three film projectors, two GE one RCA. One Selectroslide slide projector. One Gray Telop opaque projector. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Consolidated Television & Radio Bcstrs., Inc., H. M. Bitner Jr., pres. (100%). For Consolidated's other broadcast interests, see WFBM-TV Indianapolis.

EXECUTIVES:

Harry Bitner Jr., pres.	Fred Kaufman, prog. dir.
Miller C. Robertson, vp. & gen. mgr.	Joseph Kahnke, ch. eng.
David Cole, com. mgr.	Gene Wecker, film buy.
	Geraldine E. LaRocque, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150; ID \$75. ID Length 10 sec.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,252,800	221,600	2,365,400
Families in Area	379,560	62,900	636,440
No. of Sets (Apr. 54)			575,400
Retail Sales (1953)	\$1,639,544,000	\$220,621,000	\$2,596,474,000
Income per Family (1953)	\$4,868	\$3,426	\$3,872
Income per Capita (1953)	\$1,801	\$ 994	\$1,380

ROCHESTER
(Olmsted County)

KROC-TV

LICENSEE: South Minnesota Bcstg. Co. Address: 100 First Ave. Bldg. Phone: 2-7721.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 16, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KROC.

REPRESENTATIVES: Sales, Meeker Tv; Washington Attorney, Loucks, Zias, Young & Jarsky; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (35x55 ft.). One RCA camera chain. Two film cameras. Two RCA film projectors. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Mrs. G. P. Gentling, pres.; David Gentling, vp-treas. & gen. mgr.; family and estate of G. P. Gentling (100%).

EXECUTIVES:

Mrs. G. P. Gentling, pres.	Bob Cross, ch. eng.
G. David Gentling, gen. mgr.	Ray Thompson, news ed.
Warren L. Miller, com. mgr.	Alexander Janus, prom. mgr.
Don Perry, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	603,200	967,600
Families in Area	146,410	284,400
No. of Sets	81,702	164,668
Retail Sales	\$506,580,000	\$1,031,759,000
Income per Family	\$4,306	\$4,318



fence buster!

Dust off your share of sales in the vastly important Minneapolis-St. Paul market. WTCN-TV's powerful line-up of personalities go to bat for you!

WTCN-TV Channel 11

"the station of the stars"
Minneapolis • St. Paul

COVERAGE

Population, 1955*	2,442,800
Families, 1955*	708,000
Retail Sales, 1954*	\$2,849,258,000
TV Sets	600,000

*Source—1955 Sales Management Survey of Buying Power

ABC NETWORK

Represented by the Katz Agency, Inc.
Affiliated with WFDF, Flint;
WOOD AM and TV, Grand Rapids;
WFBM AM and TV, Indianapolis.

MISSISSIPPI MARKET INDICATORS

Total Population, July 1, 1954.....	2,204,000
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 Nonagricultural Establishments, March 1955.....	341,000
Employed in Agriculture, 1950.....	302,086
Employed in Manufacturing, March 1955.....	97,900
Employed in Transportation & Public Utilities, March 1955.....	25,800
Employed in Finance, Insurance & Real Estate, March 1955.....	9,300
Employed in Service and Miscellaneous, March 1955.....	35,900
Employed in Government Service, March 1955.....	70,900
Retail Sales, 1954.....	\$ 1,275,688,000
Bank Assets, Jan. 1, 1955.....	\$ 1,042,605,000
Bank Deposits, Jan. 1, 1955.....	\$ 964,895,000
Major Income Sources, 1953: Agriculture 22.7%; Government 21.2%; Manufacturing Payrolls 13.4%; Trade and Service 24%.	
Total Income Payments, 1953.....	\$ 1,821,000,000
Per Capita Income, 1953.....	\$ 834
Total Internal Revenue Collections, 1954.....	\$ 139,531,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 49.27
Cash Receipts from Farm Marketing, 1954.....	\$ 520,060,000
Government Payments to Farmers, 1954.....	\$ 5,939,000
Value of Mineral Production, 1951.....	\$ 103,030,000
New Public Construction in 1952.....	\$ 115,400,000
Motor Vehicle Registration, 1954.....	584,530
Number of Telephones, Jan. 1, 1955.....	287,900
Number of Electrical Connections, Jan. 1, 1955.....	544,357
Number of Gas Utilities Connections, 1953.....	192,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MISSISSIPPI MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Adams	32,256	\$31,037	\$8,057	\$1,254	980	10%
Alcorn	27,158	19,282	3,616	455	1,780	23%
Amite	19,261	7,090	2,301	181	780	17%
Attala	26,652	14,856	2,936	350	730	11%
Benton	8,793	1,427	502	57	670	32%
Bolivar	63,004	30,711	9,445	839	2,860	17%
Calhoun	18,369	6,504	1,464	252	640	14%
Carroll	15,499	3,192	1,034	59	410	12%
Chickasaw	18,951	7,346	1,964	235	560	12%
Choctaw	11,009	2,842	859	106	340	12%
Claiborne	11,944	5,801	1,902	157	780	26%
Clarke	19,362	6,186	2,263	250
Clay	17,757	9,765	1,880	361	530	12%
Coahoma	49,361	33,274	8,496	964	1,540	11%
Copiah	30,493	13,268	3,993	393	2,020	26%
Covington	16,036	5,899	1,186	207	610	16%
De Soto	24,599	8,097	2,299	63	1,980	33%
Forrest	45,055	48,030	9,591	1,142	4,210	30%
Franklin	10,929	3,899	1,226	137	290	10%
George	10,012	5,824	1,973	160	840	31%
Greene	8,215	2,285	618	122
Grenada	18,830	12,139	3,579	357	650	13%
Hancock	11,891	7,318	3,038	212	2,050	62%
Harrison	84,073	86,607	22,512	2,647	9,880	33%
Hinds	142,164	143,769	25,237	4,160	17,410	40%
Holmes	33,301	13,810	3,439	375	880	11%
Humphreys	23,115	9,503	2,950	264	1,260	23%
Issaquena	4,966	778	618	...	250	23%
Itawamba	17,216	3,195	1,187	29	700	16%
Jackson	31,401	27,788	9,356	1,368	3,100	31%
Jasper	18,912	5,395	1,357	179
Jefferson	11,306	3,723	1,209	106	290	10%
Jefferson Davis	15,500	5,096	878	176	530	14%
Jones	57,235	37,517	8,802	913	2,610	16%
Kemper	15,893	4,132	1,109	188
Lafayette	22,798	9,821	2,463	308	850	15%
Lamar	13,225	4,545	1,579	167	1,080	30%
Lauderdale	64,171	49,836	10,464	1,676	2,800	14%
Lawrence	12,639	4,993	1,284	136	430	14%
Leake	21,610	7,529	1,545	168	570	11%
Lee	38,237	30,573	5,830	752	3,340	30%
Leflore	51,813	43,900	8,865	924	2,980	22%
Lincoln	27,899	15,256	3,699	395	1,310	17%
Lowndes	37,852	25,621	5,412	836
Madison	33,860	15,158	3,669	292	1,050	13%
Marion	23,967	12,717	2,099	385	970	15%
Marshall	25,106	7,316	2,236	225	1,860	32%
Monroe	36,543	16,711	4,999	453	1,210	12%
Montgomery	14,470	6,974	1,708	206	420	11%

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Neshoba	25,730	9,287	2,106	333
Newton	22,681	10,406	2,248	318
Noxubee	20,022	8,302	1,577	228
Oktibbeha	24,569	9,238	2,051	334
Panola	31,271	16,050	4,458	379	4,030	52%
Pearl River	20,641	15,402	2,903	387	3,590	62%
Perry	9,108	3,710	695	107
Pike	35,137	24,175	5,290	806	1,610	17%
Pontotoc	19,994	7,918	1,419	179	780	15%
Prentiss	19,810	8,381	2,111	144	790	15%
Quitman	25,885	10,017	2,767	235	1,170	18%
Rankin	28,881	7,772	2,575	156	830	13%
Scott	21,681	18,322	3,165	393	610	11%
Sharkey	12,903	7,547	1,617	233	710	23%
Simpson	21,819	9,376	1,756	230	720	13%
Smith	16,740	4,666	2,104	181	430	11%
Stone	8,264	4,377	1,379	26	420	30%
Sunflower	56,031	25,710	7,039	611
Tallahatchie	30,486	9,829	3,448	272	1,430	19%
Tate	18,011	7,972	1,721	161	2,300	51%
Tippah	17,522	6,019	1,339	152	1,010	23%
Tishomingo	15,544	3,845	1,098	101	670	16%
Tunica	21,664	8,348	2,933	188	2,860	51%
Union	20,262	10,058	2,320	295	1,310	23%
Walthall	15,563	5,624	1,029	62	500	14%
Warren	39,616	35,913	10,125	887	3,160	25%
Washington	70,504	54,117	13,922	1,664	2,980	14%
Wayne	17,010	6,708	1,633	126	350	12%
Webster	11,607	6,117	1,092	167	340	10%
Wilkinson	14,116	6,048	1,785	230
Winston	22,231	8,952	1,835	230
Yalobusha	15,191	7,325	1,988	198	550	14%
Yazoo	35,712	19,822	2,940	747	1,200	13%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

COLUMBUS (Lowndes County)

WCBI-TV

(Target Date, Fall 1955)

LICENSEE: Birney Imes Jr. Address: Columbus. Phone: 538.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.7 kw, Aural 5.37 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 425 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WCBI.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (25x40 ft.). One RCA camera chain. Two RCA film projectors. One Selectroslide slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mr. Imes also owns WELO Tupelo, WNAG Grenada and WMOX Meridian. Eunice T. Imes owns WROK Clarksdale. Mr. Imes is owner-publisher of Columbus Commercial Dispatch.

EXECUTIVES:

Birney Imes Jr., own. Tom McFerrin, ch. eng.
Bob McRaney gen. mgr.
Joseph Carson sta. mgr. & film buy.

HATTIESBURG (Forrest County)

WDAM-TV

(Target Date, Not Set)

LICENSEE: Lion Television Co. Address: c/o Dave A. Matison Jr., Fine Bros.-Matison Co.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 16.2 kw. Transmitter: D.M. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 537 ft.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDERS: Dave A. Matison Jr., Harold M. Matison and Milton J. Fine each holds one-third interest in partnership. Each of Matisons holds 28.35% interest in WMAL Laurel and WABO, Waynesboro, both Miss.

EXECUTIVES:

Dave A. Matison Jr. pres.

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

JACKSON
(Hinds County)

WJTV (TV)

LICENSEE: Capitol Bcstg. Co. Address: Box 8187. Postal Zone: 4. 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: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 666 ft.
OPERATION: Began March 27, 1954. Hours, noon-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WSLI.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney; Kirkland, Fleming, Green, Martin & Ell's; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio 30x50 ft., convertible to two, 30x25 ft.), one outside studio (30x50 ft.). Four camera chains, two GE, two RCA. One TSC rear screen projector. One GE film camera. Two GE film projectors. Two Selectroslide slide projectors. One RCA mobile unit, two cameras. News Service, AP.

PRINCIPAL STOCKHOLDERS: Mississippi Publishers Corp. (Jackson Clarion-Ledger and News) (40%); L. M. Sepaugh, exec. vp. (13.8%); T. B. Lanford (13.8%); Standard Life Ins. Co. (32.4%). Mr. Sepaugh and Mr. Lanford each own one-third of KPLC-AM-TV Lake Charles, La. The latter is also 88% owner of KRRV Sherman, Tex. 46% of KRMD Shreveport, La., and 47.2% of KALB-AM-TV Alexandria, La.

EXECUTIVES:
 L. M. Sepaugh, gen. mgr., radio & tv
 Owens F. Alexander, tv mgr.
 Bill Carlier, sls. mgr.
 Jay Scott, prog. dir.
 C. A. Perkins, ch. eng.
 Fitz Hooton film dir.
 Ken Jordan, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	403,500	687,500	1,475,000
Families in Area	105,100	187,900	376,400
No. of Sets	38,400	53,800	118,000
Retail Sales	\$275,000,000	\$402,000,000	\$900,000,000
Income per Family	\$4,600	\$2,700	\$2,480
Income per Capita	\$1,200	\$ 980	\$ 870

WLBT (TV)

LICENSEE: Lamar Life Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain 680 ft.; Above ground 589 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 28, 1953. Hours, 7 a.m.-11:30 p.m.
AFFILIATION: Tv Network, NBC. Stations, Am, WJDX. Fm, WJDX-FM.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x60 ft. and 25x40 ft.). Three RCA camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slice projector. Complete sound film recording and photographic equipment. News Service, UP.

PRINCIPAL STOCKHOLDERS: Wiley P. Harris, pres. (20%); Fred L. Beard, secy.-treas. (20%); Maurice Thompson, vp. (20%); Peter Koch Lutken, vp. (20%) and William Calvin Wells III (20%).

EXECUTIVES:
 Wiley P. Harris, pres.
 Fred L. Beard, gen. mgr.
 Frank Gentry, com. mgr.
 Maurice Thompson, prog. dir.
 Robert R. Smathers, ch. eng.
 George T. Land, opr. mgr. & film buy.
 Dick Sanders, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. 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	322,000	784,000	1,600,000
Families in Area	65,180	150,535	324,000
No. of Sets	40,687	82,413	123,090
Retail Sales	\$501,173,000	\$1,000,000,000

MERIDIAN
(Lauderdale County)

WCOC-TV†

LICENSEE: Mississippi Bcstg. Co. Address: Threefoot Bldg.
FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 319 ft.
OPERATION: Began Dec., 1953.
AFFILIATION: Tv Network, CBS. Station, Am, WCOC.
REPRESENTATIVES: Washington Attorney, Harry J. Daly; Consulting Engineer, Fred O. Grimwood & Co.
PRINCIPAL STOCKHOLDERS: D. W. Gavin and Mrs. R. S. Gavin (100%). They also own WJQS Jackson, publish Meridian Record and Clarke County Tribune (Quitman, Miss).
EXECUTIVES: D. Withers Gavin, pres.
 † WCOC-TV has suspended operations but has not returned its CP.

WTOK-TV

LICENSEE: Southern Television Corp. Address: Southern Bldg. Phone: 3-1441.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Operating Pow.: Visual 30 kw, Aural 15 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 315 ft.
OPERATION: Began Sept., 1953. Hours, 7 a.m.-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, W TOK.
REPRESENTATIVES: Sales, Headley-Reed TV; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

SERVICES: Two studios (24x48 ft. and 44x78 ft.). One DuMont camera chain. One Dage film camera. One Holmes film projector. One Gray slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Robert F. Wright, pres. (25.5%); William B. Crooks Jr., vp. (12%); Thomas Y. Minniece, sec. (7%); S. A. Rosenbaum, treas. (11.5%); James H. Skewes (6.5%), and others. Mr. Skewes is president-publisher of the Meridian Star.

EXECUTIVES:
 Robert F. Wright, pres., gen. mgr. & film buy.
 William B. Crooks, gen. mgr.
 Cecil Germany, prog. dir. & prom. mgr.
 Joe H. Saxon, ch. eng.
 George Shannon, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$46, (film) \$40; ID \$20. ID Length 10 sec. Full screen. 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	150,000	350,000	540,000
Families in Area	51,000	110,000	159,000
No. of Sets	26,000	47,000	70,000
Retail Sales	\$115,000,000	\$250,000,000	\$385,000,000

TUPELO
(Lee County)

WTWV (TV)

(Target Date, Sept. 15, 1955)

LICENSEE: Tupelo Citizens Television Co. Address: 553 Main St. Phone: 37.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 13.5 kw. Transmitter: composite. Antenna Make: GE. Height: Above average terrain 370 ft.; Above ground 340 ft.
OPERATION: Hours, 3:30-11:30 p.m.
REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg.
SERVICES: One studio (40x60 ft.). Three custom built camera chains. Three RCA film cameras. Two RCA film projectors. One slide projector.
PRINCIPAL STOCKHOLDERS: F. K. Spain (35%); W. D. Spain (15%); Mrs. M. H. Spain (10%); J. G. Petit (25%) and Perrin Purvis (15%).

EXECUTIVES:
 Frank K. Spain, gen. mgr.
 Walter D. Spain, com. mgr.
 Bertha Petit, prog. dir.
 Joseph G. Petit, ch. eng.
 Margaret H. Spain, film buy.
 Perrin Purvis, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30. Full screen. Frequency discounts 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.

What measure do you use?

It makes no difference how you measure stations . . . in the rich Central Mississippi market, the answer is

WJTV
NOW
CHANNEL 12

Is your standard of measure network programming?

The answer is WJTV, with 6 out of 10 top network programs (*Television Magazine*, March-April, 1955) —the choice shows of both CBS and ABC.

Is your standard of measure film shows?

The answer is WJTV, with 13 out of 17 of the nation's top film shows (*The Billboard*, July 9, 1955).

Is your standard of measure local live programming?

The answer is WJTV, with all five of the local live shows that made the Top Ten Multi-Weekly shows in Jackson's most recent *Pulse*.

Is your standard of measure coverage?

The answer is still WJTV, with 120,000 television families in 41 counties.

WJTV

JACKSON,
MISSISSIPPI

NOW

CHANNEL 12

REPRESENTED NATIONALLY BY WEED

CBS
PRIMARY



ABC
DUMONT

MISSOURI MARKET INDICATORS

Total Population, July 1, 1954.....	4,154,000
Total Families, 1950.....	1,057,260
Total Urban Population, 1950.....	2,432,715
Total Rural Nonfarm Population, 1950.....	658,442
Total Farm Population, 1950.....	863,496
Employed in Nonagricultural Establishments, March 1955.....	1,246,000
Employed in Agriculture, 1950.....	266,872
Employed in Mining, March 1955.....	8,900
Employed in Manufacturing, March 1955.....	383,500
Employed in Construction, March 1955.....	65,700
Employed in Transportation & Public Utilities, March 1955.....	123,500
Employed in Wholesale & Retail Trade, March 1955.....	303,700
Employed in Finance, Insurance & Real Estate, March 1955.....	61,000
Employed in Service and Miscellaneous, March 1955.....	148,800
Employed in Government Service, March 1955.....	151,800
Retail Sales, 1954.....	\$ 4,386,661,000
Bank Assets, Jan. 1, 1955.....	\$ 5,724,926,000
Bank Deposits, Jan. 1, 1955.....	\$ 5,290,521,000
Major Income Sources, 1953: Agriculture 7.8%; Government 14.5%; Manufacturing Payrolls 23.5%; Trade and Service 27.9%.	
Total Income Payments, 1953.....	\$ 6,768,000,000
Per Capita Income, 1953.....	\$ 1,652
Total Internal Revenue Collections, 1954.....	\$ 1,736,439,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 70.21
Cash Receipts from Farm Marketing, 1954.....	\$ 1,036,398,000
Government Payments to Farmers, 1954.....	\$ 9,068,000
Value of Mineral Production, 1951.....	\$ 135,249,000
Total New Construction in 1952.....	\$ 631,500,000
New Private Construction in 1952.....	\$ 493,700,000
New Public Construction in 1952.....	\$ 137,800,000
Motor Vehicle Registration, 1954.....	1,433,878
Number of Telephones, Jan. 1, 1955.....	1,335,100
Number of Electrical Connections, Jan. 1, 1955.....	1,336,999
Number of Gas Utilities Connections, 1953.....	659,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Lawrence	23,420	14,459	3,002	641	1,550	19%
Lewis	10,733	10,158	1,826	183	890	25%
Lincoln	13,478	13,310	2,455	159	2,020	43%
Linn	18,865	17,042	3,367	642	1,150	17%
Livingston	16,532	21,689	4,093	551	2,310	42%
McDonald	14,144	14,018	1,909	325	650	15%
Macon	18,332	12,875	2,822	440	1,090	17%
Madison	10,380	7,508	1,816	185	860	27%
Maries	7,423	2,794	675	87	590	28%
Marion	29,765	33,524	8,285	802	3,420	33%
Mercer	7,235	4,900	790	148	750	30%
Miller	13,734	12,799	2,643	152	900	21%
Mississippi	22,551	14,945	4,081	466
Moniteau	10,840	9,050	1,078	229
Monroe	11,314	14,225	2,402	340	820	21%
Montgomery	11,555	10,983	2,342	106	1,720	43%
Morgan	10,207	7,185	1,766	130	630	20%
New Madrid	39,444	20,948	6,518	515	2,130	21%
Newton	28,240	17,634	4,004	350	1,310	14%
Nodaway	24,033	17,129	3,582	423	2,300	29%
Oregon	11,978	5,404	856	189	530	15%
Osage	11,301	7,014	1,147	105	870	28%
Ozark	8,856	4,433	350	99	580	24%
Pemiset	45,624	23,961	6,335	795	5,520	44%
Perry	14,890	11,740	1,761	218	1,150	27%
Pitts	31,577	34,720	7,071	930	4,240	38%
Phelps	21,504	19,289	4,604	350	2,260	28%
Pike	16,844	15,490	4,131	410	2,540	42%
Platte	14,973	11,834	2,557	272	2,700	55%
Polk	16,062	12,279	1,473	272	500	10%
Pulaski	10,392	14,781	1,692	508	710	21%
Putnam	9,166	4,683	980	231
Ralls	8,686	4,456	922	124	920	34%
Randolph	22,918	21,593	4,754	686	1,730	21%
Ray	15,932	12,367	2,491	357	2,740	50%
Reynolds	6,918	2,661	622	58	230	15%
Ripley	11,414	5,739	1,380	255	550	16%
St. Charles	29,834	30,170	7,174	687	5,740	61%
St. Clair	10,482	6,035	911	122	880	25%
St. Francois	35,276	32,072	10,151	902	6,680	62%
St. Louis	406,349	1,546,502	371,775	52,305	327,410	78%
St. Genevieve	11,237	8,019	2,011	181	1,980	62%
Saline	26,694	22,511	4,510	688	2,100	25%
Schuyler	5,760	4,448	475	120
Scotland	7,332	6,101	1,532	57	630	25%
Scott	32,842	26,240	5,773	641
Shannon	8,377	3,055	497	96	330	15%
Shelby	9,730	8,510	1,572	146	1,260	34%
Stoddard	33,463	18,961	3,971	291	1,940	20%
Stone	9,748	4,895	931	228	700	24%
Sullivan	11,299	6,627	1,647	120
Taney	9,863	6,959	1,420	133	740	24%
Texas	18,992	9,122	1,917	270
Vernon	22,685	17,741	3,447	402	1,710	24%
Warren	7,666	7,794	1,410	116	1,120	43%
Washington	14,689	7,884	2,490	105	1,340	33%
Wayne	10,514	4,943	1,055	156
Webster	15,072	10,074	1,446	146	450	10%
Worth	5,120	3,697	694	78	420	30%
Wright	15,834	12,079	1,543	240	1,050	21%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

MISSOURI MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Adair	19,689	\$19,852	\$4,632	\$ 433
Andrew	11,727	5,687	1,596	157	2,230	56%
Atchison	11,127	10,284	2,210	250	1,050	30%
Audrain	23,829	26,350	5,644	588	1,880	22%
Barry	21,755	19,610	3,602	537	1,270	19%
Barton	12,678	9,753	1,941	294	720	16%
Bates	17,534	12,687	2,426	412	3,290	53%
Benton	9,080	7,851	1,582	258	570	21%
Bollinger	11,019	3,835	990	68	840	27%
Boone	48,432	45,885	9,201	1,659	1,950	14%
Buchanan	96,826	100,756	22,519	5,172	19,620	62%
Butler	37,707	27,955	6,181	617
Caldwell	9,929	8,840	1,767	161	2,010	56%
Callaway	23,316	13,191	2,777	397	1,500	23%
Camden	7,861	6,528	1,537	99	530	21%
Cape Girardeau	38,397	40,505	8,967	1,333	1,250	10%
Carroll	15,589	13,144	3,077	390	2,500	49%
Carter	4,777	2,086	487	27	200	15%
Cass	19,325	19,125	3,702	591	3,550	53%
Cedar	10,663	7,257	1,185	251	650	17%
Chariton	14,944	10,597	2,156	176	1,180	24%
Christian	12,412	6,466	1,255	166	900	23%
Clark	9,003	8,670	1,629	118	750	25%
Clay	45,221	55,121	12,378	2,968	14,790	80%
Clinton	11,726	14,846	2,372	435	2,230	56%
Cole	35,464	41,536	8,041	1,618	2,080	21%
Cooper	16,608	13,346	2,515	442
Crawford	11,615	7,352	1,779	257	1,210	34%
Dade	9,324	5,981	962	169	510	17%
Dallas	10,392	7,568	791	169	320	10%
Daviess	11,180	7,302	1,495	183	2,060	56%
De Kalb	8,047	5,372	1,211	151	1,680	56%
Dent	10,936	8,367	2,131	183	1,160	34%
Douglas	12,638	5,286	786	64	860	24%
Dunklin	45,329	32,988	6,191	931	3,850	30%
Franklin	36,046	35,887	8,855	852	4,340	37%
Gasconada	12,342	12,515	2,417	167	1,150	28%
Gentry	11,036	8,609	1,894	252	1,080	30%
Greene	104,823	121,790	21,286	4,104	13,480	36%
Grundy	13,220	13,750	2,631	421	1,890	42%
Harrison	14,107	11,574	2,771	378	1,370	30%
Henry	20,043	15,222	2,885	522	3,660	53%
Hickory	5,387	2,794	198	57	360	21%
Holt	9,833	8,211	1,998	231	930	30%
Howard	11,857	8,066	1,818	418
Howell	22,725	16,649	3,358	668
Iron	9,458	4,752	1,647	54	880	34%
Jackson	541,035	1,006,691	171,200	52,493	132,120	68%
Jasper	79,106	93,183	19,857	2,762	4,430	16%
Jefferson	38,007	34,361	9,795	753	8,200	66%
Johnson	20,716	15,762	3,199	551	3,800	55%
Knox	7,617	4,898	976	150	680	25%
Laclede	19,010	18,192	3,294	499	1,330	22%
Lafayette	25,272	27,718	5,223	1,127	4,460	54%

CAPE GIRARDEAU
(Cape Girardeau County)

KFVS-TV
 LICENSEE: Hirsch Bcstg. Co. Address: 324 Broadway. Phone: 5-5511.
 FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw, Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Federal. Antenna Make: RCA. Height: Above average terrain 990 ft. Above ground 882 ft.
 OPERATION: Began Oct. 3, 1954.
 AFFILIATION: Tv Network, CBS. Station, Am, KFVS.
 REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, George O. Sutton.
 PRINCIPAL STOCKHOLDERS: Oscar C. Hirsch and wife, 99.33%. Mr. Hirsch also owns WKRO Cairo, WHCO Sparta, Ill.; KFMO Flat River and a minority interest in KSIM Sikeston, Mo.
 EXECUTIVES: Oscar C. Hirsch, pres.
 RATE INFORMATION: Basic rates, one hour \$300; one minute \$60; ID \$24. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 27% for 312 times. Rate Card No. 2.

CLAYTON
(St. Louis County)

KFUO-TV (ST. LOUIS, MO.)
(Target Date, Unknown)
 LICENSEE: Lutheran Church-Missouri Synod. Address: 210 Broadway, St. Louis, Mo.
 FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 91 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 580 ft.; Above ground 536 ft.
 AFFILIATION: Station, Am, KFLO.
 REPRESENTATIVES: Washington Attorney, Cummings, Stanley, Truitt & Cross; Consulting Engineer, Gautney & Jones.
 EXECUTIVES:
 Rev. J. W. Behnken, pres. Emerson Russell, gen. mgr.

ST. LOUIS (Cont.)

KSD-TV

LICENSEE: The Pulitzer Publishing Co. Address: 1111 Olive St. Postal Zone: 1. 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: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 544 ft.

EQUIPPED TO COLORCAST network programs local films, local slides.

OPERATION: Began Feb. 8, 1947. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Station Am, KSD.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee publishes St. Louis Post-Dispatch.

SERVICES: News Services, AP, INS.

EXECUTIVES:

Joseph Pulitzer Jr., pres. J. E. Risk, ch. eng.
George M. Burbach, gen. mgr. Guy E. Yeldell, sls. mgr.
Harold Grams, prog. dir. David Pasternak, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$1,200, (film) \$1,200; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 200 times. Rate Card No. 10.

KTVI (TV)

LICENSEE: Signal Hill Telecasting Corp. Address: 5915 Berthold Ave. Postal Zone: 10. Phone: Mission 7-3600.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 417 kw, Aural 209 kw. Operating Pow.: Visual 417 kw, Aural 209 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 590 ft.; Above ground 592 ft.

OPERATION: Began April 10, 1955. Hours, 4:30 p.m.-midnight (Mon.-Fri.), 4 p.m.-1 a.m. (Sat.), 2:30 p.m.-midnight (Sun.).

AFFILIATION: Tv Network, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Radio-Tv Representatives.

SERVICES: Two studios (26x40 ft.). Two GE camera chains. Two GE film cameras. Two film projectors. Two slide projectors. Mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Paul E. Peltason pres. (38.91%); Harry Tenenbaum, first vp. (38.91%); and others.

EXECUTIVES:

Paul E. Peltason, pres. James F. Jae Jr., prom. dir.
Ted Westcott, prog. dir. & film buy. Bruce Hayward, news ed.
Richard Trompeter, ch. eng.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$60, (film) \$60; ID \$26. ID Length 8 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 1.

KWK-TV

LICENSEE: KWK Inc. Address: 12th & Cole St. Postal Zone: 6. Phone: Main 1-9100.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 523 ft.; Above ground 563 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 8, 1954. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, KWK.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Three studios (two 47x35 ft., and one 19x28 ft.). Six RCA studio camera chairs. Two TSC rear screen projectors. Two film cameras, one Auricon and one Bell & Howell. Three RCA film projectors. Three Spindler & Sauppe slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. Two camera remote facilities mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Robert T. Convey and associates (28%), Globe-Democrat Publishing Co.-Newhouse (23%), KSTP Inc. (KSTP-AM-TV Minneapolis-St. Paul) (23%), 800 N. Twelfth Inc. (Elzey Roberts) (23%), individual stockholders of former Missouri Valley Television (3%). For Newhouse interests see WSYR-TV Syracuse, N. Y. Licensee owns WGTO Haines City, Fla.

EXECUTIVES:

Robert T. Convey, pres. & gen. mgr. N. J. Zehr, ch. eng.
Ray E. Dady, vp. & sta. dir. Fred J. Mueller, merc.-prom. mgr.
V. E. Carmichael, vp. & com. dir. Jack Griffin, news ed.
James E. Goldsmith sls. mgr. for tv John Traxler, film ed.
John W. Tinnea, asst. sta. dir., exec. prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 times up to 25% for 156 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,168,700	4,836,300
Families in area	678,100	1,518,100
No. of Sets	725,000
Retail Sales	\$2,356,266,000	\$5,241,314,000

WIL-TV

(Target Date, Unknown)

LICENSEE: Missouri Bcstg. Inc. Address: 3517 Lincol Blvd. Postal Zone: 8. Phone: Olive 2-4500.

FACILITIES: Ch. 42. Authorized Eff. Rad. Pow.: Visual 170 kw Aural 89 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 540 ft.

AFFILIATION: Station, Am, WIL.

REPRESENTATIVES: Attorney John Giesecke; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Lester A. Benson (100%), also owner of WWIIL Fort Lauderdale, Fla.

EXECUTIVES: Lester A. Benson pres. & gen. mgr.

SEDALIA

(Pettis County)

KDRO-TV

LICENSEE: KDRO-TV & Radio Inc. Address: 2100 W. Broadway. Phone: 4004-5.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71. Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 360 ft.; Above ground 321 ft.

OPERATION: Began July 8, 1954.

AFFILIATION: Station, Am, KDRO.

REPRESENTATIVES: Sales, John E. Pearson Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (30x70 ft.). One GE camera chain. One GE film camera. One GE film projector. One GE slide projector. News Service, AP.

PRINCIPAL STOCKHOLDER: Milton J. Hinlein (100%). Option to purchase 50% held by J. Albert Dear, publisher of Sedalia Capital and Democrat.

EXECUTIVES:

Milton J. Hinlein, pres. & film buy. Jimmy Glenn, com. mgr.
Herbert W. Brandes, Bob Younger, prog. dir. & news editor
gen. mgr. & prom. mgr. Bob Klein, ch. eng.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 25% for 208 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Families in Area	45,000	68,000	113,000
No. of Sets	30,000	27,000	57,000

SPRINGFIELD

(Greene County)

KTTS-TV

LICENSEE: Independent Bcstg. Co. Address: Walnut & Jefferson Sts. Postal Zone: 4. Phone: 2-7474.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 61.7 kw. Operating Pow.: Visual 12.76 kw, Aural 6.38 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 260 ft.; Above ground 232 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 14, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KTTS. Fm, KTTS-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, J. C. McNary.

SERVICES: Two studios (36x36 ft. and 10x12 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide projector. RCA mobile equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDER: J. H. G. Cooper, pres. (60%); and others.

EXECUTIVES:

J. H. G. Cooper, pres. William Curry, ch. eng.
G. Pearson Ward, gen. mgr. & film buy. Bill Bowers, news editor
Kevin McAndrews, prog. dir.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts.

KYTV (TV)

LICENSEE: Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 550 ft.

EQUIPPED TO COLORCAST network programs, local films, local live programs, local slides.

OPERATION: Began Oct. 1, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Wayland, Duvall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (62x42x18 ft.). Three RCA camera chains. One Kleigel rear screen projector. One RCA film camera. Two RCA film projectors. One slide projector. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDER: Springfield Newspapers Inc. (T. W. Duvall, pres., Tams Bixby Jr., vp.) 49.6%. Springfield Newspapers Inc. publishes Springfield News and Leader & Press and owns KGBX Springfield. Mr. Bixby is president and 40% owner of KBIX Muskogee, Okla. (Muskogee Phoenix and Times-Democrat).

EXECUTIVES:

Ralph L. Stufflebam co-mgr. E. Dennis White, ch. eng.
& com. mgr. Richard Hainline, news editor
Carl Fox, co-mgr., prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$240; minute spot (live) \$60, (film) \$60; ID \$24. ID Length 8 sec. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 4.

MARKET INFORMATION: Population, 873, 100; Families in Area, 283,600; No. of Sets 81,250; Retail Sales, \$799,906,000.

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.

KIRKSVILLE

(Adair County)

KTVO (TV) (OTTUMWA, IA.)

(Target Date, Sept. 15, 1955)

LICENSEE: KBIZ Inc. Address: 2513 N. Court, Ottumwa, Ia. Phone: Murray 2-4535.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,080 ft.; Above ground 1,101 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KBIZ.

REPRESENTATIVES: Sales, Grant Webb & Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (one 24x36 ft.). Two RCA camera chains. Two RCA film cameras. Three RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: James J. Conroy (66%) and Raymond E. Russell (33 1/3%). Licensee also owns KBIZ Ottumwa, Iowa.

EXECUTIVES:

James J. Conroy, pres. & gen. mgr.

Olaf Gabrielson, tech. advisor

Berg Allison, sta. mgr. & com. mgr.

Lloyd Hanson, ch. eng.

ST. JOSEPH

(Buchanan County)

KFEQ-TV

LICENSEE: KFEQ Inc. Address: KFEQ Bldg. Postal Zone: 7. Phone: 3-2528.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Operating Pow.: Visual 50.1 kw, Aural 25.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.

OPERATION: Began Sept. 27, 1953. Hours, 7-9 a.m., 2-11:30 p.m.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KFEQ.

REPRESENTATIVES: Sales, Headley-Reed Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (23x34 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library, RCA, Thesaurus.

PRINCIPAL STOCKHOLDER: Barton Pitts, pres. (98 2/3). Sale to group comprising Bing Crosby, Kenyon Brown, John E. Fetzer and George Coleman pending.

EXECUTIVES:

Barton Pitts, pres. & gen. mgr.

J. Wesley Koch, ch. eng.

Glenn G. Griswold, com. mgr.

William Lund, film buy.

Walter H. Johnson, prog. dir.

Ralph Combes, news editor

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$60; 1D \$30. 1D Length 10 sec. Specifications 2x2 in. Full screen. 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	173,105	518,720	1,084,692
Families in Area	67,510	187,770	389,500
No. of Sets	135,445
Retail Sales	\$546,323,000

ST. LOUIS

(Independent City)

KACY (TV)† (FESTUS)

LICENSEE: Ozark Television Corp. (For full listing see Festus.)

† KACY (TV) has suspended operation but has not returned its CP.

KETC(TV)*

*(Non-Commercial Educational)

LICENSEE: St. Louis Educational Television Commission. Address: 6996 Millbrook Ave. Postal Zone: 5. Phone: Volunteer 3-0995.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.6 kw, Aural 14.8 kw. Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 600 ft.

OPERATION: Began Sept. 13, 1954.

REPRESENTATIVES: Consulting Engineer, Fred O. Grimwood & Co.

SERVICES: One studio (40x60 ft.). Two RCA camera chains. One RCA film camera. One Eastman film projector.

EXECUTIVES:

Arthur H. Compton,

Jack A. Chenoweth, ch. eng.

chmn. of commission

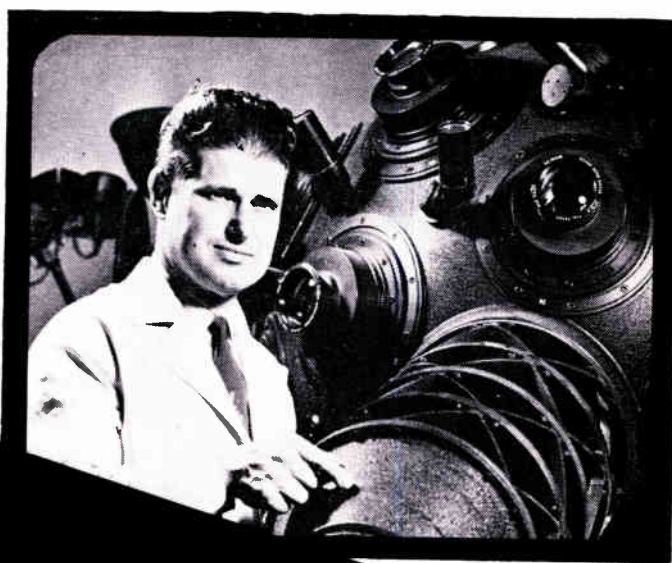
George Strella, film sup.

Shelby Storck, gen. mgr.

William T. Gangle, dir. of pub. rel.

John F. White, bus. mgr.

BROADCASTING • TELECASTING



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Another winner!

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SCIENCE IN ACTION is an audience-winning public service program of proved success. It's been continuously sponsored for over five years by the American Trust Company in San Francisco where, every year, it's been voted the favorite local program. It boasts an enticing rating history... is the proud possessor of 29 awards including one "for demonstrating an ideal situation between public service and commercial sponsorship."

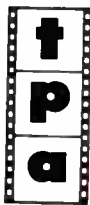
Because of the authenticity and stature of the program, its weekly guest roster features the most eminent figures from the worlds of science (5 Nobel Prize winners), industry and government.

SCIENCE IN ACTION - vivid, half-hour dramatizations of the place of science in our daily living - is a program for the entire family. It is a tremendous asset for any station... any sponsor - anywhere.

For further details and availabilities, call or write TPA.

Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard



JEFFERSON CITY
(Cole County)

KRCG (TV)

LICENSEE: Jefferson Tv Co. Address: Callaway Hills Farm. Phone: 6-6188.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1. Operating Pow.: Visual 105 kw, Aural 63.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft. Above ground 573 ft.

EQUIPPED TO COLORCAST network programs, local films, local live programs, local slides.

OPERATION: Began Feb. 13 1955. Hours, 7 a.m.-11 p.m. (Mon.-Fri.); 1 p.m.-11 p.m. (Sat.-Sun.).

AFFILIATION: Tv Network CBS.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x45 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA vidicon film camera. Two RCA film projectors. One RCA dual disc slide projector. One Houston-Fearless film processing unit. News Service, AP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Mrs. Betty G. Handy, pres. (97.6%). Mrs. Handy is vp. and stockholder in KWOS Jefferson City, owned by her mother, Mrs. Lerore R. Goshorn, president of News Tribune Co. (Jefferson City Capital News and Post-Tribune).

EXECUTIVES:
Mrs. Frank Handy, pres. & gen. mgr. Edward Schuelein, ch. eng.
Robert Blosser, asst. gen. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Specifications 2x2 in. 35mm. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION	Grade		Total (Including Fringe Area)
	A (FCC Contour)	B (FCC Contour)	
Population	190,030	132,215	631,250
Families in Area	56,390	42,870	196,890
No. of Sets	(Grade A & B)	51,795	116,075
Retail Sales	\$155,735,000	\$106,452,000	\$543,954,000
Income per Family	\$4,040	\$3,540	\$3,890
Income per Capita	\$1,190	\$1,150	\$1,210

JOPLIN
(Jasper County)

KOAM-TV (PITTSBURG, KAN.)

LICENSEE: Mid-Continent Telecasting Inc. Address: P. O. Box 603, Pittsburg, Kan. Phone: (Joplin) Mayfair 4-0233, (Pittsburg) 2508. (For full listing see Pittsburg, Kan.)

KSWM-TV

LICENSEE: Air Time Inc. Address: 1928 W. 13th St. Phone: Mayfair 3-7260.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 58.9 kw, Aural 34.7 kw. Operating Pow.: Visual 58.9 kw, Aural 34.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft. Above ground 440 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 9:30 a.m.-10:30 p.m.

AFFILIATION: Tv Network CBS. Station, Am, KSWM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell.

SERVICES: One studio (27x42 ft.). One RCA Image Orthicon camera chain. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Austin A. Harrison, pres., and wife (60.9%).

EXECUTIVES:
Austin A. Harrison, pres., gen. mgr. & film buy.
D. T. Knight, loc. sls. mgr.
Ronald Robson, prog. dir.
Jack Langford, ch. eng.

RATE INFORMATION: Class A one hour (live) \$205, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Share screen. Frequency discounts.

MARKET INFORMATION	Grade		Total (Including Fringe Area)
	A (FCC Contour)	B (FCC Contour)	
Population	191,500	366,000	560,000
Families in Area	62,950	118,170	181,000
No. of Sets	47,150	91,500	136,203
Retail Sales	\$175,760,000	\$311,000,000	\$487,600,000

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.

KANSAS CITY
(Jackson County)

KCMO-TV

LICENSEE: KCMO Bcstg., Div. of Meredith Engineering Co. Address: 125 E. 31st St. Postal Zone: 8. Phone: Jefferson 6789.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 71 kw, Aural 42 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft. Above ground 1,049 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953.

AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, KCMO. Fm, KCMO-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Andrew G. Haley; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (30x30 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray Telop opaque projector. One Telop opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDER: Meredith Pub. 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.
C. E. Breazeal, asst. mgr. T. R. Thompson, film buy.
S. B. Tremble, com. mgr. F. C. Strawn, prom. mgr.
Kenneth W. Heady, prog. dir. Jim Monroe, news editor

RATE INFORMATION: Class AA one hour \$1000; minute spot \$200; ID \$100. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,597,300; Families in Area, 535,780; No. of Sets, 494,447; Retail Sales, \$1,116,641,000; Income per Family, \$5,691; Income per Capita, \$1,875.

KMBC-TV

LICENSEE: KMBC Bcstg. Co. Address: 11th & Central St. Postal Zone: 5. Phone: Harrison 2650.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,070 ft.; Above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, ABC. Station, Am, KMBC; KFRM, Concordia, Kan.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (75x75 ft. and 40x40 ft.). Four RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Four film projectors, two Eastman, two RCA. Two Gray slide projectors. One Telop opaque projector. One RCA mobile unit. News Services, AP, INS, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Cook Paint & Varnish Co. (100%).

EXECUTIVES:
Lathrop G. Backstrom, pres. Mori Greiner, sta. dir. & film buy.
Donald D. Davis, 1st vp. & com. mgr. Henry E. Goldenberg, ch. eng.
John T. Schilling, vp. & gen. mgr. Genevieve Willock, prom. mgr.
George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.

RATE INFORMATION: Class A half hour (live) \$540, (film) \$540; minute spot (live) \$180, (film) \$180; ID \$90. ID Length 10 sec. Specifications 4x5 in. Telop, 2x2 in. slide, 16mm film. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION	Grade		Total (Including Fringe Area)
	A (FCC Contour)	B (FCC Contour)	
Population	1,045,731	1,369,025	1,568,332
Families in Area	325,231	426,311	490,783

WDAF-TV

LICENSEE: The Kansas City Star Co. Address: 3030 Summit St. Postal Zone: 8. 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: RCA. Antenna Make: RCA. Height: Above average terrain 755 ft.; Above ground 724 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 20, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv 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 (60x40 ft. and 18x18 ft.). Four RCA camera chains. 1 Trans-Lux rear screen projector. Two RCA film cameras and one RCA color videcon film camera. Two Eastman, four RCA film projectors. Two slide projectors. One RCA scanner. One Gray Telop opaque projector. One Henny mobile unit. News Service, AP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Kansas City Star.

EXECUTIVES:
H. Dean Fitzer, mgng. dir. Jay Barrington, prog. dir. & film buy.
William A. Bates, sta. mgr. Joseph Flaherty, ch. eng.
E. Manne Russo, com. mgr. Randall Jessee, news editor

RATE INFORMATION: Class A one hour (live) \$860, (film) \$860; minute spot (live) \$172, (film) \$172; ID \$86. ID Length 8 sec. Full and share screen. Rate Card No. 8.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,959,500; Families in Area, 648,100; No. of Sets, 489,535; Retail Sales, \$2,210,795,000

COLUMBIA
(Boone County)

KOMU-TV

LICENSEE: Curators, U. of Missouri. Address: Columbia, Mo. Phone: 2-1122.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft. Above ground 774 ft.

OPERATION: Began Dec. 21, 1953. Hours, 1 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Fisher, Wayland, DuVall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (30x64 ft.). Three GE camera chains. Two GE film cameras. Two GE film projectors. Two GE Selectroslide slide projectors. One GE Balop opaque projector. GPL Kinescope, Maurer Optical Sound; Stancil-Hoffman magnetic sound optional. Remote facilities. Montage amplifier. News Service. U.S.

EXECUTIVES:

Dr. Edward C. Lambert, dir. of tv
Claude F. Ratliff Jr., sta. mgr.
John O. Conwell, sls. mgr.
Charles D. Sigsbee, prog. dir.
William Reagan, ch. eng.
Frank Tuttle, prom. & adv. dir.
Phil Berk, news dir.
Vladimir Lebedeff, film ed.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$47.50, (film) \$40; ID Length 8 sec., 10 sec. Specifications slide or film. Full and share screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION

	Grade B (FCC Contour)	.1 m/v (FCC Contour)
Population	389,437	569,400
Families in Area	122,477	184,012
No. of Sets	75,320	100,000
Retail Sales	\$322,142,000	500,033,000

FESTUS
(Jefferson County)

KACY (TV)† (ST. LOUIS)

LICENSEE: Ozark Television Corp. Address: 317 N. 11th St., St. Louis, Mo. Phone: Chestnut 4262.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 123 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 930 ft. Above ground 742 ft.

OPERATION: Began Oct. 31, 1953.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: James E. Darst, trustee in bankruptcy.

EXECUTIVES:

Jack G. Garrison, pres.

† KACY (TV) has suspended operation but has not returned its CP.

HANNIBAL
(Marion County)

KHQ-A-TV (QUINCY, ILL.)

LICENSEE: Lee Bcstg. Inc. Address: 510 Maine St., Quincy, Ill. Phone: Baldwin 2-6200.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: DuM. Antenna Make RCA. Height: Above average terrain 890 ft. Above ground 804 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 21, 1953. Hours, 6:55-12:05 a.m.

AFFILIATION: Tv Network, CBS, DTN. Stations, Am, WTAD. Fm, WTAD-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Page, Creutz, Garrison & Waldschmidt.

SERVICES: Two studios (Hannibal, Mo., 30x48 ft.; Quincy, Ill., 28x35 ft.). Four DuMont camera chains. Three DeVry film projectors. One DuMont Multiscanner, one monochrome scanner. (Complete film facilities in both studios. Portable camera chains and micro-wave unit available.) News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Hannibal Courier-Post Co. (18%) and Lee Radio Inc. (54%). For Lee broadcast and newspaper interests see KGLO-TV Mason City Iowa.

EXECUTIVES:

Lee P. Loomis, pres.
Walter J. Rothschild, gen. mgr. & natl. sls. mgr.
Paul Millen, asst. natl. sls. mgr.
Merritt Milligan, prog. dir. & asst. mgr.
J. E. Gray, ch. eng.
Charles Lotz Jr., film buy. & ed.
Richard Moore, prom. mgr.
Donald Nicholson, news ed.

RATE INFORMATION: Class A one hour (live) \$250 (film) \$250; minute spot (live) \$40 (film) \$40; ID \$20. ID Length 10 sec. Share screen. 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	277,500	513,010	879,000
Families in Area	85,450	159,500	270,750
No. of Sets	64,087	119,325	203,050
Retail Sales	\$275,567,000	\$519,970,000	\$882,645,000
Income per Family	\$3,260
Income per Capita	\$1,033

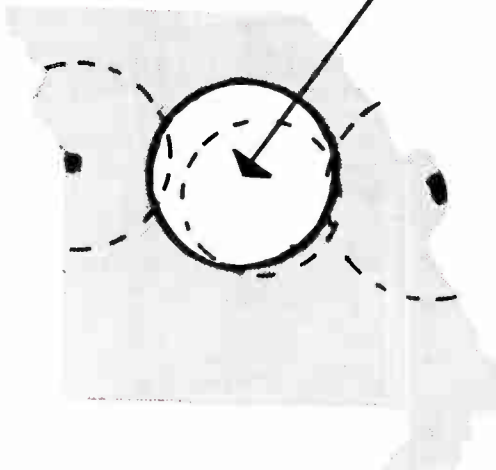
WGEM-TV (QUINCY, ILL.)

LICENSEE: Quincy Bcsta. Co. Address: 513 Hampshire. Phone: Baldwin 2-6840 (For full listing see Quincy, Ill.).

**One
Basic Buy**
for the

**COLUMBIA-Jefferson City Market . .
(and the) rest of Central Mo. too!**

KOMU-TV 8
Columbia, Missouri



Pulse Survey shows KOMU-TV
FIRST in 108 of 137 night-
time 1/4-hours . . . DELIVERS
audience at average cost-per-
commercial minute per \$1.33
thousand homes of only \$1.33

CLASS "B" CONTOUR DATA	
Population	389,437
Families	122,477
Sets In Use 7/1	75,140
Buying Income	\$455,323,000
Retail Sales	\$322,142,000

250,000 Watts on Channel 8

See Our Representatives



**KOMU-TV... PULSE PROVED
NUMBER ONE!**

TO SELL ST. LOUIS

... TELL your sales story to the people who live in the 800,000 television homes who tune in regularly to St. Louis' FIRST television station ... KSD-TV ... the NBC television network affiliate in the nation's NINTH LARGEST MARKET. To sell St. Louis more effectively ... more economically ...

SELL ON KSD-TV

*The St. Louis Post-Dispatch Television Station
100,000 Watts on VHF Channel 5*



National Advertising Representative.

SPOT SALES

MONTANA MARKET INDICATORS

Total Population, July 1, 1954.....	628,000
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, March 1955.....	143,900
Employed in Agriculture, 1950.....	54,105
Employed in Mining, March 1955.....	11,300
Employed in Manufacturing, March 1955.....	17,400
Employed in Construction, March 1955.....	6,500
Employed in Transportation & Public Utilities, March 1955.....	20,100
Employed in Wholesale & Retail Trade, March 1955.....	37,800
Employed in Finance, Insurance & Real Estate, March 1955.....	5,200
Employed in Service and Miscellaneous, March 1955.....	18,900
Employed in Government Service, March 1955.....	26,700
Retail Sales, 1954.....	\$ 728,995,000
Bank Assets, Jan. 1, 1955.....	\$ 727,176,000
Bank Deposits, Jan. 1, 1955.....	\$ 687,090,000
Major Income Sources, 1953: Agriculture 21.3%; Government 16.6%; Manufacturing Payrolls 7.4%; Trade and Service 24.7%.	
Total Income Payments, 1953.....	\$ 1,037,000,000
Per Capita Income, 1953.....	\$ 1,689
Total Internal Revenue Collections, 1954.....	\$ 116,805,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 83.21
Cash Receipts from Farm Marketing, 1954.....	\$ 367,978,000
Government Payments to Farmers, 1954.....	\$ 5,493,000
Value of Mineral Production, 1951.....	\$ 126,166,000
New Public Construction in 1952.....	\$ 69,900,000
Motor Vehicle Registration, 1954.....	314,329
Number of Telephones, Jan. 1, 1955.....	181,400
Number of Electrical Connections, Jan. 1, 1955.....	205,766
Number of Gas Utilities Connections, 1953.....	86,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

MONTANA MARKET DATA BY COUNTIES

County	Population	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Beaverhead	6,671	\$10,161	\$ 1,958	\$ 160		
Big Horn	9,824	8,858	2,484	204		
Blaine	8,516	7,418	1,689	132		
Broadwater	2,922	2,967	665	21		
Carbon	10,241	7,800	1,741	239		
Carter	2,798	1,745	390	22		
Cascade	53,027	77,903	15,688	1,438		
Chouteau	6,974	8,936	1,589	24		
Custer	12,661	22,945	3,475	645		
Daniels	3,946	4,946	1,192	157		
Dawson	9,092	14,033	2,142	205		
Deer Lodge	16,553	13,298	4,236	196		
Fallon	3,660	5,106	1,224	101		
Fergus	14,015	18,462	4,025	443		
Flathead	31,495	41,402	8,554	1,090		
Gallatin	21,902	28,757	5,659	550		
Garfield	2,172	1,627	540	19		
Glacier	9,645	12,025	2,882	303		
Golden Valley	1,337	586	146	41		
Granite	2,773	2,974	814	64		
Hill	14,285	17,452	3,854	47		
Jefferson	4,014	2,740	682	99		
Judith Basin	3,200	3,143	541	41		
Lake	13,835	11,357	2,879	286		
Lewis & Clark	24,540	32,161	7,581	776		
Liberty	2,180	2,500	392	19		
Lincoln	8,693	7,176	2,452	220		
McCone	3,258	3,356	587	33		
Madison	5,998	3,391	731	137		
Meagher	2,079	1,511	215	19		
Mineral	2,081	1,618	436	39		
Missoula	35,493	44,966	10,067	1,718		
Musselshell	5,408	5,472	1,373	169		
Park	11,999	16,825	3,698	487		
Petroleum	1,026	597	211	15		
Phillips	6,334	6,472	1,307	156		
Pondera	6,392	9,254	1,309	256		
Powder River	2,693	1,290	340	21		
Powell	6,301	5,324	1,646	62		
Prairie	2,377	2,305	545	20		
Ravalli	13,101	10,811	2,593	277		
Richland	10,366	14,732	2,947	348		
Roosevelt	9,580	15,566	2,772	415		
Rosebud	6,570	5,566	1,319	160		
Sanders	6,983	4,409	1,066	160		
Sheridan	6,674	8,774	1,776	187		
Silver Bow	48,422	61,551	16,760	1,377	6,080	33%
Stillwater	5,416	4,899	880	201		
Sweet Grass	3,621	4,675	812	24		
Teton	7,232	9,443	1,539	271		
Toole	6,867	9,148	1,666	200		
Treasure	1,402	1,447	237	37		
Valley	11,353	11,347	2,257	322		
Wheatland	3,187	4,051	817	22		
Wibaux	1,907	1,694	572	39		
Yellowstone	53,875	90,223	16,533	2,535		
Yellowstone Nat'l Park	58					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BILLINGS
(Yellowstone County)

KOOK-TV

LICENSEE: The Montana Network Inc. Address: P. O. 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: DuM. Antenna Make: RCA. Height: Above average terrain 520 ft.; Above ground 199 ft.
OPERATION: Began Nov. 9, 1953. Hours, 3:45 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KOOK.
REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, John H. Midlen; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: Two studios (20x30 ft. and 20x40 ft.). One DuMont camera chain. Two DeVry 16mm film projectors. One Selectroslide slide projector. One DuMont scanner. One DuMont opaque projector. News Service, UP. Library, World.
PRINCIPAL STOCKHOLDERS: C. L. Crist, pres. (32.46%); J. Carter Johnson, vp. (31.55%); and others.
EXECUTIVES:
 C. L. Crist, pres. G-rant French, ch. eng.
 V. V. Clark, gen. mgr. & film buy. Francis Welsh, news ed.
 John Conner, com. mgr.
 Edmund Peiss, prog. dir., film buy & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Rate Card No. 1.
MARKET INFORMATION: Population (Total Including Fringe Area), 144,000; Families in Area, 46,248; No. of Sets, 22,000; Retail Sales, \$225,000,000; Income per Family, \$5,314; Income per Capita, \$1,785.

BUTTE
(Silver Bow County)

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: RCA. Antenna Make: RCA. Height: Above average terrain —690 ft.; Above ground 120 ft.
OPERATION: Began Aug. 14, 1953. Hours, 2:30 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, KXLF.
REPRESENTATIVES: Sales, Western; Pacific Northwest Broadcasters; Eastern: The Walker Representation Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.
SERVICES: Two studios (50x100 ft.). One RCA camera chain. Two RCA film cameras. RCA film projectors. RCA slide projector, scanner, opaque projector.
PRINCIPAL STOCKHOLDERS: Licensee is owned by KGIR Inc. (KXLF), 59%; Peoples Forum of the Air (KXLJ Helena), 23%; KRBM Ccstrs. (KXLQ Roseman), 4%; and Western Montana Assoc. (KXLL Missoula), 9%. Ed Craney is principal stockholder in each of the stockholding corporations (49.4% of KGIR Inc., 42% of Peoples Forum of the Air, 50% of KRBM Inc. and 30% of Western Montana Assn.) Mr. Craney also owns 48% of KXL Portland, Ore.
EXECUTIVES:
 E. B. Craney, pres. & film buy. Gene Hogan, prog. dir.
 Jim Manning, gen. mgr. Jack Provis, ch. eng.
 W. Jake Walker, com. mgr.

RATE INFORMATION: Class A one hour (live) \$125, (film) \$100; minute spot (live) \$25, (film) \$20; ID \$10. ID Length 10 sec. Share screen. Rate Card No. 2.

GREAT FALLS
(Cascade County)

KFBB-TV

LICENSEE: Wilkins Bcst. 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: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 440 ft.
OPERATION: Began March 21, 1954.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KFBB.
REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Weldon & Carr.
SERVICES: One studio (25x40 ft.). One DuMont camera chain. Two DuMont 16mm film projectors. One Selectroslide Jr. slide projector. One DuMont scanner. One DuMont opaque projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: J. P. Wilkins (50.4%); Fairmont Corp. (subsidiary of Anaconda Copper Co.) (27%); and others. Fairmont Corp. publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (72.5%), Billings Gazette (66²/₃%), and weekly Libby Western News (33¹/₃%).
EXECUTIVES:
 J. P. Wilkins, pres. Tony Lopuch, ch. eng.
 W. C. Blanchette, com. mgr. LeRoy Stahl, prom. mgr.
 Paul Rahders, prog. dir.

RATE INFORMATION: Class A one hour \$150; minute spot \$25; ID \$15. ID Length 10 sec. 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	69,500	107,700	216,770
Families in Area	20,030	31,050	62,470
No. of Sets	9,700	5,800	22,500
Retail Sales	\$96,100,000	\$178,400,000	\$358,100,000
Income per Family	\$7,959	\$9,085	\$7,842

Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. '51. For full list of abbreviations and sources of county and state market data see Foreword.

MISSOULA
(Missoula County)

KGVO-TV

LICENSEE: Mosby's Inc. Address: 127 E. Main St. Postal Zone: I. 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: GE. Antenna Make: GE. Height: Above average terrain 2,030 ft.; Above ground 274 ft.

OPERATION: Began July 1, 1954. Hours, 3-10:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KGVO.
REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer Taylor.

SERVICES: Three studios (20x40 ft.). Two camera chains. One film camera. Two film projectors. Two slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDERS: A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

EXECUTIVES:
A. J. Mosby, pres., Hal Johnston, ch. eng.
gen. mgr. & film buy. Evelyn Davis, prom. mgr.
Hugh E. Bader, loc. com. mgr. Don Weston, news ed.
Shirley Pahrman, prog. dir.

RATE INFORMATION: Class A one hour (live) \$195, (film) \$150; minute spot (live) \$39, (film) \$30; ID \$15. ID Length 10 sec. Full and share screen. Frequency discounts from 15% for 13 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 128,374; Families in Area, 38,600; No. of Sets, 19,300; Retail Sales, \$120,033,000; Income per Family, \$5,156; Income per Capita, \$1,654.

NEBRASKA

NEBRASKA MARKET INDICATORS

Total Population, July 1, 1954.....	1,366,000
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, March 1955.....	337,500
Employed in Mining, March 1955.....	1,400
Employed in Agriculture, 1950.....	151,438
Employed in Manufacturing, March 1955.....	55,700
Employed in Construction, March 1955.....	16,900
Employed in Transportation & Public Utilities, March 1955.....	41,100
Employed in Wholesale & Retail Trade, March 1955.....	92,100
Employed in Finance, Insurance & Real Estate, March 1955.....	19,100
Employed in Service and Miscellaneous, March 1955.....	44,100
Employed in Government Service, March 1955.....	67,200
Retail Sales, 1954.....	\$ 1,624,200,000
Bank Assets, Jan. 1, 1955.....	\$ 1,674,119,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,549,516,000
Major Income Sources, 1953: Agriculture 19.4%; Government 16.2%; Manufacturing Payrolls 11%; Trade and Service 26.9%.	
Total Income Payments, 1953.....	\$ 2,065,000,000
Per Capita Income, 1953.....	\$ 1,533
Total Internal Revenue Collections, 1954.....	\$ 405,937,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 67.13
Cash Receipts from Farm Marketing, 1954.....	\$ 1,067,634,000
Government Payments to Farmers, 1954.....	\$ 8,629,000
Value of Mineral Production, 1951.....	\$ 18,469,000
New Public Construction in 1952.....	\$ 82,600,000
Motor Vehicle Registration, 1954.....	636,990
Number of Telephones, Jan. 1, 1955.....	450,900
Number of Electrical Connections, Jan. 1, 1955.....	455,289
Number of Gas Utilities Connections, 1953.....	218,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEBRASKA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)		
Adams	28,855	\$44,614	\$ 6,760	\$1,370	1,600	17%
Antelope	11,624	12,345	2,155	228	810	22%
Arthur	803	280	78			
Banner	1,325	35	11			
Blaine	1,203	784	108	15		
Boone	10,721	9,916	1,588	206	420	13%
Box Butte	12,279	19,519	3,855	352		
Boyd	4,911	4,703	976	95		
Brown	5,164	8,334	1,425	167		
Buffalo	25,134	34,607	6,279	919	1,060	12%
Burt	11,536	12,675	2,776	343	2,770	77%
Butler	11,432	9,042	1,772	252	1,360	36%
Cass	16,361	13,315	2,930	422	4,000	74%
Cedar	13,843	12,422	2,226	392	860	22%
Chase	5,176	7,606	1,389	148		
Cherry	8,397	11,477	1,656	250		
Cheyenne	12,081	18,124	3,418	466		
Clay	8,700	6,327	1,577	137		
Colfax	10,010	15,920	2,548	261	1,600	47%
Cuming	12,994	16,128	2,407	364	1,840	47%
Custer	19,170	18,308	3,903	585		

County	Population 1950	Retail Sales			(CBS) TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)		
Dakota	10,401	11,143	2,655	288	1,250	39%
Dawes	9,708	12,903	2,748	277		
Dawson	19,393	34,371	5,343	794	860	13%
Deuel	3,330	5,976	836	147		
Dixon	9,129	8,226	1,549	187	1,130	39%
Dodge	26,265	42,199	8,180	792	7,260	76%
Douglas	281,026	396,527	79,978	13,286	78,200	85%
Dundy	4,354	6,343	901	45		
Fillmore	9,610	6,988	1,847	304	640	44%
Franklin	7,096	7,723	1,706	173		
Frontier	5,282	3,193	485	38		
Furnas	9,385	10,822	2,401	321		
Gage	28,052	28,803	6,020	1,004	3,960	44%
Garden	4,114	3,438	919	102		
Garfield	2,912	3,507	626	44		
Gosper	2,734	1,900	244	38		
Grant	1,057	1,074	291	198	200	14%
Greeley	5,575	5,115	946	198	200	14%
Hall	32,186	44,967	9,070	1,115	1,940	18%
Hamilton	8,778	7,441	1,696	142	1,080	36%
Harlan	7,189	6,903	1,582	129		
Hayes	2,404	575	26			
Hitchcock	5,867	5,587	838	192		
Holt	14,859	16,116	2,930	337		
Hooker	1,061	2,067	101	18		
Howard	7,226	5,754	1,220	131	320	14%
Jefferson	13,623	14,656	2,833	381	880	20%
Johnson	7,251	7,389	1,423	201	1,080	45%
Kearney	6,409	8,941	2,243	188		
Keith	7,449	11,598	1,757	224		
Keya Paha	2,160	1,047	369	19		
Kimball	4,283	6,781	1,262	172		
Knox	14,820	15,834	2,436	446	1,040	23%
Lancaster	119,742	157,069	26,130	5,512	25,140	62%
Lincoln	27,380	39,258	8,654	1,043		
Logan	1,357	694	203	18		
Loup	1,348	664	118	19		
McPherson	825	276	50			
Madison	24,338	39,933	6,477	736	3,050	40%
Merrick	8,812	10,618	1,530	246	410	14%
Morril	8,263	8,701	1,786	298		
Nance	6,512	5,534	980	124	250	14%
Nemaha	10,973	8,694	1,962	156	1,220	36%
Nuckolls	9,609	10,054	2,170	291		
Otoe	17,056	17,841	3,382	471	4,090	74%
Pawnee	6,744	4,388	861	116	790	36%
Perkins	4,809	5,810	1,107	148		
Phelps	9,048	14,411	3,034	327		
Pierce	9,405	9,552	1,255	215	660	22%
Platte	19,910	26,048	4,550	607	2,380	39%
Polk	8,044	8,348	1,520	310	990	36%
Red Willow	12,977	21,678	3,841	507		
Richardson	16,886	19,829	3,697	417	1,990	36%
Rock	3,026	3,322	563	20		
Saline	14,046	13,649	2,791	309	1,030	21%
Sarpy	15,693	6,158	1,787	262	3,820	78%
Saunders	16,923	16,023	4,025	327	4,420	79%
Scotts Bluff	33,939	50,286	9,890	1,189		
Seward	13,155	11,990	2,806	356	1,500	36%
Sheridan	9,539	11,940	2,456	322		
Sherman	6,421	4,115	1,052	41		
Sioux	3,124	1,603	366	21		
Stanton	6,387	4,206	889	103	890	47%
Thayer	10,563	10,188	2,170	287		
Thomas	1,206	725	183	17		
Thurston	8,590	7,130	1,055	193	980	39%
Valley	7,252	6,815	1,819	194		
Washington	11,511	10,577	2,785	195	2,850	77%
Wayne	10,129	10,492	1,785	158	1,170	39%
Webster	7,395	6,623	1,445	186		
Wheeler	1,526	436	127	17		
York	14,346	16,134	2,883	401	1,630	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not tv television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

HASTINGS
(Adams County)

KHAS-TV

(Target Date, Sept. 1955)

LICENSEE: Seaton Publishing Co. Address: Tribune Bldg. Phone: 2-5101.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft.; Above ground 769 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Hours, noon-midnight.
AFFILIATION: Tv Network, NBC. Station, Am, KHAS.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh.
SERVICES: One studio (2400 sq. ft.). Two RCA camera chains. One RCA Vidicon film camera. Two RCA film projectors. One RCA slide projector. One Gray opaque projector. Film processing unit.
PRINCIPAL STOCKHOLDER: Owned by Seaton Publishing Co. (Fred A. Seaton, administrative asst. to President Eisenhower, pres.; Richard M. Seaton, vp.). Seaton newspapers are Hastings Tribune, Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KGGF), Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).

EXECUTIVES:
Fred A. Seaton, pres. Duane B. Allison, ch. eng.
Duane L. Watts, gen. mgr.
RATE INFORMATION: Class one hour (live) \$200, (film) \$200; minute spot (live) \$35, (film) \$35. Frequency discounts from 10% for 26 times up to 30% for 260 times.

KEARNEY
(Buffalo County)

KHOL-TV (HOLDREGE)

LICENSEE: Bi-States Co. Address: 414 East Ave., Holdrege, Nebr. Phone: Sherwood 3-4541.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Operating Pow.: Visual 204 kw, Aural 110 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 581 ft.

OPERATION: Began Dec. 25, 1953. Hours, 1:45-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (42x50 ft.). One GE camera chain. One TSC rear screen projector. Four film cameras. Two GE 16mm film projectors. One Spindler & Sauppe 2x2 in. slide projector. One GE 3x4 in. opaque projector. Dark room film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Dr. F. Wayne Brewster, pres. (44.4%); Brewster Hospital Inc. (22.2%); and others.

EXECUTIVES:

Dr. Wayne Brewster, pres. Jack Lewis, ch. eng.
Jack Gilbert, sta. mgr. K. Cooper, film buy.
A. B. McPhillamy, com. mgr. Vi Aspegren, prom. mgr.
Moe Milliken, prod. dir. Art Eckdahl, news ed.

RATE INFORMATION: Class A one hour (live) \$210, (film) \$200; minute spot (live) \$32.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 10% for 26 times up to 35% for 312 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	149,400	262,500	419,300
Families in Area	44,300	81,100	133,020
No. of Sets	91,283
Retail Sales	\$484,454,000
Income per Family	\$3,962
Income per Capita	\$1,179

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

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: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 999 ft.

OPERATION: Began Feb. 18, 1954. Hours, 12:15 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (30x46 ft.). Two RCA camera chains. One rear screen projector. Two RCA film cameras. Two RCA film projectors. Two Gray slide projectors. One Gray Telop opaque projector. One Houston-Fearless film processing unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDER: Licensee is owned by Fetzter Bcstg. Co. (John E. Fetzter, pres). Fetzter stations are WJEF-AM-FM Grand Rapids and WKZO-AM-TV Kalamazoo, Mich. Mr. Fetzter is 33 1/3% stockholder WMBD-AM-FM Peoria, Ill., and is one of a group seeking purchase of KFEL-AM-TV St. Joseph, Mo.

EXECUTIVES:

John E. Fetzter, pres. D. R. Taylor, ch. eng.
A. James Ebel, gen. mgr. Graham Jeambey, prom. mgr.
Thomas L. Young, com. mgr. Byron Krasne, news ed.
Paul Jensen, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 4.

MARKET INFORMATION:

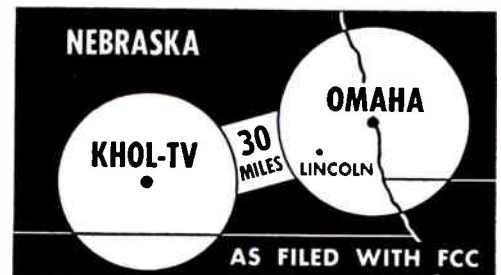
	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	493,150	149,100	642,250
Families in Area	159,100	47,950	207,050
No. of Sets	98,062	26,354	124,416
Retail Sales	\$729,618,000
Income per Family	\$4,278
Income per Capita	\$1,346

KHOL-TV is Nebraska's Number 2 Buy!

Picks Up Where Omaha Leaves Off!

- Exclusive coverage of 130,000 families in rich Central Nebraska.
- Unduplicated coverage of 35% of Nebraska's entire farm market.
- Half-billion dollars effective buying income.
- Gives you more people at a lower cost, because KHOL-TV picks up where Omaha leaves off.

To take advantage of this important link in Midwestern telecasting, contact A. B. McPhillamy at KHOL-TV or call your Meeker Representative, today.



SUMMARY OF KHOL-TV's 35-COUNTY MARKET*

Population	399,700
No. of Homes	129,160
Effec. Buying Income	\$517,973,000
Retail Sales	472,840,000
Food	92,753,000
Gen. Mdse.	35,548,000
Auto	102,749,000
Drug	12,545,000
Farm Income	379,762,000

* 1955 CONSUMERS MARKETS

KHOL-TV CHANNEL 13 KEARNEY, NEBR.

Owned and operated by Bi-States Company
AL McPHILLAMY Sales Manager JACK GILBERT Station Manager PHONE: Axtell, Nebr. SH 3-4541

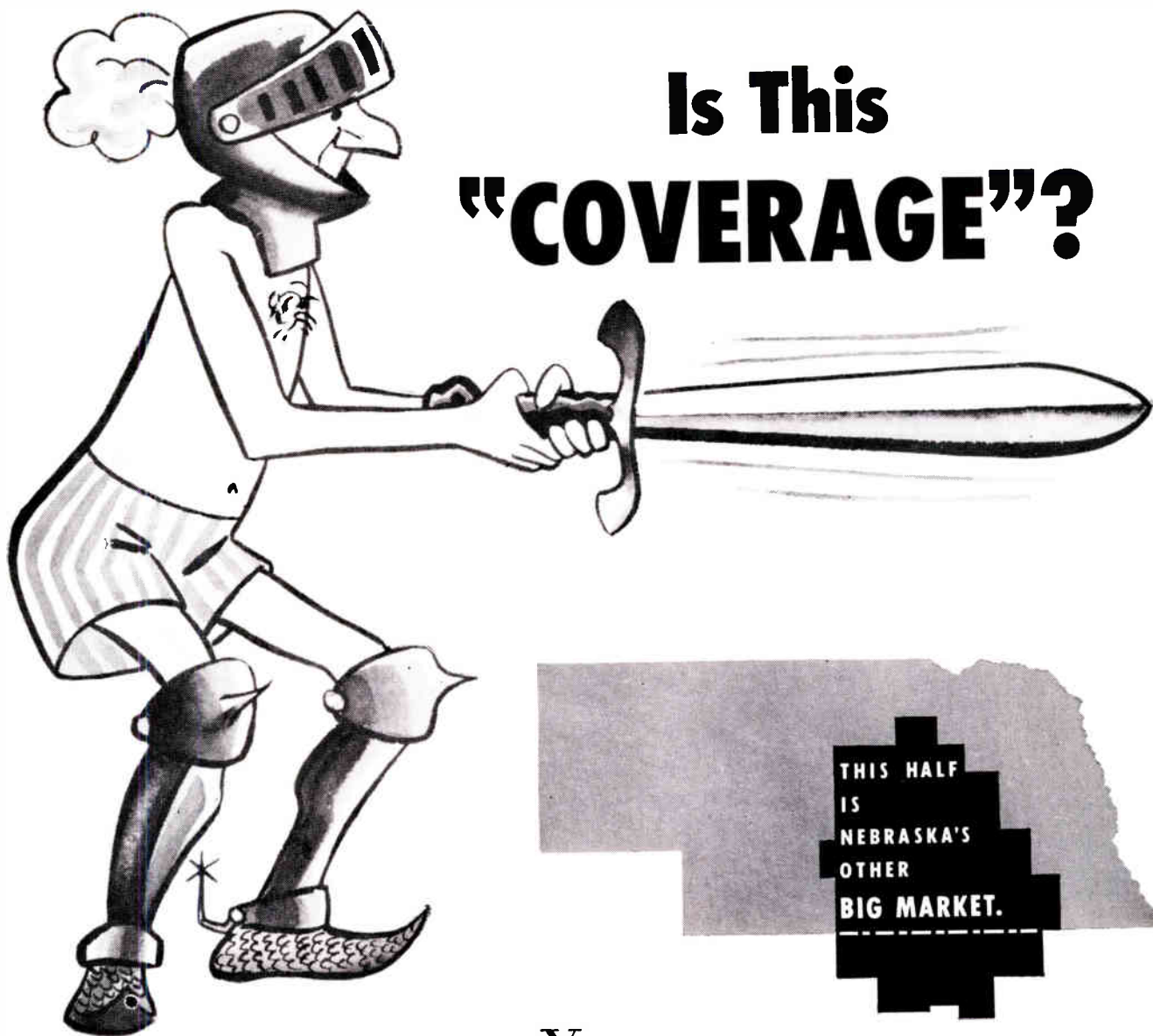
204,000 WATTS

ABC

CBS

DUMONT

Represented nationally by MEEKER TV, Inc.



Is This "COVERAGE"?

**VIDEODEX MAY, 1955 REPORT
LINCOLN-LAND STUDY**
Southern Nebraska and Northern Kansas
Summary Table — Average Ratings — % TV Homes

	KOLN-TV	"B"	"C"	"D"
SUNDAY: 1:00— 5:00 P.M.	12.7	4.8	8.2	2.1
5:00—11:00 P.M.	17.9	8.4	9.5	3.3
MONDAY THRU FRIDAY:				
1:00— 5:00 P.M.	10.6	5.1	5.5	2.3
5:00—11:00 P.M.	19.8	9.4	9.0	2.8
SATURDAY: 1:00— 5:00 P.M.	16.3	5.8	5.8	2.0
5:00—11:00 P.M.	21.0	10.8	9.8	2.9
TOTAL: 1:00— 5:00 P.M.	11.7	5.1	5.9	2.2
5:00—11:00 P.M.	19.7	9.5	9.2	2.9

YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND— 42 counties with 200,000 families— 125,000 unduplicated by any other station. The Videodex table shows that KOLN-TV gets *almost* as many LINCOLN-LAND viewers as the three other stations *combined*— both afternoon and night!

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

Let Avery-Knodel give you all the facts on KOLN-TV— the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives



The Tefzer Stations
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

LINCOLN (Cont.)

KUON (TV)

LICENSEE: Byron Dunn, Trustee for U. of Nebraska. Address: U. of Nebraska. Postal Zone: 8. Phone: 2-7631, Ext. 3275.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.8 kw. Operating Pow.: Visual 26.3 kw, Aural 13.8 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 407 ft.
OPERATION: Began Nov. 1 1954. Hours, 9 a.m.-midnight.
REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Ray Taylor (KOLN-TV Lincoln).
SERVICES: One studio. Two RCA camera chains. Two RCA iconoscopes film cameras. Two RCA film projectors. Two Gray slide projectors. One Telop opaque projector.
EXECUTIVES: Jack G. McBride, gen. mgr. Robert Schlater, film buy. & prog. dir. prom. mgr.
MARKET INFORMATION: (Total Including Fringe Area): No. of Sets, 78 062.

OMAHA (Douglas County)

KMTV (TV)

LICENSEE: May Bcstg. Co. Address: 2615 Farnam St. Postal Zone: 2. Phone: Harvey 3333.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 550 ft.
OPERATION: Began Sept. 1, 1949.
AFFILIATION: Tv Networks, ABC, CBS, DTN. 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. Four 2x2 in. slide projectors. One Bodde rear screen projector. One Multiscope. One Houston-Fearless film processing unit. One mobile unit, two RCA cameras. News Service, UP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Edward W. May, pres., is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, who own WOC-AM-FM-TV Davenport, Iowa, and WHO-AM-FM-TV Des Moines, Iowa.
EXECUTIVES: Edward W. May, pres. Glenn E. Harris, prog. dir. & Owen L. Saddler, exec vp. & gen. mgr. film buy. Ray J. Schroeder, ch. eng. Arden E. Swisher, com. mgr. Joe H. Baker, prom. & merc. mgr.
RATE INFORMATION: Class AA one hour \$800; minute spot \$200; ID \$100. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times.

WOW-TV

LICENSEE: Meredith WOW Inc. Address: 3509 Farnam St. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 580 ft.; Above ground 496 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 29, 1949. Hours, 6-12:05 a.m.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WOW.
REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: One studio (75x43x25 ft.). Four RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Three film projectors, one GE, two RCA. Three slide projectors, two Selectroslide, one Eastman. One GE opaque projector. One Houston-Fearless film processing unit. Two mobile units. One studio Zoomar lens. One field Zoomar lens. News Services, INS, UP. Library, Standaard, Capitol.
PRINCIPAL STOCKHOLDERS: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns WHEN-AM-TV Syracuse, N. Y., KCMO-AM-FM-TV Kansas City, Mo., and KPHO-AM-TV Phoenix, Ariz.
EXECUTIVES: Fred Bohlen, chmn. of bd., Meredith Publishing Co., Des Moines, Iowa J. M. Wilson, local sls. mgr. Bill McBride, prog. dir. & film buy. E. T. Meredith, pres., Des Moines Bob Froemming, prod. mgr. Payson Hall vp. & treas., Des Moines William J. Kotera, dir. of eng. Frank P. Fogarty, vp. & gen. mgr. Glenn Flynn, ch. eng. Lyle DeMoss, asst. gen. mgr. Robert Seitzer, prom. mgr. Fred Ebener, sls. mgr. James McGaffin, news ed.
RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$160, (film) \$160; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 times up to 25% for 312 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	467,700	338,900	1,291,500
Families in Area	142,800	105,800	401,100
No. of Sets (March 31, 1955)	307,884
Retail Sales	\$539,747,000	\$407,417,000	\$1,520,786,000
Income per Family	\$5,296	\$4,753	\$4,815
Income per Capita	\$1,617	\$1,484	\$1,495

SCOTTSBLUFF (Scotts Bluff County)

KSTF (TV) (Satellite of KFBC-TV Cheyenne, Wyo.) (Target Date, Aug. 21, 1955)

LICENSEE: Frontier Bcstg. Co. Address: 2923 Lincolnway, Cheyenne, Wyo.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.17 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 117 ft.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.
SERVICES: All originations from KFBC-TV Cheyenne, Wyo.
PRINCIPAL STOCKHOLDERS: See KFBC-TV Cheyenne, Wyo.
EXECUTIVES: William C. Grove, gen. mgr. C. P. Cahill, com. mgr.

NEVADA

NEVADA MARKET INDICATORS

Total Population, July 1, 1954.....	218,000
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, March 1955.....	73,800
Employed in Agriculture, 1950.....	6,673
Employed in Mining, March 1955.....	5,100
Employed in Manufacturing, March 1955.....	4,700
Employed in Construction, March 1955.....	8,400
Employed in Transportation & Public Utilities, March 1955.....	8,800
Employed in Wholesale & Retail Trade, March 1955.....	14,900
Employed in Finance, Insurance & Real Estate, March 1955.....	2,100
Employed in Service and Miscellaneous, March 1955.....	167,500
Employed in Government Service, March 1955.....	13,300
Retail Sales, 1954.....	\$ 277,998,000
Bank Assets, Jan. 1, 1955.....	\$ 298,783,000
Bank Deposits, Jan. 1, 1955.....	\$ 279,923,000
Major Income Sources, 1953: Agriculture 3.7%; Government 17.8%; Manufacturing Payrolls 4.3%; Trade and Service 33.6%.	
Total Income Payments, 1953.....	\$ 448,000,000
Per Capita Income, 1953.....	\$ 2,175
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 85.10
Total Internal Revenue Collections, 1954.....	\$ 86,418,000
Cash Receipts from Farm Marketing, 1954.....	\$ 41,807,000
Government Payments to Farmers, 1954.....	\$ 373,000
Value of Mineral Productions, 1951.....	\$ 57,674,000
New Public Construction in 1952.....	\$ 34,300,000
Motor Vehicle Registration, 1954.....	115,182
Number of Telephones, Jan. 1, 1955.....	68,400
Number of Electrical Connections, Jan. 1, 1955.....	71,498
Number of Gas Utilities Connections, 1953.....	6,200

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEVADA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Churchill.....	6,161	\$ 9,376	\$ 1,313	\$ 101
Clark.....	48,289	97,761	20,736	3,442	6,110	27%
Douglas.....	2,029	2,531	357	135
Elko.....	11,654	16,430	3,302	588
Esmeralda.....	614	181	37
Eureka.....	896	1,009	539	42
Humboldt.....	4,838	6,884	1,746	102
Lander.....	1,850	1,730	393	83
Lincoln.....	3,837	2,621	782	155
Lyon.....	3,679	3,223	983	105
Mineral.....	5,560	5,405	2,087	142
Nye.....	3,101	3,033	1,165	82
Ormsby.....	4,172	5,404	1,456	348
Pershing.....	3,103	4,139	772	55
Storey.....	671	523	161
Washoe.....	50,205	104,488	17,751	7,063	5,460	28%
White Pine.....	9,424	13,260	3,483	541

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

INGREDIENTS That Make KMTV Your Best Buy in the Omaha Market

Mix together . . . TV popularity leadership . . . broad regional coverage with maximum power on low channel 3 . . . a prosperous market . . . and you have the KMTV recipe for bigger sales.

So, to treat yourself to a thicker, richer slice of sales in the booming Omaha market, contact KMTV or your Petry man today.

**Pulse, May 1-7, '55 **ARB, June 11-17, '55
 ***Billboard's 17th Annual Promotion Competition*

KMTV MARKET DATA

Population	1,536,800
TV Homes	315,000
Retail Sales	\$1,716,560,000
Buying Income	\$2,236,230,000

(SALES MGT., MAY 10, 1955)

TELEVISION CENTER
KMTV
 CHANNEL 3
 MAY BROADCASTING CO.

CBS-TV
 ABC-TV
OMAHA

Represented by Edward Petry Co., Inc.

HENDERSON
(Clark County)

KLRJ-TV (LAS VEGAS)

LICENSEE: Southwestern Pub. Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-6260.

FACILITIES: Ch. 2, Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Operating Pow.: Visual 12.3 kw Aural 6.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 110 ft. Above ground 324 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 23, 1955. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network NBC. Station, Am, KORK.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

SERVICES: One studio (67x50 ft.). One RCA camera chain. One RCA film camera. Two film projectors. One Gray slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: See KFSA-TV Fort Smith, Ark.

EXECUTIVES:

D. W. Reynolds, pres. Rick Williams, prog. dir. & film buy.
Bob Gardner, gen. mgr. Stan Sulek, ch. eng.
Pat Burke, loc. com. mgr. Halley Gates, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$225; minute spot (live) \$40, (film) \$30; ID \$22.50. ID Length 10 sec. Share screen. 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	70,000	30,000	100,000
Families in Area	30,000	4,000	34,000
No. of Sets	25,000	3,000	28,000
Retail Sales	\$71,752,000

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 26.9 kw, Aural 14.4. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 130 ft.; Above ground 238 ft.

OPERATION: Began July 22, 1953. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Networks ABC, CBS, DTN. Station, Am, KLAS.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Grant R. Wrathall.

SERVICES: One studio (30x50 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One Gray 2x2 in. slide projector. One DuMont scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: R. G. Jolley, pres. (49.9%); J. Dewey Solomon, vp. and A. Norval Solomon (12.6%); Herman W. Greenspun, publisher of Las Vegas Sun (27%). Mr. Jolley is owner of KLAS Las Vegas.

EXECUTIVES:

R. G. Jolley, pres. & gen. mgr. Jack Platten, film dir.
Marian Y. Komar, sls. mgr. Ralph E. Smith, ch. eng.
Don Graves, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Total including Fringe Area: Retail Sales \$141,648,000; Income per Family, \$3,680; Income per Capita, \$2,260.

KLRJ-TV (HENDERSON)

LICENSEE: Southwestern Pub. Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-6260. (For full listing see Henderson.)

RENO
(Washoe County)

KAKJ (TV)

(Target Date, Unknown)

LICENSEE: Nevada Telecasting Corp. Address: Mapes Hotel

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 16.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain -470 ft. Above ground 245 ft.

REPRESENTATIVES: Attorney, Clyde S. Sherwood, San Francisco; Consulting Engineer, James R. Bird.

PRINCIPAL STOCKHOLDER: Robert C. Fisher (100%).

EXECUTIVES:

Robert C. Fish, pres. A. Lawrence Tuma, vp.

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

KZTV (TV)

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. 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: RCA. Antenna Make: RCA. Height: Above average terrain -520 ft. Above ground 137 ft.

OPERATION: Began Sept. 26, 1953. Hours, 12:30 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KOLO.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert L. Hammett.

SERVICES: One studio (50x50 ft.). One RCA camera chain. One RCA film camera, one Auricon 16mm, one Bolex 16mm. Two RCA 16mm film projectors. Two Spindler & Sauppe 2x2 in. slide projectors. Film processing unit: 16mm, 500 feet. News Service, AP.

PRINCIPAL STOCKHOLDERS: See KFSA-TV Fort Smith, Ark.

EXECUTIVES:

Donald W. Reynolds, pres. Richard Colon, com. mgr.
Harry Huey, gen. mgr., film buy. Ed Cardinal, prog. dir. & news ed.
& prom. mgr. Tom Hughes, ch. eng.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$45, (film) \$30; ID \$22.50. ID Length 8 sec. Share screen. 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	39,400	61,100	80,000
Families in Area	16,790	15,000	19,800
No. of Sets	17,250
Retail Sales	\$102,810,000	\$113,914,000
Income per Family	\$7,415	\$7,225

NEW HAMPSHIRE

NEW HAMPSHIRE MARKET INDICATORS

Total Population, July 1, 1954.....	532,000
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, March 1955.....	171,600
Employed in Agriculture, 1950.....	13,235
Employed in Mining, March 1955.....	200
Employed in Manufacturing, March 1955.....	80,400
Employed in Construction, March 1955.....	6,700
Employed in Transportation & Public Utilities, March 1955.....	10,500
Employed in Wholesale & Retail Trade, March 1955.....	30,100
Employed in Finance, Insurance & Real Estate, March 1955.....	5,400
Employed in Service and Miscellaneous, March 1955.....	17,600
Employed in Government Service, March 1955.....	20,700
Retail Sales, 1954.....	\$ 562,124,000
Bank Assets, Jan. 1, 1955.....	\$ 775,055,000
Bank Deposits, Jan. 1, 1955.....	\$ 683,134,000
Major Income Sources, 1953: Agriculture 2.3%; Government 14.9%; Manufacturing Payrolls 31.9%; Trade and Service 25.3%.	
Total Income Payments, 1953.....	\$ 818,000,000
Per Capita Income, 1953.....	\$ 1,620
Total Internal Revenue Collections, 1954.....	\$ 119,984,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 60.71
Cash Receipts from Farm Marketing, 1954.....	\$ 67,405,000
Government Payments to Farmers, 1954.....	\$ 250,000
Value of Mineral Production, 1951.....	\$ 1,290,000
New Public Construction in 1952.....	\$ 21,300,000
Motor Vehicle Registration, 1954.....	201,967
Number of Telephones, Jan. 1, 1955.....	166,900
Number of Electrical Connections, Jan. 1, 1955.....	212,142
Number of Gas Utilities Connections, 1953.....	38,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction uncensored.

NEW HAMPSHIRE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Belknap.....	26,632	\$33,841	\$10,179	\$ 854	3,210	38%
Carroll.....	15,868	16,810	5,845	499	1,900	38%
Cheshire.....	38,811	33,950	11,599	915	5,720	49%
Coos.....	35,932	33,499	10,979	913
Grafton.....	47,923	50,764	14,343	1,898
Hillsborough.....	156,987	177,788	55,106	3,823	31,960	65%
Merrimack.....	63,022	61,457	17,100	2,128	10,900	60%
Rockingham.....	70,059	71,150	23,619	1,785	17,570	78%
Strafford.....	51,567	52,167	15,975	1,751	7,760	51%
Sullivan.....	26,441	30,698	8,434	602	4,050	50%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

KEENE

(Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St.

FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw, Aural 12.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 800 ft.; Above ground 375 ft.

AFFILIATION: Station, Am, WKNE.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Joseph K. Close, pres., and wife (77%); and others. WKNE owns 51% of WKNY Kingston, N. Y.

EXECUTIVES:

Joseph K. Close, pres.

MANCHESTER

(Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,030 ft.; Above ground 227 ft.

OPERATION: Began March 28, 1954. Hours, 1:15 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, A3C, DTN. Station, Am, WMUR.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (25x35 ft. and 20x30 ft.). Two RCA camera chains. One TSC rear screen projector. Two film camera chains and Bolex, Bell & Howell and Auricon film cameras. Two GPL 16mm film projectors. Two Selectrolslide 2x2 in. slide projectors. One special flip card camera. One special opaque projector. One Bridgamatic Jr. film processing unit. News Service, UP. Library, Sesac, World.

PRINCIPAL STOCKHOLDER: Francis P. Murphy (96.6%).

EXECUTIVES:

Francis P. Murphy, pres. & treas. Charles Halle, ch. eng.
Norman A. Gittleson, exec. vp. & Thomas Power, news ed.
gen. mgr.
William Gildersleeve, prog. mgr. & film buy.

RATE INFORMATION: Class A one hour (film) \$250; minute spot \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. 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	866,610	1,759,170	4,560,300
Families in Area	238,020	483,920	1,289,310
No. of Sets	190,395	387,137	1,031,450
Retail Sales	\$894,562,000	\$1,742,421,000	\$4,882,838,000
Income per Family	\$5,183	\$4,880	\$5,022
Income per Capita	\$1,481	\$1,394	\$1,435

MT. WASHINGTON

(Coos County)

WMTW (TV) (POLAND SPRING, ME.)

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn, Poland Spring, Me. (For full listing see Poland Spring.)

NEW JERSEY

NEW JERSEY MARKET INDICATORS

Total Population, July 1, 1954.....	5,250,000
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, March 1955.....	1,749,400
Employed in Agriculture, 1950.....	49,245
Employed in Mining, March 1955.....	4,200
Employed in Manufacturing, March 1955.....	769,600
Employed in Construction, March 1955.....	87,000
Employed in Transportation & Public Utilities, March 1955.....	141,100
Employed in Wholesale & Retail Trade, March 1955...	312,500
Employed in Finance, Insurance & Real Estate, March 1955.....	62,200
Employed in Service and Miscellaneous, March 1955...	174,100
Employed in Government Service, March 1955.....	198,700
Retail Sales, 1954.....	\$ 5,923,908,000
Bank Assets, Jan. 1, 1955.....	\$ 7,082,918,000
Bank Deposits, Jan. 1, 1955.....	\$ 6,518,779,000
Major Income Sources, 1953: Agriculture 1.4%; Government 13.7%; Manufacturing Payrolls 35.3%; Trade and Service 24.5%.	

Total Income Payments, 1953.....	\$ 10,153,000,000
Per Capita Income, 1953.....	\$ 2,095
Total Internal Revenue Collections, 1954.....	\$ 1,985,996
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 76.88
Cash Receipts from Farm Marketing, 1954.....	\$ 336,826,000
Government Payments to Farmers, 1954.....	\$ 872,000
Value of Mineral Production, 1951.....	\$ 59,024,000
Total New Construction in 1952.....	\$ 1,159,800,000
New Private Construction in 1952.....	\$ 838,300,000
New Public Construction in 1952.....	\$ 321,500,000
Motor Vehicle Registration, 1954.....	1,928,077
Number of Telephones, Jan. 1, 1955.....	2,111,100
Number of Electrical Connections, Jan. 1, 1955.....	1,810,727
Number of Gas Utilities Connections, 1953.....	1,297,800

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEW JERSEY MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Atlantic	132,399	\$214,415	\$ 53,844	\$ 6,616	31,930	72%
Bergen	539,139	597,783	203,490	15,614	172,850	91%
Burlington	135,910	121,558	35,854	2,759	34,840	88%
Camden	300,743	339,512	101,773	7,336	80,790	84%
Cape May	37,131	62,903	19,293	1,339	11,370	84%
Cumberland	88,597	109,245	28,960	2,046	25,310	86%
Essex	905,949	1,258,731	326,539	33,740	242,840	85%
Gloucester	91,727	76,300	23,273	1,886	27,000	88%
Hudson	647,437	639,870	212,760	17,064	192,250	95%
Hunterdon	42,736	50,596	12,106	883	12,360	87%
Mercer	229,781	327,668	80,595	6,900	60,540	89%
Middlesex	264,872	302,172	90,005	6,524	71,160	85%
Monmouth	225,327	320,455	91,363	8,303	72,360	94%
Morris	164,371	184,127	57,861	4,428	42,360	81%
Ocean	56,622	107,114	29,240	2,723	17,540	80%
Passaic	337,093	468,810	123,385	9,493	97,800	88%
Salem	49,508	49,871	14,182	1,063	14,950	92%
Somerset	99,052	104,114	30,696	2,317	26,530	85%
Sussex	34,423	39,594	11,758	611	8,200	73%
Union	398,138	475,516	140,673	11,530	119,420	92%
Warren	54,374	55,554	14,934	683	12,390	70%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. 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. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 440 ft.; Above ground 465 ft.

OPERATION: Began Jan. 23, 1954.

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

PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc. (100%). Walter Reade Theatres is owned by Walter Reade Jr., pres. (51%) and Edwin and Suzanne Gage (49%).

EXECUTIVES:

Walter Reade Jr., pres. Harold Burke, vp. & gen. mgr.

† WRTV (TV) has suspended operation but has not returned its CP.

ATLANTIC CITY

(Atlantic County)

WFPG-TV†

LICENSEE: Neptune Bcstg. Corp. Address: Steel Pier. Phone: 2-3580.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft. Above ground 448 ft.

OPERATION: Began Dec. 25, 1952.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WFPG.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Jack Berkman (20%), Louis Berkman (20%), Allen Berkman (10%), John Laux (10%) and WPIT Inc. (40%). Same group controls WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, and WBMS Boston.

EXECUTIVES:

Jack N. Berkman, bd. chmn.

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

WOCN-TV

(Target Date, Unknown)

LICENSEE: David E. Mackey. Address: 207 W. Swissvale Ave., Pittsburgh 18, Pa. Phone: Churchill 1-8268.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 360 ft.; Above ground 378 ft.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, A. D. Ring & Assoc.

CAMDEN
(Camden County)

WKDN-TV

(Target Date, Not Set)

LICENSEE: South Jersey Bcstg. Co. Address: 2881 Mt. Ephraim Ave. Postal Zone: 4. Phone: Emerson 5-7200.
FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 17.8 kw, Aural 9.77 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 250 ft.; Above ground 311 ft.
AFFILIATION: Station Am, WKDN.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Ranulf Compton, pres., and wife (55.67%) and others. Comptons also control WGMA Hollywood, Fla.
EXECUTIVES:
 Ranulf Compton, pres.-treas. True C. Giffen, sec.
 Florence J. Compton, vp.

NEWARK
(Essex County)

WATV (TV) (NEW YORK, N. Y.)

LICENSEE: Bremer Bcstg. Corp. Address: 1020 Broad St. Phone: Mitchell 2-6400.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 105 kw. Operating Pow.: Visual 180 kw, Aural 105 kw. Transmitter: DuM. Antenna Make: Andrews. Height: Above average terrain 1,190 ft.; Above ground 1,200 ft.
OPERATION: Began May 15, 1948. Hours, 9 a.m.-midnight.
AFFILIATION: Stations, Am, WAAT. Fm WAAT-FM.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney Segal Smith & Hennessey.
SERVICES: Three studios (90x130 ft., 12x20 ft. and 70x48 ft.). Six RCA camera chains. Two RCA film cameras. Four RCA film projectors. Four SVE slide projectors. One DuMont scanner. One INS opaque projector. One RCA mobile unit. News Service, AP. Library, Associated, Sesac.
PRINCIPAL STOCKHOLDERS: Irving R. Rosenhaus and family. Frank Bremer holds 5%.
EXECUTIVES:
 Irving R. Rosenhaus, pres. & gen. mgr. Edward Cossman sls. dir.
 Edmund S. Lennon, adm. vp. Frank Bremer vp. & ch. eng.
 George Green, prog. dir. & news ed. Robert Paskow film buy.
 Lou Frankel, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$2,000, (film) \$2,000; minute spot (live) \$400 (film) \$400; ID \$144. ID Length 8 sec., 10 sec. Share screen. Frequency discounts from 2 1/2% for 52 times up to 25% for 520 times. Rate Card No. 5.
MARKET INFORMATION: Population, 16,620,000; Families in Area, 5,124,400; No. of Sets, 4,500,000; Retail Sales, \$20,077,712,000.

NEW BRUNSWICK
(Middlesex County)

WTLV (TV)*

(Target Date, Not Set)
 *(Non-Commercial 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: DuM. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 461 ft.
REPRESENTATIVES: Attorney, Atty. General of New Jersey, Trenton; Consulting Engineer, Paul Godley Co.
EXECUTIVES:
 Chester Robbins, acting Comr. of Education.

NEW MEXICO

NEW MEXICO MARKET INDICATORS

Total Population, July 1, 1954.....	781,000
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, March 1955.....	178,100
Employed in Agriculture, 1950.....	37,492
Employed in Mining, March 1955.....	14,500
Employed in Manufacturing, March 1955.....	17,200
Employed in Construction, March 1955.....	13,900
Employed in Transportation & Public Utilities, March 1955.....	17,800
Employed in Wholesale & Retail Trade, March 1955.....	40,800
Employed in Finance, Insurance & Real Estate, March 1955.....	6,000

Employed in Service and Miscellaneous, March 1955.....	22,400
Employed in Government Service, March 1955.....	45,500
Retail Sales, 1954.....	\$ 697,404,000
Bank Assets, Jan. 1, 1955.....	\$ 519,244,000
Bank Deposits, Jan. 1, 1955.....	\$ 489,542,000
Major Income Sources, 1953: Agriculture 8.4%; Government 25%; Manufacturing Payrolls 6.5%; Trade and Service 24.4%.	
Total Income Payments, 1953.....	\$ 1,021,000,000
Per Capita Income, 1953.....	\$ 1,347
Total Internal Revenue Collections, 1954.....	\$ 112,746,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 80.20
Cash Receipts from Farm Marketing, 1954.....	\$ 186,600,000
Government Payments to Farmers, 1954.....	\$ 2,823,000
Value of Mineral Production, 1951.....	\$ 256,302,000
New Public Construction in 1952.....	\$ 83,700,000
Motor Vehicle Registration, 1954.....	309,517
Number of Telephones, Jan. 1, 1955.....	172,000
Number of Electrical Connections, Jan. 1, 1955.....	202,236
Number of Gas Utilities Connections, 1953.....	115,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NEW MEXICO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets 1954	TV % 1954
		1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)		
Bernalillo	145,673	\$189,230	\$39,931	\$5,826	22,930	45%
Catron	3,533	1,309	529			
Chaves	40,605	51,141	10,167	1,685	4,270	31%
Colfax	16,761	13,038	2,527	381		
Curry	23,351	32,619	5,687	960	1,010	13%
De Baca	2,958	3,122	497	131	310	31%
Dona Ana	39,557	31,957	7,215	806	2,290	21%
Eddy	40,640	51,425	12,119	2,143	3,480	24%
Grant	21,649	18,566	4,157	535		
Guadalupe	6,772	5,626	1,731	235	430	31%
Harding	3,013	1,829	180	52		
Hidalgo	5,095	5,831	907	90		
Lea	30,717	65,605	12,283	1,662		
Lincoln	7,409	5,062	1,156	168	270	16%
Los Alamos	10,476	5,725	2,663	883	680	19%
Luna	8,753	10,661	2,684	294	590	21%
McKinley	27,451	22,531	3,808	313		
Mora	8,720	1,776	458	80		
Otero	14,909	14,326	4,061	579	680	15%
Quay	13,971	15,462	3,271	689	560	13%
Rio Arriba	24,997	7,106	2,101	248		
Roosevelt	16,439	14,395	3,129	604		
Sandoval	12,438	2,381	549	74	540	22%
San Juan	18,292	35,617	5,400	1,192		
San Miguel	26,512	14,078	3,694	512		
Santa Fe	38,153	36,357	6,572	1,602	2,100	20%
Sierra	7,186	5,892	1,318	304		
Socorro	9,670	5,021	1,072	240		
Taos	17,146	6,053	2,052	225		
Torrance	8,012	4,543	820	154	320	19%
Union	7,372	6,204	1,185	134		
Valencia	22,481	12,916	3,113	534	2,090	39%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBUQUERQUE
(Bernalillo County)

KGGM-TV

LICENSEE: New Mexico Bcstg. Co. Address: 1414 Ccal Ave., S.W. Phone: 3-4543.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 45 kw. Operating Pow.: Visual 10.2 kw, Aural 5.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft.; Above ground 174 ft.
OPERATION: Began Oct. 3, 1953. Hours, 1 p.m.-midnight.
AFFILIATION: Tv Network, CBS. Station, Am, KGGM.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two RCA camera chains. One TSC rear screen projector. One RCA film camera chain. Two RCA film projectors. One Teleprojector slide projector. News Service, AP.
PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, pres. (62%); S. P. Vidal, vp. (21%); and others. Interlocking ownership with KVSF Santa Fe, N. M.
EXECUTIVES:
 A. R. Hebenstreit, pres., gen. mgr. Leonard F. Dodds, ch. eng. & film buy. Larry Edwards, news ed.
 George Morgan, com. mgr.
 Bob Van Driel, prog. dir. & prom. mgr.
RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$50; ID \$25.
MARKET INFORMATION: Population (Grade A, FCC Contour), 355,300; (Grade B, FCC Contour), 73,051; (Total Including Fringe Area), 481,000; Families in Area, 125,300; No. of Sets (Jan. 1, 1955), 55,630; Retail Sales, \$411,501,000; Income per Family, \$4,795.

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

KOAT-TV

LICENSEE: Alvarado Television Co. Address: 122 Tulane, S.E. Phone: 5-8716.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12 kw. Operating Pow.: Visual 25.1 kw, Aural 12 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 540 ft. Above ground 318 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 3, 1953. Hours: noon 1 a.m.

AFFILIATION: Tv Networks AEC, DTN.

REPRESENTATIVES: Sales, George P. Hollingbery Co. Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.

SERVICES: Two studios (30x40 ft. and 18x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. One DuMont scanner film camera. Two DuMont film projectors. Two DuMont slide projectors. One film processing unit. One mobile unit, two DuMont cameras. News Service, UP. Library, Music Hall Varieties.

PRINCIPAL STOCKHOLDERS: Alvarado Bcstg. Co. (KOAT) (33 $\frac{1}{3}$ %) Albuquerque Exhibitors Inc. (30%), and others.

EXECUTIVES:

Al Caldwell, pres. Dick True prog. dir.
 Walter J. Stiles, gen. mgr. & film buy. Chuck Stanton ch. eng.
 Ted Snider nat'l. s's. mgr.
 Bill Bozarth news ed.

RATE INFORMATION: Class A one hour (live) \$215 (film) \$200 minute spot (live) \$39, (film) \$35 ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 3% for 13 times up to 31% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Population, 480,000 Families in Area, 155,000; No. of Sets (Grade A, FCC Contour), 51,000 (Grade B FCC Contour), 7,000.

KOB-TV

LICENSEE: Albuquerque Bcstg. Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 4,200 ft. Above ground 183 ft.

OPERATION: Began Nov. 29 1948. Hours, 12:30-11:30 p.m.

AFFILIATION: Tv Network, NBC. Station Am, KOB.

REPRESENTATIVES: Sales, The Branham Co. Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Two studios (50x30 ft. and 20x20 ft.). Three camera chains, two RCA, one GPL. One RCA film camera. Two RCA 16mm film projectors. Two Selectrolslide slide projectors. One film processing unit. One mobile unit. News Service UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Time Inc. (Time, Life, Fortune) (50%), A. Wayne Coy (50%). Time Inc. also owns 80% of KDYL-AM-FM and KTVT (TV) Salt Lake City, and 100% of KLZ-AM-FM-TV Denver, Colo.

EXECUTIVES:

Wayne Coy, pres. & gen. mgr. George S. Johnson, ch. eng.
 Rolf S. Nielsen, tv com. mgr. & film buy. Dallas Wyant, prom. mgr.
 George Morrison, news ed.
 Dorothy B. Smith, prog. dir.

RATE INFORMATION: Class A one hour \$300 Class AA minute spot \$50; Class AA ID \$25, ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION: Population, 528,400; Families in Area, 141,800; Retail Sales, \$1,426,424,000 Income per Family, \$3,878 Income per Capita, \$1,017.

CARLSBAD
(Eddy County)

KAVE-TV

(Target Date, Unknown)

LICENSEE: Carlsbad Bcstg. Corp. Address: 601 N. Canal St.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 1.41 kw Aural .852 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft. Above ground 341 ft.

AFFILIATION: Station, Am, KAVE.

REPRESENTATIVES: Consulting Engineer, Edward P. Talbott.

PRINCIPAL STOCKHOLDERS: Val Lawrence, pres. (50.9%) Norman R. Loose, vp-treas. (28.5%); Edward P. Talbott, sec. (20.2%); and others. Mr. Lawrence owns 5% of KRDO-AM-TV El Paso, Tex. Note: Sale to John H. Battison Washington consulting engineer, pending.

ROSWELL
(Chaves County)

KSWs-TV

LICENSEE: John A. Barnett. Address: P. O. 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: Federal. Antenna Make: Federal. Height: Above average terrain 905 ft. Above ground 790 ft.

OPERATION: Began June 24, 1953. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station Am, KSWs.

REPRESENTATIVES: Sales, Meeker Tv Inc. Washington Attorney, Abe L. Stein; Consulting Engineer, Gaultney & Jones.

SERVICES: Three studios (50x60 ft., 20x20 ft. and 18x20 ft.). Two Federal camera chains. One rear screen projector. One TSC film camera. Two GPL film projectors. One Federal slide projector. News Service, AP. Library, RCA Thesaurus.

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

EXECUTIVES:

John A. Barnett own. & gen. mgr. Jack Shafer, prog. dir.
 W. L. Shackelford asst. gen. mgr. Ray R. Summersgill, ch. eng.
 Paul B. McEvoy, s's. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150 minute spot (live) \$25, (film) \$20 ID \$10. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	75,000	96,000	200,000
Families in Area	24,000	31,000	64,000
No. of Sets	14,500	22,500	28,859
Retail Sales	\$87,048,000	\$111,600,000	\$256,000,000
Income per Family	\$5,810	\$5,860	\$5,910
Income per Capita	\$1,859	\$1,890	\$1,891

NEW YORK

NEW YORK MARKET INDICATORS

Total Population, July 1, 1954.....	15,433,000
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, March 1955.....	5,784,000
Employed in Agriculture, 1950.....	172,719
Employed in Mining, March 1955.....	10,000
Employed in Manufacturing, March 1955.....	1,884,000
Employed in Construction, March 1955.....	203,100
Employed in Transportation & Public Utilities, March 1955.....	475,300
Employed in Wholesale & Retail Trade, March 1955....	1,260,800
Employed in Finance, Insurance & Real Estate, March 1955.....	422,800
Employed in Service and Miscellaneous, March 1955....	786,300
Employed in Government Service, March 1955.....	741,700
Retail Sales, 1954.....	\$ 18,874,242,000
Bank Assets, Jan. 1, 1955.....	\$ 59,091,814,000
Bank Deposits, Jan. 1, 1955.....	\$ 52,602,369,000
Major Income Sources, 1953: Agriculture .8%; Government 13.8%; Manufacturing Payrolls 24.9%; Trade and Service 30.7%.	
Total Income Payments, 1953.....	\$ 33,489,000,000
Per Capita Income, 1953.....	\$ 2,158
Total Internal Revenue Collections, 1954.....	\$ 12,771,912,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 74.26
Cash Receipts from Farm Marketing, 1954.....	\$ 816,854,000
Government Payments to Farmers, 1954.....	\$ 3,753,000
Value of Mineral Production, 1951.....	\$ 188,790,000
Total New Construction in 1952.....	\$ 2,484,600,000
New Private Construction in 1952.....	\$ 1,568,800,000
New Public Construction in 1952.....	\$ 915,800,000
Motor Vehicle Registration, 1954.....	4,392,875
Number of Telephones, Jan. 1, 1955.....	6,764,000
Number of Electrical Connections, Jan. 1, 1955.....	5,133,846
Number of Gas Utilities Connections, 1953.....	3,714,900

NEW YORK MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	TV %
Albany	239,386	\$369,993	\$ 79,847	\$ 5,500	59,350	75%
Allegany	43,784	38,605	10,501	970	7,830	58%
Bronx	1,451,277	1,229,464	513,069	30,824	360,970	79%
Broome	184,698	222,151	54,356	5,548	42,860	74%
Cattaraugus	77,901	87,922	22,047	2,241	16,850	70%
Cayuga	70,136	76,498	18,460	1,482	17,690	82%
Chautauqua	135,189	167,204	43,038	3,422	29,000	63%
Chemung	86,827	119,075	26,811	2,239	12,080	42%
Chenango	39,138	40,015	10,151	561	7,350	60%
Clinton	53,622	49,191	12,230	940	4,690	34%
Columbia	43,182	42,583	12,261	859	10,800	77%
Cortland	37,158	47,553	10,613	586	7,350	63%
Delaware	44,420	51,453	10,687	1,011	5,460	39%
Dutchess	136,781	175,852	57,790	3,874	23,960	62%
Erie	899,238	1,136,204	291,481	29,248	243,890	87%
Essex	35,086	29,002	9,055	1,117	2,810	27%
Franklin	44,830	51,793	13,409	1,022	1,910	15%
Fulton	51,021	57,662	16,731	1,206	10,770	62%
Genesee	47,584	55,678	12,164	1,074	10,380	71%
Greene	28,745	36,778	9,751	709	5,490	60%
Hamilton	4,105	4,084	1,859	85	770	59%
Herkimer	61,407	62,828	18,424	1,248	14,110	72%
Jefferson	85,521	103,813	23,529	2,646	10,930	41%
Kings	2,738,175	2,473,432	901,195	61,406	735,350	86%
Lewis	22,521	20,557	4,960	273	3,730	57%
Livingston	40,257	37,819	9,214	768	6,530	58%
Madison	46,214	53,993	13,076	1,402	8,880	62%
Monroe	487,632	634,669	157,244	18,601	131,030	82%
Montgomery	59,594	71,689	18,820	1,409	11,660	61%
Nassau	672,765	1,063,285	311,509	21,100	233,160	89%
New York	1,960,101	4,468,321	706,225	114,450	401,750	60%
Niagara	189,992	222,404	56,811	5,452	50,810	84%
Oneida	222,855	257,892	67,945	5,275	64,920	94%
Onondaga	341,719	440,778	112,059	11,100	98,280	90%
Ontario	60,172	68,344	16,471	1,241	12,570	69%
Orange	152,255	195,648	52,282	4,554	41,100	87%
Orleans	29,832	31,262	8,373	638	7,940	83%
Oswego	77,181	73,886	20,863	1,971	17,450	73%
Osteo	50,763	60,826	15,429	1,329	10,820	65%
Putnam	20,307	28,924	8,563	566	4,010	60%

NEW YORK MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Queens	1,550,849	1,745,235	653,645	40,212	460,000	88%
Rensselaer	132,607	149,036	39,915	2,855	34,290	82%
Richmond	191,555	183,876	72,960	4,792	50,620	90%
Rockland	89,276	80,766	27,398	2,062	21,420	87%
St. Lawrence	98,897	96,217	26,643	2,293	4,200	15%
Saratoga	74,869	76,436	21,256	1,734	16,710	70%
Schenectady	142,497	187,489	47,224	4,366	36,640	75%
Schoharie	22,703	25,414	5,851	366	4,320	60%
Schuyler	14,182	14,894	3,209	283	3,450	75%
Seneca	29,253	22,218	5,945	563	6,120	76%
Steuben	91,439	94,763	24,820	2,110	11,790	42%
Suffolk	276,129	362,781	109,469	8,168	75,230	82%
Sullivan	40,731	75,387	23,462	2,076	8,850	67%
Tioga	30,166	30,280	8,010	498	6,120	62%
Thompson	59,122	67,485	16,452	1,406	12,420	69%
Ulster	92,621	111,033	33,557	2,130	15,920	53%
Warren	39,205	67,240	15,551	1,524	9,960	78%
Washington	47,144	38,841	12,340	1,126	9,350	67%
Wayne	57,323	60,171	13,603	1,233	14,440	78%
Westchester	625,816	868,692	278,387	21,516	153,610	79%
Wyoming	32,822	32,242	6,774	611	5,810	60%
Yates	17,615	24,116	9,102	415	4,060	70%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALBANY
(Albany County)

WPTR-TV (SCHENECTADY-TROY)
(Target Date, Unknown)

LICENSEE: Patroon Bcstg. Co. Address: Sheraton-Ten Eyck Hotel. Postal Zone: 7. Phone: 5-3345.
 FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 135 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,010 ft.; Above ground 248 ft.
 AFFILIATION: Station, Am, WPTR.
 REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.
 PRINCIPAL STOCKHOLDERS: Schine Chain Theatres Inc. (J. Myer Schine, pres.) (55%), Harold E. Blodgett (30%), Bertha Asch (10%), W. R. David Sr. (2.5%), M. L. Prescott (2.5%).
 EXECUTIVES: J. Meyer Schine, pres. Leo Rosen, gen. mgr.

WRGB (TV) (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Postal Zone: 5. Phone: Schenectady 7-2261. (For full listing see Schenectady, N. Y.)

WROW-TV (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Bcstg. Co. Address: Box 4100: Postal Zone: 4. Phone: 3-2225.
 FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Operating Pow.: Visual 269 kw, Aural 138 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 690 ft.
 OPERATION: Began Oct., 1953. Hours, 2 p.m.-midnight.
 AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WROW.
 REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Frank H. McIntosh.
 SERVICES: Two studios (40x30 ft. and 30x20 ft.). Two GE camera chains. One TSC rear screen projector. One GE film camera chain. Two 16mm film projectors, one Holmes, one GPL. Two Selectroslide 2x2 in. slide projectors. One 200-ft. 16mm film processing unit. News Service, UP. Library, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: Frank M. Smith, pres. (20.15%); Alger B. Chapman, vp. (11.19%); Louis H. Gross, treas. (3.19%); Dean P. Taylor (U. S. Representative from New York), chmn. of bd. (6.75%); Gerald Dickler, sec. (1.15%); Lowell J. Thomas and family (18%); and others. (Mr. Smith is Mr. Thomas' business manager.)

EXECUTIVES: Frank M. Smith, pres. Charles Pogan, tv opr. dir. & film buy.
 Thomas S. Murphy, gen. mgr. & film buy. Charles Heisler, ch. eng.
 Harry L. Goldman, sta. mgr. Hilda Nauman, prom. mgr.
 Harry Littler, com. mgr. Marc Edwards, news ed.
 RATE INFORMATION: Class AA one hour (live) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 35% for 312 times. Rate Card No. 2.
 MARKET INFORMATION: Population, 534,600; No. of uhf sets, 170,000; Income per Family, \$6,000.

WTRI (TV) (SCHENECTADY-TROY)†

LICENSEE: Van Curler Bcstg. Corp. Address: 15 N. Pearl St. Phone: Albany 5-5291.
 FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 990 ft.; Above ground 542 ft.
 OPERATION: Began Feb. 28, 1954.
 AFFILIATION: Tv Network, CBS. Station Am, WTRY Troy.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Craven, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Stanley Warner Corp. (theatre chain) (50%), Harry C. Wilder and associates (50%).
 EXECUTIVES: Col. Harry C. Wilder, pres.
 † WTRI (TV) has suspended operation but has not returned its CP.

WTVZ (TV)*

(Target Date, Unknown)
(*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: GE. Antenna Make: GE. Height: Above average terrain 1,410 ft.; Above ground 541 ft.
 REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

BINGHAMTON
(Broome County)

WINR-TV

(Target Date, Not Set)

LICENSEE: Southern Tier Radio Service Inc. Address: Court House Square. Phone: 4-4318.
 FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 405 ft.
 AFFILIATION: Station, Am, WINR.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
 PRINCIPAL STOCKHOLDERS: Donald W. Kramer, pres. (27.6%); Dr. James Colella, vp. (22.5%), and others.
 EXECUTIVES: Donald W. Kramer, pres.

WNBF-TV

LICENSEE: Triangle Publications Inc. (Radio & Tv Div.). Address: One Henry St. Phone: 3-7311.
 FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Operating Pow.: Visual 166 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: Federal. Height: Above average terrain 1,200 ft.; Above ground 785 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Dec. 1, 1949. Hours, 6:55 a.m.-11:55 p.m.
 AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WNBF.
 REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Jansky & Bailey.
 SERVICES: One studio (18x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. One Cine Kodak Special film camera. News Service, AP. Library, RCA Thesaurus.
 PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia.

EXECUTIVES: George R. Dunham, gen. mgr. Loeuver H. Stantz, ch. eng.
 Edward M. Scala, prog. dir. & film buy. John Turner, sls. prom. mgr.
 E. William Farneti, treas.
 RATE INFORMATION: Class A one hour (live) \$675, (film) \$600; minute spot (live) \$137, (film) \$120; ID \$60. ID Length 8 sec. Full and share screen. 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
No. of Sets (April, 1955)	-----	-----	325,690
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

WQTV (TV)*

(Target Date, Unknown)
(*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. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 540 ft.; Above ground 531 ft.
 REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, 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.

BUFFALO
(Erie County)

WBEN-TV

LICENSEE: WBEN Inc. Address: Hotel Statler. Postal Zone: 2. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,210 ft.; Above ground 1,057 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began May 14, 1948. Hours, 7 a.m.-1:30 a.m. (Mon.-Fri.), 9 a.m.-1:30 a.m. (Sat.-Sun.)

AFFILIATION: Tv Network, CBS. 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 (22x36 ft. and 22x44 ft.). Four RCA camera chains. One TSC rear screen projector. One RCA film camera. Two Eastman film projectors, one RCA color film projector. One Gray slide projector. One mobile unit, two RCA cameras. News Services, AP, INS, UP. Library, Capitol Q, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Owned by Buffalo Evening News.

EXECUTIVES:

Edward H. Butler, pres.	Ralph J. Kingsley, tech. dir.
Alfred H. Kirchofer, vp.	R. Glenn Beerbower, asst. tech. dir. chg. tv
C. Robert Thompson, gen. mgr.	Quintin Renner Sr., film buy.
George R. Torge, sta. mgr.	Joseph A. Haeffner, prom. mgr.
Nicholas J. Malter, sls. mgr.	
Frederick A. Keller, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$140, (film) \$140; ID \$85. ID Length 8 sec. Specifications 16mm film. Full screen. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,822,350; Families in Area, 491,910; No. of Sets, 467,649; Retail Sales, \$1,922,054,000; Income per Family, \$4,515.60; Income per Capita, \$1,567.

WBUF-TV

LICENSEE: WBUF-TV Inc. Address: 184 Barton St. Postal Zone: 13. Phone: Summer 1717.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 148 kw, Aural 74.1 kw. Operating Pow.: Visual 148 kw, Aural 74.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 422 ft.; Above ground 417 ft.

OPERATION: Began Aug. 17, 1953. Hours, 6:45-10 p.m.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Harry M. Plotkin; Consulting Engineer, Kear & Kennedy.

SERVICES: Two DuMont camera chains. One RCA film camera. Two GPL 16mm sound film projectors. One Gray 2x2 in. slide projector. News Service, UP, Library, Muzak.

PRINCIPAL STOCKHOLDERS: Sherwin Grossman, pres. (25.34%); Gary L. Cohen exec. vp. (25.34%); and others. Sale to NBC pending FCC approval.

EXECUTIVES:

Sherwin Grossman, pres., gen. mgr. & prog. dir.	Robert L. Brenner, com. mgr.
Gary L. Cohen, exec. vp., sta. mgr. & film buy.	Ernest E. Rety, ch. eng.
	Frank Fredericks, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (film) \$65; ID \$32.50. ID Length 10 sec. Frequency discounts from 5% for 14 times up to 30% for 261 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,000,000	250,000	1,250,000
No. of Sets	140,000	30,000	170,000

WGR-TV

LICENSEE: WGR Corp. Address: 184 Barton St. Postal Zone: 13. 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: RCA. Antenna Make: RCA. Height: Above average terrain 380 ft.; Above ground 436 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 14, 1954. Hours, 7-11 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WGR.

REPRESENTATIVES: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.

SERVICES: One studio (60x45 ft.). One GE camera chain. Two RCA film cameras. Four RCA film projectors. Two RCA slide projectors. News Services, AP, INS, Library, RCA Thesaurus.

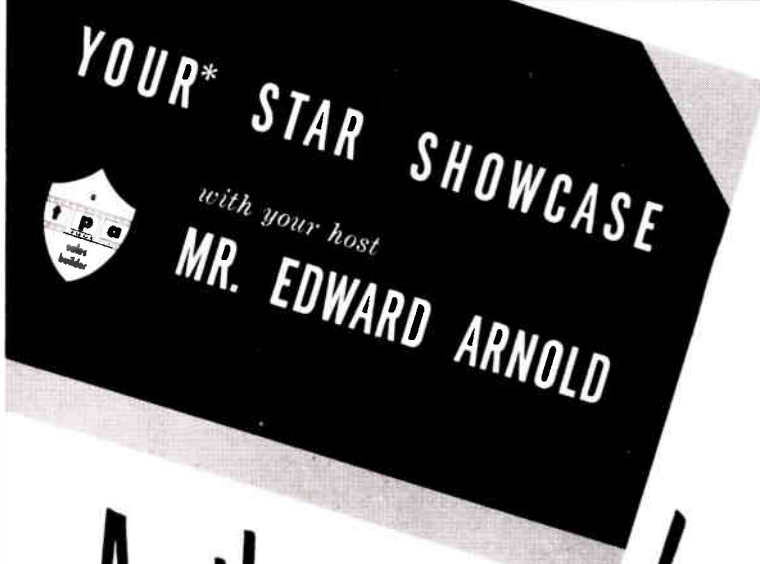
PRINCIPAL STOCKHOLDERS: Mrs. Alanson C. Deuel (25%); J. Fred Schoelkopf IV (7.3%); Paul A. Schoelkopf Jr. (7.5%); George F. Goodyear, chmn. of bd. (7.5%); Seymour H. Knox and sons (8%); and others.

EXECUTIVES:

George F. Goodyear, chmn. of bd. & pres.	VanBeuren W. DeVries, prog. dir. & film buy.
J. J. Bernard, vp. & gen. mgr.	Karl B. Hoffman, vp. chg. eng.
Oliver Howard, com. mgr.	Phillip H. Curtis, prom. mgr.
G. P. Swift, natl. sls. mgr.	Charles Warren, news ed.

RATE INFORMATION: Class A one hour (live) \$882.50, (film) \$800; minute spot (live) \$150, (film) \$140; ID \$70. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts to 4 1/2% for 157 times. Rate Card No. 2.

MARKET INFORMATION: Population, 1,644,600; Families in Area, 497,000; No. of Sets, 470,436 (plus 443,349 in Canada); Retail Sales, \$2,005,579; Income per Family, \$4,505; Income per Capita, \$1,464.



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Television Programs of America, Inc.

New York City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

BUFFALO (Cont.)

WTVF (TV)*

(Target Date, Unknown)
(*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. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 539 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

CARTHAGE
(Jefferson County)

WCNY-TV (WATERTOWN)

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: GE. Antenna Make: GE. Height: Above average terrain 720 ft.; Above ground 574 ft.
OPERATION: Began Sept. 26, 1954. Hours, 3:30 p.m.-12:45 a.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.
PRINCIPAL STOCKHOLDERS: John B. Johnson and estate of Jesse R. Johnson (100%). Licensee publishes Watertown Daily Times and is licensee of WWNY-AM-FM Watertown and WMSA-AM-FM Massena.
RATE INFORMATION: Class A one hour \$150; one minute \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times.

ELMIRA
(Chemung County)

WTVF (TV)†

LICENSEE: Elmira Television. Address: 159 Madison Ave. 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: RCA. Antenna Make: RCA. Height: Above average terrain 900 ft.; Above ground 484 ft.
OPERATION: Began June 15, 1953.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, Forjice-Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Kear & Kennedy.
SERVICES: Three studios (30x50 ft., 20x30 ft. and 15x20 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe slide projector.
PRINCIPAL STOCKHOLDERS: John S. Booth (50%) and Thompson K. Cassel (50%). They control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel also owns WATS Sayre, Pa., and Mr. Booth is 45% owner of WTOW Towson, Md.
EXECUTIVES:
T. K. Cassel, pres. & gen. mgr. Sidney Barbet, film buy.
James E. Pattison, prog. dir.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150.
† WTVF (TV) has suspended operation but has not returned its CP.

ITHACA
(Tompkins County)

WHCU-TV

(Target Date, Unknown)

LICENSEE: Cornell U. Address: Savings Bank Bldg. Phone: 4-6301.
FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,220 ft.; Above ground 440 ft.
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Howard G. Smith.
EXECUTIVE:
Michael R. Hanna, gen. mgr.

WIET (TV)*

(Target Date, Unknown)
(*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. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,290 ft.; Above ground 544 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer. Consulting Engineer: Francis E. Almstead Albany.

KINGSTON
(Ulster County)

WKNY-TV (POUGHKEEPSIE)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500. (For full listing see Poughkeepsie.)

LAKE PLACID
(Clinton County)

WIRI (TV) (PLATTSBURG)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Make: RCA. Height: Above average terrain 1,205 ft.; Above ground 183 ft.
OPERATION: Began Dec. 9, 1954. Hours, 3:30 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc., U.S. Radio & Tv Sales Inc., Canada: Washington Attorney, Abe L. Stein; Consulting Engineer: Craven, Lohnes & Culver.

SERVICES: One studio (40x40 ft.). Two DuMont camera chains. One DuMont Multi-scanner film camera. Two DuMont 16mm film projectors. Two DuMont slide projectors. Two DuMont opaque projectors. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Carl F. Stohn Sr., pres. (7.9%); Vincent S. Jerry, vp. (26.5%); Joel H. Scheier (5%); Harry Schulman, Martin L. Schulman and Cyril Schulman (19%); and others. Messrs. Jerry, M. L. Schulman and J. H. Scheier own WIRY Plattsburgh, N. Y.

EXECUTIVES:

Carl F. Stohn Sr., pres., gen. mgr. & com. mgr. James Sharman, ch. eng.
Hal Wilson, prog. dir. & film buy. Mary B. Wilson, prom. mgr.
Bird Berdan, news ed.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$250; minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	170,700	2,270,000	4,440,700
No. of Sets	45,150	581,200	626,350
Retail Sales (U.S. only)	\$190,970	\$2,230,000	\$2,420,970

NEW YORK CITY
(New York County)

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 W. 66 St. Postal Zone: 23. Phone: Susquehanna 7-5000.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Operating Pow.: Visual 110 kw, Aural 55 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,380 ft.; Above ground 1,465 ft.
OPERATION: Began Aug. 10, 1948. Hours, 7:55 a.m.-midnight.
AFFILIATION: Tv Network, ABC. Stations, Am, WABC. Fm, WABC-FM.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.
SERVICES: Seven tv studios, three theaters. Fifty-seven camera chains, RCA, GE and GPL. Three rear screen projectors, one 16mm two 4x5 still. Ten film cameras. Thirteen RCA film projectors, eight 16mm, five 35mm. Twelve Gray slide projectors. One opaque projector. Three mobile units. News Services, AP, INS.
PRINCIPAL STOCKHOLDERS: Licensee owns chain of theatres throughout U.S., also owns following broadcast stations in addition to operating ABC network: WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit.
EXECUTIVES:
Leonard H. Goldenson, pres. (AB-PT) Arden Rodner, prog. dir.
G. Edward Hamilton, ch. eng.
Robert E. Kintner, pres. (ABC Div.) George Rice, film buy.
Ted Oberfelder, vp. & gen. mgr. Gene Accas, prom. mgr.
Larry Wynn, com. mgr. Thomas Velotta, news ed.
RATE INFORMATION: Class A one hour (live) \$3,375, (film) \$3,375; minute spot (live) \$607.50, (film) \$607.50; ID \$382.50. ID Length 10 sec. Frequency discounts. Rate Card No. 9.

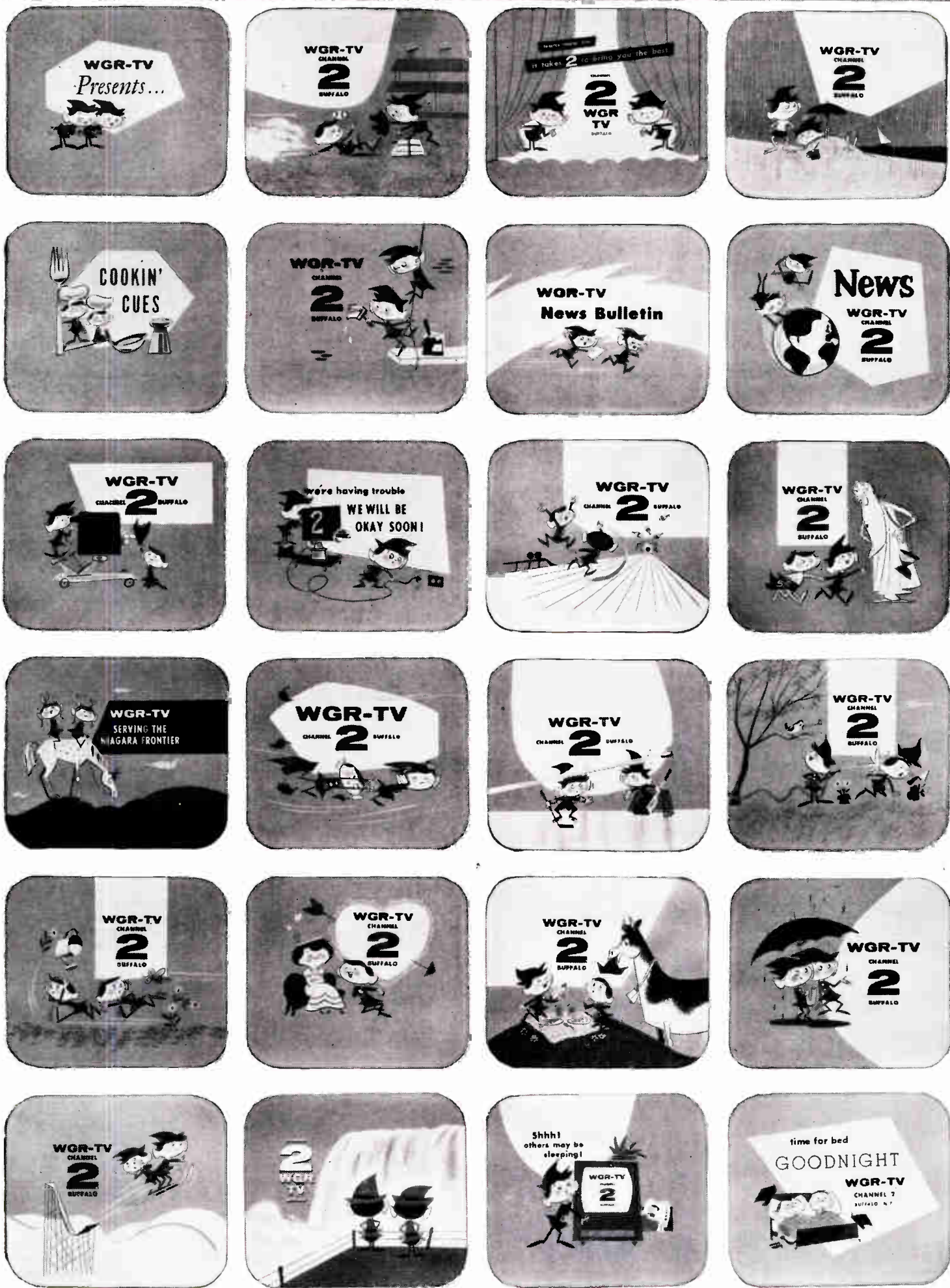
WABD (TV)

LICENSEE: Allen B. DuMont Labs. Inc. Address: 205 E. 67th St. Postal Zone: 22. Phone: Lehigh 5-1000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.91 kw. Operating Pow.: Visual 17 kw, Aural 8.91 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,340 ft.; Above ground 1,465 ft.
EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.
OPERATION: Began May 2, 1944. Hours, 11:10 a.m.-midnight (Mon.-Fri.), 10:50 a.m.-11:50 p.m. (Sat.), 9:50 a.m.-11:50 p.m. (Sun.)
AFFILIATION: Tv Network, DTN.
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Roberts & McInnis.
SERVICES: Five studios (one 84x50 ft., three 75x40 ft., and one 101x72 ft.). Twenty-seven DuMont camera chains. Seven Bodde rear screen projectors, six b&w, one color. Four film cameras and one DuMont Multiscanner (film and opaque.) Eight film projectors, four Holmes 16mm, two Simplex-Acme 35mm, two DuMont 16mm. Three DuMont slide scanners. One DuMont mobile unit, one panel truck.
PRINCIPAL STOCKHOLDERS: Licensee is manufacturer of electronic equipment including tv station transmitters and studio equipment, tv receivers. Also owns WTTG (TV) Washington, D.C.

EXECUTIVES:

Allen B. DuMont, pres., & publicity dir. Gerald Lyons, pub. rel.
Allen B. DuMont Labs. Shirley Godley, adv. & prom. dir.
Ted Bergmann, dir. of bcstg. Benret Korr, gen. sls. exec.
Ted Cott, gen. mgr., Rodney D. Chipp, ch. eng.
DuMont O & O stations Lewis E. Arnold Jr., prod. sup.
George L. BarenBregge, sta. mgr. Frank Savage, news ed.
Burt Lambert, sls. sup., owned & operated stations William Kobin, news ed.
David Lowe, 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.



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

Every month since WGR-TV went on the air,
it has carried at least 8 of the top 15 shows. (Pulse)

WGR-TV CHANNEL 2

184 Barton Street, Buffalo 13, New York

NEW YORK CITY (Cont.)

WABD (TV) (Cont.)

RATE INFORMATION: Class A one hour \$2,200; minute spot \$500; ID \$212.50. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 9.

WATV (TV) (NEWARK, N.J.)

LICENSEE: Bremer Bcstg. Co. Address: 1020 Broad St., Newark. Postal Zone: 1. Phone: Mitchell 2-6400. (For full listing see Newark, N. Y.)

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc. Address: 485 Madison Ave. Postal Zone: 22. Phone: Plaza 1-2345.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Operating Pow.: Visual 42 kw, Aural 21 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,300 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began July 1, 1941. Hours, 6:45-1:30 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WCBS. Fm, WCBS-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Attorney, Rosenman, Goldmark, Colin & Kaye.

SERVICES: Nine studios, nine theaters. Eighty-one camera chains, 58 RCA, 11 DuMont, eight GPL and four GE. Seventeen rear screen projectors, 13 slide, four motion picture, 16mm and 35mm. Fourteen RCA film cameras, b&w and color. Eighteen film projectors, 16mm and 35mm, RCA, GE and Eastman. One 35mm slide projector. Two scanners, one DuMont, one Philco. Five Gray opaque projectors. Three mobile units, one RCA, one custom, one Dodge Vanette; two station wagons. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDERS: Licensee owns following stations in addition to operating CBS network: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEI-AM-FM Boston and WXIX (TV) Milwaukee. Purchase of WGTH-TV Hartford, Conn., pending FCC approval. CBS Inc. also owns CBS-Columbia Inc., radio-tv receiver manufacturer; CBS-Hytron Inc., tube manufacturer; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc.

EXECUTIVES:

Frank Stanton, pres., CBS Inc.	Robert G. Thompson, tech. opr. dir., CBS-TV
J. L. Van Volkenburg, pres., CBS Television Div.	Marion Lonsberry, opr. mgr.
Sam Cook Digges, gen. mgr.	William Lacey, film dept. mgr.
Clarence Worden, asst. to gen. mgr.	Robert G. Patt, adv. & sls. prom. dir.
Frank Shakespeare, gen. sls. mgr.	Robert Fuller, publ. dir.
Hal Hough, prog. dir.	

RATE INFORMATION: Class AA one hour \$6,500, Class A \$6,250; minute spot \$1,700, \$1,250; ID \$850, \$625. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 26 weeks up to 20% for 52 weeks. Rate Card No. 15.

WGTV (TV)*

(Target Date, Unknown)
(*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. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 712 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

WNYC-TV*

(Target Date, Oct., 1955)
(*Non-Commercial)

LICENSEE: Municipal Bcstg. System, City of New York. Address: 2500 Municipal Bldg. Postal Zone: 7. Phone: Whitehall 3-3600.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 590 ft.; Above ground 628 ft.

AFFILIATION: Stations, Am, WNYC. Fm, WNYC-FM.

REPRESENTATIVES: Washington Attorney, Charles S. Rhyne.

EXECUTIVES:

Hon. Robert F. Wagner, mayor	William H. Pitkin, ch. eng.
Seymour N. Siegel, dir.	A. Alan Levin, prom. mgr.
John De Prospero, exec. ofcr.	Mary McDonald, news ed.
Bernard Buck, prog. dir.	

MARKET INFORMATION: Population (Grade A, FCC Contour) 11,500,000, (Grade B, FCC Contour) 12,500, (Total Including Fringe Area) 13,000,000.

WOR-TV

LICENSEE: General Teleradio Inc. Address: 1440 Broadway. Postal Zone: 18. Phone: Longacre 4-8000.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Operating Pow.: Visual 129 kw, Aural 64.6 kw. Transmitter: Standard Electronics. Antenna Make: Special design by Andrew Alford. Height: Above average terrain 1,240 ft.; Above ground 1,231 ft.

OPERATION: Began Oct. 5, 1949. Hours, 1 p.m.-1:30 a.m.

AFFILIATION: Stations, Am, WOR. Fm, WOR-FM.

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

SERVICES: Two studios (30x40 ft. and 36x48 ft.). Twelve camera chains, nine RCA, three DuMont. One TSC rear screen projector. Two RCA film cameras. Four RCA film projectors. Two slide projectors, Gray and Animatic. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned 90% by General Tire & Rubber Co., and 10% by R. H. Macy & Co. General Teleradio is majority stockholder of Mutual Bcstg. System, owns RKO Radio Pictures Inc., and the following broadcast properties: Yankee Network Div., WNAC-AM-FM-TV Boston and 55% of WGTH-AM-TV Hartford, Conn.; Don Lee Network Div., KHJ-AM-FM-TV Los Angeles, KFRC San Francisco; WOR Div., WOR-AM-FM-TV New York; and WHBQ-AM-TV Memphis and WEAT-AM-TV West Palm Beach, Fla. Sale of WGTH-TV to CBS pending FCC approval.

EXECUTIVES:

Thomas F. O'Neil, pres.	Charles Singer, ch. eng.
Gordon Gray, vp & gen. mgr.	Milford Fenster, film buy.
William P. Dix Jr., sls. mgr.	Robert Hoffman, prom. mgr.
Ivan Reiner, prog. dir.	George Brown, news ed.

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$300, (film) \$300; ID \$200. ID Length 20 sec. 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
No. of Sets	4,304,500	4,545,200	4,700,000
Retail Sales (1953)	\$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 E. 42nd St. Postal Zone: 17. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,410 ft.; Above ground 1,464 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 15, 1948. Hours, 12:45 p.m.-12:30 a.m.

REPRESENTATIVES: Sales, Free & Peters Inc.; 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. Six film projectors, four 16mm, two 35mm. Two Telojector slide projectors. Two RCA mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by New York News. Same ownership as WGN-TV Chicago (Chicago Tribune).

EXECUTIVES:

F. M. Flynn, pres.	Thomas P. Robinson, bus. mgr., sls. dept.
Fred M. Thrower, vp. & gen. mgr.	W. Engels, news & sp. events mgr.
L. J. Pope, opr. mgr.	T. E. Mitchell, controller
& asst. to gen. mgr.	Keith Culverhouse, adv. & prom. dir.
Otis S. Freeman, ch. eng.	L. Hollingsworth, publicity mgr.
John A. Patterson, sls. mgr.	

RATE INFORMATION: Class A one hour (live) \$1,500, (film) \$1,500; minute spot (live) \$360, (film) \$360; ID \$120. ID Length 8 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 6.

WRCA-TV

LICENSEE: National Bcstg. Co. Address: 30 Rockefeller Plaza. Postal Zone: 20. Phone: Circle 7-8300.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,440 ft.; Above ground 1,465 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films local slides.

OPERATION: Began July 1, 1941. Hours, 6:45-1:30 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WRCA. Fm, WRCA-FM.

SALES REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.

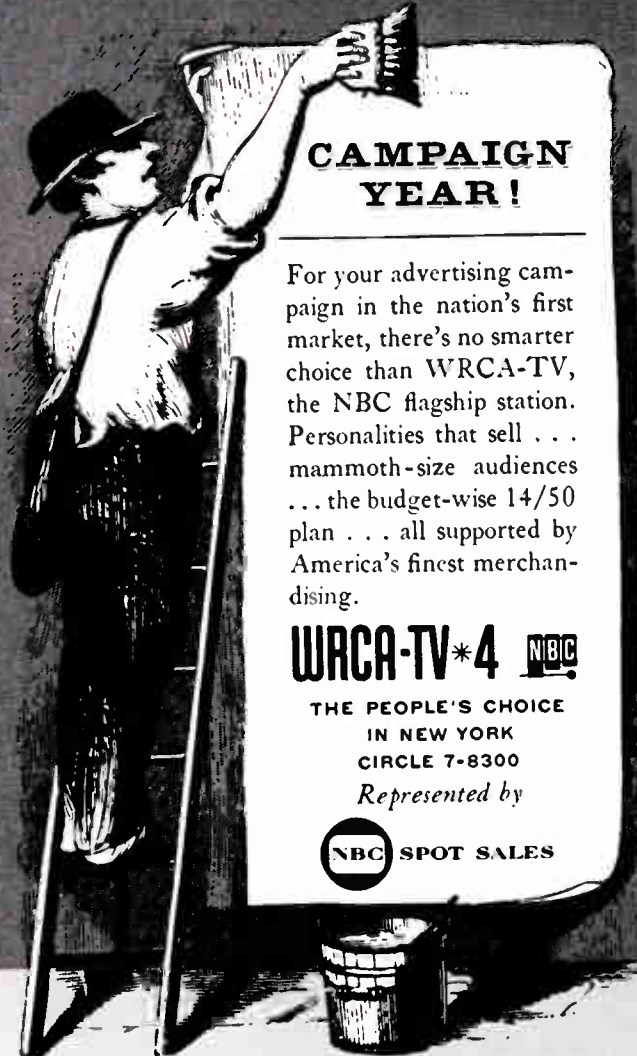
PRINCIPAL STOCKHOLDERS: Owned by Radio Corporation of America. RCA manufactures electronic equipment, including broadcast transmitters, antennas, tubes, and studio apparatus, phonograph records, is due to be part-owner of Whirlpool-Seeger Corp. (laundry machines, freezers, refrigerators, stoves and air conditioners), owns RCA Communications Inc. and Radiomarine Corp. of America (communications), RCA Institutes Inc. (school) and RCA Service Co. NBC owns the following stations in addition to operating the NBC network: WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KRCA (TV) Los Angeles. NBC and Westinghouse Broadcasting Co. have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland for WBC's KYW and WPTZ (TV) Philadelphia. This transaction is pending FCC approval. NBC purchase of WKNB-AM-TV New Britain, Conn., and WBUF-TV Buffalo, N.Y., also pending FCC approval.

EXECUTIVES:

Sylvester Weaver, pres., NBC	Alfred E. Jackson, ch. eng.
Robert W. Sarnoff, exec. vp. NBC	Beulah Jarvis, film buy.
Hamilton Shea, gen. mgr.	Max E. Buck, prom. mgr.
William M. Davidson, asst. gen. mgr.	Bill Berns, news ed.
Jay Heiten, com. mgr.	
Steve Krantz, prog. dir.	

RATE INFORMATION: Class AAA one hour (live) \$8,400, (film) \$8,400; minute spot (live) \$2,050, (film) \$2,050; ID \$975. ID Length 10 sec. Frequency discounts. Temporary Rate Card No. 15.

MARKET INFORMATION: (Total Including Fringe Area): Population, 16,326,200; Families in Area, 5,045,300; No. of Sets, 4,740,000; Retail Sales, \$19,846,132,000; Income per Family, \$6,218.



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WRCA-TV*4 

THE PEOPLE'S CHOICE
IN NEW YORK
CIRCLE 7-8300

Represented by

 **SPOT SALES**

PLATTSBURG

(Clinton County)

WIRI (TV) (LAKE PLACID)

LICENSEE: Great Northern Television Inc. Address: 357 Cornelia St. Phone: 3070.
(For full listing see Lake Placid.)

POUGHKEEPSIE

(Dutchess County)

WKNY-TV (KINGSTON)

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 13.8 kw, Aural 7.41 kw. Operating Pow.: Visual 13.8 kw, Aural 7.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 649 ft.
OPERATION: Began May 24, 1954. Hours, 11 a.m.-noon-5:30-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WKNY.
REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (16x20 ft.). One GPL camera chain. One RCA film camera chain. Two RCA 16mm film projectors. One Gray 35mm slide projector.
PRINCIPAL STOCKHOLDERS: WKNE Corp. (WKNE Keene, N.H.) (18%); Joseph K. Close, pres. (11%); N. LeVan Haver, sec. (6.5%); George W. Smith, treas. (2.8%); Arthur H. Wicks (5.5%); Gerald V. C. Baker (5.5%); and others. Mr. Close controls WKNE Corp.

EXECUTIVES:

Joseph K. Close, pres. Irv Rose, prog. dir.
Robert Peebles, vp. & gen. mgr. Charles B. Edwards, ch. eng.
Robert Sabin, vp. chg. sls.

RATE INFORMATION: Class A one hour (live) \$140. (film) \$100; minute spot (live) \$30, (film) \$20; ID \$10. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 1.

ROCHESTER

(Monroe County)

WCBF-TV

(Target Date, Unknown)

LICENSEE: Star Bcstg. Co. Address: 87 Seneca St., Geneva, N. Y.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 151 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 325 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDERS: Maurice R. Forman, pres. (71.59%), and others. Star Bcstg. is also licensee of WGVA Geneva, N.Y.

WHAM-TV

LICENSEE: Stromberg-Carlson Bcstg. Co. Address: 201 Humboldt St. Postal Zone: 3. 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: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 11, 1949. Hours, 6:58 a.m.-1:05 a.m. (Mon.-Fri.), 9 a.m.-1:30 a.m. (Sat.), 11:30 a.m.-midnight (Sun.).
AFFILIATION: Tv Network, NBC. Stations, Am, WHAM. FM, WHFM (FM).
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Segal, Smith & Hennessey.
SERVICES: Two studios (one 40x40 ft. with stage, one 20x30 ft.). Six RCA camera chains. Two RCA film cameras. Two Eastman 16mm film projectors. One Bausch & Lomb 3 1/4 x 4 1/4 in. slide projector. One opaque projector. One film processing unit. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Licensee is a subsidiary of General Dynamics Corp. (which owns aircraft, submarine, electric motor and generator companies, as well as Stromberg-Carlson Co., communications and radio-tv receiver manufacturer).
EXECUTIVES:
William Fay, pres. Kenneth J. Gardner, ch. eng.
John W. Kennedy Jr., vp. & gen. sls. mgr. David Manning, film buy.
L. Walton Smith, prom. mgr.
A. N. Bender, tv sls. mgr. David E. Kessler, news ed.
Charles W. Siverson, prog. dir.
RATE INFORMATION: Class A one hour (live) \$700, (film) \$600; minute spot (live) \$170, (film) \$140; ID \$46.67. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 9.
MARKET INFORMATION: Population (Grade A, FCC Contour) 630,600, (Grade B, FCC Contour) 804,003; (Total Including Fringe Area) 1,095,700; No. of Sets (Total Including Fringe Area) 305,000.

WHEC-TV

LICENSEE: WHEC Inc. Address: 40 Franklin St. Postal Zone: 4. Phone: Baker 6740.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WHEC.
SALES REPRESENTATIVES: Everett-McKinney Inc. Washington Attorney: Dow, Lohnes & Albertson; Consulting Engineer: A. D. Ring & Assoc.
SERVICES: Two studios (25x40 ft. and 20x30 ft.). Three GE camera chains. One GE film camera. Two GE film projectors. Two slide projectors, GE 3x4 in. and Gray 2x2 in. GE opaque projector. News Service, AP.
PRINCIPAL STOCKHOLDER: Owned by Gannett Co., publisher of 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, Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Plainfield (N.J.) Courier-News, Danville (Ill.), Commercial News. Gannett also owns WHDL Olean (minority), WENY Elmira, both New York; 45% of WGTH-AM-TV Hartford, Conn. (sale of WGTH-TV to CBS pending FCC approval), and WDAN Danville, Ill.
EXECUTIVES:
Frank E. Gannett, pres. Bernard C. O'Brien, ch. eng.
C. Glover DeLaney, gen. mgr. Richard K. Blackburn, tech. dir.
LeMoine C. Wheeler, com. mgr. Lowell H. MacMillan, asst. mgr.
William J. Adams, prog. dir.
RATE INFORMATION: Class A one hour (live) \$680, (film) \$600; Class AA minute spot \$140. Class AA ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts up to 20%. Rate Card No. 1.

WROH (TV)*

(Target Date, Unknown)
(*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. 21. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 100 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 540 ft.
REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead, Albany.

WVET-TV

LICENSEE: Veterans Bcstg. Co. Address: 17 S. Clinton Ave. Postal Zone: 4. Phone: Hamilton 4820.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 123 kw, Aural 66.1 kw. Operating Pow.: Visual 123 kw, Aural 66.1 kw. Transmitter: GE. Antenna Height: Above average terrain 450 ft.; Above ground 353 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Nov. 1, 1953. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WVET.
REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Spearman & Robinson; Consulting Engineer, John Creutz.
SERVICES: One studio (30x40 ft.). Two GE camera chains. One GE film camera. Two film projectors, GE, Eastman. One Gray 2x2 in. slide projector, one GE 3x4 in. Baloptican projector. One 16mm film processing unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: Stock is owned by more than 130 stockholders, none owning more than 6.6%. E. F. Lyke, pres.-treas.
EXECUTIVES:
Ervin F. Lyke, pres. Raymond Jobs, ch. eng.
treas. & gen. mgr. Arthur Cook, film buy.
Arthur Murrellwright, com. mgr. Donald Kallock, prom. mgr.
Paul C. Louthier, vp. & prog. dir. David Roberts, news ed.
RATE INFORMATION: Class A one hour (live) \$680 (film) \$600; Class AA minute spot (live) \$160, (film) \$140; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 1 (revised).
MARKET INFORMATION: Population (Grade A, FCC Contour) 612,745, Grade B, FCC Contour) 835,594, (Total Including Fringe Area) 927,733; Families in Area (Grade B, FCC Contour) 310,260. No. of Sets (Grade B, FCC Contour) 281,960.

SCHENECTADY

(Schenectady County)

WRGB (TV) (ALBANY-TROY)

LICENSEE: General Electric Co. Address: 1 River Rd. Postal Zone: 5. Phone: 7-2261.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 314 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 1, 1947. Hours, 7 a.m.-1 a.m. (Mon.-Fri.), 8:15 a.m.-12:30 a.m. (Sat.), 9 a.m.-12:30 a.m. (Sun.).
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WGY. Fm, WGFM (FM).
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Jansky & Bailey.
SERVICES: Two studios (47x38 ft. and 23x15 ft.). Six GE camera chains. Two GE film cameras. Three GE film projectors. Two Selectroslide Jr. slide projectors. One GE mobile unit. News Services, AP, UP. Library, RCA Thesaurus.
PRINCIPAL STOCKHOLDER: Licensee is manufacturer of electronics and communications equipment, including broadcast transmitters, antennas, tubes and studio apparatus, radio-tv receivers, home appliances, electrical power generating equipment, electric light bulbs, etc.

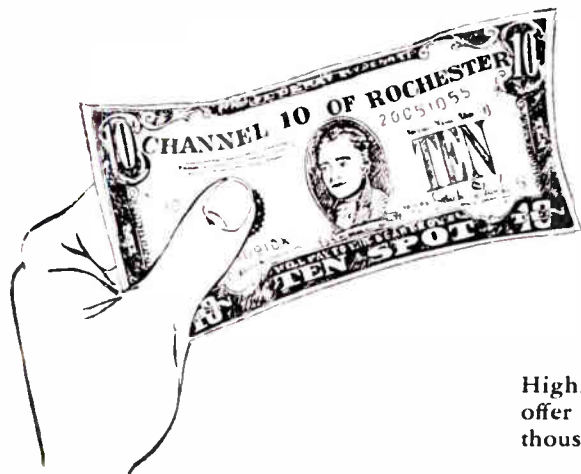
Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

What's the BIG "I.D." ?

In Rochester, N.Y., It's A

'10 SPOT'—

(CHANNEL 10 Spot,
We Mean!)



**Take Advantage Of Our
Choice Adjacencies!**

Highest Ratings

Highly rated network programs, plus strong, popular local shows, offer you spot adjacencies that deliver to you the eyes and ears of thousands in the rich Rochester territory—people who can *buy!*

The Best Of Two Networks

Because Channel 10 is basic CBS and affiliated with ABC, our program schedule lists the finest programs of two major networks—the very cream of the crop!

Nine "Emmy" Awards

No less than *nine* "Emmy" awards were given to programs and stars that are heard and seen regularly on Channel 10! Here is proof positive of quality!

Super Strong In Daytime

Our daytime schedule is, and always has been, rated tops among Rochester listeners. Look at the surveys!

COVERAGE AREA A Rich and Ready Market!

POPULATION 1,107,267

RETAIL SALES 1,062,301,000

EFFECTIVE BUYING POWER

in Metropolitan Rochester, \$5,977 per family, 13.3% above national average in 1954. Throughout the nine counties—\$5,397.

TELEVISION HOMES 300,000

... and a Television Station that is famous for complete and continuous promotion!

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 (Cont.)

WRGB (TV) (Cont.)

EXECUTIVES:

Robert B. Hanna Jr., mgr. GE Bcstg. Stations Dept.	Willard J. Purcell, eng. mgr. Caleb Paine sta. services mgr.
Raymond W. Welpott, mgr. WRGB (TV)	James Q. Cobb, prom. & publicity mgr.
Robert F. Reid, sls. mgr.	Lansing Christman, news bcstg. dir.
Albert G. Zink, prog. mgr. & film buy.	

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$165, (film) \$165; ID \$82.50. ID Length 10 sec. Specifications 2x2 in. Frequency discounts from 2 1/2% for 13 times up to 20% for 260 times. Rate Card No. 8.

MARKET INFORMATION: (Total Including Fringe Area): Population 2,127,800; Families in Area, 649,800; No. of Sets, 428,800; Retail Sales, \$2,502,532,000; Effective Buying Income, \$3,203,340,000.

SYRACUSE

(Onondaga County)

WHEN-TV

LICENSEE: Meredith Syracuse Television Corp. Address: 101 Court St. Postal Zone: 8. Phone: 74-5711.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 190 kw, Aural 100 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 554 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1948. Hours, 6:45-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, WHEN.

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

SERVICES: Two studios (35x50 ft. and 20x18 ft.). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. Spindler & Sauppe slide projectors. One Mason tank film processing unit. One Chevrolet panel truck mobile unit. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDER: Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming). Meredith also owns KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.

EXECUTIVES:

E. T. Meredith Jr., pres.	Gordon Alderman, prog. dir. & film buy.
Paul Adanti, vp. & gen. mgr.	Frank Spain, ch. eng.
Fred Menzies, com. mgr.	Bob Peel, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$720, (film) \$700; minute spot (live) \$160, (film) \$140; ID \$60. ID Length 10 sec. Full screen. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,015,000	1,169,400	2,473,600
Families in Area	300,250	347,400	730,684
No. of Sets	259,280	285,760	574,330
Retail Sales			
Effective Buying Income per Family	\$1,141,969,000	\$1,347,871,000	\$2,773,328,000
Effective Buying Income per Capita	\$4,453	\$4,431	\$4,183
	\$1,341	\$1,404	\$1,320

WHTV (TV)*

(Target Date, Unknown)

(*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. 43. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 560 ft.; Above ground 532 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineering, Francis E. Almstead, Albany.

WSYR-TV

LICENSEE: Central New York Bcstg. Corp. Address: Syracuse 2. 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: GE. Antenna Make: GE. Height: Above average terrain 1,000 ft.; Above ground 597 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Feb. 15, 1950. Hours, 6:55-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSYR. Fm, WSYR-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (40x40 ft. and 20x32 ft.). Five camera chains, two RCA, three DuMont. One Trans-Lux rear screen projector. Three film cameras, two GE, one RCA color. Four film projectors, three GE 16mm, one RCA 16mm color. Two Gray slide projectors. One GE opaque projector. One film processing unit. One mobile unit. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: S. I. Newhouse and family. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark Star-Ledger, Jersey City Jersey Journal, both New Jersey, Long Island Press and Star-Journal, Staten Island Advance, Nassau Review Star, all New York; Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, and St. Louis Globe-Democrat. Newhouse broadcast properties are: WSYR-AM-FM-TV Syracuse; WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore.; 23% of KWK-AM-TV St. Louis.

THE SUPERIOR STATION

**IN AMERICA'S
BEST TEST MARKET**

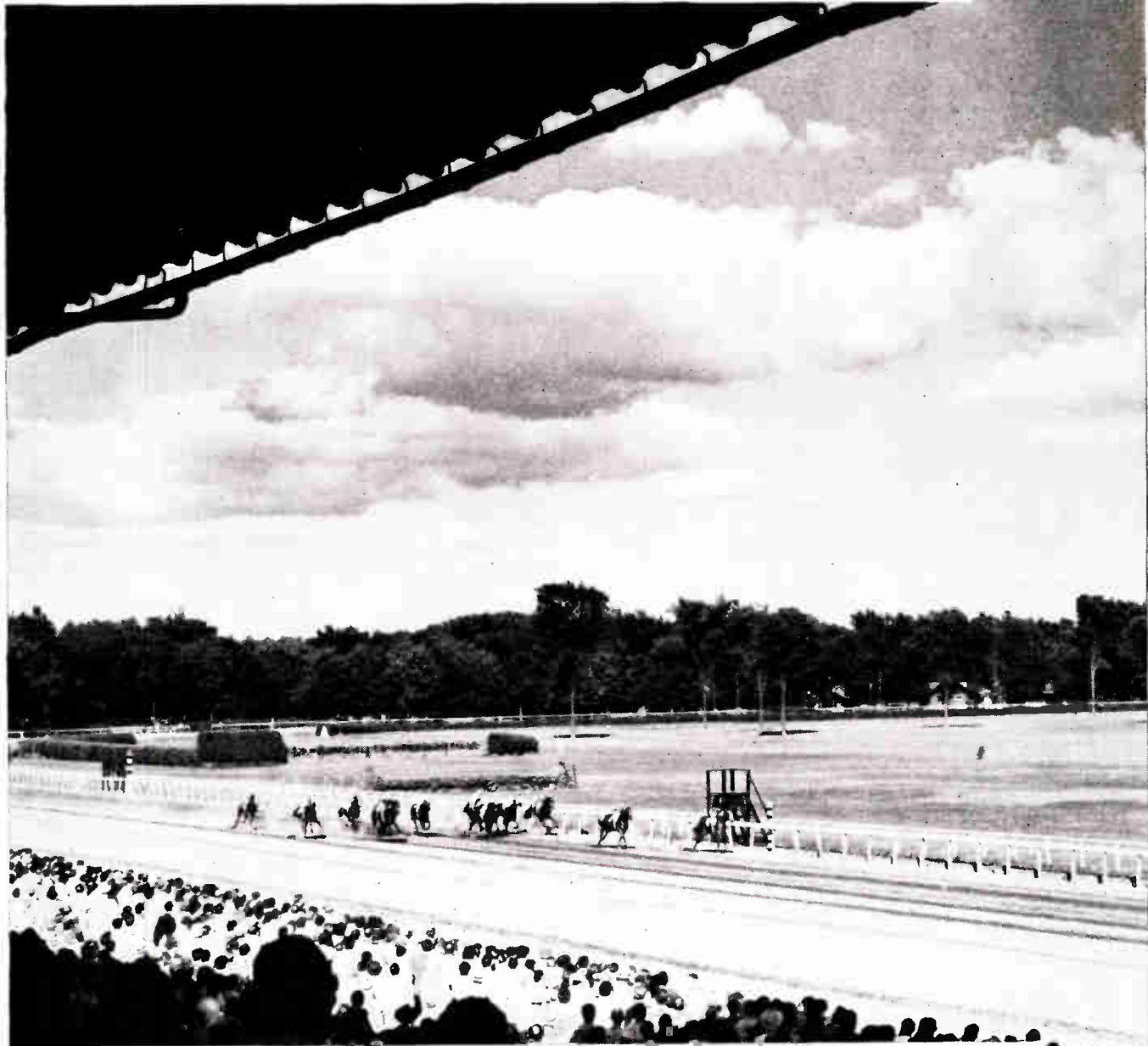


SYRACUSE has been ranked AMERICA'S No. 1 Test Market by Sales Management Magazine. The ranking is authentic because it is based on an audited study of 503 test campaigns by national advertisers over a period of nine years. WSYR-TV has achieved superiority by consistently maintaining better facilities . . . better local program features . . . better customer services. These important, authentic advantages give WSYR-TV its distinctive leadership not only in Syracuse, but throughout the \$2 billion Central New York market which it serves.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

WSYR - TV CHANNEL 3
100 KW SYRACUSE, N. Y. NBC

portrait of a market...



... where summertime is big business

Runners and trotters draw thousands of the vacationing tourists in WRGB's 30-county coverage area to historic Saratoga, N. Y. These summer-long vacationers find dozens

of attractions in the WRGB area to bring them back year after year, swelling the WRGB television audience well past the normal of 435,600 families.

Represented Nationally by  NIB SPOT SALES

WRGB

A General Electric Television Station—Albany—Troy—Schenectady, N.Y.

SYRACUSE (Cont.)

WSYR-TV (Cont.)

EXECUTIVES:

E. R. Vadeboncoeur, pres. & gen. mgr. Albert Eicholzer, ch. eng.
 William R. Alford, sls. air. Louis Switzer, prom. mgr.
 Fred I. Geiger, sls. mgr. Fred Hillegas, news ed.
 William V. Rothrum, vp.,
 prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$800; minute spot (live) \$150, (film) \$150; ID \$65. ID Length 10 sec. Share screen. Frequency discounts from 10% for 13 times up to 30% for 260 times. Rate Card No. 8.

MARKET INFORMATION: (Total Including Fringe Area): No. of Sets, 367,910; Income per Family (Syracuse), \$5,484.

UTICA

(Oneida County)

WKTV (TV)

LICENSEE: Copper City Bcstg. Corp. Address: Smith Hill Rd. Phone: 3-0404.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 100 kw. Operating Pow.: Visual 186 kw, Aural 100 kw. Transmitter: GE. Antenna Make: Lehig. Height: Above average terrain 790 ft.; Above ground 447 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WKAL.

REPRESENTATIVES: Sales, Dona d Cooke Inc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George P. Adair.

SERVICES: Two studios (20x45 ft. and 45x45 ft.). Two camera chains, RCA, GE. One Trans-Lux rear screen projector. Two GE film cameras. Two GE film projectors. Four slide projectors, Gray, Spindler & Sauppe, GE. One GE opaque projector. One Watson film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Myron J. Kallet, who operates Kallet Theatres Inc., movie theater chain, is principal stockholder.

EXECUTIVES:

Myron J. Kallet, pres. Jack Fredericks, prog. dir.
 Michael C. Fusco, gen. mgr. DeForest T. Layton Jr., ch. eng.
 & film buy. Mark Roth, prom. mgr.
 William T. MacNeilly, exec. vp. Lyle Bosley, news ed.

RATE INFORMATION: Class A one hour (live) \$475; minute spot (live) \$85; ID \$30. ID Length 8 sec. Full screen. 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, 1954.....	4,250,000
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, March 1955.....	998,300
Employed in Agriculture, 1950.....	360,097
Employed in Mining, March 1955.....	4,000
Employed in Manufacturing, March 1955.....	438,800
Employed in Construction, March 1955.....	44,300
Employed in Transportation & Public Utilities, March 1955.....	60,300
Employed in Wholesale & Retail Trade, March 1955.....	197,700
Employed in Finance, Insurance & Real Estate, March 1955.....	29,400
Employed in Service and Miscellaneous, March 1955.....	90,800
Employed in Government Service, March 1955.....	133,000
Retail Sales, 1954.....	\$ 3,000,214,000
Bank Assets, Jan. 1, 1955.....	\$ 2,550,020,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,325,488,000
Major Income Sources, 1953: Agriculture 12.8%; Government 17.6%; Manufacturing Payrolls 26.1%; Trade and Service 23.5%.	
Total Income Payments, 1953.....	\$ 4,599,000,000
Per Capita Income, 1953.....	\$ 81,097
Total Internal Revenue Collections, 1954.....	\$ 1,496,539,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 50.93
Cash Receipts from Farm Marketing, 1954.....	\$ 926,491,000
Government Payments to Farmers, 1954.....	\$ 6,107,000
Value of Mineral Production, 1951.....	\$ 29,648,000
New Public Construction in 1952.....	\$ 206,600,000
Motor Vehicle Registration, 1954.....	1,304,252
Number of Telephones, Jan. 1, 1955.....	758,000
Number of Electrical Connections, Jan. 1, 1955.....	1,886,667
Number of Gas Utilities Connections, 1953.....	71,000

1 Also includes South Carolina
 For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NORTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Alamance.....	71,220	\$59,899	\$14,431	\$1,557	12,090	60%
Alexander.....	14,554	6,104	1,341	101	1,690	47%
Allegany.....	8,155	4,240	670	73	970	46%

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Anson.....	26,781	13,065	2,859	338	3,280	52%
Ashe.....	21,878	6,962	1,321	107	2,390	46%
Avery.....	13,352	3,077	843	86	860	27%
Beaufort.....	37,134	26,921	6,819	578	3,800	41%
Bertie.....	26,439	13,509	2,399	203	2,260	37%
Bladen.....	29,703	13,755	3,270	313
Brunswick.....	19,238	4,972	1,544	214
Buncombe.....	124,403	111,825	23,776	4,085	11,330	33%
Burke.....	45,518	21,655	5,038	604	7,980	70%
Cabarrus.....	63,783	50,593	14,383	1,541	11,210	64%
Caldwell.....	43,352	24,235	7,257	653	5,280	48%
Camden.....	5,223	1,063	569	760	54%
Carteret.....	23,059	14,551	5,081	717
Caswell.....	20,870	3,511	895	45	2,070	46%
Catawba.....	61,794	53,033	12,643	1,233	10,030	58%
Chatham.....	25,392	14,250	2,235	265	2,900	46%
Cherokee.....	18,294	7,799	1,721	90	470	11%
Chowan.....	12,540	7,289	1,651	199	810	27%
Clay.....	6,006	1,025	273	121	130	10%
Cleveland.....	64,357	39,687	9,134	808	9,570	58%
Columbus.....	50,621	32,132	6,394	897
Craven.....	48,823	35,834	8,066	1,080	3,550	27%
Cumberland.....	96,006	81,697	17,527	2,280	2,970	12%
Currituck.....	6,201	3,270	1,033	970	54%
Dare.....	5,405	5,457	1,883	158	350	27%
Davidson.....	62,244	50,008	12,141	1,053	9,490	55%
Davie.....	15,420	6,205	1,531	218	2,200	55%
Duplin.....	41,074	18,616	4,852	564
Durham.....	101,639	109,865	20,694	3,568	14,880	52%
Edgecombe.....	51,634	34,204	8,706	707	2,040	17%
Forsyth.....	146,135	132,390	28,470	4,114	23,570	54%
Franklin.....	31,341	10,271	2,547	352	1,530	21%
Gaston.....	110,836	80,367	21,767	2,391	21,420	69%
Gates.....	9,555	2,819	931	50	1,240	54%
Graham.....	6,886	2,218	481	88	170	10%
Granville.....	31,793	12,410	2,980	410	2,810	40%
Greene.....	18,024	4,429	824	117
Guilford.....	191,057	251,503	48,992	6,458	24,410	44%
Halifax.....	58,377	42,829	11,669	1,082	1,630	12%
Harnett.....	47,605	27,025	6,149	1,026	1,300	11%
Haywood.....	37,631	24,033	4,333	950	1,680	17%
Henderson.....	30,921	26,849	6,621	775	2,070	23%
Hertford.....	21,453	15,260	3,201	206	2,650	54%
Hoke.....	15,756	4,774	1,202	76	780	23%
Hyde.....	6,479	1,578	999	49	350	27%
Iredell.....	56,303	39,724	10,388	1,109	6,530	43%
Jackson.....	19,261	7,756	1,531	220	990	22%
Johnson.....	65,906	32,966	7,190	886
Jones.....	11,004	2,413	946	69
Lee.....	23,522	17,226	3,845	511	1,770	29%
Lenoir.....	45,953	45,705	8,288	1,349
Lincoln.....	27,459	13,969	3,024	85	4,060	58%
McDowell.....	25,720	13,971	3,830	528	4,220	63%
Macon.....	16,174	6,502	1,463	227	400	10%
Madison.....	20,522	5,681	1,221	202	780	17%
Martin.....	27,938	19,678	3,345	389	2,540	41%
Mecklenburg.....	197,052	238,809	45,969	6,614	35,080	60%
Mitchell.....	15,143	7,549	1,360	173	970	27%
Montgomery.....	17,260	12,059	3,318	227	2,290	52%
Moore.....	33,129	24,979	6,186	806	2,540	30%
Nash.....	59,919	42,876	8,396	1,251	2,190	15%
New Hanover.....	63,272	73,766	17,614	2,449
Northampton.....	28,432	7,935	3,168	288	2,300	37%
Onslow.....	42,047	29,993	6,918	1,279
Orange.....	34,435	19,612	5,080	736	3,950	46%
Pamlico.....	9,993	2,149	890
Pasquotank.....	24,347	24,946	5,963	568	3,700	54%
Pender.....	18,423	5,428	1,728	111
Pequimans.....	9,602	5,350	1,081	38	1,350	54%
Person.....	24,361	11,339	1,922	328	2,200	40%
Pitt.....	63,789	47,354	8,764	898	4,600	31%
Polk.....	11,627	6,797	2,560	116	2,020	63%
Randolph.....	50,804	36,563	8,580	1,051	6,080	43%
Richmond.....	39,597	33,520	9,864	744	5,310	52%
Robeson.....	87,769	52,653	10,212	1,500	3,400	17%
Rockingham.....	64,816	40,353	10,719	1,377	7,690	44%
Rowan.....	75,410	53,013	14,429	1,779	11,580	55%
Rutherford.....	46,356	28,960	6,903	860	7,520	63%
Sampson.....	49,780	21,648	4,839	542
Scotland.....	26,336	15,137	3,408	321	1,420	23%
Stanly.....	37,130	26,052	6,062	677	8,380	78%
Stokes.....	21,520	5,741	1,385	101	2,240	44%
Surry.....	45,593	31,941	6,379	1,051	5,380	45%
Swain.....	9,921	4,360	1,553	134	230	10%
Transylvania.....	15,194	9,472	2,287	343	860	22%
Tyrell.....	5,048	1,635	609	93	320	27%
Union.....	42,034	28,991	5,190	584	5,470	52%
Vance.....	32,101	22,916	4,750	536	1,660	21%
Wake.....	136,450	142,723	26,740	4,468	11,420	32%
Warren.....	23,539	6,967	1,689	170	1,070	21%
Washington.....	13,180	7,639	2,566	151	860	28%
Watauga.....	18,342	9,261	2,644	369	1,140	27%
Wayne.....	64,267	49,280	7,959	984	1,970	12%
Wilkes.....	45,243	30,043	5,537	732	4,200	38%
Wilson.....	54,506	42,574	9,104	1,189
Yadkin.....	22,133	7,756	1,578	88	3,140	55%
Yancey.....	16,306	5,419	993	58	630	17%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ASHEVILLE

(Buncombe County)

WISE-TV

LICENSEE: WISE-TV 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 154 ft.

OPERATION: Began Aug. 2, 1953. Hours, 6-11 p.m.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WISE.

REPRESENTATIVES: Sales, The Bolling Co.; Dora-Clayton Agency, Atlanta; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George C. Davi

ASHEVILLE (Cont.)

WISE-TV (Cont.)

SERVICES: One studio (20x35 ft.). One RCA camera chain. One RCA film camera. Two Holmes 16mm film projectors.

PRINCIPAL STOCKHOLDERS: Harold Thoms and wife (100%). Mr. Thoms owns 25% interest in WAYS Charlotte and WCOG Greensboro. 71% of WEAM Arlington.

EXECUTIVES:

Harold H. Thoms, pres. & gen. mgr. John Randolph, ch. eng.
Joseph J. Master, com. mgr. Eugene Bessette, news ed. & film buy.
J. J. Masters, prog. dir. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$225 (film) \$150; minute spot (live) \$45, (film) \$30; ID \$15. ID Length 8 sec. audio, 10 sec. video. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour): Families in Area 52,858; No. UHF Sets, 38,000.

WLOS-TV

LICENSEE: Skyway Bcstg. Co. Address: 288 Macon Ave. Phone: 2-2431.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 85.2 kw. Operating Pow.: Visual 170 kw, Aural 85.2 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 2,850 ft.; Above ground 340 ft.

OPERATION: Began Sept. 18, 1954. Hours, 1:30-11:30 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Stations, Am, WLOS. Fm, WLOS-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; James S. Ayers Co., Southeast; Washington Attorney, Spearman & Roberson; Consulting Engineer, John Creutz.

SERVICES: Four adjoining studios (18x22 ft.). Two Federal camera chains. One TSC rear screen projector. One Federal film camera chain. Two DeVry 16mm projectors. One scanner News Service, UP. Library, MCA, MPTV, Studio Films.

PRINCIPAL STOCKHOLDERS: Charles M. Britt, pres. (11.3%); Charles B. Britt, vp. (2.9%); Joe H. Britt (22.6%); T. F. Carr (4.9%); Dr. G. Curtis Crump (5%); Wilkins Norwood and mother (5%); and others none holding more than 3%. Asheville Citizens-Times Publishing Co. (Asheville Citizen and Times) holds option to purchase 5,000 shares.

EXECUTIVES:

Charles M. Britt, pres. M. D. Hunnicutt, ch. eng.
Charles B. Britt, exec. vp. Adelaide Casselberry, prom. mgr.
Bradley H. Roberts, com. mgr. James E. Edmonds, news ed.
Sterling W. Wright, prod. dir.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$250; minute spot (live) \$58, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grades A & B FCC Contour): Population, 2,313,700; Families in Area, 592,700; No. of Sets 320,000; Retail Sales \$1,596,751,000; Income per Capita, \$1,004.

CHAPEL HILL

(Orange County)

WUNC-TV*

(*Non-Commercial Educational)

LICENSEE: U. of North Carolina. Address: Chapel Hill. Phone: 8423.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 798.6 ft.

OPERATION: Began Jan. 8, 1955. Hours, 3:30-10 p.m.

SERVICES: Three studios (45x45 ft., 50x50 ft. and 52x50 ft.). Six RCA camera chains. Three TSC rear screen projectors. One RCA film camera. One RCA film projector. One Gray slide projector. One Houston-Fearless film processing unit. One mobile unit. News Service AP.

EXECUTIVES:

Gordon Gray, pres. David Davis, prog. dir., Greensboro studio
R. F. Schenkan, gen. mgr. Alan B. MacIntyre, ch. eng.
Ralph Burgin, prog. dir., Raleigh studio Emily Kellam, film buy.
Duff Browne, prog. dir., Wesley Wallace, news ed.
Chapel Hill studio

MARKET INFORMATION: (Total Including Fringe Area): Population 2,924,000; Families in Area, 731,300; No. of Sets 377,350.

CHARLOTTE

(Mecklenburg County)

WBTV (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Address: 1 Jefferson Place. Postal Zone: 8. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 562 ft.

EQUIPPED TO COLORCAST network programs local films local slides.

OPERATION: Began July 15, 1949. Hours, 6:15-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS DTN NBC. Stations Am WBTV.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (40x40 ft. and 40x60 ft.). Four RCA camera chains. Two RCA b&w & color film camera chains. Four RCA 16mm film projectors. Two RCA 2x2 in. slide projectors. One RCA mobile truck. News Services AP, UP. Library, World.

PRINCIPAL STOCKHOLDER: Jefferson Standard Life Insurance Co., which also owns WBTV (TV) Florence, S.C., and WBIG Greensboro N.C. and 16 2/3% of WFMY-TV Greensboro, N.C.

EXECUTIVES:

Joseph M. Byran, pres. Wallace J. Jorgenson, gen. sls. mgr.
Charles H. Crutchfield, exec. vp. Paul B. Marion, tv sls. mgr.
& gen. mgr. Tom Cookerly, loc. sls. rep.
J. Robert Covington, vp. J. W. Timberlake, loc. sls. rep.
(prom. & sls.) Lacy Sellars, prog. sup.
Kenneth I. Tredwell Jr., vp. Sam Zurich, prod. sup.
(prog. & pub. rel.) John P. Dillon, prom. sup.
Thomas E. Howard, vp. (eng.)
C. Kenneth Spicer, controller & asst. sec.

RATE INFORMATION: Class A one hour (live) \$950, (film) \$900; minute spot (live) \$180, (film) \$180; ID \$90. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	869,400	2,101,800	2,503,700
Families in Area	226,600	546,200	649,800
No. of Sets	200,000	400,000	500,000
Retail Sales	\$749,185,000	\$1,618,852,000	\$1,908,803,000
Income per Family	\$4,859	\$4,505	\$4,431
Income per Capita	\$1,266	\$1,171	\$1,150

WQMC (TV)

LICENSEE: WQMC Television Inc. Address: 3229 S. Boulevard.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 70.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 542 ft.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Hugh Deadwyler and wife (100%).

EXECUTIVES: Hugh Deadwyler, pres.

†WQMC (TV) has suspended operation but has not returned its CP.

DURHAM

(Durham County)

WTVD (TV)

LICENSEE: Durham Bcstg. 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 47.8 kw, Aural 21.9 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 783 ft.

OPERATION: Began Sept. 2, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Spearman & Roberson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (35x55 ft.). Two DuMont camera chains. One Bell & Howell 16mm film camera. One Bell & Howell 16mm film projector. One DuMont M.I.tiscanner 2x2 in. slide projector-scanner-opaque projector. Silent film processing unit. (Mobile unit available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Harmon L. Duncan (12.5%); Floyd Fletcher (24.9%); Durham Radio Corp., licensee of WDNC Durham, (25%); and others.

EXECUTIVES:

Harmon L. Duncan, pres. & gen. mgr. Henry Cronin, ch. eng.
Floyd Fletcher, vp. & sec. Dale Baum, film buy.
Mike Thompson, com. mgr. Norman Hackney, prom. mgr.
Ernie Greup, prog. dir. Harry Middleton, news ed.

RATE INFORMATION: Class A one hour (live) \$420, (film) \$350; minute spot (live) \$80 (film) \$70; ID \$35. ID Length 10 sec. share, 8 sec. full. Full and share screen. 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	906,900	907,700	1,814,600
Families in Area	222,100	219,000	441,100
No. of Sets	121,520	110,500	232,020
Retail Sales	\$719,741,000	\$720,080,000	\$1,439,821,000
Income per Family	\$4,546	\$4,546	\$4,546
Income per Capita	\$1,105	\$1,105	\$1,105

FAYETTEVILLE

(Cumberland County)

WFLB-TV

(Target Date, Aug. 29, 1955)

LICENSEE: Fayetteville Bcstrs. Inc. Address: P. O. Box 512. Phone: 2-7136.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.41 kw. Operating Pow.: Visual 13.2 kw, Aural 7.41 kw. Transmitter: Continental. Antenna Make: GE. Height: Above average terrain 350 ft.; Above ground 405 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am WFLB.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Koteen & Burt; Consulting Engineer, Everett L. Dillard.

SERVICES: One studio (49x29 ft.). One GPL camera chain. One Bodde rear screen projector. One GPL film camera. GPL film, slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Eight each holding 11.2%; Harry B. Stein, pres.; Neill A. Currie Jr., vp.; W. M. K. Bender, sec.-treas.; John W. Hensdale, John D. Currie, T. D. Hatcher, J. B. Stein and R. B. Minges, and L. W. Allen with 10.4%.

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.

FAYETTEVILLE (Cont.)

WFLB-TV (Cont.)

EXECUTIVES:

L. W. Allen, vp., gen. mgr. & film buy.
 W. B. Belche, com. mgr. & prom. mgr.
 Marvin Rosenberg, prog. dir.
 J. D. Goodrich, ch. eng.
 John Paras, news ed.

RATE INFORMATION: Class A one hour \$150. Frequency discounts.

GASTONIA
 (Gaston County)

WTVX (TV)

(Target Date, Unknown)

LICENSEE: Air Pix Corp., c/o Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y.
 FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 7.59 kw.
 Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.;
 Above ground 113 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Coit M. Robinson, pres. (24.31%); C. C. Dickson (12.57%); and 43 other minority stockholders.

EXECUTIVES:

Coit M. Robinson, pres.
 W. C. Bivens, vp.
 Coit M. Robinson Jr., secy.-treas.

GREENSBORO
 (Guilford County)

WFMY-TV

LICENSEE: Greensboro News Co. Address: Greensboro. Phone: 4-0114.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 25 kw, Aural 12.5 kw. Transmitter: DuM. Antenna Make: RCA.
 Height: Above average terrain 720 ft.; Above ground 759 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 22, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (40x60 ft. and 30x40 ft.). Four DuMont camera chains. One TSC rear screen projector. Two film cameras, Bolex, Bell & Howell. One two-in. DuMont Multiscanner film-slide-opaque projector. One film processing unit. News Service, UP. Library, Capitol, Sesac.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Greensboro News and Record. It is 16 2/3% owned by Jefferson Standard Life Insurance Co., 100% owner of WBIG Greensboro, WBT-AM-FM and WBTW (TV) Charlotte, WBTW (TV) Florence, S.C.

EXECUTIVES:

Gaines Kelley, gen. mgr.
 Joseph E. Lake, com. mgr.
 Gomer Lesch, prog. dir.
 William E. Neill, ch. eng.
 Jack Wiggins, film buy.
 Bob Stroh, news ed.

RATE INFORMATION: Class A one hour (live) \$825; minute spot (live) \$130; ID \$65. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,051,500; Families in Area, 508,200; No. of Sets, 323,560; Retail Sales, \$1,483,137,000.

GREENVILLE
 (Pitt County)

WNCT (TV)

LICENSEE: Carolina Bcstg. System Inc. Address: Box 898. Phone: 6181.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 860 ft.; Above ground 873 ft.

OPERATION: Began Dec. 22, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc., James S. Ayers Co.; Washington Attorney, Lyon Wilner & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (50x30 ft.). Two GPL camera chains. One Trans-Lux screen projector. One RCA film camera. Two GPL film projectors. One Projectall slide projector. One film processing unit. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Earl Westbrook (27%); Josh Horne (5%); Herbert Brauff (10%); Penn Watson (10%) and others. Mr. Horne is publisher of Rocky Mount Telegram. Mr. Brauff is publisher of Wilson (N.C.) Times.

EXECUTIVES:

Earl McD. Westbrook, pres.
 A. Hartwell Campbell, gen. mgr.
 John G. Clark Jr., com. mgr.
 Eccles Wall, prog. dir. & news ed.
 Marion Tribley, ch. eng.
 William F. Carroll, film buy.
 David W. Mosier, prom. mgr.

PRIMARY
 CBS
 AFFILIATE

WNCT

316,000 watts full time
 JOHN E. PEARSON CO., NAT'L. REP.

now 316 kw ...

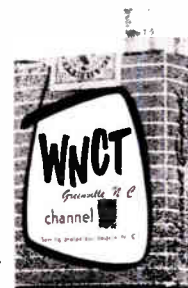
WNCT

the only television
 station covering ALL
 Eastern Carolina!

Greenville ★ N. C.

channel 9

A. Hartwell Campbell, Gen. Mgr.



JAMES S.
 AYERS,
 S. E. REP.,
 ATLANTA

EASTERN NORTH CAROLINA'S NUMBER 1 TELEVISION STATION

GREENVILLE (Cont.)

WNCT (TV) (Cont.)

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (film) \$60; ID \$30. ID Length 8 sec. Specifications 2x2 in. transparencies. 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	377,000	701,000	1,175,000
Families in area	88,240	161,950	274,300
No. of Sets		109,450	121,630
Retail Sales	\$259,000,000	\$441,200,000	\$730,000,000

NEW BERN

(Craven County)

WNBE-TV

(Target Date, Unknown)

LICENSEE: Nathan Frank. Address: P. O. Box 810, Henderson, N. C.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 49 kw, Aural 26.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 493 ft.

REPRESENTATIVES: Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDER: Mr. Frank owns WHNC Henderson, N. C.

RALEIGH

(Wake County)

WNAO-TV

LICENSEE: Sir Walter Television Co. Address: 2128 Western Blvd. Phone: 4-8282.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 102 kw. Operating Pow.: Visual 182 kw, Aural 102 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 460 ft.; Above ground 396 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 12, 1953. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WNAO. Fm, WNAO-FM.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (42x75 ft. and 30x28 ft.). Two DuMont camera chains. One TSC rear screen projector. One 16mm film camera. Three film projectors, two GPL 16mm one Bell & Howell. Three slide projectors, two for 35mm transparencies. Federal scanner, opaque projector. One Micro Recorder film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Equal holdings by John W. English, pres.; Frank A. Daniels (for Raleigh News & Observer); Mrs. Lydia McBrier Jarecki, James R. McBrier; Mrs. Jean Devine Jarecki; Mary Evelyn Mead & John J. Boland Jr. as trustees; with other minor owners. George J. Mead (WSEE-Erie [Pa.] Times) owns 12.5% of preferred stock.

EXECUTIVES:

John W. English, pres.
John H. Bone, gen. mgr. &
film buy.
Earl Welde, com. mgr.

L. A. Ribitzki, prog. dir.
Arthur Humphrey, acting ch. eng.
M. J. Silver, prom. mgr.
Joe Cutter, news ed.

RATE INFORMATION: Class A one hour (live) \$310, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$30. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 913,175; Families in Area, 227,278; No. of Sets, 129,458; Retail Sales, \$662,736,500; Income per Family, \$4,302.

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

SURPRISED?



SUCCESSFUL UHF

IN A

MIXED MARKET

(RALEIGH—DURHAM)

- LARGEST SHARE OF AUDIENCE*
- BILLION-DOLLAR MARKET
- MILLION PEOPLE
- MAJOR EXPANSION—
NEW FACILITIES—CAROLINA'S
LARGEST TV STUDIO
- CBS ABC DUMONT



RALEIGH — DURHAM

JOHN H. BONE, GEN. MGR.

ABC
DUMONT

* HOOPER AND PULSE

REPRESENTED NATIONALLY BY AVERY-KNODEL

WASHINGTON
(Beaufort County)

WITN (TV)

(Target Date, Sept. 26, 1955)

LICENSEE: North Carolina Television Inc. Address: Washington.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: Alford. Height: Above average terrain 870 ft.; Above ground 919 ft.

OPERATION: Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.

SERVICES: One studio (53x40 ft.), one announce booth. Two GE camera chains. One Trans-Lux rear screen projector. One GE film camera. Two GE 16mm film projectors. One Gray 2x2 in. slide projector.

PRINCIPAL STOCKHOLDERS: W. R. Roberson Jr., pres., and family (25.38%); H. W. Anderson, vp. (25.38%); R. M. Fountain, vp. (25.35%); William S. Page, sec. (16.97%); and others. Mr. Anderson owns 60% of WVOT Wilson and 20% of WGTC Greenville, both N.C. Mr. Page is 80% owner of WELS Kinston, N.C. The Roberson family owns WRRF Washington, and WRRZ Clinton, both N.C. Mr. Fountain owns one-third of WCPS Tarboro, N.C.

EXECUTIVES:

W. R. Roberson Jr., pres. & gen. mgr. L. E. Hiland, ch. eng.
T. H. Patterson, com. mgr. Ha' Wilson, prog. dir.

RATE INFORMATION: Class A one hour \$325; minute spot \$65; ID \$32.50. ID Length 8 sec. Full screen. 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	496,800	766,600	1,116,700
Families in Area	113,600	175,000	256,700
No. of Sets	68,160	105,000	154,020
Retail Sales	\$334,846,000	\$488,026,000	\$688,162,000

WILMINGTON

(New Hanover County)

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: RCA. Antenna Make: RCA. Height: Above average terrain 350 ft.; Above ground 388 ft.

OPERATION: Began April 9, 1954. Hours, 2-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station Am, WMFD.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Stephen H. Tuhy Jr.; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (54x39 ft. and 16x36 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. One RCA film projector. One RCA slide projector. News Service, UP. Library, Studio Films Inc., World.

PRINCIPAL STOCKHOLDERS: R. A. Dunlea and wife (62%), Dan D. Cameron (33%), Mrs. D. V. Mitton (5%).

EXECUTIVES:

R. A. Dunlea Sr., pres. & gen. mgr. Clirt J. Long, prog. dir.
R. A. Dunlea Jr., sta. mgr. & Edward I. Herring Jr., ch. eng.
film buy. Wayne Jackson prom. mgr.
Claud O'Shield, com. mgr. Bob West, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$34, (film) \$34; ID \$19. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 359,000; No. of Sets, 72,000; Retail Sales, \$704,789,000.

WTHT (TV)

(Target Date, Unknown)

LICENSEE: Wilmington Television Corp. Address: Box 604.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 6.03 kw, Aural 3.02 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 220 ft.; Above ground 245 ft.

REPRESENTATIVES: Washington Attorney, Wheeler & Scott; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: O. C. Tucker, pres. (25%); Glenn M. Tucker, vp. (15%); Milton Hammer, sec. (Washington tv producer) (25%); A. L. Wheeler, treas. (25%); George W. Jr. and R. L. Brownlow (10%).

WINSTON-SALEM
(Forsyth County)

WSJS-TV

LICENSEE: Triangle Bcstg. Corp. Address: 419-421 N. Spruce St. Postal Zone: 1. Phone: 5-2311.

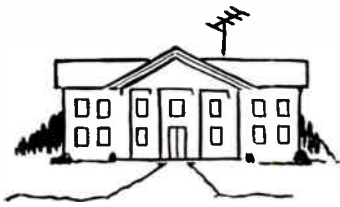
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 40 kw, Aural 29.9 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,000 ft.; Above ground 692 ft. EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 30, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WSJS. Fm, WSJS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; 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. slide projector, one GE 3/2x4 in. Balop projector. One Stineman film processing unit. News Service, UP. Library, Lang-Worth.



welcome
to the fabulous land of



witn

the spanking new
nbc tv station in
eastern carolina



Every TV station is the best. Everybody is first. No one is second. So who is WITN to be different? Read what the experts and engineers say about us:

POWER & CHANNEL
316,000 watts video, 160,000 watts audio. First with top power in Eastern Carolina. Channel 7

SETS IN USE
124,000—and this figure is already outdated.

NET WORK
National Broadcasting Company interconnected affiliate.

POPULATION
496,800 in grade A area. 766,600 in grade B. Total of 1,116,700 people in entire WITNland. 256,700 families within antenna range.

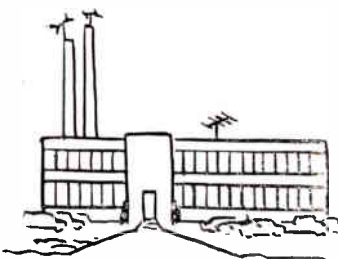
EFFECTIVE BUYING INCOME
\$652,651,000 in grade B area alone.
\$945,914,000 in entire WITNland.

RETAIL SALES
\$488,026,000 in grade B area alone.
\$688,162,000 in entire WITNland.

COVERAGE
The entire farm-rich, industrially-booming Eastern North Carolina market.

REPRESENTATIVES
Headley-Reed Company, New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood.

SOURCES—Sales Management and the owner's brother-in-law.



WINSTON-SALEM (Cont.)

WSJS-TV (Cont.)

PRINCIPAL STOCKHOLDERS: Piedmont Pub. 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, exec. vp. & gen. mgr. Carl Wiegold, film mgr.
 Harry B. Shaw, sls. mgr. Jack Abernathy, prom. mgr.
 John A. Comas, prog. mgr. F. O. Carver, news ed.
 Phil Hedrick, opr. mgr.

RATE INFORMATION: Class A one hour (live) \$500, (film) \$450; minute spot (live) \$95, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. 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	1,385,800	901,600	2,287,400
Families in Area	356,000	227,500	583,500
No. of Sets	306,952	196,248	503,200
Retail Sales	\$1,034,011,000	\$703,580,000	\$1,787,591,000
Income per Family	\$3,812	\$3,873	\$3,842
Income per Capita	\$ 958	\$ 955	\$ 957

WTOB-TV

LICENSEE: Winston-Salem Bcstg. 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 13.7 kw, Aural 6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 547 ft.

OPERATION: Began Sept. 18, 1953. Hours, 8 a.m.-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN, Station, Am WTOB.

REPRESENTATIVES: Sales, H-R Television Inc.; James S. Ayers Co., Southeast-Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (65x35 ft. and 15x25 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Spindler & Sauppe 2x2 in. slide projector. One Gray Telop opaque projector.

PRINCIPAL STOCKHOLDERS: James W. Coar, pres. (15%); John G. Johnson (13%); Thomas Rice (11%); Albert Butler Jr. (15%); Jonas R. Rice (10%); Archibald Craige (8%); Earl Slick (20%); and Robert V. Brawley (8%). Licensee also owns WOTV (TV) Richmond Va.

EXECUTIVES:

James W. Coar, pres. & film buy. Jim Hoke, ch. eng.
 John G. Johnson, gen. mgr. & Joan Patrick prom. mgr.
 com. mgr. George Thomas news ed.
 Tracy Lounsbury, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200 (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grade A FCC Contour): Population 975,000; Families in Area, 276,000; No. of Sets 120,000; Retail Sales \$830,000,000; Income per Family, \$5,500; Income per Capita, \$1,600.

Motor Vehicle Registration, 1954.....	299,685
Number of Telephones, June 1, 1955.....	144,100
Number of Electrical Connections, Jan 1, 1955.....	189,717
Number of Gas Utilities Connections, 1953.....	29,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

NORTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Adams	4,910	\$ 5,606	\$ 1,105	\$ 86		
Barnes	16,884	17,088	3,134	308	1,140	25%
Benson	10,675	5,589	1,357	102		
Billings	1,777	170	65			
Bottineau	12,140	10,944	2,001	275	420	13%
Bowman	4,001	6,590	1,411	213		
Burke	6,621	5,282	1,271	153	220	13%
Burleigh	25,673	50,579	6,304	1,459		
Cass	58,877	91,113	11,070	2,791	5,500	32%
Cavalier	11,840	8,877	1,430	155		
Dickey	9,121	9,062	1,339	243		
Divide	5,967	5,991	908	139		
Dunn	7,212	3,990	746	79		
Eddy	5,372	5,521	827	133		
Emmons	9,715	7,372	1,403	39		
Foster	5,337	7,130	1,292	87		
Golden Valley	3,499	4,109	786	74		
Grand Forks	39,443	58,274	8,166	1,086		
Grant	7,114	4,286	761	148		
Griggs	5,460	4,734	645	74	300	25%
Hettinger	7,100	8,404	1,311	150		
Kidder	6,168	3,863	817	75		
La Moure	9,498	9,333	1,548	161		
Logan	6,357	4,129	523	34		
McHenry	12,556	10,523	2,571	214	420	13%
McIntosh	7,590	7,440	1,388	79		
McKenzie	6,849	5,860	1,159	150		
McLean	18,824	19,568	5,273	548		
Mercer	8,686	7,133	1,723	160		
Morton	19,295	21,980	3,902	499		
Mountrail	9,418	10,629	1,752	298		
Nelson	8,090	8,170	1,046	171		
Oliver	3,091	767	227	30		
Pembina	13,990	13,355	2,354	201		
Pierce	8,326	7,809	1,282	88		
Ramsey	14,373	19,704	2,995	344		
Ransom	8,876	8,620	1,395	155	230	10%
Renville	5,405	4,869	1,305	79	200	13%
Richland	19,865	20,400	2,833	344	550	10%
Rolette	11,102	6,862	1,424	176		
Sargent	7,616	4,443	996	37	170	10%
Sheridan	5,253	3,260	500	79		
Sioux	3,696	1,150	468	31		
Slope	2,315	478	166			
Stark	16,137	22,404	2,919	551		
Steele	5,145	3,930	816	84	280	25%
Stutsman	24,158	28,311	4,172	606		
Towner	6,360	6,004	1,129	129		
Trail	11,359	11,633	1,906	195	750	25%
Walsh	18,859	21,017	2,816	400		
Ward	34,782	55,829	8,674	1,583	1,240	12%
Wells	10,417	9,554	1,618	181		
Williams	16,442	50,511	8,187	831		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

NORTH DAKOTA

NORTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1954.....	636,000
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, March 1955.....	108,200
Employed in Agriculture, 1950.....	98,905
Employed in Mining, March 1955.....	2,000
Employed in Manufacturing, March 1955.....	6,400
Employed in Construction, March 1955.....	6,000
Employed in Transportation & Public Utilities, March 1955.....	12,900
Employed in Wholesale & Retail Trade, March 1955.....	35,900
Employed in Finance, Insurance & Real Estate, March 1955.....	5,000
Employed in Service and Miscellaneous, March 1955.....	14,400
Employed in Government Service, March 1955.....	25,700
Retail Sales, 1954.....	\$ 730,239,000
Bank Assets, Jan. 1, 1955.....	\$ 674,582,000
Bank Deposits, Jan. 1, 1955.....	\$ 623,624,000
Major Income Sources, 1953: Agriculture 28.9%; Government 16.4%; Manufacturing Payrolls 2.3%; Trade and Service 29.1%.	
Total Income Payments, 1953.....	\$ 804,000,000
Per Capita Income, 1953.....	\$ 1,295
Total Internal Revenue Collections, 1954.....	\$ 64,965,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 66.62
Cash Receipts from Farm Marketing, 1954.....	\$ 428,022,000
Government Payments to Farmers, 1954.....	\$ 6,017,000
Value of Mineral Production, 1951.....	\$ 10,246,000
New Public Construction in 1952.....	\$ 72,100,000

BISMARCK

(Burleigh County)

KBMB-TV

(Target Date, Oct., 1955)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo, N. D. Postal Zone: 4. Phone: 4461 (Fargo).

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Operating Pow.: Visual 13.2 kw Aural 6.61 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 279 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Hours, 10:15 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince Taylor & Crampton; Consulting Engineer, Lloyd R. Amoo.

SERVICES: One studio (20x30 ft.). One DuMont camera. Two Holmes film projectors. One 2x2 in. slide projector. News Services, AP.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KSJB Jamestown, KCJB-AM-TV Minot and KXJB-TV Valley City, all N.D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr. Don Kingsley, prog. dir.
 Fred Drewry, com. mgr. & film buy. Oscar Orrin, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$22.50, (film) \$22.50; ID \$11.50. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	70,000	119,000	210,000
Families in area	17,500	30,000	50,000
No. of Sets	14,800	12,000	26,800
Retail Sales	\$62,405,000	\$132,000,000	\$294,000,000
Income per Family	\$5,730	\$4,943	\$5,680
Income per Capita	\$1,633	\$1,457	\$1,568

BISMARCK (Cont.)

KFYR-TV

LICENSEE: Meyer Bcstg. Co. Address: 200 1/2 N. Fourth Ave. Phone: Capital 3-0900.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 667 ft.

OPERATION: Began Dec. 8, 1953. Hours, 2:15 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFYP.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (24x54 ft. and 15x22 ft.). One RCA camera chain. Three film cameras. Two Eastman film projectors. One Gray slide projector. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Etta Hoskins Meyer, pres. and family (94.35%); F. E. Fitzsimonds, exec. vp-treas. (5.34%).

EXECUTIVES:

Etta Hoskins Meyer, pres.
 Frank E. Fitzsimonds, exec. vp. & gen. mgr.
 William A. Ekberg, gen. sup.
 A. L. Anderson, sls. mgr. & film buy.

Cal Culver, mgr. & prog. mgr.
 Ivar Nelson, ch. eng.
 Jack Swenson, prom. mgr. & news ed.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 10 sec. Share screen. Frequency discounts from 10% for 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	34,950	120,100	192,600
Families in area	9,495	30,800	49,500
No. of Sets	7,493	18,195	28,250
Retail Sales	\$13,950,000	\$131,508,000	\$201,360,000
Income per Family	\$5,037	\$3,714	\$5,060
Income per Capita	\$1,007	\$745	\$1,012

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

**FARGO
(Cass County)**

KXJB-TV (VALLEY CITY)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St. Postal Zone: 1. Phone: 4461 (For full listing see Valley City, N. D.)

WDAY-TV

LICENSEE: WDAY Inc. Address: Fargo. Phone: 2-3371.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 66 kw, Aural 33 kw. Operating Pow.: Visual 66 kw, Aural 33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 433 ft.

EQUIPPED TO COLORCAST network programs.

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

AFFILIATION: Tv Networks, ABC, NBC. Stations, Am, WDAY.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Gillette & Assoc.

SERVICE: Three studios (35x70 ft., 12x18 ft. and 18x35 ft.). Two RCA camera chains. One RCA rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two slide projectors. One Telop opaque projector. One Houston-Fearless film processing unit. News Services, AP, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: E. C. Reineke and wife (55%); N. D. Black Jr., sec.-treas. and family (35.5%); and others. Mr. Black is president-publisher Fargo Forum and Moorehead (Minn.) News.

EXECUTIVES:

E. C. Reineke, pres.
 Tom Barnes, gen. mgr. & com. mgr.


Julius Hetland, ch. eng.
 Roy Pedersen, prom. mgr.
 Norm Schrader, news ed.

Ken Kennedy, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$300; minute spot (live) \$65, film \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5%. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	101,445	303,500	685,600
Families in area	27,417	84,000	190,000
No. of Sets	21,934	66,616	85,600
Retail Sales	\$141,560,100	\$332,770,000	\$751,820,000
Income per Family	\$5,105	\$4,661	\$4,305
Income per Capita	\$1,384	\$1,280	\$1,276



Channel 5

BISMARCK, N. DAK.

FULL POWER

100,000 WATTS

Represented Nationally by Hoag-Blair TV, Inc.

Kfyr-tv

entertains and
 sells some of
 the nation's
 spendiest
 families!

North Dakota families know a bargain when they see it . . . and they see it on KFYR-tv. Top-rated shows from the three major networks blend with carefully prepared local programming — sports, news and special events — to produce picture pleasure enjoyed by thousands of loyal KFYR-tv viewers.

And KFYR-tv satisfies some of the buyingest folks in the nation. North Dakota ranks 10th in the nation in retail sales per house-

hold . . . and Burleigh, KFYR-tv's home county, clinched 26th place among the nation's counties with a whopping retail buying spree of \$5,748 per household last year.*

No matter how you look at it . . . set saturation, mail pull or local account loyalty, KFYR-tv delivers MORE for your advertising dollar — where dollars mean dividends!

*1955 Consumer Markets, SR&DS

K F Y R - T V * Channel 5 * Bismarck, North Dakota * 100,000 WATTS

AROUND FARGO,

WDAY-TV

WINS "GOING

AWAY"!



LATEST Hoopers show that WDAY-TV just doesn't have much competition in and around Fargo. Day and night, WDAY-TV gets 5 to 6 times as many viewers as the next station!

Look at the sets-in-use—28% in the early afternoon, 48% late afternoon, 65% at night!

Since the nearest "competitive" TV station is 50 miles away, it's a cinch that WDAY-TV also wins "going away", in *most* of the rich Red River Valley. Check with Free & Peters.

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC



FREE & PETERS, INC.
Exclusive National Representatives

HOOPER TELEVISION AUDIENCE INDEX Fargo, N. D. - Moorhead, Minn. — Nov., 1954			
	TV-SETS- In-Use	Share of Television Audience	
		WDAY-TV	Station B
AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.	28	86	14
5 p.m. — 6:30 p.m.	48	88	13
EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight	65	85*	17*

(*Adjusted to compensate for fact stations were not telecasting all hours)

GRAND FORKS

(Grand Forks County)

KNOX-TV

(Target Date, Unknown)

LICENSEE: Community Rad'io Corp. Address: Grand Forks.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 2.82 kw, Aural 1.41 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 180 ft.; Above ground 203 ft.

AFFILIATION: Station, Am, KNOX.

REPRESENTATIVES: Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Carroll E. Day, pres. (16.66%); Don E. Whiteman, vp. (16.66%); Adolph Lund, vp. (16.66%); Elmer O. Hanson, vp. (16.66%); Arthur Tweed, treas. (16.66%) and Elroy Schroeder, sec. (16.66%).

EXECUTIVES:

Carroll E. Day, pres. Elmer O. Hanson, vp. & gen. mgr.

MINOT

(Ward County)

KCJB-TV

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo. Postal Zone: 1. 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: RCA. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 416 ft.

OPERATION: Began April, 1953.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KCJB.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Lloyd 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.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KBMB-TV Bismarck, KSJB Jamestown and KXJB-TV Valley City, all N.D.

EXECUTIVES:

John W. Boler, pres. & gen. mgr.
Herman Burkart, gen. sls. mgr.
Joe Main, tech. dir.
William H. Johnson, news & publicity dir.

Don Kingsley, prog. dir.
Rollie Peterson, sports dir.
Snirley Durbin, film sup.

VALLEY CITY

(Barnes County)

KXJB-TV (FARGO)

LICENSEE: North Dakota Bcstg. Co. Address: 4000 W. Front St., Fargo. Postal Zone: 1. Phone: 4461.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 57.5 kw. Operating Pow.: Visual 100 kw, Aural 57.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1,090 ft.; Above ground 1,085 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Aug. 12, 1954. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KSJB Jamestown

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; 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.

PRINCIPAL STOCKHOLDERS: Jamestown Bcstg. Co. (57.6%), owned by John W. Boler. North Dakota Bcstg. is also licensee of KBMB-TV Bismarck, KSJB Jamestown and KCJB-TV Minot, all N.D.

EXECUTIVES:

John W. Boler pres. & gen. mgr.
W. L. Hurley, vp. in charge sls. & film buy.

Judy Lawton, operations mgr.
Robert Ridgeway, ch. eng.

RATE INFORMATION: Class AA one hour \$400; minute spot \$80; ID \$40; Class A one hour \$300; minute spot \$60; ID \$30. ID Length 10 sec. Frequency discounts. Rate Card No. 2 (Revised).

The "MARKET MAKERS" made **1** market out of North Dakota!

Now... ONE CALL BUYS THE NORTH DAKOTA MARKET

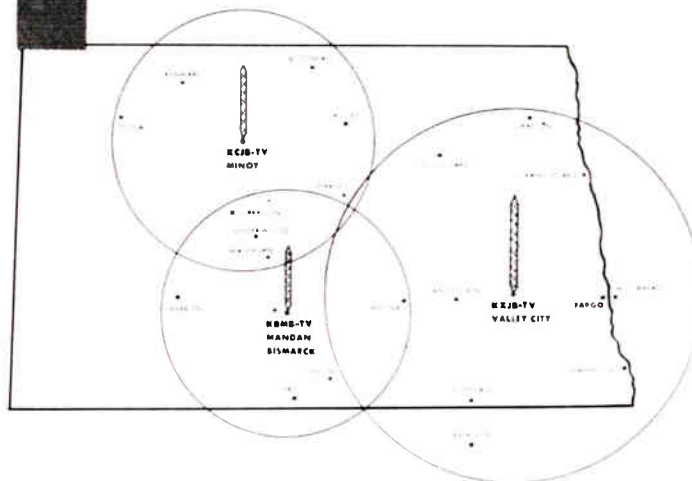
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	\$64.00	\$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.



ONE CALL... ONE CONTACT... ONE CONTRACT

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE...

MARKET MAKER STATIONS!

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

Call **WEED TELEVISION**

KCJB-TV
CHANNEL 13
30,000 WATTS
MINOT

KXJB-TV
CHANNEL 4
100,000 WATTS
VALLEY CITY

KBMB-TV
CHANNEL 12
30,000 WATTS
BISMARCK

OHIO MARKET INDICATORS

Total Population, July 1, 1954.....	8,554,000
Total Families, 1950.....	2,077,595
Total Urban Population, 1950.....	5,578,274
Total Rural Nonfarm Population, 1950.....	1,515,265
Total Farm Population, 1950.....	853,088
Employed in Nonagricultural Establishments, March 1955.....	2,941,300
Employed in Agriculture, 1950.....	212,125
Employed in Mining, March 1955.....	21,000
Employed in Manufacturing, March 1955.....	1,311,100
Employed in Construction, March 1955.....	126,900
Employed in Transportation & Public Utilities, March 1955.....	213,000
Employed in Wholesale & Retail Trade, March 1955.....	563,000
Employed in Finance, Insurance & Real Estate, March 1955.....	94,500
Employed in Service and Miscellaneous, March 1955.....	272,400
Employed in Government Service, March 1955.....	339,400
Retail Sales, 1954.....	\$ 9,705,665,000
Bank Assets, Jan. 1, 1955.....	\$ 10,465,872,000
Bank Deposits, Jan. 1, 1955.....	\$ 9,686,705,000
Major Income Sources, 1953: Agriculture 3.0%; Government 11.8%; Manufacturing Payrolls 37.9%; Trade and Service 23.1%.	
Total Income Payments, 1953.....	\$ 16,840,000,000
Per Capita Income, 1953.....	\$ 2,012
Total Internal Revenue Collections, 1954.....	\$ 4,595,747,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 80.32
Cash Receipts from Farm Marketing, 1954.....	\$ 1,080,531,000
Government Payments to Farmers, 1954.....	\$ 6,504,000
Value of Mineral Production, 1951.....	\$ 302,613,000
Total New Construction in 1952.....	\$ 1,673,800,000
New Private Construction in 1952.....	\$ 1,297,600,000
New Public Construction in 1952.....	\$ 376,200,000
Motor Vehicle Registration, 1954.....	3,300,486
Number of Telephones, Jan. 1, 1955.....	3,138,000
Number of Electrical Connections, Jan. 1, 1955.....	2,783,819
Number of Gas Utilities Connections, 1953.....	1,792,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction uncensored.

OHIO MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets		TV % 1954
					1954	1954	
Adams	20,499	\$ 15,202	\$ 3,158	\$ 343	3,840	60%	
Allen	88,183	111,238	25,368	2,418	11,750	41%	
Ashland	33,040	37,985	8,384	856	7,270	68%	
Ashtabula	78,695	95,486	23,886	2,332	19,990	79%	
Athens	45,839	36,657	8,624	866	5,670	46%	
Auglaize	30,637	35,863	7,757	497	6,310	64%	
Belmont	87,740	62,345	21,729	1,129	12,840	49%	
Brown	22,221	18,232	3,944	329	4,200	60%	
Butler	147,203	194,710	53,792	4,860	40,390	88%	
Carroll	19,039	13,138	2,840	186	3,710	65%	
Champaign	26,793	26,552	5,740	639	5,970	70%	
Clark	111,661	126,115	29,938	3,665	28,570	80%	
Clermont	42,182	44,343	13,166	1,010	9,710	74%	
Clinton	25,572	37,147	7,804	506	4,760	57%	
Columbiana	98,920	106,591	27,954	2,796	19,710	64%	
Coshocton	31,141	30,073	6,672	720	2,280	23%	
Crawford	38,733	48,418	11,742	1,016	7,040	56%	
Cuyahoga	1,389,532	1,907,682	514,989	62,915	9,190	91%	
Darke	41,799	50,557	9,983	835	10,630	81%	
Defiance	25,925	34,919	7,838	718	5,190	63%	
Delaware	30,278	30,777	6,577	435	6,070	68%	
Erie	52,565	66,890	17,595	2,421	12,540	73%	
Fairfield	52,130	48,153	12,141	1,457	11,410	70%	
Fayette	22,554	28,307	5,355	429	4,390	60%	
Franklin	503,410	663,309	146,360	21,118	138,640	85%	
Fulton	25,580	35,608	7,610	677	5,760	72%	
Gallia	24,910	16,129	3,649	273	3,190	48%	
Geauga	26,646	29,501	7,771	456	6,640	82%	
Greene	58,892	61,733	14,234	2,054	12,470	64%	
Guernsey	38,452	31,759	7,773	574	4,080	35%	
Hamilton	723,952	990,713	249,096	28,926	209,060	86%	
Hancock	44,280	54,275	11,797	1,141	10,400	69%	
Hardin	28,673	25,294	6,019	628	5,760	64%	
Harrison	19,054	14,389	5,019	188	2,000	35%	
Henry	22,423	25,201	5,148	492	4,280	62%	
Highland	28,188	29,529	7,207	463	5,670	60%	
Hocking	19,520	15,969	4,397	357	3,860	69%	
Holmes	18,760	11,930	2,102	227	2,810	54%	
Huron	39,353	48,804	13,004	2,239	7,860	63%	
Jackson	27,767	28,041	7,248	528	4,860	59%	
Jefferson	96,495	94,184	26,896	2,295	19,480	70%	
Knox	35,287	42,278	10,024	881	6,820	61%	
Lake	75,979	100,105	28,814	2,537	21,930	84%	
Lawrence	49,115	36,414	10,307	623	9,910	70%	
Licking	70,645	79,127	19,698	1,648	19,130	82%	
Logan	31,329	39,869	8,580	641	6,540	64%	
Lorain	148,162	183,542	51,934	5,180	40,440	86%	
Lucas	395,551	551,358	133,956	16,426	107,100	84%	
Madison	22,300	34,756	6,306	703	3,720	60%	
Mahoning	257,629	313,005	83,316	6,884	43,190	58%	
Marion	49,959	63,633	15,079	1,622	11,710	71%	
Medina	40,417	49,706	11,046	1,152	11,070	83%	

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets		TV % 1954
					1954	1954	
Meigs	23,227	17,818	4,121	429	3,220	46%	
Mercer	28,311	33,921	5,712	420	2,440	29%	
Miami	61,309	75,818	19,254	2,008	17,990	88%	
Monroe	15,362	7,341	1,413	76	1,460	34%	
Montgomery	398,441	535,189	131,212	19,329	119,110	91%	
Morgan	12,836	9,285	1,856	157	1,400	35%	
Morrow	17,168	12,570	2,766	161	3,690	71%	
Muskingum	74,535	71,429	16,154	2,063	10,190	44%	
Noble	11,750	7,986	1,310	90	1,190	35%	
Ottawa	29,469	34,838	9,122	549	5,990	63%	
Paulding	15,047	11,150	2,867	204	1,360	29%	
Perry	28,999	18,592	5,984	344	5,900	69%	
Pickaway	29,352	30,843	6,593	501	5,620	72%	
Pike	14,607	22,664	5,372	134	3,300	59%	
Portage	63,954	75,169	20,402	1,855	15,900	82%	
Preble	27,081	21,694	4,991	392	6,800	80%	
Putnam	25,248	23,707	4,446	320	4,460	62%	
Richland	91,305	115,190	24,809	2,551	20,000	68%	
Ross	54,424	59,808	15,651	1,665	11,440	72%	
Sandusky	46,114	54,904	11,841	1,033	9,340	64%	
Scioto	82,910	94,062	24,583	2,374	19,010	71%	
Seneca	52,978	57,216	12,624	1,265	11,710	72%	
Shelby	28,488	28,275	7,557	570	5,500	64%	
Summit	283,194	333,731	84,523	7,913	72,360	81%	
Trumbull	410,032	522,612	137,926	14,167	117,180	89%	
Tuscarawas	158,915	167,031	47,862	3,643	38,150	78%	
Union	70,320	72,569	19,960	1,861	14,360	65%	
Van Wert	20,687	18,686	3,566	362	4,420	69%	
Vinton	26,971	28,197	6,491	490	2,660	30%	
Warren	10,759	4,235	1,718	69	1,930	69%	
Washington	38,505	42,642	10,586	933	8,120	67%	
Wayne	44,407	37,191	8,990	758	3,730	27%	
Williams	58,716	75,308	15,173	1,625	9,430	54%	
Wood	26,202	32,994	7,474	654	6,270	73%	
Wyandot	59,605	57,977	16,040	1,358	15,710	88%	
	19,785	18,273	4,039	396	4,340	70%	

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction uncensored. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

AKRON (Summit County)

WAKR-TV

LICENSEE: Summit Radio Corp. Address: 853 Copley Rd. Postal Zone: 20. Phone: Portage 2-8811.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Operating Pow.: Visual 18.2 kw, Aural 9.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 488 ft.

OPERATION: Began July 1953. Hours, 3:30 p.m.-11:15 p.m. (Mon.-Fri.), 2 p.m.-11 p.m. (Sat.) 1:30 p.m. 11:30 p.m. (Sun.).

AFFILIATION: Tv Network, ABC. Stations Am, WAKR. Fm, WAKR-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Kirkland, Fleming, Green Martin & Ellis; Consulting Engineer, Kear & Kennedy.

SERVICES: Two studios (56x80x23 ft. and 25x25x21 ft.) announcer booth and recording studio. Three RCA camera chains. Two RCA film cameras. Two RCA 16mm projectors. Two RCA 35mm slide projectors. One Gray Telop opaque projector. One RCA mobile unit. News Services, AP, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: Beacon Journal Publishing Co. (Akron Beacon-Journal-Knight) (45%); Viola G. Berk (45%). For other Knight broadcast and newspaper interests see WIND TV Chicago III.

EXECUTIVES:

S. Bernard Berk, pres. Irwin L. Knopp, ch. eng.
 Roger G. Berk, vp. & gen. mgr. Edward T. McDonald, news dir.
 Kenneth M. Keegan, vp. & s's. dir.
 Bryce M. Wright, prog. dir.
 Film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60 (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	618,000	2,386,000
Families in Area	179,800	698,300
No. of Sets	116,000	510,000
Retail Sales	\$691,000	\$2,857,000
Income	\$1,058,000	\$4,598,000

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.

ASHTABULA
 (Ashtabula County)

WICA-TV

LICENSEE: WICA Inc. Address: Jefferson Road. Phone: 32-126.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Operating Pow.: Visual 19.2 kw, Aural 12 kw. Transmitter: RCA. Antenna Height: Above average terrain 330 ft.; Above ground 358 ft.

OPERATION: Began Sept. 18, 1953. Hours, 6-10 p.m.

REPRESENTATIVES: Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (80x40 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. Dual 2x2 in. slide projectors.

PRINCIPAL STOCKHOLDERS: D. C. Rowley, pres. (50%) and Olive D. Rowley and family (50%). Same ownership as Ashtabula Star-Beacon, Conneaut News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

EXECUTIVES:

D. C. Rowley, pres. & ovr.	Frank Bernato, ch. eng.
John A. Colin, gen. mgr.	Lawrence E. Gerrety, prom. mgr.
D. W. Fassett, bus. mgr.	Charles Hess, news ed.
John Strassen, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 20 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 738,185; Families in Area, 202,432; No. of Sets, 116,285; Retail Sales, \$722,328,000.

CINCINNATI
 (Hamilton County)

WCET (TV)*

(*Non-Commercial Educational)

LICENSEE: Greater Cincinnati Television Educational Foundation. Address: 1243 Elm St. Postal Zone: 10. Phone: Dunbar 4033.

FACILITIES: Ch. 48. Authorized Eff. Rad. Pow.: Visual 15.1 kw, Aural 8.13 kw. Operating Pow.: Visual 15.1 kw, Aural 8.13 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 583 ft.

OPERATION: Began June 29, 1954. Hours, 1-9 p.m.

REPRESENTATIVES: Consulting Engineer, R. J. Rockwell, Crosley Bcstg. Corp.

EXECUTIVES:

Uberto T. Neely, gen. mgr.	John Morris, prod. dir.
Robert Huber, prog. dir.	James R. Leonard, ch. eng.

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc. Address: 2345 Symmes St. Postal Zone: 6. Phone: Capitol 0777.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 158 kw. Operating Pow.: Visual 309 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1949. Hours, 7-11 a.m.

AFFILIATION: Tv Networks, AEC, CBS, DTN. Stations, Am, WCPO. Fm, WCPO-FM.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Two studios (55x26 ft. and 35x26 ft.). Two RCA camera chains. One RCA film camera. Two GE 16mm film projectors. Two GE 3/4x4 in. slide and opaque projectors, two 2x2 in. slide projectors, one 16mm automatic strip projector. One RCA remote truck with two RCA cameras, two microwave relay units, one Zoomar lens.

PRINCIPAL STOCKHOLDER: E. W. Scripps Co. For Scripps broadcast and newspaper interests see WEWS (TV) Cleveland.

EXECUTIVES:

Jack R. Howard, pres.	Ed Weston, prog. dir. & film buy.
M. C. Watters, vp. & gen. mgr.	Paul Adams, ch. eng.
Glenn Clark Miller, sta. mgr.	Morris Wattenberg, prom. mgr.
C. L. Doty, sls. dir.	Robert Otto, news ed.

RATE INFORMATION: Class A minute spot (live) \$150, (film) \$150; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 6.

MARKET INFORMATION: No. of Sets (Total Including Fringe Area), 724,140.

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

WKRC-TV

LICENSEE: Radio Cincinnati Inc. Address: Times Star Bldg. Postal Zone: 2. Phone: Garfield 1-1331.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 195 kw. Operating Pow.: Visual 316 kw, Aural 195 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 610 ft.; Above ground 540 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 4, 1949. Hours, 7-11 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WKRC. Fm, WKRC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Bernard Koteen; Consulting Engineer, George C. Davis.

SERVICES: Two studios (30x40 ft. and 30x56 ft.). Four DuMont camera chains. Two GE film cameras. Two GE film projectors. Two slide projectors, GE, Gray 2x2 in. One opaque projector. One GE mobile unit. One RCA microwave unit. News Services, AP, UP. Library, Sesac.

PRINCIPAL STOCKHOLDERS: Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Licensee owns WTVN-AM-TV Columbus, Ohio, and owns 30% of WBIR-AM-FM-TV Knoxville, Tenn.

EXECUTIVES:

Hulbert Taft Jr., pres.	Paul E. Shumate, prog. dir.
David G. Taft, exec. vp. & gen. mgr.	George Wilson, eng. dir.
Kenneth W. Church, vp. & natl. sls. mgr.	Emil L. Bergdolt, film buy.
Robert T. Schlinkert, gen. sls. mgr.	John J. Walsh, prom., publicity & merc. dir.
George Rogers, com. mgr.	George Palmer, news ed.
Don L. Chapin, New York sls. rep.	

RATE INFORMATION: Class AA one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$190, (film) \$190; ID \$85. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 13 weeks up to 25% for 52 weeks. Rate Card No. T-9.

MARKET INFORMATION: (Total Including Fringe Area): Population, 3,926,200; No. of Sets, 879,288; Retail Sales, \$4,207,030.

WLWT (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 140 W. Ninth St. Postal Zone: 2. Phone: Cherry 1-1822.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 680 ft.; Above ground 583 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 9, 1948. Hours, 6:45-11 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WLW.

REPRESENTATIVES: Sales, Crosley Sales; NBC Spct Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weldon & Carr.

SERVICES: Two studios (55x58 ft. and 53x81 ft.). Seven RCA camera chains. Two Background Engineering Co. rear screen projectors. Two RCA film cameras. Two RCA 16mm film projectors. One dual Selectroslide projector, one Gray slide projector. One mobile unit. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDER: Owned by Avco Manufacturing Corp. (which owns appliance and electronics companies, manufactures airplane engines, farm implements, heavy machinery. Crosley Broadcasting Co. also owns WLWC (TV) Columbus, WLWD (TV) Dayton, both Ohio, and WLWA (TV) Atlanta, Ga.

EXECUTIVES:

James D. Shouse, chmn. of bd.	Robert Boulware, sta. mgr.
Robert E. Dunville, pres. & gen. mgr.	James Bruce, prog. dir.
Harry Mason Smith, vp. chg. sls.	R. J. Rockwell, ch. eng.
Gilbert W. Kingsbury, vp. in chg. pub. rel. & news	Howard Lepple, tv tech. adm. asst.
George Henderson, gen. tv sls. mgr.	Art Nevins, film dir.
K. T. Murphy, vp. & treas.	R. K. Jones, dir. client svc. dept.
Ward Quaal, asst. gen. mgr.	James E. Allen, prom. mgr.
John T. Murphy, tv vp.	Terry Flynn, news ed.

RATE INFORMATION: Class AA one hour \$1,000; minute spot \$190; ID \$85; Class A one hour \$900; minute spot \$100; ID \$40. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION: Population, 1,734,500; Families in Area, 526,100; No. of Sets, 440,000; Retail Sales, \$1,751,917,000; Income per Family, \$5,021.67.

CINCINNATI (Cont.)

WQXN-TV

(Target Date, Late 1955)

LICENSEE: Robert W. Rounsaville. Address: 3165 Mathieson Drive N.E., Atlanta 36, Ga.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 67.6 kw. Transmitter: Continental. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 489 ft.

AFFILIATION: Stations, Am, WC'N.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, John H. Mullarey.

PRINCIPAL STOCKHOLDER: Robert W. Rounsaville (100%). For Mr. Rounsaville's broadcast interests see WQXI-TV Atlanta, Ga.

EXECUTIVES:

Robert W. Rounsaville, o.a.r. Ralph Johnson, gen. mgr.

CLEVELAND

(Cuyahoga County)

WERE-TV

(Target Date, Unknown)

LICENSEE: Cleveland Bcstg. Inc. Address: Bulkley Bldg. Postal Zone: 15. Phone: Superior 1-9600.

FACILITIES: Ch. 65. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 434 ft.

AFFILIATION: Stations, Am, WERE. Fm, WERE-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDERS: Ray T. Miller, pres. and family (45%) and 20 others.

EXECUTIVES:

Ray T. Miller, pres. Edwin Stevens, prog. dir.
Richard M. Klaus, gen. mgr. Harry Dennis, ch. eng.
Charles A. Dunbar, com. mgr. Jerry Bowman, news ed.

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc. Address: 1816 E. 13th St. Postal Zone: 14. Phone: Tower 1-5454.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 46.8 kw. Operating Pow.: Visual 93.3 kw, Aural 46.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,020 ft.; Above ground 851 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 17, 1947. Hours, 8:55-12:45 a.m.

AFFILIATION: Tv Networks, ABC, DTN.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dempsey & Koplovitz.

SERVICES: Three studios (55x75x20 ft., 20x25 ft. and 20x40 ft.). Nine camera chains, three RCA, six DuMont. One Trans-Lux rear screen projector. Two RCA film cameras. Two GE film projectors. Two RCA 2x2 in. slide projectors. One Gray Telop opaque projector. One DuMont mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDER: E. W. Scripps Co. is majority stockholder. Scripps-Howard Radio Inc. is licensee of WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville. Memphis Publishing Co., a Scripps company, is owner of WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps-Howard newspapers are Cleveland Press, New York World Telegram & Sun, Cincinnati Post, 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 Mountain News, Evansville Press, Birmingham Post-Herald.

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

EXECUTIVES:

Jack R. Howard, pres. John H. Foley, adv. mgr.
James C. Hanrahan, gen. mgr. Joseph B. Epperson, ch. eng.
J. Harrison Hartley, sta. dir. Donald L. Perris, news & spec.
Floyd E. Weidman, gen. exec. events ed.
Betty Cope, exec. prog. mgr.

RATE INFORMATION: Class A one hour \$950; minute spot \$300; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population, 3,996,900; Families in Area, 1,204,000; No. of Sets, 1,090,820.

WHK-TV

(Target Date, Unknown)

LICENSEE: United Bcstg. Co. Address: 5000 Euclid Ave.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 120 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 759 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky.

PRINCIPAL STOCKHOLDERS: Owned by Forest City Pub. Co. (Cleveland Plain Dealer and News). Sterling E. Graham, pres. Same interests own 40% of WKBN-AM-FM-TV Youngstown, Ohio.

EXECUTIVES:

Sterling E. Graham, pres.

WNBK (TV)

LICENSEE: National Broadcasting Co. Address: 815 Superior Ave. Postal Zone: 14. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 905.5 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1948. Hours, 7-1:05 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WTAM. Fm, WTAM-FM.

REPRESENTATIVES: Sales, NBC Spot Sales; Consulting Engineer, NBC Engineering.

SERVICES: Three studios (two 35x50 ft. and one 35x22 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Three RCA film cameras. Five film projectors, two RCA 16mm one Eastman 16mm, two RCA 35mm. Four slide projectors. One RCA scanner. One Lynn mobile unit, one Twin Coach mobile unit. News Services, AP, INS, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: See WRCA-TV New York.

EXECUTIVES:

Sylvester L. Weaver Jr., pres., NBC S. E. Leonard, eng. in chg.
Robert W. Sarnoff, exec. vp. Albert L. Odeal, film buy.
Lloyd E. Yoder, gen. mgr. Morris Wattenberg, adv. &
William N. Davidson, asst. gen. prom. mgr.
mgr. & s/s. dir. Edward R. Wallace, news & sp.
Theodore H. Walworth Jr., s/s. mgr. events dir.
George W. Cyr, prog. mgr. William A. Howard, tech. opr. sup.

RATE INFORMATION: Class AA one hour (live) \$1,300, (film) \$1,300; minute spot (live) \$375, (film) \$375; ID \$185. ID Length 10 sec. Full or share screen. Frequency discounts up to 50% for 676 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,398,500	1,823,750	4,347,250
Families in Area	640,000	610,000	1,250,000
No. of Sets			1,195,000
Retail Sales			\$4,583,025,000
Income per Family			\$7,002
Income per Capita			\$2,020

CLEVELAND (Cont.)

WXEL (TV)

LICENSEE: Empire Coil Co. Inc. Address: 1630 Euclid Ave. Phone: Tower 1-8989.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw.
 Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna
 Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 775 ft.

OPERATION: Began Dec. 17, 1949. Hours, 7-12:45 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: Two studios (30x30 ft., 50x60 ft.). Eleven RCA camera chains. One Trans-Lux and one Bodde rear screen projector. Two GE film cameras. Two GE 16mm film projectors. Two slide projectors. One RCA flying spot 2x2 in. scanner. Special mobile units. News Services, AP, INS, UP. Library, Sesac.

PRINCIPAL STOCKHOLDER: Owned by Storer Broadcasting Co., see WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres.

Richard C. Wright, com. mgr.

Franklin Snyder, mgng. dir.

H. A. Brinkman, ch. eng.

Ben Wickham, dir. prog. operations

Barbara Snyder, publicity dir.

RATE INFORMATION: Class AA one hour (live) \$1,700; minute spot (live) \$375. Frequency discounts. Rate Card No. 9.

MARKET INFORMATION: (Total, Including Fringe Area) Population, 3,901,500; Families in Area, 1,173,900; No. of Sets (July 1), 1,104,070.

COLUMBUS

(Franklin County)

WBNS-TV

LICENSEE: The Dispatch Printing Co. Address: 495 Olentangy River Rd. Postal Zone: 8. 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: RCA. Antenna
 Make: RCA. Height: Above average terrain 450 ft.; Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 1949. Hours, 7-12:30 a.m.

AFFILIATION: Tv Network, CBS. Station, Am, WBNS.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.

SERVICES: One studio (40x60 ft.). Three RCA camera chains. Two RCA film cameras. Four film projectors, two Eastman, two RCA. Two slide projectors. One Houston-Fearless film processing unit.

PRINCIPAL STOCKHOLDERS: Owned by the Wolfe family. Licensee publishes Ohio State Journal and Columbus Dispatch.

EXECUTIVES:

Preston Wolfe, pres.

Les'er H. Nafzger, ch. eng.

Richard A. Borel, dir. of tv

Barbara Haddox, prom. mgr.

Robert D. Thomas, com. mgr.

Chester S. Long, news ed.

Jerome R. Reeves, prog. dir. & film buy.

RATE INFORMATION: Class AA one hour \$825, Class A \$780; minute spot \$175, \$150; ID \$70, \$60. ID Length 8 sec. Specifications 16mm film, 35mm slide. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 5—Revised.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	729,050	438,600	1,904,700
Families in Area	218,100	133,500	638,200
No. of Sets	196,290	106,800	446,175
Retail Sales	\$835,914,000	\$456,097,000	\$1,941,086,000
Income per Family	\$4,807	\$4,393	\$4,198
Income per Capita	\$1,412	\$1,322	\$1,274

WLWC (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 3165 Olentangy River Rd. Postal Zone: 2. 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: RCA. Antenna
 Make: RCA. Height: Above average terrain 440 ft.; Above ground 576 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 3, 1949. Hours, 6:45 a.m.-1:15 a.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Crosley Bcstg. Corp. NEC Spot Sales; Washington Attorney, Hogan & Hartson; Consulting Engineer, Weidon & Carr.

SERVICES: Two studios (40x60 ft. and 24x30 ft.). Three RCA camera chains. One Background Engineering Co. rear screen projector. One RCA film camera. Two RCA film projectors. One LaBelle slide projector. Shared mobile unit. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.

EXECUTIVES:

James Leonard, vp. & gen. mgr.

Charles B. Sloan, ch. eng.

C. R. Dodsworth, sls. dir.

Richard Zavon, prom. mgr.

Earle Gillis, prog. dir. & film buy.

Dave Nichols, news ed.

RATE INFORMATION: Class A one hour (film) \$800; minute spot (film) \$175; ID \$60. ID Length 8 sec. Full screen. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks. Rate Card No. 7.

MARKET INFORMATION: (Grade B, FCC Contour) Population, 1,314,000; Families in Area, 388,700; No. of Sets, 333,000; Retail Sales, \$1,378,396,000; Income per Family, \$5,222.51; Income per Capita, \$1,581.

wbns-tv

the nation's no. 1

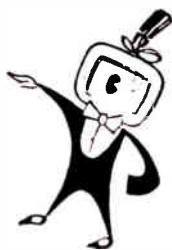
test market station



It takes **wbns-tv** to give you the true, complete picture of product testing in Columbus, Ohio.

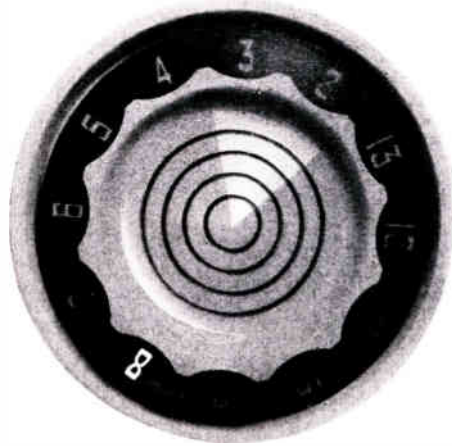
The nation's leading advertisers have found **wbns-tv's** showmanship facilities, backed by valuable merchandising and promotion, a guarantee for successful test campaigns. A wide range of products, from appetizers to zippers, finds a reliable consumer demand in **wbns-tv's** rich industrial, agricultural and metropolitan area.

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



in Cleveland...

the odds

are on

WXEL-TV



Whatever the day or hour, the odds are overwhelming that Cleveland TV is set at 8. Here are the star-studded shows of CBS. And helping keep the dial aimed at 8 in this Indian-happy town are the baseball games. Also on the local level, a series of Cleveland-produced shows have been award-winners—and audience-winners, too. Topping off this impressive showing is the cream of the syndicated film programs—Annie Oakley, Mr. District Attorney, Passport to Danger, Cisco Kid, I Led Three Lives, Badge 714, and many more. No wonder more advertisers are constantly giving Clevelanders even more to look at on WXEL-TV, Channel 8.



keep your eye on channel 8

BASIC CBS TELEVISION IN CLEVELAND

National Sales Headquarters — Tom Barker, VP, National Sales Director, 118 E. 57th St., New York — ELdorado 5-7690
230 N. Michigan Ave., Chicago — FRanklin 2-6498 • 111 Sutter St., San Francisco — SUtter 1-8089
represented nationally by the Katz Agency, Inc.

COLUMBUS (Cont.)

WOSU-TV*

(Target Date, Oct. 1, 1955)
(*Non-Commercial Educational)

LICENSEE: Ohio State U. Address: Columbus, Ohio. Postal Zone: 10. Phone: University 3148.
FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 560 ft.; Above ground 593 ft.
AFFILIATION: Stations, Am, WOSU. Fm, WOSU-FM.
REPRESENTATIVES: Attorney, Attorney General of Ohio.
SERVICES: Two studios (30x45 ft. and 15x20 ft.). Three RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Telop opaque projector. One GPL kine recorder. News Service, UP. Library, Thesaurus.
EXECUTIVES:
Howard L. Bevis, pres. Ohio State U. W. H. Ewing, prog. dir.
Robert C. Higgy, dir., WOSU,
WOSU-TV, & ch. eng.

WTVN-TV

LICENSEE: WTVN Inc. Address: 753 Harmon Ave. Postal Zone: 8. Phone: Capitol 8-5801.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 570 ft.; Above ground 643 ft.
OPERATION: Began Sept., 1949. Hours, 9-1 a.m.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WTVN.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Koteen & Burt.
SERVICES: Two studios (49½ ft. x 48½ ft. and 30 ft. x 24 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).
EXECUTIVES:
Hulbert Taft Jr., pres. Edwin G. Richter Jr., loc. sls. mgr.
Kenneth W. Church, exec. vp. Joseph Jenkins, prog. dir.
J. W. McGough, gen. mgr. & film buy. William H. Hansher, ch. eng.
R. C. Wiegand, asst. gen. mgr. & natl. sls. mgr. Sue Sternberg, prom. mgr.
Earl Green, Joe Hill, news ed.

RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$125, (film) \$125; ID \$50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	544,500	1,343,400	1,790,100
Families in Area	163,900	404,900	541,200
No. of Sets			451,610

DAYTON
(Montgomery County)

WHIO-TV

LICENSEE: Miami Valley Bcstg. Corp. Address: 1414 Wilmington Ave. Postal Zone: 1. Phone: Madison 6581.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Operating Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 1,096 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 26, 1949.
AFFILIATION: Tv Networks, CBS, DTN. Stations, Am, WHIO. Fm, WHIO-FM.
REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, McIntosh & Inglis.
SERVICES: Two studios (50x63 ft. and 30x50 ft.). Four RCA camera chains. Two RCA film cameras. Three RCA film projectors. Two Gray slide projectors. One RCA mobile unit. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: Owned by former Ohio governor James M. Cox and family. Other Cox broadcast properties are WSB-AM-FM-TV Atlanta and WIOD-AM-FM Miami. Cox newspapers are Dayton News and Journal Herald, Atlanta Journal and Constitution, Springfield (Ohio) News and Sun and Miami News.
EXECUTIVES:
James M. Cox Jr., pres. Chuck Gay, prog. dir., film buy. & prom. mgr.
Robert H. Moody, gen. mgr. Ernest L. Adams, ch. eng.
Harvey R. Young Jr., ass't. gen. mgr. & com. mgr. Don Wayne, news ed.

RATE INFORMATION: Class AA one hour \$800; minute spot \$175; ID \$55. ID Length 8 sec. Frequency discounts 2% for 26 times up to 25% for 260 times. 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.

WIFE (TV)†

LICENSEE: Skyland Bcstg. Corp. Address: 360 W. First St. Postal Zone: 2. Phone: Michigan 6501.
FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 700 ft.; Above ground 650 ft.
OPERATION: Began Oct. 1953.
AFFILIATION: Station Am, WONE.
REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair.
PRINCIPAL STOCKHOLDERS: Ronald B. Woodyard, pres. (29.1%); Loren M. Berry, exec. vp. (16.7%); Gustav Hirsch (16.7%); Fred L. Krumholtz (4.55%); Wm. E. Stoecklein (5.33%) and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N.C., and 50% of WTVQ (TV) Pittsburgh, Pa. Mr. Berry also owns 21.21% of WEOL-AM-FM-TV Elyria.
EXECUTIVES:
Ronald B. Woodyard, pres. & gen. mgr.
† WIFE (TV) has suspended operation but has not returned its CP.

WLWD (TV)

LICENSEE: Crosley Bcstg. Corp. Address: 4595 S. Dixie Hwy. Postal Zone: 9. 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: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 459 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began March 15, 1949. Hours, 6:40-2 a.m.
AFFILIATION: Tv Networks, ABC, NBC.
REPRESENTATIVES: Sales, Crosley Sales; NBC Spot Sales.
SERVICES: Two studios (55x80 ft. and 20x30 ft.). Five RCA camera chains. One Background Engineering Co. rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Gray slide projectors. One mobile unit.
PRINCIPAL STOCKHOLDERS: See WLWT (TV) Cincinnati, Ohio.
EXECUTIVES:
Robert E. Dunville, pres. Robert Provence, exec. prod.
H. Peter Lasker, vp., gen. mgr. & film buy. Arlene Hadley, prog. admin.
George Gray, com. mgr. Les'ar Sturgill, ch. eng.
Dorothy A. Sanders, prom. mgr.
RATE INFORMATION: Class AA one hour (live) \$800, (film) 800; minute spot (live) \$175, (film) \$175; ID \$70. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 13 weeks up to 10% for 26 weeks.
MARKET INFORMATION: Population, 1,270,900; Families in Area, 375,000; No. of Sets, 331,000; Retail Sales, \$1,419,572,000; Income per Family, \$5,492.62.

ELYRIA

(Lorain County)

WEOL-TV

(Target Date, Unknown)

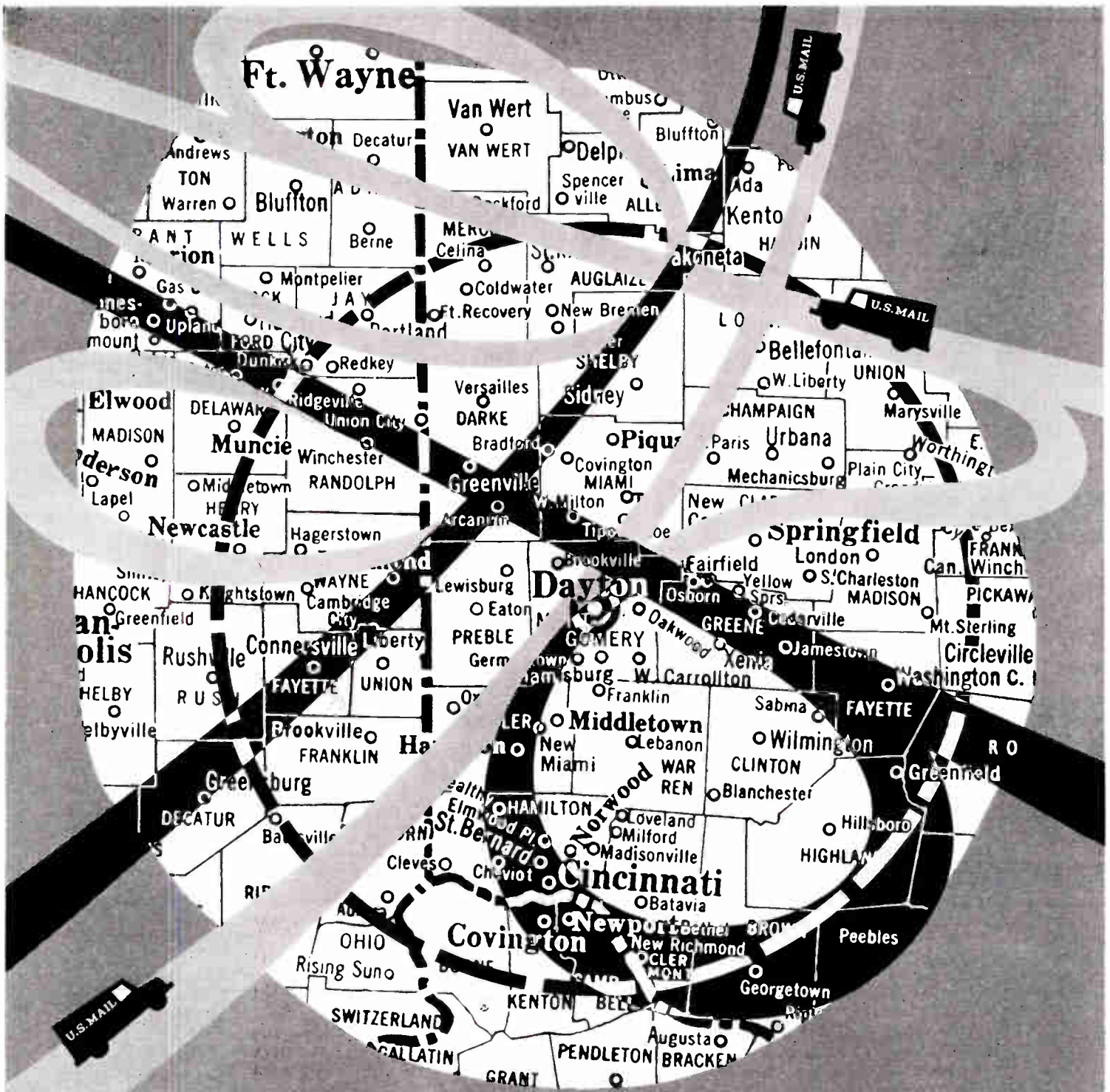
LICENSEE: Elyria-Lorain Bcstg. Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.
FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 96 kw, Aural 51.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 357 ft.; Above ground 380 ft.
AFFILIATION: Stations, Am, WEOL. Fm, WEOL-FM.
REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.
PRINCIPAL STOCKHOLDERS: Roy W. Ammel, pres. (24.09%); Loren M. Berry (21.21%); Gustav Hirsch (7.9%) and others. Mr. Berry and Mr. Hirsch each own 16.7% of WONE and WIFE (TV) Dayton.
EXECUTIVES:
Roy W. Ammel, pres. Harold E. Kane, ch. eng.
Richard E. Barrett, sta. mgr.

LIMA

(Allen County)

WIMA-TV

LICENSEE: WLOK Inc. Address: 1424 Rice Ave. Phone: 6-3411.
FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 9.55 kw. Operating Pow.: 16.2 kw, Aural 9.55 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 340 ft.; Above ground 348 ft.
OPERATION: Began April 17, 1953. Hours, 2 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, George C. Davis.
SERVICES: Two studios (30x50 ft. and 5x8 ft.). One GE camera chain. One GE film camera. Two GPL 16mm film projectors. One 2x2 in. slide projector. News Service, UP.
PRINCIPAL STOCKHOLDERS: George E. Hamilton, pres. (50%) and R. W. Mack, vp. (42.77%).
EXECUTIVES:
George E. Hamilton, pres. Easter Straker, prog. dir.
Robert W. Mack, gen. mgr. & film buy. Albert F. Smith, ch. eng.
Don Sherwood, news ed.
C. B. Heller, com. mgr.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.
MARKET INFORMATION: Population, 369,700; Families in Area, 115,210; No. of Sets, 76,211; Retail Sales, \$385,387,000; Income per Family, \$4,860; Income per Capita, \$1,520.



During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America's great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

He's Our 
National Mailman

whio-tv

CBS • DUMONT

Channel **7** Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

MANSFIELD
(Richland County)**WTVG (TV)**

(Target Date, Unknown)

LICENSEE: Fergum Theatres Inc. Address: Madison Theatre.**FACILITIES:** Ch. 36. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 710 ft.; Above ground 542 ft.**REPRESENTATIVES:** Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Vandivere, Cohen & Wearn.**PRINCIPAL STOCKHOLDERS:** William N. Skirball, pres. (40.7%); Jack H. Skirball, vp. (40.7%) and others.**EXECUTIVES:**

William N. Skirball pres.

Jack H. Skirball, vp.

MASSILLON
(Stark County)**WMAC-TV**

(Target Date, Unknown)

LICENSEE: Midwest Tv Co. Address: 500 Security Bldg., Toledo, Ohio.**FACILITIES:** Ch. 23. Authorized Eff. Rad. Pow.: Visual 99 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 524 ft.**AFFILIATION:** Station, Am, WMAC.**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, Frank H. McIntosh.**PRINCIPAL STOCKHOLDERS:** Edward Lamb Enterprises (100%). For Lamb broadcast and other properties see WICU (TV) Erie, Pa.**EXECUTIVES:**

Edward Lamb, pres.

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 kw, Aural 115 kw. Operating Pow.: Visual 229 kw, Aural 115 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 950 ft.; Above ground 881 ft.**OPERATION:** Began Dec. 24, 1953. Hours, 7-12:30 a.m.**AFFILIATION:** Tv 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 (58x44 ft.), one announce booth. Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. (Film processing unit available.) News Service, UP.**PRINCIPAL STOCKHOLDERS:** Jack N. Berkman, pres. (15.31%); Louis Berkman, 1st vp. (15.31%); Allen H. Berkman (8.12%); John J. Laux, exec. vp. and Selma Laux (12.49%); and some 20 others. Same interests own WFPG-AM-TV Atlantic City, WPIT Pittsburgh and WBMS Boston.**EXECUTIVES:**

Jack N. Berkman, pres.

Robert E. Holt, prog. dir.

John J. Laux, vp. & gen. mgr.

Charles S. Shepherd, ch. eng.

Joseph M. Troesch, com mgr. & film buy.

Mira DiJulio, publicity dir.

Scott McMurray, news ed.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.**MARKET INFORMATION:** (Total Including Fringe Area): Population, 4,844,500; Families in Area, 1,380,900; No. of Sets, 1,083,900; Retail Sales, \$5,073,411,000.**STEUBENVILLE (WHEELING, W. VA.)****WTRF-TV****LICENSEE:** Tri-City Bcstg. Co. Address: 1329 Market St., Wheeling. Phone: Wheeling 1177. (For full listing see Wheeling, W. Va.)**TOLEDO**
(Lucas County)**WSPD-TV****LICENSEE:** Storer Bcstg. Co. Address: 136 Huron St. Postal Zone: 4. Phone: Fulton 6201.**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: Standard Electronics. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 557 ft.**EQUIPPED TO COLORCAST** network programs.**OPERATION:** Began July 1948. Hours, 8 a.m.-12:30 a.m.**AFFILIATION:** Tv Networks, ABC, DTN, CBS, NBC. Stations, Am, WSPD. Fm, WSPD-FM.

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

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey.**SERVICES:** One studio (45x30 ft.). Two RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two RCA film projectors. Four Golde 35mm slide projectors. News Services, INS, UP. Library, Lang-Worth.**PRINCIPAL STOCKHOLDERS:** See WGBS-TV Miami Fla.**EXECUTIVES:**

George B. Storer, pres.

Bill Stringfellow, ch. eng.

Allen L. Haid, vp. & mgng. dir.

Elaine Phillips, film buy.

Bill Ashworth, natl. sls. mgr.

Liz Wagner, prom. mgr.

Al Ruhfel, prog. dir.

Jim Uebelhart, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$850; minute spot (live) \$170, (film) \$170; ID \$85. ID Length 10 sec. Specifications 1/4 screen for station. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.**MARKET INFORMATION:** (Grade B, FCC Contour): Population, 1,425,000; Families in Area, 438,800; No. of Sets, 372,980; Retail Sales, \$1,727,326,000; Income per Family, \$4,948; Income per Capita, \$1,495.**WTOH-TV**

(Target Date, Unknown)

LICENSEE: Woodward Bcstg. Co. Address: 3315 Cadillac Tower, Detroit, Mich.**FACILITIES:** Ch. 79. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 87.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 420 ft.; Above ground 437 ft.**REPRESENTATIVES:** Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, George P. Adair Engineering Co.**PRINCIPAL STOCKHOLDERS:** Woodward Bcstg. Co. (Max Osnos, pres. and 93% owner) is also owner of WBID-TV Detroit. Mr. Osnos also owns 9% of WITI-TV Whitefish Bay (Milwaukee), Wis.**EXECUTIVES:**

Max Osnos, pres. & treas.

Jacob Kellman, vp. & sec.

YOUNGSTOWN
(Mahoning County)**WFMJ-TV****LICENSEE:** Vindicator Printing Co. Address: 101 W. Boardman St. Postal Zone: 3. Phone: Riverside 3-4121.**FACILITIES:** Ch. 21. Authorized Eff. Rad. Pow.: Visual 91.2 kw, Aural 45.7 kw. Operating Pow.: Visual 91.2 kw, Aural 45.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 1015 ft.**EQUIPPED TO COLORCAST** network programs.**OPERATION:** Began March 8, 1953. Hours, 7 a.m.-1 a.m. (Mon.-Fri.), 9:45 a.m.-12:45 a.m. (Sat.), 12:15 p.m.-midnight (Sun.).**AFFILIATION:** Tv Network, NBC. Station, Am, WFMJ.**REPRESENTATIVES:** Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.**SERVICES:** One studio (30x50 ft.). Four RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Manual film processing unit. Mobile camera equipment. News Services, AP, UP. Library, Thesaurus.**PRINCIPAL STOCKHOLDERS:** Licensee publishes Youngstown Vindicator. William O. Brown (12/15%); William F. Maag Jr. (18 1/6%); William J. Brown (10 1/3%); Alma M. Brown (12 5/6%); Elizabeth M. Brown (10 1/3%); and others.**EXECUTIVES:**

William F. Maag Jr., pres.

Frank A. Dieringer, ch. eng.

Mitchell F. Stanley, gen. mgr. & com. mgr.

Gene Barko, prom. mgr.

Warren S. Park, prog. dir. & film buy.

William Lindsay, news ed.

RATE INFORMATION: Class A one hour (live) \$386.50, (film) \$350; minute spot (live) \$81.25, (film) \$70; ID \$35. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 2.**MARKET INFORMATION:**

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	867,600	1,590,000	2,500,000
Families in Area	248,800	455,000	800,000
No. of Sets	162,500	212,000	400,000
Retail Sales	\$911,200,000	\$1,649,000,000	\$2,900,000,000
Income per Family	\$6,063		
Income per Capita	\$1,723		

How's The TV Picture In Zanesville, Ohio ?

WONDERFUL**

**In over 45,000 Southeastern Ohio homes WHIZ-TV presents the only clear, constant Class A Signal.

TREMENDOUS**

**Rating-wise, Pulse, March 1955 proves WHIZ-TV has a commanding lead in this rich, fast-growing industrial area. Of 193 quarter hours on the air, WHIZ-TV leads in 185. In three-fourths of these rated periods, WHIZ-TV ratings are higher than all competition combined. All this plus the top 15 weekly and top 10 multi-weekly programs.

FABULOUS**

**With all-network programming and plenty of programs from all networks. Monthly program schedules available on request.

DELIGHTFUL**

**When you check prices and availabilities. For a change your cost per thousand drops 'way down. John E. Pearson has the complete story.

CHANNEL 18

whiz-TV

NBC • CBS • DU MONT • ABC

OHIO

YOUNGSTOWN (Cont.)

WKBN-TV

LICENSEE: WKBN Bcstg. Corp. Address: 3930 Sunset Blvd. Postal Zone: 1. Phone: Sterling 2-1145.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50 kw. Operating Pow.: Visual 93.3 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 539 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 11, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, WKBN. Fm, WKBN-FM.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Philip G. Loucks; Consulting Engineer, David L. Steel Sr.

SERVICES: Two studios (30x50 ft. and 20x28 ft.). Five RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two 2x2 in. slide projectors, Gray, Spindler & Sauppe. One RCA flying spot scanner. Two film processing units, Steinman and Micro Record. News Services, AP, INS, UP.

PRINCIPAL STOCKHOLDERS: Warren P. Williamson Jr., pres. (59.37%) and Forest City Pub. Co. (Cleveland Plain Dealer and News-WHK-AM-FM-TV Cleveland) (40.63%).

EXECUTIVES:

Warren P. Williamson Jr., pres. & gen. mgr.
J. L. Bowden, sta. dir. & film buy.
Paul Turner, prog. dir.

B. T. Wilkens, ch. eng.
Jim E. Smith, pub. rel. dir.
Gene Starn, news ed.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; Minute spot (live) \$70, (film) \$70; ID \$35. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Grade A (FCC Contour) Population, 779,500; Families in Area, 227,010; No. of Sets, 151,168; Retail Sales, \$837,818,000; Income per Family, \$5,554.

ZANESVILLE (Muskingum County)

WHIZ-TV

LICENSEE: Southeastern Ohio Television System. Address: Lind Arcade Bldg., N. Fifth St. Phone: 2-5431.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 74.1 kw, Aural 40.7 kw. Operating Pow.: Visual 14.8 kw, Aural 8.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 506 ft.

OPERATION: Began May 23, 1953. Hours, 4 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WHIZ.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (28x34 ft.). One RCA camera chain. One RCA film camera. Two Bolex 16mm film cameras. Two GPL 16mm film projectors. One Gray slide projector. One Micro Record automatic film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Zanesville Pub. Co. (Zanesville Times Recorder and Signal) (63%); Southeastern Ohio Bcstg. System (WHIZ) (20%); Ernest B. Graham (11%), Clarence A. Graham (6%). Zanesville Pub. Co. owns WTAP (TV) Parkersburg, W. Va.; 60% of WHIZ Zanesville.

EXECUTIVES:

Clay Littick, pres.
Allan H. Land, gen. mgr.
Nate Milder, com. mgr.
Reed Mellon, prog. dir.

William A. Hunt Sr., ch. eng.
Edward F. Fisher, film buy.
Naomi Lorton, prom. mgr.
Arthur Schreiber, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$18. ID Length 8 sec. Share screen. 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	141,600	137,293	278,893
Families in Area	47,656	37,750	85,406
No. of Sets	30,000	15,000	45,000
Retail Sales	\$126,477,000	\$107,814,000	\$234,291,000
Income per Family	\$3,783	\$3,783	\$3,783
Income per Capita	\$1,137	\$1,137	\$1,137

Market information in station listings is furnished by station and any inquiries should be directed to that 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 YOUNGSTOWN, OHIO

the
YOUNGSTOWN
television
audience

AN ARB METROPOLITAN AREA REPORT

NOVEMBER, 1954

A **TELEPULSE**
REPORT

YOUNGSTOWN METROPOLITAN AREA

Vol. 115

No. 1

YOUNGSTOWN, OHIO
October, 1954

**ALL
AGREE!
IT'S
WKBN
TV**

TV Hooperatings

Hooper: 18 of the first 26 top-rated programs
(Oct. 1954)

ARB: 17 of the first 25 top-rated programs
(Nov. 1954)

Pulse: 22 of the first 26 top-rated programs
(March, 1955)

WEEKLY QUARTER HOUR FIRSTS

Hooper: WKBN-TV has 363 of 451 Weekly Quarter Hour Firsts

ARB: WKBN-TV has 312 of 466 Weekly Quarter Hour Firsts

Pulse: WKBN-TV has 406 of 444 Weekly Quarter Hour Firsts

★ 152,000 Sets Equipped to
Receive Channel 27

★ CBS—ABC—DuMont—and
top local programs

★ 178,000 Watts—Equipped
for Network Color

★ Represented Nationally by
Paul H. Raymer Co.

WKBN-TV Ch. 27 YOUNGSTOWN, OHIO'S
TELEVISION PIONEER
SERVING A "MUST-BUY" MARKET!

OKLAHOMA MARKET INDICATORS

Total Population, July 1, 1954.....	2,268,000
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, March 1955.....	534,300
Employed in Agriculture, 1950.....	154,796
Employed in Mining, March 1955.....	48,200
Employed in Manufacturing, March 1955.....	86,600
Employed in Construction, March 1955.....	29,500
Employed in Transportation & Public Utilities, March 1955.....	48,700
Employed in Wholesale & Retail Trade, March 1955...	129,600
Employed in Finance, Insurance & Real Estate, March 1955.....	20,500
Employed in Service and Miscellaneous, March 1955...	54,400
Employed in Government Service, March 1955.....	116,800
Retail Sales, 1954.....	\$ 2,025,728,000
Bank Assets, Jan. 1, 1955.....	\$ 2,323,311,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,142,813,000
Major Income Sources, 1953: Agriculture 8.2%; Government 22.8%; Manufacturing Payrolls 11%; Trade and Service 25.7%.	
Total Income Payments, 1953.....	\$ 2,986,000,000
Per Capita Income, 1953.....	\$ 1,327
Total Internal Revenue Collections, 1954.....	\$ 632,987,000
Average Weekly Earnings Manufacturing Workers, March, 1955.....	\$ 71.28
Cash Receipts from Farm Marketing, 1954.....	\$ 527,911,000
Government Payments to Farmers, 1954.....	\$ 6,211,000
Value of Mineral Production, 1951.....	\$ 607,486,000
New Public Construction in 1952.....	\$ 166,400,000
Motor Vehicle Registration, 1954.....	963,423
Number of Telephones, Jan. 1, 1955.....	672,600
Number of Electrical Connections, Jan. 1, 1955.....	738,847
Number of Gas Utilities Connections, 1953.....	499,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

OKLAHOMA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS)	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
Adair	14,918	\$ 5,243	\$ 1,507	\$ 282	640	16%
Alfalfa	10,699	7,662	1,898	424	910	28%
Atoka	14,269	6,280	1,833	58	460	13%
Beaver	7,411	3,920	896	45		
Beckham	21,627	20,658	4,817	612	890	12%
Blaine	15,049	10,678	2,399	375	2,160	49%
Bryan	28,999	19,622	4,697	456	1,070	13%
Caddo	34,913	23,108	5,717	784	4,500	44%
Canadian	25,644	19,328	4,468	707	3,700	48%
Carter	36,455	40,262	9,634	1,643	2,080	17%
Cherokee	18,989	8,673	2,779	319	780	16%
Choctaw	20,405	9,052	3,167	255	620	12%
Cimarron	4,589	3,775	687	39		
Cleveland	41,443	26,927	7,750	1,393	6,530	57%
Coal	8,056	3,065	1,042	52	220	13%
Comanche	55,165	62,967	12,886	1,678	10,350	58%
Cotton	10,180	6,898	1,443	185	870	30%
Craig	18,263	11,265	2,409	351	2,730	57%
Creek	43,143	32,582	8,559	1,115	6,640	52%
Custer	21,097	17,895	3,672	618	1,840	28%
Delaware	14,734	4,287	1,418	149	1,310	32%
Dewey	8,789	4,405	1,099	197	700	28%
Ellis	7,326	4,218	1,049	124	320	14%
Garfield	52,820	65,385	10,651	2,418	8,710	49%
Garvin	29,500	23,333	5,332	740	3,650	41%
Grady	34,872	26,566	5,958	937	4,920	46%
Grant	10,461	6,837	1,619	300	870	28%
Greer	11,749	6,653	2,005	225	370	11%
Harmon	8,079	4,737	980	159	250	11%
Harper	5,977	4,284	831	165	250	14%
Haskell	13,313	5,529	1,078	88		
Hughes	20,664	12,361	3,476	427	1,180	21%
Jackson	20,082	17,248	3,644	516	690	11%
Jefferson	11,122	6,979	1,830	258	930	30%
Johnston	10,608	3,378	1,435	171	360	13%
Kay	48,892	53,040	12,528	2,399	6,410	39%
Kingfisher	12,860	12,625	2,320	425	1,960	49%
Kiowa	18,926	14,737	2,914	623	1,980	35%
Lotimer	9,690	3,641	1,104	115		
Le Flore	35,276	16,832	4,877	446		
Lincoln	22,102	16,797	4,522	464	2,340	36%
Logan	22,170	14,483	3,550	483	2,430	36%
Love	2,566	3,258	1,021	128	290	17%
McClain	14,681	8,525	2,559	360	1,720	42%
McCurtain	31,588	12,311	4,554	372	930	11%
McIntosh	17,829	8,181	2,207	268	900	21%
Major	10,279	6,125	1,221	132	900	28%
Marshall	8,177	4,523	1,292	185	300	13%
Mayes	19,743	13,327	3,435	362	3,180	57%
Murray	10,775	8,606	1,362	317	1,550	47%
Muskogee	65,573	46,622	10,317	2,029	8,890	44%
Noble	12,156	10,628	2,431	253	1,860	49%
Nowata	12,734	9,118	2,183	238	2,210	57%
Okfuskee	16,948	8,086	2,057	236	1,460	34%
Oklahoma	325,352	422,377	80,435	15,491	79,440	68%
Okmulgee	44,561	32,188	8,454	995	4,570	34%
Osage	33,071	20,614	5,667	784	5,200	52%

County	Population 1950	Retail Sales			(CBS)	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
Ottawa	32,218	24,601	6,679	786	3,190	32%
Pawnee	13,616	7,877	2,231	321	2,130	52%
Payne	46,430	39,810	10,204	1,269	5,710	41%
Pittsburg	41,031	34,376	8,966	1,246	2,750	24%
Pontotoc	30,875	29,104	5,858	857	4,180	47%
Pottawatomie	43,517	39,485	8,514	1,627	3,630	28%
Pushmataha	12,001	5,202	1,871	183	380	12%
Roger Mills	7,395	2,476	601	57	590	28%
Rogers	19,532	12,706	3,524	411	3,240	56%
Seminole	40,672	28,956	6,595	1,168	3,910	37%
Sequoyah	19,773	6,379	1,802	224	830	17%
Stephens	34,071	42,220	10,651	1,333	3,900	34%
Texas	14,235	16,719	3,278	647		
Tillman	17,598	15,088	3,433	534	1,480	30%
Tulsa	251,686	356,893	74,402	11,522	65,670	75%
Wagoner	16,741	7,954	2,242	340	1,890	44%
Washington	32,880	38,708	9,473	1,584	5,050	46%
Washita	17,657	9,665	1,967	335	1,720	35%
Woods	14,526	13,199	2,107	437	720	15%
Woodward	14,383	11,608	2,588	444	570	14%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ADA (Pontotoc County)

KTEN (TV)

LICENSEE: Eastern Oklahoma Television Co. Address: P. O. Box 10. Phone: 1010. FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 141 kw. Operating Pow.: Visual 251 kw, Aural 141 kw. Transmitter: RCA. Antenna Height: Above average terrain 760 ft.; Above ground 725 ft. EQUIPPED TO COLORCAST network programs. OPERATION: Began May 3, 1954. Hours, 2 p.m.-midnight. AFFILIATION: Tv Network, ABC. Stations, Am, KADA. REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer Vandivere, Cohen & Wear. SERVICES: One studio (54x54 ft.). Two RCA camera chains. One TSC rear screen PRINCIPAL STOCKHOLDERS: Bill Hoover, vp. & gen. mgr. (42.92%); Brown Morris, sec.-treas. (42.9%); and others. Interlocking ownership with KADA Ada and KWSH Seminole. projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library World.

EXECUTIVES:

Dr. C. C. Morris, pres. Nadine Wheeler, prog. dir.
Bill Hoover, vp., gen. mgr. & Fred Smith, ch. eng.
film buy. Jack Hoover, prom. mgr.
Brown Morris, sec.-treas., sta. mgr. George Miller Jr., news ed.
& film buy.

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 10 sec. Specifications upper right corner shared. 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	186,075	519,580	1,059,050
Families in area	54,365	156,410	323,955
No. of Sets	30,000	80,000	180,000
Retail Sales	\$157,188,000	\$473,632,000	\$997,711,000

ARDMORE

(Carter County)

KVSO-TV

(Target Date, Fall, 1955)

LICENSEE: John F. Easley. Address: 114 N. Washington. Phone: 2200. FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 640 ft.; Above ground 355 ft.

OPERATION: Hours, 7 a.m.-10:30 p.m.

AFFILIATION: Stations, Am, KVSO.

REPRESENTATIVES: Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. Two GE camera chains. GE film camera, film projector, slide projector.

PRINCIPAL STOCKHOLDER: Mr. Easley is publisher of Daily Ardmoreite.

EXECUTIVES:

John F. Easley, pres. William E. Kolb, ch. eng.
John Easley Riesen, gen. mgr.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	189,700	107,400	297,100
Families in area	59,230	32,650	91,880

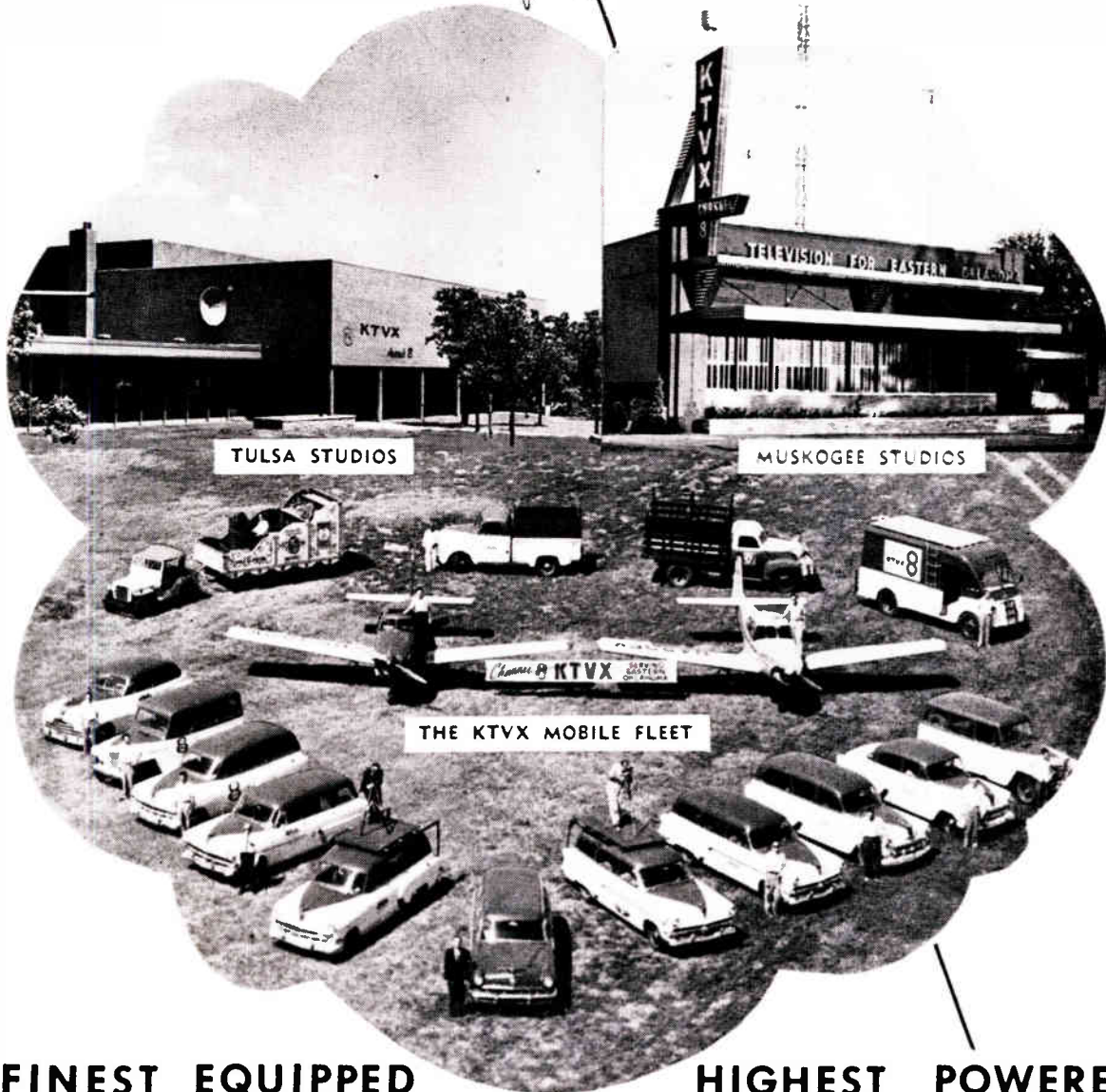
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This is

Channel



KTVX

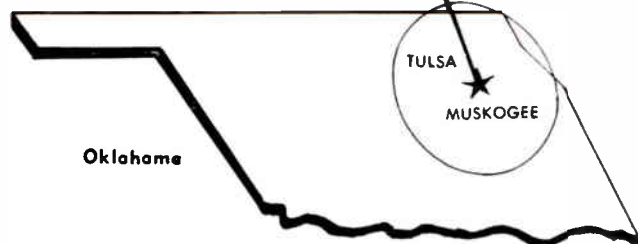


FINEST EQUIPPED

BEST LOCATED

HIGHEST POWERED

- To serve the BILLION-DOLLAR TV Market of Eastern Oklahoma — Western Arkansas!
- STUDIOS in MUSKOGEE and TULSA!
- 316,000 WATTS — SOLID AREA COVERAGE!
- TOPS in NEWS, WEATHER & SPORTS— Plus "MILLION DOLLAR MOVIES" & ABC-TV!



EASTERN OKLAHOMA'S MOST POWERFUL TV STATION

Owned and Operated by
TULSA BROADCASTING COMPANY

Studios — 720 Eastside Blvd., Muskogee — Lookout Mountain, Tulsa
L. A. BLUST, JR., Vice Pres.-Gen. Mgr. — BEN HOLMES, Nat'l Sales Mgr.
P. O. Box 9697, Tulsa, Okla.

AVERY KNODEL, INC. — National Representative
Affiliated with KTUL, Tulsa and KFPW, Fort Smith, Ark.

ENID
(Garfield County)

KGEO-TV

LICENSEE: Streets Electronics Inc. Address: 206 E. Randolph. Phone: Adams 4-5000.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 816 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Aug. 1, 1954. Hours, 1-11:30 p.m.
AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (40x75 ft. and 30x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. One Houston-Fearless film processing unit. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: P. R. Banta, pres. (21.3%); Bruce E. Wallace, vp. (10.37%); George Streets, sec. (20.01%); Walter P. Scheffe, treas. (4.39%); L. D. Banta (20.33%); James Cummins (10.37%) and Ed McGivney (5.98%). Enid Radiophone Co. (KCRC Enid) has option to buy 20%.

EXECUTIVES:

Phil Banta, pres.	Marilyn Ellis, prog. dir.
George Streets, gen. mgr. & film buy.	Wm. B. Teitzel, ch. eng.
Tom Belcher, com. mgr.	Casey Cohlma, prom. mgr.
	Ernie Schultz, news ed.

RATE INFORMATION: Class A one hour (live) \$270, (film) \$225; minute spot (live) \$36.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. or Telop. Share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	118,030	548,170	695,540
Families in area	36,100	171,105	215,685
No. of Sets	22,095	104,623	130,354
Retail Sales	\$125,786,500	\$575,662,800	\$726,271,650
Income per Family	\$3,897	\$4,134	\$4,082

LAWTON
(Comanche County)

KSWO-TV

LICENSEE: Oklahoma Quality Bcstg. Co. Address: P. O. Box 1385. Phone: 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: RCA. Antenna Make: RCA. Height average terrain 540 ft.; Above ground 520 ft.

OPERATION: Began March 8, 1953. Hours, 3 p.m.-midnight.
AFFILIATION: Tv Network, ABC, DTN. Station, Am, KSWO.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, William Buford.

SERVICES: One studio (20x40 ft.). Two GE camera chains. One RCA film camera. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. (Houston-Fearless film processing unit available.) News Services, INS, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: R. H. Drewry (53.5%); T. R. Warkentin (15.5%); J. R. Montgomery (15.5%) and R. P. Scott (15.5%). Partnership owns KMID-TV Midland, Tex. and 90% of KRHD Duncan, Okla.

EXECUTIVES:

R. H. Drewry, principal ptrn.	Paul N. Goode, comp. & film buy.
Ross Baker, gen. mgr.	Wretha Barnhart, prom. mgr.
Lyle Gaston, prog. dir.	Tom Gilmore, news ed.
Willard Cochran, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$180, (film) \$150; minute spot (live) \$36, (film) \$30; ID \$15. ID Length 8 sec. Share screen. 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	99,500	246,700	355,000
Families in area	35,450	87,650	117,450
No. of Sets	24,460	36,018	66,520
Retail Sales	\$80,410,000	\$265,129,000	\$395,820,000

MUSKOGEE
(Muskogee County)

KTVX (TV) (TULSA)

LICENSEE: Tulsa Bcstg. Co. Address: 720 Eastside Blvd., Muskogee. Business office: P. O. Box 9697, Tulsa. Phone: (Muskogee) Murray 7-4447; (Tulsa) Hickory 6-6185.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,020 ft.; Above ground 719 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 18 1954. Hours, 1:45 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KTUL, Tulsa.

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

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

SERVICES: Three studios (one in Muskogee—45x48 ft.; two in Tulsa—40x60 ft.). Five camera chains, three RCA, two GE. One Bodde rear screen projector. Two film cameras, RCA, GE. Two film projectors, RCA, GE. Two slide projectors, RCA, GE. One scanner. One opaque projector. One Houston-Fearless film processing unit. Two-camera mobile unit and two mobile field units. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: John T. Griffin, pres. (56.5%); James C. Leake, vp. (3.61%); Marjory Griffin Leake (39.45%); Bryan Cole (.212%) and Bryan Mathes (.212%). Same interests own KATV (TV) Pine Bluff, Ark.; KWTV (TV) Oklahoma City (50%); KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

EXECUTIVES:

John T. Griffin, pres.	Ben Holmes, natl. sls. mgr.
James C. Leake, exec. vp.	Robert E. Snider, eng. sup.
L. A. Blust Jr., vp. & gen. mgr.	Lou's W. Brown, ch. eng.
Ben January, sta. mgr.	George Ketcham, prom. dir.
William D. Swanson, loc. & reg. sls. mgr.	Ted Cramer, film buy.
	Jack Morris, news dir.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$87.50, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total, Including Fringe Area), Population, 1,022,433; Families in Area, 317,597; Retail Sales, \$1,028,856,000; Total Spendable Income, \$1,358,302,000.

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: RCA. Antenna Make: RCA. Height: Above average terrain 1,450 ft.; Above ground 1,572 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

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. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 960 ft.; Above ground 971 ft.

OPERATION: Began Nov. 22, 1953.

REPRESENTATIVES: Washington Attorney, William Howard Payne; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: R. L. Barton, pres.; Everett E. Cotter, trustee and receiver.

EXECUTIVES:

Everett E. Cotter, trustee & receiver.	R. Lewis Barton, vp.
Byrne Ross, pres.	Lester E. Johnson, sec.-treas.

†KMPT (TV) has suspended operations but has not returned its CP.

KTVQ (TV)

LICENSEE: Republic Television & Radio Co. Address: 1901 Classen. Phone: Jackson 5-1561.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Operating Pow.: Visual 275 kw, Aural 141 kw. Transmitter: GE. Antenna Height: Above average terrain 460 ft.; Above ground 500 ft.

OPERATION: Began Nov. 1, 1953. Hours, 4-10:30 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Vandivere, Cohen & Wear.

SERVICES: One studio (60x60 ft.). Two GE studio camera chairs, two DuMont cameras for GE remote chains. One GE film camera. Two GE 16mm film projectors. Two 2x2 in. slide projectors. Remote equipment. Affiliated with Nat'l Affiliated Tv Stations Inc. News Service AP. Library, NTA film.

PRINCIPAL STOCKHOLDERS: Duke Duvall and John Esau, trustees. Under reorganization plan, will be owned 100% by creditor E. A. (Jack) Farris and operated by National Affiliated Tv Stations.

EXECUTIVES:

E. A. Fariss, pres.	Josh Scott, news ed.
R. M. Lester, gen. mgr.	Robert L. Hoskinson, dir., adv. & pub. rel.
Dick Kirchner, prog. dir.	
Buddy Myers, film buy.	

RATE INFORMATION: Class A one hour (live) \$225, (film) \$225; minute spot (live) \$45; ID \$22.50. ID Length 10 sec. Frequency discounts.

KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: 7401 N. Lincoln Blvd. Postal Zone: 14. Phone: Victor 3-6641.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,520 ft.; Above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

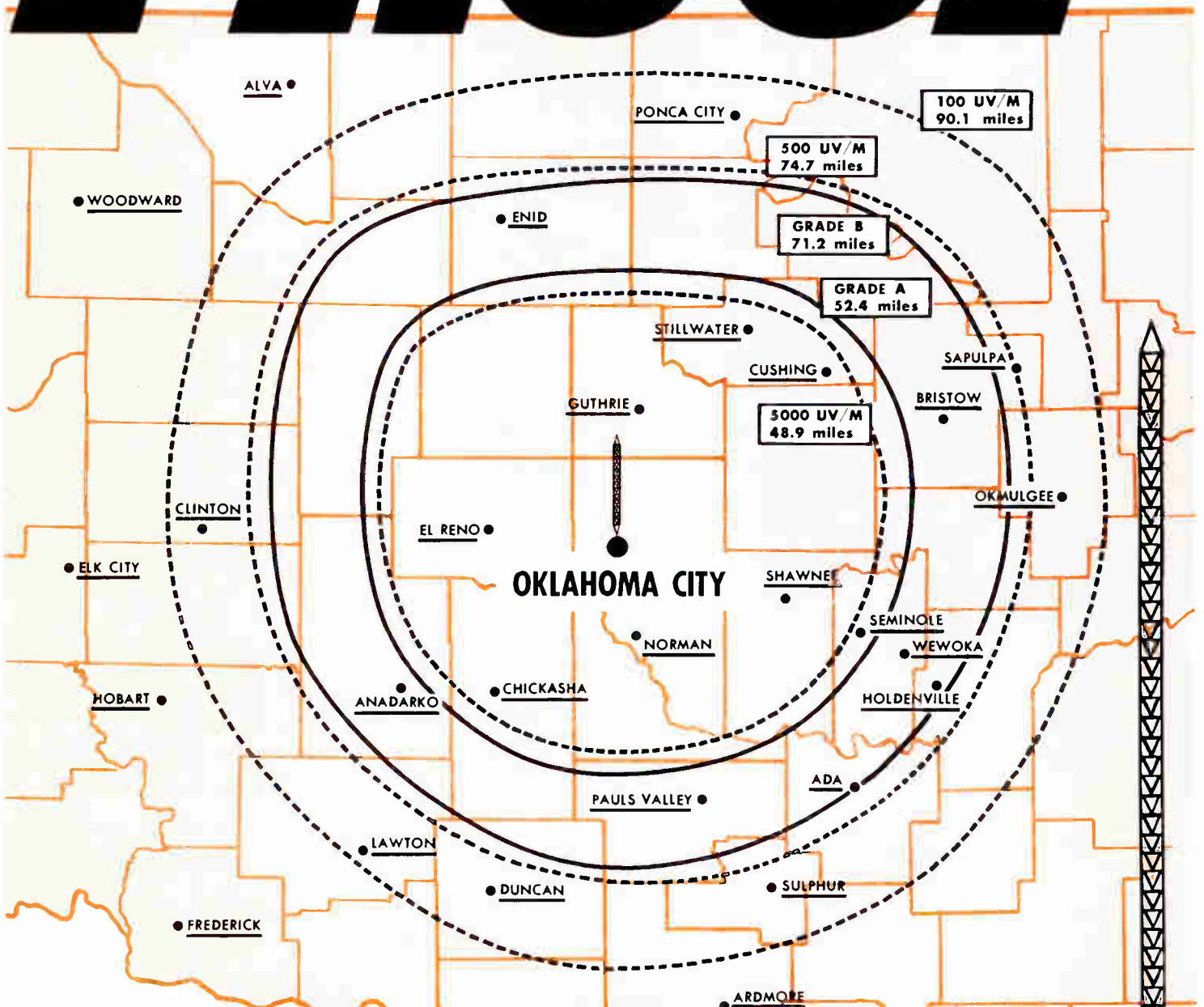
OPERATION: Began Dec. 20, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station, Am, KOMA.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

SERVICES: One studio (55x80 ft.). Three RCA camera chains. Three RCA film cameras. Three RCA film projectors. Two RCA slide projectors, one Gray Telop slide and opaque projector. Houston-Fearless film processing unit. Two field camera chains. News Service, UP. Library, Sterline-Lakeside-Fleetwood.

PROOF



... That KWTV is OKLAHOMA'S No. 1 TV STATION!

Greater coverage than any other Oklahoma television station!



CBS TELEVISION NETWORK

EDGAR T. BELL, Executive Vice-President
FRED L. VANCE, Sales Manager

REPRESENTED BY AVERY-KNODEL, INC.

316,000 WATTS POWER • 1572 FT. TOWER • WORLD'S TALLEST MAN-MADE STRUCTURE

OKLAHOMA CITY (Cont.)

KWTV (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Roy J. Turner, pres. (12.5%); Luther T. Dulaney, vp. (12.5%); F. E. Harper, vp. (12.5%); Video Independent Theatres Inc. (11.9%) and KOMA Inc. (KOMA Oklahoma City) (50%). KOMA interests (John T. Griffin) own KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KTVX (TV) Muskogee and KFPW-AM-FM 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.	Monrez Tjaden, prom. mgr.
Fred L. Vance, com. mgr.	Bruce Palmer, news ed.
W. Perry Dickey, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$870, (film) \$750; minute spot (live) \$174, (film) \$150; ID \$75. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 4.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	667,900	911,400	1,394,800*
Families in Area	210,810	285,560	425,030
No. of Sets	182,000	236,600	317,000
Retail Sales	\$720,556,000	\$966,685,000	\$1,407,177,000
Income per Family	\$3,961	\$3,647	\$3,705
Income per Capita	\$1,164	\$1,123	\$1,093

WKY-TV

LICENSEE: WKY Radiophone Co. Address: 500 E. Britton Rd. Postal Zone: 14. Phone: Trinity 8-2161.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operat. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 961 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began June 6, 1949.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WKY.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, A. D. Ring.

SERVICES: Two studios (39x58 ft.). Seven RCA camera chains, five b&w, two color. Three film cameras, two b&w, one color. Six film projectors. Six slide projectors. One RCA scanner. One Houston-Fearless film processing unit. One mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Oklahoma Publishing Co. (Oklahoma City Oklahoman and Times, Farmer-Stockman). Licensee also owns WSFA-AM-TV Montgomery, Ala. E. K. Gaylord, pres; P. A. Sugg, exec. vp.; Hoyt Andres, vp.

EXECUTIVES:

E. K. Gaylord, pres.	Robert Olson, tv opr. dir. & film buy.
P. A. Sugg, mgr.	H. J. Lovell, ch. eng.
Eugene B. Dodson, asst. mgr.	Wally Kinnan, pub. rel. dir.
John Haberlan, natl. com. mgr.	Grant Foster, news ed.
Art Garretson, loc. com. mgr.	

RATE INFORMATION: Class AA one hour \$800; 20-sec. spot \$175; ID \$88. Frequency discounts. Rate Card No. 8.

TULSA
(Tulsa County)

KCEB (TV)†

LICENSEE: Elfred 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: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 494 ft.

OPERATION: Began March 13, 1954.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

EXECUTIVES: Elfred Beck, pres. & ch. own.

† KCEB (TV) has suspended operation but has not returned its CP.

KOED-TV*

(Target Date, Unknown)
(*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: RCA. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,133 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. 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.

FURY
starring "Fury"—a jet-black stallion, and
Bobby Diamond
Peter Graves
Ann Robinson

Another winner!

from the portfolio of **TPA** Sales Builders

Mark this one as the next great juvenile fad!

It's the story of a city boy and a wild horse. Eleven-year-old Bobby Diamond is the boy; "Fury," an untamed black stallion, is the horse—the greatest trick horse in Hollywood. Together, they make a team that will send the youngsters dreaming of a free life on a wide-open range, with a horse that's almost human in its understanding.

Peter Graves plays the ranch owner who takes the boy under his roof. Ann Robinson is the eye-filling girl friend.

Benton & Bowles grabbed this one for General Foods as soon as they saw the audition print. It will be seen Saturday mornings on the NBC-TV Network, beginning mid-October.

This program is another example of TPA's proved ability to develop unique, quality, winning programs. While "Fury" has already posted the SRO sign, we have others which can do a great job for you.

Call TPA for market availabilities on audience-winning, sales building television programs.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

IN OKLAHOMA . . .

*only WKY-TV offers you so much
for your TV dollar!*

NOW IN 7th YEAR OF SERVICE

as Oklahoma's 1st television station, WKY-TV early established the leadership which it now holds . . . years ahead in technical and production "know-how" in black and white TV . . . and now leading the nation in accumulated COLOR TV experience, having telecast a daily schedule of color since April 26, 1954 .

TOPS IN PENETRATION

Pulse, Inc., reports that . . . in addition to having ALL of the TOP 15 major once-a-week shows . . . WKY-TV originates the TOP 10 multi-weekly shows and has a WEEK 'ROUND 70% SHARE OF THE AUDIENCE, in a 29 county survey of Oklahoma TV preference.

AUDIENCE LOYALTY

Oklahomans have looked to WKY Radio for the tops in entertainment and information for over 35 years . . . to WKY-TV for over 6 years, during 4 years of which WKY-TV was "television" to a large segment of Oklahoma. Recent audience surveys, by Pulse, Hooper and A.R.B., confirm this loyalty.

MAXIMUM COVERAGE

with low-band VHF maximum power of 100,000 watts effective radiated power, WKY-TV is now serving, better than ever before, a 50-county area* of Oklahoma.

**Based on FCC standards for primary, secondary and tertiary services areas plus those additional counties from which mail is received on a regular basis, and in which newspapers regularly publish the WKY-TV program log.*



To SELL your product BEST in Oklahoma . . .
**SHOW it on Oklahoma's
Leading TV Station ***



Channel 4
WKY-TV NBC ABC
OKLAHOMA CITY

*SOURCE: Any and every single Hooper, Pulse and A.R.B. in the past 6 years . . . areo, metropolitan, recall, diary and coincidental. Check ANY TV rating of Oklahoma and it bears out WKY-TV's continuing dominance. For the latest, call your Katz Representative.

Owned and operated by THE OKLAHOMA PUBLISHING COMPANY: The Daily Oklahoman, Oklahomo City Times, The Farmer-Stockman, WKY, WSFA, WSFA-TV . . . Represented by THE KATZ AGENCY.

TULSA (Cont.)

KOTV (TV)

LICENSEE: KOTV Inc. Address: 302 S. Frankfort. Postal Zone: 20. Phone: 2-9233.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,330 ft. Above ground 1,133 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1949. Hours, 6:40-12:15 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Edward Petry & Co. Washington Attorney, Haley, Doty & Wollenberg Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (112x50 ft.). Two RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two RCA film projectors. Two slide projectors. One 3x4 in. opaque projector. Two-camera mobile equipment. News Service, UP. Library, Columbia Record Library, Paxton.

PRINCIPAL STOCKHOLDERS: J. H. Whitney & Co. (100%).

EXECUTIVES:

C. Wrede Petersmeyer, pres. & gen. mgr.
 James C. Richdale Jr., com. mgr.
 Dick Campbell, opr. dir. & film buy.
 LaVoy Hooker, acting ch. eng.
 Robert V. Freeland, prom. mgr.
 Cy Tuma, news ed.

RATE INFORMATION: Class AA one hour (live) \$750, (film) \$750; minute spot (live) \$175, (film) \$175. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 15% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	403,420	842,715	1,242,090
Families in Area	127,340	260,765	393,000
No. of Sets	113,333	174,713	281,558*
Retail Sales	\$441,884,700	\$772,295,200	\$1,852,612,050
Income per Family	\$6,666		

* Excludes Oklahoma County.

KSPG (TV)

(Target Date, Unknown)

LICENSEE: Arthur R. Olson. Address: P.O. Box 2680.

FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 117 kw. Transmitter: Make: GE. Antenna Make: GE. Height: Above average terrain 860 ft. Above ground 651 ft.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George P. Adair.

KTVX-TV (MUSKOGEE)

LICENSEE: Tulsa Bcstg. Co. Address: P. O. Box 9697, Tulsa; Muskogee: 720 East-side Blvd. (For full listing see Muskogee.)

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



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.



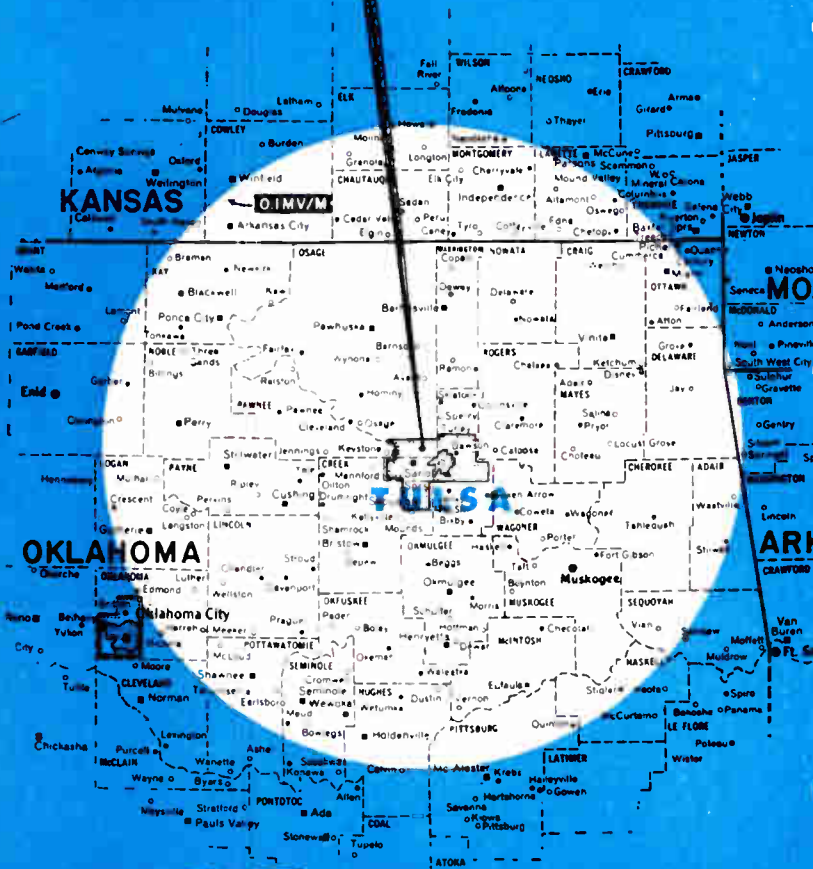
Television Programs of America, Inc.

New York City: 477 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

KOTV channel 6 TULSA

TOP MARKET

Best Buy...



- **COVERAGE** — 0.1MV/M signal* covers 24,000 square miles, 1,116,790 people, 345,000 families (excluding Oklahoma county) spending better than a billion dollars annually on retail purchases . . . greater market coverage than any other station in Oklahoma. *(A. Earl Cullum, Jr., Consulting Engineers.)
- **VIEWING HABITS** — **FIVE-YEAR** lead over any other station in Eastern Oklahoma.
- **NETWORK AFFILIATION** — a CBS Basic Affiliate.
- **TECHNICAL FACILITIES** — **Maximum** power of 100,000 watts; tower 1,135 feet above ground, 1,328 feet above average terrain.
- **MARKET** — Oil rich Tulsa ranks* **7th** in consumer spendable income per family (\$6,666), **6th** in percent increase in retail sales since 1948, and **11th** in percent increase in population since 1950, in a survey of America's 57 largest cities. *(Sales Management.)
- **RATINGS** — Consistently highest ratings (ARB and Telepulse).



CBS Basic Affiliate

KOTV, Inc.
Represented by

Edward Petry & Co., Inc.

TULSA (Cont.)

KVOO-TV

LICENSEE: Central Plains Enterprises Inc. Address: 311 S. Denver. Phone: Luther 4-7204.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: GE. Antenna Height: Above average terrain 1,330 ft.; Above ground 1,176 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 5, 1954. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Station, Am, KVOO.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Doerner, Rinehart, Stuart & Clammer; Consulting Engineer, Jansky & Bailey.

SERVICES: One temporary studio (30x40 ft.). Two GE camera chains. One Trans-Lux rear screen projector. One GE film camera. Two GE 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector. News Services, UP, INS.

PRINCIPAL STOCKHOLDERS: Southwestern Sales Corp. (William Skelley, pres. and majority stockholder (38.88%); Dean A. McGee, chmn. (7.4%); Sen. Robert S. Kerr, vp. (13.1%); Grayce B. Kerr (14.8%); T. M. Kerr (6.9%); Harold C. Stuart, vp.-asst. sec. (12%). Southwestern Sales owns KVOO Tulsa. Messrs. McGee and Kerr own WEEK-AM-TV Peoria, Ill.

EXECUTIVES:

W. G. Skelley, pres. John M. Bushnell Jr., ch. eng.
C. B. Akers, gen. mgr. Wayne Taylor, film buy.
John Devine, com. mgr. & prom. mgr. Ken Miller, news ed.
Bill Sadler, prog. dir.

RATE INFORMATION: Class AA one hour (live) \$840, (film) \$700; minute spot (live) \$180, (film) \$150; ID \$75. ID Length 8 sec. Specifications 2x2 in. slide. Full and share screen. Frequency discounts from 3% 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	310,000	560,000	1,435,000
Families in Area	77,991	430,655
No. of Sets	248,000
Retail Sales	\$424,070,000	\$1,486,520,000
Income per Capita	\$1,061.40

OREGON

OREGON MARKET INDICATORS

Total Population, July 1, 1954.....	1,639,000
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, March 1955.....	440,000
Employed in Agriculture, 1950.....	69,823
Employed in Mining, March 1955.....	1,200
Employed in Manufacturing, March 1955.....	128,400
Employed in Construction, March 1955.....	19,300
Employed in Transportation & Public Utilities, March 1955.....	45,000
Employed in Wholesale & Retail Trade, March 1955.....	103,000
Employed in Finance, Insurance & Real Estate, March 1955.....	17,100
Employed in Service and Miscellaneous, March 1955.....	51,100
Employed in Government Service, March 1955.....	74,900
Retail Sales, 1954.....	\$ 2,040,082,000
Bank Assets, Jan. 1, 1955.....	\$ 1,922,162,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,767,692,000
Major Income Sources, 1953: Agriculture 6.5%; Government 15.9%; Manufacturing Payrolls 22.1%; Trade and Service 28%.	
Total Income Payments, 1953.....	\$ 2,762,000,000
Per Capita Income, 1953.....	\$ 1,724
Total Internal Revenue Collections, 1954.....	\$ 412,024,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 85.97
Cash Receipts from Farm Marketing, 1954.....	\$ 383,901,000
Government Payments to Farmers, 1954.....	\$ 5,108,000
Value of Mineral Production, 1951.....	\$ 28,402,000
Total New Construction in 1952.....	\$ 368,200,000
New Private Construction in 1952.....	\$ 218,000,000
New Public Construction in 1952.....	\$ 150,200,000
Motor Vehicle Registration, 1954.....	764,849
Number of Telephones, Jan. 1, 1955.....	536,600
Number of Electrical Connections, Jan. 1, 1955.....	563,942
Number of Gas Utilities Connections, 1953.....	96,300

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

OREGON MARKET DATA BY COUNTIES

County	Population	Retail Sales	Food Sales	Drug Sales	(CBS) TV Sets	(CBS) TV %
	1950	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954
Baker	16,175	\$17,666	\$ 3,826	\$ 508
Benton	31,570	31,846	7,164	625
Clackamas	86,716	65,204	17,347	1,871	8,400	27%
Clatsop	30,776	41,043	11,671	856	1,590	14%
Columbia	22,967	19,009	6,864	448	1,050	14%
Coos	42,265	61,985	15,909	1,349
Crook	8,991	8,599	2,500	266
Curry	6,048	6,473	2,070	182
Deschutes	21,812	36,361	7,579	782
Douglas	54,549	70,876	20,696	1,729
Gilliam	2,817	4,016	540	91
Grant	8,329	8,553	1,907	211
Harney	6,113	8,544	1,757	75
Hood River	12,740	14,538	4,002	300
Jackson	58,510	83,952	19,869	1,965	5,470	24%
Jefferson	5,536	6,224	1,161	100
Josephine	26,542	38,147	9,283	1,048
Klamath	42,150	62,491	13,365	1,635
Lake	6,649	9,909	1,994	418
Lane	125,776	162,674	38,621	3,515
Lincoln	21,308	24,573	7,565	415
Linn	54,317	74,069	17,684	1,362
Malheur	23,223	30,006	4,273	737
Marion	101,401	127,731	25,960	3,074	12,670	39%
Morrow	4,783	5,586	1,248	74
Mutnomah	471,537	773,511	167,487	16,208	83,330	48%
Polk	26,317	18,092	5,139	450
Sherman	2,271	2,455	467	32
Tillamook	18,606	22,868	6,507	690	1,120	17%
Umatilla	41,703	53,905	11,828	1,700
Union	17,962	20,798	4,449	742
Wallowa	7,264	7,102	1,728	266
Wasco	15,552	27,545	5,197	656	9,650	43%
Washington	61,269	55,113	16,063	1,268
Wheeler	3,313	1,777	289	33
Yamhill	33,484	36,841	8,726	832	1,910	17%

EUGENE

(Lane County)

KVAL-TV

LICENSEE: Eugene Television Inc. Address: Blanton Heights. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 397 ft.

OPERATION: Began April 15, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky.

SERVICES: One studio (27x31 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: C. H. Fisher and wife (33 1/3%); Robert P. Booth, Lee P. Bishop, Thomas Winn, W. D. Abel, Harvey S. Benson, Willis B. Shepard, C. Philip Tillman, William N. Russell, E. T. Gardner, J. Don Smith and Harry Thomas (6 2/3% each). Fishers also own KOER Pendleton, KHR Hood River and KDLS The Dalles, all Ore. Mr. Bishop and other stockholders own KORE Eugene, Ore. Licensee owns 50% of KPIC (TV) Roseburg, Ore.

EXECUTIVES:

Robert P. Booth, pres. Robert Anderson, prog. dir.
S. W. McCready, gen. mgr. & Alvin H. Barnard, ch. eng.
film buy. Phil George, news ed.
Glenn Nickell, com. mgr.

RATE INFORMATION: Class A one hour (live) \$262.50, (film) \$225; minute spot (live) \$58.50, (film) \$45; ID \$23. ID Length 8 sec. Full and share screen. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	202,346	339,257	555,861
Families in Area	61,900	106,200	168,400
No. of Sets	28,120	40,370
Income per Family	\$3,494	\$3,200	\$3,245
Income per Capita	\$1,100	\$1,065	\$ 980

KLAMATH FALLS

(Klamath County)

KFJI-TV

(Target Date, Fall 1955)

LICENSEE: KFJI Bcstrs. Inc. Address: P. O. Box 692. Phone: 2-2551.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft.; Above ground 229 ft.

AFFILIATION: Station, Am, KFJI.

REPRESENTATIVES: Sales, W. S. Grant Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Grant S. Feikert.

PRINCIPAL STOCKHOLDERS: W. D. Miller (100%), who owns 70% of KWIN Ashland, Ore.

EXECUTIVES:

W. D. Miller, pres. & treas.

Market information in station listings is furnished by station and any inquiries should be directed to that 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 OKLAHOMA SALES YOU need TULSA, TOO!

The TULSA
MARKET
is now
BIGGER
than MIAMI, OMAHA
SAN DIEGO or DENVER

(Source: Television Magazine research dep't)
Not only Bigger . . . but Better, too! In a survey of 57 largest cities, Tulsa ranks 7th in consumer spendable income per family (\$6,666.00)
6th in percent increase in retail sales since 1948
11th in percent increase in population since 1950
(Source: SRDS consumer markets)
Sound reasons why, for Oklahoma Sales, you need Tulsa Too . . .

CHANNEL



NOW! A new tower — 1330 feet above average terrain, and NEW POWER — 100,000 watts. Complete coverage of the "Magic Empire" — expanding Eastern Oklahoma! There's a good buy for you on Channel Two . . .

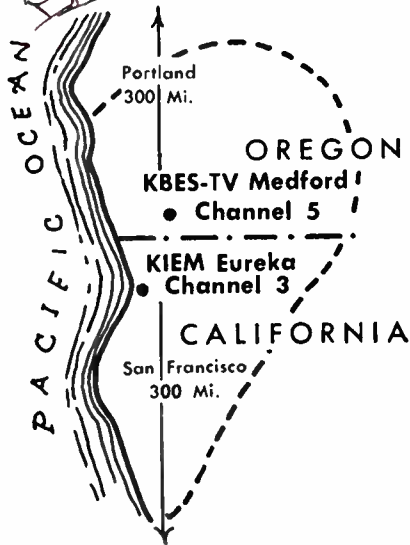
BASIC



KVVOO-TV

in OIL RICH—FARM RICH—TULSA, OKLAHOMA
for current availabilities call the offices of BLAIR

The CALIF.-ORE. TV TWINS



the Smullin TV Stations

KIEM CHANNEL 3
Eureka, Calif.
KBES CHANNEL 5
Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets
one billing

MARKET FACTS

POPULATION 316,413
FAMILIES 104,684
RETAIL SALES \$420,528,000
CONSUMER SPENDABLE INCOME \$467,743,000

"The Calif.-Ore. TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."



for CALIF.-ORE. TV TWINS
call DON TELFORD Mgr.
TWX Eureka 16

or ask **HOAG-BLAIR** national representatives

OREGON

MEDFORD (Jackson County)

KBES-TV

LICENSEE: California-Oregon TV Inc. Address: 2000 Crater Lake Hwy. 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: GE. Antenna Make: GE. Height: Above average terrain 430 ft.; Above ground 169 ft.

OPERATION: Began Aug. 1, 1953. Hours, 3:45-10:45 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney, Dempsey & Kopolovitz; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (40x40 ft.). Two GE camera chains. Two GE film cameras. Two GPL film projectors. Two slide projectors. News Service, AP.

PRINCIPAL STOCKHOLDERS: Amos Voorhies and family (50%); William B. Smullin (50%). They also own KOIN and KGPO (FM) Grants Pass, Ore. Mr. Smullin owns KIEM-AM-TV and KRED (FM) Eureka, Calif. Mr. Voorhies publishes Grants Pass Courier.

EXECUTIVES:

Wm. B. Smullin, mgng. owner.

RATE INFORMATION: Class A one hour (live) \$150 (film) \$150; minute spot (live) \$30 (film) \$30; ID \$15. ID Length 8 sec. Full and share screen. Frequency discounts. Rate Card No. 1.

PORTLAND

(Multnomah County)

KLOR (TV)

LICENSEE: Oregon Television Inc. Address: 915 N.E. Davis. Postal Zone: 14. Phone: Fillmore 9721.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 129 kw. Operating Pow.: Visual 229 kw, Aural 129 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,001 ft.; Above ground 280 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 9, 1955.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.

SERVICES: Two studios (60x45 ft. and 40x40 ft.). Three DuMont camera chains. One Bodde rear screen projector. Two DuMont 16mm film cameras. Two DuMont 16mm film projectors. Two DuMont slide projectors. DuMont scanner. DuMont opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Henry A. White, pres. (17.08%); Stephen E. Thompson, vp.-treas. (17.08%); Robert L. Sabin, sec. (6.67%); Julius L. Meier Jr. (23.75%); William A. Healy (17.08%); and others.

EXECUTIVES:

Henry A. White, pres.

S. John Schile, gen. mgr. & com. mgr.

Samuel R. Herrick, prog. dir.

Michael M. McMullen, ch. eng.

William R. Nutt, prom. mgr.

Sherman A. Washburn, news ed.

RATE INFORMATION: Class A one hour (live) \$650 (film) \$500; minute spot (live) \$130 (film) \$100; ID \$50. ID Length 8 sec. Specifications slide or opaque. Frequency discounts from 5% for 26 times up to 25% for 256 times. Rate Card No. 1.

KOIN-TV

LICENSEE: Mount Hood Radio & Television Bcstg. Corp. Address: 140 S. W. Columbia St. Postal Zone: 1. Phone: Capitol 8-6412.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,530 ft.; Above ground 708 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 29, 1953. Hours, 8-1 a.m.

AFFILIATION: Tv Network, CBS. Station, Am, KOIN. Fm, KOIN-FM.

REPRESENTATIVES: Sales, CBS Tv Spot Sales; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Page, Creutz, Garrison & Waldschmitt.

SERVICES: Three studios (63x64 ft., 33x37 ft. and 35x40 ft.). Four RCA camera chains. One Composite rear screen projector. Two RCA film cameras. Three GE film projectors. Two Spindler & Sauppe slide projectors. One GE Balop projector. (Mobile cameras available.) News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned 50% by Theodore R. Gamble and associates and 50% by Central New York Broadcasting Co. (WSYR Syracuse, N. Y.-Newhouse). Mr. Gamble also owns 40% of KCMJ Palm Springs, Calif.; 30% of KOMO-AM-TV Seattle, Wash. C. Howard Lane, a stockholder in the Gamble group, owns 32.75% of KFBI Wichita, Kan. For Newhouse interests see WSYR-TV Syracuse, N. Y.

EXECUTIVES:

Ted R. Gamble, pres. & film buy.

C. Howard Lane, mgng. dir.

John L. Palmer, natl. sls. mgr.

Frank H. Coffin, loc. sls. mgr.

Tea W. Cooke, prog. dir.

Louis S. Bookwalter, ch. eng.

Robert McGill, prom. mgr.

Tal Tripp, news ed.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$155, (film) \$140; ID \$70. ID Length 8 sec. Full and share screen.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	985,565	272,395	1,677,900
Families in Area	331,030	87,460	553,000
No. of Sets	266,000	21,400	340,000
Retail Sales	\$1,203,340,000	\$296,808,000	\$1,938,437,000
Effective Buying Income per Family	\$4,646	\$4,573	\$4,961
Effective Buying Income per Capita	\$1,509	\$1,466	\$1,635

KOIN-TV

"HIGH MAN on the
TOTEM POLE"

in the Portland, Oregon Market

TOP COVERAGE

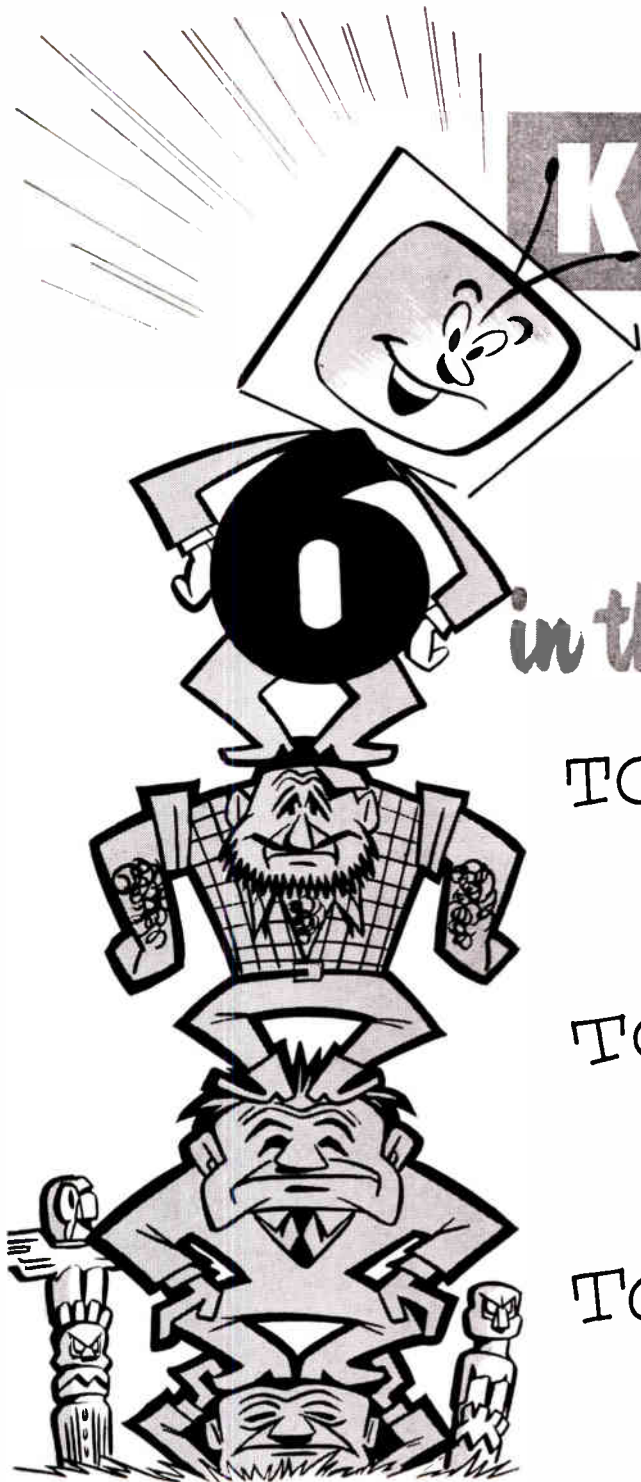
Exclusive coverage of the full 30-county
Portland Market with KOIN-TV's highest
tower, maximum power.

TOP RATINGS....

Consistent leadership in every Portland
ARB report. More top shows—weekly,
multiweekly are on KOIN-TV.

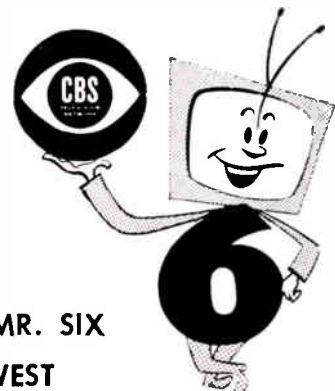
TOP VALUE....

Lowest cost per viewer any way you
figure it . . . in coverage, in audience
delivered morning, afternoon, night.



KOIN-TV
CHANNEL 6
PORTLAND, OREGON

THE **BIG** MR. SIX
IN THE WEST



REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

PORTLAND (Cont.)

KPTV (TV)

LICENSEE: Empire Coil Co., subsidiary of Storer Bcstg. Co. Address: 735 S. W. 20th Place. Postal Zone: 5. Phone: Capital 9921.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 646 kw, Aural 324 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 534 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Sept. 20, 1952. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, DTN, NBC.

REPRESENTATIVES: Sales, NBC Spot Sales; Moore & Lund (Seattle); Washington Attorney, Dow, Lohnes & Albertson.

SERVICES: Two studios (55x60 ft. and 35x25 ft.). Five camera chains, four RCA, one GPL. Three RCA film cameras, two b&w, one color. Two RCA film projectors. Two slide projectors. One flying spot scanner. One RCA remote unit. News Service, UP. Library, Sesac.

PRINCIPAL STOCKHOLDER: Owned by Storer Broadcasting Co., see WGBS-TV Miami, Fla.

EXECUTIVES:

George B. Storer, pres. William McAlister, ch. eng.
 Russell K. Olsen, mgng. dir. Richard Norman, film buy.
 Charles R. White, sls. mgr. D. Donald Lonie Jr., prom. mgr.
 Eugene Ragle, prog. dir. Ivan Smith, news ed.
 Tom Meyers, prog. mgr.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 10 sec. Frequency discounts.

MARKET INFORMATION: Population (Grade A, FCC Contour), 885,400; (Total Including Fringe Area), 1,321,400; (Total Including Fringe Area): Families in Area, 420,100; No. of Sets, 275,500; Retail Sales, \$1,520,397,000; Income per Family, \$4,700; Income per Capita, \$1,500.

(NEW)

(Target Date, Unknown)

LICENSEE: North Pacific Television Inc. Address: 604 Mead Bldg.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,311 ft.; Above ground 574 ft.

AFFILIATION: Station, Am, KGW.

REPRESENTATIVES: Sales, Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Craven, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: KING Broadcasting Co. (KING-AM-TV Seattle, Wash.) (60%); Gordon D. Orput, pres. (6%); Mrs. Dorothy S. Bullitt, exec. vp. (.01%); Paul F. Murphy, vp. (11.17%); Henry A. Kuckenberg, vp. (11.17%); W. Calder McCall, treas. (11.17%); Mrs. Bullitt is majority owner of KING Broadcasting Co. Mr. Orput, Mrs. Bullitt and associates own KGW Portland, Ore.

EXECUTIVES:

Gordon D. Orput, pres. Dorothy S. Bullitt, exec. vp.

ROSEBURG

(Douglas County)

KPIC (TV)

(Target Date, Unknown)

LICENSEE: South West Oregon Tv Bcstg. Corp. Address: c/o Harvey S. Benson, 506 Public Service Bldg., Portland, Ore.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 143 ft.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: KVAL-TV Eugene (50%); KBES-TV Medford (50%), both Oregon.

EXECUTIVES:

C. H. Fisher, pres. Harvey S. Benson, sec.
 William B. Smullin, vp. & treas.

SALEM

(Polk County)

KSLM-TV

(Target Date, Unknown)

LICENSEE: Oregon Radio Co. Address: Senator Hotel.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.5 kw, Aural 2.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 970 ft.; Above ground 224 ft.

AFFILIATION: Station, Am, KS.M.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Glenn E. McCormick (100%), also owns 50% of KYOS Merced, Calif.

PENNSYLVANIA MARKET INDICATORS

Total Population, July 1, 1954.....	10,779,000
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, March 1955.....	3,557,700
Employed in Agriculture, 1950.....	162,877
Employed in Mining, March 1955.....	93,800
Employed in Manufacturing, March 1955.....	1,432,900
Employed in Construction, March 1955.....	178,200
Employed in Transportation & Public Utilities, March 1955.....	301,100
Employed in Wholesale & Retail Trade, March 1955.....	660,700
Employed in Finance, Insurance & Real Estate, March 1955.....	129,900
Employed in Service and Miscellaneous, March 1955.....	365,300
Employed in Government Service, March 1955.....	395,800
Retail Sales, 1954.....	\$ 11,413,506,000
Bank Assets, Jan. 1, 1955.....	\$ 15,108,425,000
Bank Deposits, Jan. 1, 1955.....	\$ 13,551,746,000
Major Income Sources, 1953: Agriculture 1.4%; Government 13%; Manufacturing Payrolls 33%; Trade and Service 24.1%.	
Total Income Payments, 1953.....	\$ 19,419,000,000
Per Capita Income, 1953.....	\$ 1,822
Total Internal Revenue Collections, 1954.....	\$ 4,922,973
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 73.61
Cash Receipts from Farm Marketing, 1954.....	\$ 748,860,000
Government Payments to Farmers, 1954.....	\$ 4,002,000
Value of Mineral Production, 1951.....	\$ 1,289,226,000
Total New Construction in 1952.....	\$ 1,806,900,000
New Private Construction in 1952.....	\$ 1,321,300,000
New Public Construction in 1952.....	\$ 485,600,000
Motor Vehicle Registration, 1954.....	3,553,981
Number of Telephones, Jan. 1, 1955.....	3,799,700
Number of Electrical Connections, Jan. 1, 1955.....	3,364,130
Number of Gas Utilities Connections, 1953.....	2,007,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			TV Sets 1954	(CBS) TV % 1954
		1954 (\$000)	1954 (\$000)	1954 (\$000)		
Adams	44,197	\$ 43,381	\$ 9,496	\$ 836	5,610	44%
Allegheny	1,515,237	1,837,161	512,509	49,791	391,600	87%
Armstrong	80,842	67,526	18,138	1,685	16,060	69%
Beaver	175,192	176,440	55,596	4,728	43,050	84%
Bedford	40,775	29,183	7,264	349	8,340	76%
Berks	255,740	294,816	68,816	5,798	57,580	74%
Blair	139,514	132,681	41,562	2,756	26,650	65%
Bradford	51,722	45,214	11,058	889	8,260	53%
Bucks	144,620	200,313	48,019	3,403	43,520	90%
Butler	97,320	96,778	24,438	2,100	21,530	76%
Cambria	209,541	182,471	51,109	3,078	42,660	76%
Cameron	7,023	7,598	2,352	66	720	38%
Carbon	57,558	44,750	15,717	837	9,930	62%
Centre	65,922	55,689	14,590	1,491	10,040	59%
Chester	159,141	157,114	40,282	4,416	42,290	96%
Clarion	38,344	36,164	9,322	705	7,050	66%
Clearfield	85,957	74,342	21,614	1,361	14,230	60%
Clinton	36,352	32,394	9,442	595	4,110	38%
Columbia	53,460	50,376	13,538	942	4,850	30%
Crawford	78,948	87,526	21,069	1,700	6,660	28%
Cumberland	94,457	94,691	24,425	2,500	11,290	38%
Dauphin	197,784	249,570	54,806	7,908	33,310	54%
Delaware	414,234	397,702	120,385	14,733	112,680	87%
Elk	34,503	24,626	8,986	803	2,000	21%
Erie	219,388	277,790	71,897	5,663	62,490	92%
Fayette	189,899	169,858	44,788	3,440	39,540	76%
Forest	4,944	2,683	986	29	250	21%
Franklin	75,927	78,493	17,925	1,594	11,200	50%
Fulton	10,387	5,267	1,116	85	1,130	39%
Greene	45,394	28,699	8,984	561	5,340	43%
Huntingdon	40,872	29,085	8,163	343	4,460	39%
Indiana	77,106	65,818	16,085	1,309	10,010	47%
Jefferson	49,147	41,842	12,464	835	8,180	58%
Juniata	15,243	12,313	2,171	79	700	16%
Lackawanna	257,396	229,044	66,260	4,951	49,560	69%
Lancaster	234,717	265,371	55,681	5,140	50,090	72%
Lawrence	105,120	107,238	30,368	2,311	20,490	65%
Lebanon	81,683	84,239	19,752	1,587	17,630	67%
Lenigh	198,207	225,913	48,839	3,896	47,940	81%
Luzerne	392,241	358,003	97,806	6,922	53,550	50%
Lycoming	101,249	106,273	30,161	2,546	5,630	18%
McKean	56,807	57,855	16,276	1,522	8,190	48%
Mercer	111,954	120,710	31,103	3,063	18,310	55%
Mifflin	43,691	40,318	11,322	1,055	5,110	40%
Monroe	33,773	41,364	9,854	880	6,450	62%
Montgomery	353,068	409,471	122,295	11,789	92,040	88%
Montour	16,001	8,917	2,548	320	1,110	30%
Northampton	185,243	215,453	66,081	5,251	38,430	71%
Northumberland	117,115	105,894	30,150	2,753	8,050	24%
Perry	24,782	18,409	4,865	271	1,200	16%

PENNSYLVANIA MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Philadelphia	2,071,605	2,668,143	616,789	69,111	543,100	87%
Pike	8,425	7,191	2,255	73	960	31%
Potter	16,810	15,457	4,000	197	1,720	35%
Schuylkill	200,577	160,241	47,612	3,306	37,000	66%
Snyder	22,912	14,843	3,412	212	830	13%
Somerset	81,813	67,051	17,579	1,062	11,630	52%
Sullivan	6,745	4,574	1,611	36	480	30%
Susquehanna	31,970	23,535	7,398	239	5,190	58%
Tioga	35,474	31,031	7,135	489	3,740	35%
Union	23,150	15,240	3,899	364	780	13%
Venango	65,328	54,886	15,671	1,138	7,740	41%
Warren	42,698	53,276	11,319	825	4,240	35%
Washington	209,628	196,391	57,443	4,902	48,090	80%
Wayne	28,478	26,568	6,514	410	2,555	31%
Westmoreland	313,179	308,913	91,892	6,707	69,110	77%
Wyoming	16,766	16,115	3,996	158	2,790	57%
York	202,737	225,235	56,794	3,818	45,390	71%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ALLENTOWN
(Lehigh County)

WFMZ-TV†

LICENSEE: Penn-Allen Bcstg. Co. Address: 7th St. Extension. Phone: Hemlock 5-6733.
FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 79.4 kw, Aural 43.6 kw. Operating Pow.: Visual 79.4 kw, Aural 43.6 kw. Transmitter: DuMont. Antenna Make: Gabriel. Height: Above average terrain 970 ft.; Above ground 495 ft.
OPERATION: Began Dec. 4, 1954. Hours, 3 p.m.-midnight.
AFFILIATION: Station, Fm, WFMZ (FM).
REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.
SERVICES: One studio (60x60 ft.). Two DuMont camera chains. One Trans-Lux rear screen projector. Two 16mm film projectors. One DuMont scanner. One 2x2 in. slide projector. One DuMont 4x5 in. opaque projector. Two motion picture cameras, one Auricon 16mm sound, one Bolex 16mm silent. News Service, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: WWDC Inc. (WWDC Washington, D.C.), Raymond F. Kohn, pres. (65.2%); and others.

EXECUTIVES:

Raymond F. Kohn, pres., gen. mgr. & film buy. Perry S. Ury, com. mgr. Edward F. Glacken, prog. dir.

RATE INFORMATION: Class A one hour (live) \$180, (film) \$180; minute spot (live) \$34.50, (film) \$30; ID \$15. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population (Grade A, FCC Contour) 911,070, (Grade B, FCC Contour) 953,264; (Total Including Fringe Area) 1,764,334; No. of Sets (Grades A & B, FCC Contours) 62,000; Retail Sales, \$531,539,000; Income per Family, \$5,567; Income per Capita, \$1,636.

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

WQCY (TV)

(Target Date, Unknown)

LICENSEE: Queen City Televison Co. Address: P. O. Box 689.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 263 kw Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 710 ft.; Above ground 349 ft.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Alvin H. Barnard.

PRINCIPAL STOCKHOLDERS: Frank Hausman, pres. (15%); Max Cornfeld, vp. (15%); Harold Stephens vp. (10%); Farris E. Rahall (34%); Ogden R. Davies, sec. (7%), and others. Mr. Rahall has interests in WKAP Allentown, WNAR Norristown, both Pa.; WWNR Beckley and WCHS-TV Charleston, both W. Va.; and WFEA Manchester, N.H.

EXECUTIVES: Frank E. Hausman pres.

ALTOONA
(Blair County)

WFBG-TV

LICENSEE: The Gable Bcstg. 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: composite. Antenna Make: GE. Height: Above average terrain 980 ft.; Above ground 163 ft.

OPERATION: Began March 1, 1953. Hours, 9-12:30 a.m.

AFFILIATION: Tv Networks, AEC, CBS, DTN, NBC. Station, Am WFBG.

SALES REPRESENTATIVES: Sales H-R Television Inc.; Washington Attorney, George O. Sutton; Consulting Engineer Craven Lohnes & Culver.

SERVICES: One studio (20x30 ft.). Two GPL camera chains. One RCA film camera. Two GPL 16mm film projectors. Two 2x2 in. slide projectors. Two 3x4 in. Balopticon projectors. News Services, AP & INS. Library, World.

PRINCIPAL STOCKHOLDERS: The William F. Gable Co. (department store) is principal stockholder. Sale to Triangle Publications Inc. (WFIL Philadelphia) pending.

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

EXECUTIVES:

George P. Gable, pres. George Burgoon, opr. mgr.,
 Jack Snyder, mgng. dir. & com. mgr. film buy. & prom. mgr.
 K. R. Brubaker, ch. eng. Charles Flynn, news ed.

RATE INFORMATION: Class A one hour \$600; minute spot \$120; ID \$60. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION: Population, 2,280,525; Families in Area, 651,267; No. of Sets, 496,528; Retail Sales, \$2,108,864,000.

BETHLEHEM
(Northampton County)

WLEV-TV

LICENSEE: Associated Bcstrs. Inc. Address: P. O. Box 111. Phone: Hemlock 4-6278 (Allentown).

FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 7.41 kw, Aural 3.98 kw. Operating Pow.: Visual 7.41 kw, Aural 3.98 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 600 ft.; Above ground 235 ft.

OPERATION: Began April 21, 1953.

AFFILIATION: Tv 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: Two film cameras. Three film projectors. Three slide projectors. One Balopticon. Two motion picture cameras.

PRINCIPAL STOCKHOLDERS: See WGAL-TV Lancaster, Pa.

EXECUTIVES:

Clair R. McCollough, sta. exec. George H. Etele, com. mgr.
 Elwood C. Anderson, Bernard M. Ames, prog. dir.
 sta. mgr. & film buy. J. E. Mathiot, ch. eng.
 J. Robert Gulick, natl. sls. mgr.

RATE INFORMATION: Class A one hour \$200; minute spot \$30. ID Length 8 sec. Share screen. Frequency discounts.

EASTON
(Northampton County)

WGLV (TV)

LICENSEE: WGLV Inc. Address: 2857 Nazareth Rd. Phone: 3-3557.

FACILITIES: Ch. 57. Authorized Eff. Rad. Pow.: Visual 83 kw, Aural 44 kw. Operating Pow.: Visual 83 kw, Aural 44 kw. Transmitter Make: DuM. Antenna Make: Workshop. Height: Above average terrain 1,060 ft.; Above ground 465 ft.

OPERATION: Began Aug. 15, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN. Station, Fm, WEEX-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Paul Godley Co.

SERVICES: Two studios (75x30 ft. and 20x20 ft.). Two DuMont camera chains. One rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One DuMont scanner. Remote equipment. News Service, AP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Owned by Easton Pub. Co. (Easton Express).

EXECUTIVES:

J. L. Stackhouse, pres. Mike Schaffer, prom. mgr.
 Tom Grant, prog. & prod. dir. John Chisholm, news ed.
 Charles Thon, ch. eng.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live), \$30 (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. (Rates subject to change approximately November, 1955.)

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)
Population	566,197	3,049,500
Families in Area	161,850	864,609
Retail Sales	\$722,426,000	\$3,417,237,000
Income per Family	\$5,522	\$5,725

ERIE
(Erie County)

WICU (TV)

LICENSEE: Dispatch Inc. Address: 3514 State St. Postal Zone: 1. Phone: 4-5201.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 2 kw, Aural 1.5 kw. Operating Pow.: Visual 2 kw, Aural 1.5 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 115 ft.; Above ground 309 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1949. Hours, 7-11 a.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WIKK.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McGrath & Brown; Consulting Engineer, MacIntosh & Inglis.

SERVICES: Two studios (60x40 ft. and 40x20 ft.). Two DuMont camera chains. One RCA film camera. Three film projectors, Holmes, RCA, GE. One Gray slide projector. News Services, AP, UP.

ERIE (Cont.)

WICU (TV) (Cont.)

PRINCIPAL STOCKHOLDERS: Licensee publishes Erie Dispatch. Owned by Edward Lamb Enterprises, which also owns WMAC-TV Massillon, Ohio; WTOG and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla.

EXECUTIVES:

Edward Lamb, pres. Michael Csop, ch. eng.
Ben McLaughlin, gen. mgr. John Cook, film buy.
Karl R. Nelson, com. mgr. Jack Schumaker, prom. mgr.
Bob Lunquist, prog. dir. Howard Hartzell, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140 ID \$70. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 9.

MARKET INFORMATION: Population, 777,800; Families in Area, 235,300; No. of Sets, 218,500; Retail Sales, \$904,928,000; Income per Family, \$5,545; Income per Capita, \$1,635.

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: GE. Antenna Make: GE. Height: Above average terrain 930 ft.; Above ground 732 ft.

OPERATION: Began April 25, 1955. Hours, noon-midnight.

AFFILIATION: Tv Network, CBS.

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

SERVICES: Two studios (46x75 ft. and 32x21 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Jacob A. Young, chmn. (11.1%); George J. Mead, pres. (16.6%); Charles E. Denny, exec. vp. (4.9%); James R. McBrier, vp. (6%); A. R. Minadeo, vp. (12.2%); B. Walker Sennett, treas. (4.9%); John J. Mead (13%); J. T. Simmons (8%); John W. English (6.9%); John J. Boland Jr. (6.9%); and others. Interlocking ownership with WNAO-AM-FM-TV Raleigh, N.C. Mr. Young and Mr. Walker each own half of WERC-AM-FM Erie. The Meads own Erie Times.

EXECUTIVES:

George J. Mead, pres. Arthur Hook, prog. dir.
Charles E. Denny, exec. vp. Edward Zellefrow, ch. eng.
& gen. mgr. Donald S. Preven, prom. mgr.
Frank B. Palmer, sta. mgr. & film buy. Richard Morgan, news ed.
Donald Boyce, com. mgr.

RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 10 sec. Share screen. 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	394,790	154,810	549,600
Families in Area	116,893	48,097	164,990
No. of UHF Sets	70,000
Retail Sales	\$474,236,000	\$203,244,000	\$677,480,000
Income per Family	\$5,665	\$5,545	
Income per Capita	\$1,695	\$1,635	

HARRISBURG
(Dauphin County)

WCMB-TV

LICENSEE: Rossmoyne Corp. Address: 228 Court St. Phone: Cedar 4-3005.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 186 kw, Aural 105 kw. Operating Pow.: Visual 186 kw, Aural 105 kw. Transmitter: GE. Antenna Height: Above average terrain 930 ft.; Above ground 400 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 8, 1954. Hours, 4:30 p.m.-midnight.

AFFILIATION: Tv Network, DTN. Station, Am, WCMB.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (38x35 ft. and 26x16 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. Gray twin slide projectors. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Edgar T. Shepard Jr., 2/3 and Ed K. Smith, 1/3.

EXECUTIVES:

Edgar T. Shepard Jr., pres. J. Howard Bair, ch. eng.
Ed K. Smith, vp., gen. mgr. & film buy. James Bryant, prom. mgr.
Roger LaReau, com. mgr. Ed Conway, news ed.
Charles Zink, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Full screen. 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.

WHP-TV

LICENSEE: WHP Inc. Address: 216 Locust St. Phone: Cedar 4-3211.

FACILITIES: Ch. 55. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 100 kw. Operating Pow.: Visual 182 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 910 ft.; Above ground 179 ft.

OPERATION: Began April 15, 1953.

AFFILIATION: Tv Network CBS. Stations, Am, WHP. Fm, WHP-FM.

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

SERVICES: Two studios (one 43x54 ft. and one 15x16 ft.). Four RCA camera chains. One TSC Profit-maker rear screen projector. One ICA film camera. Two RCA film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDER: Owned by Telegraph Press Inc. (printing).

EXECUTIVES:

A. K. Redmond, gen. mgr. Beatrice Potteiger, sls. service dir.
& com. mgr. E. Dan Liebensperger, ch. eng.
Dick Redmond, prog. mgr. & film buy. Joe Harper, news dir.

RATE INFORMATION: Class A one hour \$325; minute spot \$65 ID \$32.50. ID Length 10 sec. Frequency discounts.

WTPA (TV)

LICENSEE: Patriot-News Co. Address: 3235 Hoffman St. Phone: Cedar 8-7171.
FACILITIES: Ch. 71. Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 93 kw. Operating Pow.: Visual 175 kw, Aural 93 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 439 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 6, 1953. Hours, 4-11:15 p.m.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (35x55 ft. and 20x30 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Houston-Fearless film processing unit. One ACF Land Cruiser mobile unit. News Services, INS, UP.

PRINCIPAL STOCKHOLDERS: Licensee publishes Harrisburg Patriot and News (Newhouse newspaper). For other Newhouse broadcast and newspaper interest see WSYR-TV Syracuse, N.Y.

EXECUTIVES:

David J. Bennett, gen. mgr. Paul D. Gross, ch. eng.
Allen P. Solada, com. mgr. Gladys Swift, prom. mgr. & news ed.
Don Wear, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70 (film) \$70 ID \$35. ID Length 8 sec. Full and share screen. 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, 451,500; No. of Sets, 159,000; Retail Sales, \$339,017,000; Income per Family \$5,206; Income per Capita, \$1,800.

HAZLETON
(Luzerne County)

WAZL-TV

(Target Date, Unknown)

LICENSEE: Hazleton Television Corp. Address: 708 Hazleton Natl. Bank Bldg. Phone: 5400.

FACILITIES: Ch. 63. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 660 ft.; Above ground 406 ft.

AFFILIATION: Stations, Am, WAZL. Fm, WAZL-FM.

REPRESENTATIVES: Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Victor C. Diehm, pres. (25%); Hilda M. Deisroth, vp. (25%); E. H. Whitney, vp. (25%); and George M. Chisnell, treas. (25%). Same interests own WVDA, Boston; WIDE Biddeford, Me.; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

EXECUTIVES:

Victor C. Diehm, pres.

JOHNSTOWN
(Cambria County)

WARD-TV

LICENSEE: Rivoli Realty Co. Address: Porch Bldg. Phone: 8-1216.

FACILITIES: Ch. 56. Authorized Eff. Rad. Pow.: Visual 91 kw, Aural 46 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 540 ft.

OPERATION: Began Oct. 15, 1953.

AFFILIATION: Tv Network, ABC, CBS, DTN. 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 camera chain. One RCA film camera. Two film projectors. One Gray slide projector.

PRINCIPAL STOCKHOLDERS: Dr. George D. Gartland and family (79%) and Walter M. Thomas (21%). Same interests own WVAM-AM-FM Altoona, Pa.

EXECUTIVES:

Robert A. Sefick, sls. mgr. Millard C. Coleman, ch. eng.

RATE INFORMATION: Class A one hour \$200; minute spot \$37.50; ID \$15. ID Length 10 sec. Frequency discounts. Rate Card No. 1.

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: RCA. Antenna Make: RCA. Height: Above average terrain 1,120 ft. Above ground 175 ft.
EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began Sept. 15, 1949. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, A&C, CBS, DTN, NBC. Stations, Am, WJAC. Fm, WJAC-FM.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.
SERVICES: One studio (30x40 ft. with 10x20 ft. offset). Two cameras, GPL and RCA, with Zoomar lens. One TSC rear screen projector. Three RCA film cameras, two b&w, one color. Four RCA 16mm film projectors. Three slide projectors. News Services, AP, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: Owned by Johnstown Tribune Pub. Co. (Johnstown Tribune).
EXECUTIVES:
 Walter W. Krebs, pres. Nevin L. Straub, tech. opr. dir.
 Alvin D. Schrott, gen. mgr. Theodore E. Campbell, ch. eng.
 John H. Hepburn, com. mgr. Edward L. Klym, news ed.
 Frank P. Cummins, prog. dir. & film buy.
RATE INFORMATION: Class A one hour (live) \$750, (film) \$750; minute spot (live) \$150, (film) \$150. ID \$68. ID Length 8 sec. Specifications 35mm. Full and share screen. Frequency discounts from 5% for 13 times up to 30% for 260 times. Rate Card No. 9.
MARKET INFORMATION: (Total Including Fringe Area): Population, 3,221,170; Families in Area, 904,910; No. of Sets, 870,000; Retail Sales, \$3,390,554,000.

LANCASTER
(Lancaster County)

WGAL-TV

LICENSEE: WGAL Inc. Address: 8 W. King St. Phone: 5251.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 480 ft.
EQUIPPED TO COLORCAST network programs, local films local slides.
OPERATION: Began March 18, 1949. Hours, 6:45-1 a.m.
AFFILIATION: Tv Networks, CBS, DTN, NBC. Stations, Am, WGAL. Fm, WGAL-FM.
REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.
SERVICES: Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Bausch & Lomb slide-Balop projector, one Gray slide projector. One Houston-Fearless film processing unit. One RCA two-camera mobile unit. News Service, UP. Library, Associated.
PRINCIPAL STOCKHOLDERS: Owned by J. Hale and J. F. Steinman, who also own WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WRAW Reading, and WEST-AM-FM Easton, all Pa. Steinmans also own Lancaster Intelligencer-Journal and New Era.
EXECUTIVES:
 Clair R. McCollough, pres. & gen. mgr. Leroy K. Strine, com. mgr.
 J. Robert Gulick, asst. gen. mgr. Paul Rodenhauer, prog. dir. & film buy.
 Harold E. Miller, sta. mgr. & film buy. Jake Mathiot, ch. eng.
 Paul Woodland, prom. mgr.
RATE INFORMATION: Class A one hour (live) \$900, (film) \$900. minute spot (live) \$180, (film) \$180. ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts.
MARKET INFORMATION: (Grade B FCC Contour): Population, 3,440,285; Families in Area, 971,035; No. of Sets, 912,950; Retail Sales, \$3,227,753,000. Total Net Effective Buying Income \$5,457,510,000.

WWLA (TV)

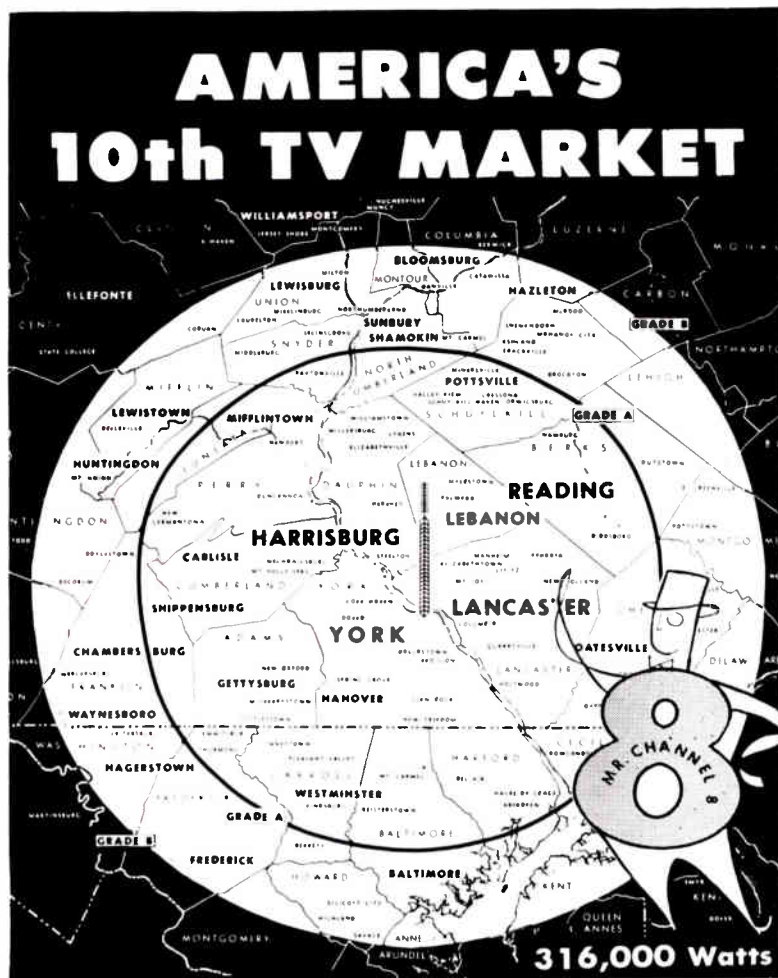
(Target Date, Unknown)

LICENSEE: Harold C. Burke. Address: 2 Rona St. Interlaken, N. J.
FACILITIES: Ch. 21. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 610 ft.; Above ground 505 ft.
REPRESENTATIVES: Washington Attorney Bringham, Collins, Porter & Kistler. Consulting Engineer Page, Creutz, Garrison & Waldschmitt.

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 7.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 572 ft.
OPERATION: Began Oct. 15, 1953.
AFFILIATION: Stations, Am, WLBR. Fm, WLBR-FM.
REPRESENTATIVES: Sales, Burr-Smith Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, A. D. Ring & Assoc.
 †WLBR-TV has suspended operation but has not returned its CP.



WGAL-TV

LANCASTER, PENNA.
NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION • Clair McCollough, Pres.

TV AREA	TV SETS
1 New York	4,730,000
2 Chicago	2,255,000
3 Los Angeles	2,107,168
4 Philadelphia	2,094,852
5 Detroit	1,553,200
6 Boston	1,308,362
7 Cleveland	1,195,000
8 Pittsburgh	1,134,110
9 San Francisco	1,086,590
10 LANCASTER	912,950
11 St. Louis	785,162
12 Milwaukee	774,803
13 Washington, D. C.	741,000
14 Cincinnati	724,140
15 Indianapolis	663,000

Representatives:

MEEKER TV, INC.

New York Los Angeles Chicago San Francisco

LEBANON (Cont.)

WLBR-TV† (Cont.)

SERVICES: One studio. Two RCA camera chains. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, Unity, Ziv.

PRINCIPAL STOCKHOLDERS: Lebanon Broadcasting Co. (WLBR-AM-FM) (52%), Lebanon News Publishing Co. (Lebanon News) (36%). Sale to Triangle Publications Inc. (WFIL Philadelphia-Philadelphia Inquirer) pending FCC approval.

EXECUTIVES:

Lester P. Etter, pres. & gen. mgr. M. Leonard Savage, ch. eng.
Julian F. Skinnell, opr. mgr. & natl. sls. dir.

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

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. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 370 ft.; Above ground 218 ft.

OPERATION: Began April 15, 1953.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WKST.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (25x40 ft.), one announce booth. One RCA camera chain. One RCA film camera. Two Eastman film projectors. One Gray slide projector. One Micro Record film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: S. W. Townsend, pres.-treas., and wife (64%); estate of Charles H. Johnson Sr. (18.8%); and A. W. Graham, sec.-gen. mgr. (7.2%).

EXECUTIVES:

S. W. Townsend, pres. George McGary, com. mgr.
Harley M. West, gen. mgr. & film buy. Harry Reith, prog. dir. & prom. dir.
Donald Dout, ch. eng.

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

PHILADELPHIA
(Philadelphia County)

WCAU-TV

LICENSEE: WCAU Inc. Address: City & Monument Aves. Postal Zone: 31. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 979 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 15, 1948. Hours, 6:50-1 a.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WCAU. Fm, WCAU-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Pierson, Ball & Dowd.

SERVICES: Three studios. Fourteen RCA camera chains. Two rear screen projectors. Three RCA film cameras. Five film projectors, four Bell & Howell, one RCA. Three Gray slide projectors. One custom opaque projector. One Houston-Fearless film processing unit. Two mobile units. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Owned by Bulletin Co. (Philadelphia Bulletin). Robert McLean is president-publisher of newspaper company.

EXECUTIVES:

Donald W. Thornburgh, pres. & gen. mgr. John G. Leitch, vp. chg. eng.
Joseph L. Tinney, exec. vp. Robert N. Pryor, vp. chg. pub. rel.
Robert M. McGredy, tv sls. mgr. Norman Leebron, film buy.
Charles Vanda, vp. chg. tv & prog. dir. Charles Shaw, news dir.

RATE INFORMATION: Class AA one hour (live) \$3,000, (film) \$3,000; minute spot (live) \$600, (film) \$600; ID \$300. ID Length 10 sec. 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	6,911,500	7,905,600	7,905,600
Families in Area	1,994,400	2,285,600	2,285,600
No. of Sets	1,944,462	2,094,852	2,094,852
Retail Sales	\$7,727,323,000	\$8,788,999,000
Income per Family	\$6,092.20	\$6,098.10
Income per Capita	\$1,773.89	\$1,762.90

WFIL-TV

LICENSEE: Triangle Publications Inc. Address: 46th & Market Sts. Postal Zone: 39. Phone: Evergreen 2-4700.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 645 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.



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 City: 477 Madison Ave.

Chicago: 360 North Michigan Ave.

Hollywood: 5746 Sunset Boulevard

The latest news from Athens reminds us of a story...



... about how the buying habits of a major market can be Greek to an advertiser who's not in tune with local preference. In Delaware Valley, U.S.A., you're in favor when you're on WFIL-TV. Ask any Blair man why.

WFIL-TV channel 6

The Voice of Delaware Valley, U. S. A.
ABC Television Network

Radio-Television Division of Triangle Publications, Inc.

PHILADELPHIA (Cont.)

WFIL-TV (Cont.)

OPERATION: Began June 13, 1947. Hours, 8:30-12:30 a.m.
AFFILIATION: Tv Networks, ABC, DTN, Station, Am, WFIL, Fm, WFIL-FM.
REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.
SERVICES: Three studios (48x65 ft., 28x55 ft., and 22x30 ft.). Ten RCA camera chains. One Trans-Lux rear screen projector. Four film cameras. Four RCA 16mm film projectors. One Gray 2x2 in. slide projector. One GE opaque projector. Two Houston-Fearless film processing units. One RCA mobile unit. News Service, UP. Library, World.
PRINCIPAL STOCKHOLDER: Owned by Walter H. Annenberg and family. Triangle Publications also owns WNBC-AM-TV Binghamton, N.Y.; is seeking to purchase WLBR-TV Lebanon, Pa., and WFBG-AM-TV Altoona, Pa.; publishes Philadelphia Inquirer, Seventeen Magazine, Official Detective, Morning Telegraph, Daily Racing Form, and Tv Guide.
EXECUTIVES:
 Roger W. Clipp, gen. mgr. Sherman D. Gregory, asst. to tv sls. mgr.
 John D. Scheuer, Jr., dir., pub. rel. & prog. Jack Steck, exec. prog. dir.
 George A. Koehler, sta. mgr. Henry E. Rhea, ch. eng.
 Howard W. Maschmeier, exec. asst. to gen. mgr. Ralph Goldstein, film buy.
 Kenneth W. Stowman, gen. sls. mgr. Joe Zimmermann, prom. mgr.
 John J. Hyland, publ. dir.
 Charles Harrison, news ed.
RATE INFORMATION: Class A one hour (live) \$2,400, (film) \$2,400; minute spot (live) \$450, (film) \$450; ID \$225. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 12.
MARKET INFORMATION: (Total Including Fringe Area): Population, 6,656,600; No. of Sets, 2,044,000; Retail Sales, \$7,502,704,000; Effective Income per Family, \$5,997; Effective Income per Capita, \$1,733.

WPTZ (TV)

LICENSEE: Westinghouse Bcstg. Co. Address: Architects Bldg. Postal Zone: 3. Phone: Locust 4-5500.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 750 ft.; Above ground 602 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 1, 1941. Hours, 6:45-1:15 a.m.
AFFILIATION: TvNetwork, NBC. Station, Am, KYW.
REPRESENTATIVES: Sales, Free & Peters Inc.

SERVICES: Three studios (two 28x49 ft., one 20x25 ft.) and 160-seat auditorium with stage 37x24 ft. Twelve RCA camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Three RCA film projectors. One Philco scanner. One mobile unit, one news film unit. News Services, INS & UP.
PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.
EXECUTIVES:
 Chris J. Witting, pres. E. Preston Stover, opr. mgr.
 (Westinghouse Bcstg. Co.) George Borden, ch. eng.
 Rolland V. Tooke, gen. mgr. Edward G. Murray, film buy.
 Alexander W. Dannenbaum Jr., Edward Wallis, prom. mgr.
 com. mgr. Ernie Leiss, acting news sup.
 Stan Lee Broza, prog. dir.
RATE INFORMATION: Class AA one hour (live) \$2,500, (film) \$2,500; minute spot (live) \$500, (film) \$500; ID \$250. ID Length 10 sec. Share screen. Frequency discounts from 5% for 26 times up to 10% for 52 times. Rate Card No. 10.
MARKET INFORMATION: (Grade B, FCC Contour): Population, 7,150,724; Families in Area, 2,169,997; No. of Sets, 2,088,000; Retail Sales, \$7,985,984,000; Income per Family, \$5,885; Income per Capita, \$1,786.

PITTSBURGH (Allegheny County)

KDKA-TV

LICENSEE: Westinghouse Bcstg. Co. Address: Bldg. 1 Gateway Center. Postal Zone: 22. 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: DuM. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 684 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began Jan. 11, 1949. Hours, 7-2 a.m.
AFFILIATION: Tv-Networks, ABC, CBS, DTN, NBC. Station, Am, KDKA.
REPRESENTATIVES: Sales, Free & Peters Inc.
SERVICES: Two studios (73x68 ft. and 30x44 ft.). Nine camera chains, seven DuMont, two RCA. One Trans-Lux rear screen projector. Three film cameras, one GLP, two DuMont. Two RCA film projectors. Two DuMont scanners. One DuMont Multiscanner opaque projector. One RCA mobile unit. News Service, UP. Library, Capital Q, Standard.
PRINCIPAL STOCKHOLDERS: Licensee is subsidiary of Westinghouse Electric Corp., which manufactures electronics and communications equipment, including broadcast transmitters and tubes, radio-tv receivers, home appliances, air brakes, x-ray machines, electric light bulbs, elevators, etc. WBC owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-FM-TV Boston, KYW and WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), WOWO Fort Wayne, KEX-AM-FM Portland (Ore.). Note: NBC and WBC have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland plus \$3 million for Westinghouse's KYW and WPTZ (TV) Philadelphia.

KDKA-TV CHANNEL 2

—first in the big Pittsburgh market—
 can be tops in your SALES picture!

Your sales are sure to soar when you do your selling job on KDKA-TV. You get the highest tune-in by far in the Pittsburgh market on KDKA-TV's low channel 2. That means more viewers in this tri-state area than any other station. Like to give your sales a boost? Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000, Pittsburgh. Or, call Eldon Campbell, WBC National Sales Manager, MURray Hill 7-0808, New York.

HERE'S THE BIG PICTURE ON KDKA-TV

	<i>Grade A&B Coverage</i>
Population 1/1/55	4,235,994
Television Homes 1/1/55	1,134,110
Consumer Spendable Income, 1954	\$6,922,464,000
Total Retail Sales, 1954	\$4,375,970,000



WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA-TV • KOKA, Pittsburgh; WBZ • WBZA • WBZ-TV, Boston; KYW • WPTZ, Philadelphia; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
 KPIX represented by THE KATZ AGENCY, INC.; all other WBC stations represented by FREE & PETERS, INC.

Exciting things are happening on

12 CHANNEL

Maximum Power

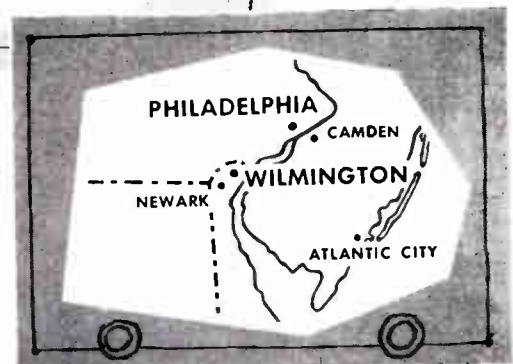
New and Larger TV Audience

and now new call letters

WPFH (formerly WDEL-TV)

The WPFH Area Market

Total Population	5,309,775
Total Families	1,551,870
Buying Income	\$9,099,944,000
Total Retail Sales	\$6,176,101,000



Represented by
MEEKER TV, Inc.

serving Philadelphia and the Greater Delaware Valley trading area

PITTSBURGH (Cont.)

KDKA-TV (Cont.)

EXECUTIVES:

Chris J. Witting, pres.
Harold C. Lund, gen. mgr.
Lloyd Chapman, sls. mgr.
Byron Dowty, prog. dir.
Ray Rodgers, ch. eng.
Dick Dreyfuss, film buy.
David N. Lewis, prom. mgr.
Bill Burns, news ed.

RATE INFORMATION: Class AA one hour (live) \$1,500; minute spot (film) \$400; ID \$150. ID Length 7¾ sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Grades A & B, FCC Contour): Population, 4,235,994; Families in Area, 1,334,880; No. of Sets, 1,105,434; Retail Sales, \$4,375,970,000; Income per Family, \$5,1E6.

WENS (TV)

LICENSEE: Telecasting Inc. Address: 700 Ivory Ave. Postal Zone: 16. 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: GE. Antenna Make: GE. Height: Above average terrain 870 ft.; Above ground 552 ft.

OPERATION: Began Aug. 3, 1953. Hours, 7-11 p.m.

AFFILIATION: Tv-Networks, ABC, CBS, NBC.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson.

SERVICES: Two studios (60x60 ft. and 24x36 ft.). Four camera chains, two GE, two DuMont. Two GE film cameras. Two GPL 16mm film projectors. Two slide projectors. DuMont-equipped Ford mobile unit.

PRINCIPAL STOCKHOLDERS: Thomas P. Johnson, pres. (14.9%); L. H. Israel, vp. (5%); Henry Oliver Rea and family (7.2%); Tyrone Corp. (6%); Donald C. Lott (3%); Robert F. Prince (2.3%); A. Donovan Faust (4.5%) and others. Mr. Israel has negative control by virtue of ownership of all Class B stock. Mr. Rea and family control Tyrone Corp., and WPOR Portland, Me. WPOR owns 1/3 of WABI-AM-TV Bangor, Me. Mr. Rea, Tyrone Corp. and WPOR own 20% of WMTW (TV) Poland Spring, Me.

EXECUTIVES:

Thomas P. Johnson, pres.
Larry H. Israel, vp. & gen. mgr.
Donald P. Menard, com. mgr.
James Hurley, ch. eng.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2A.

WKJF-TV†

LICENSEE: Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Postal Zone: 11. Phone: Hubbard 1-2626.

FACILITIES: Ch. 53. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 93.3 kw. Operating Pow.: Visual 19.28 kw, Aural 11.59 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 426 ft.

OPERATION: Began Aug. 1, 1953.

AFFILIATION: Station, Fm, WKJF-FM.

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

PRINCIPAL STOCKHOLDER: Mrs. Agnes J. Reeves Greer, who also owns WAJR-AM-FM Morgantown and WDNE Elkins, both W. Va.; WJER Dover, Ohio, and Morgantown Dominion News and Post and weekly New Martinsville (W. Va.) Wetzel Republican.

EXECUTIVES:

Agnes J. Reeves Greer, ch. own.
Thomas J. Daugherty, mgr.
†WKJF-TV has suspended operation but has not returned its CP.

WIIC (TV)

(Target Date, Fall 1955)

LICENSEE: WWSW Inc. Address: Hotel Sheraton.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 855 ft.; Above ground 700 ft.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Blair Tv Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Henry R. Kaiser.

PRINCIPAL STOCKHOLDERS: Owned 100% by P G Publishing Co. (Pittsburgh Gazette-Block). Same interests own WWSW-AM-FM Pittsburgh and publish Toledo Blade. Option to purchase 50% interest in licensee held by Pittsburgh Radio Supply House after disposing of WJAS Pittsburgh.

EXECUTIVES:

Oscar M. Schloss, pres. & gen. mgr.

WQED (TV)*

(*Non-Commercial Educational)

LICENSEE: Metropolitan Pittsburgh Educational Television Station. Address: 4337 Fifth Ave. Postal Zone: 13. Phone: Museum 3-1300.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw.; Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 540 ft.

OPERATION: Began April 1, 1954. Hours, 1-9:30 p.m.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer.

SERVICES: One studio (80x42 ft.). Two RCA camera chains. Two RCA film projectors. One Gray slide projector. One RCA Kine-Photo recording system.

EXECUTIVES:

Leland Hazard, pres.
William A. Wood, gen. mgr.
John W. Ziegler, prog. dir.
Edward C. Horstman, ch. eng.

WTVQ (TV)

(Target Date, Unknown)

LICENSEE: Golden Triangle Television Corp. Address: 380 W. First St., Dayton, Ohio. Phone: Michigan 6501.

FACILITIES: Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 490 ft.; Above ground 430 ft.

REPRESENTATIVES: Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Loren Berry and Ronald B. Woodyard, each 50%. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 29.1% of WIFE (TV) Dayton, Ohio. Mr. Berry owns 16.7% of WIFE (TV) and 21.21% of WEOL-AM-FM-TV Elyria, Ohio.

READING

(Berks County)

WEEU-TV†

LICENSEE: Hawley Bcstg. Co. Address: 433 Penn St. Phone: 6-7335.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 165 kw, Aural 87 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,030 ft.; Above ground 408 ft.

OPERATION: Began April 15, 1953.

AFFILIATION: Tv-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 GE camera chains. Two GE film cameras. Two GE 16mm film projectors. One GE 3¼x4¼ in. Balop projector, one 2x2 in. slide projector. One monoscope camera. News Service, UP. Library, Associated.

PRINCIPAL STOCKHOLDERS: Reading Eagle Co. (Reading Eagle) owns 99% of stock.

EXECUTIVES:

Hawley Quier, pres.
Thomas E. Martin, exec. vp. & gen. mgr.
K. Richard Creitz, asst. mgr. & radio-tv sls. dir.
George Carroll, prog. dir.
Jack B. Gounder, asst. prog. dir.
Robert S. Guldin, tech. opr. dir.
Jane Winne, prom. mgr.
Roy V. Swinamer, prod. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$20, (film) \$20; ID \$10. ID Length 10 sec. Full and share screen. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,308,800; Families in Area, 661,150; No. of Sets, 541,170; Retail Sales, \$2,556,339,000; Income per Family, \$5,489; Income per Capita, \$1,568.

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

WHUM-TV

LICENSEE: Eastern Radio Corp. Address: Skyline Dr. top of Mt. Penn. Phone: 4-4805.

FACILITIES: Ch. 61. Authorized Eff. Rad. Pow.: Visual 260 kw, Aural 135 kw. Operating Pow.: Visual 260 kw, Aural 135 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,770 ft.; Above ground 1,034 ft.

OPERATION: Began Feb. 22, 1953. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WHUM.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (60x120 ft.). Three GPL camera chains. Two GE 16mm film projectors. Two 35mm slide projectors. One GE mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Humbolt J. Greig, pres. (38.2%); Jessie P. Cr. (25%); and others.

EXECUTIVES:

Humboldt Grieg, pres. & gen. mgr.
John E. Schuler, vp.
Robert Bostian, prog. dir.
Joseph A. Risse, ch. eng.
Alan Lane, film buy.
Robert K. Esterly, prom. mgr.
John Deegan, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$30. ID Length 10 sec. Specifications 35mm slide. 16mm film. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SCRANTON

(Lackawanna County)

WARM-TV

LICENSEE: Union Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 346 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1954. Hours, 1:30 p.m.-1 a.m.

AFFILIATION: Tv Network, ABC. Station, Am, WARM.

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

SCRANTON (Cont.)

WARM-TV (Cont.)

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.

SERVICES: Two studios (60x80 ft. and 10x12 ft.). Two GPL camera chains. Two GPL film projectors. One Gray slide projector. Two Pathe cameras. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Martin F. Memolo, pres. (20%) and William W. Scranton, treas. (80%).

EXECUTIVES:

Martin F. Memolo, pres. Ross Parker, ch. eng.
William Dawson, gen. mgr. Allen Hedgcock, film buy.
Sam Feigenbaum, com. mgr. Jane O'Hara, prom. mgr.
Art Bolin, prog. dir. Jack Guinan, news ed.

RATE INFORMATION: Class A one hour \$225; minute spot \$45; ID \$22.50. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

WGBI-TV

LICENSEE: Scranton Bcstrs. Inc. Address: 1000 Wyoming Ave. Postal Zone: 9. Phone: Diamond 2-7634.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 537 kw. Operating Pow.: Visual 215 kw, Aural 115 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,170 ft.; Above ground 150 ft.

OPERATION: Began June 7, 1953. Hours, 7-12:45 a.m.

AFFILIATION: Tv Network, C3S. Stations, Am, WGBI. Fm, WGBI-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

SERVICES: One studio (25x50 ft.). Two camera chains. Two GE film cameras. Two GE film projectors. Two slide projectors, Spindler & Sauppe, Gray. Film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDER: Mrs. M. E. Megargee and estate of Frank Megargee (85%). Holds option to buy WRAK-TV Williamsport for \$18,000.

EXECUTIVES:

Mrs. M. E. Megargee, pres. Mort Rosenthal, prog. dir. & film buy.
Mrs. Douglas M. Holcomb, vp. K. R. Cooke, ch. eng.
George D. Coleman, gen. mgr. & natl. com. mgr. Douglas Holcomb, prom. mgr.
Jack Nedell, loc. com. mgr. Tom Powell, news ed.
Robert E. McDowell, sta. mgr.

RATE INFORMATION: Class A one hour (live) \$400, (film) \$400; minute spot (live) \$80, (film) \$80. ID \$40. ID Length 8 sec. Specifications 2x2 in. Full screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

WTVU (TV)

LICENSEE: Appalachian Co. Inc. Address: Hotel Jermyn. Phone: Diamond 7-3334.
FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.08 kw. Operating Pow.: Visual 13.2 kw, Aural 7.08 kw. Transmitter: FTL. Antenna Make: Workshop. Height: Above average terrain 1,280 ft.; Above ground 371 ft.

OPERATION: Began Aug. 17, 1953.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.

SERVICES: Two studios (one 30x40 ft. and one 24x50 ft.). Two Federal camera chains. One rear screen projector. One Federal film camera. Two GPL film projectors. One FTL dual scanner.

PRINCIPAL STOCKHOLDERS: Jane C. Collins (49%) and Frank J. Collins (49%).

EXECUTIVES:

Frank J. Collins, pres. Adolph Oschmann, ch. eng.
James H. Crowley, vp. Edward Galuska, opr. dir.
Thomas W. Jones, gen. mgr.

RATE INFORMATION: Class A one hour \$200; minute spot \$40. Frequency discounts. Rate Card No. 2.

SHARON

(Mercer County)

WSHA (TV)

(Target Date, Unknown)

LICENSEE: Leonard J. Shafitz. Address: 542 S. Oakland Ave.
FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 1.72 kw, Aural 0.955 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 320 ft.; Above ground 233 ft.

REPRESENTATIVES: Consulting Engineer, Sanford & Shafitz

SUNBURY

(Northumberland County)

WKOK-TV

(Target Date, Unknown)

LICENSEE: Sunbury Bcstg. Crp. Address: 1150 N. Front St.
FACILITIES: Ch. 38. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 880 ft.; Above ground 341 ft.

AFFILIATION: Station, Am, WKOK.

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

PRINCIPAL STOCKHOLDERS: Harry H. Haddon, pres. (37.5%); Basse A. Beck (45.5%); George S. Beck, vp. (8%) and others. Messrs. Haddon and Beck own Sunbury Daily Item.

EXECUTIVES:

Harry H. Haddon, pres. Homer R. Smith, gen. mgr.

WILKES-BARRE

(Luzerne County)

WBRE-TV

LICENSEE: WBRE-TV Inc. Address: 62 S. Franklin St. Phone: Valley 3-3101.

FACILITIES: Ch. 28. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Operating Pow.: Visual 1,000 kw, Aural 500 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 426 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, WBRE. Fm, WBRE-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, Robert M. Silliman.

SERVICES: Three studios (15x32 ft., 14x32 ft. and 14x17 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One Bridgamatic film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Louis G. and David M. Baltimore and family (100%).

EXECUTIVES:

Louis G. Baltimore, pres. Franklin D. Coslett, opr. dir. & film buy.
David M. Baltimore, vp & gen. mgr. Charles Sakoski Sr., ch. eng.
Ernest Lewis, com. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$90, (film) \$90; ID \$45. ID Length 10 sec. Full and share screen. 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	1,300,000	681,000	2,036,000
Families in Area	386,000	198,000	584,000
No. of Sets	265,000
Retail Sales	\$1,305,000,000

WILK-TV

LICENSEE: Wyoming Valley Bcstg. Co. Address: 88 N. Franklin St. Phone: Valley 4-4666.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 776 kw, Aural 389 kw. Operating Pow.: Visual 776 kw, Aural 389 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 243 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 16, 1953. Hours, noon-12:30 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WILK.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Miller & Schroeder; Consulting Engineer, John Creutz.

SERVICES: Two studios (36x36 ft. and 28x24 ft.). Two camera chains. One film camera. Two GE 16mm film projectors. One Gray slide projector, one GE Balop projector. Film processing unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Equal 12.5% ownership by Mitchell Jenkins, Roy E. Morgan, Thomas P. Shelburne, Harold Gray, Leon Schwartz, Vernon Wise, Gerald Wise and Mrs. I. C. Morgan. Mr. Gray is 25% owner of WCED DuBois, Pa. (DuBois Courier-Express). The Messrs. Wise and family own Butler (Pa.) Eagle.

EXECUTIVES:

Mitchell Jenkins, pres. Harold Berg, prog. dir.
Roy E. Morgan, exec. vp. Theodore French, ch. eng.
Thomas P. Shelburne, tv mgng. dir. & treas. Francis J. Lee, film buy.
Dorothy Albee, prom. mgr.
Malcolm W. Dale, com. mgr. Thomas A. Bigler, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$252; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. 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	1,459,375	561,654	2,021,029
No. of Sets	182,880	71,120	254,000
Retail Sales	\$1,400,000,000	\$600,000,000	\$2,000,000,000

WILLIAMSPORT

(Lycoming County)

WRAK-TV

(Target Date, Unknown)

LICENSEE: WRAK Inc. Address: 244 W. Fourth St. Postal Zone: 61. Phone: 2-6116.

FACILITIES: Ch. 36. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,280 ft.; Above ground 242 ft.

AFFILIATION: Stations, Am, WRAK. Fm, WRAK-FM.

REPRESENTATIVES: Sales, Everett-McKinney Inc.; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Margaret T. Steele (41.9%); George E. Joy and wife (29.9%). Option to buy WRAK-TV for \$18,000 held by WGBI Scranton principals.

EXECUTIVES:

George E. Joy, pres. & gen. mgr. Glenn Sherman, ch. eng.
J. Wright Mackey, com. mgr. Everett Rubendahl, prom. mgr.
Irving A. Berndt Jr., prog. dir.

YORK
(York County)

WNOW-TV

LICENSEE: Broadcast Div., Helm Coal Co. Address: R. D. 5. Phone: 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: DuM. Antenna Make: Workshop. Height: Above average terrain 660 ft.; Above ground 384 ft.

OPERATION: Began Nov., 1953. Hours, 4:45 p.m.-12:30 a.m.
AFFILIATION: Tv Network, DTN. Stations, Am, WNOW. Fm, WNOW-FM.
REPRESENTATIVES: Sales, Robert S. Keller Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey Inc.
SERVICES: One studio (48x50 ft.). Two DuMont camera chains. One TSC rear screen projector. Two DeVry film projectors. One DuMont Multiscanner projector. Film processing unit.
PRINCIPAL STOCKHOLDERS: Howard J. Williams (30.4%), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

EXECUTIVES:
Lowell W. Williams, gen. mgr. Robert Stough, com. mgr.
Richard E. Burg, sta. mgr., prog. Glenn M. Winter, ch. eng.
dir., film buy. & news ed. J. Edward Schwalm, sls. prom. dir.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50. ID Length 10 sec. Frequency discounts from 2.5% for 13 times up to 30% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	237,700	431,800	825,373
Families in Area	70,760	130,740	245,500
No. of Sets	35,500	45,500	90,000
Retail Sales	\$244,318,000	\$617,700,000	\$862,018,000
Income per Family	\$5,044	\$5,926

WSBA-TV

LICENSEE: Susquehanna Bcstg. Co. Address: 53 N. Duke St. Phone: 25-531.
FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 86 kw. Operating Pow.: Visual 20 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 417 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 22, 1952. Hours, 11 a.m.-11:30 p.m.
AFFILIATION: Tv Network, AEC. Station, Am, WSBA.
REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.
SERVICES: Three studios (40x60 ft., 12x26 ft. and 8x12 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One Composite film processing unit. News Service, AP, Library, Associated.
PRINCIPAL STOCKHOLDER: Estate of Louis J. Appell.

EXECUTIVES:
Louis J. Appell Jr., pres. Tom Miller, film buy.
Jim Curtis, prog. dir. Jeanne Padden, prom. mgr.
Llewelyn Jones, ch. eng. Otis Morse, news ed.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$37.50, (film) \$37.50. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 13 times up to 30% for 312 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	250,000	400,000	800,000
Families in Area	70,300	112,500	225,000
No. of Sets	45,000	50,000	100,000
Retail Sales	\$250,000,000	\$500,000,000	\$800,000,000
Income per Family	\$3,293	\$3,043

RHODE ISLAND

RHODE ISLAND MARKET INDICATORS

Total Population, July 1, 1954.....	824,000
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, March 1955.....	294,700
Employed in Agriculture, 1950.....	4,461
Employed in Manufacturing, March 1955.....	133,800
Employed in Construction, March 1955.....	15,700
Employed in Transportation & Public Utilities, March 1955.....	15,400
Employed in Wholesale & Retail Trade, March 1955.....	53,800
Employed in Finance, Insurance & Real Estate, March 1955.....	12,100
Employed in Service and Miscellaneous, March 1955.....	29,100
Employed in Government Service, March 1955.....	34,800
Retail Sales, 1954.....	\$ 855,040,000
Bank Assets, Jan. 1, 1955.....	\$ 1,272,700,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,154,702,000

Major Income Sources, 1953: Agriculture .6%; Government 17.7%; Manufacturing Payrolls 34.9%; Trade and Service 23.8%.

Total Income Payments, 1953.....	\$ 1,429,000,000
Per Capita Income, 1953.....	\$ 1,749
Total Internal Revenue Collections, 1954.....	\$ 283,914,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 61.30
Cash Receipts from Farm Marketing, 1954.....	\$ 25,378,000
Government Payments to Farmers, 1954.....	\$ 55,000
Value of Mineral Production, 1951.....	\$ 1,278,000
Total New Construction in 1952.....	\$ 116,400,000
New Private Construction in 1952.....	\$ 70,800,000
New Public Construction in 1952.....	\$ 45,600,000
Motor Vehicle Registration, 1954.....	294,072
Number of Telephones, Jan. 1, 1955.....	273,400
Number of Electrical Connections, Jan. 1, 1955.....	276,565
Number of Gas Utilities Connections, 1953.....	166,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

RHODE ISLAND MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Bristol.....	29,079	\$22,761	\$ 8,150	\$ 905	8,540	98%
Kent.....	77,763	76,319	22,647	2,191	21,350	82%
Newport.....	61,539	60,487	22,253	2,228	13,910	80%
Providence.....	574,973	652,200	169,810	21,804	164,030	93%
Washington.....	48,542	43,273	14,013	1,564	9,890	68%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

PROVIDENCE

(Providence County)

WJAR-TV

LICENSEE: The Outlet Co. Address: 176 Weybosset St. Postal Zone: 2. Phone: Gaspee 1-8255.

FACILITIES: Ch. 10. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 920 ft.; Above ground 853 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 10, 1949. Hours, 6:40-12:10 a.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WJAR.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohres & Albertson; Consulting Engineer, Craven, Lohres & Culver.

SERVICES: Two studios (50x30 ft. and 20x15 ft.). Four RCA camera chains. One rear screen projector. Three RCA film cameras. Four film projectors, three RCA, one GE. Six slide projectors. One Telop opaque projectors. One Bridgomatic Jr. film processing unit. One RCA mobile unit. News Services, AP, INS. Library, Sesac.

PRINCIPAL STOCKHOLDERS: The Outlet Co. is a department store.

EXECUTIVES:

George O. Griffith, vp.	Frederick R. Griffiths, opr. mgr.
Peter B. James, mgr.	William L. Cooper Jr., film buy.
Edward Boghosian, sls. mgr.	James Canavan, prom. mgr.
Seymour Horowitz, prog. mgr.	Manning Tesser, prod. mgr.
Dody Sinclair, pub. rel. dir.	Warren Walden, news ed.
Thomas C. J. Prior, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$190, (film) \$180; ID \$90. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 6 (rev.).

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	2,707,900	4,623,300
No. of Sets	781,076	1,404,002	1,554,002 (est.)
Retail Sales	\$3,131,501,000	\$5,028,006,000
Income per Family	\$5,372	\$5,250
Income per Capita	\$1,550	\$1,515

Market information in station listings is furnished by station and any inquiries should be directed to that 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 NEW ENGLAND'S

BIG

PROVIDENCE, R.I.

Fall River, Mass.

New Bedford, Mass.

3

MARKET

WPRO-TV



PROVIDENCE, R.I.

Channel

316,000 WATTS

**REPRESENTED BY
BLAIR-TV**



PROVIDENCE (Cont.)

WNET (TV)†

LICENSEE: Channel 16 of Rhode Island Inc. Address: P. O. Box 1533. Postal Zone: 1. Phone: Blackburn 2-3316.

FACILITIES: Ch. 16. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 115 kw. Operating Pow.: Visual 22 kw, Aural 11 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 510 ft.; Above ground 453 ft.

OPERATION: Began March 23, 1954. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cottone & Scheiner; Consulting Engineer, George C. Davis.

SERVICES: Two studios (80x30 ft. and 30x15 ft.). Two GPL camera chains. One GPL camera. Two GPL 16mm film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Harold C. Arcaro, Samuel Hamin and John Dunne, each 33.04%, and others.

EXECUTIVES:

Harold C. Arcaro, pres. Herbert F. Evans, ch. eng.
E. James McEnaney Jr., gen. mgr., Bruce Deane White, prom. mgr.
com. mgr. & film buy. Patrick J. Romano, news ed.
Violette B. Marks, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; 1D \$20. 1D Length 8 sec. Full screen. Frequency discounts from 2 1/2% 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	831,110	2,795,400	3,626,510
Families in Area	244,000	831,110	1,075,110
No. of Sets	221,000	715,000	936,000
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) has suspended operation but has not returned its CP.

WPRO-TV

LICENSEE: Cherry & Webb Bcstg. Co. Address: 24 Mason St. Postal Zone: 2. Phone: Plantations 1-9776.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 182 kw. Operating Pow.: Visual 309 kw, Aural 182 kw. Transmitter: GE. Antenna Make: GE. Authorized height: Above average terrain 610 ft.; Above ground 557 ft.

OPERATION: Began March 27, 1955.

AFFILIATION: Tv Network, CBS. Stations, Am, WPRO. Fm, WPRO-FM.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNary.

SERVICES: Two studios (20x30 ft. and 30x50 ft.). Two GE camera chains. Two GE film cameras. Two GE 16mm film projectors. Two 2x2 in. slide projectors. One Gray Telop opaque projector. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: William S. Cherry Jr., pres. (44.9%); Anna Cherry Gross, vp. (44.9%); Charles W. Knowles, treas. (10.2%). Following merger agreement with other applicants for ch. 12, a new television corporation will be formed. This will be owned, after all options are taken up, 44% by Cherry & Webb Broadcasting Co.; 23% by Hope Broadcasting Co.; 20% by Greater Providence Broadcasting Co., and 13% by C. George Taylor and Robert T. Engles jointly.

EXECUTIVES:

William S. Cherry Jr., pres. Fred D. Shavor, prog. dir.
Arnold F. Schoen Jr., gen. mgr. John V. Ferri, ch. eng.
Eugene W. Wilkin, com. mgr. E. Paul Abert, opr. mgr.

RATE INFORMATION: Class A one hour (live) \$1,000, (film) \$1,000; minute spot (live) \$180, (film) \$180; 1D \$90. 1D Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

SOUTH CAROLINA

SOUTH CAROLINA MARKET INDICATORS

Total Population, July 1, 1954.....	2,238,000
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, March 1955.....	515,600
Employed in Agriculture, 1950.....	197,055
Employed in Mining, March 1955.....	1,000
Employed in Manufacturing, March 1955.....	224,800
Employed in Construction, March 1955.....	34,200
Employed in Transportation & Public Utilities, March 1955.....	25,600
Employed in Wholesale & Retail Trade, March 1955.....	98,400
Employed in Finance, Insurance & Real Estate, March 1955.....	13,000

Employed in Service and Miscellaneous, March 1955.....	39,600
Employed in Government Service, March 1955.....	79,000
Retail Sales, 1954.....	\$ 1,495,320,000
Bank Assets, Jan. 1, 1955.....	\$ 909,987,000
Bank Deposits, Jan. 1, 1955.....	\$ 838,998,000
Major Income Sources, 1953: Agriculture 10.5%; Government 19.8%; Manufacturing Payrolls 25.5%; Trade and Service 21.3%.	
Total Income Payments, 1953.....	\$ 2,403,000,000
Per Capita Income, 1953.....	\$ 1,095
Total Internal Revenue Collections, 1954.....	\$ 247,360,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 52.86
Cash Receipts from Farm Marketing, 1954.....	\$ 315,094,000
Government Payments to Farmers, 1954.....	\$ 2,781,000
Value of Mineral Production, 1951.....	\$ 11,286,000
New Public Construction in 1952.....	\$ 765,300,000
Motor Vehicle Registration, 1954.....	719,706
Number of Telephones, Jan. 1, 1955.....	356,500
Number of Electrical Connections, Jan. 1, 1955 ¹	1,886,667
Number of Gas Utilities Connections, 1953.....	46,100

¹ Includes North Carolina.

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

SOUTH CAROLINA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Abbeville	22,456	\$11,460	\$ 3,510	\$ 400	1,430	25%
Aiken	53,137	34,540	10,979	758	2,350	12%
Allendale	11,773	5,620	1,731	183
Anderson	90,664	65,444	15,961	1,809	4,800	20%
Bamberg	17,533	9,275	2,019	238
Barnwell	17,266	8,800	2,298	294
Beaufort	26,993	12,874	3,621	281	1,210	18%
Berkeley	30,251	8,825	3,131	129	2,550	37%
Calhoun	14,753	4,728	1,435	147	650	19%
Charleston	164,856	146,522	39,004	4,640	24,760	32%
Cherokee	34,992	18,152	5,180	457	5,690	65%
Chester	32,597	20,426	6,631	534	4,670	57%
Chesterfield	36,236	19,446	4,256	595	2,880	35%
Clarendon	32,215	10,782	2,702	310	1,010	15%
Colleton	28,242	14,660	2,812	604	1,790	25%
Darlington	50,016	32,296	8,688	775	3,310	27%
Dillon	30,930	16,153	4,256	426	1,700	25%
Dorchester	22,601	11,092	3,521	393	1,370	24%
Edgefield	16,591	7,631	2,107	241	1,220	32%
Fairfield	21,780	8,855	2,233	252	2,790	57%
Florence	79,710	65,300	15,316	1,493	9,560	48%
Georgetown	31,762	19,320	5,875	628	2,890	37%
Greenville	168,152	174,225	37,621	5,157	19,880	40%
Greenwood	41,628	38,157	9,167	1,322	2,840	25%
Hampton	18,027	7,714	1,896	249	860	19%
Horry	59,820	37,606	8,304	1,358
Jasper	10,995	5,029	1,139	94	510	19%
Kershaw	32,287	16,811	5,047	459	3,480	45%
Lancaster	37,071	25,730	6,809	704	5,150	56%
Laurens	46,974	26,471	7,454	753	3,360	28%
Lee	23,173	7,550	2,331	292	2,210	46%
Lexington	44,279	22,618	7,902	671	4,760	39%
McCormick	9,577	3,323	953	77	530	25%
Marion	33,110	20,870	4,805	744	2,000	25%
Marlboro	31,766	16,405	4,534	428	2,630	35%
Newberry	31,771	21,815	5,930	710	2,760	32%
Oconee	39,050	20,280	5,002	452	1,540	16%
Orangeburg	68,726	38,271	9,522	1,124	3,080	19%
Pickens	40,058	21,143	6,826	715	1,680	16%
Richland	142,565	170,359	32,056	5,391	14,370	34%
Saluda	15,924	5,357	1,138	133	1,220	32%
Spartanburg	150,349	130,280	30,250	3,076	22,550	56%
Sumter	57,634	36,806	9,349	1,057	3,370	24%
Union	31,334	17,746	5,498	643	5,080	66%
Williamsburg	43,807	19,078	4,862	403	1,320	14%
York	71,596	59,475	15,966	1,490	10,620	57%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

ANDERSON

(Anderson County)

WAIM-TV (GREENVILLE)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Rd. Phone: Canal 6-1511.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 93.3 kw. Operating Pow.: Visual 170 kw, Aural 93.3 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 380 ft.; Above ground 418 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 15, 1953. Hours, 10 a.m.-11:30 p.m.

AFFILIATION: Tv Network, CBS. Stations, Am, WAIM. Fm, WCAC (FM).

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Spearman & Roberson; Cottone & Scheiner; Consulting Engineer, George C. Davis.

SERVICES: Two studios (40x50 ft. and 40x20 ft.). Three camera chains, two DuMont, one Federal. One Kleig rear screen projector. One film camera. Two GPL film projectors. Three slide projectors, two Federal, one Gray. One Federal opaque projector. One Houston-Fearless film processing unit. News Service, INS. Library, Lang-Worth.

PRINCIPAL STOCKHOLDER: Licensee is publisher of Anderson Independent and Mail.

EXECUTIVES:

Wilton E. Hall, own. John Willis, ch. eng.
 Glenn P. Warnock, gen. mgr. Va. Barath, film buy.
 John McCallum, com. mgr. G. Paul Browne, prom. mgr.
 Ray Barath, prog. dir. Al Joseph, news ed.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$25. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	289,833	869,500	999,925
Families in Area	61,666	185,000	212,750
No. of Sets	42,467	127,400	146,510
Retail Sales	\$194,855,000	\$584,565,000	\$672,249,750
Income per Family	\$2,867	\$2,867	\$2,867
Income per Capita	\$ 610	\$ 610	\$ 610

CAMDEN
(Kershaw County)

WACA-TV

(Target Date, Unknown)

LICENSEE: Camden Bcstg. Corp. Address: Camden. Phone: Hemlock 2-2311.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 78 kw, Aural 45 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 550 ft.; Above ground 579 ft.

AFFILIATION: Station, Am, WACA.

REPRESENTATIVES: Washington Attorney, A. L. Stein; Consulting Engineer, William E. Bennis Jr.

SERVICES: Two studios (32x46 ft. and 18x52 ft.).

PRINCIPAL STOCKHOLDERS: Haygood S. Bowden, pres. (31%); Thomas J. Richards, vp.-treas. (2%); Harold W. Funderburk, sec. (8%); Woodrow R. Bowden (15%); and others.

EXECUTIVES:

Haygood S. Bowden, pres. Joe Toher, ch. eng.
 Tom Richards, vp. & gen. mgr.

CHARLESTON
(Charleston County)

WCSC-TV

LICENSEE: WCSC Inc. Address: 485 E. Bay St. Postal Zone: 21. 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: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 515 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began June 19, 1953. Hours, 11 a.m.-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Stations Am, WCSC. Fm, WCSC-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Cuver.

SERVICES: One studio (30x50 ft.). Two DuMont camera chains. One Bodde rear screen projector. One DuMont film camera. Two GPL film projectors. One DuMont scanner. One Bridgamatic film processing unit. One-camera portable mobile unit. One Keescl sound motion picture camera. News Service, UP. Library, MPTV.

PRINCIPAL STOCKHOLDER: John M. Rivers (63.74%).

EXECUTIVES:

John M. Rivers, pres. & treas. Charlie Hall, prog. dir.
 Roland Weeks, gen. mgr. Wilbur Albee, ch. eng.
 & natl. sls. mgr. Annie Lee Small, prom. mgr.
 Ralph E. Thornley, reg. sls. mgr. Harry Gianaris, news d'r.

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

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$65.50, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,378,000; Families in Area, 338,800; No. of Sets, 188,747; Retail Sales, \$674,476,000; Income per Family, \$2,860; Income per Capita, \$693.

WUSN-TV

LICENSEE: Southern Bcstg. Co. Address: East of Cooper River Bridge, Hwy. 17. Phone: Mount Pleasant 4141.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 53.7 kw. Operating Pow.: Visual 100 kw, Aural 53.7 kw. Transmitter: RCA. Antenna Make: RCA. Transmitter Make: RCA. Height: Above average terrain 790 ft.; Above ground 842 ft.

OPERATION: Began Sept. 25, 1954. Hours, 8:30 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WUSN.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (40x80 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One Telop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Evening Post Pub. Co. (Charleston News & Courier and Post) (25%); J. Drayton Hastie, pres. (14.3%); Sara C. Hastie (5.9%); George L. Buist (2.9%); Theodore D. Maybank, vp. (4%) and others. Evening Post Pub. Co. has option to buy additional 12.5%.

EXECUTIVES:

J. Drayton Hastie, pres. & gen. mgr. Harry R. Wagner, prod. dir.
 Douglass M. Bradham, asst. gen. mgr. Walter Nelson, ch. eng.
 Grange S. Cuthbert Jr., com. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$65.50 (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 312 times. Rate Card No. 1.

MARKET INFORMATION: No. of Sets (Total Including Fringe Area), 193,500.

COLUMBIA
(Richland County)

WCOS-TV

LICENSEE: Radio Columbia Inc. Address: Cornell Arms Bldg. 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 7.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 554 ft.

OPERATION: Began May 1, 1953. Hours, 4-11 p.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WCOS. Fm, WCOS-FM.

REPRESENTATIVES: Sales, Headley-Reed Tv. Washington Attorney, Pierson, Ball & Dowd. Consulting Engineer, George C. Davis.

SERVICES: One studio (22x40 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Eastman 2x2 in. slide projector.

PRINCIPAL STOCKHOLDERS: Charles W. Pittman (72%) and H. W. Pittman (28%).

EXECUTIVES:

Charles W. Pittman pres. Robert Lambert, ch. eng.
 Stewart Spencer, sta. mgr. & film buy. Joe McGinley, prom. mgr.
 Blair McKenzie, prog. dir.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40 (film) \$40; ID \$20. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% 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	300,000	100,000	400,000
Families in Area	110,000	28,000	138,000
No. of Sets	60,000	14,300	74,300
Retail Sales	\$300,000,000	\$50,000,000	\$350,000,000
Income per Family	\$5,372		
Income per Capita	\$1,384		

COLUMBIA (Cont.)

WIS-TV

LICENSEE: WIS-TV Corp. Address: 1111 Bull St. Phone: 3-8356.
FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Operating Pow.: Visual 269 kw, Aural 135 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 640 ft.; Above ground 582 ft.
OPERATION: Began Nov. 7, 1953. Hours, 11 a.m.-11 p.m.
AFFILIATION: Tv Networks, DTN, NBC. Stations, Am, WIS. Fm, WIS-FM.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: Two studios (35x17 ft. and 50x40 ft.). Three RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. Two Spindler & Sauppe slide projectors. One mobile unit. News Service, INS. Library, Capitol.
PRINCIPAL STOCKHOLDERS: Broadcasting Co. of the South (B. Calhoun Hipp, pres.) (81.4%). Broadcasting Co. of the South also owns WIST Charlotte, N.C.
EXECUTIVES:
 G. Richard Shafto, pres. Barnard Goldberg, tech. sup.
 Charles A. Batson, mgng. dir. John Bondeson, prom. mgr.
 Law Epps, sls. mgr. E. Grenville Seibels, news ed.
 Adrian R. Munzell, prog. coord. & film buy.

RATE INFORMATION: Class A one hour (film) \$350; Class AA minute spot (film) \$87.50, Class A \$70; Class AA ID \$43.75, Class A \$35. ID Length 8 sec. Specifications 25% marginal safety, 2x2 in. tape or metal mounted. Full and share screen. Frequency discounts up to 25% for 312 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,178,884; No. of Sets, 167,334; Retail Sales \$766,977,000.

WNOK-TV

LICENSEE: Palmetto Radio Corp. Address: 1811 Main St. Phone: 2-7737.
FACILITIES: Ch. 67. Authorized Eff. Rad. Pow.: Visual 741 kw, Aural 372 kw. Operating Pow.: Visual 93.5 kw, Aural 47 kw. Transmitter: DuM. Antenna Make: Gabriel. Height: Above average terrain 630 ft.; Above ground 536 ft.
OPERATION: Began Sept. 1, 1953. Hours, 1:45-11 p.m.
AFFILIATION: Tv Network, CBS. Station, Am, WNOK.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Covington & Burling; Consulting Engineer, Kear & Kennedy.
SERVICES: Two studios. Two DuMont camera chains. One Kaybee Lab film camera. Two DeVry film projectors. One DuMont scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: Irwin Kahn, pres. (29.87%); W. Croft Jennings, vp (6.9%); J. W. Lindau III, vp. (11.39%); Carlisle Roberts, sec. (11.39%); Samuel Litman, treas. (10.01%); and others. Mr. Kahn is 49.8% owner of WORD and WDXY (FM) Spartanburg, S.C.

EXECUTIVES:
 H. Moody McElveen Jr., gen. mgr. & com. mgr. R. L. Brown, film buy.
 Bill Routh, prog. dir. Pat Conder, prom. mgr.
 Charlton W. Bowers, ch. eng. Don Robertson, news ed.
RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 15% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	201,791	134,041	332,138
Families in Area	57,654	38,298	95,952
No. of Sets	40,358	24,511	78,200
Retail Sales	\$188,934,000	\$67,571,000	\$256,505,000
Income per Family	\$5,372	\$2,686	\$4,202
Income per Capita	\$1,384	\$ 699	\$1,201

FLORENCE
(Florence County)

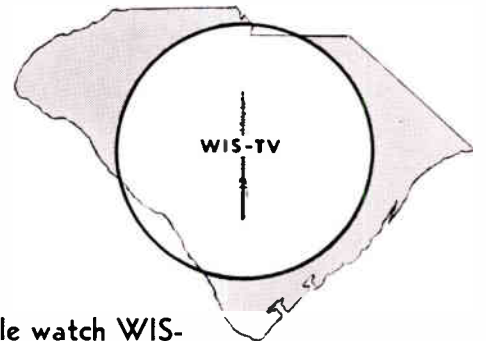
WBTW (TV)

LICENSEE: Jefferson Standard Bcstg. Co. Address: New Cashua Ferry Rd. Phone: 2-1566.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Operating Pow.: Visual 316 kw, Aural 191 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 790 ft.; Above ground 827 ft.
OPERATION: Began Oct. 18, 1954. Hours, 2:45-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Two studios (30x45 ft. and 10x8 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. One Tressel slide-opaque projector. News Service, AP. Library, Capitol.
PRINCIPAL STOCKHOLDERS: See WBTW (TV) Charlotte, N.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.

CENTRAL SOUTH CAROLINA'S ONLY VHF STATION

the one wide coverage station



In 5 key Columbia Trade Area cities, more people watch WIS-TV regularly more often than any other South Carolina station.*

In 3 of these 5 cities, WIS-TV is the only Columbia station reported at all. In the other 2, WIS-TV's audience is many times larger than its two Columbia competitors combined.*

And in the Columbia Metropolitan area, 25 of the top 30 shows are on WIS-TV.*

*ARB, March 1955

N B C NETWORK



Population	1,178,884*
Total Families	289,600*
TV Sets (May 27, 1955)	172,206
EBI	\$1,285,413,000*

*SM Survey of Buying Power, May 1955

President — G. Richard Shafto

Managing Director — Charles A. Batson

Represented nationally by Free & Peters



EXECUTIVES:

J. M. Bryan, pres.
 Charles H. Crutchfield, exec. vp.
 J. William Quinn, mgng dir.
 Melvin H. Purvis, mgr.
 John H. Brock, com. mgr.

Robert L. Rierson, prog. dir. & film buy.
 Emil A. Sellars, ch. eng.
 Whitefoord Smith, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$309, (film) \$250; Class AA minute spot (live) \$60, (film) \$60; Class AA ID \$30. ID Length 10 sec. Specifications 2x2 in. Share screen. Frequency discounts from 2 1/2% for 26 weeks up to 5% for 52 weeks. 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	254,100
No. of Sets	37,150	52,400	125,320
Retail Sales	\$203,928,000	\$274,445,000	\$702,937,000
Income per Family	\$3,150	\$3,257	

GREENVILLE
(Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton E. Hall. Address: 321 Kingsley Rd. Phone: Canal 6-1511. (For full listing see Anderson.)

WFBC-TV

LICENSEE: WFBC-TV (WMRC Inc.). Address: 505 Rutherford St. Phone: 9-1321.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,140 ft.; Above ground 158 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1955. Hours, 7-12:45 a.m.

AFFILIATION: Tv Network, NBC. Station, Am, WFBC.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios. Two RCA cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two 2x2 in. slide projectors. One negative film processing unit. One converted bus mobile unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont) (46%); Roger C. Peace, chmn. of bd. (pres., Greenville News-Piedmont Co.); Robert A. Jolley, pres., and family (11.886%); and others. Greenville News-Piedmont Co. owns Asheville Citizen-Times (WWNC Asheville, N.C.) Asheville Citizen-Times has option to buy 5,000 shares of WLOS-TV Asheville, N.C.

EXECUTIVES:

R. A. Jolley, pres.
 B. T. Whitmire, mgr.
 R. Q. Glass Jr., com. mgr.

N. C. Duncan, prog. dir. & news ed.
 W. C. Wearn, ch. eng. & film buy.
 Robert Edwards, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$450, (film) \$400; minute spot (live) \$105, (film) \$100; ID \$55. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Population, 2,924,625. Families in Area, 739,750; No. of Sets, 380,337; Retail Sales, \$2,112,629,000; Income per Family, \$2,855; Income per Capita, \$1,080.

WGVL (TV)

LICENSEE: Greenville Television Co. Address: Calhoun Towers. Phone: 5-0471.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 8.52 kw. Operating Pow.: Visual 17 kw, Aural 8.52 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,130 ft.; Above ground 131 ft.

OPERATION: Began July 15, 1953. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, ABC, DTN.

SALES REPRESENTATIVES: H-R Television Inc. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Frank H. McIntosh.

SERVICES: One studio (15x33 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: Edgar M. Norris, pres. (6.7%); R. M. Caine, exec. vp. (40.7%); Calvin F. Teague, sec.-treas. (3.4%); Ben K. McKinnon, vp. & gen. mgr. (2.2%); Lewis Village (5%), Vivian M. Manning (5%); Burnet R. Maybank (3%) and others.

EXECUTIVES:

R. M. Caine, exec. vp.
 Ben K. McKinnon, vp.,
 gen. mgr. & com. mgr.
 Ben Greer, prog. dir.

Harley Reynolds, ch. eng.
 Bill Banner, film dir.
 Bob Shoaff, prom. mgr.
 John M. Wrightson, bus. mgr.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$200; minute spot (live) \$50, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts.

MARKET INFORMATION: Population, 1,671,200; Families in Area, 430,000; No. of Sets, 128,000; Retail Sales, \$1,168,434,000.

GIANT MARKET IN THE SOUTHEAST!

Compare this 69-county Coverage in S. C., N. C., Ga., and Tenn. with Any Other Southern Market.

POPULATION	2,204,800
INCOMES	\$2,306,268,000
RETAIL SALES	\$1,471,603,000
TELEVISION HOMES	380,337

Population, Incomes and Sales Figures from Sales Management 1955 Survey of Buying Power. TV Homes from Nielsen Survey 1953, plus RETMA Shipments through May 27, 1955

Ask us, or WEED, our National Representatives for complete market data, rates, availabilities, audience surveys, and success stories.



"Giant of Southern Skies"
 100KW POWER
 (FCC MAXIMUM)
 2204 FT. ANTENNA



NBC NETWORK

WFBC-TV

GREENVILLE, S. C.

WFBC-RADIO
 (NBC Affiliate)
 Represented
 Nationally by
 AVERY-KNODEL, INC.

Represented
 Nationally by
 WEED
 Television Corp.



SOUTH CAROLINA

SPARTANBURG
(Spartanburg County)

WSPA-TV

(Target Date, Fall, 1955)

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: DuM. Antenna Make: GE. Height: Above average terrain 1,180 ft. Above ground 445 ft.

AFFILIATION: Tv Network, CBS. Stations, Am, WSPA. Fm, WSPA-FM.
SALES REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios (32x47 ft. and 9x12 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. Two slide projectors. One Telop opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, pres. (50.48%); D. S. Burnside, sec.-treas. (4.1%); and others.

EXECUTIVES:

Walter J. Brown, pres. H. D. Peckham Jr., eng. dir.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	780,810	468,915	1,780,500
Families in Area	206,565	119,960	457,700
No. of Sets	99,313	54,211	225,673
Retail Sales	\$606,190,000	\$317,791,000	\$1,229,144,000

SOUTH DAKOTA

SOUTH DAKOTA MARKET INDICATORS

Total Population, July 1, 1954.....	667,000
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, March 1955.....	118,000
Employed in Agriculture, 1950.....	98,025
Employed in Mining, March 1955.....	2,400
Employed in Manufacturing, March 1955.....	11,300
Employed in Construction, March 1955.....	7,300
Employed in Transportation & Public Utilities, March 1955.....	9,400
Employed in Wholesale & Retail Trade, March 1955.....	38,200
Employed in Finance, Insurance & Real Estate, March 1955.....	4,800
Employed in Service and Miscellaneous, March 1955.....	15,400
Employed in Government Service, March 1955.....	29,400
Retail Sales, 1954.....	\$ 719,298,000
Bank Assets, Jan. 1, 1955.....	\$ 636,690,000
Bank Deposits, Jan. 1, 1955.....	\$ 591,362,000
Major Income Sources, 1953: Agriculture 32.5%; Government 18.3%; Manufacturing Payrolls 4.5%; Trade and Service 25.4%.	
Total Income Payments, 1953.....	\$ 895,000,000
Per Capita Income, 1953.....	\$ 1,362
Total Internal Revenue Collections, 1954.....	\$ 70,461,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 67.51
Cash Receipts from Farm Marketing, 1954.....	\$ 530,928,000
Government Payments to Farmers, 1954.....	\$ 5,728,000
Value of Mineral Production, 1951.....	\$ 29,652,000
New Public Construction in 1952.....	\$ 79,000,000
Motor Vehicle Registration, 1954.....	314,636
Number of Telephones, Jan. 1, 1955.....	170,500
Number of Electrical Connections, Jan. 1, 1955.....	211,043
Number of Gas Utilities Connections, 1953.....	43,000

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

SOUTH DAKOTA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Aurora	5,020	\$ 2,795	\$ 393	\$ 103		
Beadle	21,082	27,272	5,298	589		
Bennett	3,396	2,866	539	47		
Bon Homme	9,440	9,971	1,259	282	500	18%
Brookings	17,851	19,649	4,307	443	760	15%
Brown	32,617	52,178	8,048	1,254		
Brule	6,076	8,524	2,099	283		
Butte	1,615	215	147			
Campbell	8,161	11,827	2,151	306		
Charles Mix	4,046	1,940	555	23		
Clark	15,558	16,892	3,641	478		
Clay	8,369	6,991	1,118	180		
Codington	10,993	8,468	1,633	303	1,420	43%
Corson	18,944	29,351	4,022	496		
Custer	6,168	2,910	654	33		
Davison	5,517	4,601	1,211	43		
Day	16,522	30,257	3,679	676		
Deuel	12,294	11,249	1,856	246		
	7,689	4,494	1,071	59		

SOUTH DAKOTA

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Dewey	4,916	3,401	849	134		
Douglas	5,636	3,644	762	141		
Edmunds	7,275	5,802	665	69		
Fall River	10,439	10,063	2,396	560		
Faulk	4,752	5,158	854	47		
Grant	10,233	7,835	1,697	177		
Gregory	8,556	6,199	1,212	162		
Haakon	3,167	3,984	729	166		
Hamlin	7,058	6,796	960	51		
Hand	7,149	6,447	791	282		
Hanson	4,896	2,664	704	45		
Harding	2,289	964	269	18		
Hughes	8,111	14,950	3,067	390		
Hutchinson	11,423	10,986	1,622	236	590	18%
Hyde	2,811	2,628	455	32		
Jackson	1,768	2,330	379	47		
Jerauld	4,476	3,734	866	128		
Jones	2,281	2,958	324	23		
Kingsbury	9,962	9,511	1,727	181	460	16%
Lake	11,792	13,003	2,118	226	530	16%
Lawrence	16,648	18,329	4,726	830		
Lincoln	12,767	12,294	2,369	265	1,640	43%
Lyman	4,572	3,075	665	38		
McCook	8,828	7,751	1,011	173		
McPherson	7,071	5,514	795	39		
Marshall	7,835	6,661	1,207	119		
Meade	11,516	7,492	2,106	151		
Mellette	3,046	1,187	233	23		
Miner	6,268	5,224	870	201		
Minnehaha	70,190	104,772	18,187	3,111	4,270	18%
Moody	9,252	7,087	1,125	139	420	16%
Pennington	34,053	57,938	8,558	1,628		
Perkins	6,776	7,919	1,129	43		
Potter	4,688	5,488	947	151		
Roberts	14,929	10,783	1,680	207		
Sanborn	5,142	3,872	900	40		
Shannon	5,669	778	348	27		
Spink	12,204	10,452	1,862	255		
Stanley	2,055	1,186	340			
Sully	2,713	2,832	550	23		
Todd	4,758	942	390			
Tripp	9,139	9,648	1,500	142		
Turner	12,100	12,568	2,699	364	1,590	43%
Union	10,792	9,936	1,559	445	1,420	43%
Walworth	7,648	9,868	1,644	257		
Washabaugh	1,551	202	59			
Yankton	16,804	18,577	2,979	303	810	19%
Zieback	2,606	1,413	377	22		

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

FLORENCE

(Codington County)

KDLO-TV (Satellite of KELO-TV Sioux Falls)

(Target Date, Unknown)

LICENSEE: Hills Bcstg. Co. Address: c/o KELO-TV, Sioux Falls, S. D. Phone: Sioux Falls 4-5841.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 15 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 856 ft.

OPERATION: Hours, noon-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, H-R Television Inc.; Bulmer & Johnson Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. C. Ring.

SERVICES: Two studios. RCA camera chain.

PRINCIPAL STOCKHOLDERS: See KELO-TV Sioux Falls, S. D.

EXECUTIVES:

Joseph L. Floyd, pres. M. A. Stoneking, sta. mgr.
E. A. Nord, gen. mgr.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 211,550; Families in Area, 61,894; No. of Sets, 13,871; Retail Sales, \$223,136,000; Income per Family, \$6,787.

RAPID CITY

(Pennington County)

KOTA-TV

LICENSEE: Black Hills Bcst. Co. of Rapid City. Address: 1819 W. St. Joe St. Phone: Fillmore 2-2000.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 1.32 kw, Aural 0.794 kw. Operating Pow.: Visual 1.32 kw, Aural 0.794 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 340 ft.; Above ground 350 ft.

OPERATION: Began June 1, 1955. Hours, 6:30-11 p.m.

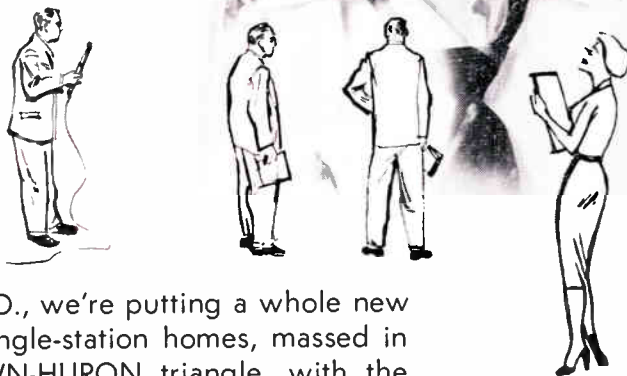
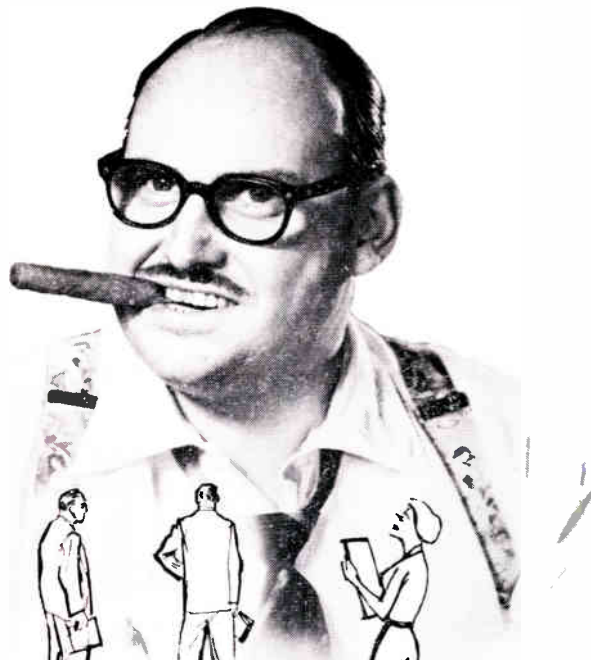
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KOTA.

REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

SERVICES: One studio (39-21 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. RCA Multiplexer. One Gray 35mm slide projector. One Telop projector. News Services, AP, 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.

JOE FLOYD ANSWERS A FEW INTIMATE QUESTIONS



WHAT ARE YOU DOING WITH FLORENCE, JOE?

At Florence, S. D., we're putting a whole new market on the tv map. 78,000 single-station homes, massed in the great ABERDEEN-WATERTOWN-HURON triangle, with the KDLO-TV transmitter set sky-high smack in the middle. Jot down Sept. 15 for the opening, and remind your dealers to stock up.

AND HOW ABOUT SUE F.? Sioux Falls? Terrific! Everybody's wild about KELO-TV, Sioux Falls, most of all the time buyers. Select any survey report you wish, lay it alongside KELO's rate card, and you'll come up with just about the best "per thousand homes" buy in the nation.

THAT'S FORCEFUL TALKING, FLOYD! We're forceful people at KELO and KDLO, the 2 powerful interconnected companion stations. We'll sell the daylights out of your product too, with 78% coverage of South Dakota, plus Minnesota and Iowa.

ANYTHING ELSE NEW, JOE? Yes, a new rep. The five fine gentlemen billboarded on this page. They'll put you in touch with me quick.

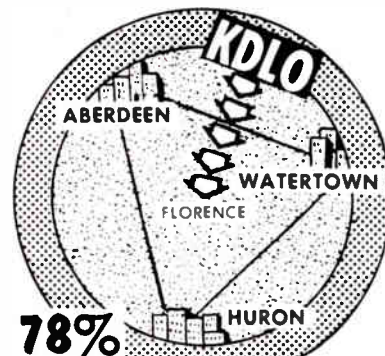


RADIO



TELEVISION

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President



78%
Coverage of South Dakota
— Plus Minnesota and Iowa



TOGETHER THEY SPELL
KELO

PRINCIPAL STOCKHOLDER: Helen S. Duhamel (100%).

EXECUTIVES:

Helen S. Duhamel, pres. Robert Musfeldt, ch. eng.
 Leo Borin, gen. mgr. Al McDonald, prom. mgr.
 Jack A. Crowley, com. mgr. Stewart Steele, news ed.
 Norman Heffron, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; 1D \$12. 1D Length 10 sec. 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	50,800	17,250	76-96,000
Families in Area	24,000	7,500	35-45,000
No. of Sets	5,000	1,000	6,500
Retail Sales	\$52,895,000	\$23,396,000	\$86,291,000
Income per Family	\$5,326	\$4,425	\$4,875
Income per Capita	\$1,770	\$1,362	\$1,566

SIoux FALLS
(Minnehaha County)

KELO-TV (Parent station of satellite KDLO-TV Florence)

LICENSEE: Midcontinent Bcstg. Co. Address: 8th St. at Phillips Ave. Phone: 4-5841.
 FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 120 kw.
 Operating Pow.: Visual 200 kw, Aural 120 kw. Transmitter: RCA. Antenna
 Make: Fisher. Height: Above average terrain 530 ft. Above ground 574 ft.

OPERATION: Began May 21, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Network, ABC, CBS, DTN, NBC. Station, Am, KELO.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One RCA camera chain. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. One Hills Filmatic film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Owned one-third each by Joseph L. Floyd, pres.; N. L. Bentson, v.p.; Edmund R. Ruben, sec.-treas. Same interests own KDLO-TV Florence, S.D., WLOL St. Paul, Minn., and 10% of WRFW Eau Claire, Wis.

EXECUTIVES:

Joseph L. Floyd, pres. Lester C. Frcke, ch. eng.
 Evans A. Nord, gen. mgr. & com. mgr. Jack Townsend, prom. mgr.
 Bill Wigginton, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; 1D \$30. 1D Length 10 sec. Full screen. 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	485,596	379,242	874,838
Families in Area	142,472	108,855	251,327
Retail Sales	\$522,076,483	\$447,718,934	\$969,795,417

TENNESSEE

TENNESSEE MARKET INDICATORS

Total Population, July 1, 1954	3,362,000
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, March 1955	819,200
Employed in Agriculture, 1950	247,372
Employed in Mining, March 1955	9,500
Employed in Manufacturing, March 1955	276,100
Employed in Construction, March 1955	51,600
Employed in Transportation & Public Utilities, March 1955	57,200
Employed in Wholesale & Retail Trade, March 1955	181,300
Employed in Finance, Insurance & Real Estate, March 1955	28,800
Employed in Service and Miscellaneous, March 1955	87,200
Employed in Government Service	127,200
Retail Sales, 1954	\$ 2,728,493,000
Bank Assets, Jan. 1, 1955	\$ 2,779,349,000
Bank Deposits, Jan. 1, 1955	\$ 2,558,551,000
Major Income Sources, 1953: Agriculture 8.5%; Government 17.6%; Manufacturing Payrolls 23.6%; Trade and Service 25.1%	
Total Income Payments, 1953	\$ 3,948,000,000
Per Capita Income, 1953	\$ 1,186
Total Internal Revenue Collections, 1954	\$ 503,275,000
Average Weekly Earnings Manufacturing Workers, March 1955	\$ 59.64
Cash Receipts from Farm Marketing, 1954	\$ 453,323,000
Government Payments to Farmers, 1954	\$ 8,626,000
Value of Mineral Production, 1951	\$ 99,854,000

Total New Construction in 1952	\$ 676,900,000
New Private Construction in 1952	\$ 366,900,000
New Public Construction in 1952	\$ 310,000,000
Motor Vehicle Registration, 1954	1,118,185
Number of Telephones, Jan. 1, 1955	787,600
Number of Electrical Connections, Jan. 1, 1955	981,963
Number of Gas Utilities Connections, 1953	209,600

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

TENNESSEE MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		TV Sets		TV %	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954		
Anderson	59,407	\$39,933	\$14,958	\$2,291	5,970	37%					
Bedford	23,627	18,216	4,434	448	3,310	48%					
Benton	11,495	5,703	1,518	150	450	14%					
Bledsoe	8,561	2,623	731	67	320	20%					
Blount	54,691	36,535	10,312	1,260	4,200	28%					
Bradley	32,338	27,593	6,788	617	1,030	12%					
Campbell	34,369	16,646	5,453	394	890	11%					
Cannon	9,174	3,332	664	36	1,100	48%					
Carroll	26,553	15,194	4,496	375	1,090	14%					
Carter	42,432	22,262	5,769	645	3,030	27%					
Cheatham	9,167	4,045	1,014	66	1,250	57%					
Chester	11,149	4,664	1,330	154	810	28%					
Claiborne	24,788	6,037	911	77	830	15%					
Clay	8,701	1,730	313	27	800	38%					
Cocke	22,991	10,546	2,966	124							
Coffee	23,049	21,236	5,184	442	3,530	48%					
Crockett	16,624	7,964	2,375	247	1,670	38%					
Cumberland	18,877	10,531	2,871	96	750	16%					
Davidson	321,758	388,109	83,948	11,237	76,730	80%					
Decatur	9,442	3,373	698	78	280	11%					
De Kalb	11,680	3,826	876	69	990	38%					
Dickson	18,805	10,064	2,778	443	3,020	57%					
Dyer	33,473	28,180	6,766	582	3,560	38%					
Fayette	27,535	8,302	2,281	152	2,140	35%					
Fentress	14,917	4,813	832	71	510	15%					
Franklin	25,431	14,590	3,201	408	830	13%					
Gibson	48,132	31,995	7,046	1,046	2,740	19%					
Giles	26,961	13,448	2,790	351	920	13%					
Greinger	13,086	2,717	562	40	420	14%					
Greene	41,048	22,765	4,868	521	1,380	13%					
Grundy	12,558	3,996	1,324	40	1,080	36%					
Hamblen	23,976	23,394	5,229	508							
Hamilton	208,255	263,520	60,437	7,915	11,190	18%					
Hancock	9,116	1,404	195	59	290	14%					
Hardeman	23,311	8,061	2,530	194	2,650	51%					
Hardin	16,908	8,597	1,901	97	1,200	28%					
Hawkins	30,494	12,394	3,121	285	910	12%					
Haywood	26,212	13,063	4,154	317	3,210	51%					
Henderson	17,173	7,963	1,756	221	540	12%					
Henry	23,828	14,070	3,494	450	1,470	21%					
Hickman	13,353	4,905	835	71	1,490	45%					
Houston	5,318	1,573	515	72	520	47%					
Humphreys	11,030	5,904	1,609	200	1,410	47%					
Jackson	12,348	1,917	319	64	1,060	38%					
Jefferson	19,667	8,867	2,514	309							
Johnson	12,278	3,974	961	106	760	27%					
Knox	223,007	245,139	52,457	7,031	16,880	26%					
Lake	11,655	6,698	1,698	209	750	25%					
Lauderdale	25,047	13,724	3,717	491	3,400	51%					
Lawrence	28,818	16,175	3,424	286	1,010	14%					
Lewis	6,078	3,520	916	60	680	45%					
Lincoln	25,624	14,543	3,455	401	820	12%					
Loudon	23,182	16,751	5,180	574	1,450	23%					
McMinn	32,024	36,452	9,237	1,003	1,030	12%					
McNairy	20,390	8,305	1,857	142	1,460	28%					
Macon	13,599	2,631	705	37	1,430	39%					
Madison	10,128	49,669	10,786	1,119	5,590	32%					
Marion	20,520	11,546	3,112	351	1,840	36%					
Marshall	17,768	12,236	2,960	354	2,760	53%					
Mauzy	40,368	28,321	6,389	723	5,140	45%					
Meigs	6,080	1,569	614	46	260	20%					
Monroe	24,513	11,879	3,123	384	1,330	23%					
Montgomery	44,186	39,874	9,911	1,139	5,440	46%					
Moore	3,948	775	265	25	160	13%					
Morgan	15,727	3,375	1,099	30	500	15%					
Obion	29,056	19,599	4,504	491	2,110	25%					
Overton	17,566	5,058	1,010	180	630	15%					
Perry	6,462	1,754	442		150	11%					
Pickett	5,093	1,085	236	30	140	15%					
Polk	14,074	7,711	1,392	170	400	12%					
Putnam	29,869	15,365	3,375	419	3,030	37%					
Rhea	16,041	9,667	2,683	420	800	20%					
Roane	31,665	17,863	4,914	643	1,960	23%					
Robertson	27,024	14,498	4,114	575	4,110	56%					
Rutherford	40,696	29,566	7,322	728	7,770	69%					
Scott	17,362	5,509	880		410	10%					
Sequatchie	5,685	2,053	500	32	260	20%					
Sevier	23,375	14,696	4,342	425							
Shelby	482,393	619,118	116,895	17,602	115,100	78%					
Smith	14,098	5,846	959	138	1,370	38%					
Stewart	9,175	2,704	534	70	990	47%					
Sullivan	95,063	89,197	17,804	2,577	9,320	34%					
Sumner	33,533	16,594	5,070	499	5,550	60%					
Tipton	29,782	16,155	3,734	429	2,660	35%					
Trousdale	5,520	2,313	492	56	610	38%					
Unicoi	15,886	7,126	1,532	73	680	17%					
Union	8,670	1,314	437		250	14%					
Van Buren	3,985	547	241	23	160	20%					
Warren	22,271	16,095	4,143	400	2,300	35%					
Washington	59,971	54,260	9,546	1,440	2,650	17%					
Wayne	13,864	5,468	1,655	126	370	11%					
Weakley	27,962	13,175	3,516	515	1,740	21%					
White	16,204	8,567	2,239	320	1,600	38%					
Williamson	24,307	13,415	3,536	345	3,280	53%					
Wilson	26,318	18,417	3,848	493	4,560	60%					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CHATTANOOGA
(Hamilton County)

WDEF-TV

LICENSEE: WDEF Bcstg. Co. Address: Volunteer Bldg. Postal Zone: 2. Phone: 6-0124.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 63.1 kw. Operating Pow.: Visual 105 kw Aural 52.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 992 ft.: Above ground 378 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 25, 1954. Hours 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS DTN, NBC. Station, Am, WDEF.

REPRESENTATIVES: Sales The Branham Co.: Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Russell P. May.

SERVICES: One studio (22x40 ft.), one announce booth (6x10 ft.). Two RCA camera chains. One RCA film camera. Two 16mm film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Carter M. Parham pres. (17.67%); Moses Lebovitz (6.15%); Edward Finlay Jr., sec., and wife (14.3%); Z. Carter Patten (4.6%); John P. Gaither and wife (3.3%); Manuel Russ (4.6%); Joel W. Solomon (6.15%); and others. Messrs. Lebovitz and Solomon own Independent Theatres of Chattanooga, Tenn.

EXECUTIVES:

Carter M. Parham, pres.	B. C. Baker ch. eng.
Harold E. Anderson, sta. mgr.	Moses Lebovitz, film buy.
Otis H. Segler, s's. mgr.	Mort Lloyd, news ed.
Morris Quave, prog. dir. & prom. mgr.	

RATE INFORMATION: Class A one hour (live) \$440, (film) \$400; minute spot (live) \$98, (film) \$90; D \$45. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION

	Grades A & B (FCC Contour)	Total (Including Fringe Area)
Population	883,000	1,541,400
Families in Area	234,700	407,200
No. of Sets	142,876	253,300
Retail Sales Effective	\$681,631,000	\$1,124,145,000
Buying Income	\$870,063,000	\$1,477,969,000

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. Foreword.

JACKSON
(Madison County)

WDXI-TV

LICENSEE: Dixie Bcstg. Co. Postal Zone: 1. Phone: 7-9611.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 630 ft.: Above ground 560 ft.

OPERATION: Began March 6, 1955. Hours, 2-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WDXI.

REPRESENTATIVES: Sales Burn-Smith Co.: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineers, Kear & Kennedy.

SERVICES: One studio (30x40 ft.). Two camera chains. Two film cameras, Bolex, Bell & Howell. Three DeVry film projectors. Two Gray slide projectors. One Federal scanner. One Federal opaque projector. Composite film processing unit. One Federal-Raytheon mobile unit. News Service, UP. Library, Official.

PRINCIPAL STOCKHOLDERS: Aaron B. Robinson (57.3%). Mr. Robinson also owns WDXE Lawrenceburg and WDXN Clarksville, 60% of WDXL Lexington, majority of WENK Union City majority of WTPR AM-FM Paris, all Tenn., and 46% of WCMA Corinth, Miss.

EXECUTIVES:

Aaron B. Robinson pres. & gen. mgr.	James S. Thomas, ch. eng.
Jack Murphy, com. mgr.	Dave O'Brien, prom. mgr.
Larry Crenshaw, prog. dir. & film buy.	Al Knott, news ed.

RATE INFORMATION: Class A one hour (live) \$280, (film) \$200; minute spot (live) \$56, (film) \$40; ID \$20. ID Length 10 sec. Full screen. Frequency discounts from 5% for 26 times up to 30% for 312 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 716,000; Families in Area, 194,100; No. of Sets, 85,445; Retail Sales, \$431,000,000.

JOHNSON CITY
(Washington County)

WJHL-TV (BRISTOL-KINGSPORT)

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 309 kw, Aural 155 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 720 ft.: Above ground 629 ft.

OPERATION: Began Oct. 26, 1953. Hours 9:45 a.m.-midnight.

AFFILIATION: Tv Networks ABC CBS DTN, NBC. Stations, Am, WJHL. Fm, WJHL-FM.

WDEF TV channel 12

INTERCONNECTED . . . NBC • CBS • ABC • DuMONT

142,876 Sets, RETMA to April 29, 1955
97¢ buys 1,000 homes
Class A Minute or 20 Sec.

FULL-TIME OPERATION
"From 7 a.m. ("Today") until midnight"

TELEPULSE
December 1-7, 1954

Share of Audience	12 to 6 p.m.	6-12 p.m.
Monday-Friday	84	87
Saturday	91	84
Sunday	87	84

105,200 WATTS
VHF

HAROLD (Hap) ANDERSON, Manager
CARTER M. PARHAM, President

CONTACT
THE BRANHAM COMPANY

JOHNSON CITY (Cont.)

WJHL-TV (Cont.)

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, McKenna & Wilkinson.

SERVICES: One studio (40x50 ft.). Two GE camera chains. One TSC rear screen projector. Two GE film cameras. Two GPL 16mm film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: W. H. Lancaster, pres. and family (45.58%); T. F. Dooley, sec.-treas. and wife (8.76%); Mrs. Harriet B. Campbell and family (45.45%).

EXECUTIVES:

W. H. Lancaster Sr., pres. Rowland Medler, trans. eng. sup.
 W. H. Lancaster Jr., vp. & gen. mgr. W. A. McDonald, prom. mgr.
 Walter Heeb, prog. dir. & film buy. Michael Blancard, news ed.
 Albert Renfro, operational eng. sup.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; ID \$25. ID Length 8 sec. Specifications 16mm film. Full and share screen. 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	516,490	479,460	1,612,370
Families in Area	129,598	102,870	398,143
No. of Sets	168,123

**KNOXVILLE
(Knox County)**

WATE (TV)

LICENSEE: Greater East Tennessee Tv Inc. Address: 612 Gay St., S. Phone: 2-7111.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 994 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 1, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WROL.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Two studios (21x35 ft. and 22x55 ft.). Four camera chains. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP. Library, World.

PRINCIPAL STOCKHOLDERS: Paul Mountcastle, pres. (37.43%); W. H. Linebaugh (5.04%); John A. Ayres, sec.; Cowan Rodgers Jr., exec. vp. (4.91%); Frank A. Tucker, treas. (4.28%); Clarence Beaman Jr. (14.2%) and others. Messrs. Mountcastle, Linebaugh and Ayres hold half of stock in voting trust, and Messrs. Rodgers, Tucker and Herbert J. Madden vote other half. Mr. Mountcastle owns WROL Knoxville and is chmn. of bd. of Life & Casualty Insurance Co., half owner of WLAC-AM-TV Nashville.

EXECUTIVES:

Paul Mountcastle Sr., pres. Arthur J. Metzler, prog. dir. & news ed.
 W. Henry Linebaugh, gen. mgr. Fred M. Andrews, ch. eng.
 John H. Reese, sta. mgr. & film buy. Wayne Hudson, prom. mgr.
 John T. McCloud, com. mgr.

RATE INFORMATION: Class A one hour (live) \$480, (film) \$400; minute spot (live) \$96, (film) \$80; ID \$40. ID Length 8 sec., 20 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 1,401,100; Families in Area, 357,500; No. of Sets, 180,750; 1953 Retail Sales, \$964,103,000; Income per Family (Metropolitan Knoxville), \$4,612.

WTSK-TV

LICENSEE: South Central Bcstg. Corp. Address: P. O. Box 1388. Phone: 5-2113.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11 kw. Operating Pow.: Visual 21.9 kw, Aural 11 kw. Transmitter: Federal. Antenna Make: Workshop. Height: Above average terrain 480 ft.; Above ground 257.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 18, 1953. Hours, 9:30 a.m.-11:15 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Harold B. Rothrock.

SERVICES: One studio (20x34 ft.). Two DuMont camera chains. One Dage film camera. Two GPL film projectors. One FTL scanner. News Service, AP.

PRINCIPAL STOCKHOLDERS: John A. Englebrecht, pres., and wife (40.1%); George F. Stoltz, vp., and wife (40.1%); Leighman D. Groves, sec.-treas. (19.8%). Licensee owns WIKY-AM-FM Evansville, Ind.

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

EXECUTIVES:

John A. Engelbrecht, pres., gen. mgr., com. mgr. & film buy. Joseph E. Broyles, ch. eng.
 William E. Eckstein, prog. dir. Elise Bate, prom. mgr.
 Jack Joyner, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 8-10 sec. Specifications 16mm film, 2x2 in. slides. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 701,134; Families in Area, 179,420; No. of uhf Sets, 111,779; Retail Sales, \$389,634,000; Income per Family, \$2,831.

**MEMPHIS
(Shelby County)**

WHBQ-TV

LICENSEE: WHBQ Division, General Teleradio Inc. Address: 1381 Madison Ave. Postal Zone: 1. Phone: 32-1705.

FACILITIES: Ch. 13. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 160 kw. Operating Pow.: Visual 316 kw, Aural 160 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,073 ft.

OPERATION: Began Oct. 27, 1953. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am, WHBQ.

REPRESENTATIVES: Sales, Blair Tv Inc.

SERVICES: Two studios (30x50 ft. and 30x16 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas J. O'Neil, pres., General Teleradio Inc. Welton Roy, ch. eng.
 John H. Cleghorn, vp. & gen. mgr. William C. Rucker, prom. mgr.
 William H. Grumbles, opr. mgr. Gene Roper, news ed.
 Gordon Lawhead, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$850, (film) \$700; minute spot (live) \$161, (film) \$140; ID \$62.50. ID Length 7 sec. Full screen. 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	2,035,200	2,600,900
Families in Area	558,600	715,100
No. of Sets	306,199
Retail Sales	\$1,593,023,000	\$2,408,097,000
Income per Family	\$3,555	\$3,368
Income per Capita	\$ 976	\$ 926

WMCT (TV)

LICENSEE: Memphis Pub. Co. Address: 495 Union Ave. Postal Zone: 3. Phone: 8-7464.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,010 ft.; Above ground 1,088 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 11, 1948. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WMC. Fm, WMC, FM.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: One studio (18x24 ft.), one 1,011-seat auditorium with stage (28x35 ft.). Four RCA camera chains. One Bodde rear screen projector. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One RCA two-camera mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Part of Scripps-Howard group, see WEWS (TV) Cleveland, Ohio.

EXECUTIVES:

Enoch Brown, pres., Memphis Pub. Co. Wilson Mount, prog. dir. & film buy.
 Henry W. Slavick, gen. mgr. E. C. Frase Jr., ch. eng.
 Earl Moreland, sta. mgr. Walter E. Frase, prom. mgr.
 Ed. White, news ed.

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$140, (film) \$140; ID \$62.50. ID Length 8-10 sec. Specifications 2x2 in. slides. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10a.

MARKET INFORMATION: (Grade B, FCC Contour): Population, 1,691,000; Families in Area, 455,500; No. of Sets, 358,823; Retail Sales, \$1,288,564,000; Income per Family, \$3,680.

MEMPHIS (Cont.)

WREC-TV

(Target Date, Dec. 1, 1955)

LICENSEE: WREC Bcstg. Service. Address: Hotel Peabody Bldg. Postal Zone: 3. Phone: 5-1313.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,077 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, CBS. Station, Am, WREC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Hoyt B. Wooten (WREC) (100%).

EXECUTIVES:

Hoyt B. Wooten, pres. & gen. mgr. Wilson Raney, ch. eng.
Charles Brakefield, com. mgr. Russ Hodge, news ed.
Jack Michael, prog. dir.

NASHVILLE (Davidson County)

WLAC-TV (NASHVILLE)

LICENSEE: WLAC-TV Inc. Address: 159 Fourth Ave., N. Postal Zone: 3. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,370 ft.; Above ground 1,179 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 6, 1954. Hours, 6:40 a.m.-11 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WLAC.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (30x50 ft.). Two RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Gray Telop opaque projector. One film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Life & Casualty Insurance Co. of Tennessee (50%), T. B. Baker Jr. (25%) and A. G. Beaman (25%). Paul Mountcastle, ch. of bd., Life & Casualty Insurance Co., is 37.43% owner of WATE (TV) Knoxville, and owns WROL Knoxville.

EXECUTIVES:


Paul Mountcastle, chmn. of bd. Ruth C. Holly, asst. to mgr.
Guilford Dudley Jr., pres. Roy A. Smith, opr. mgr. & film buy.
T. B. Baker Jr., exec. vp. & gen. mgr. Ralph L. Hucaby, ch. eng.
A. G. Beaman, sec.-treas. James G. Wharton, prom. mgr.
Robert M. Reuschle, natl. sls. mgr. A. G. Kennigott Jr., news ed.

RATE INFORMATION: Class A one hour (live) \$620, (film) \$550; minute spot (live) \$127, (film) \$110; ID \$50. ID Length 6 sec., 8 sec. Full and share screen. Frequency discounts up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	612,500	555,200	1,460,700
Families in Area	173,225	99,060	406,600
No. of Sets	145,696	76,671	247,542
Retail Sales	\$409,071,000	\$276,599,000	\$1,084,296,000
Income per Family	\$3,276.61	\$1,374.01	\$2,854.97
Income per Capita	\$ 908.54	\$ 766.65	\$ 781.06

Mrs. Jones, file this please --
of the 27 TV Shows in Memphis
with a rating of 30 or better
WMCT has 18 *
** according to March ARB*
that's 2 to 1!
looks like WMCT is far and
away the best buy in Memphis.
Ⓜ # P.S. suggest check
availabilities before
filing.



WMCT
 WMC • WMCF • WMCT
MEMPHIS
CHANNEL 5
 Memphis' First T.V. Station
100,000 WATTS
 NATIONAL REPRESENTATIVES—THE BRANHAM CO.
 Owned and operated by THE COMMERCIAL APPEAL
 NBC BASIC • ALSO AFFILIATED WITH ABC AND DUMONT

NASHVILLE (Cont.)

WSIX-TV

LICENSEE: WSIX Inc. Address: Nashville Trust Bldg. Phone: 5-5431.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 178 kw Aural 89 kw. Operating Pow.: Visual 109 kw Aural 58 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1360 ft.; Above ground 931 ft.
OPERATION: Began Nov. 29, 1953. Hours, 9:30 a.m.-11:30 p.m.
AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WSIX.
REPRESENTATIVES: Sales, George P. Hollingbery Co., Washington Attorney, Stephen Tuhy Jr.; Consulting Engineer, Andrew D. Ring.
SERVICES: Two studios (22x34 ft. and 36x38 ft.). Two GE camera chains. One Bodde rear screen projector. One GE film camera. Two GE film projectors. Two slide projectors. News Service, AP.
PRINCIPAL STOCKHOLDERS: R. D. Stanford Jr., pres. (33 1/3%); W. H. Criswell, vp.-treas. (33 1/3%); and Louis R. Draughon, vp.-sec. (33 1/3%).
EXECUTIVES:
 Robert Stanford, gen. mgr. Eugene Tanner, com. mgr.
 Harry Stone, dir. of tv Charlie Duke, ch. eng.
 Shelton Weaver, opr. dir. & James H. Harper, prom. mgr.
 film buy. James Kent, news ed.
RATE INFORMATION: Class A one hour (live) \$425, (film) \$425; minute spot (live) \$75, (film) \$75; 15 sec. \$40. ID Length 8 sec. Frequency discounts.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,102,150. Families in Area, 306,500. No. of Sets, 240,000.

WSM-TV

LICENSEE: WSM Inc. Address: 301 Seventh Ave., N. Postal Zone: 3. Phone: 4-9541.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: Federal. Antenna Make: GE. Height: Above average terrain 680 ft.; Above ground 575 ft.
EQUIPPED TO COLORCAST network programs, local films local slides.
OPERATION: Began Sept. 30, 1950. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WSM.
REPRESENTATIVES: Sales, Edward Petry & Co., Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.
SERVICES: One studio (34x35 ft.), one announce booth (6x8 ft.). Four camera chains, two RCA two composite. One Trans-Lux rear screen projector. One GE film camera. Three film projectors, two GE, one FTL. One slide projector. One opaque projector. One film processing unit. One mobile unit. News Services, AP, UP.
PRINCIPAL STOCKHOLDERS: National Life & Accident Insurance Co. (100%).
EXECUTIVES:
 Edwin W. Craig, chmn. of bd. Aaron Shelton, ch. eng.
 John H. DeWitt Jr., pres. Elmer Cartwright, film buy.
 Irving C. Waugh, com. mgr. William R. McDaniel, prom. mgr.
 Bradford Crandall, opr. mgr. Harold Baker, news ed.
RATE INFORMATION: Class A one hour (live) \$750, (film) \$700; minute spot (live) \$150, (film) \$140; 15 sec. \$64. ID Length 8 sec. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 7.
MARKET INFORMATION: (Total Including Fringe Area): Population, 1,235,300; Families in Area, 348,880. No. of Sets, 220,051. Retail Sales, \$9,301,820; Income per Family, \$4,066; Income per Capita \$1,148.

TEXAS

TEXAS MARKET INDICATORS

Total Population, July 1, 1954.....	8,468,000
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, March 1955.....	2,211,900
Employed in Agriculture, 1950.....	442,341
Employed in Mining, March 1955.....	121,500
Employed in Manufacturing, March 1955.....	423,300
Employed in Construction, March 1955.....	163,100
Employed in Transportation & Public Utilities, March 1955.....	220,600
Employed in Wholesale & Retail Trade, March 1955.....	587,800
Employed in Finance, Insurance & Real Estate, March 1955.....	99,500
Employed in Service and Miscellaneous, March 1955.....	259,300
Employed in Government Service, March 1955.....	336,800

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.

Retail Sales, 1954.....	\$ 9,008,558,000
Bank Assets, Jan. 1, 1955.....	\$ 10,355,526,000
Bank Deposits, Jan. 1, 1955.....	\$ 9,617,646,000
Major Income Sources, 1953: Agriculture 8%; Government 17.6%; Manufacturing Payrolls 13.9%; Trade and Service 27%.	
Total Income Payments, 1953.....	\$ 12,279,000,000
Per Capita Income, 1953.....	\$ 1,480
Total Internal Revenue Collections, 1954.....	\$ 2,153,882,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 73.92
Cash Receipts from Farm Marketing, 1954.....	\$ 1,894,159,000
Government Payments to Farmers, 1954.....	\$ 22,840,000
Value of Mineral Production, 1951.....	\$ 3,268,555,000
Total New Construction in 1952.....	\$ 2,155,800,000
New Private Construction in 1952.....	\$ 1,572,600,000
New Public Construction in 1952.....	\$ 583,200,000
Motor Vehicle Registration, 1954.....	3,506,599
Number of Telephones, Jan. 1, 1955.....	2,415,700
Number of Electrical Connections, Jan. 1, 1955.....	2,595,393
Number of Gas Utilities Connections, 1953.....	1,683,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

TEXAS MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Anderson	31,875	\$21,764	\$ 6,861	\$ 655	1,420	16%
Andrews	5,002	5,743	2,067	167		
Angelina	36,032	32,967	8,202	1,040	2,540	23%
Aransas	4,252	3,173	1,171	215	250	21%
Archer	6,816	3,514	1,257	141	380	21%
Armstrong	2,215	1,329	271	27	80	16%
Atascosa	20,048	11,932	2,883	300	2,590	53%
Austin	14,663	13,227	2,997	257	1,350	30%
Bailey	7,592	9,158	2,502	312	1,080	49%
Bandera	4,410	3,820	1,347	160	670	61%
Bastrop	19,622	12,029	3,969	801	1,540	29%
Baylor	6,875	7,555	1,581	68	460	21%
Bee	18,174	16,638	3,887	572	2,150	43%
Bell	73,824	63,917	15,931	2,189	7,320	32%
Bexar	500,460	554,353	126,960	17,828	104,880	74%
Blanco	3,780	3,650	1,268	47	340	26%
Borden	1,106	40	10		40	18%
Bosque	11,836	8,762	2,123	402	680	20%
Bowie	61,966	58,848	16,195	2,047	1,980	10%
Brazoria	46,549	55,029	16,118	1,667	8,780	56%
Brazos	38,390	38,057	8,882	1,233	2,120	19%
Brewster	7,309	7,086	1,789	292	280	15%
Briscoe	3,528	3,171	825	68	140	16%
Brooks	9,195	10,697	2,701	325	510	19%
Brown	28,607	26,476	6,442	1,208		
Burleson	13,000	7,545	2,502	201	950	28%
Burnet	10,356	6,515	1,333	225		
Caldwell	19,350	17,508	3,596	392	1,400	28%
Calhoun	9,222	8,275	2,287	193	630	21%
Callahan	9,087	5,001	1,898	248	430	16%
Cameron	125,170	122,181	27,721	3,241	9,560	27%
Camp	8,740	4,888	1,604	56	650	25%
Carson	6,852	6,458	1,337	266	290	16%
Cass	26,732	17,353	3,147	504	1,760	26%
Castro	5,417	4,896	1,042	56	260	16%
Chambers	7,871	6,296	1,749	64	1,330	58%
Cherokee	38,694	25,945	7,787	881	1,210	12%
Childress	12,123	15,436	3,808	335	590	16%
Clay	9,896	5,922	1,601	200	1,590	53%
Cochran	5,928	7,278	1,862	152	830	49%
Coke	4,045	2,937	877	77	200	17%
Coleman	15,503	13,346	2,942	465	750	17%
Collin	41,692	30,441	8,994	832	5,130	41%
Collingsworth	9,139	8,923	2,079	283	380	16%
Colorado	17,576	22,487	4,703	373	1,700	32%
Comal	16,357	20,145	4,227	526	1,390	27%
Comanche	15,516	12,102	2,706	553		
Concho	5,078	4,197	864	80	220	16%
Cooke	22,146	22,376	5,019	765	3,480	54%
Coryell	16,284	9,114	2,829	258		
Cottle	6,099	6,308	1,658	192	300	20%
Crane	3,965	4,171	937	77		
Crockett	3,981	4,918	1,177	181		
Crosby	9,582	9,623	2,664	226	1,110	41%
Culberson	1,825	2,408	484	54	70	14%
Dallam	7,640	12,788	2,859	494	1,340	56%
Dallas	614,799	1,033,463	200,279	37,641	161,280	72%
Dawson	19,113	25,941	5,710	761		
Deaf Smith	9,111	14,779	3,511	393	530	17%

TEXAS MARKET DATA BY COUNTIES (Cont.)

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Delta	8,964	5,535	1,644	65	350	16%
Denton	41,365	36,691	8,645	1,356	6,080	51%
De Witt	22,973	25,447	6,133	651	2,010	30%
Dickens	7,177	7,111	1,540	185	360	20%
Dimmit	10,654	5,687	1,650	153	770	32%
Donley	6,216	5,827	1,440	206	260	16%
Duval	15,643	7,900	2,915	372	1,020	31%
Eastland	23,942	26,662	7,240	799	1,190	16%
Ector	42,102	68,184	16,883	2,101		
Edwards	2,908	1,589	625	60		
Ellis	45,645	37,219	11,403	1,125	6,350	47%
El Paso	194,968	241,551	52,915	8,744	39,380	70%
Erath	18,434	16,237	2,960	450	1,110	19%
Falls	26,724	21,278	5,119	538	1,420	20%
Fannin	31,253	17,861	5,772	715		
Fayette	24,176	20,391	4,121	603	2,240	32%
Fisher	11,023	7,106	2,012	276	590	21%
Floyd	10,535	11,215	2,473	342	1,310	41%
Foard	4,216	3,800	773	62	200	20%
Fort Bend	31,056	29,629	5,736	438	2,350	30%
Franklin	6,257	3,254	620	59	220	14%
Freestone	15,696	8,907	2,517	310		
Frio	10,357	7,272	2,117	179	1,430	53%
Gaines	8,909	12,103	2,452	359		
Galveston	113,066	154,397	35,855	6,078	15,900	42%
Garza	6,281	6,243	1,530	154	320	18%
Gillespie	10,520	11,507	2,465	211	530	16%
Glasscock	1,089	331	46	28		
Goliad	6,219	4,068	1,028	58	270	21%
Gonzales	21,164	28,627	5,036	326	1,640	31%
Gray	24,728	36,035	8,326	1,714	1,640	21%
Grayson	70,467	67,766	17,875	2,127	6,010	27%
Gregg	61,258	96,859	17,006	2,375	5,320	28%
Grimes	15,135	9,987	3,077	278	1,760	44%
Guadalupe	25,392	21,516	5,703	440	2,680	38%
Hale	28,211	50,466	9,500	1,831	3,790	41%
Hall	10,930	12,421	3,125	593	480	16%
Hamilton	10,660	9,781	3,653	284	660	20%
Hansford	4,202	6,281	981	321	670	56%
Hardeman	10,212	8,858	2,225	287	680	21%
Hardin	19,535	13,170	3,742	358	1,230	21%
Harris	806,701	1,199,351	289,794	37,219	1,260	69%
Harrison	47,745	35,151	9,287	844	1,790	14%
Hartley	1,913	491	288	27	220	56%
Haskell	13,736	9,751	2,266	415	640	16%
Hays	17,840	13,197	3,991	497	1,220	26%
Hemphill	4,123	4,738	1,078	63	260	20%
Henderson	23,405	5,962	3,465	396	930	15%
Hidalgo	160,446	128,313	31,274	3,851	13,370	31%
Hill	31,282	23,415	5,875	681	4,780	52%
Hockley	20,407	28,775	7,745	984	3,250	49%
Hood	5,287	4,266	915	124	670	48%
Hopkins	23,490	14,055	3,051	523	1,070	16%
Houston	22,825	13,307	3,342	349		
Howard	26,722	36,642	7,677	1,056	1,480	18%
Hudspeth	4,298	2,458	631	101	150	14%
Hunt	42,731	35,435	9,149	1,065	8,580	68%
Hutchinson	31,580	40,411	11,196	1,781	6,140	55%
Irion	1,590	1,057	296	63		
Jack	7,755	6,032	1,462	236	1,220	53%
Jackson	12,916	9,937	2,776	356	1,410	37%
Jasper	20,049	18,874	4,630	575	1,100	20%
Jeff Davis	2,090	900	315	66	70	14%
Jefferson	195,083	260,232	59,469	8,356	25,830	40%
Jim Hogg	5,389	3,525	904	144	120	10%
Jim Wells	27,991	29,540	6,972	1,020	1,450	19%
Johnson	31,390	26,418	7,026	789	5,370	53%
Jones	22,147	23,959	5,839	637	1,450	21%
Karnes	17,139	15,294	3,483	360	1,520	37%
Kaufman	31,170	22,968	5,601	591	3,510	44%
Kendall	5,423	5,679	1,419	211	1,040	61%
Kenedy	632	90	90		20	19%
Kent	2,249	1,048	363	51	70	18%
Kerr	14,022	18,459	3,832	466	690	15%
Kimble	4,619	3,848	1,053	125	180	16%
King	870	240	81		40	20%
Kinney	2,668	1,376	279	57	70	18%
Kleberg	21,991	22,923	7,012	532	1,310	19%
Knox	10,082	8,273	2,248	395	560	20%
Lamar	43,033	35,193	8,417	1,279		
Lamb	20,015	24,002	6,374	903	2,940	49%
Lampasas	9,929	9,760	1,704	266		
La Salle	7,485	5,179	673	35	610	32%
Lavaca	22,159	11,533	4,364	219	1,920	31%
Lee	10,144	7,864	1,766	165	780	28%
Leon	12,024	5,234	1,788	218		
Liberty	26,729	29,098	7,873	771	4,640	58%
Limestone	25,251	14,525	4,226	601	1,340	20%
Lipscomb	3,658	5,918	1,217	260	220	20%
Live Oak	9,054	6,253	1,474	174	670	32%
Llano	5,377	5,862	1,378	199		

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS) TV Sets 1954	(CBS) TV % 1954
Loving	227	134	50			
Lubbock	101,048	175,079	26,903	6,613	21,040	56%
Lynn	11,030	9,011	2,078	322	540	18%
McCulloch	11,701	11,761	2,652	322	540	16%
McLennan	130,194	166,407	36,950	4,583	10,530	26%
McMullen	1,187	333	123	62	160	32%
Madison	7,996	6,436	1,460	182	880	44%
Marion	10,172	5,092	1,508	186	650	25%
Martin	5,541	2,825	758	64		
Mason	4,945	3,815	872	180	240	16%
Matagorda	21,559	25,601	6,260	844	2,410	37%
Maverick	12,292	13,736	3,958	539	520	18%
Medina	17,013	11,507	2,305	313	2,830	60%
Menard	4,175	4,696	829	63	160	16%
Midland	25,785	42,395	8,789	1,978		
Milam	23,585	18,655	5,119	646	680	11%
Mills	5,999	4,057	804	92		
Mitchell	14,357	12,370	3,267	313	770	18%
Montague	17,070	15,432	3,414	475	2,650	53%
Montgomery	24,504	19,002	4,882	508	4,120	55%
Moore	13,349	18,196	5,734	543	3,250	56%
Morris	9,433	5,242	1,893	239	680	25%
Motley	3,963	4,217	1,135	146	200	20%
Nacogdoches	30,326	21,348	6,376	827	930	11%
Navarro	39,916	31,602	9,210	897	4,070	36%
Newton	10,832	3,775	1,646	108	540	20%
Nolan	19,808	24,975	5,338	1,184	1,320	21%
Nueces	165,471	232,223	52,048	7,811	8,790	16%
Ochiltree	6,024	13,009	3,167	590	420	20%
Oldham	1,672	1,548	149	32	60	16%
Orange	40,567	42,530	14,501	1,246	6,180	43%
Palo Pinto	17,154	16,311	3,993	534	2,880	48%
Panola	19,250	12,731	2,716	375		
Parker	21,528	18,489	3,812	348	3,570	49%
Parmer	5,787	5,484	1,254	141	290	16%
Pecos	9,939	10,914	2,491	389		
Polk	16,194	10,623	3,271	338	1,930	46%
Potter	73,366	152,160	25,805	5,303	15,930	62%
Presidio	7,354	6,192	1,402	221	210	14%
Rains	4,266	1,454	370	57	140	16%
Randall	13,774	12,042	2,194	391	3,350	62%
Regan	3,127	5,609	1,424	263		
Real	2,479	1,309	472	65	130	18%
Red River	21,851	11,260	3,497	425	860	15%
Reeves	11,745	17,623	4,809	414		
Refugio	10,113	8,475	2,539	401	590	21%
Roberts	1,031	781	129	52	60	20%
Robertson	19,908	13,584	4,166	488	510	10%
Rockwall	6,156	4,078	1,385	114	620	41%
Runnels	16,771	14,715	3,701	420	830	17%
Rusk	42,348	29,106	7,030	863		
Sabine	8,568	3,134	1,071	64	230	11%
San Augustine	8,837	4,797	1,579	220	110	11%
San Jacinto	7,172	1,818	747	63	740	46%
San Patricio	35,842	27,061	7,401	912	4,020	42%
San Saba	8,666	7,908	1,870	204		
Schleicher	2,852	2,660	632	62		
Scurry	22,779	31,732	4,649	703	1,460	17%
Shackelford	5,001	4,495	948	180	190	16%
Shelby	23,479	13,039	3,448	473		
Sherman	2,443	4,901	716	72	340	56%
Smith	74,701	80,478	16,022	2,834	3,860	17%
Somervell	2,542	1,780	500	63	160	20%
Starr	13,948	6,360	2,703	309	300	10%
Stephens	10,597	13,026	3,166	389	510	15%
Sterling	1,282	1,390	159	54		
Stonewall	3,679	1,952	598	66	170	21%
Sutton	3,746	4,415	1,099	176		
Swisher	8,249	10,618	2,056	461	400	16%
Tarrant	361,253	610,477	114,464	18,926	96,840	70%
Taylor	63,370	96,399	17,233	2,744	8,780	42%
Terrell	3,189	2,727	598	59		
Terry	13,107	18,848	3,824	620		
Throckmorton	3,618	2,783	755	124	130	16%
Titus	17,302	13,811	4,131	343	710	14%
Tom Green	58,929	77,057	15,471	2,326	6,170	31%
Travis	160,980	193,792	40,801	7,818	17,000	35%
Trinity	10,040	8,104	2,310	169	1,240	46%
Tyler	11,292	8,495	1,763	220	620	20%
Upshur	20,822	11,813	3,020	345	1,350	25%
Upton	5,307	5,474	1,351	278		
Uvalde	16,015	18,101	4,045	606	870	19%
Val Verde	16,635	15,769	3,446	474	2,840	45%
Van Zandt	22,593	12,828	3,140	430	2,840	45%
Victoria	31,241	37,949	8,571	639	1,960	45%
Walker	20,163	13,776	3,758	462	2,240	46%
Waller	11,961	9,530	1,777	260	1,760	55%
Ward	13,346	15,671	3,843	532		
Washington	20,542	15,427	3,616	401	2,480	44%
Webb	56,141	52,583	12,273	1,753	1,360	10%
Wharton	36,077	36,041	8,349	804	3,650	36%
Wheeler	10,317	11,783	2,705			

ABILENE
(Taylor County)

KRBC-TV

LICENSEE: Abilene Radio & Television Co. Address: 4512 S. 14th St. Phone: 2-8491.

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: GE. Antenna Make: GE. Height: Above average terrain 770 ft.; Above ground 437 ft.

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

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KRBC.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (60x60 ft.). Two DuMont camera chains. One GE film camera. Two GPL film projectors. One Gray 2x2 in. slide projector. News Service, AP. Library, Telescription.

PRINCIPAL STOCKHOLDERS: Dale Ackers, pres. (25%); Lewis J. Ackers, vp., and wife (25%); Christine Ackers Cagle (25%). Mrs. Cagle is wife of Gene Cagle president of Texas State Network (see KFJZ-TV Fort Worth, Tex.).

EXECUTIVES:

Dale Ackers, pres. & gen. mgr.	Steve Cowan, prog. dir.
John Kelly, sta. mgr. & film buy.	Wm. Kessel, ch. eng.
John Higgins, com. mgr.	Don Wilson, news ed.
Forest Lane, natl. sls. mgr. & prom. mgr.	

RATE INFORMATION: Class A one hour (film) \$225; minute spot (live) \$46.50, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 20% for 365 times. Rate Card No. 4.

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	52,650
Retail Sales	\$314,853,000
Income per Family	\$4,511
Income per Capita	\$1,415

AMARILLO
(Potter County)

KFDA-TV

LICENSEE: Amarillo Bcstg. Co. Address: P. O. Box 1400. Phone: Drake 4-5343.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 126 kw. Operating Pow.: Visual 56.5 kw, Aural 30.4 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 550 ft.; Above ground 465 ft.

OPERATION: Began April 4, 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Network, ABC CBS. Station, Am, KFDA.

REPRESENTATIVES: Sales, H-R Television Inc.; Clarke Brown Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Everett L. Dillard.

SERVICES: Two studios (50x40 ft. and 20x20 ft.). Three GE camera chains. One GE film camera. Two Eastman film projectors. One Federal slide projector. One Poly-Efex scanner. One Gray Telop opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Texas State Network (75%); Charles B. Jordan (vp. of Texas State Network) (25%). For TSN holdings see KFJZ-TV Fort Worth, Tex.

EXECUTIVES:

Gene L. Cagle, pres.	John Chappel, prog. dir. & film buy.
Ed Moore, gen. mgr.	Bill Spiller, ch. eng.
Dan Hayslett, com. mgr. & prom. mgr.	Bill Johns, news ed.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 10 sec. Frequency discounts.

Market information in station listings is furnished by station and any inquiries should be directed to that 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 City: 477 Madison Ave.

Chicago: 360 North Michigan Ave.

Hollywood: 5746 Sunset Boulevard

AMARILLO (Cont.)

KGNC-TV

LICENSEE: Globe-News Pub. Co. Address: 2000 N. Polk St. Phone: Drake 4-4601.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 770 ft. Above ground 833 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATION: Tv Networks, DTN, NBC. Station, Am, KGNC.

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

SERVICES: Two studios (35x55 ft. and 16x20 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Telop opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee owns 81% of KGNC Amarillo and KFYO Lubbock, publishes Amarillo News and Globe-Times, Lubbock Avalanche and Journal.

EXECUTIVES:

Parker F. Prouty, pres. W. H. Torrey, ch. eng.
Wesley S. Izzard, gen. mgr. Leon Bert, prom. mgr.
Aubrey Jackson, asst. gen. mgr. Bob Izzard, news ed.
Bob Watson, sta. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$77.50, (film) \$70; ID \$35. ID Length 8 sec. 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
No. of Sets	72,622
Retail Sales	\$388,500,000
Income per Family (Amarillo)	\$6,253
Income per Capita (Amarillo)	\$1,941

AUSTIN
(Travis County)

KTBC-TV

LICENSEE: Texas Bcstg. Corp. Address: Driskill Hotel. Postal Zone: 64. Phone: 2-2424.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Operating Pow.: Visual 251 kw, Aural 126 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft. Above ground 575 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 27 1952. Hours, 6:45 a.m.-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KTBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios. Two RCA camera chains. Two RCA film projectors. Two slide projectors. News Service, UP.

PRINCIPAL STOCKHOLDER: Claudia T. Johnson, who also owns KANG-TV Waco, Tex.

EXECUTIVES:

Claudia T. Johnson, pres. Ben Hearn, ch. eng.
J. C. Kellam, gen. mgr. Elmo Brown, film buy.
O. P. Bobbitt, sls. mgr. Charles Brown, prom. mgr.
Richard Pryor, prog. dir. Paul Bolton, news ed.

RATE INFORMATION: Class A one hour (live) \$415, (film) \$350; minute spot (live) \$82.50, (film) \$70; ID \$35. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 3.

MARKET INFORMATION:

	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	417,454	571,520
Families in Area	113,113	156,170
No. of Sets	128,981
Retail Sales	\$398,553,000	\$524,588,000
Income per Family	\$4,574	\$4,429
Income per Capita	\$1,239	\$1,210

BEAUMONT
(Jefferson County)

KBMT (TV)

LICENSEE: Television Bcstrs. Inc. Address: P. O. Box 1192. Phone: 9-2476.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 117 kw. Operating Pow.: Visual 224 kw, Aural 117 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 460 ft. Above ground 484 ft.

OPERATION: Began May 10, 1954. Hours, 5:30-10 p.m.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Fly Shuebruk, Blume, & Gaguine; Consulting Engineer, Frank H. McIntosh & Assoc.

SERVICES: One studio (30x40 ft.). Three camera chains, one GE, two Dage. One rear screen projector. One GE film camera. Two Eastman film projectors. Two slide projectors. One Multiscope opaque projector. News Service, UP. Library, Snader.

PRINCIPAL STOCKHOLDERS: N. D. Williams (50%) and R. C. Reed (50%).

EXECUTIVES:

Randolph C. Reed, pres., Frank Leins, ch. eng.
gen. mgr., com. mgr. & film buy. Chuck Peterson, prom. mgr.
Walter Morris, prog. dir.

RATE INFORMATION: Class A one hour (live) \$220, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 30% for 260 times. Rate Card No. 2.

MARKET INFORMATION: Population (Grade A, FCC Contour) 524, (Grade B, FCC Contour) 524,400; (Grade B, FCC Contour): Families in Area, 150,200; No. of UHF Sets, 44,200; Retail Sales, \$526,669,000.

KFDM-TV

LICENSEE: Beaumont Bcstg. Corp. Address: 1420 Calder. Phone: 4-7524.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft. Above ground 600 ft.

OPERATION: Began April 24, 1955. Hours, 2:15-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS. Station, Am KFDM.

REPRESENTATIVES: Sales, Free & Peters inc.; Washington Attorney Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (36x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Gray Telop opaque projector. News Services, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: D. A. Cannan, pres. (20.8%); C. B. Locke, vp. (23.88%); L. H. Cullum (8.2%); and others. Mr. Cannan and family are majority owners of KFDX-TV Wichita Falls, Tex. W. P. Hobby (Houston Post-KPRC-AM-FM-TV) has option to buy 32.5% of Beaumont Bcstg. Corp.

EXECUTIVES:

D. A. Cannan, pres. Dave Russell, prog. dir. & news ed.
C. B. Locke, gen. mgr. Harold W. Bartlett, ch. eng.
Matt M. Johnson, com. mgr. & film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$36. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Grade B, FCC Contour): Population 524,400; Families in Area, 150,200; No. of UHF Sets, 44,200; Retail Sales \$526,669,000.

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.



UNPADDED SELL

Amarillo is the "capital" of the Texas Panhandle. 230 miles from the nearest larger city, it is the retail center for over 30 Texas, Oklahoma and New Mexico counties. KGNC-TV's 0.1 mv line includes 19 of them. As a distribution center, Amarillo serves parts of five states; total sales average more than \$250,000,000 annually. Marketplace for Panhandle agriculture, headquarters for oil, gas and other industry, Amarillo is an active commercial center. For three consecutive years it has been No. 1 for the nation in retail sales per household.

If this suggests that KGNC-TV is worth an advertising investment, it's no coincidence.

KGNC-TV Channel 4
Amarillo, Texas 100,000 watts

NBC Affiliate
National Representatives:
The Katz Agency

BIG SPRING

(Howard County)

KBST-TV

(Target Date, Sept. 1955)

LICENSEE: Big Spring Television Inc. Address: 702 Johnson St. Phone: 4-6391.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.92 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 380 ft.; Above ground 497 ft.

AFFILIATION: Tv Network, CBS. Station, Am, KBST.

REPRESENTATIVES: Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (35x40 ft.). One GE camera chain. One GE film camera. Two GE/Eastman film projectors. One Gray slide projector. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: William J. Wallace, pres. (25.5%); Howard Barrett, vp. (12.8%); Lewis Seibert, vp. (12.8%); Robert W. Whipkey, vp. (12.8%); Raymond L. Tollett (22.5%). Mr. Seibert owns KGKL San Angelo and 45% of KPLT Paris, both Tex. Mr. Whipkey owns Big Spring Herald.

EXECUTIVES:
William J. Wallace, pres. & gen. mgr. Andrew M. Jones, ch. eng.

CORPUS CHRISTI

(Nueces County)

KVDO-TV

LICENSEE: Coastal Bend Television Co. Address: 409 S. Staples. Phone: Tulip 2-7468.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.6 kw, Aural 8.91 kw. Operating Pow.: Visual 16.6 kw, Aural 8.91 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 310 ft.; Above ground 323 ft.

OPERATION: Began June 20, 1954. Hours, 1:30 p.m.-12:14 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Clarke Brown Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Engineering Co.

PRINCIPAL STOCKHOLDERS: Gabriel Lozano, pres. (7%); Arnold O. Lerma, vp. (7%); M. L. Ramirez, treas. (7%), and others. Mr. Lozano and associates own KCCT Corpus Christi, Tex.

EXECUTIVES:
Gabriel Lozano, pres. Bob Williams, com. mgr.
L. W. Smith, gen. mgr.

RATE INFORMATION: Class A one hour (live and film) \$150; minute spot \$30; ID \$15. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times.

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DALLAS

(Dallas County)

KLIF-TV

(Target Date, Unknown)

LICENSEE: Trinity Bcstg. Corp. Address: 2104 Jackson St. Phone: Randolph 7121.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 490 ft.; Above ground 539 ft.

AFFILIATION: Station, Am, KLIF.

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

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, pres. (50%); Gordon B. McLendon, vp. (49%). Same interests also own KELP and KOKE (TV) El Paso, and WRIT Milwaukee, Wis.

EXECUTIVES:
Barton R. McLendon, pres. Gordon B. McLendon, vp

KRLD-TV

LICENSEE: KRLD Radio Corp. Address: Herald Square. Phone: Randolph 6811.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual to 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec., 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, KRLD. Fm, KRLD-FM.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: Two studios (22x45 ft.). Seven camera chains, five DuMont, two GE. One TSC rear screen projector. Two GE film cameras. Two GE 16mm film projectors. One Gray 2x2 in. slide projector. One Gray Telop 4x5 in. opaque projector. One Houston-Fearless film processing unit. One GE mobile unit. News Service, UP. Library, Official.

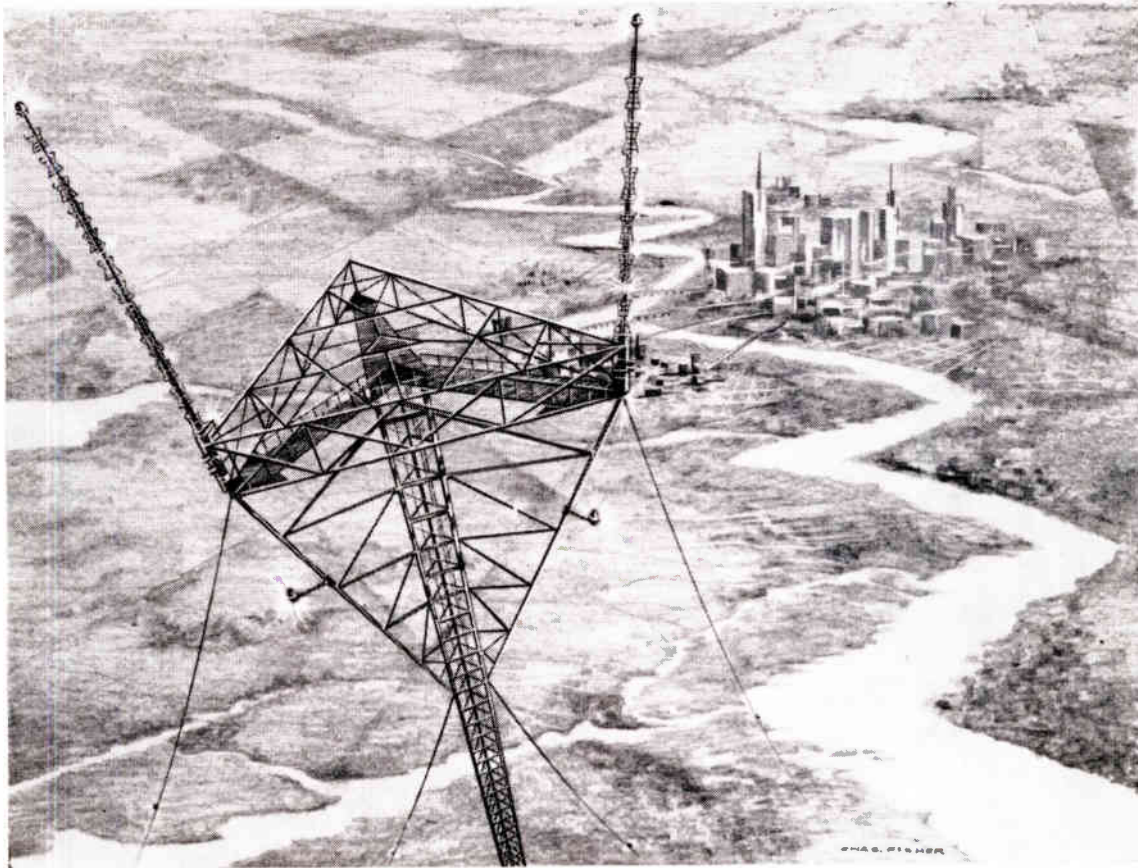
PRINCIPAL STOCKHOLDERS: Times Herald Printing Co. (Dallas Times Herald)

EXECUTIVES:
John W. Runyon, chmn. of bd. Bill Honeycutt, ch. eng.
Clyde W. Rembert, pres. Nick Mueller, film buy.
Roy M. Flynn, gen. mgr. A. J. Putman, prom. mgr.
Gene Cuny, com. mgr. Larry Rasco, news ed.
Ves Box, prog. dir.

RATE INFORMATION: Class A one hour (live) \$1,100, (film) \$1,100; minute spot (live) \$225, (film) \$225; ID \$125. ID Length 7 sec., 10 sec. Full and share screen. 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	1,313,300	184,522	2,625,900
Families in Area	404,720	61,380	854,100
No. of Sets	362,318	38,475	465,000
Retail Sales	\$1,738,581,000	\$160,159,000	\$3,079,729,000
Income per Family	\$4,311	\$3,623	\$3,960
Income per Capita	\$1,284	\$1,115	\$1,115



THE HIGH AND THE MIGHTY.....

High atop Cedar Hill overlooking Dallas and Fort Worth, Texas' HIGHEST man-made structure . . . 1685 feet above average terrain, KRLD-TV's new transmission tower projects itself into the sky. When completed this fall, thousands upon thousands of brand new North Texans and Southern Oklahomans will be added to Channel 4's wide and rich effective viewing area.

KRLD-TV delivers more audience in Dallas and Fort Worth combined during the cumulative hours 8:00 a.m. until 12:00 midnight, 7 days a week than any other television station.

Pulse, April 1955

Channel 4 is the CBS outlet for Dallas, Fort Worth and North Texas
2 BIG, RICH METROPOLITAN MARKETS FOR THE PRICE OF 1!

The make sense buy!

KRLD-TV

The Times Herald Station
 Owners and operators of KRLD, 50,000 Watts
 The Branham Co., Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
 Chairman of the Board

CLYDE W. REMBERT
 President





Write for this
FREE Guidebook
 to **EFFECTIVE PROMOTION**
 in El Paso

Here's the complete story on the only station in the El Paso Southwest offering a comprehensive promotion program—in a three-color, eight-page booklet that's yours for the asking.

This informative booklet is more than a guidebook for KROD-TV promotion. Its packed with illustrations and information you'll want to refer to again and again when planning promotion programs in other markets. Special sections on Newspaper Advertising... Outdoor Advertising... On-the-Air Announcements... Merchandising Contacts... Newspaper Publicity... Direct Mail... P.O.P. Displays... Window Displays... Dealer Meetings... and Client-Agency Reports.

Write for your **FREE** copy today! You'll see why KROD-TV is the station that delivers "E.P. in E.P."*

*Effective Promotion in El Paso

KROD-TV
CHANNEL 4 CBS, ABC, DuMONT
EL PASO, TEXAS

NATIONAL REPRESENTATIVES:
 THE BRANHAM COMPANY



KROD-TV PROMOTION MANAGER
 P. O. BOX 1799
 EL PASO, TEXAS

Please send me a free copy of "Effective Promotion in El Paso."

Name _____
 Company _____
 Address _____
 City _____ State _____

TEXAS

DALLAS (Cont.)

WFAA-TV

LICENSEE: A. H. Belo Corp. Address: 3000 Harry Hines Blvd. Phone: Riverside 3315.
FACILITIES: Ch. 8. Authorized Eff. Rad Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 274 kw, Aural 137 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,680 ft.; Above ground 1,521 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Sept. 17, 1949. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WFAA.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.
SERVICES: Two studios (25x35 ft. and 22x33 ft.). Seven camera chains, two RCA, five DuMont. Two Bell & Howell 16mm film cameras. Two DuMont scanners (film, 4x5 in. opaques.) One DuMont four-camera mobile unit with studio-transmitter microwave link. News Service, UP.

PRINCIPAL STOCKHOLDERS: Licensee is publisher of Dallas News.

EXECUTIVES:

E. M. Dealey, pres. Jim W. Cooper, ch. eng.
 Ralph W. Nimmons, gen. mgr. G. E. Hamilton, film buy.
 Mike Shapiro, com. mgr. Charles E. Larkins, prom. mgr.
 Bob Blase, prod. sup. Tom Journeay, news ed.

RATE INFORMATION: Class A one hour (live) \$1,000; (film) \$1,000; minute spot (live) \$245, (film) \$225; ID \$125. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 11.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,237,800	1,465,500	2,000,100
Families in Area	378,700	445,200	606,800
No. of Sets	335,435	389,076	481,000
Retail Sales	\$1,643,940,000	\$1,837,190,000	\$2,347,443,000
Income per Family	\$6,083	\$5,750	\$5,248
Income per Capita	\$1,861	\$1,747	\$1,592

EL PASO
 (El Paso County)

KOKE (TV)

(Target Date, Unknown)

LICENSEE: Trinity Bestg. Corp. Address: 2104 Jackson St., Dallas.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 17 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 130 ft.; Above ground 352 ft.

AFFILIATION: Station, Am, KELP.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Barton R. McLendon, pres. (50%); Gordon B. McLendon, vp. (49%). Trinity also owns KLIF-AM-TV Dallas, WRIT Milwaukee, Wis.

EXECUTIVES:

Barton R. McLendon, pres. Gordon B. McLendon, vp.

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: RCA. Antenna Make: RCA. Height: Above average terrain 1,050 ft.; Above ground 285 ft.

OPERATION: Began Dec. 14, 1952. Hours, 11:45 a.m.-11:15 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KROD.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Segal, Smith & Hennessey.

SERVICES: Two studios (48x52x21 ft. and 24x36x16 ft.). Three RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Spindler & Sauppe 2x2 in. slide projector. One Telop opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDERS: Dorrance D. Roderick Sr. (75%); Val Lawrence (5%). Roderick family publishes El Paso Times. Mr. Lawrence is 50% owner of KAVE-AM-TV Carlsbad, N. M.

EXECUTIVES:

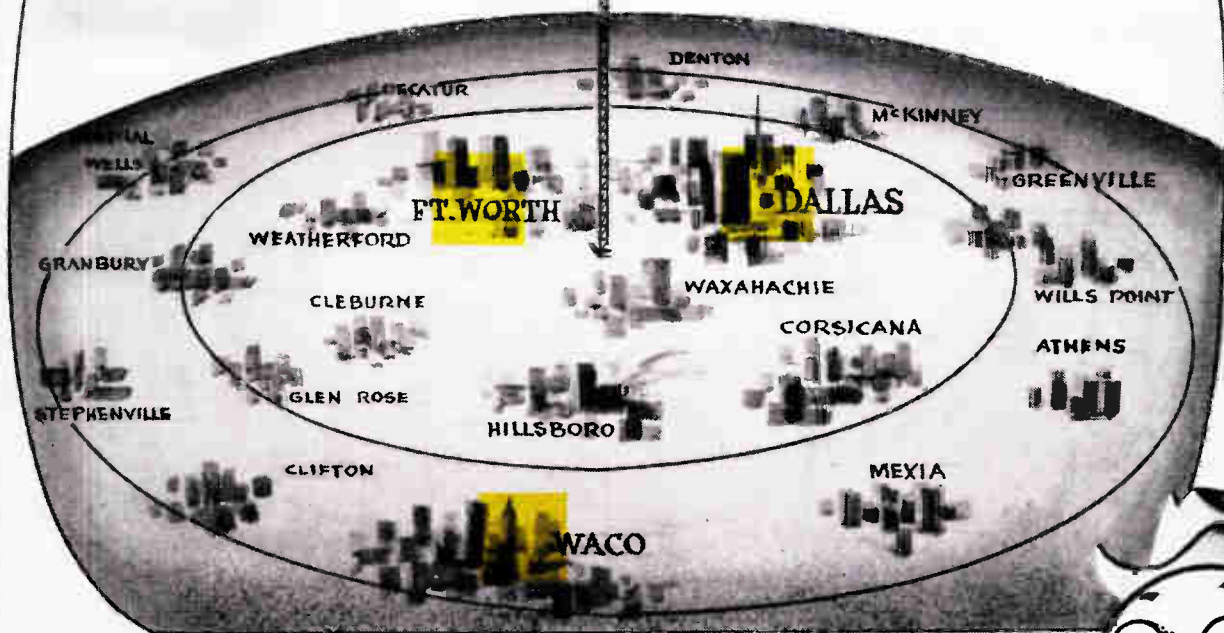
Dorrance D. Roderick, pres. Edward P. Talbott, ch. eng.
 Val Lawrence, vp. & gen. mgr. Ken McClure, prom. mgr.
 Dick Watts, gen. sls. mgr. & film buy. Louie Hendricks, news ed.
 Bernie Bracher, prog. dir.

RATE INFORMATION: Class A one hour (live) \$375, (film) \$375; minute spot (live) \$75, (film) \$75; ID \$37.50. ID Length 10 sec. video, 8 sec. audio. Share screen. Frequency discounts from 2 1/2% for 52 times up to 7 1/2% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Total Including Fringe Area): Population, 552,700; Families in Area, 137,500; No. of Sets, 73,721; Retail Sales, \$327,819,000; Income per Family, \$6,155; Income per Capita, \$1,492.

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

Three Metropolitan Areas...



..In the Channel 8 Picture!

Egbert, the Channel 8 Electron, tunes in one of the nation's most important markets. Within WFAA-TV's new Class "A" contour* are Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.** Add Waco (within the Class "B" range) plus those many other communities, and you've got the picture of one of the nation's major concentrations of population and wealth. Key to this coverage is Texas' tallest structure, which towers 1,685 feet above average terrain. From atop this tower WFAA-TV's 316,000-watt signal beams to these THREE recognized metropolitan areas and their surrounding trade zones. To Egbert, the picture looks great. To you, business will look great when you use WFAA-TV to cover this lush market in one easy operation.

*Target Date: October, 1955

**Dallas - Fort Worth — \$1,643,940,000
 Minneapolis-St. Paul — \$1,551,460,000
 Source—SM Survey of Buying Power, May 10, 1955



RALPH NIMMONS, Station Manager
 EDWARD PETRY & CO., National Representative
 Television Service of the Dallas Morning News

*First with the Most in the wealthy
Fort Worth - Dallas Market!*

WBAP-TV

*on the air
Sept. 1948*

with full power

**with top-rated
local programs**



**with complete
studio facilities**

**with finest
technical equipment**

And...

COLOR

Latest and most modern technical facilities and equipment, plus carefully trained technicians now in their second year of color-telecasting make WBAP-TV an ideal proving ground for slides, film or live shows in color.

**SET COUNT
NOW
HALF A MILLION**

"TEXAS LIVING", with attractive, personable Margret McDonald, featuring fashions, food, beauty and other subjects of special interest to women! "THE JONES PLACE", starring Neal Jones in a tremendously popular western-style show! Two examples of the flexible and effective color programming for introducing and testing new products and services in the coming new medium—color. Available only on WBAP-TV, full power, Channel 5.

WBAP-TV

CHANNEL



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER
Founder

AMON CARTER, JR.
President

HAROLD HOUGH
Director

GEORGE CRANSTON
Manager

ROY BACUS
Commercial Manager

FREE & PETERS, Inc. - National Representatives

FORT WORTH (Cont.)

WBAP-TV (Cont.)

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three indoor studios (45x82x28 ft., 26x40x20 ft. and 15x10x10 ft.) Two outdoor studios. Eight RCA camera chains, six b&w, two color. Three RCA film cameras, two b&w, one color. One RCA color slide scanner. One Bodde rear screen projector. Four RCA 16mm film projectors, two b&w, two color. One Anamatic 16mm strip projector. Two 2x2 in. slide projectors, b&w, color. One Gray Telop opaque projector. Gray Multiplexer. One RCA mobile unit. Two Houston-Fearless film processing units. Two Bell & Howell film printers.

PRINCIPAL STOCKHOLDERS: Licensee publishes Fort Worth Star-Telegram.

EXECUTIVES:

Amon Carter Jr., pres.	R. C. Stinson, ch. eng.
Harold Hough, dir.	Lynn Trammell, film buy.
George Cranston, gen. mgr.	Margret McDonald, prom. mgr.
Roy Bacus, com. mgr.	James Byron, news ed.
Robert Gould, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$900, (film) \$900; minute spot (live) \$200, (film) \$200; ID \$100. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 10.

MARKET INFORMATION: (Total Including Fringe Area): Population 2,695,700; Families in Area, 827,910; No. of Sets, 500,000; Retail Sales, \$3,097,012,662.90.

GALVESTON
(Galveston County)

KGUL-TV (HOUSTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane. Phone: 3-1607.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 132 kw. Operating Pow.: Visual 224 kw, Aural 120 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,180 ft.; Above ground 1,213 ft.

OPERATION: Began March 22, 1953. Hours, 6-12:30 a.m.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, CBS Television Spot Sales; Washington Attorney, Scharfeld, Jones & Baron; Consulting Engineer, Vandivere, Cohen & Wearn.

SERVICES: Two studios (30x32 ft. and 30x30 ft.). Four camera chains, two GE, two RCA. Three film cameras, one GE, two RCA. Two Eastman film projectors. Four slide projectors. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Paul T. Taft pres. (40.5%); R. Lee Kempner (20%) and others.

EXECUTIVES:

Paul E. Taft, pres. & gen. mgr.	M. B. Johnson, film buy.
Robert S. Wilson, com. mgr.	John L. Eisele, prom. mgr.
Thomas L. Thompson, prog. dir.	William D. Evans Jr., publicity dir.
William R. Sloat, ch. eng.	Casey Linn, news ed.

RATE INFORMATION: Class AA one hour (live) \$700, (film) \$700; minute spot (film) \$165; ID \$75. ID Length 8 & 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 3-5 days up to 5% for 6 days per week. 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.

HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)

(Cameron County)

KGBT-TV

LICENSEE: Harbenito Bcstg. Co. Address: P. O. Bx 711. Phone: Garfield 3-4880.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 93.3 kw, Aural 50.1 kw. Operating Pow.: Visual 93.3 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 410 ft.; Above ground 428 ft.

OPERATION: Began Oct. 4, 1953. Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KGBT.

REPRESENTATIVES: Sales, H-R Television Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (35x42 ft.). Two GE camera chains. Two GE film cameras. Two GPL film projectors. One Gray slide projector. One Gray opaque projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: McHenry Tichenor pres., and family (50%); J. C. Looney (40%) and Troy McDaniel (10%).

EXECUTIVES:

McHenry Tichenor, pres.	Al Beck, ch. eng.
Troy McDaniel, gen. mgr.	Mel Kasanoff, prom. mgr.
I. S. Roberts, com. mgr.	Jerry Fisher, news ed.
Ray Gordon, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 30% for 312 times.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	131,900	205,600	395,400
Families in Area	34,740	51,600	102,230
No. of Sets	20,844	30,960	56,547
Retail Sales	\$104,177,000	\$136,434,000	\$313,319,000
Income per Family	\$4,116	\$3,702	

HOUSTON
(Harris County)

KGUL-TV (GALVESTON)

LICENSEE: Gulf Television Co. Address: 11 Video Lane, Galveston. Phone: (Galveston) 3-1607. (For full listing see Galveston.)

KNUZ-TV†

LICENSEE: KNUZ Television Co. Address: 4701 Caroline St. Phone: Jackson 3-2581.

FACILITIES: Ch. 39. Authorized Eff. Rad. Pow.: Visual 89 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: Workshop. Height: Above average terrain 680 ft.; Above ground 700 ft.

OPERATION: Began Oct. 10, 1953.

AFFILIATION: Station, Am, KNUZ.

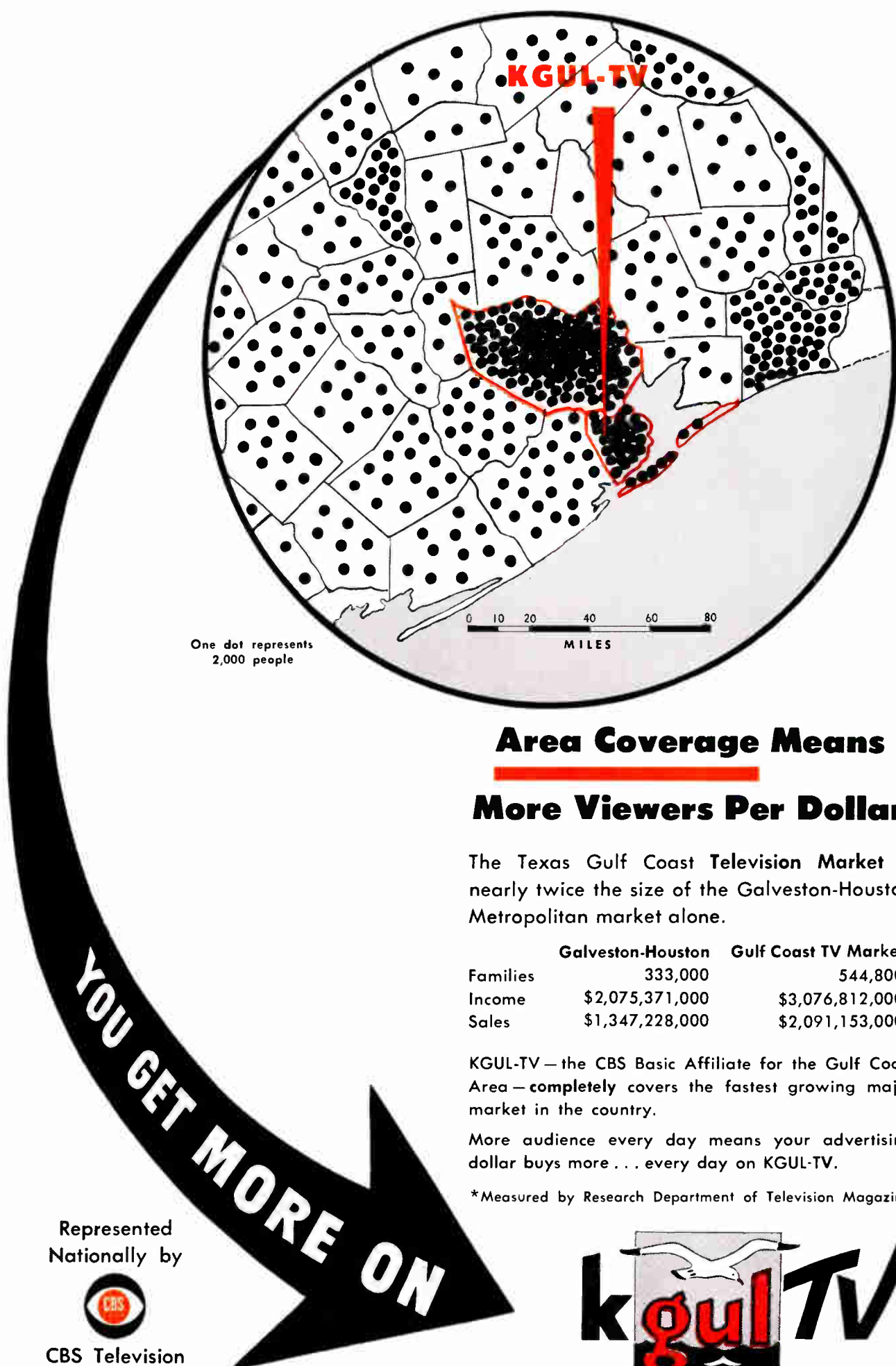
REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Weldon & Carr.

PRINCIPAL STOCKHOLDERS: Max H. Jacobs, pres. (40%); Irvin Shlenker (40%); Douglas Hicks (5%); David H. Morris (5%); Leon Green (5%), and Bailey A. Swenson (5%). Messrs. Jacobs, Hicks, Green and Swenson own KNUZ Houston.

EXECUTIVES:

Max H. Jacobs, pres.	Dave Morris, vp. & gen. mgr.
----------------------	------------------------------

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



One dot represents
2,000 people

0 10 20 40 60 80
MILES

Area Coverage Means More Viewers Per Dollar

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	\$2,075,371,000	\$3,076,812,000
Sales	\$1,347,228,000	\$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — completely covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more . . . every day on KGUL-TV.

*Measured by Research Department of Television Magazine

Represented
Nationally by



CBS Television
Spot Sales

YOU GET MORE ON



Gulf Television Company

Galveston, Texas

HOUSTON (Cont.)

KPRC-TV

LICENSEE: The Houston Post Co. Address: 3014 Post Oak Rd. Postal Zone: 1. Phone: Madison 3-9271.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 630 ft.; Above ground 686 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 1, 1949. Hours, 6:45 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, KPRC. Fm, KPRC-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Frank H. McIntosh.

SERVICES: Three studios (40x70 ft., 40x50 ft. and 40x70 ft.). Seven camera chains, three GE four DuMont. Two Bodde rear screen projectors. Two RCA film cameras. Three 16mm film projectors, two Bell & Howell, one Eastman. Two Gray 2x2 in. slide projectors. One Lynn coach mobile unit. News Services, AP, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: W. P. Hobby, pres. & publisher of Houston Post, is principal stockholder. Mr. Hobby holds option to purchase 32.5% of KFDM-AM-TV Beaumont, Tex.

EXECUTIVES:

W. P. Hobby, pres.	Paul Huhndorff, ch. eng.
Jack W. Harris, vp. & gen. mgr.	Patricia Breech, film buy.
Jack McGrew, asst gen. mgr.	Kirt Harriss, sls. prom. dir.
& com. mgr.	Pat Flaherty, news dir.
Bert Mitchell, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$800, (film) \$750; minute spot (live) \$175, (film) \$150; ID \$75. ID Length 10 sec. Full and share screen. Frequency discounts from 2 1/2% for 52 times up to 15% for 260 times. Rate Card No. 8.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,012,000	1,438,200	2,030,500
Families in Area	302,600	422,000	598,500
No. of Sets	245,100	400,000	425,000
Retail Sales	\$1,119,351,000	\$1,618,209,000	2,180,070,000

KTRK-TV

LICENSEE: Houston Consolidated Television Co. Address: 4513 Cullen Blvd. Postal Zone: 1. Phone: Locust 1313.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 170 kw. Operating Pow.: Visual 316 kw, Aural 170 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 978 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 20, 1954. Hours, 7:30 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN.

REPRESENTATIVES: Sales, Blair-Tv Inc.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George C. Davis.

SERVICES: Two studios (48 1/2 x 40 ft. and 32 x 40 ft.). Six DuMont camera chains. One Bolex film camera. One DuMont Multiscanner (film-slide-opaque). One mobile unit. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: KTRH Bcstg. Co. (KTRH Houston-Houston Chronicle) (32%); Roy Hofheinz (16%) and others. Mr. Hofheinz, mayor of Houston, owns 25% of KTHT Houston and 49% of WILD Birmingham, Ala.

EXECUTIVES:

John T. Jones Jr., pres.	Tom L. Hiner, ch. eng.
Willard E. Walbridge, exec. vp. & gen. mgr.	Hugh Pickett, film buy.
Bill Bennett, com. mgr.	Lee Curran, prom. mgr.
John E. Hill, prog. dir.	Ray Conaway, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 8 sec., 10 sec. Full and share screen. 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, 1,023,000; Families in Area, 319,687; No. of Sets, 415,000; Retail Sales, \$1,000,000,000.

KUHT (TV)*

(*Non-Commercial Educational)

LICENSEE: University of Houston & Houston Independent School District. Address: 3801 Cullen Blvd. Postal Zone: 17. Phone: Charter 0141.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 46.8 kw, Aural 23.4 kw. Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Transmitter: Federal. Antenna Make: Gabriel. Height: Above average terrain 640 ft.; Above ground 658 ft.

OPERATION: Began May 12, 1953. Hours, 4-11 p.m.

AFFILIATION: Station, Fm, KUHF-FM.

REPRESENTATIVES: Consulting Engineer, George P. Adair.

SERVICES: Two studios (30x25 ft. and 10x12 ft.) Five DuMont camera chains. One DuMont film camera. Two Holmes film projectors. One Federal Flying Spot scanner (slides). Film processing unit, mobile unit on order. News Service, AP.

EXECUTIVES:

J. C. Schwarzwald, gen. mgr.	John Meaney, film buy.
George Arms, prog. dir.	Roy Barthold, prom. mgr.
Paul Owen, prog. dir.	Rick Uray, news ed.
Jim Byrd, ch. eng.	

ALL THIS



AND MICKEY MOUSE TOO

Good shows make good adjacencies. KTRK-TV has changed the Houston television picture by giving top entertainment for all the family. Call us or Blair TV.

CHILDREN

Bedelia Land
Kitirick Comics
Little Rascals
Mickey Mouse
Playschool
Romper Room
The Phantom Sheriff

SPORTS

Championship Bowling
Gillette Fights
Houston Buff Baseball
Pabst Fights
Pro Football
Texas Outdoors
Wrestling

FAMILY

Disneyland
Make Room for Daddy
Masquerade Party
Ozzie and Harriett
Patti Paige
Rin Tin Tin
Warner Bros. Presents



KTRK-TV

HOUSTON CONSOLIDATED TELEVISION CO. NATIONAL REPRESENTATIVES.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
BLAIR-TV, 150 E. 43rd St.,
New York 17, N. Y.
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS

KPRC-TV

... 5 YEARS OLD THIS MONTH

**And Still
FIRST
In Houston!**



KPRC-TV

Channel 2 • Houston

Jack Harris, Vice President and General Manager
Represented Nationally by Edward Petry & Co.

HOUSTON (Cont.)

KXYZ-TV

(Target Date, Unknown)

LICENSEE: Shamrock Bcstg. Co. Address: Gulf Bldg.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 670 ft.; Above ground 698 ft.
AFFILIATION: Tv Network, ABC. Stations Am, KXYZ.
REPRESENTATIVES: Washington Attorney McKenna & Wilkinson Consulting Engineer, Craven, Lohnes & Culver.
PRINCIPAL STOCKHOLDER: Glenn H. McCarthy, pres. (85²/₃%).
EXECUTIVES: Glenn H. McCarthy, pres.

LAREDO
(Webb County)

KHAD-TV

(Target Date, Unknown)

LICENSEE: Vidicon Industries of America. Address: Midland Tex.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 16.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 318 ft.
REPRESENTATIVES: Washington Attorney Ross K. Prescott Consulting Engineer, Guy C. Hutcheson.
PRINCIPAL STOCKHOLDERS: H. C. Avery Jr. and David H. Cole equal partnership.
EXECUTIVES: H. C. Avery Jr., partner David H. Cole, partner

LONGVIEW
(Gregg County)

KTVE (TV)

LICENSEE: A. James Henry. Address: P. O. Box 2029. Phone: Plaza 8-5551.
FACILITIES: Ch. 32. Authorized Eff. Rad. Pow.: Visual 224 kw Aural 132 kw. Operating Pow.: Visual 224 kw, Aural 132 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 290 ft.; Above ground 340 ft.
OPERATION: Began Oct. 25, 1953. Hours, 1:30-10:30 p.m.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.
SERVICES: One studio (20x40 ft.), outside patio (15x20 ft.). One GE camera chain. One Dage film camera. Two Holmes film projectors. One slide projector. One scanner. One opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDER: A. James Henry (100%).

EXECUTIVES:

A. James Henry, pres., gen. mgr., com. mgr. & prom. mgr.
 Barre Monigold, prog. dir. & film buy.
 W. H. Dixon, ch. eng.
 Bill Bennett news ed.

RATE INFORMATION: Class A one hour (live) \$175, (film) \$175; minute spot (live) \$35, (film) \$35; ID \$17.50. ID Length 10 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 20% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	270,000	90,000	360,000
Families in Area	90,000	30,000	120,000
No. of Sets	37,750	11,250	45,000
Retail Sales	\$324,000,000	\$105,000,000	\$432,000,000
Income per Family	\$3,600	\$3,600	\$3,600
Income per Capita	\$1,200	\$1,200	\$1,200

LUBBOCK
(Lubbock County)

KCBD-TV

LICENSEE: Bryant Radio & Television Inc. Address: 5600 Ave. A. Phone: Sherwood 4-1414.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 760 ft.; Above ground 788 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began May 10, 1953. Hours, 7 a.m.-11:30 p.m.
AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KCBD.
REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Weldon & Carr.
SERVICES: Two studios (35x60 ft. and 17x26 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. One Gray Telop opaque projector. News Service, UP. Library, Studio.
PRINCIPAL STOCKHOLDERS: Owned 55% by Caprock Broadcasting Co. (KCBD Lubbock); 20% by Carl H. and Kenneth F. Montgomery; 10% by J. D. Leftwich and others. Joe H. Bryant pres. controls KCBD.



to timebuyers

CHANNEL 2 IS BIG COVERAGE ANYWHERE . . . AND IN THE WORLD'S LARGEST OILFIELD, YOU GET BIG COVERAGE ON CHANNEL 2—KMID-TV.

Timebuyers really out for results should look at once into the KMID-TV Channel 2 market—Midland, Odessa, Big Spring, Texas—and the surrounding oil country. It's one of the richest regions on earth. Within KMID-TV's coverage, the average per-family income is \$6,340.00. The set count is 51,720 . . . and according to a May, 1955, Robert S. Conlan survey of the KMID-TV "city grade" counties of Midland and Ector, there's an average set saturation of 71.4% of all homes.

It's a steady market. There's a 40-year proven reserve of oil still underground waiting to be drilled and produced!

PUT YOUR MONEY WHERE YOUR MARKET IS! Send for complete rates and data to KMID-TV, or call Venard, Rintoul and McConnell, Inc., or—in the South and Southwest—Clarke Brown Company, Dallas, Houston, Atlanta.

Venard, Rintoul and McConnell, National Representatives

KMID • TV channel 2

P.O. BOX 2758

MIDLAND, TEXAS

LUBBOCK (Cont.)

EXECUTIVES:

Joe H. Bryant, pres. & gen. mgr. Bill Taylor, prog. dir.
Robert L. Snyder, asst. mgr. Frank Lee, ch. eng.
Ray Poindexter, nat'l. s/s. mgr. Bud Thompson, prom. mgr.
George L. Tarter, com. mgr. Joe Gilbert, rews. ed.
& film buy.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$56.50, (film) \$50; ID \$25. ID Length 8 sec. 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	274,500	356,800	539,700
Families in Area	76,300	98,200	150,000
No. of Sets	58,020	69,256	86,435
Retail Sales	\$319,011,000	\$407,313,000	\$618,094,000
Income per Family	\$6,338
Income per Capita	\$1,778

KDUB-TV (Parent Station of Satellite KPAR-TV Sweetwater)

LICENSEE: Texas Telecasting Inc. Address: P. O. Box 1475. Phone: Sherwood 4-2345.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 841 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 13, 1952. Hours 6:40 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Station Am, KDUB.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two studios (30x60 ft. and 32x24 ft.). Four DuMont camera chains. Two film cameras, Bell & Howell, Auricon. One DuMont scanner (film-slides-opaques.) One Bridgomatic film processing unit. One mobile unit. News Services, AP, INS. Library Standard.

PRINCIPAL STOCKHOLDERS: W. D. Rogers Jr. (24.88%); Vernice Ford (14.93%); R. L. Kuykendall (13.74%); Flora Cameron Kampmann (9.99%); and others. Same interests also own KPAR-TV Sweetwater, Tex.

EXECUTIVES:

W. D. Rogers, pres. Rudy Starnes, ch. eng.
George C. Collie, nat'l. s/s. mgr. W. H. Shipley, prom. mgr.
Jimmie Isaacs, loc. s/s. mgr. Jack McElrath, news ed.
Ray Trent, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (film) \$300; minute spot (film) \$50; ID \$25. ID Length 10 sec. 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	274,500	326,900	602,900
Families in Area	76,300	90,050	168,000
No. of Sets	95,974
Retail Sales	\$333,262,000	\$685,156,000
Income per Family	\$5,725	\$5,949	\$5,809
Income per Capita	\$1,570	\$1,584	\$1,598

LUFKIN

(Angelina County)

KTRE-TV

(Target Date, Sept. 30, 1955)

LICENSEE: Forest Capital Scsg. Co. Address: P. O. Box 701. Phone: 3-7771.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter Make: GE. Antenna Make: GE. Height: Above average terrain 650 ft.; Above ground 540 ft.

PROPOSED OPERATION: Hours 3-11 p.m.

AFFILIATION: Tv Network, NBC (through KPRC-TV, Houston). Station, Am, KTRE.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio. One GE camera chain. One GE film camera. Two Eastman film projectors. One 2x2 r. slide projector. One opaque projector. News Service, AP, Library, World.

PRINCIPAL STOCKHOLDERS: R. W. Wortham Jr., pres. (33%); E. L. Kurth Sr. (16.8%); Henry B. Clay (11%); and others.

EXECUTIVES:

R. W. Wortham Jr., pres. Boyd Porter Jr., prog. dir. & news ed.
Richman Lewin, vp. & gen. mgr. Fred Clinton Hill, ch. eng.
Murphy Martin, com. mgr. Jack Harrison, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$158, (film) \$150; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. G-1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	95,000	167,000	300,480
Families in Area	24,000	51,000	92,000
No. of Sets	10,500	21,000	32,000

MIDLAND

(Midland County)

KMID-TV

LICENSEE: Midessa Television Inc. 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: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 547 ft.

OPERATION: Began Dec. 21, 1953. Hours, 3 p.m.-midnight (Mon.-Fri.), noon-midnight (Sat.-Sun.)



LUFKIN TEXAS

KTRE TV

CHANNEL 9 26,000 Watts

The Only TV Station
in the Heart of
the Rich East Texas
Pine Belt

Serving

300,000 People in 21 Counties
in Lumber-Rich Lufkin-Nacog-
doches Area . . . one of
the best diversified urban-rural
economies in the state!

- NBC Programs Live
(Via Microwave from Houston)
- The Nation's Best Film Programming
- Locally Produced Programs

KTRE-TV's COVERAGE AREA

Home of the South's first newsprint mill . . . Nation's largest saw-mills . . . steel mill . . . malleable iron foundry . . . trailer manufacturing . . . oil pumps . . . gas and oil . . . furniture manufacturing . . . agricultural center (cotton, corn, peanuts, sweet and irish potatoes, watermelons, farm forestry) . . . poultry . . . dairying . . . livestock.

RETAIL SALES & BUYING POWER

\$213,755,000.—Retail Sales for 1954

\$278,590,000.—Effective Buying Income (Estimated)

80,235—Families

*All figures according to Sales Management for 1954.

SELL THIS RICH MARKET WITH

★ KTRE-TV

LUFKIN TEXAS KTRE-AM Affiliate

Antenna 540 Ft. Above Ground
654 Ft. Above Average Terrain

Represented Nationally by

VENARD RINTOUL & McCONNELL, INC.
New York, Chicago, Los Angeles and Boston
in the Southwest

RICHMAN LEWIN, Vice-President and General Manager

MIDLAND (Cont.)

KMID-TV (Cont.)

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clarke Brown Co.; Washington Attorney, Lyon, Wilner & Bergson.
SERVICES: One studio (50x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. Two slide projectors. One Telop opaque projector. News Service, UP. Library, Snader.
PRINCIPAL STOCKHOLDERS: J. Conrad Dunagan, pres. (10.5%); R. H. Drewry (29%); T. R. Warkentin (18.4%); E. G. Rodman (12.3%) and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, Okla. and 48.15% of KRHD Duncan, Okla. Mr. Warkentin owns 15.5% and 13.95% of the same stations respectively.

EXECUTIVES:
 J. Conrad Dunagan, pres. Bill Buford, ch. eng.
 Ray Herndon, gen. mgr. & com. mgr. Dub Bowlus, news ed.
 Bob McClellan, prog. dir. & film buy.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$43, (film) \$40; ID \$20. ID Length 8 sec. Frequency discounts from 2 1/2% for 26 times up to 20% for 260 times. Rate Card No. 2a.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	99,800	188,300	324,300
Families in Area	42,100	54,200	86,200
No. of Sets	31,575	35,230	51,720
Retail Sales	\$110,579,000	\$199,752,000	\$364,764,000
Income per Family	\$7,348	\$6,701	\$5,865

ODESSA
(Ector County)

KOSA-TV

(Target Date, Unknown)

LICENSEE: Odessa Television Co. Address: Mercantile Securities Bldg., Dallas.
FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 10 kw. Operating Pow.: Visual 20.4 kw, Aural 10 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 468 ft.
AFFILIATION: Stations, Am, KOSA.
REPRESENTATIVES: Attorney Johnson, Bohannon, Prescott & Abney—Dallas. Consulting Engineer, Guy C. Hutcheson.
PRINCIPAL STOCKHOLDERS: Cecil Mills (50%) and Odessa Bcstg. Co. (KOSA Odessa) (50%).

EXECUTIVES:
 C. L. Trigg, pres. & gen. mgr. Ed Talbot, eng. dir.
 Cecil Mills, vp.

SAN ANGELO
(Tom Green County)

KTXL-TV

LICENSEE: Westex Television Co. Inc. Address: P. O. Box 1271. Phone: 7183.
FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 420 ft.; Above ground 443 ft.
OPERATION: Began July 5, 1953. Hours, 3-11:30 p.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, KTXL.
REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.
SERVICES: One indoor studio (15x30 ft.), one outdoor studio (30x30 ft.). One DuMont camera chain. One Dage film camera. Two DeVrys 16mm film projectors. One DuMont 2x2 in. slide scanner. News Services, INP, UP.
PRINCIPAL STOCKHOLDERS: A. D. Rust, pres. (50%) and B. P. Bludworth, sec-treas. (50%).

EXECUTIVES:
 J. Harley Hubbard, gen. mgr. Doug Thompson, prog. mgr.,
 & film buy. prom. mgr. & news ed.
 George Olsen, com. mgr. Bob Benson, ch. eng.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: (Grades A & B, FCC Contour): Population, 269,864; Families in Area, 76,800; No. of Sets, 41,243.

SAN ANTONIO
(Bexar County)

KCOR-TV

LICENSEE: KCOR Inc. Address: 111 Martinez St. Phone: Capitol 5-2751.
FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 6.03 kw. Operating Pow.: Visual 11 kw, Aural 6.03 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 598 ft.

OPERATION: Began June 2, 1955.
AFFILIATION: Station, Am, KCOR.
REPRESENTATIVES: Sales, Richard O'Connell, Dora-Clayton Agency; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: R. A. Cortez, pres.-treas. (59%); R. A. Cortez Jr., vp. (6.5%); William P. Smythe, vp. (8.5%) and others.

EXECUTIVES:
 Raoul Cortez, pres. Henry Gutierrez, prog. mgr.
 Nathan Safir, gen. mgr. Marvin L. Fiedler, ch. eng.
 R. A. Cortez Jr., com. mgr.

KENS-TV

LICENSEE: Express Pub. Co. Address: Transit Tower. Phone: Capitol 7-8151.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM & GE. Antenna Make: GE. Height, Above average terrain 450 ft.; Above ground 548 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Feb. 15, 1950. Hours, 7 a.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am, KENS.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Loucks, Zias, Young & Jansky.

SERVICES: Two studios (30x25 ft. and 11x15 ft.). Five DuMont camera chains. Two DuMont film cameras. Two Holmes film projectors. Three slide projectors. One mobile unit. News Service, UP. Library, Capital, Guild, Snader.

PRINCIPAL STOCKHOLDERS: Licensee publishes San Antonio Express and News. Frank G. Huntress Jr., pres., and family (24.83%); Mrs. W. Dorsey Brown (11.44%); George W. Brackenridge estate (33 1/3%); and others. (Messrs. Huntress, John B. McDaniel and Leroy G. Denman Jr. are trustees for Brackenridge estate.)

EXECUTIVES:
 Frank G. Huntress Jr., pres. Ed Uhler, prog. dir.
 Albert D. Johnson, gen. mgr. William J. Jackson, ch. eng.
 Wayne Kearl, natl. com. mgr. Bob Miller, prom. mgr.
 H. B. Higgins, reg. com. mgr.

RATE INFORMATION: Class AA one hour (live) \$700, Class A \$600; minute spot (live) \$120, (film) \$120; ID \$60. ID Length 8 sec. Share screen. Frequency discounts. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,642,010; Families in Area, 431,000; No. of Sets, 258,255; Retail Sales, \$1,385,000,000; Income per Family, \$5,311; Income per Capita, \$1,399.

WOAI-TV

LICENSEE: Southland Industries Inc. Address: 1031 Navarro St. Postal Zone: 6. Phone: Capital 7-4221.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 480 ft.; Above ground 569 ft.

EQUIPPED TO COLORCAST network programs.
OPERATION: Began Dec. 11, 1949. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Station, Am, WOAI.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Hogan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Four studios. Five RCA camera chains. Two RCA film cameras. Two Holmes 16mm film projectors. Two slide projectors. One 3x4 in. opaque projector. One mobile unit.

PRINCIPAL STOCKHOLDER: Hugh A. L. Halff is executor of estate of the late G. A. C. Halff, principal stockholder.

EXECUTIVES:
 Hugh A. L. Halff, pres. French Ferguson, prog. dir.
 James M. Gaines, gen. mgr. & film buy.
 Edward V. Cheviot, com. mgr. Charles L. Jeffers, ch. eng.
 & film buy. James F. Anderson, prom. mgr.
 Henry Howell, news ed.

RATE INFORMATION: Class A one hour (live) \$700, (film) \$700; minute spot (live) \$159.50, (film) \$140; ID \$70. ID Length 8 sec. Specifications 2x2 in. slide, 3x4 in. Projectall. Full screen. Frequency discounts from 5% for 26 times up to 20% for 312 times. Rate Card No. 12.

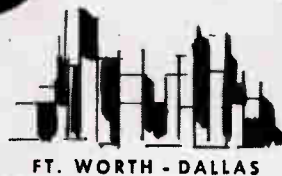
MARKET INFORMATION:

	Grade A (FCC Contour)	Total (Including Fringe Area)
Population	967,525	1,698,395
Families in Area	255,850	462,392
No. of Sets	252,562
Retail Sales	\$955,925,000	\$1,594,941,000
Effective Buying Income	\$1,250,504,000	\$2,123,871,000

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.



5 IS 1ST *
IN TEXAS 3RD MARKET



This rich growing market of 29 counties has 896,000 population with \$1,111,104,000 annual income. Full power station KENS-TV, channel 5 backs its powerhouse CBS programming with outstanding local features providing South Texas most effective advertising service.

* Telepulse in May 1955 showed KENS-TV is FIRST in seven out of eight rated competitive time segments. Tied in the eighth. This is consistent with Telepulse history in San Antonio.

Represented Nationally by FREE & PETERS

SWEETWATER

(Nolan County)

KPAR-TV (Satellite of KDUB-TV Lubbock)

(Target Date, Unknown)

LICENSEE: Texas Telecasting Inc. Address: 7400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2345.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Transmitter: DuM. Antenna Height: Above average terrain 340 ft.; Above ground 437 ft.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Frank H. McIntosh.

SERVICES: Two DuMont camera chains. Two DuMont film cameras. Two DeVry film projectors. One DuMont scanner (slides-opaques). One Bridgematic film processing unit. News Services, AP, INS. Library, Standard Radio Telecriptions.

PRINCIPAL STOCKHOLDERS: Same as KDUB-TV Lubbock, Tex.

EXECUTIVES:

W. D. Rogers Jr., pres. Rudy Starnes, ch. eng.
George C. Collie, natl. sls. mgr. W. H. Shipley, prom. mgr.
Jimmie Isaacs, loc. sls. mgr. Jack McElrath, news ed.
Ray Trent, prog. dir. & film buy.

TEMPLE

(Bell County)

KCEN-TV

LICENSEE: Bell Pub. Co. Address: P. O. Box 188. Phone: Prospect 3-6868.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 830 ft.; Above ground 833 ft.

OPERATION: Began Nov. 1, 1953. Hours, 7 a.m.-11:15 p.m.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co., Clyde Melville Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (25x35 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA 16mm film projectors. One Gray slide projector. One Balop 3 1/2 x 4 1/2 in. opaque projector. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Licensee publishes Temple Telegram and Sherman Democrat. Frank W. Mayborn, pres. 95% owner, also 85% owner of KTEM-AM-FM Temple.

EXECUTIVES:

Frank W. Mayborn, pres. Woodrow B. Cox, ch. eng.
Burton Bishop, gen. mgr. James T. Bolding, ofc. mgr.
Harry Abbott, sta. mgr. Van Hutto, prom. mgr.
Jim Bentley, prog. dir. Frank Bissett, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$60, (film) \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. slides or 3 1/2 x 4 1/2 in. Balops. Full and share screen. 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	244,746	745,711	1,011,320
Families in Area	83,934	259,075	292,110
No. of Sets	42,908	121,086	149,222
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, Tex. & Miller Ark. 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: GE. Antenna Make: GE. Height: Above average terrain 380 ft.; Above ground 390 ft.

OPERATION: Began Aug. 16, 1953. Hours, 7 a.m.-midnight (Mon.-Fri.), 11:30 a.m.-midnight (Sat.-Sun.).

AFFILIATION: Tv Networks, ABC, CBS, DTN. Stations, Am, KCMC. Fm, KCMC-FM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Clyde Melville Co.; James S. Ayers Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: One studio (31x40 ft.). One GE camera chain. One GE film camera. Two Eastman film projectors. One slide projector. One GE Telop opaque projector. News Service, AP. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: W. E. Hussman-Camden News Publishing Co. (Camden [Ark.] News) (50%); C. E. Palmer and family (32%). Palmer newspapers are Texarkana Gazette and News, Hot Springs Sentinel Record and New Era, Eldorado Times and News, Hope Star (50%), Magnolia Banner News (50%), all Ark., and Jacksonville (Tex.) Daily Progress (25%).

EXECUTIVES:

C. E. Palmer, pres. Charles E. Wade, prod. mgr.
W. E. Hussman, exec. vp. Harvey Robertson, ch. eng.
Walter M. Windsor, gen. mgr., Richard Peters, prom. mgr.
com. mgr. & film buy.
Howard Garland, prog. dir. & news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$260; minute spot (live) \$60, (film) \$52; ID \$26. Frequency discounts from 5% for 13 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	140,000	350,000	876,400
Families in Area	40,000	100,000	251,900
No. of Sets	30,400	50,000	127,390
Retail Sales	\$119,123,000	\$233,211,000	\$745,397,000

TYLER

(Smith County)

KETX (TV)†

LICENSEE: Jacob A. Newborn Jr. Address: P. O. Box 1572, Beaumont, Tex.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 270 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 900 ft.; Above ground 710 ft.

AFFILIATION: Station, Am, KGKB.

OPERATION: Began Aug. 24, 1953.

REPRESENTATIVES: Sales, John E. Pearson Tv.

EXECUTIVES:

Jacob A. Newborn Jr., pres. & gen. mgr.
†KETX (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.

NETWORK ADVERTISERS SPONSOR **200** HOURS MONTHLY

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A Brilliant Lineup of
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DOMINANT TV SERVICE IN A FOUR STATES AREA



KCMC-TV

CHANNEL 6



Represented by **VENARD, RINTOUL and McCONNELL, Inc.**

Southwest: *Clyde Melville Co.*

Southeast: *James S. Ayers Co.*

TEXARKANA

TEXAS — ARKANSAS

Walter M. Windsor, General Manager

WACO (Cont.)

EXECUTIVES:

W. W. Naman, pres. Earl Huff, ch. eng.
 M. N. Bostick, gen. mgr. 3 Charles Boland, prom. mgr.
 com. mgr. Frank Fallon, world news ed.
 Gene Lewis, prog. dir. & film buy. Bill Stinson, loc. news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40 ID \$20. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	142,000	385,000	527,000
Families in Area	85,000	22,000	107,000
No. of Sets	81,000	20,000	101,000
Retail Sales	-----	-----	\$166,672,000
Income per Family	-----	-----	\$5,206
Income per Capita	-----	-----	\$4,200

WESLACO (Hidalgo County)

KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)

LICENSEE: KRGV Television Inc. Address: 311 Missouri Ave. 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: GE. Antenna Make: GE. Height: Above average terrain 750 ft.; Above ground 791 ft.

OPERATION: Began April 11, 1954. Hours, 4:15-11:30 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KRGV.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (47x26 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One Gray Telop projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: O. L. Taylor, pres. (99.2%), also owns KANS Wichita, Kan.

EXECUTIVES:

O. L. Taylor, pres. Jim Cook, prog. dir. & film buy.
 Byron W. Ogle, gen. mgr. & Lewis Hartwig, ch. eng.
 exec. dir. Ted Cressner, prom. mgr.
 Kenneth E. Markel, com. mgr. Harry Van Slycke, news ed.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts from 10% for 26 times up to 30% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 395,700; Families in Area, 93,200; No. of Sets, 55,920; Retail Sales, \$278,407,000; Income per Family, \$3,669; Income per Capita, \$845.

WICHITA FALLS (Wichita County)

KFDX-TV

LICENSEE: Wichtex Radio & Television Co. Address: Box 2040. Phone: 2-8668.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 55 kw, Aural 33.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 500 ft.; Above ground 549 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 12, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, A3C, NBC.

REPRESENTATIVES: Sales, Paul H. Raymer Co.; Washington Attorney, Samuel, Brown, Herman & Scott; Consulting Engineer, George C. Davis.

SERVICES: Two studios (55x70 ft. and 35x40 ft.). Two RCA camera chains. One RCA film camera. Two RCA 16mm film projectors. One RCA 35mm slide projector. One Gray Telop projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Darrold A. Cannan, pres. (59.9%); Darrold A. Cannan Jr. (13.1%) and others. Mr. Cannan and family are minority owners of KFDX-AM-TV Beaumont, Tex.

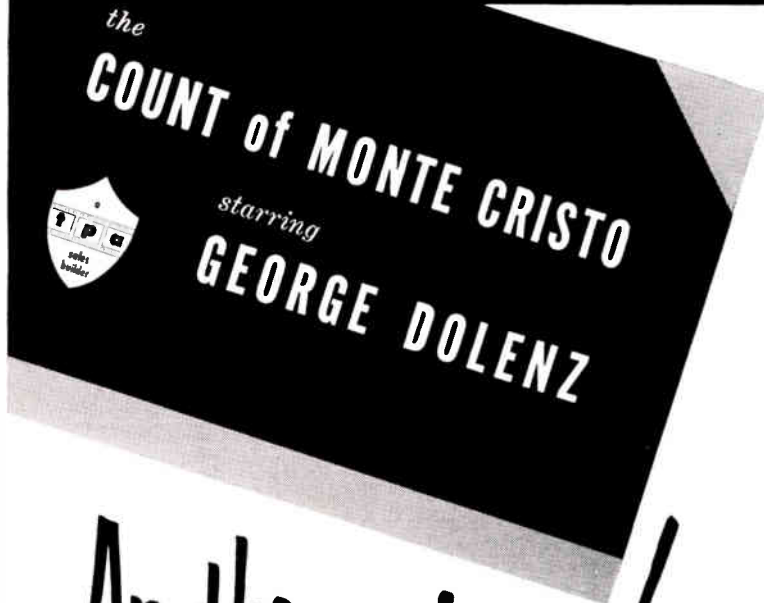
EXECUTIVES:

Darrold A. Cannan, pres. Warren Silver, prog. dir.
 Howard H. Fry, gen. mgr. & John Adams, ch. eng.
 film buy. Anne Kring, prom. mgr.
 George Craig, com. mgr. Norman Duncan, news ed.

RATE INFORMATION: Class A one hour (live) \$360, (film) \$300; minute spot (live) \$72, (film) \$60; ID \$36. ID Length 8 sec. 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	147,500	343,700	486,600
Families in Area	40,000	97,800	140,100
Retail Sales	\$147,177,000	\$345,987,000	\$479,727,000
Income per Family	\$4,545	\$4,152	\$4,392
Income per Capita	\$1,286	\$1,253	\$1,277



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from the portfolio of **TPA** Sales Builders

MONTE CRISTO is a magic title that's carried the mark of success for over 100 years.

It was an instant hit when it was first serialized in the Parisien press... a best-seller as a book... a smash hit as a play - and one of the Top Ten when Edward Small produced it as a full-length motion picture.

Its success is easy to understand. As one enthusiastic critic put it: "'Monte Cristo' is made in Heaven for the manufacturers of the costume film drama."

This new half-hour series takes full advantage of the rich potentials of this great story. Production quality is of the highest - the writing is taut and exciting... the sets are lavish and eye-filling... the big-name talent is superbly cast.

MONTE CRISTO is a show that will appeal to viewers of every age. It's a vehicle which can sell anything - from milk to motor cars. In addition, as the only program of its kind in all television, it gives the advertiser an invaluable running start in sponsor identification.

Act fast on this one while good availabilities still remain.



Television Programs of America, Inc.

New York: 477 Madison Avenue
 Chicago: 360 North Michigan Avenue
 Los Angeles: 5746 Sunset Boulevard

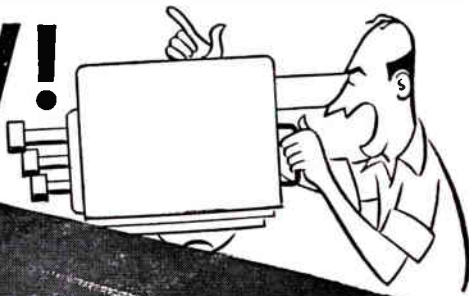
FIRST

IN RADIO!



FIRST

IN TV!



**in Wichita Falls
★ Texas!**

**CBS AND DuMONT
TELEVISION NETWORKS**

Wichita Falls Television, Inc.

TEXAS

WICHITA FALLS (Cont.)

KWFT-TV

LICENSEE: Wichita Falls Television Inc. Address: Seymour Rd. Phone: 3-4181.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 450 ft. Above ground 465 ft.

OPERATION: Began Feb. 27, 1953. Hours, 7 a.m.-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station Am, KWFT.

REPRESENTATIVES: Sales, Hoag-Blair Co.; Washington Attorney Dow, Lohres & Albertson; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: One studio (40x50 ft.). Two GE camera cranes. One GE film camera. Two Eastman 16mm film projectors. Two slide projectors. News Services, AP, UP. Library, Lang-Worth, Standard.

PRINCIPAL STOCKHOLDERS: Licensee is 100% owned by Rowley-Brown Bcastg. Co. (KWFT). Kenyon Brown (33 1/3%). E. H. Rowley and wife (33 1/3%) and John H. Rowley (33 1/3%). Mr. Brown is 49.9% owner of KBYE Oklahoma City, Okla., and 33 1/3% owner of KGLC Miami Okla.

EXECUTIVES:

Kenyon Brown, pres. & gen. mgr. H. T. Wiley ch. eng.
Blaine Cornwell, com. mgr. Owanah Shelton, prom. mgr.
Roy George, prog. dir. & film buy. Ed Hamlyn news ed.

RATE INFORMATION: Class A one hour (film) \$250; minute spot (film) \$50; 1D \$25. 1D Length 8 sec. 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	301,300	408,300	709,600
Families in Area	89,800	122,200	312,000
No. of Sets	94,130
Retail Sales	\$391,332,000	\$334,766,000	\$726,098,000
Income per Family	\$4,960	\$4,570

UTAH

UTAH MARKET INDICATORS

Total Population, July 1, 1954.....	757,000
Total Families, 1950.....	169,925
Total Urban Population, 1950.....	449,855
Total Rural Nonfarm Population, 1950.....	158,387
Total Farm Population, 1950.....	80,620
Employed in Nonagricultural Establishments, March 1955.....	208,100
Employed in Agriculture, 1950.....	28,337
Employed in Mining, March 1955.....	13,900
Employed in Manufacturing, March 1955.....	30,000
Employed in Construction, March 1955.....	10,000
Employed in Transportation & Public Utilities, March 1955.....	21,500
Employed in Wholesale & Retail Trade, March 1955.....	48,700
Employed in Finance, Insurance & Real Estate, March 1955.....	8,400
Employed in Service and Miscellaneous, March 1955.....	22,700
Employed in Government Service, March 1955.....	52,900
Retail Sales, 1954.....	\$ 773,975,000
Bank Assets, Jan. 1, 1955.....	\$ 846,697,000
Bank Deposits, Jan. 1, 1955.....	\$ 788,390,000
Major Income Sources, 1953: Agriculture 5.2%; Government 23.6%; Manufacturing Payrolls 11.3%; Trade and Service 25.3%.	
Total Income Payments, 1953.....	\$ 1,108,000,000
Per Capita Income, 1953.....	\$ 1,510
Total Internal Revenue Collections, 1954.....	\$ 150,827,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 77.16
Cash Receipts from Farm Marketing, 1954.....	\$ 144,476,000
Government Payments to Farmers, 1954.....	\$ 2,662,000
Value of Mineral Production, 1951.....	\$ 257,144,000
Total New Construction in 1952.....	\$ 138,000,000
New Private Construction in 1952.....	\$ 93,800,000
New Public Construction in 1952.....	\$ 44,200,000
Motor Vehicle Registration, 1954.....	306,646
Number of Telephones, Jan. 1, 1955.....	248,700
Number of Electrical Connections, Jan. 1, 1955.....	222,674
Number of Gas Utilities Connections, 1953.....	94,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

UTAH MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Beaver	4,856	\$ 4,075	\$ 764	\$ 166		
Box Elder	19,734	22,282	3,793	395	3,630	67%
Cache	33,536	35,908	6,220	1,044	3,490	38%
Carbon	24,911	27,910	5,720	542		
Daggett	351	118	55			
Davis	30,867	25,782	8,499	636	6,620	63%
Duchesne	8,134	7,572	1,432	76		
Emery	6,304	2,482	372	61		
Garfield	4,151	2,311	262	34		
Grand	1,933	1,079	411	25		
Iron	9,642	15,378	2,477	438		
Juab	5,981	5,937	1,429	160	340	24%
Kane	2,299	1,753	139	57		
Millard	9,387	9,810	1,069	247	580	24%
Morgan	2,519	2,410	246	63	230	38%
Piute	1,911	656	105			
Rich	1,673	902	285		190	38%
Salt Lake	274,895	353,521	74,895	11,635	66,110	75%
San Juan	5,315	1,719	328			
Sanpete	13,891	10,491	1,793	367	890	23%
Sevier	12,072	14,456	1,935	271	790	24%
Summit	6,745	4,860	1,233	147		
Tooele	14,636	14,190	3,943	593	3,150	58%
Uintah	10,300	9,820	1,081	290		
Utah	81,912	79,945	18,130	2,127	15,930	68%
Wasatch	5,574	5,722	742	65		
Washington	9,836	8,504	1,453	185		
Wayne	2,205	951	124	26		
Weber	83,319	103,550	22,534	3,121	17,800	64%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

SALT LAKE CITY
(Salt Lake County)

KSL-TV
LICENSEE: Radio Service Corp. of Utah. Address: 145 Social Ave. Postal Zone: 1. Phone: 5-4641.
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: RCA. Antenna Make: GE. Height: Above average terrain 3,970 ft. Above ground 90 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began June 1, 1949. Hours 7:15-12:15 a.m.
AFFILIATION: Tv Networks CES DTN. Stations, Am, KSL. Fm, KSL-FM.

REPRESENTATIVES: Sales, CBS Television Spot Sales: Washington Attorney, Wilkinson, Boyden, Cragun & Barker Consulting Engineer, A. D. Ring & Assoc.
SERVICES: Three studios (60x69 ft., 46x69 ft. and 30x20 ft.). Six DuMont camera chains. One Bodee rear screen projector. Four film cameras, two RCA, two DuMont. Four Holmes 16mm film projectors. One Gray slide projector. One 34-ft. flexible bus mobile unit. News Service, U.P. Library, Associated.
PRINCIPAL STOCKHOLDERS: Corp. of President, Church of Jesus Christ of Latter Day Saints—Mormon (63.57%). Church corporation also owns 60% of KSJB Cedar City, Utah; 31.1% of KID-AM-TV Idaho Falls, Idaho; 6.73% of KGMB-AM-TV Honolulu.

EXECUTIVES:
 Ivor Sharp, exec. vp. Scott R. Clawson, prod. mgr.
 Jay W. Wright, admin. vp. Vincent E. Clayton, ch. eng.
 D. Lennox Murdoch, vp. & gen. mgr. Richard V. Thiriot, film buy.
 Edward B. Kimball, com. mgr. A. Richard Robertson, prom. mgr.
 Wayne F. Richards prog. dir. Paul Alexander, news ed.

RATE INFORMATION: Class A one hour (live) \$575. (film) \$575. minute spot (live) \$150 (film) \$150; ID \$87.50. ID Length 8 sec. Specifications 2 1/4 x 2 1/4 in. slides. Share screen. Frequency discounts from 5% for 3 times per week up to 20% for 6 times per week. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	746,000	267,400	1,013,400
Families in Area	205,100	73,800	279,900
No. of Sets			174,100
Retail Sales	\$771,239,000	\$312,780,000	\$1,084,019,000
Income per Famil.	\$4,475	\$4,904	\$4,690
Income per Capita			\$1,690

KTVT (TV)

LICENSEE: Intermountain Bcstg. & Television Corp. Address: 130 Social Hall Ave. Postal Zone: 11. Phone: 22-5681.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.9 kw, Aural 14.4 kw. Operating Pow.: Visual 26.9 kw, Aural 14.4 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3,080 ft.; Above ground 182 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 6, 1948. Hours, 6 a.m.-midnight.
AFFILIATION: Tv Network, NBC. Stations, Am, KDYL. Fm, KDYL-FM.

THE ANSWER IS ALWAYS THE SAME



KSL-TV
Salt Lake City

The buy that's BEST
in the Mountain
West!

Represented by CBS-TV SPOT SALES

CBS-TV in the Mountain West

SALT LAKE CITY (Cont.)

KTVT (TV) (Cont.)

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: Two studios (40x40 ft. and 50x80 ft.). Four camera chains. One Trans-Lux rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Three slide projectors. One RCA mobile unit. News Service, UP. Library, RCA Thesaurus.

PRINCIPAL STOCKHOLDERS: Owned 80% by Time Inc. (Time, Life, Fortune) and 20% by G. Bennett Larson. Time Inc. also owns 100% of KLZ-AM-FM-TV Denver, Colo., and 50% of KOB-AM-TV Albuquerque, N. M.

EXECUTIVES:

G. Bennett Larson, pres. & gen. mgr. James Chubb, film buy.
John M. Baldwin, vp. & bus. mgr. Delmar Leeson, prom. mgr.
Daniel Rainger, prog. dir. Jack Goodman, news ed.
Allen Gunderson, ch. eng.

RATE INFORMATION: Class A one hour (live) \$550, (film) \$550; minute spot (live) \$100, (film) \$100; ID \$50. ID Length 10 sec. Share screen. Frequency discounts from 5% for 3-5 times up to 10%. Rate Card No. 10.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	533,200	147,100	761,500
Families in Area	157,500	42,200	222,300
No. of Sets	161,913	12,187	174,100
Retail Sales	\$594,660,000	\$150,489,000	\$827,957,000
Income per Family	\$5,512	\$4,949	-----
Income per Capita	\$1,514	\$1,378	-----

KUTV (TV)

LICENSEE: Utah Bcstg. & Television Corp. Address: 179 Social Hall Ave. Postal Zone: I. Phone: 22-2505.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 45.7 kw, Aural 25.1 kw. Operating Pow.: Visual 45.7 kw, Aural 25.1 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 3,060 ft.; Above ground 229 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954. Hours, 1:30 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Stations, Am, KUTA. Fm, KUTF (FM).

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, Grant R. Wrathall.

SERVICES: Three studios (5,000 sq. ft., 2,000 sq. ft. and 1,500 sq. ft.). Three RCA camera chains. One Bodde rear screen projector. Three RCA film cameras. Three RCA film projectors. One Gray slide projector. One RCA spot scanner. One mobile unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: Kearns-Tribune Corp, Salt Lake Tribune (50%), Frank C. Carman, pres. (25%) and Grant Wrathall (25%). Messrs. Carman, Wrathall and associates own KUTA Salt Lake City. For other Carman-Wrathall properties see KLIX-TV Twin Falls, Idaho.

EXECUTIVES:

Frank C. Carman, pres. & ch. eng. John P. Brophy, natl. sls. mgr. & film buy.
Brent H. Kirk, gen. mgr. & com. mgr. Rod C. Parkin, prom. mgr.
Alan F. Frank, prog. dir.

RATE INFORMATION: Class A one hour (live) \$585, (film) \$450; minute spot (live) \$97.50, (film) \$75; ID \$37.50. ID Length 8 sec. Frequency discounts.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	783,000	186,500	969,500
Families in Area	211,621	50,406	262,027
No. of Sets	167,256	14,244	181,500
Retail Sales	\$768,835,000	\$237,411,000	\$1,006,246,000
Income per Family	\$4,949	\$4,709	\$4,829
Income per Capita	\$1,378	\$1,308	\$1,338

VERMONT MARKET INDICATORS

Total Population, July 1, 1954.....	385,000
Total Families, 1950.....	90,100
Total Urban Population, 1950.....	137,612
Total Rural Nonfarm Population, 1950.....	159,003
Total Farm Population, 1950.....	81,132
Employed in Nonagricultural Establishments, March 1955.....	97,600
Employed in Agriculture, 1950.....	25,007
Employed in Mining, March 1955.....	1,400

Employed in Manufacturing, March 1955.....	35,400
Employed in Construction, March 1955.....	2,900
Employed in Transportation & Public Utilities, March 1955.....	8,100
Employed in Wholesale & Retail Trade, March 1955.....	18,800
Employed in Finance, Insurance & Real Estate, March 1955.....	3,100
Employed in Service and Miscellaneous, March 1955.....	12,100
Employed in Government Service, March 1955.....	15,900
Retail Sales, 1954.....	\$ 398,799,000
Bank Assets, Jan. 1, 1955.....	\$ 438,847,000
Bank Deposits, Jan. 1, 1955.....	\$ 394,248,000
Major Income Sources, 1953: Agriculture 7%; Government 15%; Manufacturing Payrolls 26.6%; Trade and Service 25.5%.	
Total Income Payments, 1953.....	\$ 528,000,000
Per Capita Income, 1953.....	\$ 1,401
Total Internal Revenue Collections, 1954.....	\$ 72,535,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 62.01
Cash Receipts from Farm Marketing, 1954.....	\$ 106,215,000
Government Payments to Farmers, 1954.....	\$ 1,051,000
Value of Mineral Production, 1951.....	\$ 18,516,000
New Public Construction in 1952.....	12,000,000
Motor Vehicle Registration, 1954.....	131,287
Number of Telephones, Jan. 1, 1955.....	103,700
Number of Electrical Connections, Jan. 1, 1955.....	127,357
Number of Gas Utilities Connections, 1953.....	22,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

VERMONT MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets		(CBS) TV %	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954		
Addison	19,442	\$16,160	\$ 4,673	\$ 364	1,250	24%					
Bennington	24,115	25,895	7,702	543	3,830	51%					
Caledonia	24,049	26,820	6,269	508	840	12%					
Chittenden	62,570	76,954	20,234	1,618	5,120	29%					
Essex	6,257	3,332	1,720	79	220	12%					
Franklin	29,894	30,315	9,195	636	1,810	22%					
Grand Isle	3,406	2,123	880	170	21%						
Lamoille	11,388	9,466	3,040	292	650	21%					
Orange	17,027	13,799	2,881	363	700	12%					
Orleans	21,190	20,423	4,134	397	6,810	51%					
Rutland	45,905	54,258	14,226	1,010	2,960	24%					
Washington	42,870	44,262	12,769	835	710					
Windham	28,740	32,419	9,082	899					
Windsor	40,885	42,573	11,518					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BURLINGTON
(Chittenden County)

WCAX-TV

LICENSEE: Mt. Mansfield Television Inc. Address: 135 Main St. Phone: Burlington 2-5761.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 18.2 kw, Aural 9.77 kw. Operating Pow.: Visual 18.2 kw, Aural 9.77 kw. Antenna Height: Above average terrain 2,729 ft.; Above ground 116 ft.

OPERATION: Began Sept. 26, 1954. Hours, 7-9 a.m., noon-midnight.

AFFILIATION: Tv Networks, CBS, NBC. Station, Am, WCAX.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.

SERVICES: One studio (60x35 ft.). Two GE camera chains. One GE film camera. Two GE 16mm film projectors. One slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: C. P. Hasbrook, pres. (59.8%), owner of WCAX; S. T. Martin, vp. (10%) and others.

EXECUTIVES:

C. P. Hasbrook, pres. J. W. Tierney, ch. eng.
S. T. Martin, gen. mgr. S. L. Varker, film buy.
J. A. Dobson, com. mgr. C. S. Lewis, prom. mgr.
R. G. Huntley, prog. dir. J. A. Sullivan, news ed.

RATE INFORMATION: Class A one hour (live) \$340, (film) \$300; minute spot (live) \$65, (film) \$60; ID \$30. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: (Established coverage area): Population, 763,010; Families in Area, 204,975; No. of Sets, 136,241; Retail Sales, \$783,155,000.

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.

VIRGINIA MARKET INDICATORS

Total Population, July 1, 1954.....	3,568,000
Total Families, 1950.....	785,060
Total Urban Population, 1950.....	1,560,115
Total Rural Nonfarm Population, 1950.....	1,026,604
Total Farm Population, 1950.....	731,961
Employed in Nonagricultural Establishments, March 1955.....	882,700
Employed in Agriculture, 1950.....	167,459
Employed in Mining, March 1955.....	14,900
Employed in Manufacturing, March 1955.....	240,900
Employed in Construction, March 1955.....	57,400
Employed in Transportation & Public Utilities, March 1955.....	80,900
Employed in Wholesale & Retail Trade, March 1955.....	196,500
Employed in Finance, Insurance & Real Estate, March 1955.....	35,900
Employed in Service and Miscellaneous, March 1955.....	88,700
Employed in Government Service, March 1955.....	167,500
Retail Sales, 1954.....	\$ 2,950,595,000
Bank Assets, Jan. 1, 1955.....	\$ 2,797,739,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,567,999,000
Major Income Sources, 1953: Agriculture 5.7%; Government 26%; Manufacturing Payrolls 18.1%; Trade and Service 24.9%.	
Total Income Payments, 1953.....	\$ 4,413,000,000
Per Capita Income, 1953.....	\$ 1,361
Total Internal Revenue Collections, 1954.....	\$ 1,051,671,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 58.75
Cash Receipts from Farm Marketing, 1954.....	\$ 453,813,000
Government Payments to Farmers, 1954.....	\$ 4,676,000
Value of Mineral Production, 1951.....	\$ 161,251,000
Total New Construction in 1952.....	\$ 716,700,000
New Private Construction in 1952.....	\$ 439,500,000
New Public Construction in 1952.....	\$ 277,200,000
Motor Vehicle Registration, 1954.....	1,153,113
Number of Telephones, Jan. 1, 1955.....	899,800
Number of Electrical Connections, Jan. 1, 1955.....	979,466
Number of Gas Utilities Connections, 1953.....	264,500

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales			(CBS)	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
Accomack	33,832	\$26,098	\$ 7,208		3,340	33%
Albemarle	26,662	62,642	13,295		3,720	27%
Alexandria*	61,787					
Alleghany	23,139	27,537	6,190		3,080	40%
Amelia	7,908	3,119	345		590	39%
Amherst	20,332	4,841	2,724		1,640	38%
Appomattox	8,764	4,171	681		720	38%
Arlington	135,449	254,139	76,048		66,730	96%
Augusta	34,154	57,244	13,389		4,650	27%
Bath	6,296	3,148	966		350	25%
Bedford	29,627	12,736	3,404		2,230	31%
Bland	6,436	1,887	339		360	26%
Botetourt	15,766	5,181	2,203		1,560	40%
Bristol*	15,954					
Brunswick	20,136	11,234	1,860		1,410	32%
Buchanan	35,748	15,934	2,621		1,650	21%
Buckingham	12,288	4,337	864		1,240	46%
Buena Vista*	5,214					
Campbell	28,877	90,056	17,911		10,830	51%
Caroline	12,471	6,065	2,102		1,490	55%
Carroll	26,695	7,475	1,786		1,220	18%
Charles City	4,676	721	550		520	58%
Charlotte	14,057	4,576	907	\$ 82	1,220	38%
Charlottesville*	25,969					
Chesterfield	40,400	11,929	4,421	230	9,030	66%
Clarke	7,074	4,341	1,385	205	830	46%
Clifton Forge*	5,795					
Colonial Heights*	6,077					
Craig	3,452	1,217	242	28	280	40%
Culpeper	13,242	13,667	2,332	313	1,950	59%
Cumberland	7,252	1,455	287	68	690	46%
Danville*	35,066					
Dickenson	23,393	8,491	1,681	110	1,000	20%
Dinwiddie	18,839	52,818	12,568	1,941	7,400	54%
Elizabeth City	55,028					
Essex	6,530	5,174	1,348	67	720	55%
Fairfax	98,557	42,431	14,543	1,316	29,160	91%
Falls Church*	7,535					
Fauquier	21,248	18,421	4,050	412	3,140	58%
Floyd	11,351	4,586	764	74	490	18%
Fluvanna	7,121	2,575	1,148	68	780	46%
Franklin	24,560	11,337	1,933	290	1,680	30%
Frederick	17,537	41,277	8,186	1,251	4,320	46%
Fredericksburg*	12,158					
Giles	18,956	16,182	4,189	568	2,650	53%
Gloucester	10,343	7,048	1,406	72	1,840	59%
Goochland	8,934	2,222	1,080		660	39%
Grayson	21,379	16,042	2,256	313	1,430	26%
Greene	4,745	1,147	508		300	27%
Greensville	16,319	12,619	2,779	428	1,250	32%
Halifax	41,442	22,330	4,846	740	3,700	39%
Hampton*	5,966					
Hanover	21,985	9,824	3,007	115	3,120	55%
Harrisonburg*	10,810					
Henrico	57,340	412,817	86,951	14,889	65,970	76%
Henry	31,219	41,909	9,604	866	6,100	47%
Highland	4,069	979	324		180	25%
Hopewell*	10,219					
Isle of Wight	14,906	9,378	2,250	190	1,700	46%

County	Population 1950	Retail Sales			(CBS)	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	TV Sets 1954	TV % 1954
James City	6,317	12,902	2,990	42	1,670	60%
King and Queen	6,299	1,821	1,040		770	55%
King George	6,710	2,171	1,010		1,080	60%
King William	7,589	7,386	2,303	31	1,050	55%
Lancaster	8,640	7,148	1,628	160	760	33%
Lee	36,106	12,813	2,297	338	1,070	13%
Loudoun	21,147	16,796	4,786	505	3,170	61%
Louisa	12,826	6,303	1,772	128	1,220	39%
Lunenburg	14,116	8,712	1,761	219	1,120	32%
Lynchburg*	47,727					
Madison	8,273	2,412	964	33	590	28%
Martinsville*	17,251					
Mathews	7,148	4,162	922	68	1,020	60%
Mecklenburg	33,497	24,610	5,090	477	2,660	33%
Middlesex	6,715	4,384	609	73	1,140	60%
Montgomery	29,780	34,737	8,143	1,130	5,550	53%
Nansemond	25,238	33,017	7,228	1,195	4,660	47%
Nelson	14,042	4,234	1,413	37	1,220	38%
New Kent	3,995	2,188	978		550	55%
Newport News*	42,358	161,966	41,417	5,106		
Norfolk	99,937	451,553	112,013	15,356	94,910	73%
Norfolk (city)*	213,513					
Northampton	17,300	12,585	4,097	273	1,500	32%
Northumberland	10,012	4,792	931	66	850	33%
Nottoway	15,479	15,120	3,236	609	2,060	47%
Orange	12,755	11,623	2,062	389	860	27%
Page	15,152	9,100	1,843	273	1,120	28%
Patrick	15,642	4,814	1,154	36	650	18%
Petersburg*	35,054					
Pittsylvania	66,096	90,229	20,685	2,687	10,940	41%
Portsmouth*	80,039					
Powhatan	5,556	2,524	431		470	39%
Prince Edward	15,398	12,727	2,175	457	1,790	46%
Prince George	19,679	16,923	5,260	566	4,050	58%
Prince William	22,612	16,926	4,123	564	3,260	62%
Princess Anne	42,277	30,890	9,233	932	8,160	64%
Pulaski	27,758	18,829	4,994	639	3,980	53%
Radford*	9,026					
Rappahannock	6,112	1,461	181		770	59%
Richmond	6,189	4,173	730	30	780	60%
Richmond (city)*	230,310					
Roanoke	41,486	166,411	38,709	4,748	21,500	55%
Roanoke (city)*	91,921					
Rockbridge	23,359	19,897	5,171	1,352	1,760	24%
Rockingham	35,079	46,321	5,276	1,061	3,380	27%
Russell	26,818	12,144	1,634	117	1,220	20%
Scott	27,640	7,246	1,292	175	860	13%
Shenandoah	21,169	15,757	3,590	338	1,580	28%
Smyth	30,187	18,862	3,543	618	1,140	16%
Southampton	26,522	15,760	4,203	491	2,900	46%
South Norfolk*	10,434					
Spotsylvania	11,920	33,683	6,853	988	3,800	59%
Stafford	11,902	3,389	1,816	38	1,920	60%
Staunton*	19,927					
Suffolk*	12,339					
Surry	6,220	2,202	446	68	900	60%
Sussex	12,785	8,482	1,869	193	1,620	58%
Tazewell	47,512	35,915	8,285	993	1,780	16%
Warren	14,801	15,715	4,218	531	2,020	46%
Warwick	39,875				30,460	67%
Washington	37,536	45,803	9,266	1,449	1,340	10%
Waynesboro*	12,357					
Westmoreland	10,148	7,607	1,317	219	1,680	60%
Williamsburg*	6,735					
Winchester*	13,841					
Wise	56,336	44,580	9,833	1,047	3,370	25%
Wythe	23,327	19,717	3,767	435	1,430	25%
York	11,750	3,716	1,411	74	1,940	59%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

DANVILLE

(Pittsylvania County)

WBTV-TV†

LICENSEE: Piedmont Bcstg. Corp. Address: 710 Grove St. Phone: 2350.
 FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw.
 Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 650 ft.; Above ground 273 ft.

OPERATION: Began Feb. 21, 1954.
 AFFILIATION: Stations, Am, WBTV. Fm, WBTV-FM.
 REPRESENTATIVES: Washington Attorney, John Midlen; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: L. N. Dibrell, pres. (40.1%); Edward G. Gardner, vp. & gen. mgr. (.8%); estate of James W. Ray (5.8%); F. Hamilton Vass, sec.-treas. (1.19%); L. R. Wyatt, vp. (2.67%); and others.

EXECUTIVES: L. N. Dibrell, pres.
 †WBTV-TV has suspended operation but has not returned its CP.

HAMPTON

WVEC-TV (NORFOLK)

LICENSEE: Peninsula Bcstg. Corp. Address: 812 W. 21st St. Postal Zone: 10.
 Phone: Madison 7-7774.

FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 110 kw. Operating Pow.: Visual 214 kw, Aural 110 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 480 ft.; Above ground 500 ft.

EQUIPPED TO COLORCAST network programs.
 OPERATION: Began Sept. 19, 1953. Hours, 7-1 a.m.
 AFFILIATION: Tv Networks, DTN, NBC. Station, Am, WVEC.
 REPRESENTATIVES: Sales, Avery-Knodel Inc.; Washington Attorney, Cohn & Marks; Consulting Engineer, Vandivere, Cohen & Wearn.

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RESULTS!

You Name It—We'll Sell It

... just as we've successfully sold everything from French Harps . . . (200 with one 1/2-hour program) . . . to TV antennas (400 in two weeks) . . . to Davy Crockett records . . . (average of 20 packages per day. Says the sponsor: The 400 packet sales made in June alone were well above that for any other place in the country). Here's why WTOV-TV can bring in greater sales for you:

Market

- \$1.2 Billion Retail Sales
- 1 Million Population
- 25th Market—1st in Va.
- 2 UHF vs. 1 VHF Station
- 210,000 UHF Sets; Nearly all VHF Sets Converted

Programming

WTOV-TV appeals to the ladies from 2 to 4 p.m. to the kids from 4 to 7 p.m. and to hillbilly and western adult fans from 7 to 8:30. There are interviews, panels, spots, editions, etc. The 9 p.m. Starlite Theatre shows the best feature movies available. Saturday night features 12 different hillbilly organizations in a big hillbilly jamboree that lasts from 5:30 p.m. to 11 p.m. In all, there are 36 hours per week of live programming including Teen-Time, 2 to 4 p.m. Saturday.

Availabilities

Ten, 15 and 30 minute programs are available. Advertiser has the privilege of using any of Unity or NTA libraries for only the cost of transportation. Spots are practically "sold out"; however, WTOV-TV will accommodate national advertisers.

BE GOOD TO YOURSELF

INVEST ON

WTOV-TV

Channel 27

"THE BRITE SPOT"

Represented by
JOSEPH HERSHEY MCGILLVRA, Inc.

VIRGINIA

HAMPTON (Cont.)

WVEC-TV (Cont.)

SERVICES: Two studios (22x30 ft. and 48x60 ft.). Four camera chains, two GPL, two RCA. Two film cameras, GE, RCA. Four 16mm film projectors, two GE, two RCA. One 2x2 in. slide projector, one GE slide-opaque projector. News Service, AP. Library, Standard, World.

PRINCIPAL STOCKHOLDERS: Thomas P. Chisman, pres. (15.23%); Harrol A. Brauer Jr., vp. (8.6%); James E. Swafford, vp. (15.23%); J. W. W. Chisman, sec.-treas. (19.03%) and others.

EXECUTIVES:

Thomas P. Chisman, pres., gen. mgr. & film buy. William C. King Jr., ch. eng. Georgia McCarty, merc. & prom. dir. Harrol A. Brauer Jr., vp. & sls. dir. Lewis T. Jester, news ed. L. W. Kliever, opr. mgr.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; 1D \$30. 1D Length 10 sec. Specifications 3/4x7/8 in. Full screen. Frequency discounts from 5% for 20 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	752,400	88,000	840,400
Families in Area	200,340	21,650	221,990
No. of Sets	180,000	21,000	201,000
Retail Sales	\$703,321,000	\$44,891,000	\$748,212,000
Income per Family	\$5.596	\$3.040	\$4.354

**HARRISONBURG
(Rockingham County)**

WSVA-TV

LICENSEE: Shenandoah Valley Bcstg. Corp. Address: Rawley Pike. Phone: 4-4431.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.32 kw, Aural 4.17 kw. Operating Pow.: Visual 8.32 kw, Aural 4.17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 2,130 ft.; Above ground 349 ft.

OPERATION: Began Oct. 19, 1953. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, WSVA, Fm, WSVA-FM.

REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.

SERVICES: One studio (20x30 ft.). One GE camera chain. One GE film camera. Two GE 16mm film projectors. Three slide projectors. News Service, UP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Frederick L. and Mary P. Allman.

EXECUTIVES:

Frederick L. Allman, pres., gen. mgr. & prom. mgr. Robert E. Lee, prog. dir., film buy. & news ed. Howard C. Evans, com. mgr. Warren L. Braun, ch. eng.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$39, (film) \$30; 1D \$15. 1D Length 10 sec. Share screen. 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	402,300	436,900	839,200
Families in Area	105,870	114,980	220,850
No. of Sets	49,069	63,294	112,363
Retail Sales	\$378,595,000	\$244,346,000	\$622,941,000
Income per Family	\$4.392	\$3.789
Income per Capita	\$1.194	\$1.078

**LYNCHBURG
(Campbell County)**

WLVA-TV

LICENSEE: Lynchburg Bcstg. Corp. Address: 925 Church St. Phone: 2-1242.
FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: GE. Height: Above average terrain 1,100 ft.; Above ground 574 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb., 1953. Hours, 10 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBS, DTN, Station, Am, WLVA.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, George Sutton; Consulting Engineer, Craven, Lohnes & Culver.

SERVICES: One studio (15x26 ft.). One DuMont camera chain. Two DuMont film cameras. Two DeVry 16mm film projectors. One DuMont flying spot scanner (slides). News Service, AP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Edward A. Allen (25.5%) and Philip P. Allen (25.5%).

EXECUTIVES:

Edward A. Allen, pres. John T. Orth, ch. eng. Philip P. Allen, gen. mgr. Rod Lea, news ed. Joseph F. Wright Jr., com. mgr. Warren Uttal, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$330, (film) \$300; minute spot (live) \$66, (film) \$60; 1D \$30. 1D Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

Families in Area (Grade A, FCC Contour), 94,830; (Grade B, FCC Contour), 211,350; (Total Including Fringe Area), 296,180; No. of Sets (Total Including Fringe Area), 225,000.

NEWPORT NEWS

WACH-TV†

LICENSEE: Eastern Bcstg. 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 20.9 kw, Aural 10.5 kw. Transmitter: Federal. Antenna Make: Federal. Height: Above average terrain 310 ft.; Above ground 319 ft.
OPERATION: Began Oct. 3, 1953. Hours, 4-9 p.m.
AFFILIATION: Station, Am, WACH.
REPRESENTATIVES: Sales, The Walker Representation Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, George P. Adair.
SERVICES: Two studios (50x50 ft. and 20x18 ft.). One DuMont camera chain. One Practica film camera. Two GPL film projectors. Two FTL slide projectors. Two scanners. One opaque projector. One film processing unit. News Service, UP. Library, Capitol, Lang-Worth.
PRINCIPAL STOCKHOLDERS: John Doley, pres., and wife (50.7%); and others.
EXECUTIVES:
 John Doley, pres. Sanford Willis, ch. eng.
 H. A. Seville, gen. mgr. & com. mgr. H. E. Hutton, film buy.
 Tiny Hutton, prog. dir. Ed Ivory, news ed.
RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$30, (film) \$30. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 2.
MARKET INFORMATION: (Total Including Fringe Area): Population, 850,000; Families in Area, 210,000; No. of Sets, 200,000.
 †WACH-TV has suspended operation but has not returned its CP.

NORFOLK (Norfolk County)

WTAR-TV

LICENSEE: WTAR Radio Corp. Address: 720 Boush St. Postal Zone: 10. Phone: Madison 5-6711.
FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 980 ft.; Above ground 1,029 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began April 2, 1950. Hours, 7-1 a.m.
AFFILIATION: Tv Networks, A3C, CBS, DTN. Station, Am, WTAR.
REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Jansky & Bailey Inc.
SERVICES: Three studios (44x53 ft., 30x45 ft. and 40x48 ft. auditorium). Four RCA camera chains. Two RCA film cameras. Two RCA film projectors. One Gray slide projector, one slide-opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit. News Service, INS.
PRINCIPAL STOCKHOLDERS: Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger-Dispatch.) Key Norfolk Newspapers stockholder S. L. Slover and Frederick Lewis, among others, own 30% of Richmond Newspapers Inc. (WRNL-AM-FM Richmond and WFLA-AM-FM-TV Tampa, Fla.).
EXECUTIVES:
 Campbell Arnoux, pres. & gen. mgr. Richard L. Lindell, ch. eng.
 John C. Pepper, asst. gen. mgr. Robert M. Davis, prom. mgr.
 Robert M. Lambe, gen. sls. mgr. Gil McLeod, news ed.
 Harold Saldinger, gen. prog. mgr. & film buy.
RATE INFORMATION: Class A one hour (live) \$860 (film) \$800; minute spot (film) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 52 times up to 25% for 200 times. Rate Card No. 11.
MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	870,800	867,000	1,737,800
Families in Area	231,800	217,600	449,400
No. of Sets	360,057
Retail Sales	\$983,832,000	\$520,557,000	\$1,504,389,000

WTOV-TV

LICENSEE: Tim Brite Inc. Address: 1318 Spratley St., Portsmouth, Va. Phone: Export 3-2871.
FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 89.1 kw. Operating Pow.: Visual 19.6 kw, Aural 11.7 kw. Antenna Height: Above average terrain 380 ft.; Above ground 410 ft.
OPERATION: Began Oct. 22, 1953.
REPRESENTATIVES: Sales, Joseph Hershey McGillvra Inc.
SERVICES: Two studios (one 30x30 ft., one 16x20 ft.). Two 16mm film projectors. Two film projection chairs. One slide projector. One film camera. Two 16mm motion picture cameras. Remote truck. Library, Unity, NTA.
PRINCIPAL STOCKHOLDERS: Temus R. Bright (95.3%) and Anna C. Bright (4.7%).
EXECUTIVES:
 Temus R. Bright, pres. Henry G. Root, ch. eng.
 A. V. Bamford, gen. mgr. Ray Davis, prod. mgr.
 Winston Bright, com. mgr. Tim Bright, pub. rel.
 Tovey Lee, prog. dir. Madeline Shockley, film buy.
RATE INFORMATION: Class A one hour \$124.66; minute spot \$21.67; ID \$8.31. Frequency discounts. Rate Card No. 1.

WVEC-TV (HAMPTON)

LICENSEE: Peninsula Bcstg. Corp. Address: 812 W. 21st St. Postal Zone: 10. Phone: Madison 7-7774. (For full listing see Hampton, Va.).

BROADCASTING • TELECASTING

WVEC-TV

channel 15

**LARGEST UHF
CIRCULATION
ON EAST COAST...
NEW YORK TO
MIAMI!**

--- serving:
**NORFOLK
HAMPTON
NEWPORT NEWS
PORTSMOUTH
WARWICK
VIRGINIA BEACH**

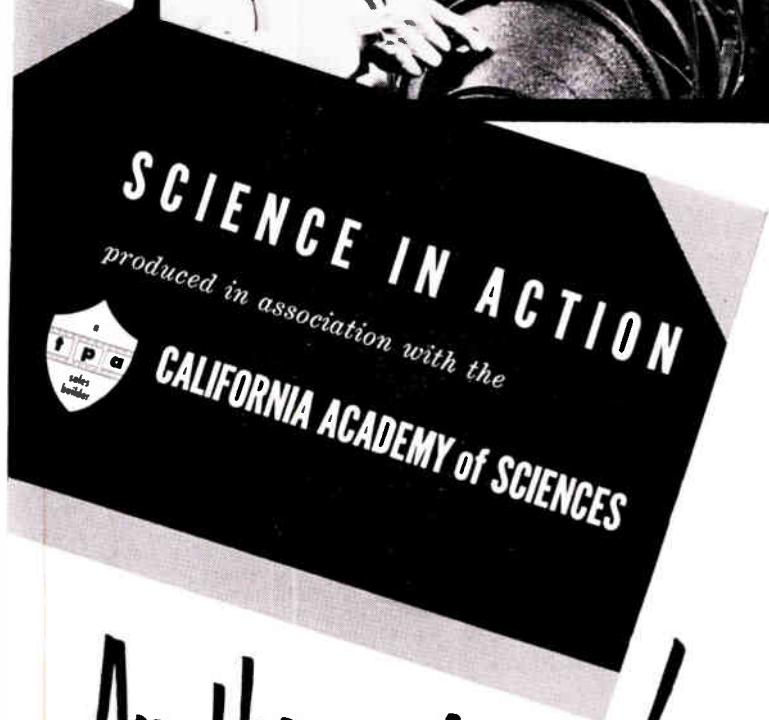
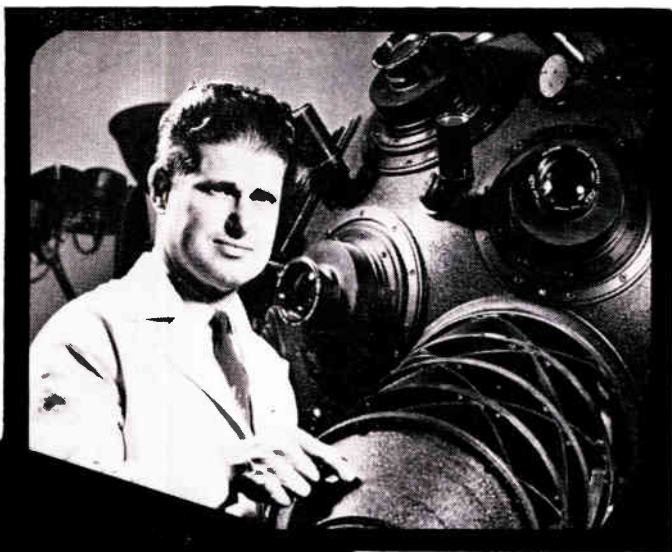
**NORFOLK
WVEC-TV
HAMPTON**

buy
WVEC-TV

- the number one Virginia market
- lowest cost — per-thousand
- a basic NBC station

basic affiliate

represented by **AVERY-KNODEL**



Another winner!

from the portfolio of **TPA** Sales Builders

Here is the ideal program for hard-to-suit prospects like banks, public utilities, institutional advertisers, etc.

SCIENCE IN ACTION is an audience-winning public service program of proved success. It's been continuously sponsored for over five years by the American Trust Company in San Francisco where, every year, it's been voted the favorite local program. It boasts an enticing rating history... is the proud possessor of 29 awards including one "for demonstrating an ideal situation between public service and commercial sponsorship."

Because of the authenticity and stature of the program, its weekly guest roster features the most eminent figures from the worlds of science (5 Nobel Prize winners), industry and government.

SCIENCE IN ACTION - vivid, half-hour dramatizations of the place of science in our daily living - is a program for the entire family. It is a tremendous asset for any station... any sponsor - anywhere.

For further details and availabilities, call or write TPA.



Television Programs of America, Inc.

New York: 477 Madison Avenue
Chicago: 360 North Michigan Avenue
Los Angeles: 5746 Sunset Boulevard

VIRGINIA

PETERSBURG

(Dinwiddie County)

WXEX-TV

LICENSEE: Petersburg Television Corp. Address: 124 Tabb St. Phone: Regent 3-7876.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make RCA. Height: Above average terrain 940 ft.; Above ground 979 ft.

OPERATION: Began Aug. 15, 1955.

AFFILIATION: Tv Network NBC. Stations, Am, WLEE Richmond, Va. Fm, WLEE-FM.

REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: Lee Bcstg. Co. (43.5%); Irvin G. Abeloff, vp. (5.5%); H. Carter Myers Jr., vp. (2%) and others. Thomas G. Tinsley Jr., pres., and family owns WLEE-AM-FM Richmond and WITH-AM-FM-TV Baltimore.

EXECUTIVES:

Thomas G. Tinsley, pres.	George R. Oliviere, local sls. mgr.
Irvin G. Abeloff, vp, mgr. dir. & natl. sls. mgr.	James L. Dodd Jr., prog. dir.
Charles B. Seward, opr. mgr.	John Costello, ch. eng.

RATE INFORMATION: Class AA one hour \$750; Class A one hour \$700; minute spot \$140; ID \$70. Frequency discounts. Rate Card No. 1.

RICHMOND

(Henrico County)

WTVR (TV)

LICENSEE: Havens & Martin Inc. Address: 3301 W. Broad St. Postal Zone: 20. 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: RCA. Antenna Make: RCA. Height: Above average terrain 840 ft.; Above ground 844 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began April 15, 1948. Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, NBC. Stations, Am, WMBG. Fm, WCOD.

REPRESENTATIVES: Sales, Blair-Tv Co.; Washington Attorney, John H. Midlen; Consulting Engineer, James C. McNary.

SERVICES: Two studios (25x49x22 ft. and 30x45x22 ft.). Four DuMont camera chains. One TSC rear screen projector. Two DuMont film projectors. Four 2x2 in. slide projectors, one 35mm film strip slide projector. One opaque projector. One Filmline Bridgmatic film processing unit. Three 16mm motion picture cameras, two Speed Graphic still cameras. News Service, UP.

PRINCIPAL STOCKHOLDER: Wilbur M. Havens (100%).

EXECUTIVES:

Wilbur M. Havens, pres., gen. mgr. & com. mgr.	John V. Shand, prog. dir. & film buy.
Walter A. Bowry Jr., asst. mgr. & prom. mgr.	James W. Kyle, ch. eng. Roy Roman, news ed.

RATE INFORMATION: Class A one hour (live) \$775, (film) \$775; minute spot (live) \$140, (film) \$140; ID \$70. ID Length 10 sec. Full and share screer. Frequency discounts.

MARKET INFORMATION: (Total Including Fringe Area): Population, 2,919,350; Families in Area, 834,100; No. of Sets, 488,265; Retail Sales, \$1,379,113,000; Total Effective Buying Income, \$3,405,302,000.

WOTV (TV)

(Target Date, Unknown)

LICENSEE: Winston-Salem Bcstg. Co. Address: 826 1/2 W. Fourth St.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.33 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 546 ft.

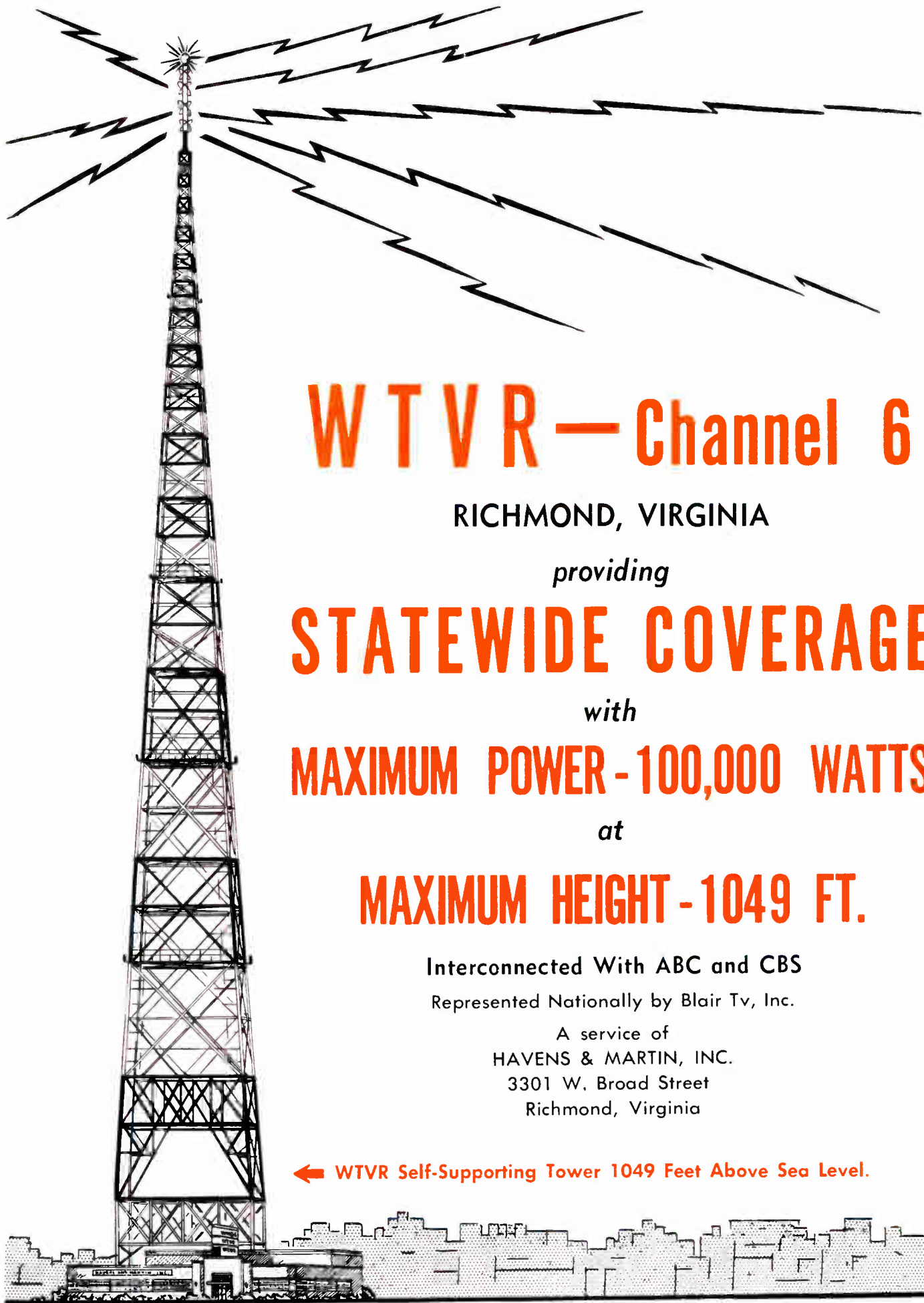
REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen.

PRINCIPAL STOCKHOLDERS: James W. Coan, pres. (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 WTOB-AM-TV Winston-Salem, N. C.

EXECUTIVES:

James W. Coan, pres.	John G. Johnson, sec.-treas.
Robert V. Brawley, vp.	

Market information in station listings is furnished by station and any inquiries should be directed to that 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.

Interconnected With ABC and CBS

Represented Nationally by Blair Tv, Inc.

A service of

HAVENS & MARTIN, INC.

3301 W. Broad Street

Richmond, Virginia

← WTVR Self-Supporting Tower 1049 Feet Above Sea Level.

ROANOKE
(Roanoke County)

WDBJ-TV

(Target Date, Oct. 1, 1955)

LICENSEE: Times-World Corp. Address: 124 W. Kirk Ave. Postal Zone: 11. Phone: 8131.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 2,000 ft.; Above ground 553 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Hours, 7 a.m.-midnight.

AFFILIATION: Tv Network, CBS. Stations, Am, WDBJ. Fm, WDBJ-FM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

SERVICES: Two studios (28x41 ft. and 11x15 ft.). Two RCA camera chains. One RCA rear screen projector. One RCA film camera. Two RCA film projectors. One slide projector. One Houston-Fearless film processing unit.

PRINCIPAL STOCKHOLDERS: Licensee publishes Roanoke Times and World-News. Owned by heirs of late J. B. Fishburn.

EXECUTIVES:

M. W. Armistead III, pres., Times-World Corp.	Paul E. Reynolds, prog dir. & film buy.
Ray P. Jordan, mgr. dir.	J. Edward Newman, ch. eng.
John W. Harkrader, asst. mgr. dir.	Don F. Murray, news ed.

WSLS-TV

LICENSEE: Shenandoah Life Stations Inc. Address: Shenandoah Bldg. Phone: 4-9227.

Market information in station listings is furnished by station and any inquiries should be directed to that 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. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,970 ft.; Above ground 174 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Dec. 11, 1952. Hours, 7-11 a.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WSLS. Fm, WSLS-FM.

REPRESENTATIVES: Sales, Avery-Knode Inc.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, George C. Davis.

SERVICES: Two studios (44x47 ft. and 20x25 ft.). Three RCA camera chains. One TSC rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One RCA slide projector. One Houston-Fearless film processing unit. One mobile film unit. News Services, AP, INS. Library, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Shenandoah Life Insurance Co. (100%).

EXECUTIVES:

Paul C. Buford, pres.	J. P. Briggs Jr., ch. eng.
James H. Moore, exec. vp. & gen. mgr.	Fred L. Corstaphney, merc. & prom. dir.
Horace Fitzpatrick, asst. mgr., com. mgr. & film buy.	Tom S. Wright, news & sp. events dir.
George Chernault, prog. dir. & prod. dir.	

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	719,300	1,277,700	2,559,800
Families in Area	181,555	317,350	634,300
No. of Sets	108,145	173,873	353,133
Retail Sales	\$577,818,500	\$915,520,500	\$1,885,008,000
Income per Family	\$3,810	\$3,645	\$3,725
Income per Capita	\$ 937	\$ 883	\$ 900



ROANOKE, VA.
CBS-TV

BEGINS TELECASTING OPERATIONS
OCTOBER 2, 1955

We have operated the leading newspapers in our area for 37 years —
the leading radio station for 31 years — now we are equip-
ping ourselves to take a leading role in television.

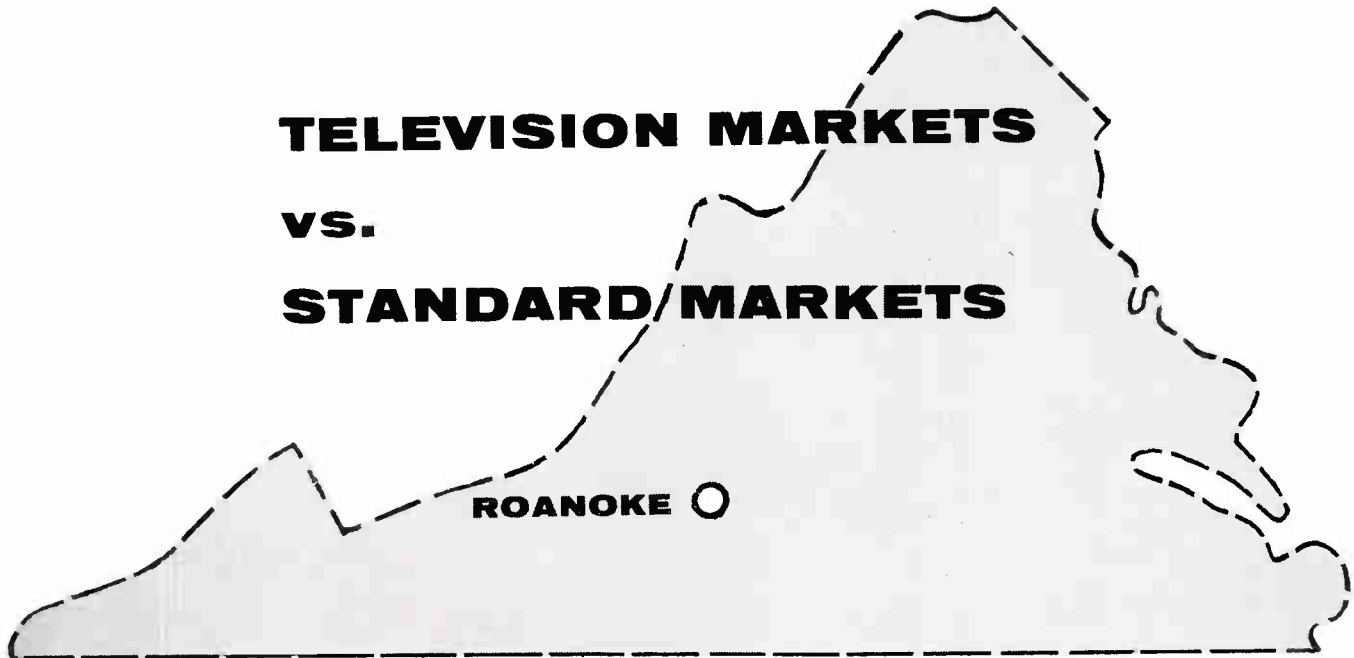
For full information call us or ask Free & Peters!

WDBJ-TV CHANNEL 7 • ROANOKE, VA.
Owned and operated by **TIMES-WORLD CORPORATION,**
FREE & PETERS, INC., National Representatives



VIRGINIA

TELEVISION MARKETS VS. STANDARD MARKETS



This TELEVISION Magazine study points up the need for a new marketing concept based on the fact that television coverage extends far beyond the limits of standard metropolitan areas

	FAMILIES		RETAIL SALES		EFFECTIVE BUYING INCOME	
	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area	Television Market	Stand. Met. Area
Harrisonburg, Va.	188,500	---	549,668,000	---	742,184,000	---
Lynchburg, Va.	255,500	21,200	824,868,000	90,308,000	1,118,461,000	104,379,000
Norfolk, Va.	349,100	144,300	1,087,054,000	490,500,000	1,656,081,000	820,751,000
Richmond, Va.	258,400	101,300	869,369,000	414,751,000	1,221,134,000	611,037,000
Roanoke, Va.	432,200	39,200	1,270,907,000	167,374,000	1,859,148,000	222,896,000



TAKE ANOTHER LOOK!

CHANNEL 10



WSLS-TV 1ST

ROANOKE

**1ST IN FAMILIES
1ST IN RETAIL SALES
1ST IN EFFECTIVE
BUYING INCOME**

GET THE COMPLETE STORY FROM YOUR AVERY-KNODEL MAN . . .

WASHINGTON MARKET INDICATORS

Total Population, July 1, 1954.....	2,540,000
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, March 1955.....	710,200
Employed in Agriculture, 1950.....	78,220
Employed in Mining, March 1955.....	2,200
Employed in Manufacturing, March 1955.....	187,000
Employed in Construction, March 1955.....	41,100
Employed in Transportation & Public Utilities, March 1955.....	60,000
Employed in Wholesale & Retail Trade, March 1955.....	159,200
Employed in Finance, Insurance & Real Estate, March 1955.....	30,000
Employed in Service and Miscellaneous, March 1955.....	80,600
Employed in Government Service, March 1955.....	150,100
Retail Sales, 1954.....	\$ 2,828,554,000
Bank Assets, Jan. 1, 1955.....	\$ 2,827,816,000
Bank Deposits, Jan. 1, 1955.....	\$ 2,613,742,000
Major Income Sources, 1953: Agriculture 5.6%; Government 21.5%; Manufacturing Payrolls 19.1%; Trade and Service 26.5%.	
Total Income Payments, 1953.....	\$ 4,663,000,000
Per Capita Income, 1953.....	\$ 1,882
Total Internal Revenue Collections, 1954.....	\$ 804,689,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 82.56
Cash Receipts from Farm Marketing, 1954.....	\$ 563,816,000
Government Payments to Farmers, 1954.....	\$ 4,459,000
Value of Mineral Production, 1951.....	\$ 54,554,000
Total New Construction in 1952.....	\$ 757,500,000
New Private Construction in 1952.....	\$ 381,300,000
New Public Construction in 1952.....	\$ 376,200,000
Motor Vehicle Registration, 1954.....	1,085,158
Number of Telephones, Jan. 1, 1955.....	893,500
Number of Electrical Connections, Jan. 1, 1955.....	872,164
Number of Gas Utilities Connections, 1953.....	72,000

¹ Including Alaska.
For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WASHINGTON MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	TV Sets 1954	(CBS)
						(CBS) TV % 1954
Adams	6,584	\$12,185	\$ 1,763	\$ 232	370	16%
Asotin	10,878	6,162	2,222	96	800	21%
Benton	51,370	66,558	18,534	3,659		
Chelan	39,301	64,613	15,441	2,146		
Clallam	26,396	33,156	9,502	738	4,570	51%
Clark	85,307	71,842	19,808	1,788	16,060	51%
Columbia	4,860	4,760	1,061	140	290	21%
Cowlitz	53,369	61,587	13,965	1,562	5,060	28%
Douglas	10,817	8,898	2,096	59		
Ferry	4,096	2,060	754	52	290	32%
Franklin	13,563	33,936	7,487	1,155	850	16%
Garfield	3,204	3,878	424	114	190	21%
Grant	24,346	39,491	11,593	1,186	1,330	16%
Grays Harbor	53,644	59,693	15,015	1,327	2,880	16%
Island	11,079	10,749	3,390	284	3,030	74%
Jefferson	11,618	7,603	2,662	101	1,920	52%
King	732,992	957,316	218,039	27,804	164,660	62%
Kitsap	75,724	80,403	24,525	2,828	21,170	74%
Kittitas	22,235	23,399	5,460	467		
Klickitat	12,049	11,494	3,048	279		
Lewis	43,755	51,176	11,828	1,217	2,090	15%
Lincoln	10,970	15,527	2,579	343	1,060	32%
Mason	15,022	13,122	3,760	154	3,070	59%
Okanogan	29,131	24,909	6,861	875		
Pacific	16,558	14,906	4,586	319	910	16%
Pend Oreille	7,413	6,161	1,993	282	740	32%
Pierce	275,876	271,723	67,168	7,463	56,050	61%
San Juan	3,245	2,301	651	37	420	35%
Skagit	43,273	51,645	12,913	1,000	4,930	35%
Skamania	4,788	2,187	1,051	39		
Snohomish	111,580	129,733	34,292	2,990	27,620	70%
Spokane	221,561	288,232	58,156	8,608	37,390	48%
Stevens	18,580	13,891	3,364	348	1,770	32%
Thurston	44,884	44,125	11,125	1,025	9,270	59%
Wahkiakum	3,835	1,652	658	29	140	16%
Walla Walla	40,135	51,015	9,908	1,508		
Whatcom	66,733	98,033	20,838	2,228	3,910	17%
Whitman	32,469	32,791	7,368	1,182	2,000	21%
Yakima	135,728	155,642	36,297	4,304	10,010	22%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BELLINGHAM
(Whatcom County)

KVOS-TV

LICENSEE: KVOS Inc. Address: 1151 Ellis St. Phone: 790.
FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 38.9 kw, Aural 19.5 kw, Operating Pow.: Visual 38.9 kw, Aural 19.5 kw. Transmitter: GE, composite. Antenna Make: Composite. Height: Above average terrain 2,380 ft.; Above ground 140 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.
OPERATION: Began June 3, 1953. Hours 3-11:35 p.m.
AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KVOS.
REPRESENTATIVES: Sales, Forjoe-Tv Inc.; Washington Attorney, Haley, Doty & Wollenberg; Consulting Engineer, George Frese.
SERVICES: One studio. Two film cameras. Three film projectors, two Eastman, one RCA. Two slide projectors. One composite scanner. One composite film processing unit. News Service, UP. Library, Consolidated, MPTV, Sterling.
PRINCIPAL STOCKHOLDERS: Rogan Jones, pres. and majority owner, is also chm: of bd. of KPQ Wenatchee, Wash.

EXECUTIVES:
Rogan Jones, pres. & gen. mgr. Ernest E. Harper, ch. eng.
Fred Elsethagen, com. mgr. Alfred Weeks, news ed.
David Mintz, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$40; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 50% for 1,000 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,200,700	781,200	2,081,900
Families in Area	368,400	256,700	645,100
No. of Sets	170,000	110,000	349,000
Retail Sales	\$1,260,923,000	\$950,768,000	\$2,611,691,000
Income per Family	\$4,244	\$5,870	\$5,057
Income per Capita	\$1,436	\$2,020	\$1,728

EPHRATA
(Grant County)

KBAS-TV (Satellite of KIMA-TV Yakima)
(Target Date, Unknown)

LICENSEE: Basin Tv Co. Address: 1411 Fourth Ave. Bldg., Seattle.
FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 6.61 kw. Operating Pow.: Visual 13.2 kw, Aural 6.61 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 660 ft.; Above ground 139 ft.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh.

PRINCIPAL STOCKHOLDERS: Owned by Cascade Bcstg. Co. (KIMA-AM-TV Yakima, Wash.) See KIMA-TV Yakima.

EXECUTIVES:
Thomas C. Bostic, pres.

PASCO
(Franklin County)

KEPR-TV (Satellite of KIMA-TV Yakima)

LICENSEE: Cascade Bcstg. Co. Address: P. O. Box 702, Yakima, Wash. Phone: (Yakima) 6104.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 8.91 kw, Aural 4.79 kw. Operating Pow.: Visual 8.91 kw, Aural 4.79 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,247 ft.; Above ground 351 ft.

OPERATION: Began Dec. 30, 1954. Hours, 2 p.m.-midnight.

AFFILIATION: Tv Network, Same as KIMA-TV Yakima.

REPRESENTATIVES: Sales, Weed Television; Moore & Lund Inc.

PRINCIPAL STOCKHOLDERS: See KIMA-TV Yakima, Wash.

EXECUTIVES:
Thomas C. Bostic, vp. & gen. mgr.

RATE INFORMATION: Sold only in combination with parent station KIMA-TV Yakima. Rates apply to simultaneous telecasts on both stations.

SEATTLE-TACOMA
(King and Pierce Counties)

KCTL (TV)

(Target Date, Unknown)

LICENSEE: Seattle Construction Co. Address: 200 W. Mercer St.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 630 ft.; Above ground 373 ft.

PRINCIPAL STOCKHOLDERS: Edward J. Schneider, pres. (33 1/3%); Wm. G. Clark, vp. (33 1/3%) and Frank J. Capretto, sec.-treas. (33 1/3%).

EXECUTIVES:
Edward J. Schneider, pres. Frank J. Capretto, sec.-treas.
William G. Clark, vp.

KCTS (TV)*

(*Non-Commercial Educational)

LICENSEE: U. of Washington. Address: Seattle. Postal Zone: 5. Phone: Melrose 0630 ext 2905.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 17.8 kw. Operating Pow.: Visual 30.2 kw, Aural 17.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 287 ft.

OPERATION: Began Dec. 7, 1954. Hours, 1:15-2:15 p.m., 5-6 p.m., 7-9 p.m. (Mon.-Fri.)

AFFILIATION: Station, Fm, KUOW (FM).

SERVICES: One studio (35x35 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. One Telop opaque projector.

EXECUTIVES:

Dr. Henry Schmitz, pres. Milo Ryan, prog. dir. & film buy.
U. of Washington John Boor, ch. eng.
Loren B. Stone, gen. mgr. Gordon Tuell, prod. mgr.

KING-TV

LICENSEE: King Bcstg. Co. Address: 320 Aurora. Postal Zone: 9. 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: GE. Antenna Make: GE. Height: Above average terrain 820 ft.; Above ground 570 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov. 25, 1948. Hours, 8:40 a.m.-midnight.

AFFILIATION: Tv 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 and adjacent kitchen studio (54x65 ft., 54x65 ft. and 25x26 ft.). Six RCA camera chains. One Bodde rear screen projector. Two RCA film cameras. Two Eastman film projectors. Four slide projectors. One GE opaque projector. One Dodge van truck with RCA field equipment. News Services, CBS, INS, UP. Library, Associated, Capitol, Snader.

PRINCIPAL STOCKHOLDERS: Mrs. A. Scott Bullitt, principal stockholder, also owns 40% of KGW Portland Ore., and 60% of North Pacific Tv Inc., which holds cp for Ch. 8 Portland, Ore.

EXECUTIVES:

Mrs. A. Scott Bullitt, pres. James L. Middlebrooks, eng. dir.
Henry B. Owen, exec. vp. Robert A. Ferguson, ch. eng.
Otto P. Brandt, vp. & gen mgr. Robert F. Prins, pub. aff. dir.
John H. Eichhorn, asst. to gen. mgr. Gloria Chandler, pub. service dir.
A. P. Hunter, com. mgr. Betty Evans, educ. dir.
James Neidigh, natl. sls. mgr. Mel Anderson, prom. dir.
Robert A. Kilpatrick, loc. sls. mgr. G. W. Parker, merc. dir.
Lee Schulman, prog. dir. Charles Herring, news dir.
Tom Dargan, prog. opr. mgr. Richard Ross, assoc. news dir.
Bernie Carey, prod. mgr. Bill O'Mara, sports dir.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$900; minute spot (live) \$210, (film) \$180; 1D \$90. 1D Length 8 sec. full screen, 10 sec. share screen. 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	1,379,700	1,691,100	1,811,800
Families in Area	459,100	562,400	601,000
No. of Sets	429,500
Retail Sales	\$1,521,084,000	\$1,904,665,000	\$2,011,699,000
Income per Family	\$5,000	\$4,505	\$4,542
Income per Capita	\$1,630	\$1,559	\$1,556

KOMO-TV

LICENSEE: Fisher's Television Co. Address: 100 Fourth Ave. N. Postal Zone: 9. Phone: Seneca 6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Height: Above average terrain 810 ft.; Above ground 550 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 11, 1953. Hours, 7:45-12:15 a.m.

AFFILIATION: Tv Network, NBC. Stations, Am, KOMO.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Three studios (27x47 ft., 25x51 ft. and 47x57 ft.). Four RCA camera chains. Four RCA film cameras. Three film projectors, two Eastman 16mm, one RCA. Three slide projectors, two RCA, one color. One GE Baloptican opaque-slide projector. Two-camera remote field equipment, micro-wave studio-transmitter link for standby. News Service, UP.

PRINCIPAL STOCKHOLDERS: Fisher's Blend Station Inc. (KOMO Seattle) (66 2/3%); Theodore R. Gamble (30%) and C. Howard Lane (3 1/3%). For other interests of Messrs. Gamble and Lane see KOIN-TV Portland, Ore.

EXECUTIVES:

O. D. Fisher, pres. Cliff Miller, eng. dir.
W. W. Warren, exec. vp. Margaret Frey, prom. mgr.
& gen. mgr. Herb Robinson, news ed.
Ray Baker, com. mgr.
Dave Crockett, prog. dir.
& film buy.

RATE INFORMATION: Class AA one hour (film) \$950; minute spot (film) \$190; 1D \$95. Class A one hour (film) \$800; minute spot (film) \$160; 1D \$80. 1D Length 10 sec. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,236,043	1,610,053	2,399,808
Families in Area	412,014	536,684	799,936
No. of Sets	435,100
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

SEATTLE-TACOMA (Cont.)

KTNT-TV

LICENSEE: Tribune Pub. Co. Address: S. 11th & Grant, Tacoma, Wash. Postal Zone: 5. Phone: Fulton 2561.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 801 ft.; Above ground 580 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began March 1, 1953. Hours, 9 a.m.-midnight.

AFFILIATION: Tv Networks, C3S, DTN. Stations, Am, KTNT. Fm, KTNT-FM.

REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Alvin H. Barnard.

SERVICES: Two studios (20x20 ft. and 45x55 ft.). Two DuMont camera chains. One composite rear screen slide projector. Two GE film cameras. Two Eastman film projectors. One slide projector, one GE Balop slide-opaque projector. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Licensee publishes Tacoma News-Tribune. Frank S. Baker, pres., (62.5%), Alton F. Baker (12.46%), 63.5% owner Eugene (Ore.) Register-Guard (KERG Eugene); Elbert H. Baker Jr. (12.46%); Louis B. Hastings (12.46%).

EXECUTIVES:

Frank S. Baker, pres. Burke Ormsoy, prog. dir. & film buy.
 Len Higgins, gen. mgr. Max Bice, ch. eng.
 Larry Carino, com. mgr. Sam Rinaker, news ed.

RATE INFORMATION: Class A one hour (live) \$800, (film) \$700; minute spot (live) \$165, (film) \$150; ID \$70. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Population (Grade A, FCC Contour) 1,228,037, (Grade B, FCC Contour) 1,319,219, (Total Including Fringe Area) 2,000,000.

KTVW (TV)

LICENSEE: J. Elroy McCaw. Address: 5544 N. 35th St. Phone: Skyline 3544.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft.; Above ground 533 ft.

OPERATION: Began Sept. 22, 1954.

REPRESENTATIVES: Sales, Adam Young Television Corp.

SERVICES: Two studios (Tacoma: 30x40 ft.; Seattle: 60x80 ft.). Four RCA camera chains. One Gray rear screen projector. Two RCA film cameras. Two Eastman film projectors. Two slide projectors. One RCA custom mobile unit.

PRINCIPAL STOCKHOLDERS: Owned by J. Elroy McCaw, who also owns KORG Mineral Wells, Tex.; 75% of KFEL-TV Denver and of WINS New York; 50% of KELA Centralia Wash., and KYA San Francisco; and holds minority interests in KYAK Yakima and KALE Richland, Wash. Mr. McCaw and John D. Keating each own 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

EXECUTIVES:

J. Elroy McCaw, own. William Rambo, Tacoma mgr.
 William Veneman, exec. asst. Charles R. Morris, ch. eng.
 & film buy. John Jarstad, sports dir.
 John Courcier, opr. dir. Orv. Danforth, sls. svc. mgr.
 Roger D. Rice, Seattle mgr. Edna K. Hanna, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$531.25, (film) \$425; minute spot (live) \$106.25, (film) \$85; ID \$42.50. ID Length 8 sec. Specifications 2x2 in. glass slides. Share screen. Frequency discounts from 5% for 13 times up to 35% for 260 times. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	1,087,100	1,497,600	2,584,700
Families in Area	372,500	497,400	869,900
No. of Sets	257,100	321,994	579,164
Retail Sales	\$1,340,976,000	\$1,705,494,000	\$3,046,470,000
Income per Family	\$4,793
Income per Capita	\$1,581

SPOKANE
(Spokane County)

KHQ-TV

LICENSEE: KHQ Inc. Address: Radio Central Bldg. Postal Zone: 4. 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: GE. Antenna Make: GE. Height: Above average terrain 941 ft.; Above ground 826 ft.

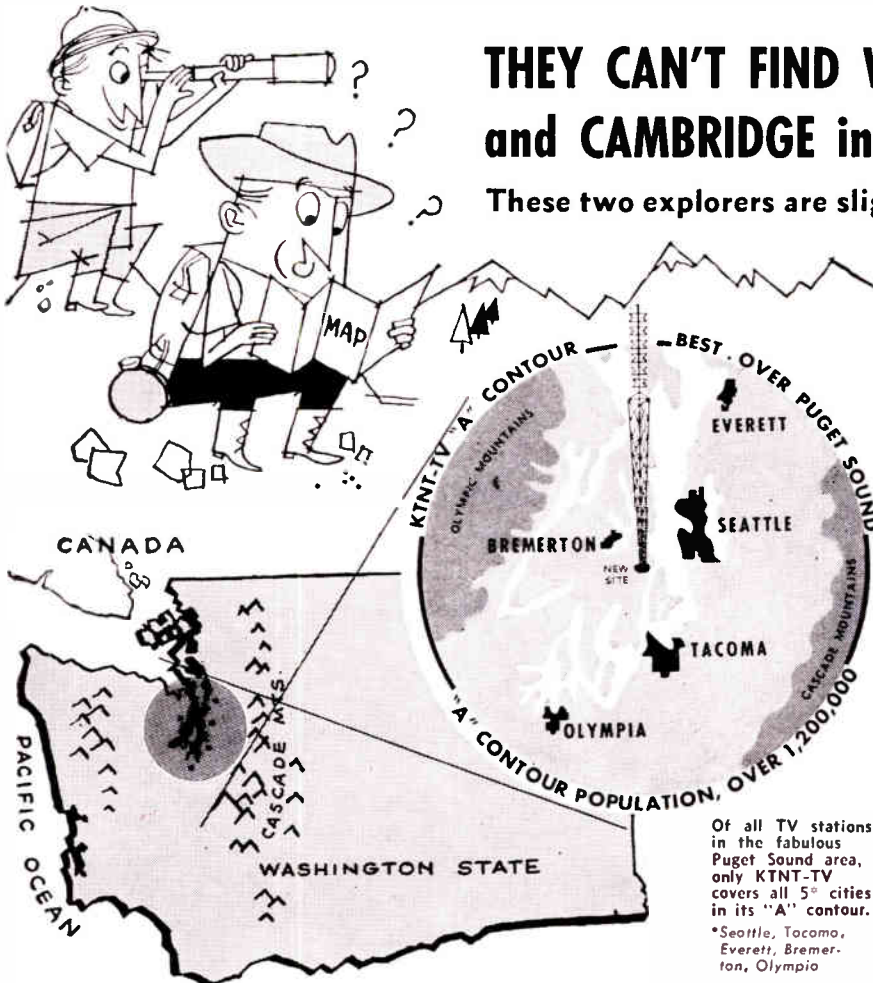
EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Dec. 22, 1952. Hours, 10:30 a.m.-11:40 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, KHQ.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, George C. Davis.

A GEOGRAPHY LESSON . . . One of a Series



THEY CAN'T FIND WASHINGTON, D. C., PROVIDENCE and CAMBRIDGE in WASHINGTON STATE!

These two explorers are slightly mixed-up! So let's set them right!

We, out here in the vibrant northwest corner of the nation, have great respect for Washington, D.C., Providence, and Cambridge. That's why we are using these cities to tell our story. Our story is this: The combined population of these three cities is about 1,200,000. And there are more than that number of people living within the "A" Contour of KTNT-TV, the CBS television station for Puget Sound. In addition, there are 800,000 more living outside the "A" Contour, well within KTNT-TV's INFLUENCE AREA. And average incomes in the Puget Sound area exceed the national average.

IN WASHINGTON STATE, ADVERTISE WHERE THE PEOPLE ARE . . . BUY KTNT-TV



316,000 WATTS
 Antenna Height 1,000 FT. ABOVE SEA LEVEL
 CBS Television for Puget Sound

Represented Nationally by Weed Television
 KTNT-TV, Tacoma 5, Washington

"The Word Gets Around...Buy Puget Sound"



"Kick a home run, Finchley, and we'll make a touchdown!"

THE GAME'S NOT THE SAME IN SEATTLE-TACOMA ... AND KTVW IS THE REASON WHY

Throw away your old rule book! TV ratings have changed in Seattle-Tacoma . . . and KTVW's new live programming of sports events has caused the big switch. Check the new ratings. They mean new viewing (and buying) habits. For winning sales in the Pacific Northwest's major market, choose KTVW, today's low-cost coverage champ.

SEATTLE • TACOMA

*For Further Information, Contact
Adam Young Television Corp., or Wire
230 8th Ave. No., Seattle, Wash.*

Channel

13

KTVW

SPOKANE (Cont.)

KHQ-TV (Cont.)

SERVICES: Two studios (40x60 ft. ea.). Four RCA camera chains. Three RCA film cameras, two 16mm b&w, one color. Three film projectors, two GE 16mm, one RCA. Three slide projectors. One RCA flying spot scanner. One Telop opaque projector. One Micro Record film developing unit and RCA & reel film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Owned by 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.	Rex R. Gerlach, prom. mgr.
William A. Neilson, prog. dir. & film buy.	Pat Cullen, news ed.

RATE INFORMATION: Class A one hour (live) \$670, (film) \$550; minute spot (live) \$152.50, (film) \$137.50; ID \$68.75. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 260 times. Rate Card No. 6.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	263,000	381,200	750,600
Families in Area	86,800	122,900	238,500
No. of Sets	67,880	86,850	120,140
Retail Sales	\$314,271,000	\$436,818,000	\$846,092,000
Income per Family	\$5,336	\$5,334	\$5,339
Income per Capita	\$1,761	\$1,720	\$1,696

KREM-TV

LICENSEE: Louis Wasmer. Address: S. 4103 Regal. Postal Zone: 36. Phone: Kays-stone 0466.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: Collins. Antenna Make: Modified Franklin. Height: Above average terrain 840 ft.; Above ground 747 ft.

OPERATION: Began Oct. 31, 1954. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, ABC. Stations, Am, KREM. Fm, KREM-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Robert M. Silliman.

SERVICES: One studio (45x65 ft.). One camera chain. One rear screen projector. Two film cameras. Three film projectors. Two slide projectors. One scanner. One opaque projector. News Service, AP. Library, Studio.

PRINCIPAL STOCKHOLDER: Louis Wasmer (100%), also owns 42.3% of KOL Seattle and 22% of KXLL Missoula, Mont.

EXECUTIVES:

Louis Wasmer, own.	Walt Schaar, film dir.
Robert H. Temple, mgr. & com. mgr.	James Badgley, prom. mgr.
Don Miller, prod. mgr.	Richard Barrett, news ed.
Hommer W. Mead, ch. eng.	

RATE INFORMATION: Class A one hour (live) \$350, (film) \$350; minute spot (live) \$70, (film) \$70; ID \$35. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 790,000; Families in Area, 246,400; No. of Sets, 107,171; Retail Sales, \$971,933,000.

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 EDWARD SMALL
FEATURE FILM
PACKAGE**

Another winner!

from the portfolio of **TPA** Sales Builders

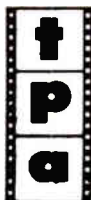
From the master showman of Hollywood, whose uncanny genius for entertainment values has given his pictures a gross of over \$100,000,000, comes a Feature Film package that's bread and butter—and dessert—to stations and sponsors across the country.

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 City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

SPOKANE (Cont.)

KXLY-TV

LICENSEE: Northern Pacific Television Corp. Address: 315 W. Sprague Ave. Phone: Madison 4291.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 48 kw, Aural 26.9 kw. Operating Pow.: Visual 48 kw, Aural 26.9 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 3 070 ft.; Above ground 150 ft.

OPERATION: Began Feb. 22, 1953. Hours, 10:30 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, KXLY.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

SERVICES: One studio (50x60 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Two RCA film projectors. Two 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:

Richard E. Jones, vp., gen. mgr. & film buy.
Robert Struble, sls. mgr.

Gene Roth, prog. dir.
Dave Green, ch. eng.

RATE INFORMATION: Class A one hour (film) \$525; minute spot (film) \$105; ID \$52.50. ID Length 10 sec. Full and share screen. Frequency discounts from 5% for 13 times up to 20% for 260 times. Rate Card No. 7.

TACOMA
(See Seattle-Tacoma)

VANCOUVER
(Clark County)

KVAN-TV

(Target Date, Unknown)

LICENSEE: KVAN-TV Inc. Address: 707 1/2 Main St.

FACILITIES: Ch. 21 Authorized Eff. Rad. Pow.: Visual 107 kw, Aural 61.7 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 1010 ft.; Above ground 254 ft.

AFFILIATION: Station, Am, KVAN AM.

REPRESENTATIVES: Washington Attorney, Krieger & Jorgensen; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Sheldon F. Sackett, pres. (75%) and others. Mr. Sackett also owns KROW Oakland, Calif. and KOOS Coos Bay, Ore. (Coos Bay Times.)

EXECUTIVES:

Sheldon F. Sackett, pres.
D. Elwood Caples, vp.

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

More Help! More Sales!
on **KXLY-TV**

SHASTA canned beverages are a new product on the Spokane market. We were appointed sales representatives on SHASTA canned beverages in June of this year.

Reliable surveys indicate that SHASTA canned beverages now have well over half of the Spokane canned beverage market.

We feel that the featuring of canned SHASTA on the KXLY "Parade of Products" recently has been a major factor in developing the excellent distribution and volume we have on SHASTA canned beverages.

Sincerely,

C. S. Graham (signed)
C. S. GRAHAM & CO.

Available at a discount when published in conjunction with the "XL" Network

SPOKANE **KXLY-TV** WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep. - AVERY-KNODEL
Moore & Lund: seattle, portland

YAKIMA

(Yakima County)

KIMA-TV (Parent station of satellites KEPR-TV PASCO, KBAS-TV EPHRATA)

LICENSEE: Cascade Bcstg. Co. Address: P. O. Box 702. Phone: 6104.
FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63.1 kw. Operating Pow.: Visual 126 kw, Aural 63.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 970 ft.; Above ground 166 ft.
OPERATION: Began July 19, 1953. Hours, 2 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Stations, Am, KIMA.
REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Frank H. McIntosh.
SERVICES: Three studios (30x50 ft., 20x30 ft. and 30x40 ft.). Four GE camera chains. One TSC rear screen projector. One GE film camera. Two 16mm film projectors. Two 35mm slide projectors. One composite film processing unit. One mobile unit. News Service, AP.
PRINCIPAL STOCKHOLDERS: A. W. Talbot, pres. (72.5%); Thomas C. Bostic, vp. (16.5%); Ralph Sundquist (8%), and others. Licensee also owns satellite stations KEPR-TV Pasco, KBAS-TV Ephrata, both Wash., and KLEW-TV Lewiston, Idaho, and 40% of KWIE Kennewick, Wash.
EXECUTIVES:
 A. W. Talbot, pres. M. E. Burrill, ch. eng.
 Thomas C. Bostic, vp. & gen. mgr. Herchel R. Cary, sls. mgr.
 Frank E. Mitchell, treas. Ed Morrissey, prom. mgr.
 James W. Nolan Jr., prog. dir. & pub. rel.
 J. Barry Watkinson, eng. dir. John Knievel, news ed.
RATE INFORMATION: Class A one hour (live) \$350, (film) \$300; minute spot (live) \$70, (film) \$60; ID \$30. ID Length 10 sec. Full and share screen. Frequency discounts. Rate Card No. 3. (Rates include satellite operation of KEPR-TV Pasco, Wash.).
MARKET INFORMATION: (Total Including Fringe Area): Population, 325,300; Families in Area, 102,000; No. of Sets, 55,000; Retail Sales, \$365,597,000; Income per Family, \$4,965; Income per Capita, \$1,557.

KRSM (TV)

(Target Date, Unknown)

LICENSEE: Chinook Television Co. Address: P. O. Box 172.
FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 21.9 kw, Aural 11.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 960 ft.; Above ground 150 ft.
AFFILIATION: Stations, Am, KYAK.
REPRESENTATIVES: Consulting Engineer, John Walker.
PRINCIPAL STOCKHOLDER: Owned by Robert S. McCaw, who also owns KWIQ Moses Lake, Wash., and 33 1/3% of KALE Richland and KYAK Yakima, Wash. Latter two stations are principally owned by Mr. McCaw's cousin, J. Elroy McCaw (see KTVW [TV] Seattle).
EXECUTIVES:
 Robert S. McCaw, pres.

WEST VIRGINIA

WEST VIRGINIA MARKET INDICATORS

Total Population, July 1, 1954.....	1,947,000
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, March 1955.....	454,900
Employed in Agriculture, 1950.....	61,440
Employed in Mining, March 1955.....	71,100
Employed in Manufacturing, March 1955.....	126,900
Employed in Construction, March 1955.....	15,100
Employed in Transportation & Public Utilities, March 1955.....	47,700
Employed in Wholesale & Retail Trade, March 1955...	78,500
Employed in Finance, Insurance & Real Estate, March 1955.....	11,400
Employed in Service and Miscellaneous, March 1955...	42,700
Employed in Government Service, March 1955.....	61,500
Retail Sales, 1954.....	\$ 1,458,295,000
Bank Assets, Jan. 1, 1955.....	\$ 1,174,754,000
Bank Deposits, Jan. 1, 1955.....	\$ 1,057,392,000
Major Income Sources, 1953: Agriculture 2.9%; Government 14.4%; Manufacturing Payrolls 22.2%; Trade and Service 22.1%.	
Total Income Payments, 1953.....	\$ 2,435,000,000
Per Capita Income, 1953.....	\$ 1,257
Total Internal Revenue Collections, 1954.....	\$ 281,864,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 72.73
Cash Receipts from Farm Marketing, 1954.....	\$ 123,140,000
Government Payments to Farmers, 1954.....	\$ 1,332,000

Value of Mineral Production, 1951.....	\$ 941,723,000
New Public Construction in 1952.....	\$ 62,600,000
Motor Vehicle Registration, 1954.....	513,409
Number of Telephones, Jan. 1, 1955.....	413,600
Number of Electrical Connections, Jan. 1, 1955.....	562,316
Number of Gas Utilities Connections, 1953.....	314,700

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WEST VIRGINIA MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	
					TV Sets 1954	TV % 1954
Barbour.....	19,745	\$ 6,938	\$ 2,607	\$ 176	770	15%
Berkeley.....	30,359	24,535	6,804	829	4,670	54%
Boone.....	33,173	17,527	5,217	343	2,770	35%
Braxton.....	18,082	7,632	2,068	244	800	19%
Brooke.....	26,904	15,738	5,565	374	5,180	70%
Cabell.....	108,035	123,779	26,250	3,813	27,290	79%
Calhoun.....	10,259	2,333	687	67	640	28%
Clay.....	14,961	4,669	574	39	1,190	34%
Doddridge.....	9,026	3,369	1,042	32	420	19%
Fayette.....	82,443	54,714	11,908	1,018	6,080	30%
Gilmer.....	9,746	2,601	1,132	62	440	19%
Grant.....	8,756	7,205	1,189	72	410	18%
Greenbrier.....	39,295	27,658	7,124	724	2,440	25%
Hampshire.....	12,577	6,162	1,414	78	580	18%
Hancock.....	34,388	23,988	8,833	850	6,430	69%
Hardy.....	10,032	5,376	759	77	430	18%
Harrison.....	85,296	78,448	19,597	1,798	3,560	15%
Jackson.....	15,299	8,553	2,087	153	1,090	28%
Jefferson.....	17,184	12,502	3,195	420	2,480	54%
Kanawha.....	239,629	246,243	61,122	6,058	48,810	72%
Lewis.....	21,074	11,991	3,181	365	910	18%
Lincoln.....	22,466	7,760	2,740	77	2,900	58%
Logan.....	77,391	53,862	10,467	957	8,040	43%
McDowell.....	98,887	59,220	13,463	1,133	11,270	49%
Marion.....	71,521	54,089	15,165	1,311	8,640	42%
Marshall.....	36,893	20,944	9,333	594	3,220	33%
Mason.....	23,537	13,307	3,884	116	3,670	58%
Mercer.....	75,013	62,856	13,945	1,992	7,580	39%
Mineral.....	22,333	11,694	3,722	347	1,120	18%
Mingo.....	47,409	36,384	8,333	864	6,050	53%
Monongalia.....	60,797	47,807	13,561	1,327	7,480	45%
Monroe.....	13,123	4,764	1,358	150	770	24%
Morgan.....	8,276	3,729	1,520	38	430	18%
Nicholas.....	27,696	13,595	4,601	175	2,350	35%
Ohio.....	71,672	98,943	21,833	2,278	11,140	53%
Pendleton.....	9,613	3,235	372	83	380	18%
Pleasants.....	6,369	4,383	1,300	75	340	20%
Pocahontas.....	12,480	5,001	1,204	68	450	15%
Preston.....	31,399	12,304	3,375	358	2,090	26%
Putnam.....	21,021	7,064	1,776	86	3,070	58%
Raleigh.....	96,273	60,950	12,645	854	6,130	25%
Randolph.....	30,558	18,200	4,645	485	1,080	14%
Ritchie.....	12,535	5,484	1,538	153	660	20%
Roane.....	18,408	7,537	1,885	68	1,220	29%
Summers.....	19,183	8,910	2,886	230	1,150	24%
Taylor.....	18,422	9,514	3,299	383	1,270	26%
Tucker.....	10,600	4,034	1,387	89	470	18%
Tyler.....	10,535	4,389	1,636	139	580	20%
Upshur.....	19,242	10,394	3,001	438	770	15%
Wayne.....	38,696	10,791	3,773	387	4,870	57%
Webster.....	17,888	6,828	1,575	111	1,430	34%
Wetzel.....	20,154	13,351	4,016	316	980	19%
Wirt.....	5,119	1,276	220	34	340	28%
Wood.....	66,540	67,018	16,397	1,977	6,830	34%
Wyoming.....	37,540	16,717	4,586	294	3,160	35%

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

BECKLEY

(Raleigh County)

WOAY-TV (OAK HILL)

LICENSEE: Robert R. Thomas Jr. Address: P. O. Box 251, Oak Hill, W. Va. (For full listing see Oak Hill).

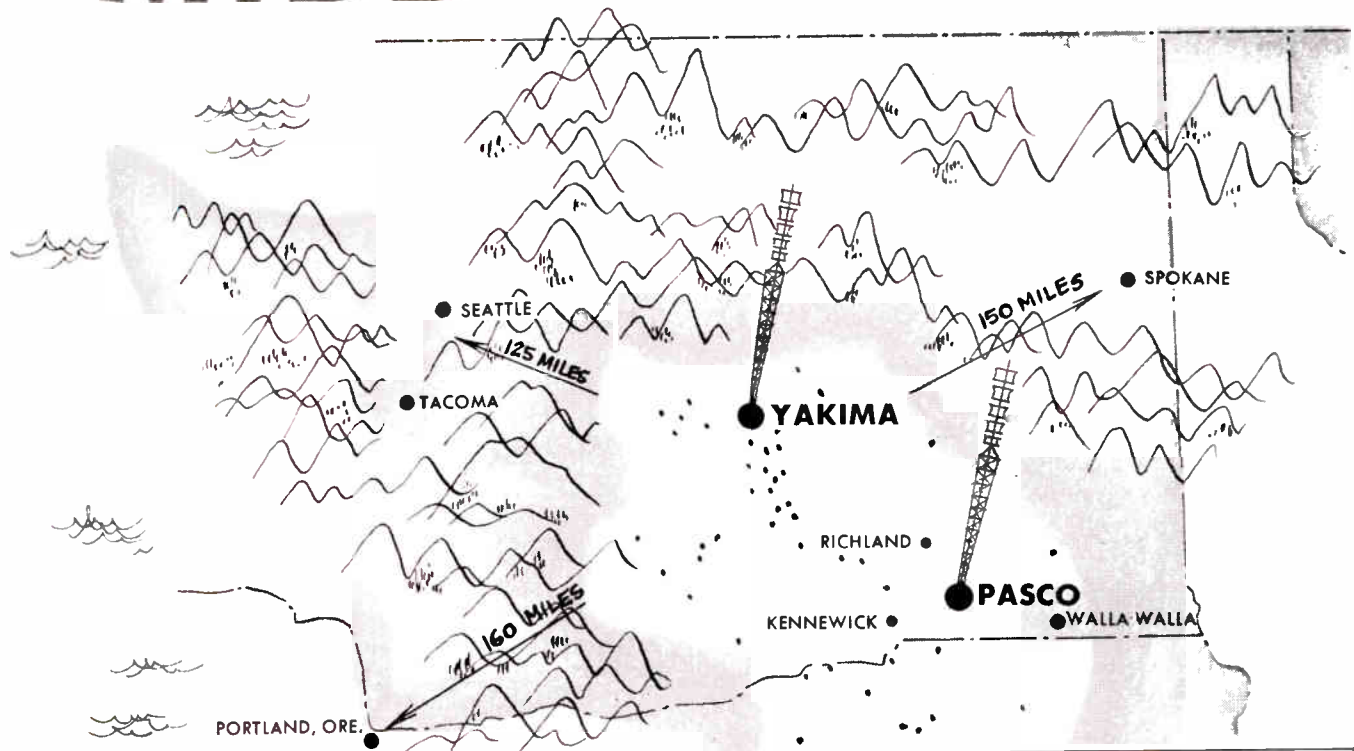
BLUEFIELD

(Mercer County)

WHIS-TV

LICENSEE: Daily Telegraph Printing Co. Address: 412 Bland St.
FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 28.8 kw. Operating Pow.: Visual 50 kw, Aural 28.8 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 1,220 ft.; Above ground 185 ft.
EQUIPPED TO COLORCAST network programs.
OPERATION: Began July 31, 1955. Hours, noon-midnight.
AFFILIATION: Station, Am, WHIS.
REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, John H. Mullaney.
SERVICES: One studio (40x40 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector.
PRINCIPAL STOCKHOLDERS: Licensee publishes Bluefield Telegraph and Sunset News. Jim H. Shott, pres. (23.5%); Hugh I. Shott Jr., vp (23.6%); Mrs. Lillian Shott Brant (23%); estate of Hugh I. Shott (29.2%); and others.
EXECUTIVES:
 Jim H. Shott, pres. P. T. Flanagan, sta. mgr.
 Hugh I. Shott Jr., gen. mgr. John Byers, ch. eng.
RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 10 sec., 8 sec. Frequency discounts. Rate Card No. 1.

There's only one in Washington's "MIDDLE MARKET"



Your Pacific Northwest campaign is not complete without Washington's big "Middle Market" . . . and that's KIMA-TV! Mountains and miles combine to make this, the Northwest's fourth television market, isolated from outside media influence. In the area are 15 weeklies, 9 dailies, 12 radio stations . . . but *only one* television operation—KIMA-TV, Yakima with its satellite, KEPR-TV, Pasco.

WASHINGTON'S BIG "MIDDLE MARKET"	
Families.....	102,000
Population.....	330,100
Effective Buying Income.....	\$511,318,000
Retail Sales.....	366,642,000
Food Sales.....	85,302,000
Automotive Sales.....	78,499,000
Drug Sales.....	12,400,000
1955 SM—Survey of Buying Power	



*The Nation's First
Commercial Satellite
Operation...*

KIMA-TV **YAKIMA**
with Satellite **KEPR-TV** **PASCO**

NATIONAL REPRESENTATIVES: WEED TELEVISION • PACIFIC NORTHWEST: MOORE AND LUND

CHARLESTON
(Kanawha County)

WCHS-TV

LICENSEE: WCHS-TV Inc. Address: 1111 Virginia St. E. Postal Zone: 24. Phone: 65-358.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Operating Pow.: Visual 316 kw, Aural 200 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 670 ft.; Above ground 649 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Aug. 15, 1954. Hours, 7-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN. Station, Am WCHS.

REPRESENTATIVES: Sales, The Branham Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Weldon & Carr.

SERVICES: One studio (35x50 ft.). Two RCA camera chains. One TSC rear screen projector. Two RCA film cameras. Three RCA film projectors. Three Gray slide projectors. One Gray opaque projector. One Houston-Fearless film processing unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Tierney Co. (WCHS Charleston) (60%), Capital Tv Inc. (40%). Sam G. Rahall is pres. of Capital Tv and with his brothers control the company. Rahall brothers own WKAP and WQCY (TV) Allentown, WVAR Norris-town, both Pa., WWRN Beckley, W. Va. and WFEA Manchester, N. H.

EXECUTIVES:

Lewis C. Tierney, pres.	Frank Annand, prod. dir.
John T. Gelder Jr., gen. mgr.	William E. Dixon, ch. eng.
John L. Sinclair Jr., com. mgr. & prom. mgr.	Bob Boaz, news ed.
Morton S. Cohn, prog. dir. & film buy.	Harry Brawley, educ. & pub. aff. dir.

RATE INFORMATION: Class A one hour (film) \$550; minute spot (live) \$132.50, (film) \$125; ID \$62.50. ID Length 8 sec. Specifications 2x2 in. slides. 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	693,312	443,016	1,931,403
Families in Area	177,641	114,019	453,171
No. of Sets	139,559		495,178

WKNA-TV†

LICENSEE: Joe L. Smith Jr. Inc. Postal Zone: 1. Address: 804½ Kanawha Blvd. Phone: 3-9971.

FACILITIES: Ch. 49. Authorized Eff. Rad. Pow.: Visual 225 kw, Aural 120 kw. Operating Pow.: Visual 22.5 kw, Aural 11.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 390 ft.; Above ground 337 ft.

OPERATION: Began Oct. 12, 1953.

AFFILIATION: Stations, Am, WKNA. Fm, WKNA-FM.

REPRESENTATIVES: Sales Weed Television; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer A. D. Ring & Assoc.

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.

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

WSAZ-TV (HUNTINGTON)

LICENSEE: WSAZ Inc. Address: 201 Ninth St., Huntington, W. Va. Postal Zone: 18. Phone: (Huntington) 4-4126. (For full listing see Huntington.)

CLARKSBURG
(Harrison County)

WBLK-TV

(Target Date, Unknown)

LICENSEE: Ohio Valley Bcstg. Corp. Address: 211½ Fifth St., Parkersburg, W. Va.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.36 kw, Aural 2.19 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 420 ft.

AFFILIATION: Station, Am, WBLK.

REPRESENTATIVES: Washington Attorney, Leonard Marks; Consulting Engineer, Vilah G. Brooks.

PRINCIPAL STOCKHOLDERS: News Publishing Co. (89%) and others. Licensee also owns WPAR-AM-FM Parkersburg, W. Va. News Publishing Co. owns 34% of WTRF-TV Wheeling, W. Va., and publishes Wheeling Intelligencer and News-Register, Fairmont Times and West Virginian, Point Pleasant Register and Williamson News. Note: Sale of WBLK and WPAR stations pending FCC approval.

EXECUTIVES:

Austin V. Wood, pres.
George H. Clinton, vp. & gen. mgr.

FAIRMONT
(Marion County)

WJPB-TV†

LICENSEE: WJPB-TV Inc. Address: Tv-Radio Center. Postal Zone: 1. Phone: 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: Continental. Antenna Make: RCA. Height: Above average terrain 240 ft.; Above ground 222 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 28, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WVWV. Fm, WJPB-FM.

REPRESENTATIVES: Sales, Gill-Perna Inc.; Washington Attorney, R. D. Davies; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: One studio (25x20 ft.). One GPL camera chain. GPL film chain. Two Bell & Howell film cameras. Two GPL film projectors. One GPL slide projector. News Service, AP. Library, Standard.

PRINCIPAL STOCKHOLDERS: Owned by J. Patrick Beacom, who also owns 5% of WVWV and WJPB (FM) Fairmont, 10% of WETZ New Martinsville, both W. Va., and 100% of WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

EXECUTIVES:

J. Patrick Beacom, pres., gen. mgr. & film buy.	Joseph Strelauski, ch. eng.
Bruce McGinnis, com. mgr.	Bob Tennent, prom. mgr.
Numa Fabre Jr., prog. dir.	Robert Frazer, news ed.

RATE INFORMATION: Class A one hour (live) \$100, (film) \$90; minute spot (live) \$28, (film) \$26; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	90,150	231,500	245,500
Families in Area	36,000	90,000	100,000
No. of UHF Sets	23,510	34,560	35,000

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

HUNTINGTON
(Cabell County)

WHTN-TV

(Target Date, Sept. 25, 1955)

LICENSEE: Greater Huntington Radio Corp. Address: 8th Street Hill.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Make: RCA. Height: Above average terrain 1,270 ft.; Above ground 1,074 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Hours, 3-11:30 p.m.

AFFILIATION: Tv Network, ABC. Stations, Am, WHTN. Fm, WHTN-FM.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Loucks Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: One 1,600-sq. ft. studio. Two RCA camera chains. Two RCA rear screen projectors. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors.

PRINCIPAL STOCKHOLDERS: Greater Huntington Theatre Corp., controlled by S. J. Hyman and family.

EXECUTIVES:

S. J. Hyman, chmn. of bd.	Harold Storm, ch. eng.
Fred Weber, pres.	Julian Silberstein, film buy.
John Phillips, sta. mgr.	

RATE INFORMATION: Class A one hour (live) \$450, (film) \$450; minute spot (live) \$112.50, (film) \$112.50; ID \$56.25. ID Length 8 sec., 10 sec. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION: Population (Grade A, FCC Contour) 601,331, (Grade B FCC Contour) 440,542, (Total Including Fringe Area) 1,611,198.

WSAZ-TV

LICENSEE: WSAZ Inc. Address: 201 Ninth St. Postal Zone: 18. 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: RCA. Antenna Make: RCA. Height: Above average terrain 1,250 ft.; Above ground 1,069 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Nov., 1949. Hours, 6:45-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, WSAZ.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Cohn & Marks.

SERVICES: Three studios (Huntington: 40x40 ft. and 25x40 ft.; Charleston: 40x50 ft.). Four RCA camera chains. Two rear screen projectors, Trans-Lux, TSC. Three RCA film cameras, two b&w, one color. Four RCA film projectors. Three slide projectors. One Balop projector. One Houston-Fearless film processing unit. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser) (89%). Mrs. Eugene Katz (11%). Same ownership as WGKV-AM-FM Charleston, W. Va.

EXECUTIVES:

Col. J. H. Long, pres.	Charles W. Dinkins, prom. & publicity mgr.
Lawrence H. Rogers, vp. & gen. mgr.	William T. Romaine, admin. asst.
Leroy E. Kilpatrick, vp. & tech. dir.	Bert Shimp, educ., pub. service & pub. aff. dir.
C. Tom Garten, asst. gen. mgr.	Robert E. White, sls. mgr.
James H. Ferguson, prog. dir.	Gayle E. MacCracken, film dir.
Ned R. Brooke, prod. mgr.	Nicholas A. Basso, news & sp. events dir.
John Clay, ch. eng.	
William R. Murray, Charleston reg. mgr.	
Elizabeth Conaty, natl. sls. dir.	

RATE INFORMATION: Class AA one hour (live) \$900, (film) \$800; minute spot (live) \$167.50, (film) \$160; ID \$80. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 9N.

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covers
West Virginia's
biggest markets
like a 316,000 watt
Channel 8
Television Station,
which it is.

DEPARTMENT STORE SALES
FOOD SALES
DRUG SALES
<i>(Sales Mgt. May/55 Data)</i>

Charleston
\$35,543,000
61,122,000
6,058,000

Huntington
\$15,976,000
26,250,000
3,813,000

For complete coverage data (sets-in-area figure passed 475,000 in July, 1955) and information about availabilities, please check with our national representatives, The Branham Company.

WCHS-TV

Mail Address:
Charleston, W. Va.

OAK HILL
(Fayette County)

WOAY-TV (BECKLEY)

LICENSEE: Robert R. Thomas Jr., Address: Box 251. Phone: 651.
FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Operating Pow.: Visual 100 kw, Aural 69.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 740 ft.; Above ground 688 ft.
OPERATION: Began Dec. 14, 1954. Hours, 3-11:30 p.m.
AFFILIATION: Tv Network, ABC. Stations, Am, WOAY. Fm, WOAY-FM.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Barnes & Neilson; Consulting Engineer, Robert M. Silliman.
SERVICES: Two studios (36x50 ft. and 20x30 ft.). Two RCA camera chains. Two RCA 16mm film projectors. One Gray 2x2 in. slide projector. News Service, AP. Library, Capitol, RCA Thesaurus.
PRINCIPAL STOCKHOLDER: Robert R. Thomas Jr. (100%). Joe L. Smith Jr. (WKNA-AM-TV Charleston, and WJLS Beckley, both W. Va.) has option to buy 40%.

EXECUTIVES:

Robert R. Thomas Jr., pres. & gen. mgr. Ken Rice, ch. eng.
Vic Ludington, com. mgr. Bud Gentry, news ed.
Jim Pridemore, prog. dir., film buy. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$200, (film) \$200; minute spot (live) \$40, (film) \$40; ID \$20. ID Length 10 sec. 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	1,200,000	1,136,092	2,336,092
Families in Area	300,000	285,000	585,000
No. of Sets	156,000	150,000	306,000
Retail Sales	\$996,000,000	\$878,000,000	\$1,874,000,000

PARKERSBURG
(Wood County)

WTAP (TV)

LICENSEE: Zanesville Pub. Co. Address: 121 W. Seventh St. Phone: 7-4580.
FACILITIES: Ch. 15. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 10.5 kw. Operating Pow.: Visual 19.5 kw, Aural 10.5 kw. Transmitter: RCA. Antenna Make: Gabriel. Height: Above average terrain 570 ft.; Above ground 450 ft.
OPERATION: Began Nov. 11, 1953. Hours, 4 p.m.-midnight.
AFFILIATION: Tv Networks, ABC, DTN, NBC.
REPRESENTATIVES: Sales, John E. Pearson Tv Inc.; Washington Attorney, Dow, Lohnes & Alberston; Consulting Engineer, Craven, Lohnes & Culver.
SERVICES: One studio (50x50 ft.). One RCA camera chain. One RCA film camera. Two RCA film projectors. One Gray 2x2 in. slide projector. Film processing available. News Service, UP.
PRINCIPAL STOCKHOLDERS: Clay Littick, pres. (87.5%); Arthur S. Littick, vp. (3.3%) and William O. Littick, sec.-treas. (9.2%). Licensee owns 63% of WHIZ-TV Zanesville, O., and 60% of WHIZ.

EXECUTIVES:

Clay Littick, pres. W. A. Hunt Sr., ch. eng.
Allan Land, gen. mgr. Ed Fisher, film buy.
Milton F. Komito, sta. mgr. Wilma Sams, prom. mgr.
Jerry Burns, com. mgr. Jack See, news ed.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$25, (film) \$25; ID \$12.50. ID Length 8 sec., 10 sec. 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	131,283	141,253	272,536
Families in Area	41,356	42,050	83,406
No. of Sets	18,295	16,787	35,082
Retail Sales	\$157,700,000	\$120,300,000	\$278,000,000
Income per Family	\$3,655	\$3,655	\$3,655
Income per Capita	\$1,120	\$1,120	\$1,120

WHEELING
(Ohio County)

WLTV (TV) (STEUBENVILLE, O.)

(Target Date, Not Set)

LICENSEE: Polan Industries. Address: 521 Eighth St., Huntington, W. Va.
FACILITIES: Ch. 51. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 67.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 170 ft.; Above ground 241 ft.
REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.
PRINCIPAL STOCKHOLDERS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Dr. Charles M. Polan and Lake Polan Jr., equal partners in Polan Industries which also owns WPTV (TV) Ashland, Ky.

WSTV-TV (STEUBENVILLE, O.)

LICENSEE: WSTV Inc. Address: Exchange Realty Bldg., Steubenville, O. Phone: (Steubenville 2-6265.) (For full listing see Steubenville.)

WTRF-TV (STEUBENVILLE, O.)

LICENSEE: Tri-City Bestg. Co. Address: 1329 Market St. Phone: 1177.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 309 kw, Aural 155 kw. Operating Pow.: Visual 309 kw, Aural 155 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 591 ft.; Above ground 358 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953. Hours, 7-1 a.m.

AFFILIATION: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John A. Moffet.

SERVICES: One studio (30x50 ft.). Two camera chains. One TSC rear screen projector. One film camera. Two film projectors. One Gray slide projector. News Service, UP. Library, Capitol.

PRINCIPAL STOCKHOLDERS: Bloch family interest (30%), Dix family interest (30%), News Pub. Co. (34%) and Robert W. Ferguson (6%). Dix family owns Wooster Daily Record (WWST), Martins Ferry-Bellaire Times-Leader, Defiance Crescent-News and Ravenna-Kent Record & Courier-Tribune, all Ohio. News Pub. Co. publishes Wheeling Intelligencer & News-Register and other W. Va. papers (see WBLK-TV Clarksburg).

EXECUTIVES:

Robert W. Ferguson, exec. vp. William Ney, film ed.
& gen. mgr. Al Jones, merc. mgr.
H. Needham Smith, sls. mgr. C. Greg Van Camp, prom. mgr.
Louis H. Meyer, prog. dir. George Diab, news ed.
Howard L. Daubenmeyer, ch. eng.

RATE INFORMATION: Class A one hour (live) \$540, (film) \$450; minute spot (live) \$99, (film) \$90; ID \$40. ID Length 10 sec. 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	609,000	500,000	1,399,800
Families in Area	170,000	140,000	397,400
No. of Sets	137,700	110,600	307,400
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

WISCONSIN

WISCONSIN MARKET INDICATORS

Total Population, July 1, 1954.....	3,578,000
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, March 1955.....	1,049,200
Employed in Agriculture, 1950.....	251,930
Employed in Mining, March 1955.....	3,700
Employed in Manufacturing, March 1955.....	434,400
Employed in Construction, March 1955.....	47,300
Employed in Transportation & Public Utilities, March 1955.....	73,500
Employed in Wholesale & Retail Trade, March 1955.....	220,100
Employed in Finance, Insurance & Real Estate, March 1955.....	37,700
Employed in Service and Miscellaneous, March 1955.....	105,700
Employed in Government Service, March 1955.....	127,000
Retail Sales, 1954.....	\$ 4,078,209,000
Bank Assets, Jan. 1, 1955.....	\$ 3,956,860,000
Bank Deposits, Jan. 1, 1955.....	\$ 3,677,930,000
Major Income Sources, 1953: Agriculture 7.3%; Government 12.1%; Manufacturing Payrolls 33%; Trade and Service 23.9%.	
Total Income Payments, 1953.....	\$ 6,023,000,000
Per Capita Income, 1953.....	\$ 1,712
Total Internal Revenue Collections, 1954.....	\$ 1,241,106,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 79.65
Cash Receipts from Farm Marketing, 1954.....	\$ 992,538,000
Government Payments to Farmers, 1954.....	\$ 5,556,000
Value of Mineral Production, 1951.....	\$ 48,350,000
Total New Construction in 1952.....	\$ 631,200,000
New Private Construction in 1952.....	\$ 464,600,000
New Public Construction in 1952.....	\$ 166,600,000
Motor Vehicle Registration, 1954.....	1,336,771
Number of Telephones, Jan. 1, 1955.....	1,150,800
Number of Electrical Connections, Jan. 1, 1955.....	1,217,711
Number of Gas Utilities Connections, 1953.....	463,400

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WISCONSIN MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales		Food Sales		Drug Sales		(CBS) TV Sets	
		1954 (\$000)	1954 (\$000)	1954 (\$000)	1954 (\$000)	1954	1954	1954	1954
Adams	7,906	\$ 5,131	\$ 971	\$ 37					
Ashland	19,461	22,189	5,699	506					
Barron	34,703	44,621	7,664	1,009	3,460	33%			
Bayfield	13,760	7,476	1,880	230					
Brown	98,314	118,317	24,889	3,072	17,080	59%			
Buffalo	14,719	10,441	1,724	250	1,800	41%			
Burnett	10,236	7,287	1,649	151	930	31%			
Calumet	18,840	20,897	3,412	333	2,540	47%			
Chippewa	42,839	45,641	7,650	802	3,010	26%			
Clark	32,459	31,516	4,828	581					
Columbia	34,023	44,152	8,022	989	2,310	22%			
Crawford	17,652	13,922	3,369	288					
Dane	169,357	209,587	41,916	7,659	20,880	41%			
Dodge	57,611	53,648	11,883	1,009	10,810	63%			
Door	20,870	23,237	5,441	545	1,610	24%			
Douglas	46,715	47,136	13,353	1,209	3,400	24%			
Dunn	27,341	25,717	4,918	491	2,690	34%			
Eau Claire	54,187	67,371	15,035	1,984	5,160	31%			
Florence	3,356	2,407	836	28					
Fond Du Lac	67,829	84,389	16,869	2,367	9,170	45%			
Forest	9,437	6,607	1,379	157					
Grant	41,460	46,413	8,363	839	1,910	16%			
Green	24,172	37,449	8,819	967	1,100	14%			
Green Lake	14,749	20,182	3,838	281	1,030	22%			
Iowa	19,610	15,486	3,421	299	860	15%			
Iron	8,714	7,512	2,401	62					
Jackson	16,073	14,573	2,268	216					
Jefferson	43,069	55,263	12,105	1,052	7,290	54%			
Juneau	18,930	18,535	4,165	377					
Kenosha	75,238	98,330	26,441	2,499	19,680	81%			
Kewaunee	17,366	15,440	2,414	249	1,200	25%			
La Crosse	67,587	86,826	21,272	1,830	2,420	12%			
Lafayette	18,137	18,283	3,685	251	800	15%			
Langlade	21,975	25,037	5,843	368	1,220	20%			
Lincoln	22,235	24,886	6,461	651					
Manitowoc	67,159	76,781	18,995	1,145	9,530	47%			
Marathon	80,337	86,757	16,824	1,506					
Marinette	35,748	34,223	9,069	631	1,960	19%			
Marquette	8,839	7,779	1,479	122	620	22%			
Milwaukee	871,047	1,186,131	279,656	31,636	240,000	88%			
Monroe	31,378	25,588	5,627	623					
Oconto	26,238	21,943	4,001	249	1,480	20%			
Oneida	20,648	26,593	7,399	727					
Outagamie	81,722	100,294	20,793	2,045	6,570	27%			
Ozaukee	23,361	27,843	5,792	555	6,570	90%			
Pepin	7,462	7,605	1,729	67	860	41%			
Pierce	21,448	20,952	5,184	428	4,160	66%			
Polk	24,944	26,900	5,074	731	4,950	66%			
Portage	34,858	31,499	7,382	821	1,290	14%			
Price	16,344	14,915	2,714	275					
Racine	109,585	143,644	36,584	3,939	25,210	72%			
Richland	19,245	20,936	4,381	465					
Rock	92,778	124,796	30,260	3,016	7,770	26%			
Rusk	16,790	15,478	3,038	234	1,200	26%			
St. Croix	25,905	27,154	4,931	501	5,150	66%			
Sauk	38,120	44,017	9,272	1,032					
Sawyer	10,323	9,510	2,033	318	930	31%			
Shawano	35,249	28,737	6,287	483	1,870	19%			
Sheboygan	80,631	94,350	19,800	1,966	17,960	71%			
Taylor	18,456	13,833	2,308	212					
Trempealeau	23,730	21,489	3,700	352	2,840	41%			
Vernon	27,906	21,987	5,754	591					
Vilas	9,363	12,610	3,719	69					
Walworth	41,584	58,687	12,650	1,519	8,580	61%			
Washburn	11,665	11,254	3,292	395	1,030	31%			
Washington	33,902	41,797	8,900	650	9,360	90%			
Waukesha	85,901	89,960	24,301	2,189	20,980	77%			
Waupaca	35,056	45,813	8,344	879	2,900	27%			
Waushara	13,920	13,624	2,127	175	600	14%			
Winnebago	91,103	1,079,925	28,142	2,537	5,370	19%			
Wood	50,500	58,901	13,563	1,122					

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955, Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

EAU CLAIRE

(Eau Claire County)

WEAU-TV

LICENSEE: Central Bcstg. 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: RCA. Antenna Make: RCA. Height: Above average terrain 430 ft.; Above ground 479 ft.
 OPERATION: Began Dec. 18, 1953. Hours, 1:30-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, DTN, NBC. Stations, Am, WEAU. Fm, WEAU-FM.
 REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Scharfeld, Jones & Baron.
 SERVICES: Two studios (36x46 ft. and 12x16 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One slide opaque projector. News Service, UP.
 PRINCIPAL STOCKHOLDERS: Morgan and Elizabeth Murphy (54.6%), W. C. Bridges (18%) and Eau Claire Press Co. (Eau Claire Leader and Telegram) (23%). Murphys own 5% of KVOL-AM-FM Lafayette, La.; 100% of KGTV (TV) Des Moines, Ia.; and control WEBC Duluth, WMFG Hibbing and WHLB Virginia, all Minn., and WISC-AM-FM Madison, Wis. Mr. Bridges also owns 78% 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: Walter C. Bridges, pres. T. O. Jorgenson, ch. eng.
 Leo Howard, gen. mgr. & com. mgr. Wayne McNulty, prom. mgr.
 Dick Kepler, prom. mgr. & film buy.

BROADCASTING • TELECASTING

RATE INFORMATION: Class A one hour (live) \$260, (film) \$200; minute spot (live) \$49, (film) \$40; ID \$20. ID Length 10 sec. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	343,250	185,300	528,550
Families in Area	92,100	51,500	143,650
No. of Sets	86,500
Retail Sales	\$365,284,000	\$184,711,000	\$560,095,000
Income per Family	\$5,995	\$5,880

GREEN BAY

(Brown County)

WBAY-TV

LICENSEE: Norbertine Fathers. Address: 115 S. Jefferson St. Phone: Hemlock 2-3331.
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Operating Pow.: Visual 100 kw, Aural 50.1 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 810 ft.; Above ground 750 ft.
 OPERATION: Began March 17, 1953. Hours, 7 a.m.-midnight.
 AFFILIATION: Tv Network, CBS. Station, Am, WBAY.
 REPRESENTATIVES: Sales, Weed Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.
 SERVICES: Three studios (40x42 ft., 24x36 ft. and 60x80 ft.). Two RCA camera chains. One Bodde rear screen projector. One RCA film camera. Two RCA film projectors. Two 2x2 in. slide projectors. Two 3x4 in. opaque projectors. One Hills Filmatic film processing unit. News Service, AP.
 PRINCIPAL STOCKHOLDERS: Norbertine Fathers (nonprofit, nonstock religious order), who also own WHBY Appleton, Wis.
 EXECUTIVES: Rev. M. J. Beemster, mgng. dir. Leo E. Persselin, prog. dir.
 Haydn R. Evans, gen. mgr. Wallace Stangel, ch. eng.
 Burkett Farquhar, sta. mgr. & Robert Meister, prom. mgr.
 film buy. Clair Stone, news ed.
 Robert C. Nelson, com. mgr.

RATE INFORMATION: Class A one hour (live) \$520, (film) \$400; minute spot (live) \$104, (film) \$80; ID \$40. ID Length 8 sec. Full and share screen. Frequency discounts. 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
No. of Sets	65,150	100,246	235,000
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

LICENSEE: Valley Telecasting Co. Address: Bellin Bldg. Phone: Hemlock 5-3718.
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 394 ft.
 EQUIPPED TO COLORCAST network programs.
 OPERATION: Began May 20, 1955. Hours, 2-11:30 p.m.
 AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WNAM, Neenah.
 REPRESENTATIVES: Sales, Headley-Reed Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.
 SERVICES: Studios in Green Bay and Neenah. Three DuMont camera chains. Two DuMont film cameras. Two DuMont film projectors. Two DuMont slide projectors. One DuMont scanner. One DuMont opaque projector.
 PRINCIPAL STOCKHOLDERS: Neenah-Menasha Bcstg. Co. (WNAM) (100%), Samuel N. Pickard (48.5%); Clayton Ewing (9.46%); George N. Burrige (9.4%) and others.
 EXECUTIVES: S. N. Pickard, ch. own. Ward Gage, area sls. mgr.
 Clayton Ewing, pres. Robert Kranz, opr. mgr. & film buy.
 Don C. Wirth, vp. & gen. mgr. Harry Hill, ch. eng.
 John Schultz, sta. mgr. & com. mgr. Joyce SantAmour, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$390, (film) \$300; minute spot (live) \$78, (film) \$60; ID \$30. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	393,300	730,100	1,191,500
Families in Area	113,000	212,900	346,000
No. of Sets	96,050	180,165	294,100
Retail Sales	\$459,592,000	\$839,827,000	\$1,323,547,000
Income per Family	\$5,230	\$4,915	\$4,745

WMBV-TV (MARINETTE)

LICENSEE: M & M Bcstg. Co. Address: Madison & Cherry Sts., Green Bay. Phone: Hemlock 5-9389. (For full listing see Marinette, Wisc.)

LA CROSSE
(La Crosse County)

WKBT (TV)

LICENSEE: WKBH Television Inc. Address: 141 S. Sixth St. Phone: 2-4678.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make RCA. Height: Above average terrain 810 ft.; Above ground 578 ft.

OPERATION: Began Aug. 1, 1954. Hours, 3-11:30 p.m.

AFFILIATION: Tv Networks, AEC, CBS, DTN, NBC. Station, Am, WKBH.

REPRESENTATIVES: Sales, H-R TV Inc., Harry S. Hyett; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Jansky & Bailey Inc.

SERVICES: One studio (40x60 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. One opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: WKBH Inc. (40%), Howard Dahl (9%), La Crosse Tribune Co. (La Crosse Tribune) (41%) and five local businessmen (2% each). La Crosse Tribune is a Lee newspaper. For other Lee interests, see KGLO-TV Mason City, Iowa.

EXECUTIVES:

Howard Dahl, pres. & gen. mgr.	Al Leeman, ch. eng.
Robert Z. Morrison Jr., sls. mgr.	Leonard Anderson, prom. mgr.
Raymond O. Skaran, prog. dir. & film buy.	

RATE INFORMATION: Class A one hour (live) \$325, (film) \$250; minute spot (live) \$65, (film) \$50; ID \$25. ID Length 10 sec. 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	204,043	389,650	607,185
Families in Area	58,901	112,791	176,783
No. of Sets	29,136	53,300	86,816
Retail Sales	\$235,115,320	\$436,151,320	\$718,089,000
Income per Family	\$4,210	\$3,951	\$4,020
Income per Capita	\$1,193	\$1,128	\$1,161

MADISON
(Dane County)

WHA-TV*

(*Non-Commercial Educational)

LICENSEE: Wisconsin State Radio Council. Address: Radio Hall, U. of Wisconsin, Madison. Postal Zone: 6. Phone: Alipine 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: RCA. Antenna Make: Federal. Height: Above average terrain 230 ft.; Above ground 273 ft.

OPERATION: Began May 3, 1954. Hours, 5:30-10 p.m.

AFFILIATION: Stations, Am, WHA. Fm, WHA-FM.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Glenn Koehler, U. of Wisconsin.

SERVICES: Two studios. Three GPL camera chains. One RCA film camera with Multiplexer. Two GPL film projectors. Two Carlson 2x2 in. slide projectors. One GPL kine recorder. News Service, UP.

EXECUTIVES:

H. B. McCarty, gen. mgr.	John H. Stiehl, ch. eng.
William G. Harley, 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.

WKOW-TV

LICENSEE: Monona Bcstg. Co. Address: 215 W. Washington Ave. Phone: Alpine 7-2261.

FACILITIES: Ch. 27. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Operating Pow.: Visual 162 kw, Aural 87.1 kw. Transmitter: RCA. Antenna Make: Blaw-Knox. Height: Above average terrain 690 ft.; Above ground 596 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 8, 1953. Hours, 11 a.m.-midnight.

AFFILIATION: Tv 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 camera chains. One film camera. Two RCA film projectors. Two 35mm slide projectors. Two 35mm opaque projectors. News Service, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: Stewart Watson, pres. (9.86%); E. C. Severson (10.33%); B. W. Huiskamp (8.91%); E. B. Rundell (8.22%); Otto Sanders (6.68%); George Icke (5.9%); J. R. Feldman (6.27%) and others.

EXECUTIVES:

Stewart Watson, pres.	Clark Hogan, opr. mgr.
Ben F. Hovel, gen. mgr. & prom. mgr.	Gloren Smith, tech. sup.
Robert Loomer, loc. sls. mgr.	Frank Bignell, film buy.

RATE INFORMATION: Class A one hour (live) \$250, (film) \$250; minute spot (live) \$50, (film) \$50; ID \$25. ID Length 8 sec. 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	244,080	298,320	542,400
Families in Area	70,965	86,735	157,700
No. of Sets	53,250	50,250	103,500
Retail Sales	\$342,989,000	\$280,628,000	\$623,617,000
Income per Family	\$5,565	\$5,565	\$5,565

WMTV (TV)

LICENSEE: Bartell Television Corp. Address: W. Beltline Hwy. Postal Zone: 1. Phone: Cedar 3-5381.

FACILITIES: Ch. 33. Authorized Eff. Rad. Pow.: Visual 209 kw, Aural 112 kw. Operating Pow.: Visual 209 kw, Aural 112 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 690 ft.; Above ground 594 ft.

OPERATION: Began July 19, 1953. Hours, 8 a.m.-midnight.

AFFILIATION: Tv Networks, ABC, DTN, NBC.

REPRESENTATIVES: Sales, The Bolling Co.; Washington Attorney, Samuel Miller; Consulting Engineer, Ralph Evans.

SERVICES: Two studios (55x55 ft. with revolving stage, and 8x8 ft.). Two DuMont camera chains. One Trans-Lux rear screen projector. One RCA film camera. Two RCA film projectors. One Gray slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: Gerald A. Bartell, Lee Bartell and David Bartell, who also own WOKY Milwaukee and WAPL Appleton, both Wis.

EXECUTIVES:

Gerald A. Bartell, pres. & gen. mgr.	L. Stanley Sadler, ch. eng.
Morton J. Wagner, com. mgr. & film buy.	Wanda Montz, prom. mgr.
Gene C. Harrison, prog. dir.	Michael Griffin, news ed.

RATE INFORMATION: Class A one hour \$200; minute spot \$40; ID \$20. ID Length 30 sec. Full screen. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	232,300	441,800	948,000
Families in Area	65,840	131,200	287,900
No. of Sets	48,180	78,320	186,280
Retail Sales	\$276,000,000	\$537,700,000	\$1,109,700,000

MARINETTE
(Marinette County)

WMBV-TV (GREEN BAY)

LICENSEE: M & M Bcstg. Co. Address: Radio-Television Park. Phone: 2-6631.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 132 kw. Operating Pow.: Visual 234 kw, Aural 132 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 780 ft. Above ground 818 ft.

OPERATION: Began Sept. 12, 1954. Hours, 7 a.m.-11:59 p.m.

AFFILIATION: Tv Network, NBC. Station, Am, WMAM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell Inc., Thomas J. Schmitz (Milwaukee); Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, A. D. Ring & Assoc.

SERVICES: Two studios, Greer Bay and Marinette (more than 35x50 ft. ea.). Three RCA cameras. One TSC rear screen projector. One RCA film camera. Two 16mm motion picture cameras, Bolex and Auricon. Three RCA film projectors. Two 35mm slide projectors. One Vu-Lyte opaque projector. One Micro Record film processing unit. News Service, UP.

PRINCIPAL STOCKHOLDERS: William E. Walker (50%), Joseph D. Mackin (23.4%), same ownership as WBEV Beaver Dam, Wis., and WRRR Rockford, Ill. Mr. Walker has a 10% interest in WIBA Madison, Wis.

EXECUTIVES:

William E. Walker, pres. Joseph D. Mackin, gen. mgr.
William R. Walker, sta. mgr. & Patrick Kehoe, prog. dir.
film buy. Alister S. Alexander, ch. eng.

RATE INFORMATION: Class A one hour (live) \$290, (film) \$250. minute spot (live) \$55, (film) \$50; ID \$25. ID Length 8 sec., 10 sec. Full and share screen. 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	221,100	436,150	920,300
Families in Area	61,615	122,420	264,300
No. of Sets	49,292	97,936	211,440
Retail Sales	\$230,503,000	\$471,721,000	\$1,049,660,000

MILWAUKEE
(Milwaukee County)

WCAN-TV†

LICENSEE: Midwest Bcstg. Co. Address: 704 W. Wisconsin Ave. Phone: Broadway 6-2154.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 138 kw. Transmitter: GE. Antenna Make: RCA. Height: Above average terrain 520 ft. Above ground 680.

OPERATION: Began Sept. 5, 1953.

AFFILIATION: Tv Network, CBS. Station, Am, WCAN.

REPRESENTATIVES: Sales, Alex Rosenman; Washington Attorney, Philip M. Baker, and Cottone & Scheiner; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDER: Lou Poller (95.2%).

EXECUTIVES:

Lou Poller pres. & gen. mgr.

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

WFOX-TV

(Target Date, Unknown)

LICENSEE: Business Management Inc. Address: 4531 W. Forest Home Ave.

FACILITIES: Ch. 31. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 350 ft. Above ground 434 ft.

AFFILIATION: Station, Am, WFOX.

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

PRINCIPAL STOCKHOLDER: Joseph A. Clark (100%).

EXECUTIVES:

Joseph A. Clark, pres.

In Green Bay Packerland

Your DOLLAR Buys MORE on 11



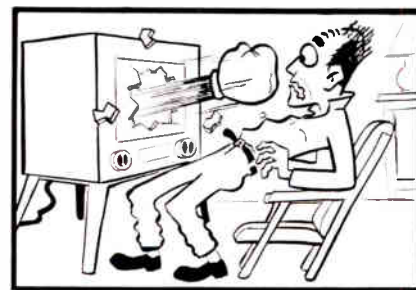
\$ MORE VIEWERS PER DOLLAR

Over 10% more unduplicated tv homes per dollar in primary coverage area. The ideal complement to your Milwaukee-Chicago TV coverage.



\$ MORE MERCHANDISING FOLLOW-THROUGH

Dealers stock up when WMBV's merchandising gives advance notice of up-coming campaigns on Channel 11. WMBV makes your TV dollar move more merchandise all the way along the line.



\$ MORE PROGRAM POWER

Unusually high percentage of top NBC shows gives you well-rated adjacencies.

Studios in both Green Bay and Marinette are finest in Packerland, make possible unprecedented live shows of regional interest.

Phone **VENARD, RINTOUL & McCONNELL**

WMBV-TV

New York, Chicago, Los Angeles, San Francisco
Studios in
GREEN BAY & MARINETTE WISCONSIN



MILWAUKEE (Cont.)

WISN-TV

LICENSEE: The Hearst Corp. Address: 710 N. Plankinton Ave. Postal Zone: 3. Phone: Broadway 1-4644.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Operating Pow.: Visual 316 kw, Aural 158 kw. Transmitter: RCA. Height: Above average terrain 1,000 ft.; Above ground 1,105 ft.

EQUIPPED TO COLORCAST network programs, local films, local slides.

OPERATION: Began Oct. 27, 1954. Hours, 11:30-1 a.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, WISN.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

SERVICES: Two studios (30x40 ft. and 10x20 ft.). Five RCA camera chains. Two RCA film cameras. Two RCA film projectors. Two RCA slide projectors. Two DuMont projectors. Two DuMont scanners. One RCA three-camera mobile unit. News Services, AP, INS, UP. Library, Lang-Worth.

PRINCIPAL STOCKHOLDERS: See WBAL-TV Baltimore, Md., for Hearst properties.

EXECUTIVES:

I. E. Showerman, vp. & gen. mgr.	Sydney Barbet, film buy.
L. A. Larson, com. mgr.	Charles J. Lanphier, prom. mgr.
Donald A. Weller, ch. eng.	Carl Zimmermann, news ed.
Mel Quinn, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$800; minute spot (live) \$160; 1D \$60. 1D Length 10 sec. Full and share screen. Frequency discounts up to 15% for 260 times. Rate Card No. 2.

MARKET INFORMATION: (Grade A, FCC Contour): Population, 1,966,500; Families in Area, 803,000; No. of Sets, 610,360; Retail Sales, \$3,366,248,000; Income per Family, \$5,454; Income per Capita, \$1,631.

WTMJ-TV

LICENSEE: The Journal Co. Address: 333 W. State St. Postal Zone: 1. Phone: Broadway 1-6000.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 930 ft.; Above ground 1,032 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Began Dec. 3, 1947. Hours, 9-1 a.m. (Sun.), 6:40-12:35 a.m. (Mon. Thurs.), 6:40-2 a.m. (Fri.), 7:30-1 a.m. (Sat.).

AFFILIATION: Tv Network, NBC. Station, Am, WTMJ.

REPRESENTATIVES: Sales, Harrington, Richter & Parsons Inc.; Washington Attorney, Hogan & Hartson.

SERVICES: Six studios (54x30x26 ft., 42 ft. 8 in. x 26 ft. 8 in. x 18 ft. 6 in., 19x27x13 ft. 1 in., 13 ft. 6 in. x 11 ft. 6 in. x 8 ft. 1 in., 336-seat studio 29x36 ft. 6 in. x 25 ft. 5 in.—stage, and outdoor studio 125x225 ft.). Nine RCA camera chains, eight b&w, one color. One Trans-Lux rear screen projector. Three RCA film cameras, two b&w, one color. Four film projectors, two RCA, one Eastman 16mm, one RCA 16mm color. Seven slide projectors, Eastman 2x2 in., 2x2 in. rotary, LaBelle 2x2 in., Kaleidoscope, Gray Telejector, RCA 2x2 in. color, Golde 3/2x4 1/2 in. One RCA color 2x2 in. slide scanner. One Balop 5x6 2/3 in. opaque projector. RCA two-camera mobile unit. News Services, AP, UP.

PRINCIPAL STOCKHOLDER: Licensee publishes Milwaukee Journal.

EXECUTIVES:

Walter J. Damm, vp. & gen. mgr. of radio & tv, The Journal Co.	Bob Heiss, ch. announcer
R. G. Winnie, asst. gen. mgr.	Bruce Wallace, pub. service bcsts. & prom. mgr.
George Comte, sta. mgr.	Wendell Palmer, continuity mgr.
George Nicoud, asst. to sta. mgr.	Maurice Kipen, music dir.
L. W. Herzog, research & development coor.	Philip B. Laeser, am, tv eng. mgr.
Neale V. Bakke, sls. mgr.	Edwin L. Cordes, tv ch. eng.
Sprague Vonier, sup. producer-dir.	Henry Goeden, field sup.
Hugo Birmingham, prod. mgr.	Alva Van Alstyne, tv trans. sup.
Jim Fitzgerald, film ed.	Nick Brauer, studio sup.
Jack Krueger, news ed.	Edwin Stenzel, art dept. mgr.
	Herman Lache, audio sup.

RATE INFORMATION: Class A one hour (live) \$1,150, (film) \$1,150; minute spot (live) \$180, (film) \$180. Rate Card No. 16.

MARKET INFORMATION: Population (Total Including Fringe Area), 3,416,085.

WXIX (TV)

LICENSEE: Columbia Bcstg. System Inc. Address: 5445 N. 27th St. Postal Zone: 9. Phone: Uptown 3-1919.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Operating Pow.: Visual 257 kw, Aural 141 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 530 ft.; Above ground 661 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 27, 1955. Hours, 6 a.m.-midnight.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, CBS Television Spot Sales.

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SERVICES: Two studios (60x58 ft. and 42x45 ft.). Five RCA camera chains. One Bell & Howell 16mm film camera. Two RCA film projectors. Two Spindler & Sauppe slide projectors. One mobile unit. News Service, AP.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

Frank Stanton, pres., CBS Inc.	J. Lathrop Viemeister, bus. mgr.
J. L. Van Volkenburg, pres., CBS-Television	Leon Drew, prog. dir. & film buy.
Edmund C. Bunker, gen. mgr.	Jack J. Reeves, exec. producer
Theodore F. Shaker, gen. sls. mgr.	F. R. Heuberger, ch. eng.
Arthur F. Schoenfuss, opr. dir.	By Colvig, prom. dir.
	Jerry Dunphy, news dir.

RATE INFORMATION: Class AA one hour (film) \$500; minute spot (film) \$100; 1D \$50. 1D Length 10 sec. Full and share screen. Frequency discounts from 10% for 26 weeks up to 20% for 52 weeks. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 1,362,000; Families in Area, 392,900; No. of Sets, 365,000; Retail Sales, \$1,646,392,000; Income per Family, \$5,919; Income per Capita, \$1,730.

SUPERIOR

(Douglas County)

KDAL-TV (DULUTH, MINN.)

LICENSEE: Red River Bcstg. Co. Address: Bradley Bldg., Duluth, Minn. Phone: Randolph 2-4466. (For full listing see Duluth, Minn.)

WDSM-TV (DULUTH, MINN.)

LICENSEE: Northwest Publications Inc. Address: 230 E. Superior St. Postal Zone: 2. Phone: Randolph 7-6875.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 790 ft.; Above ground 584 ft.

OPERATION: Began March 1, 1954. Hours, 8:45 a.m.-midnight.

AFFILIATION: Tv Networks, CBS, DTN. Station, Am, WDSM.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, John Sherman.

SERVICES: Two studios (24x24 ft. and 45x70 ft.). Four RCA camera chains. One Bell & Howell Auricon film camera. Two GE film projectors. One Gray Telejector slide projector. One GE opaque projector. One Houston-Fearless film processing unit. One RCA mobile unit. News Services, AP & UP.

PRINCIPAL STOCKHOLDERS: Licensee is owned by Ridder interests. For Ridder broadcasting and newspaper properties see WCCO-TV Minneapolis.

EXECUTIVES:

Robert B. Ridder, pres.	Edward Conrad, prog. dir. & film buy.
Rodney Quick, gen. mgr. & film buy.	Jerry Baumann, ch. eng.
Thomas Gavin, gen. sls. mgr.	Paul Andresen, prom. mgr.
Martin Olson, com. mgr.	Bob Ball, news ed.

RATE INFORMATION: Class A one hour (live) \$325, (film) \$325; minute spot (live) \$65, (film) \$65; 1D Length 10 sec. Full screen. 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	497,400	663,300
Families in Area	149,200	197,600
No. of Sets	110,000	135,000
Retail Sales	\$503,935,000	\$658,409,000
Income per Family	\$3,803	\$3,667
Income per Capita	\$1,127	\$1,079

WFTV (TV)† (DULUTH, MINN.)

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: 7-6881. (For full listing see Duluth, Minn.)

†WFTV (TV) has suspended operation but has not returned its CP.

WAUSAU

(Marathon County)

WSAU-TV

LICENSEE: Wisconsin Valley Television Corp. Address: Fifth & Franklin Sts. Phone: 2-0121.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Operating Pow.: Visual 100 kw, Aural 60.3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 460 ft.; Above ground 421 ft.

OPERATION: Began Oct. 24, 1954. Hours, 2-11:30 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WSAU.

REPRESENTATIVES: Sales, Meeker Tv Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

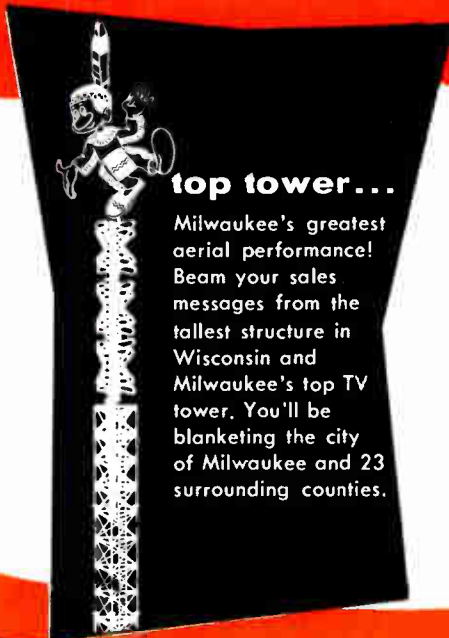


Has New Call Letters...

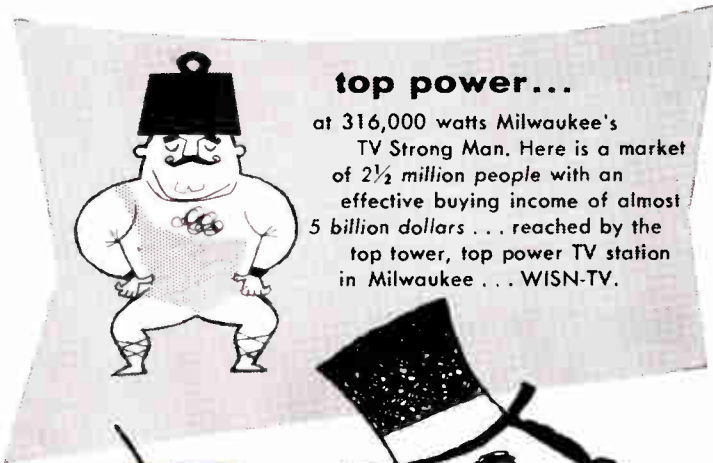
WISN-TV

CHANNEL 12 MILWAUKEE

Formerly WTVW



top tower...
Milwaukee's greatest aerial performance! Beam your sales messages from the tallest structure in Wisconsin and Milwaukee's top TV tower. You'll be blanketing the city of Milwaukee and 23 surrounding counties.



top power...
at 316,000 watts Milwaukee's TV Strong Man. Here is a market of 2½ million people with an effective buying income of almost 5 billion dollars... reached by the top tower, top power TV station in Milwaukee... WISN-TV.

top programs THE GREATEST SHOWS ON EARTH



Now	Coming this fall
☆ Disneyland	☆ Bishop Sheen
☆ Wednesday Night Fights	☆ MGM
☆ Danny Thomas	☆ Warner Bros. Presents
☆ Annie Oakley	☆ Mickey Mouse Club
☆ Super Circus	☆ Cavalcade of America
☆ Liberace	☆ Ozzie & Harriet
☆ Rin Tin Tin	



Represented Nationally by Edward W. PETRY Company, Inc.

TOWER — 1105 ft. • POWER — 316,000 watts • NETWORK — ABC & DUMONT

WAUSAU (Cont.)

WSAU-TV (Cont.)

SERVICES: One studio (40x50 ft.). Two RCA camera chains. One RCA film camera. Two RCA film projectors. One RCA slide projector. Telesync sound on film equipment. News Services, AP, UP.

PRINCIPAL STOCKHOLDERS: Wausau Record-Herald (25%), Charles Lemke (25%), Marshfield News Herald (12.5%), Wisconsin Rapids Tribune (6.25%), Merrill Herald (8.32%), Rhinelander News (8.32%), Antigo Journal (WATK) (4.18%), Berner Bros. Pub. Co. (4.18%), WFHR Wisconsin Rapids (6.25%). Wisconsin Rapids Tribune and WFHR have same ownership. Antigo Journal, WATK and Berner Bros. Pub. Co. are under same ownership.

EXECUTIVES:

J. C. Sturtevant, pres. James K. Harelson, prog. dir.
George T. Frechette, vp., gen. mgr. Roland W. Richardt, ch. eng. & film buy. Walter John Chilsen, news ed.
Richard D. Dudley, com. mgr. & prom. mgr.

RATE INFORMATION: Class A one hour (live) \$230, (film) \$200; minute spot (live) \$45, (film) \$40; ID \$20. ID Length 10 sec. Specifications 2x2 in. slides. Full screen. 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	249,200	111,400	540,420
Families in Area	69,250	32,140	152,660
No. of Sets	32,238	16,295	59,400
Retail Sales	\$261,111,000	\$115,519,000	\$567,064,000
Income per Family	\$4,400	\$4,200	\$4,343
Income per Capita	\$2,922	\$2,813	\$2,840

WHITEFISH BAY

(Milwaukee County)

WITI-TV

(Target Date, Jan. 1956)

LICENSEE: Independent Televison Inc. Address: 212 W. Wisconsin, Milwaukee.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 63.1 kw, Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 983 ft.; Above ground 1,046 ft.

REPRESENTATIVES: Washington Attorney, Roberts & McInnis; Consulting Engineer, Russell P. May.

PRINCIPAL STOCKHOLDERS: Jack Kahn, pres. (25%); Richard G. Fried, vp. (14%); Sol Kahn, sec. (7%); Lawrence Fleischman, treas. (10%); Max Osnos (owner of WBID-TV Detroit and WTOH-TV Toledo, Ohio) (9%) and others.

EXECUTIVES:

Jack Kahn, pres.

WYOMING

WYOMING MARKET INDICATORS

Total Population, July 1, 1954.....	312,000
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, March 1955.....	79,000
Employed in Agriculture, 1950.....	22,123
Employed in Mining, March 1955.....	8,300
Employed in Manufacturing, March 1955.....	6,200
Employed in Construction, March 1955.....	4,300
Employed in Transportation & Public Utilities, March 1955.....	14,800
Employed in Wholesale & Retail Trade, March 1955.....	16,600
Employed in Finance, Insurance & Real Estate, March 1955.....	2,200
Employed in Service & Miscellaneous, March 1955.....	9,600
Employed in Government Service, March 1955.....	17,000
Retail Sales, 1954.....	\$ 407,637,000
Bank Assets, Jan. 1, 1955.....	\$ 357,288,000
Bank Deposits, Jan. 1, 1955.....	\$ 332,887,000
Major Income Sources, 1953: Agriculture 12.4%; Government 19.1%; Manufacturing Payrolls 6.3%; Trade and Service 25.6%.	
Total Income Payments, 1953.....	\$ 505,000,000
Per Capita Income, 1953.....	\$ 1,650
Total Internal Revenue Collections, 1954.....	\$ 56,595,000
Average Weekly Earnings Manufacturing Workers, March 1955.....	\$ 82.18
Cash Receipts from Farm Marketing, 1954.....	\$ 125,693,000
Government Payments to Farmers, 1954.....	\$ 3,293,000
Value of Mineral Production, 1951.....	\$ 201,838,000
Total New Construction in 1952.....	\$ 83,600,000
New Private Construction in 1952.....	\$ 49,900,000
New Public Construction in 1952.....	\$ 33,700,000
Motor Vehicle Registration, 1954.....	195,563
Number of Telephones, Jan. 1, 1955.....	95,600
Number of Electrical Connections, Jan. 1, 1955.....	102,078
Number of Gas Utilities Connections, 1953.....	49,900

For sources see Foreword. Retail Sales, copyright 1955 Sales Management. Further reproduction unlicensed.

WYOMING MARKET DATA BY COUNTIES

County	Population 1950	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)	(CBS)	(CBS)
					TV Sets 1954	TV % 1954
Albany	19,055	\$22,458	\$ 5,292	\$ 497		
Big Horn	13,176	13,232	2,803	545		
Campbell	4,839	6,450	1,192	211		
Carbon	15,742	18,361	3,673	584		
Converse	5,933	9,100	1,893	249		
Crook	4,738	4,432	959	103		
Fremont	19,580	28,805	6,184	951		
Goshen	12,634	14,583	2,661	344		
Hot Springs	5,250	8,583	2,230	409		
Johnson	4,707	5,928	1,359	120		
Laramie	47,662	63,590	13,079	1,749	5,850	38%
Lincoln	9,023	9,265	2,119	302		
Natrona	31,437	64,515	9,850	1,774		
Niagara	4,701	8,055	1,207	176		
Park	15,182	21,681	4,835	635		
Platte	7,925	9,038	1,975	378		
Sheridan	20,185	25,837	5,973	769		
Sublette	2,481	3,119	492	209		
Sweetwater	22,017	27,070	5,326	805		
Teton	2,593	6,231	1,182	75		
Unita	7,331	8,598	1,666	204		
Washakie	7,252	13,210	2,602	351		
Weston	6,733	12,921	2,853	608		
Yellowstone						
Nat'l Park	353	2,575	45			

Note: For sources see Foreword. Food, drug and retail sales, copyright 1955. Sales Management; further reproduction unlicensed. Counties for which no tv sets or percentage are given had less than 10% ownership and were not new television counties when figures were compiled in 1954. Set and per cent figures from CBS-TV Research.

CHEYENNE

(Laramie County)

KFBC-TV (Parent Station of Satellite KSTF (TV) Scottsbluff, Neb.)

LICENSEE: Frontier Bcstg. 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: DuM. Antenna Make: RCA. Height: Above average terrain 620 ft.; Above ground 483 ft.

OPERATION: Began March 21, 1954. Hours, 5-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.

SERVICES: One studio (40x100 ft.). Two RCA camera chains. Two RCA film cameras. Two RCA film projectors. One RCA slide projector. News Service, UP.

PRINCIPAL STOCKHOLDERS: William C. Grove (12.8%), Tracy S. McCracken and wife (8.84%), Raymond F. List (3.69%), W. A. Corson (12.4%), D. E. Woodson (3.29%), A. E. Stoddard (6.19%), O. B. Koerfer (2.56%), F. H. Rickertson (4.45%), Cheyenne Newspapers Inc. (38.82%); and others. Licensee is parent station of satellite KSTF (TV) Scottsbluff, Neb. Cheyenne Newspapers, 47% owned by McCracken family, publish Cheyenne Eagle and State Tribune, Laramie Bulletin and Republican Boomerang, Rawlins Times (KRAL), Rock Springs Rocket (KVRS), Worland Northern Wyoming News. Mr. Grove is majority stockholder in KSID Sidney, Neb.

EXECUTIVES:

Robert S. McCracken, pres. Joyce W. Pratt, prog. dir.
William C. Grove, gen. mgr. Robert Pfannenschmidt, ch. eng.
Charles P. Cahill, com. mgr. & film buy. D. E. Allen, prom. mgr.
Kirk Knox, news ed.

RATE INFORMATION: Class A one hour (film) \$150; minute spot (film) \$30; ID \$15. ID Length 8 sec. Frequency discounts. Rate Card No. 1.

NOTE: KSTF (TV) Scottsbluff, Neb., at no extra cost, will be sold in combination with parent station KFBC-TV.

ALASKA

ANCHORAGE

KENI-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: P. O. Box 939. Phone: 5-2201.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 8:13 kw. Operating Pow.: Visual 13.5 kw, Aural 8:13 kw. Transmitter: Composite. Antenna Make: Composite. Height: Above average terrain 40 ft.; Above ground 150 ft.

OPERATION: Began Oct. 15, 1953. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, NBC. Station, Am, KENI.

REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, Seattle (West Coast); Washington Attorney, Fisher, Wayland Duvall & Southmayd.

PRINCIPAL STOCKHOLDERS: Lathrop Co. (74.99%); Richard Rollins (19.09%) and others. Licensee also owns KFAR-AM-TV Fairbanks, KJNO Juneau and KABI Ketchikan.

EXECUTIVES:

A. G. Cooley, pres. Richard Randlett, prod. dir.
A. O. Bramstedt, gen. mgr. Dave Hassinger, opr. sup.
Jack D. Ellison, sta. mgr. Edward Wasey, ch. eng.
James Duncan, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. KENI-TV-KFAR-TV combination rate double single station rate less 15%. 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.

KTVA (TV)

LICENSEE: Northern Television Inc. Address: Fourth & Denali Sts. 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: DuM. Antenna make: GE. Height: Above average terrain 130 ft.; Above ground 230 ft.

OPERATION: Began Dec. 11, 1953. Hours: 3:30-11:30 p.m.
AFFILIATION: Tv Networks, C3S DTN.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales Corp.; Washington Attorney, Miller & Schroeder; Consulting Engineer Jack M. Walden.
SERVICES: One studio 12x18 ft. One GE camera chain. One GE film camera. Two GE film projectors. One 35mm slide projector. One GE Balop slide-opaque projector. News Services AP, INS.
PRINCIPAL STOCKHOLDERS: A. G. Hiebert (17.13%), Jack M. Walden (4.19%), William J. Wagner (10.35%), M. B. Kirkpatrick (5.17%), B. J. Gottstein (2.58%) and others. Licensee also owns KTVF (TV) Fairbanks. Mr. Wagner owns KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka, all Alaska.

EXECUTIVES:
 A. G. Hiebert, pres. & gen. mgr. Jack M. Walden, ch. eng.
 Hal Knutson, prog. dir. Del Malkie, news ed.
RATE INFORMATION: Class A one hour (live) \$200, (film) \$150; minute spot (live) \$30, (film) \$38.50; ID \$15. ID Length 8 sec., 10 sec. Full and share screen. Frequency discounts from 2.5% for 13 times up to 20% for 260 times. Rate Card No. 1.

FAIRBANKS

KFAR-TV

LICENSEE: Midnight Sun Bcstg. Co. Address: Lathrop Bldg. Phone: 2126.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 0 ft.; Above ground 200 ft.

OPERATION: Began March 1, 1955. Hours: 4-11 p.m.
AFFILIATION: Tv Networks, ABC, CBS, NBC. Station, Am, KFAR.
REPRESENTATIVES: Sales, James C. Fletcher Jr., New York; Del Day, Seattle (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.
SERVICES: One studio (15x30 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. One Gray Telop opaque projector. News Service, AP, Library, Studio.

PRINCIPAL STOCKHOLDERS: Same as KENI-AM-TV Anchorage.
EXECUTIVES:
 Austin Cooley, pres. John Miller, prog. dir.
 Alvin O. Bramstedt, gen. mgr. Charles M. Gray, ch. eng.
 Don McCune, sta. mgr. Mirem Kinsey, film buy.
 Bob Johnson, com. mgr. Max Moore, news ed.
RATE INFORMATION: Class A one hour (live) \$150, (film) \$150; minute spot (live) \$30, (film) \$30; ID \$15. ID Length 8 sec. Share screen. Frequency discounts from 5% for 13 times up to 25% for 260 times. KENI-TV—KFAR-TV combination rate double single station rate less 15%. Rate Card No. 1.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population—Civilian	23,000	7,000	35,000
Military	12,000	9,000	25,000
Families in Area	9,000
No. of Sets	5,000
Retail Sales	\$47,000,000
Income per Family	\$5,800
Income per Capita	\$1,600

KTVF (TV)

LICENSEE: Northern Television Inc. Address: P.O. Box 287. Phone: 2468.
FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 5.5 kw. Operating Pow.: Visual 11 kw, Aural 5.5 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain —50 ft.; Above ground 158 ft.

OPERATION: Began Feb. 17, 1955. Hours: 5-11 p.m.
AFFILIATION: Tv Networks, CBS, DTN.
REPRESENTATIVES: Sales, Alaska Radio-Tv Sales Corp.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.
SERVICES: One studio (17x24 ft.). One GE camera chain. One GE film camera. Two GE film projectors. One GE slide projector. One GE opaque projector. One film processing unit. News Services, AP, INS.

PRINCIPAL STOCKHOLDERS: Same as KTVA (TV) Anchorage.
EXECUTIVES:
 A. G. Hiebert, pres. & film buy. William J. Hunt, com. mgr.
 Walter A. Welch, gen. mgr., Milton J. Lovos, ch. eng.
 prog. dir. & news ed. Val Greuel, prom. mgr.
RATE INFORMATION: Class A one hour \$135, minute spot \$27; ID \$13.50. ID Length 10 sec. Frequency discounts from 2 1/2% for 13 times up to 20% 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.

HILO
(Hawaii County)

KHBC-TV (Satellite of KGMB-TV HONOLULU)

LICENSEE: Hawaiian Bcstg. System Ltd. Address: 1534 Kapiolani Blvd., Honolulu T. H. Postal Zone: 14. Phone: (Honolulu) 9-2011.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 1 kw, Aural 0.5 kw. Operating Pow.: Visual 1 kw, Aural .5 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —290 ft.; Above ground 258 ft.
OPERATION: Began May 15, 1955. Hours: 6:15 a.m.-10:20 p.m. (Mon.-Thurs.), 6:15 a.m.-11:45 p.m. (Fri.), 3:45-11 p.m. (Sat.), 2-10:30 p.m. (Sun.).

AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.
REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Coher & Wearn.
PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu.
SERVICES, EXECUTIVES, RATE INFORMATION: See KGMB-TV Honolulu.

HONOLULU
(Honolulu County)

KGMB-TV (Parent Station of Satellites KHBC-TV HILO, KMAU WAILUKU)

LICENSEE: Hawaiian Bcstg. System Ltd. Address: 1534 Kapiolani Blvd. Postal Zone: 14. Phone: 9-2011.
FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 83.2 kw. Operating Pow.: Visual 105 kw, Aural 83.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —150 ft.; Above ground 338 ft.

OPERATION: Began Dec. 1, 1952. Hours: 6:15 a.m.-10:30 p.m.
AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.
SALES REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.
SERVICES: Two sound stage studios (40x90 ft. and 25x50 ft.). Four camera chains. Two RCA 16mm film cameras. Two 35mm slide projectors. One rear screen projector. One Balop projector. RCA microwave equipment for remote telecasting.

PRINCIPAL STOCKHOLDERS: Consolidated Amusement Co. (68.72%), Honolulu Star-Bulletin (24.55%), Corp. of President, Church of Jesus Christ of Latter Day Saints (Mormon) (6.73%). Licensee also owns KHBC-AM-TV Hilo, and KMAU (TV) Wailuku, both T.H. For Mormon church holdings, see KSL-TV Salt Lake City.

EXECUTIVES:
 J. Howard Worrall, pres. Robert Costa, prog. dir. & film buy.
 C. Richard Evans, vp. & gen. mgr. Dan Hunter, ch. eng.
 Ralph C. Davison Jr., sls. mgr. John T. Quinlan, prom. dir.
 Melvin B. Wright, natl. sls. acct. exec. Wayne Collins, news ed.
RATE INFORMATION: Class A one hour (live) \$405, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 13 times up to 30% for 312 times. Rate Card No. 3.

NOTE: Rates include Satellite operation of KHBC Hilo and KMAU Wailuku.

KONA (TV)

LICENSEE: Radio Honolulu Ltd. Address: 206 Koula St. Postal Zone: 13. Phone: 6-2366.
FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Operating Pow.: Visual 35 kw, Aural 17 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain —160 ft.; Above ground 337 ft.

OPERATION: Began Dec., 1952. Hours: noon-11:30 p.m.
AFFILIATION: Tv Network, NBC.
REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.
SERVICES: One studio (57x53 ft.). Two GE camera chains. Two GE film cameras. Two GE film projectors. Two slide projectors. News Service, INS.

PRINCIPAL STOCKHOLDERS: Advertiser Publishing Co. (Honolulu Advertiser-KGU) (50%), Island Broadcasting Co. (J. Elroy McCaw and John D. Keating) (50%). For Messrs. McCaw and Keating interests, see KTVW (TV) Seattle, Wash.

EXECUTIVES:
 John D. Keating, pres. & gen. mgr. Trent Christman, prog. dir.
 James A. Wethington, com. mgr. Lawrence Trombly, ch. eng.
RATE INFORMATION: Class A one hour (live) \$450, (film) \$300; minute spot (live) \$81, (film) \$60; ID \$30. ID Length 10 sec. Frequency discounts from 5% for 13 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	300,000	350,000	480,000
Families in Area	90,000	105,000	144,000
No. of Sets	55,000	65,000	75,000
Retail Sales	\$450,000,000	\$500,000,000	\$550,000,000
Income per Family	\$7,500	\$7,000	\$6,500

HONOLULU (Cont.)

KULA-TV

LICENSEE: Pacific Frontier Bcs'g. Co. Ltd. Address: 1290 Ala Moana Blvd. Postal Zone: 6. Phone: 6-3666.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain —130 ft.; Above ground 365 ft.

OPERATION: Began April 16, 1954. Hours, 5-11 p.m.

AFFILIATION: Tv Networks, ABC, DTN. Station, Am, KULA.

REPRESENTATIVES: Sales, Adam Young Television Corp.; Washington Attorney, Haley, Doty & Wollenberg.

SERVICES: One studio (70x40 ft.). Two DuMont camera chains. One Bodde rear screen projector. One DuMont film scanner. Two DuMont slide projectors. One DuMont opaque projector. News Service, AP.

PRINCIPAL STOCKHOLDERS: American Bcstg. Stations (WMT-AM-TV Cedar Rapids, Iowa) (41.6%); KJBS Bcstrs. (KJBS San Francisco) (33 1/3%); Jack A. Burnett (10%) and others. WMT stations and KJBS are owned by William B. Dolph, Herbert L. Pettey and associates.

EXECUTIVES:

Herbert L. Pettey, pres.	Ronald T. Miyahira, ch. eng.
Jack Burnett, gen. mgr. & film buy.	Paul Yamamoto, prom. mgr.
Arthur C. Sprinkle, asst. mgr.	Ted Scott, news ed.
Bob Sevey, prog. dir.	

RATE INFORMATION: Class A one hour (live) \$300, (film) \$250; minute spot (live) \$75, (film) \$60; ID \$30 ID Length 10 sec. Share screen. Frequency discounts up to 25%.

MARKET INFORMATION: Population, 450,000; Families in Area, 110,000; No. of Sets, 75,000; Retail Sales, \$1,000,000,000; Income per Family, \$7,198.

WAILUKU

(Maui County)

KMAU (TV) (Satellite of KGMB-TV HONOLULU)

LICENSEE: Hawaiian Bcstg. System Ltd. Address: 1534 Kapiolani Blvd., Honolulu, T.H. Postal Zone: 14. Phone: (Honolulu) 9-2011.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 5.89 kw, Aural 4.7 kw. Operating Pow.: Visual 5.89 kw, Aural 4.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 5,960 ft.; Above ground 74 ft.

OPERATION: Began April 24, 1955. Hours, 6:15 a.m.-10:20 p.m. (Mon.-Thurs.), 6:15 a.m.-11:45 p.m. (Fri.), 3:45-11 p.m. (Sat.), 2-10:30 p.m. (Sun)

AFFILIATION: Tv Network, CBS. Stations, Am, KGMB & KHBC.

REPRESENTATIVES: Sales, Free & Peters Inc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivere, Cohen & Wearn.

PRINCIPAL STOCKHOLDERS: See KGMB-TV Honolulu.

SERVICES, EXECUTIVES, RATE INFORMATION: See KGMB-TV Honolulu.

KMVI-TV (Satellite of KONA (TV) HONOLULU)

(Target Date, Unknown)

LICENSEE: Maui Pub. Co. Address: P.O. Box 374, Wailuku, Maui.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 15.1 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 5,940 ft.; Above ground 100 ft.

AFFILIATION: Station, Am, KMVI.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lawrence Trombley.

PRINCIPAL STOCKHOLDERS: J. Walter Cameron, pres. (41.7%); Maui Pineapple Co. (41.2%); Katului Railroad Co. (8.4%).

MAYAGUEZ

(Mayaguez County)

WORA-TV

(Target Date, Sept. 1955)

LICENSEE: Radio Americas Corp. Address: 1150 Guanajibo Ave. Phone: 1150.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 1.48 kw, Aural .891 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,990 ft.; Above ground 141 ft.

EQUIPPED TO COLORCAST network programs, local live programs, local films, local slides.

OPERATION: Hours, 3-11 p.m.

AFFILIATION: Tv Networks, ABC, CBS, DTN, NBC. Station, Am, WORA. Market information in station listings is furnished by station and any inquiries should be directed to that source. Data in listings is corrected to Aug. 1. For full list of abbreviations and sources of county and state market data see Foreword.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George Mayoral.

SERVICES: Two studios (20x30 ft. 10x15 ft.). RCA camera chains, rear screen projector, film cameras, film projector, slide projector, scanner, opaque projector, film processing unit.

PRINCIPAL STOCKHOLDERS: Alfred R. deArellano Jr. (93.6%), also owns 34.4% of WPRP Ponce (P.R.) Purchase of 30% interest by Supreme Bcstg. Co. (WJMR-AM-TV New Orleans) pending.

EXECUTIVES:

Alfredo R. de Arellano Jr., pres. Reinaldo M. Dupont, asst. mgr.

MARKET INFORMATION: Population, 1,000,000; Families in Area, 200,000; Estimated No. of Sets, 10,000.

SAN JUAN

(San Juan County)

WAPA-TV

LICENSEE: Ponce de Leon Bcstg. Co. Address: 357 Ponce de Leon. Phone: 3-3008.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Transmitter: RCA. Antenna Make: GE. Height: Above average terrain 221 ft.; Above ground 260 ft.

OPERATION: Began May 5, 1954.

AFFILIATION: Tv Network, ABC, DTN, NBC. Station, Am, WAPA.

REPRESENTATIVES: Sales, Caribbean Networks Inc.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Commercial Radio Equipment Co.

SERVICES: Three studios designed for conversion into one large studio. Two 16mm film projectors. One Gray slide projector. One RCA 16mm film camera. Four camera chains. One rear screen projector.

PRINCIPAL STOCKHOLDERS: Jose Ramon Quinones (83%); Goar Mestre and associates (CMQ-TV Havana) (17%).

EXECUTIVES:

Jose Ramon Quinones, pres.	Luis Dominguez, prod. mgr.
Delfin Fernandez, gen. mgr.	Walter Quinn, tech. dir.
Camilo Fraticelli, gen. sls. mgr.	Howard Hayes, ch. eng.
Jose A. Alvarez, com. mgr.	Jose E. Viguie, film ed.
Jose E. Franco, prog. dir.	

RATE INFORMATION: Class A one hour \$200; minute spot \$50; ID \$15. ID Length 10 sec. Share screen. Frequency discounts. Rate Card No. 2.

WKAQ-TV

LICENSEE: El Mundo Inc. Address: P. O. Box 1072. 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: GE. Antenna Make: GE. Height: Above average terrain 1,270 ft.; Above ground 284 ft.

OPERATION: Began March 28, 1954. Hours, 3-11:30 p.m.

AFFILIATION: Tv Network, CBS. Station, Am, WKAQ.

REPRESENTATIVES: Sales, Inter-American Publications Inc.; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

SERVICES: Five studios (two 60x60 ft., three 30x60 ft.). Nine GE camera chains. One Trans-Lux three-screen rear screen projector. Two GE film cameras. Two GE film projectors. Two slide projectors, one Gray Telop slide-opaque projector. One Houston-Fearless film processing unit. One Lynn Truck, GE mobile unit.

PRINCIPAL STOCKHOLDER: Angel Ramos, Publisher of El Mundo.

EXECUTIVES:

Angel Ramos, pres. & film buy.	Jose de San Anton, prog. dir.
R. Delgado Marquez, gen. mgr.	Jack H. Tudor, ch. eng.
Jorge L. Rivero, com. mgr.	Evelio Otero, news ed.

RATE INFORMATION: Class A one hour \$300; minute spot \$65; ID \$25. ID Length 10 sec. Frequency discounts. Rate Card No. 2.

WUTV (TV)*

(Target Date, Jan. 1956)

(*Non-Commercial Educational)

LICENSEE: Dept. of Education of Puerto Rico. Address: San Juan, P. R.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,120 ft.; Above ground 485 ft.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum.

EXECUTIVES:

Mariano Villaronga, sec. of education.

WAPA-TV

CHANNEL 4

SAN JUAN, PUERTO RICO

WAPA-TV gives you Island-wide coverage with 56,200 watts (ERP).

And WAPA-TV delivers more television homes per dollar.

Down-to-earth rates plus excellent programming make WAPA-TV THE buy for every advertiser.

NBC — ABC — DuMont — CMQ Affiliates

Jose Ramon Quinones, President

PONCE DE LEON BROADCASTING CO., INC. OF PUERTO RICO

San Juan, Puerto Rico

Sales Office:

CARIBBEAN NETWORKS, INC.

200 West 57th Street, New York 19, N. Y.

TELEVISION STATIONS AND MARKET DATA FOR THE DOMINION OF CANADA

ALBERTA CALGARY

CHCT-TV

LICENSEE: Calgary Television Ltd. Address: 955 Rideau Rd. Phone: 447471.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 16.5 kw, Aural 8 kw. Transmitter: GE. Antenna Make: GE. Height: above average terrain 989 ft.; Above ground 670 ft.

OPERATION: Began Oct. 8, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBC, CBS, DTN, NBC. Stations, Am, CFCN & CFAC.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: One studio (50x60 ft.). One GE camera chain. One GE film camera. Two GE 16mm film projectors. Two Gray slide projectors. One GE opaque projector. News Service, Canadian Press. Library, World, Telescriptions.

PRINCIPAL STOCKHOLDERS: H. G. Love (Radio Station CFCN, Western Printing and Litho Co.) (30%); Fred Shaw (Radio Station CKXL) (30%); Calgary Herald (18%); All Canada Rep (12%).

EXECUTIVES:

H. G. Love, pres. Richard Carson, opr. mgr.
Herbert S. Stewart, mgr. & Lee Crawley, ch. eng.
film buy.

RATE INFORMATION: Class A one hour (live) \$250; (film) \$250; minute spot (live) \$62.50; (film) \$62.50; ID \$37.50. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MARKET INFORMATION: Population, 322,400; Families in Area, 92,900; No. of Sets, 17,345; Retail Sales, \$365,920,396; Income per Family, \$4,265; Income per Capita, \$1,234.

EDMONTON

CFRN-TV

LICENSEE: Sunwapta Bcstg. Co. Ltd. Address: CPR Bldg. Phone: 2-2101.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 27.4 kw, Aural 13.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 488 ft.; Above ground 488 ft.

OPERATION: Began Oct. 17, 1954. Hours, 4:30-11 p.m.

AFFILIATION: Tv Network, A3C, CBC, CBS, DTN, NBC. Stations, Am, CFRN. Fm, CFRN-FM.

REPRESENTATIVES: Sales, Radio Representatives Ltd., Adam Young Television Corp., Harlan G. Oakes (California only); Consulting Engineer, C. G. E. Co.

SERVICES: One studio (40x49 ft.) and announce booth. One Pye field camera chain. One GE film camera. Two GE film projectors. Two slide projectors. One GE opaque projector. Morse tank and Polaroid film processing equipment. News Services, Broadcast News. Library, A.&F., Telepix.

PRINCIPAL STOCKHOLDER: G. R. A. Rice (100%).

EXECUTIVES:

G. R. A. Rice, pres. & gen. mgr. Frank Makepeace, ch. eng.
Bruce D. Alloway, com. mgr. Isobel McDonald, prom. mgr.
Sid Lancaster, prog. dir. & Don Brinton, news ed.
film buy.

RATE INFORMATION: Class AA minute spot \$65; ID \$40. Class A one hour \$260; minute spot, \$50; ID \$25. ID Length 8 sec. Specifications 2x2 in. transparency, 3x4 in. opaque. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 500,587; Families in Area, 131,401; No. of Sets, 18,000; Retail Sales, \$512,226,517; Income per Family, \$4,320; Income per Capita, \$1,173.

LETHBRIDGE (Target Date, Nov. 1955)

CJOC-TV

LICENSEE: Lethbridge Television Ltd. Address: 1015 3rd Ave. S.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 102.8 kw, Aural 57.5 kw. Transmitter: Standard. Antenna Make: Alford. Height: Above average terrain 668 ft.; Above ground 635 ft.

AFFILIATION: Tv Network, CBC. Stations, Am, CJOC.

REPRESENTATIVES: Sales, All-Canada Television, Weed Television.

PRINCIPAL STOCKHOLDERS: CJOC and Lethbridge Herald, equal owners.

EXECUTIVES:

H. P. Buchanan, pres. Norm Botterill, gen. mgr.

RATE INFORMATION: Class A one hour \$160; Minute Spot \$40. Frequency discounts.

MARKET INFORMATION: Population, 159,100; Families in Area, 44,400; Retail Sales, \$154,685,000; Income per Family, \$4,381; Income per Capita, \$1,239.

BRITISH COLUMBIA VANCOUVER

CBUT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 701 Hornby St. Phone: Marine 6121.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 89.4 kw, Aural 47.8 kw. Operating Pow.: Visual 47.6 kw, Aural 25.4 kw. Transmitter: Marconi. Antenna Make: Marconi. Height: Above average terrain 2,400 ft.; Above ground 190 ft.

OPERATION: Began Dec. 16, 1953. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBC. Stations, Am, CBU. Fm, CBU-FM.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: One studio (60x80 ft.). Five camera chains. One film camera. Two film projectors. Two slide projectors. One mobile unit. News Service, Canadian Press.

EXECUTIVES:

Peter McDonald, tv dir. R. L. Elson, newsreel ed.
M. L. Munroe, prog. dir. Don Lytle, film dir.
R. Whiteside, tech. dir.

RATE INFORMATION: Class AA minute spot \$100; ID \$60. Class A one hour \$400; minute spot, \$80; ID \$40. ID Length 8 sec. Full screen. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate Card No. 5.

MARKET INFORMATION: (Total Including Fringe Area); Population, 885,600; Families in Area, 283,550; No. of Sets, 92,000.

MANITOBA BRANDON

CKX-TV

LICENSEE: Western Manitoba Bcstrs. Ltd. Address: Victoria Ave. W., at 30th St. Phone: 5393.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 19.3 kw, Aural 9.65 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 259 ft.; Above ground 306 ft.

OPERATION: Began Jan. 28, 1955.

AFFILIATION: Tv Network, CBC. Station, Am, CKX.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

Since the inception of Canadian TV in September, 1952, Canada has experienced proportionately the fastest growth of population coverage by TV of any country in the world. As of August 1st, 1955, the CBC Television Network, including CBC-owned stations and privately-owned affiliates, was serving 1,500,000 television homes in twenty-seven major market areas from coast to coast.

Additional stations will soon be on the air . . . in Jonquieres and Sherbrooke, P.Q., Charlottetown, P.E.I., Wingham, Ontario and Lethbridge, Alberta. New stations in Timmins, Ontario and North Bay, Ontario have also been licensed.

75% of the Canadian population is now within the service range of television stations . . . and of this number, 50% have television sets.

More live television programs are now produced in Canada than in any country other than the United States.

Canada is second in the world in the number of TV stations and second in the proportion of the public who watch television.

The CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the effective use of Canadian network television, and in the creation and production of Canadian talent programs, both French and English.



CANADIAN BROADCASTING CORPORATION

Commercial Division

354 Jarvis Street, Toronto 5, Ontario
1425 Dorchester St. W., Montreal, P.Q.

STATIONS OF THE CBC TELEVISION NETWORK

atlantic region:

CJON-TV St. John's, Nfld.
CBHT Halifax, N.S.
CJCB-TV Sydney, N.S.
CKCW-TV Moncton, N.B.
CHSJ-TV Saint John, N.B.

prairie region:

CBWT Winnipeg, Man.
CKX-TV Brandon, Man.
CKCK-TV Regina, Sask.
CFQC-TV Saskatoon, Sask.
CHCT-TV Calgary, Alta.
CFRN-TV Edmonton, Alta.

mid-eastern region:

CBLT Toronto, Ont.
CHEX-TV Peterborough, Ont.
CKWS-TV Kingston, Ont.
CBOT Ottawa, Ont.
CBMT Montreal, P.Q.
CHCH-TV Hamilton, Ont.
CKCO-TV Kitchener, Ont.
CFPL-TV London, Ont.
CKLW-TV Windsor, Ont.
CKVR-TV Barrie, Ont.
CKSO-TV Sudbury, Ont.
CJIC-TV Sault Ste. Marie, Ont.
CFPA-TV Part Arthur, Ont.

pacific region:

CBUT Vancouver, B.C.

quebec region: (french)

CBFT Montreal, P.Q.
CBOFT Ottawa, Ont.
CFCM-TV Quebec, P.Q.
CJBR-TV Rimouski, P.Q.

BRANDON (Cont.)

CKX-TV (Cont.)

SERVICES: One studio (45x40 ft.) and announce booth. One GE camera chain. One GE film camera. Two GE film projectors. One slide projector. News Services, BUP, Broadcast News.

EXECUTIVES:

J. B. Craig, pres. & gen. mgr. E. H. Davies, ch. eng.
Archie Olson, com. mgr. J. K. Struthers, news ed.
Douglas A. Lee, prog. dir.

RATE INFORMATION: Class A one hour \$150; minute spot \$33; ID \$18. ID Length 8 sec. Rate Card No. 1.

MARKET INFORMATION: Population, 140,600; Families in Area, 41,000. No. of Sets, 8,131; Retail Sales, \$114,180,000; Income per Family, \$3,750; Income per Capita, \$1,011.

WINNIPEG

CBWT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 541 Portage Ave. Phone: 742-541.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 196 ft.; Above ground 203.4 ft.

OPERATION: Began May 31, 1954. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBC. Station, Am, CBW.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: One studio (36x55 ft.). Four camera chains. One film camera. Two film projectors. Two slide projectors. One mobile unit. News Service, Canadian Press.

EXECUTIVES:

W. F. Carpentier, dir. H. C. Heywood, tech. dir.
G. W. Atkinson, prog. dir. Grace Brown, film dir.

RATE INFORMATION: Class AA minute spot \$80; ID \$48. Class A one hour \$320; minute spot \$64; ID \$32. ID Length 8 sec. Share screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 4.

MARKET INFORMATION: (Total Including Fringe Area): Population, 447,800; Families in Area, 122,910; No. of Sets, 46,000.

NEW BRUNSWICK

MONCTON

CKCW-TV

LICENSEE: Moncton Bcstg. Ltd. Address: Knights of Pythias Bldg. Phone: 4-9601.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw, Aural 3 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 990 ft.; Above ground 350 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1954. 3:30 p.m.-12:30 a.m.

AFFILIATION: Tv Network, CBC. Station, Am, CKCW.

REPRESENTATIVES: Sales, Horace N. Stovin & Co.; Adam Young Television Corp.

SERVICES: One studio (30x50 ft.). One RCA camera chain. One TSC rear screen projector. Two motion picture film cameras, Bolex, Bell & Howell. Two RCA film projectors. One Gray slide projector. News Services, BUP, BN, Radio Press.

PRINCIPAL STOCKHOLDERS: F. A. Lynds, Dr. C. H. Blakeny, C. E. Leger, R. M. Palmer, C. L. Peters.

EXECUTIVES:

F. A. Lynds, pres. & gen. mgr. Arnold Brewster, ch. eng.
J. S. Irvine, com. mgr. W. Hutton, news ed.
H. Button, prog. dir.

RATE INFORMATION: Class A one hour (live) \$235, (film) \$200; minute spot (live) \$47, (film) \$40; ID \$20. ID Length 8 sec. Specifications 2x2 in. slides. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 364,100; Families in Area, 91,400; No. of Sets, 14,900; Retail Sales, \$222,676,000.

Lionel says:

"We get so many letters from sales-happy sponsors, we take them for granted. Look at this for example:

"Dear Lionel:

Please take this letter as your authority to continue our program.

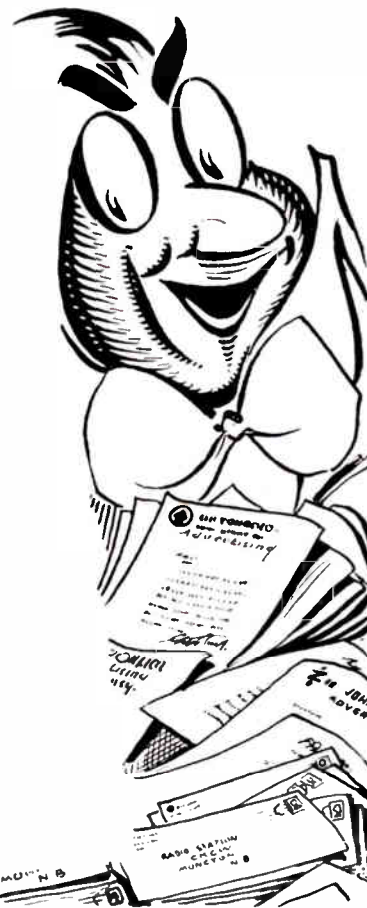
We wish to take this opportunity of thanking you for your co-operation in putting on our show. The results have astounded us, as we closed seven contracts in the past week, and each of these was a direct result of our TV program.

We feel that our investment in this program is certainly paying dividends.

Yours very truly,

L. C. Russell.

President,
Russell Construction Ltd."



CKCW-TV
MONCTON NEW BRUNSWICK

The Hub of the Maritimes

REPS: STOVIN IN CANADA; ADAM YOUNG IN U.S.A.

ST. JOHN

CHSJ-TV

LICENSEE: New Brunswick Bcstg. Co. Ltd. Address: 14 Church St. Phone: 3-3304.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 100 kw, Aural 50 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 1,200 ft.; Above ground 1,560 ft.

OPERATION: Began March 22, 1954. Hours, 4 p.m.-12:30 a.m.

AFFILIATION: Tv Network, CBC. Station Am, CHSJ.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: Two studios. One Pye camera chain. Two GE film cameras. Two GE film projectors. One GE Balop projector, two slide projectors.

EXECUTIVES:

T. F. Drummie, pres. J. G. Bishop, ch. eng.
George A. Cromwell, gen. mgr. Fred Blizzard, film buy.
Dennis Townsend, prog. dir. Mary H. Nagle, prom. mgr.

RATE INFORMATION: Class A one hour (live) \$250; minute spot (live) \$67, (film) \$55; ID \$28. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

MARKET INFORMATION: Population, 395,840; Families in Area, 102,177; No. of Sets, 24,000; Retail Sales, \$272,725,000; Income per Family \$3,442; Income per Capita, \$914.

NEWFOUNDLAND

ST. JOHN'S

CJON-TV

LICENSEE: Newfoundland Bcstg. Co. Ltd. Address: Prince of Wales St. Phone: 7105.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 21.04 kw, Aural 11 kw. Height: Above average terrain 359 ft.; Above ground 594 ft.

OPERATION: Began July 1955.

AFFILIATION: Tv Network, CBC CBS. Station, Am, CJON.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: Two studios (45x70 ft. and 75x120 ft.). Two RCA camera chains, Zoomar lens. Two RCA 16mm film projectors. One RCA slide-opaque projector 3/4x4 in. Two Gray 2x2 in. slide projectors. Two Bell & Howell 16mm silent motion picture cameras. News Services, Broadcast News, Canadian Press.

EXECUTIVES:

Geoff W. Stirling, pres. & bus. mgr. Oscar Hierhiley, ch. eng.
F. Dawe, sls. mgr. E. Davis, traffic mgr.
Don Jamieson, vp. & prcg. mgr. B. Walsh, news mgr.
Art Harnett, prod. dir. Muriel McKay, women's ed.
Greg Bonner, children's ed.

RATE INFORMATION: Class A one hour \$200; minute spot \$45; ID \$23. ID Length 8 sec. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION: Population 223,600; Retail Sales, \$111,976,000; Income per Family, \$2,855; Income per Capita, \$560.

NOVA SCOTIA

HALIFAX

CBHT (TV)

LICENSEE: Canadian Bcstg Corp. Address: 100 Sackville St.. Phone: 3-6188.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 56.2 kw, Aural 33.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 692 ft.; Above ground 446 ft.

OPERATION: Began Dec. 20, 1954. Hours 1:30 p.m.-midnight.

AFFILIATION: Tv Network, CBC CBS. Stations, Am, CBH.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: One studio (40x60 ft.). Five camera chains. Two film cameras. Three film projectors. Two slide projectors. One Pye mobile unit. News Service, Canadian Press.

BROADCASTING • TELECASTING

EXECUTIVES:

G. F. Brickenden, dir. Bert Wilson, prom. & information rep.
Donald G. LeBlanc, com. rep. John Maydew, news ed.
J. Simonsen, tech. dir.
Herman Noelle, film dir.

RATE INFORMATION: Class AA minute spot \$55; ID \$33. Class A one hour (live) \$220, (film) \$220; minute spot (live) \$44, (film) \$44; ID \$22. ID Length 8 sec. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 3.

MARKET INFORMATION: Population, 278,000; Families in Area, 72,370; No. of Sets, 12,000.

SYDNEY

CJCB-TV

LICENSEE: Cape Breton Bcstrs. Ltd. Address: Radio Bldg. Phone: 5596.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 399 ft.; Above ground 300 ft.

OPERATION: Began Oct., 1954.

AFFILIATION: Tv Network, CBC. Stations, Am, CJCB. Fm, CJCB-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: Two studios (75x38 ft. and 35x40 ft.). Two DuMont camera chains. Two DuMont flying spot scanners. Two DeVry 16mm film projectors. DuMont opaque projector. Two TelePrompters. RCA special effects amplifier. News Service, Broadcast News. Library, Lang-Worth, RCA Thesaurus.

EXECUTIVES:

J. Marven Nathanson, pres. Muriel McLean, prog. dir.
& gen. mgr. R. J. Norton, ch. eng.
Mrs. M. C. McQuarrie, com. mgr.

RATE INFORMATION: Class A one hour \$240; minute spot \$50; ID \$28. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MARKET INFORMATION: Population, 297,000; Families in Area, 69,500; No. of Sets, 16,588; Retail Sales, \$163,382,000; Income per Family, \$2,636; Income per Capita, \$612.

ONTARIO

BARRIE

CKVR-TV

(Target Date, Sept. 15, 1955)

LICENSEE: Ralph Snelgrove Television Ltd. Address: P. O. Box 67. Phone: 5585.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 14 kw, Aural 7 kw. Operating Pow.: Visual 14 kw, Aural 7 kw. Transmitter: GE. Antenna Make: Stainless. Height: Above average terrain 369 ft.; Above ground 175 ft.

OPERATION: Hours, 4-11:15 p.m.

AFFILIATION: Tv Networks, CBC, CBS. Station, Am, CKBB.

REPRESENTATIVES: Sales, Paul Mulvihill & Co., Adam Young Television.

SERVICES: One studio (36x60 ft.). One camera chain. RCA film camera. Two RCA film projectors. One Gray Telop projector. Film processing unit. News Service, Canadian Press.

EXECUTIVES:

Ralph Snelgrove, pres. & gen. mgr. Jack Mattenley, ch. eng.
Charles Tierney, sls. mgr.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$240; minute spot (film) \$48; ID \$24. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION:

	(A & B Areas)	(Fringe Area)
Population	227,000	250,000
Families in Area	60,000	70,000
No. of Sets	15,000	40,000

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ONTARIO (Cont.)

HAMILTON

CHCH-TV

LICENSEE: Niagara Television Ltd. Address: 163 Jackson St. W. Phone: Jackson 2-1121.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 42.9 kw, Aural 25.75 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 540 ft.; Above ground 536 ft.

OPERATION: Began June 7, 1954.

AFFILIATION: Tv Network, CBC. Stations, Am, CHML. Fm, CJSH-FM.

REPRESENTATIVES: Sales, All-Canada Television; Adam Young Television.

SERVICES: Four studios (50x50x18 ft., 30x15x14 ft., 12x11x11 ft. and 4,000-seat forum studio 200x80x30 ft.). Three RCA camera chains. Two RCA film cameras. Two Eastman 16mm film projectors. One Gray slide projector. One Gray Telop projector. One RCA mobile unit, microwave link. Two TelePrompters. One RCA special effects generator. Film processing. News Services, Canadian Press, UP.

EXECUTIVES:

Kenneth D. Sobles, pres. & gen. mgr.	S. J. Hebscher, film buy.
S. J. Bibby, asst. mgr.	R. D. MacDonald, prom. dir.
J. R. Peters, com. mgr.	Dave Rogers, news ed.
J. S. Purvis, prog. dir.	T. J. Sutton, prod. mgr.
W. E. Jeynes, ch. eng.	

RATE INFORMATION: Class A one hour (film) \$400; minute spot (live) \$110, (film) \$90; ID \$40. ID Length 8 sec. Share screen. Frequency discounts for programs of 15 min. or more duration. Rate Card No. 1.

MARKET INFORMATION: Population, 2,188,500; Families in Area, 622,500; No. of Sets, 347,215; Retail Sales, \$2,097,077,000; Income per Family, \$4,637; Income per Capita, \$1,260.

KINGSTON

CKWS-TV

LICENSEE: Frontenac Bcstg. Co. Ltd. Address: 170 Queen St. Phone 2-4977.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 101 kw, Aural 60.6 kw. Operating Pow.: 101 kw, Aural 60.6 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 530 ft.; Above ground 400 ft.

OPERATION: Began Dec. 9 1954. Hours, 3 p.m.-12:30 a.m.

AFFILIATION: Tv Network, CEC. Stations, Am, CKWS. Fm, CKWS-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: One studio (64x48 ft.) and one announce booth (11x15 ft.). Two Pye camera chains. One RCA film camera. Two Eastman film projectors. One Gray slide projector. One Telop opaque projector. News Service, Broadcast News.

PRINCIPAL STOCKHOLDERS: CHEX radio-CHEX-TV Peterborough have same ownership. Affiliated with Kingston Whig Standard, Peterborough Examiner.

EXECUTIVES:

Sen. W. R. Davies, pres.	James Chorley, prog. dir.
R. H. Thomson, vp.	Bert Cobb, ch. eng.
Jack Davidson, gen. mgr.	Wm. Luxton, film buy.
R. W. Hofstetter, sta. mgr.	Torbin Wittrup, news ed.
Harry M. Edgar, com. mgr.	

RATE INFORMATION: Class A one hour (live) \$290, (film) \$250; minute spot (live) \$62, (film) \$50; ID \$25. ID Length 8 sec. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MARKET INFORMATION: (Total Including Fringe Area): Population, 269,300; Families in Area, 73,300; No. of Sets, 35,000; Retail Sales, \$214,939,000; Income per Family, \$3,360; Income per Capita, \$925.

KITCHENER

CKCO-TV

LICENSEE: Central Ontario Television Ltd. Address: 864 King St. W. Phone: Sherwood 3-4335.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 16.5 kw, Aural 8.25 kw. Operating Pow.: Visual 16.5 kw, Aural 8.25 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 501 ft.; Above ground 201 ft.

OPERATION: Began March 1, 1954. Hours, 3 p.m.-12:30 a.m.

AFFILIATION: Tv Networks, ABC, CBC, CBS, DTN.

REPRESENTATIVES: Sales, Joseph A. Hardy & Co.; John N. Hunt & Assoc.; Weed Television. Consulting Engineer, John A. Pouliot.

SERVICES: One studio (50x50 ft.). Two GE camera chains. One GE film camera. Two GE film projectors. Two slide projectors. One GE opaque projector. Mobile unit available. News Service, BUP. Library, World.

PRINCIPAL STOCKHOLDERS: Famous Players Canadian Corp. (50%), theaters; Kitchener-Waterloo Bcstg. Co. (25%), interest in CKCR Kitchener; Carl A. Pollock (25%), interest in Dominion Electrohome Industries Ltd.

EXECUTIVES:

Carl A. Pollock, pres.	D. W. Martz, prog. dir.
E. E. Fitzgibbons, gen. mgr. & film buy.	A. G. Day, ch. eng.
W. D. McGregor, opr. mgr.	J. Lanthier, prom. mgr.
	Al. Hodge, news ed.

RATE INFORMATION: Class A one hour (live) \$300, (film) \$300; minute spot (live) \$60, (film) \$60; ID \$36. ID Length 8 sec. Full screen. Frequency discounts. Rate Card No. 3.

MARKET INFORMATION:

	Grade B	Total (Including Fringe Area)
Population	455,983	1,052,574
Families in area	127,717	297,731
No. of Sets	73,523	139,539
Retail Sales	\$420,332,000	\$956,480,000
Income per Family	\$3,291	\$3,213
Income per Capita	\$922	\$909

LONDON

CFPL-TV

LICENSEE: London Free Press Printing Co. Address: Commissioners Rd. Phone 4-2115.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 59.6 kw. Operating Pow.: Visual 117 kw, Aural 59.6 kw. Transmitter: RCA. Antenna Make: Canadian Bridge. Height: Above average terrain 576 ft.; Above ground 575 ft.

OPERATION: Began Nov. 28, 1953.

AFFILIATION: Tv Network, ABC, CBC, CBS, NBC. Station, Am, CFPL. Fm, CFPL-FM.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: One studio (30x50 ft.). Two RCA camera chains. Two motion picture cameras. Two RCA 16mm film projectors. One Gray slide projector. One TelePrompter. News Services, Broadcast News.

EXECUTIVES:

Walter J. Blackburn, pres.	G. Robitaille, ch. eng.
Murray T. Brown, gen. mgr.	Dorothea Belcher, prom. mgr.
R. A. Reinhart, sta. mgr.	

RATE INFORMATION: Class A one hour (live) \$420, (film) \$370; minute spot (live) \$100, (film) \$85; ID \$45. ID Length 8 sec. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

MARKET INFORMATION: Population, 694,300; Families in Area, 211,900; No. of Sets, 99,874; Retail Sales, \$625,952,000; Income per Family, \$3,916; Income per Capita, \$1,097.

ONTARIO (Cont.)

NORTH BAY

(Target Date, Jan. 1956)

CKGN-TV

LICENSEE: G. A. Alger. Address: c/o Nipissing Electric Supply Co., 110 Main St. E. Phone: 609.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.5 kw, Aural 14.25 kw. Antenna Height: Above average terrain 459 ft.; Above ground 373 ft.

AFFILIATION: Tv Network, CBC.

OTTAWA

CBOFT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 140 Wellington St. Phone: Parkway 2-1151.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 470 ft.; Above ground 485 ft.

OPERATION: Began July, 1955.

AFFILIATION: Tv Network, CBC. Station, Am, CBO.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: One studio (26x40 ft.). Three camera chains. One film camera. Two film projectors. One slide projector. Mobile unit. News Service, Canadian Press.

EXECUTIVES:

C. P. Wright, sta. mgr. Maxted Gilbert ch. oper.

RATE INFORMATION: Class AA minute spot \$57.50· ID \$34.50. Class A one hour (film) \$230; minute spot \$46· ID \$23. ID Length 8 sec. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate Card No. 1.

CBOT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: P. O. Box 1045. Phone: Parkway 2-1151.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 26.7 kw. Transmitter: Marconi. Antenna Make: Marconi. Height: Above average terrain 321 ft.; Above ground 406 ft.

OPERATION: Began June 2, 1953. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Network, CBC. Station, Am, CBO. Fm, CBO-FM.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: Same facilities as CBOFT (TV) Ottawa.

EXECUTIVES:

Charles P. Wright, sta. mgr. P. Murphy, film dir.
Bruce McPherson, prog. dir. K. Brown, news ed.
L. M. O'Neill, com. rep.

RATE INFORMATION: Class AA minute spot \$80· ID \$48. Class A one hour (film) \$320; minute spot (film) \$64; ID \$32. ID Length 8 sec. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION: (Total Including Fringe Area): Population, 507,600· Families in Area, 121,800· No. of Sets, 52,000.

PETERBOROUGH

CHEX-TV

LICENSEE: Kawartha Bcstg. Co. Address: P. O. Box 1036. Phone: Riverside 2-0451.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 102 kw, Aural 61.2 kw. Operating Pow.: Visual 102 kw, Aural 61.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 782 ft.; Above ground 400 ft.

OPERATION: Began March 21, 1955. Hours, 4:30-11:15 p.m.

AFFILIATION: Tv Network, CBC. Station, Am, CHEX.

REPRESENTATIVES: Sales, All-Canada Television· Weed Television.

SERVICES: One studio (40x35 ft.) and announce booth. One Pye camera chain. One 16mm film camera. Two Eastman film projectors. One Gray slide projector. One Telop opaque projector. News Service, Broadcast News.

PRINCIPAL STOCKHOLDERS: CKWS radio-CKWS-TV Kingston and CHEX radio Peterborough have same ownership. Affiliated with Kingston Whig Standard and Peterborough Examiner.

BROADCASTING • TELECASTING

EXECUTIVES:

Sen. W. R. Davies, pres.
Roy H. Thomson, vp.
Jack Davidson, gen. mgr.
Don R. Lawrie, sta. mgr.
Doug Manning, com. mgr.
William Straiton, prog. dir.
Bert Crump, ch. eng.

RATE INFORMATION: Class A one hour (live) \$240, (film) \$200; minute spot (live) \$52, (film) \$40; ID \$20. ID Length 8 sec. Share Screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 1.

MARKET INFORMATION: (Total Including Fringe Area): Population, 367,000; Families in Area, 102,500· No. of Sets, 30,000; Retail Sales (1953), \$48,037,000; Income per Family, \$3,364· Income per Capita, \$961.

PORT ARTHUR

CFPA-TV

LICENSEE: Ralph H. Parker Ltd. Address: 87 N. Hill St. Phone: 4-2404.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.1 kw, Aural 2.55 kw. Operating Pow.: Visual 5.1 kw, Aural 2.55 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 174 ft.; Above ground 250 ft.

OPERATION: Began Oct. 3, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Network, ABC, CBC, CBS, DTN, NBC. Station, Am, CFPA.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: One studio (60x35 ft.). One RCA camera chain. One RCA rear screen projector. Two RCA film projectors. One RCA slide projector. News Service, Press News, Library, Sesac, Standard.

PRINCIPAL STOCKHOLDER: Ralph H. Parker, 100%.

EXECUTIVES:

Ralph H. Parker, own. & gen. mgr.

RATE INFORMATION: Class A one hour (live) \$170, (film) \$170; minute spot (live) \$35, (film) \$35· ID \$17. ID Length 8 sec. Full screen. Frequency discounts on programs. Rate Card No. 2.

MARKET INFORMATION: Population, 113,900; Families in Area, 29,700· No. of Sets, 6,844; Retail Sales, \$95,897,000; Income per Family, \$4,766; Income per Capita, \$1,243.

SAULT STE. MARIE

CJIC-TV

LICENSEE: Hyland Radio-Tv Ltd. Address: 119 East St. Phone: Algoma 6-7494.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 5.16 kw, Aural 2.58 kw. Operating Pow.: Visual 5.16 kw, Aural 2.58 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain —19 ft.; Above ground 250 ft.

OPERATION: Began Nov. 28, 1954. Hours, 4 p.m.-midnight.

AFFILIATION: Tv Network, CBC. Station, Am, CJIC.

REPRESENTATIVES: Sales, All-Canada Television· Weed Television.

SERVICES: One studio (45x28 ft.). One RCA camera chain. One RCA rear screen projector. One RCA film camera. Two RCA 16mm film projectors. One Gray 35mm slide projector. One Gray Telop opaque projector. One 16mm silent motion picture camera. News Service, Broadcast News.

PRINCIPAL STOCKHOLDER: J. G. Hyland, 100%.

EXECUTIVES:

J. G. Hyland, pres. & gen. mgr. Sam Pitt, prog. dir. & film buy.
Gene Plouffe, com. mgr. & David Irwin, ch. eng.
prom. mgr. Lionel McAuley, news ed.

RATE INFORMATION: Class A one hour (live) \$205, (film) \$170· minute spot (live) \$44, (film) \$37· ID \$20. ID Length 8 sec. Specifications 35mm slide. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 2.

MARKET INFORMATION: Population, 67,800; Families in Area, 21,000; No. of Sets, 6,300· Retail Sales, \$55,990,000; Income per Family, \$5,089; Income per Capita, \$1,234.

ONTARIO (Cont.)

SUDBURY

CKSO-TV

LICENSEE: CKSO Radio Ltd. Address: Regent & Ash Sts. Phone: Osborne 3-3644.
FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 2.02 kw, Aural 1.21 kw. Operating Pow.: Visual 2.02 kw, Aural 1.21 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 276 ft.; Above ground 265 ft.

OPERATION: Began Oct. 25, 1953.

AFFILIATION: Tv Network, ABC, CBC, CBS, NBC. Station, Am, CKSO.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television.

SERVICES: One studio (59x29x20 ft.). One RCA camera chain. One RCA film camera. Two RCA 16mm film projectors. One Gray slide projector. Negative film processing unit. Two 16mm motion picture cameras, Bell & Howell, Bolex. News Service, Canadian Press.

EXECUTIVES:

Geo. M. Miller, Q.C. (Queen's Counsel), pres.
 W. J. Woodill, eng. mgr.
 Frank Paterson, com. mgr.
 J. A. Boyd, prog. dir.
 James McRae, ch. eng.
 Helen Rutka, prom. mgr.
 Robert Evans, news ed.

RATE INFORMATION: Class A one hour (live) \$235, (film) \$200; minute spot (live) \$47, (film) \$40; ID \$20. ID Length 8 sec. Full and share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

MARKET INFORMATION: Population, 117,900; Families in Area, 31,500; No. of Sets, 16,212; Retail Sales, \$82,274,000; Income per Family, \$6,276; Income per Capita, \$1,439.

TIMMINS

CFCL-TV

(Target Date, Jan., 1956)

LICENSEE: J. Conrad Lavigne. Address: 175 Third Ave. Phone: 577.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 18.5 kw, Aural 9.25 kw. Antenna Height: Above average terrain 362 ft.

AFFILIATION: Tv Network, CBC. Stations, Am, CFCL.

TORONTO

CBLT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 354 Jarvis St. Phone: Walnut 3 5481.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 12.7 kw. Operating Pow.: Visual 25.6 kw, Aural 12.7 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 382 ft.; Above ground 481 ft.

OPERATION: Began Sept. 8, 1952. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBC, CBS, DTN, NBC. Stations, Am, CBL, CJBC. Fm, CBC-FM.

REPRESENTATIVES: Sales, CBC Commercial Division, Toronto.

SERVICES: Four studios (40x60 ft., 60x90 ft., 45x100 ft. and 30x60 ft.). Fourteen camera chains. Three film cameras. Six film projectors. Four slide projectors. Two mobile units. News Service, Canadian Press.

EXECUTIVES:

Fergus Mutrie, dir.
 J. R. W. Graham, asst. dir.
 Reginald Horton, tech. dir.
 W. H. Clark, sup. com. sls.
 Bob Bryden, reg. prom. mgr.

RATE INFORMATION: Class AA minute spot \$237.50; ID \$142.50. Class A one hour (live) \$1,025, (film) \$950; minute spot \$190; ID \$95. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION: Population, 1,916,100; Families in Area, 547,470; No. of Sets, 417,000.

WINDSOR

CKLW-TV (DETROIT, MICH.)

LICENSEE: Western Ontario Bcstg. Co. Ltd. Address: Riverside Drive West, Windsor, Ont. Phone: Clearwater 4-1155.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 325 kw, Aural 180 kw. Operating Pow.: Visual 325 kw, Aural 180 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 655 ft.; Above ground 650 ft.

OPERATION: Began Sept. 15, 1954. Hours, 2 p.m.-1 a.m.

AFFILIATION: Tv Networks, CBC, DTN. Stations, Am, CKLW. Fm, CKLW-FM.

REPRESENTATIVES: Sales, All-Canada Television.

SERVICES: Two studios (30x60 and 20x40 ft.). Four Pye camera chains. One Trans-Lux rear screen projector. Two RCA film camera chains. Two Eastman film projectors. Two Gray slide projectors. One Houston-Fearless film processing unit. One Gray Telop projector. News Services, BUP, INS, UP.

EXECUTIVES:

J. E. Campeau, pres. & gen. mgr.
 E. W. Wardell, com. mgr.
 R. J. Johnston, sls. mgr.
 S. C. Ritchie, opr. dir.
 W. J. Carter, ch. eng.
 Art MacColl, film buy.
 Woodruff Crouse, prom. mgr.
 Austin Grant, news ed.

RATE INFORMATION: Class A one hour (film) \$450; minute spot (film) \$90; ID \$45. ID Length 8 sec. Frequency discounts. Rate Card No. 2.

MARKET INFORMATION:

	Grade A (FCC Contour)	Grade B (FCC Contour)	Total (Including Fringe Area)
Population	3,461,400	4,689,300	5,425,700
Families in Area	1,081,450	1,366,600	1,653,900
No. of Tv Families	996,900	1,236,170	1,389,960

WINGHAM

CKNX-TV

(Target Date, Oct., 1955)

LICENSEE: Radio Station CKNX Ltd. Address: Wingham. Phone: 158.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Antenna height: Above average terrain 793 ft.

AFFILIATION: Tv Network, CBC. Station, Am, CKNX.

REPRESENTATIVES: Sales, All-Canada Television.

EXECUTIVES:

W. T. Cruickshank, pres.
 Gerald Cruickshank, gen. mgr.
 Vin Dittmer, com. mgr.

PRINCE EDWARD ISLAND

CHARLOTTETOWN

CFCY-TV

(Target Date, Summer 1956)

LICENSEE: Island Radio Bcstg. Co. Address: 85 Kent St. Phone: 7347.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 21 kw, Aural 12.5 kw. Antenna height: Above average terrain 401 ft.

AFFILIATION: Tv Network, CBC. Station, Am, CFCY.

EXECUTIVES:

R. F. Large, gen. mgr.

QUEBEC

JONQUIERE

CKRS-TV

(Target Date, Fall 1955)

LICENSEE: Radio Saguenay Limitee. Address: 735 St. Hubert St. Phone: 2-3551.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Antenna height: Above average terrain 312 ft.; Above ground 250 ft.

OPERATION: Hours, 6-11 p.m.

AFFILIATION: Tv Network, CBC. Station, Am, CKRS.

REPRESENTATIVES: Sales, Jos. A. Hardy & Co.; Adam Young Television Corp.

SERVICES: One studio (30x30 ft.). One camera chain. One film camera. Two film projectors. One slide projector. One scanner.

EXECUTIVES:

Henri Lepage, pres.
 Tom Burham, gen. mgr.

MARKET INFORMATION: (Total Including Fringe Area); Population, 227,200; Families in Area, 37,400; No. of Sets, 400; Retail Sales, \$109,018,000; Income per Family, \$5,779; Income per Capita, \$949.

MONTREAL

CBFT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 1425 Dorchester St. Phone: University 6-2571.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 15.7 kw, Aural 8.28 kw. Operating Pow.: Visual 15.7 kw, Aural 15.7 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 912 ft.; Above ground 259 ft.

OPERATION: Began Sept. 6, 1952. Hours, 3 p.m.-midnight.

AFFILIATION: Tv Network, ABC, CBC, CBS, DTN, NBC. Stations, Am, CBF. Fm, CBF-FM.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: Three studios (60x45 ft., 85x55 ft. and 65x45 ft.). Fourteen camera chains. Three film cameras. Six film projectors. Three slide projectors. Two mobile units. News Service, Canadian Press.

EXECUTIVES:

Andre Ouimet, tv dir.
Yves Vien, asst. dir.
Maurice Valiquette, ccm. mgr.
Fernand Guerd, prog. dir.
Jean Paul Ladouceur, asst. prog. dir.

Charles Frenette, tech. dir.
Robert Elie, sup. press and info.
J. P. Lepailleur, film sup.

RATE INFORMATION: Class AA minute spot \$200; ID \$120. Class A one hour (film) \$800; minute spot (film) \$160; ID \$80. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times. Rate Card No. 7.

MARKET INFORMATION: Population, 2,195,300; Families in Area, 526,400; No. of Sets, 286,000.

CBMT (TV)

LICENSEE: Canadian Bcstg. Corp. Address: 1425 Dorchester St. Phone: University 6-2571.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 43.8 kw, Aural 26.2 kw. Operating Pow.: Visual 43.8 kw, Aural 26.2 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 820 ft.; Above ground 167 ft.

OPERATION: Began Jan. 10 1954. Hours, 1 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBC, CBS, DTN, NBC. Stations, Am, CBM. Fm, CBM-FM.

REPRESENTATIVES: Sales, CBC Commercial Division.

SERVICES: Same facilities as CBFT (TV) Montreal.

EXECUTIVES:

Andre Ouimet, tv dir.
Yves Vien, asst. dir.
F. Coleman, prog. dir.

C. Frenette, tech. dir.
Maurice Valiquette, com. mgr.

RATE INFORMATION: Class AA minute spot \$150; ID \$90. Class A one hour (film) \$600; minute spot (film) \$120; ID \$60. ID Length 8 sec. Full screen. Frequency discounts from 2 1/2% for 13 times up to 25% for 260 times.

MARKET INFORMATION: Population, 2,267,200; Families in Area, 542,220; Number of Tv Sets, 187,000.

QUEBEC

CFCM-TV

LICENSEE: Television de Quebec (Canada) Ltd. Address: 200 St. Jean Bosco. Phone: Murray 3-4985.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 1.27 kw, Aural .635 kw. Transmitter: DuM. Antenna Make: RCA. Height: Above average terrain 473 ft.; Above ground 420 ft.

OPERATION: Began July 17 1954. Hours, 2:30-11:30 p.m.

AFFILIATION: Tv Networks, CBC, CBS. Station, Am, CHRC.

REPRESENTATIVES: Sales, Weed Television Joseph A. Hardy & Co., John N. Hunt & Assoc.

SERVICES: One studio (24x36 ft.). Three DuMont camera chains. One Trans-Lux rear screen projector. One DuMont multiscanner (film-slides-opaques). Four DeVry film projectors. RCA mobile unit. News Service, Canadian Press.

PRINCIPAL STOCKHOLDERS: Famous Players Canadian Corp. (50%), CHRC (20%), CKCV (20%) and A. C. Picard (10%).

EXECUTIVES:

Gaston Pratte, pres.
A. C. Picard, exec. dir.
E. W. Miller, opr. dir.
A. P. Fitzgibbons, com. mgr. & prom. mgr.

Suzanne Guinard, prog. mgr. & film buy.
Marcel Chabot, eng. mgr.
Richard Garneau, news ed.

RATE INFORMATION: Class A one hour \$350; minute spot \$70; ID \$35. ID Length 8 sec. Specifications, 2x2 in. slides; 4x5 in. opaques. Share screen. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

MARKET INFORMATION: Population, 630,000; Families in Area, 128,000; No. of Sets, 30,000; Retail Sales, \$320,000.00.

RIMOUSKI

CJBR-TV

LICENSEE: Lower St. Lawrence Radio Inc. Address: 6 St. John St. Phone: 2217.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 60.6 kw, Aural 34.5 kw. Transmitter: RCA. Antenna height: Above average terrain 1,257 ft.; Above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1954. Hours, 4-6, 7-11:30 p.m.

AFFILIATION: Tv Network, CBC. Stations, Am, CJBR. Fm, CJBR-FM.

REPRESENTATIVES: Sales, H. N. Stovin & Co.; Adam Young Television Corp.; Consulting Engineer, Keith A. McKinnon.

SERVICES: Two studios (47x22 ft. and 28x18 ft.). One RCA camera chain. One film camera. Two RCA 16mm film projectors. One 2x2 in. slide projector. Eastman film processing unit. News Service, Broadcast News. Library, APS, Telescriptions.

EXECUTIVES:

Jacques Brillant, pres.
Andre Lecomte, gen. mgr.
Francois Raymond, prog. dir. & film buy.

Marcel Vallee, ch. eng.
Rheal Therrien, ch. eng.
Sandy Burgess, prom. mgr.
Guy Ross, news ed.

RATE INFORMATION: Class A one hour (film) \$200; minute spot (film) \$30; ID \$15. ID Length 10 sec. Frequency discounts from 5% for 26 times up to 25% for 260 times. Rate Card No. 1.

MARKET INFORMATION: Population, 279,236; Households in Area, 51,710; No. of Sets, 10,000; Retail Sales, \$340,993,000; Net Effective Buying Income, \$633,030,000.

SHERBROOKE

CHLT-TV

(Target Date, Oct., 1955)

LICENSEE: La Tribune Ltd. Address: 221 Dufferin St. Phone: Lorraine 9-2525.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 17.3 kw, Aural 8.8 kw. Antenna height: Above average terrain 1,848 ft.; Above ground 71 ft.

AFFILIATION: Tv Network, CBC. Station, Am, CHLT.

REPRESENTATIVES: Sales, Joseph A. Hardy & Co.

EXECUTIVES:

Sen. Jacob Nicol, pres.

A. Gauthier, gen. mgr.

SASKATCHEWAN

REGINA

CKCK-TV

LICENSEE: Trans-Canada Communications Ltd. Address: Leader-Post Bldg. Phone: 3-6671.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Operating Pow.: Visual 18.9 kw, Aural 10 kw. Transmitter: GE. Antenna Make: GE. Height: Above average terrain 588 ft.; Above ground 670 ft.

OPERATION: Began July 28, 1954. Hours, 2 p.m.-1 a.m.

AFFILIATION: Tv Network, CBC. Station, Am, CKCK.

REPRESENTATIVES: Sales, All-Canada Television; Weed Television; Consulting Engineer, Keith McKinnon.

SERVICES: Two studios, one 44x90 ft., one small talk studio. One GE camera chain. One TSC rear screen projector. Two GE film cameras. Two GE film projectors. Two Spindler & Sauppe slide projectors. One GE opaque projector. One 16mm film processing unit. News Service, Canadian Press.

PRINCIPAL STOCKHOLDERS: Trans-Canada also operates CKRC Winnipeg. Clifford Sifton, pres., has interest in CHCH-TV Hamilton and publishes Regina Leader-Post and Saskatoon Star Phoenix. Trans-Canada also operates CKCK radio.

EXECUTIVES:

Clifford Sifton, pres.
Harold A. Crittenden, gen. mgr.
Lloyd Westmoreland, com. mgr.
Larry Glover, prog. dir. & film buy.

E. A. Strong, ch. eng.
William Rees, prom. mgr.
James McLeod, news ed.

RATE INFORMATION: Class A one hour \$235; minute spot \$50. Frequency discounts from 5% for 26 times up to 15% for 104 times. Rate Card No. 3.

MARKET INFORMATION: Population, 206,800; No. of Sets, 18,000; Retail Sales, \$233,714,620; Income per Family, \$5,867; Income per Capita, \$1,658.

SASKATOON

CFQC-TV

LICENSEE: A. A. Murphy & Sons Ltd. Address: 216 First Ave. N. Phone: 2-6611.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Operating Pow.: Visual 100 kw, Aural 60 kw. Transmitter: RCA. Antenna Make: RCA. Height: Above average terrain 866 ft.; Above ground 650 ft.

OPERATION: Began Dec. 5, 1954. Hours, 3:30 p.m.-midnight.

AFFILIATION: Tv Networks, ABC, CBC, CBS, NBC. Station, Am, CFQC.

REPRESENTATIVES: Sales, Adam Young Television, Radio Representatives Ltd., Harlan Oakes & Assoc. (West Coast only).

SERVICES: Two studios (50x38x24 ft. and 30x30x20 ft.). One RCA camera chain. One TSC rear screen projector. One RCA film camera. Two Eastman film projectors. One Gray slide projector. One Stewart Balop opaque projector. News Services, BUP, Press News.

PRINCIPAL STOCKHOLDERS: A. A. Murphy, pres., and G. Blair Nelson, vp.

EXECUTIVES:

A. A. Murphy, pres.
G. Blair Nelson, vp. & sta. mgr.
Vern Dallin, asst. mgr.
Walter Romanow, prod. mgr.

Lyn Hoskins, ch. eng.
Margaret Morrison, prom. mgr.
Godfrey Hudson, news dir.

RATE INFORMATION: Class A one hour (live) \$260, (film) \$230; minute spot (live) \$54, (film) \$46; ID \$23. ID Length 8 sec. Specifications 8 sec. video, 6 sec. audio. Full screen. Frequency discounts from 5% for 26 times up to 15% for 104 times for programs only. Rate Card No. 2.

MARKET INFORMATION:

	Grades A & B	Total (Including Fringe Area)
Population	216,000	340,000
Families in Area	63,529	100,000
Retail Sales	\$207,160,000	\$345,100,000
Income per Family	\$5,085
Income per Capita	\$1,409

CANADIAN BROADCASTING CORP.

**Executive Offices: 140 Wellington St.,
Ottawa, Ont. Phone: 2-2681.**

**Business Offices and Studios: 354 Jarvis
St., Toronto, Ont. Phone: Walnut 3-5481.**

BOARD OF GOVERNORS

A. Davidson Dunton, Ottawa, chmn.; Rene Morin, Montreal, vice chmn.; Gordon A. Winter, St. John's, Nfld.; Prof J. A. Corry, Kingston, Ont.; Dean Adrien Pouliot, Quebec; W. H. Phillips, Ottawa; F. J. Crawford, Toronto; G. Douglas Steel, Charlottetown, P.E.I.; R. J. Fry, Winnipeg, Man.; K. G. Montgomery, Edmonton, Alta.; R. K. Gervin, Vancouver, B. C.

CBC NATIONAL EXECUTIVES*

J. A. Ouimet, gen. mgr.; E. L. Bushnell, asst. gen. mgr.; R. P. Landry, controller of administration; Harry Bramah, treas.; Charles Jennings, dir. of prog.; Marcel Ouimet, asst. dir. of prog.; J. M. Beaudet, dir. of prog. planning & prod.; J. P. Gilmore, co-ordinator of tv; H. G. Walker, dir. of network co-ordination; R. C. Fraser, dir. press & information services; George Young, dir. sta. relations & mgr., bst. regulations; D. C. McArthur, dir., spec. prog. projects; Helen James, asst. sup., talks & public affairs (women's interests) (Toronto);

G. Rugheimer, mgr., natl. tv news service (Toronto).

Andrew Cowan, sup., troop bests.; Hugh Kemp, script sup. (Toronto); Jackie Rae, sup. of variety (Toronto); C. E. Stiles, dir., personnel & admin. services; N. M. Morrison, dir., audience research bureau; Geoffrey Waddington, dir. of music; W. G. Richardson, dir. of eng.; J. E. Hayes, ch. eng. (Montreal); D. G. McKinstry, ch. architect (Montreal); W. H. Hogg, ch. news ed. (Toronto); A. E. Powley, sup. of sp. events (Toronto); F. W. Peers, sup. of talks & pub. aff. (Toronto); R. S. Lambert, sup., school bst. dept. (Toronto); W. J. Dunlop, sup., internatl. exchange, institutional, religious & children's bests. (Toronto).

A. K. Morrow, sup., farm & fisheries bests.; Andrew Allan, sup., drama (Toronto); W. E. Powell, com. mgr. (Toronto); O. C. Wilson, mgr. natl. tv film service (Toronto); W. H. Brodie, sup., bst. language (Toronto).

* All headquarter in Ottawa unless otherwise noted.

CBC REGIONAL OFFICERS

Newfoundland Region: T. A. Bldg., St. John's. W. F. Galgay, dir. for Province of Newfoundland.
Maritime Region: United Services Bldg., 100 Sackville St., Halifax. W. E. S. Briggs, dir. for Maritime Provinces.
Prairie Region: 541 Portage Ave., Winnipeg, Man. J. R. Finlay, dir. for Prairie Provinces.
British Columbia Region: 701 Hornby St., Vancouver, B. C. K. P. Caple, dir. Province of British Columbia.
Quebec Region: 1425 Dorchester St., dir. Montreal. A. Seguin, dir. for Province of Quebec.
Ontario Region: 354 Jarvis St., Toronto. Ira Dilworth, dir.
European Offices: 200 Oxford St., West London, W. 1, England. Bernard Trotter, European Rep.; M. Halton, correspondent, London; D. Lachance, correspondent, Paris.
United Nations: c/o United Nations, New York, N. Y. V. M. Tovell, CBC rep.

CANADIAN TELEVISION STATIONS BY CALL LETTERS

(Corrected to July 1)

CBFT—Montreal, Que., ch. 2	CBUT—Vancouver, B. C., ch. 2	CFQC-TV—Saskatoon, Sask., ch. 8	CHSJ-TV—St. John, N. B., ch. 4	CKCK-TV—Regina, Sask., ch. 2	*CKRS—Jonquiere, Que., ch. 12
CBHT—Halifax, N.S., ch. 3	CBWT—Winnipeg, Man., ch. 4	CFRN-TV—Edmonton, Alta., ch. 2	CJBC-TV—Sydney, N. S., ch. 4	CKCO-TV—Kitchener, Ont., ch. 13	CKSO-TV—Sudbury, Ont., ch. 5
CBLT—Toronto, Ont., ch. 9	CFCM-TV—Quebec, Que., ch. 4	CHCH-TV—Hamilton, Ont., ch. 11	CJBR-TV—Rimouski, Que., ch. 3	CKCW-TV—Moncton, N. B., ch. 2	*CKVR-TV—Barrie, Ont., ch. 3
CBMT—Montreal, Que., ch. 6	*CFY-TV—Charlottetown, P. E. I., ch. 13	CHCT-TV—Calgary, Alta., ch. 2	CJIC-TV—Sault Ste. Marie, Ont., ch. 2	CKLW-TV—Windsor, Ont., ch. 9	CKWS-TV—Kingston, Ont., ch. 11
CBOT—Ottawa, Ont., ch. 4	CFPA-TV—Port Arthur, Ont., ch. 2	CHEX-TV—Peterborough, Ont. ch. 12	*CJOC-TV—Lethbridge, Alta., ch. 7	*CKNX-TV—Wingham, Ont., ch. 8	CKX-TV—Brandon, Man., ch. 5
CBOT—Ottawa, Ont., ch. 9	CFPL-TV—London, Ont., ch. 10	*CHLT-TV—Sherbrooke, Que., ch. 7	*CJON-TV—St. John's, Nfld., ch. 6		* not on air yet.

FOREIGN TELEVISION STATIONS

ALGERIA

Introduction of tv is planned by Radiodiffusion-Television Francaise but no date has been set for construction of a station. Algeria is included in the first stage of developing a French network. Technical standards will be 819 line definition, ERP: 50 kw, in 170 mc band.

ARGENTINA

(Estimated receivers in use in August 1954 were 30,000 serving about 125,000 viewers.)

Buenos Aires—LR3-TV (Began operation Nov. 2, 1951). Radio Belgrano y Primera Cadena Argentina de Broadcasting S.A., Alvear Palace Hotel. Ch. 7, 174-180 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 45 kw. 625 lines, 50 fields, fm sound. Trans.: Federal. Ant.: 8-bay triangular loop, on 150-ft. tower atop 22-story Ministry of Public Works Bldg. U. S. Engineer: W. J. Andrew. LR3-TV has two studios, including 600-seat theatre, each with three cameras, plus film studio and mobile unit. LR3-TV cost about \$750,000 and is American-constructed. At last report it was on air 4-7 p.m. and 9-11 p.m. daily. Although officially a private station, LR3-TV is linked closely to the government. A government commissioner of the Ministry of Communications is on the board of directors.

Buenos Aires—LR1-TV (Under construction). Radio El Mundo. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, fm sound. Trans.: GE. Ant.: RCA 3-Bay Superturnstile.

Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, fm sound.

Cordoba—(Proposed).
Mendoza—(Proposed).
Rosario—(Proposed).

AUSTRALIA

A dual system of tv has been decided on for Australia, with both the Australian Broadcasting Commission and private commercial organizations permitted to operate tv stations. By the end of 1955 one ABC station and two private stations are expected to be in operation in Sydney and one ABC and two private stations in Melbourne. Present plans call for six ABC stations to be on the air by the end of 1958, with a comparable expansion in privately owned stations. It is estimated that 20,000-30,000 tv sets will be sold by the end of a year of telecasting, and 80,000-100,000 by the end of four years.

AUSTRIA

Restrictions on the use of the vhf band in Austria was lifted in October 1953 and it is planned to construct transmitters at Vienna, Graz, Linz, Aalzburg and possibly on the Jauerling, covering 60% of the population, to be in operation by the end of 1956. Construction of a Wendelstein-Salzburg link to include Austria in the European exchange of tv programs is under discussion. Austrian tv programs will be produced by the public Austrian Broadcasting Organization, which plans to start off with 20 hours of programs a week, in contrast to usual European

pattern of few hours weekly. Austria will use the CCIR standards of 625-line pictures.

BELGIUM

(Estimated receivers: Between 15,000 and 40,000 at the end of 1954.)

Antwerp—(Operating). Frequency: ch. 2, 48.25 mc video, 53.75 mc audio. ERP: 6 kw. Programs in Flemish, 625 lines.

Brussels—(Operating). Frequency: ch. 8, 196.25 mc video, 201.75 mc audio. ERP: 2 kw. Programs in French, 819 lines.

Brussels—(Operating). Frequency: ch. 10, 210.25 mc video, 215.75 mc audio. ERP: 2 kw. Programs in Flemish, 625 lines.

Liege—(Operating). Frequency: ch. 3, 55.25 mc video, 60.75 mc audio. ERP: 6 kw. Programs in French, 819 lines.

A bilingual station at Brussels took the air Oct. 31, 1953, broadcasting in both Flemish and French via separate transmitters, one a 625-line system (Flemish) and the other 819 lines (French). At the beginning of 1955, in addition to the two Brussels stations, Belgium had a Flemish station in Antwerp

and a French station at Liege, the Antwerp transmitter serving as a relay point for sending programs between Brussels and Breda (Netherlands) and the Liege transmitter as a relay point for program exchange between Brussels and Rotgen (Germany). A Lille relay station brings in programs from Paris.

BRAZIL

Estimated sets in use as of June 1955 totaled 170,000; 75,000 in Rio de Janeiro area and 95,000 in Sao Paulo area.

Belo Horizonte—PRH6-TV (Under construction) Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Trans.: RCA. Estimated construction cost: \$500,000. (Also see Porto Alegre, Rio de Janeiro and Sao Paulo.)

Porto Alegre—(Proposed). Emissoras Associadas. Rio de Janeiro—PRG-3-TV (Began operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw aural. 625 lines, 50 fields, fm sound. Trans.: GE. Ant.: RCA 3-bay Superturnstile on Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegre and Sao Paulo.) PRG-3 TV is reported changing to 525 lines and 30 frames.

Rio de Janeiro—PRD5-TV (Under construction). Ch. 2, 54-60 mc. Radio Roquette Pinto, a municipal educational radio station in operation since 1923. DuMont equipped. Plans start this year.

Rio de Janeiro—Radio Record-TV (Emissoras Unidas). GE equipped. Ch. 13 (210-216 mc).

Rio de Janeiro—PRA9-TV (Under construction). R. Mayrink Veiga S. A. ch. 7 (174-180 mc). Power: 5 kw visual, 2.5 aural.

Rio de Janeiro—PRD8-TV (Under construction). Societe Radio Emissoras Continental. Ch. 9 (186-182 mc).

Rio de Janeiro—PRE8-TV (Under construction). Victor Costa. Ch. 4 (66-72 mc).

Rio de Janeiro—PRH8-TV (Under construction). Radio Maua.

Sao Paulo—PRF-3-TV (Began operating Sept. 18, 1950). Radio Tupi, Emissoras Associadas, State Bank Bldg. Chief Owner: Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw. 525 lines, 60 fields, fm sound. Trans.: RCA. Ant.: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. Has three studios with RCA, GE and DuMont equipment; one mobile unit. (Also see Belo Horizonte, Porto Alegre and Rio de Janeiro. This organization owns 30 newspapers and 22 radio stations as well). (Due to shift to ch. 4.)

Sao Paulo—RTP (Began operation Dec. 24, 1951). Radio Televisao Paulista S.A., Avenida Rebouças 58-62. Telephone: 52-3677. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.72 kw visual, 9.36 kw aural. 525 lines, 60 fields, fm sound. Trans.: Federal. Studio equipment and mobile unit: DuMont. Ant.: RCA 3-bay Superturnstile, 500 ft. above average terrain. Construction cost: \$1,500,000.

Listing includes those stations actually on the air, under construction or reported proposed. Data is compiled from all available sources, including station licensees, U. S. government reports, the United Nations, RCA Frequency Bureau, radio-tv industry and news reports. For Canadian stations, see page 298.

Data on standards refer to line structure, channel width and pictures per second (frames). Power is transmitter power output in kilowatts unless specified as ERP (effective radiated power). Frequency is in megacycles.

According to current reports, in areas abroad where television is new, the number of viewers per set is large because of the "ganging up" habit. Sometimes this number may be 10 to 15 viewers per set. In certain South American areas, large-screen projection sets are put up in public places, it is reported. Community viewing groups are said to be well established in many small villages in France, a project backed by the French League for Education.

An international exchange of programs involving 44 stations in eight countries was held in June 1954. Called Eurovision, the project included Britain, Italy, France, West Germany, Belgium, Netherlands, Switzerland and Denmark. European Farm Radio & Television Broadcasters Assn., composed of 7 professional farm broadcasters in 10 countries, was formed in May 1954.

Voice of America distributes television programs weekly to 28 tv outlets in 20 countries, including the National Assn. of Manufacturers' "Industry on Parade" series.

Sao Paulo—PRB-TV (Began operation Sept. 1953). Radio Record. Owner is J. B. Amaral. ch. 7 (174-180 mc). 525 lines, 30 frames. Trans: GE.
 Sao Paulo—PRA6-TV (Under construction). Fundacao Casper Libero. ch. 2 (60-66 mc).
 Sao Paulo—PRE4-TV (Under construction). S. R. Cutlra a Voz de Espaco. ch. 11 (198-204 mc).
 Sao Paulo—PRG9-TV (Under construction). J. B. Ramos. ch. 9 (186-192 mc).
 Sao Paulo—PRH9-TV (Under construction). Ademmar de Barros. ch. 13 (210-216 mc).
 Note: Voice of America television service is reported used in Brazil.

The Brazilian President has signed a decree assigning 292 tv channels within the country. Standards specified are 525 lines, 30 frames, 6 mc bandwidth.

COLOMBIA

Bogota—HJRN-TV (Began operation June 13, 1954). Colombian Broadcasting Organization, Radiodifusora Nacional de Colombia, Bogota. Non-commercial outlet on ch. 8 with power of 1 kw. Trans: manufactured in Germany. Studio and remote equipment; manufactured in U. S. Definition: 525 lines.

Nevada del Ruiz—Relay station on ch. 10 which transmits programs of HJRN-TV Bogota.

Note: Government's eventual plans include a network of 14 tv stations in Colombia. The next two outlets will be constructed in Cali and Medellin.

CUBA

(Estimated receivers in use: 150,000)

CMQ-TV Network—First Latin American television network, which began commercial operation May 1, 1952, using kinescopes. Microwave relay linking part of five-station group was put into operation Jan. 2, 1953. CMQ-TV Network is owned by Circuito CMQ S.A. (both radio and tv station and network operator), Radiocentro Bldg., Havana. Telephone: F-9911. Circuito CMQ S.A. is owned by Goar, Luis Augusto and Abel Mestre. Goar Mestre is president and director general; Abel Mestre, chairman of the board; Arturo Chabau, Manuel Cores and Rene Puig, vice presidents.

Key outlet of CMQ-TV Network is CMQ-TV Havana. Other owned affiliates include CMQ-TV stations at Matanzas, Camaguey, Santa Clara and Santiago de Cuba. The network holds permits for a new station at Holguin and has application pending for Santa Cruz del Norte, Pinar del Rio, Colon, Ciego de Avila and Victoria de las Tunas.

The Havana-Matanzas-Santa Clara outlets were connected Jan. 2, 1953, via a new \$480,000 seven-hop Philco microwave relay. This microwave network is to be extended another 12 hops, at a cost of about \$700,000, to directly link CMQ-TV outlets at Camaguey-Holguin-Santiago. Stations presently not directly linked with CMQ-TV Havana rebroadcast programs by means of kinescope recordings.

Time may be purchased on CMQ-TV Network as a unit only, including all five operating stations.

Camaguey—CMQ-TV Network (Began operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, fm sound. Trans.: DuMont. Ant.: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Camaguey—(Construction Permit). RHC Cadena Azul S.A. Ch. 12, 204-210 mc. Principals: Dr. Roberto Smith Valdespares, president; Clarence Moore, general manager.

Camaguey—(Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Ciego de Avila—(Construction Permit). RHC Cadena Azul S.A. Ch. 10, 192-198 mc.

Ciego de Avila—(Proposed). Ch. 60-66 mc. CMQ-TV Network (see CMQ-TV Havana).

Colon—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Dir. Gen.: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.7 kw aural, 525 lines, 60 fields, fm sound. Trans.: RCA. Ant.: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras and second locally built mobile unit. Rates: All CMQ-TV Network stations sold as a group (see note above).

CMQ-TV is key outlet for CMQ-TV Network, inaugurated on regular commercial basis May 1, 1952, with affiliates rebroadcasting full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings and network data above). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. Circuito CMQ S.A.'s current investment in tv is \$2,000,000 and eventually will exceed \$3,000,000 after completion of microwave relay between Havana and Santiago and proposed additional CMQ-TV Network outlets. First part of the relay began operating Jan. 2, 1953. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Radiotelevision Nacional S.A., Mazon San Miguel. Telephone: UO-9366. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, fm sound. Trans.: RCA. Ant.: RCA 3-bay Superturnstile, 379 ft. above sea level. Affiliated in ownership with CMA-TV Havana.

Havana—CMA-TV (Began operation Feb. 18, 1953). Radiotelevision El Mundo S.A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Trans.: RCA. Ant.: RCA 3-bay Superturnstile. Principals include: Amadeo Barletta, publisher, El Mundo, and Cuban distributor for Cadillac, Olds-

mobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Affiliated stations, to be connected by microwave relay, are planned for Santiago, Matanzas, Camaguey and Holguin.

Havana—CMBF-TV (Began operation Feb. 2, 1953). Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Dir. Gen.: Goar Mestre. Ch. 7, 174-180 mc. Power: 5 kw visual, 525 lines, 60 fields, fm sound. Trans.: DuMont. Ant.: 6-bay Superturnstile. CMBF-TV is companion operation to CMQ-TV Havana (see above).

Havana—CMTV (TV) (Suspended). Compania Television del Caribe S. A. Ch. 11, 198-204 mc. Power: 5 kw. 525 lines, 60 fields, fm sound. Permittee, headed by M. D. Autran, was supported chiefly by Storer Broadcasting Co. of U. S., headed by George Storer. Station operated late 1953 until April 1954.

Holguin—CMQ-TV Network (Construction permit). Circuito CMQ S. A. Ch. 4, 66-72 mc (see CMQ-TV Havana). 525 lines, 60 fields. Fm sound.

Holguin—(Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Matanzas—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S. A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural, 525 lines, 60 fields, fm sound. Trans.: DuMont. Ant.: RCA 6-section Superturnstile, 760 ft. above sea level. Station rebroadcasts off-the-air pickup of CMQ-TV Havana (see above).

Matanzas—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S. A.

Matanzas—(Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Pinar del Rio—CMQ-TV Network (Proposed). Circuito CMQ S. A. (See CMQ-TV Havana). 525 lines, 60 fields, fm sound.

Santa Clara—CMQ-TV Network (Began test operation Jan. 1, 1952). Circuito CMQ S. A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, fm sound. Trans.: GE. Ant.: RCA 3-section Superturnstile, 1020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector. Rebroadcasts CMQ-TV Havana (see above).

Santa Clara—(Construction permit). Ch. 8, 180-186 mc. RHC Cadena Azul S. A.

Santa Cruz del Norte—(Proposed). Ch. 6, 82-88 mc. CMQ-TV Network (see CMQ-TV Havana).

Santiago de Cuba—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S. A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15.6 kw visual, 7.8 kw aural. 525 lines, 60 fields, fm sound. Trans.: GE. Ant.: RCA 3-section Superturnstile, 1,750 ft. above sea level. Equipped with one DuMont film camera chain and 16 mm projector to rebroadcast kinescopes of CMQ-TV Havana (see above). No provisions for local pickups.

Santiago de Cuba—(Under construction). Ch. 7, 174-180 mc. Cadena Orinetal de Radio. Telephone: 3487. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Trans.: GE. Ant.: 1,300 ft. above sea level.

Santiago de Cuba—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S. A.

Victoria de las Tunas—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Note: Cuban stations use Voice of America tv programs.

CZECHOSLOVAKIA

The National Czechoslovak Broadcasting Organization tv station in Prague (5 kw on 49.75 mc, 625 lines) broadcast experimentally from May 1953 to June 1954, when regular programming four days a week was instituted (now five). A second transmitter is planned for this year at Moravska-Ostrava and for next year at Bratislava.

DENMARK

(Receivers: 2,390 officially registered Dec. 1, 1954)

Copenhagen—(Experimental. Started Oct. 1, 1951). Danish State Radio. Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual (being increased to 5 kw) 0.05 kw aural. 625 lines, 25 frames, double sideband, fm sound. Site: Atop State Bldg. Programs are being offered six hours a week, with 10 hours planned.

Skive, Jutland—(Proposed). Danish State Radio. Odense—A 2.5 kw transmitter to be installed.

Aarhus—A 5 kw transmitter to be installed in 1955.

Note: Growth of tv is reported retarded because of cost of sets and inadequate programming. Experimental station also is using Voice of America tv shows. Six transmitters are reported under construction for Denmark at the Marconi plant in England.

DOMINICAN REPUBLIC

(Estimated receivers, August 1954: 5,000)

Ciudad Trujillo—HIT-TV (Began operation Aug. 1, 1952). La Voz Dominicana. Power: 5 kw visual, 2.5 kw aural. U. S. standards. Trans. and ant.: RCA. Uses Voice of America tv programs. Owner is Gen. J. Arismendi Trujillo, brother of President of the country. HIT-TV has two studios with three RCA cameras and two mobile units with RCA cameras. Station broadcasts 16 hours weekly, of which 75% are commercially sponsored.

EGYPT

Experimental television broadcasts were aired May 9-14, 1951, by French technicians and a delegation from the French State Television Agency. Excellent results were reported. The Egyptian Committee on Higher Broadcasting, headed by the Minister of National Economy, adopted a resolution that tv should be introduced in Egypt, but no definite plans have been announced.

FRANCE

(Estimated receivers: 104,600 licensed as of January, 1955 with unknown number operating illegally. Community viewing groups are established in small villages, a project backed by the French League for Education.)

Note: All stations are under the government's Admin. de la Radiodiffusion et de la Television and are noncommercial. The French government in 1948, established 819 lines and 14 mc bandwidth, 25 frames, am sound, as national standard. Until 1958, one of the tv stations operating in the Eiffel Tower will be permitted to use 441 lines and 9 mc bandwidth pending establishment of the higher definition network. Voice of America tv shows are being used in France. Total of 44 stations are planned in 28 cities. First official experiments began in 1932. Daily program service began in 1938. Tax on home receivers is 4,350 francs (\$12.43).

The National Assembly has allocated \$8.2 million for new construction and \$604,000 for a French network in North Africa. Total of 20 new transmitters are expected to be constructed under both plans in 1955 and 1956.

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural.

Lille—(Operating). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.75 kw aural. Video 10.5 mc, am sound, horizontal polarization. Station began in 1951. ERP increased to 50 kw southward, 100 kw in other directions, Nov. 1954.

Lyons—(Operating). Frequency: 164 mc video, 175.15 mc audio. Power: 20 kw video, 5 kw audio. Due to start this year.

Lyons—(Under construction). Frequency: 212.85 mc video, 201.70 mc audio. Power: 30 kw visual, 6 kw aural. Due to start end of 1955 or early in 1956.

Marseille—(Operating). Frequency: 186.55 mc video, 175.40 mc audio. Power: 30 kw visual, 6 kw aural. Started in 1954.

Metz—(Operating). Frequency: 173.40 mc video, 169.25 mc audio. ERP: 50 kw. Started in January 1955.

Mulhouse—(Under construction). Frequency: 186.55 mc video, 175.40 mc audio. ERP: 200 kw. Due to start fall of 1955.

Nice—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, am sound.

Paris—(Operating from the base of Eiffel Tower). Frequency: 46 mc video, 42 mc audio. Power: 30 kw visual, 6 kw aural. 441 lines, 25 frames, 9 mc band, am sound. Antenna height above ground: 1,000 ft. Station began in 1938; resumed operation in 1944. Will continue 441 line service until 1958. Antenna is at top of the Eiffel Tower.

Paris—(Operating from top of Eiffel Tower). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.5 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, am sound. Antenna height above ground: 1,000 ft. Station began in 1950. ERP increased to 75 kw November 1954.

Strasbourg—(Operating). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. Began in 1953.

Strasbourg—(Operating). Frequency: 164 mc video, 175.15 mc audio. Power: 20 kw video; 5 kw audio. Began in 1953.

Toulouse—(Proposed). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. Low power satellite transmitters are planned for Nancy and Furbach, to start in 1955.

GERMANY (West)

Set estimate as of May 1955 reportedly was 120,000, with another 80,000 are estimated to be operated illegally. Some 350,000 sets are expected to be sold this year.

Berlin (West)—(Began operation Nov. 1, 1951). Sender Freies Berlin. Frequency: 189.25 mc visual, 194.75 mc aural. Power: 1 kw visual, 0.25 kw aural. ERP: 5 kw visual. Wide variety of programs, both live and film, are aired.

Berlin (West)—(Experimental). Allied High Command. Frequency: 196.25 mc visual, 7 mc bandwidth. Power: 1 kw. 625 lines, 50 fields.

Baden-Baden—(Operating). Southwest Radio (SWF). Frequency: 189.25 mc video, 194.75 audio. ERP: 0.6 kw.

Bonn—(Operating). Northwest German Radio (NWDR). Frequency: 175.25 video, 180.75 audio. ERP: 0.24 kw.

Bremen—(Operating). Radio Bremen. Frequency: 55.24 mc video, 60.74 audio. ERP: 0.1 kw.

Coblenz—(Operating). Southwest Radio (SWF). Frequency: 182.25 video, 187.75 audio. ERP: 40 kw.

Cologne—(Began operation Dec. 21, 1952). Northwest German Radio (NWDR). Frequency: 217.24 mc visual, 222.74 mc aural. Power: 1 kw visual, 0.3 kw aural. ERP: 5.3 kw visual.

Frankfurt—(Began operation June 1, 1953). Hessian Radio. Frequency: 196.25 mc visual, 201.75 mc aural. Power: 10 kw visual, 0.25 kw aural. ERP: 100 kw visual.

Frankfurt—(Experimental). Allied High Command. Frequency range 174-216 mc. Power: 1 kw. 625 lines, 50 fields, 7 mc band, fm sound.

Freiburg—(Operating). Southwest Radio (SWF). Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.08 kw.

Hamburg—(Began operation Dec. 1, 1952.) Northwest German Radio (NWDR). Frequency: 203.25 mc visual, 208.75 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Hanover—(Began operation Dec. 21, 1952). Northwest German Radio (NWDR). Frequency: 196.25 mc visual, 201.75 mc aural. Power: 1 kw visual, 0.3 kw aural. ERP: 4.25 kw visual.

Harz-West—(Operating). Northwest German Radio (NWDR). Frequency: 210.26 video, 215.76 audio. ERP: 0.4 kw.

Hornisgrinde — (Operating). Southwest Radio (SWF). Frequency: 203.25 mc video, 208.75 mc audio. ERP: 100 kw.

Kaiserslautern — (Operating). Southwest Radio (SWF). Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.08 kw.

Langenburg — (Began operation Sept. 12, 1952.) Northwest German Radio (NWDR). Frequency: 189.25 mc video, 197.75 mc aural. Power: 10 kw visual, 3 kw aural. ERP: 92 kw visual.

Meißen — (Operating). Hessischer Rundfunk. Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.75 kw.

Miedenkopf — (Operating). Hessischer Rundfunk. Frequency: 175.25 mc video, 180.75 mc audio. ERP: 0.08 kw.

Pirmasens — (Operating). Southwest Radio (SWF). Frequency: 175.25 mc video, 180.75 mc audio.

Reichert — (Operating). Southwest Radio (SWF). Frequency: 65.25 mc video, 67.75 mc audio. ERP: 8 kw.

Stuttgart — (Operating). Süddeutscher Rundfunk. Frequency: 217.25 mc video, 222.75 mc audio. ERP: 2 kw.

Sweibrücken — (Operating). Southwest Radio (SWF). Frequency: 189.25 mc video, 194.75 mc audio. ERP: 0.08 kw.

Trier — (Operating). Southwest Radio (SWF). Frequency: 62.25 mc video, 67.75 mc audio. ERP: 8 kw.

Wendelstein — (Operating). Bayerischer Rundfunk. Frequency: 210.25 mc video, 215.75 mc audio. ERP: 100 kw.

Weinbiet (Mannheim-Heidelberg) — (Began operation June 1, 1953.) Southwest Radio (Südwestfunk). Frequency: 210.25 mc video, 215.75 mc aural. Power: 1 kw visual, 0.2 kw aural. ERP: 50 kw directional to serve Rhine Valley from Worms to Baden. Series of 100 w satellites are planned in area because of terrain.

Note: Total of 27 stations are planned in Germany. As of Jan. 1, 1955 there were 26 operating transmitters, most of them being separate stations, operating on channels 2 to 11. On Oct. 16, 1952, the director general of Northwest German Radio (NWDR) laid the cornerstone of the new tv studios in Lokstedt, a suburb of Hamburg. Hamburg and Cologne were linked by a tv network with regular programming starting Dec. 25, 1952. Frankfurt and Langenburg since have been linked.

Tv experimentation began in Germany in 1926. Pre-war station at Berlin aired the 1936 Olympics.

GERMANY (East)

(Under Russian Control)
(Estimated receivers: 1,500 as of October 1954)

Dresden — (Operating). 625 lines. Frequency: 145.25 mc video, 151.75 mc audio. Went on air in June 1954.

East Berlin — (Operation began Dec. 21, 1952, in honor of Stalin's birthday). 625 lines, 25 frames. Frequency: 99.9 mc video, 105.4 mc audio. Power is unknown but a 2 kw transmitter is reported under construction.

East Berlin — (Operating). Frequency: 41.75 mc video, 48.25 mc audio.

Leipzig — (Operating). Frequency: 59.25 video, 65.75 mc audio.

The Government has allocated \$2.5 million for construction. Three more stations at Schwerin, Brocken Mountain and Inselberg are under construction. It is reported that new stations are planned for Erfurt, Leipzig, Salzwedel, Stralsund and Fitchelberg (Erz Mts.).

GREAT BRITAIN

(Estimated receivers: 4.2 million licensed as of January 1955. Several hundred additional unlicensed sets are believed to be in existence.)

Note—Since the inception of British television in 1935, all telecasting has been by stations of the British Broadcasting Corp., non-commercial, tax-supported system. BBC stations are linked into a network to carry programs originating in London. Color tv may start sometime in 1956, it was reported.

Parliament, however, has authorized a competitive commercial tv system for Britain, scheduled to get under way Sept. 22, 1955, with the opening of a commercial tv station in London. Two others, in the north and south of England, are expected to start operations in March 1956. Commercial tv stations are to be operated by Independent Television Authority, but programs will be provided by independent contractors, under contract with ITA. The London station will be programmed weekdays by Associated-Radiffusion Ltd. and weekends by Associated Broadcasting Co.

London — (Operation resumed in 1946). Alexandria Palace. Frequency: 45 mc video, 41.5 mc audio. Power: 17 kw visual, 3 kw aural. ERP: 34 kw visual, 5 kw aural. 405 lines, 25 frames, double side-band, am sound. Trans.: Marconi-EMI. Ant.: Marconi, 300 ft. It is proposed to move this station to the Crystal Palace. This station began operation Nov. 2, 1936.

Sutton-Coldfield-Birmingham — (Operating). Frequency: 61.75 mc video, 58.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Trans.: EMI-video, Marconi-audio. Ant.: BBC-video, Marconi-audio, 750 ft. Began operation in 1951.

Commercial tv station is under construction at Birmingham and is expected to begin programming in March 1956.

Wenvoe (Cardiff) — (Began operation Aug. 15, 1952). Frequency: 66.75 mc video, 63.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Trans.: EMI video, Standard Telephone & Cables-audio. Ant.: BBC-video, Marconi-audio, 750 ft.

Holme-Moss (Manchester) — (Began operating Oct. 1951). Frequency: 51.75 mc video, 48.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Trans.: Marconi. Ant.: BBC-video, Marconi-audio (stacked dipole 2,500 ft. above sea level), 750 ft.

Commercial tv station is under construction at Manchester and is expected to begin programming in March 1956.

Kirk O'Shotts (Edinburgh, Scotland) — (Began regular operation on March 14, 1952). Frequency: 56.75 mc video, 53.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, am sound. Trans.: EMI-video, Standard Telephone & Cables-audio. Ant.: BBC-video, Marconi-audio, 750 ft.

Pontop Pike (County Durham) — (Operating). Is a low power outlet. 405 lines, 25 frames, as sound. Temporary mobile station started there in May 1953. Permanent outlet now under construction.

Belfast — (Operating). Is a low power outlet. 405 lines, 25 frames, am sound. Frequency: 45 mc video, 41.5 mc audio.

Brighton — (Provisional). Frequency: 51.75 mc video, 48.25 mc audio.

Aberdeen — (Provisional). Frequency: 61.75 mc video, 58.25 mc audio. Permanent station under construction.

Plymouth — (Provisional). Frequency: 51.75 mc video, 48.25 mc audio. Permanent station under construction.

Douglas, Isle of Man — (Provisional). Frequency: 66.75 mc video, 63.25 mc audio.

Rowbridge, Isle of Wight — (Provisional). Frequency: 56.75 mc video, 53.25 mc audio. Permanent station under construction.

A medium power BBC station is under construction at Divis, Northern Ireland, and a provisional low power station at Norwich. Permanent low power stations are planned for Isle of Man, Carlisle, Channel Islands, Dover, Inverness (Scotland), Londonderry (Northern Ireland), Towyn (Wales).

GUATEMALA

Guatemala City — (Proposed). Ch. 6, 82-88 mc. 525 lines, 30 frames, fm sound. W. J. Dorion & Co. ERP: 50 kw visual.

Coban — (Proposed). Ch. 2, 54-60 mc. 525 lines, 30 frames, fm sound. Power: 10 kw visual.

Quezaltenango — (Proposed). Ch. 4, 66-72 mc. 525 lines, 30 frames, fm sound. Power: 10 kw visual.

HUNGARY

An experimental station was reported on the air Jan. 20, 1954. Labor Day (May 1) parade at Budapest was televised and 625-line sets were brought in from Russia.

ITALY

(Estimated receivers: 82,000 registered as of December 1954.)

Florence — (Operating). Ch. 4, 200-207 mc. ERP: 108 kw video.

Genoa — (Operating). Ch. 5, 209-216 mc. ERP: 127.5 kw video.

Milan — (Operating). Ch. 4, 200-207 mc. ERP: 28 kw video.

Monte Peglia — (Operating). Ch. 5, 209-216 mc. ERP: 32 kw video.

Monte Penice — (Operating). Ch. 1, 61-68 mc. ERP: 100 kw video.

Monte Serra — (Operating). Ch. 3, 174-181 mc. ERP: 270 kw toward Florence, 200 kw towards La Spezia, 121 kw southward.

Monte Venda — (Operating). Ch. 3, 174-181 mc. ERP: 108 kw video.

Rome — (Operating). Ch. 4, 200-207 mc. ERP: 108 kw video.

Turin — (Operating). Ch. 2, 81-88 mc. ERP: 17.5 kw video.

Note: In early 1953 the Cabinet ruled to have the state take over the whole Italian broadcasting network of RAI (Radio Audizione Italiana). RAI formerly was privately owned. The Cabinet decreed RAI shall be owned through the state's Institute for Industrial Reconstruction. RAI was granted a monopoly of tv broadcasting for 20 years. Plans are for 13 new vhf transmitters in 1955, bringing the total to 27. The new stations proposed will provide service to some 25 million people. RAI reportedly has in good equipment, mostly from the U. S., but is in need of operating and programming know-how. The system is prepared to introduce color tv before 1957, it was reported. Voice of America tv shows are used on operating outlets. Programs originate in studios in Rome, Milan and Turin, with a weekly operating schedule of about 35 hours. It is reported that commercials will be permitted when the total of officially registered tv receives reaches 150,000.

There are reported at least 25 companies manufacturing tv sets in Italy.

JAPAN

(Number of registered receivers was 70,734 as of July 10, 1955, but the total actual number in use was estimated much more, as many unregistered receivers were in use. Some 120,000 sets are believed to be registered by the end of 1955.)

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Nagoya-JOCK-TV — (Began operating Mar. 1954). Japan Broadcasting Corporation (NHK; Nippon Hoso Kyokai). Frequency: 103.25 mc video, 107.75 mc aural. Power: 10 kw visual, 5 kw aural. Transmitter: Toshiba, Japan. Height and make of antenna: 168 m,

6-stacked, superturn style, Mitsubishi Heavy Industry, Japan. Population served: 4,000,000.

Osaka-JOBK-TV — (Began operating Mar. 1954). Japan Broadcasting Corporation (NHK). Frequency: 171.25 mc video, 175.75 mc aural. Power: 10 kw visual, 5 kw aural. Transmitter: Toshiba, Japan. Height and make of antenna: 62.9 m, 6-stacked superturn style, Mitsubishi Heavy Industry, Japan. Population served: 12,500,000.

Tokyo-JOAK-TV — (Began operating Feb. 1953). Japan Broadcasting Corporation (NHK), public corporation like BBC in England, established by the Broadcast Law for the purpose of broadcasting for the public welfare in such a manner that its broadcasting may be received all over Japan. Frequency: 103.25 mc video, 107.75 mc aural. Power: 10 kw visual, 5 kw aural. Transmitter: RCA. Height and make of antenna: 178 m, 6-stacked superturn style, RCA. Population served: 10,550,000.

NHK operates double national radio networks at the same time; the first comprising 90 stations, the second 70 stations. NHK began TV research in June, 1930. Experimental TV was begun between the laboratory at the outskirts of Tokyo and the NHK Radio Bldg. at the center of Tokyo (distance some 8 miles). Expenses for TV services are met by license fee (83.3 cents per set per month) and temporary loan for the time being.

Tokyo-JOAX-TV — (Began operating Aug. 1953). Nippon Television Broadcasting Network Co. Frequency: 171.25 mc video, 175.75 mc aural. Power: 10 kw visual, 5 kw aural. Transmitter: RCA. Height and make of antenna: 159 m, 12-stacked superturn style, RCA. This station is commercial, operated by a private company headed by Matsutaro Shoriki, ex-president of the Yomiuri Press.

Tokyo-JOKR-TV — (Began operating Apr. 1955). Radio Tokyo, commercial broadcasting company headed by Tadashi Adachi, operates a 50 kw radio station on the other hand. Frequency: 183.25 mc video, 187.75 mc aural. Power: 10 kw visual, 5 kw aural. Transmitter: RCA. Height and make of antenna: 158.4 m, 12-stacked superturn style, RCA.

Following stations are now under construction:

Fukuoka-JOLK-TV — NHK. Operation scheduled from Mar. 1956.

Hiroshima-JOFK-TV — NHK. Operation scheduled from Feb. 1956.

Nagoya-JOAR-TV — Chubu Broadcasting Co. (CBC). Operation is scheduled from May 1956. CBC now operates one 10 kw and two 500 w radio stations in Nagoya area.

Osaka-JOBX-TV — Osaka Television Broadcasting Co. Operation is scheduled from May 1956. The Osaka TV Broadcasting Co. has been established jointly by the Asahi Broadcasting Co. (ABC—affiliated with the Asahi Press) and the New Japan Broadcasting Co. (NJB—affiliated with the Mainichi Press) in Osaka. ABC and NJB operate one 50 kw radio station respectively in Osaka area at present.

Note: The largest organization for television broadcasting in Japan is NHK which operates three (Tokyo, Osaka and Nagoya) out of five TV stations operating in Japan as of July, 1955. Other two stations are operated by the Nippon Television Network Co. and Radio Tokyo respectively. The NHK three stations are linked by micro-wave relay, thus forming a basic national network. NHK is scheduled to start three more stations (Hiroshima, Sendai and Fukuoka) by March, 1956, and, furthermore, the nationwide network in the near future is envisaged by NHK.

Some thirty-five companies are reported making TV sets in Japan. The total sets produced during the year ended March 1955 were 42,345. The total sets imported during the year ended March 1954 were about 40,000, but the import has not been permitted since April 1954. The latest number of sets produced monthly was 6,942 for April and 7,687 for May 1955. The total sets produced during the year ending March 1956 will reach some 100,000. Sets are in great demand and retail dealers are complaining of the shortage of stock. The most popular TV programs are sport-events (wrestling, Japanese and western styles; baseball; swimming and etc.) relay programs. Each TV station broadcasts about six hours daily at present excepting special events broadcasts.

LUXEMBOURG

Commercial operation was started early in 1955 from a transmitter atop the Ginsterberg, near Duding, with an ERP of 30 kw. Station operates on Ch. 6 under call of Tele Luxembourg, is owned by Compagnie Des Compteurs, Compagnie Generale de T.S.F., Banque De Paris, and Agence Havas. Program is supplied by Compagnie Luxembourgeoise de Radiodiffusion. Sales representative for the new station, one of the few European ones operating on a straight commercial basis, is Informations Et Publicite Co., Luxembourg.

MEXICO

(As of August 1954, sets in Mexico totaled about 100,000.)

(All stations are on U. S. standards.)

Acapulco — (Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Guadalajara — (Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Guadalajara — (Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City). To take air this year.

Guanajuato — (Construction permit). Emilio Ascarraga. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

Guanajuato — (Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City). To take air this year.

Hermosillo — (Construction permit). Romulo O'Farrill Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Juarez—XELJ-TV (Operating). Pedro Meneses Jr., ch. 5. Representative: National Time Sales, New York. Began May 17, 1954.

Juarez—XECZ-TV (Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw (see XHTV Mexico City). Target date 1955.

Juarez—XECJ-TV (Under construction), ch. 5. Power: 5 kw.

Juarez—XEDI-TV (Under construction), ch. 11. Power: 5 kw.

Laredo—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Merida—(Construction permit). Romulo O'Farrill Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexicali—XEBG-TV (Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc. Power: 5 kw (see XHTV Mexico City).

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Television de Mexico S. A. Edificio de la Loteria Nacional, Plaza de la Reforma 2. Telephone: 36-63-41. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Trans.: RCA. Ant.: RCA 3-bay Superturstone atop 20 story National Lottery Bldg. Chief owner: Romulo O'Farrill Sr., industrialist, radio station operator, publisher of Mexico City *Noticias* (Spanish and News (English)). He also holds construction permits for new tv stations in Paso de Cortes, Tijuana, Mexicali, Monterey, Reynosa, Torren, Guadalajara, Tampico, Veracruz, Juarez, Laredo, Nogales, Guajuato, Hermosillo, Piedras Negras, Acapulco and Merida. U. S. representative: Adam Young Television Inc.

Mexico City—XEW-TV (Began operating in March 1951). Cadena Radiodifusora Mexicana S. A., Avenida Chapultepec 26. Telephone: 18-30-32. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, fm sound. Trans.: GE. Ant.: 400 ft. Chief owner: Emilio Ascarraga, radio broadcaster and theatre operator. Also owns XEK-TV Paso de Cortes and holds construction permit for new stations in Monterrey, Guadalajara, Tampico, Veracruz and Guajuato. He also is part owner of XELD-TV Matamoros.

Mexico City—XHGC-TV (Began operating Sept. 1952). Guillermo Gonzales Camarena, Avenida San Juan de Letran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Ant.: 270 ft. Has tested color tv.

Mexico City—(Construction permit). University of Mexico. Noncommercial station. Ch. 11, 198-204 mc.

Monterrey—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc (see XHTV Mexico City). To take air this year.

Nogales—XENS-TV (Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw. (See XHTV Mexico City).

Nuevo Laredo—XELN-TV (Under construction, ch. 3). Power: 5 kw.

Paso de Cortes—XEQ-TV Mexico City (Began operating late 1952; rebroadcasts XEW-TV and some XHTV shows). Owned by Emilio Ascarraga. Ch. 9, 186-192 mc (see XEW-TV Mexico City). Site is 13,405 ft., 60 miles south of Mexico City. It is estimated to serve 3 million people in Mexico City area plus another 3 million in 76 other communities. Station is installing 50 kw DuMont amplifier, plus high gain antenna. ERP will be 600 kw.

Piedras Negras—XEPN-TV (Construction permit). Romulo O'Farrill Sr. Ch. 2, 54-60 mc. Power: 5 kw (see XHTV Mexico City).

Puebla City—XEX-TV (Began operating in December 1954). Romulo O'Farrill Sr. Ch. 7, 174-180 mc (see XHTV Mexico City).

Reynosa—XERO-TV (Construction permit). Romulo O'Farrill Sr. Ch. 9, 186-192 mc. Power: 5 kw (see XHTV Mexico City).

Reynosa—XERA-TV (Under construction), ch. 12. Power: 5 kw.

Tampico—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana (near San Diego, Calif.)—XETV (TV) (Began operation Feb. 16, 1953.). Radio Television S. A., 4229 Park Blvd., San Diego 3, Calif. Telephone: Cypress 8-7191. Ch. 6. Authorized ERP: 100 kw visual, 50 kw aural; present ERP: 43 kw visual, 18 kw aural. Trans.: FTL. Ant.: RCA, 1,000 ft. above average terrain, 550 ft. above ground. U. S. representative: Weed Television. Services: Two studios (30x50 and 15x20 ft.). Three DuMont studio camera chains. One DuMont film camera. Two Eastman 16mm film projectors. Poly-Efex dual slide projector and scanner with montage unit. Federal scanner. Custom made mobile unit. Executives: Julian M. Kaufman, gen. mgr. & film buy. William G. Mueller, bus. mgr. Marvin Schulman, ch. eng. Rate information: Class A one hour (live) \$535. (film) \$500; minute spot (live) \$110, (film) \$100; ID \$50. ID length 8-10 sec. Share screen. Frequency discounts from 2½% for 13 times up to 25% for 260 times. Rate card No. 3.

Tijuana (near San Diego, Calif.)—XETC-TV (Under construction), ch. 12. Power: 5 kw.

Torreón—(Construction permit). Romulo O'Farrill Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Veracruz—(Construction permit). Romulo O'Farrill Sr. Ch. 12, 204-210 mc (see XHTV Mexico City). Target date 1955.

MOROCCO

Exclusive concession for the development of television was granted in 1951 to Compagnie Marocaine de Radio-Television (TELMA) which opened a station at Casablanca in June 1954 and a second station at Rabat began early this year, which is connected by microwave relay. Later relays also will link stations proposed at Fez, Meknes and Marrakesh. Stations will be commercial, but also will be supported by a tv set sales tax and annual set license fee. Firm has a business office at 123 rue de Lille, Paris. Technical standards are French, 819 line definition.

NETHERLANDS

(Estimated receivers: 15,000 at end of 1954.)

Eindhoven—(Experimental). 625 lines, 25 frames, 7 mc channel. Operated by Philips.

Goes—(Proposed). 625 lines, 25 frames, 7 mc channel.

Heerenveen—(Proposed). 625 lines, 25 frames, 7 mc channel.

Hengelo—(Proposed). 625 lines, 25 frames, 7 mc channel.

Kootwijk—(Under construction). 625 lines, 25 frames, 7 mc channel.

Roermond—(Proposed). 625 lines, 25 frames, 7 mc channel.

Utrecht (Lopik)—(Began operation Oct. 2, 1951). Nederlandse Televisie Stichting (NTS). 625 lines, 25 frames, 7 mc channel. Frequency: 62.25 mc visual, 67.75 mc aural. Power: 5 kw. ERP: 20 kw visual, 12 kw aural. Trans.: Philips. This station is near Amsterdam and covers most of the country, according to reports. It is in regular operation but offers limited programs. Voice of America tv shows used. A temporary relay links this station with Antwerp, Belgium.

Note: For about two years, up to July 1951, experimental telecasting was conducted at Eindhoven by Philips Ltd. Philips provided the transmitter at Lopik as well as the modern studios at Bussum. NTS is comprised of five cultural and political groups and is privately financed with some government aid. Noncommercial, but a study of the feasibility of commercialization has been proposed.

NORWAY

Test program transmission began at Oslo on Jan. 12, 1954, the Norwegian Embassy in Washington has reported. Provisional studio is presently under construction on the Travanshogda hilltop near Oslo and the Norwegian Radio System has announced it will start test transmissions before the end of the year. Two years of testing is scheduled.

PHILIPPINE ISLANDS

(Estimated receivers: 7,000)

Manila—DZBC-TV (Operating). Ch. 3, 60-66 mc. Power: 3.5 kw visual. Bolinao Electronics Corp. (Juan Quirino). P. O. Box 1344, Manila. Began in Sept. 1953.

Manila—DZBB-TV (Proposed). ERP: 30 kw. Ant.: 500 ft. To have booster in Cebu. Stewart Electronics Lags. (Robert Stewart).

POLAND

Poland has subscribed to U.S.S.R. standards of 625 lines, 25 frames, 8 mc channel. An experimental station began operating Oct. 25, 1952, at Warsaw on 88-95 mc. Transmission is intermittent. A second station is under construction at Lodz.

RUSSIA (U.S.S.R.)

(Estimated receivers: 700,000)

Kharkov—(Experimental). 300 lines. Small station.

Kiev—(Operating). 625 lines, 25 frames, 8 mc channel, fm sound.

Leningrad—(Operating). 625 lines, 25 frames, 8 mc channel, fm sound.

Moscow—(Operating). 625 lines, 25 frames, 8mc channel. There are 60,000 tv sets reported in use in this area. Program service is said to be on 6-day weekly schedule, six hours per day.

Stanlingrad—(Under construction). 625 lines, 25 frames, 8 mc channel.

Sverdlovsk—(Proposed). 625 lines, 25 frames, 8 mc channel.

Note: Tv stations have been reported operating in Moscow and Leningrad since the end of World War II, possibly using U. S. transmitters. Standard receiver is 7-in. set, although sets up to 13 in. are being made. Production goal is 760,000 for 1955, including 14, 17 and 21-inch screens.

SAAR

Saarbrücken—Provisional transmitter with 200 w video power began operating in July 1954, to be replaced this year with 10 kw transmitter. Station operates four hours a day in French and German, using French standard of 819 lines. Frequency: 177.15 mc video, 188.3 mc audio. Planned is a second station to use two 20 kw transmitters operating in parallel on video frequency of 41.25 mc, audio 52.4 mc. These commercial stations are owned by the same company that operates the Monte Carlo, Monaco, station, which has a 50-year monopoly on tv broadcasting in the Saar, dating from 1952.

SPAIN

(Estimated receivers: 300)

Barcelona—(Under construction). 625 lines, 25 frames, 7 mc channel.

Bilbao—(Proposed). 625 lines, 25 frames, 7 mc channel.

Madrid—(Under construction). 625 lines, 25 frames, 7 mc channel.

Madrid—(Experimental). 625 lines, 25 frames, 7 mc channel. Programs are telecast three hours weekly.

Note: The first tv transmission was made from the Madrid Press Club on Oct. 9, 1952. The stations now under construction are using mostly English and Dutch equipment. RCA's local representative, Industria Electronica, hopes to establish a commercial station.

SWEDEN

(Estimated receivers: 1,500)

Göteborg—(Proposed). 625 lines, 25 frames, 7 mc channel.

Province of Skane—(Proposed). 625 lines, 25 frames, 7 mc channel.

Stokholm—(Experimental, on two channels). Swedish Board of Telegraphs. 625 lines, 25 frames, 7 mc channel. Transmission is from 6-7 p.m. each Thursday on 65 mc and 182 mc bands. Program service is to be increased this year. A network of 50 stations, serving 90% of the population, is planned within ten years. Regular tv service of 15 hours a week is scheduled to start July 1956, stepped up to 25 hours in 1957 and to 35 in 1958.

SWITZERLAND

(Estimated receivers: 4,930 sets officially declared in January 1955.)

Basle—(Operating). 625 lines, 25 frames, 7 mc channel. CCIR Ch. 10. ERP: 0.5 kw (to be replaced by more powerful transmitter. German language programs.

Berne—(Operating). 625 lines, 25 frames, 7 mc channel. CCIR Ch. 2. ERP: 30 kw. German language programs.

French Switzerland (Geneva and Vaud)—(Operating experimentally). 625 lines, 25 frames, 7 mc channel. CCIR Ch. 4. ERP: 100 kw. French language programs.

Geneva—(Operating). 625 lines, 25 frames, 7 mc channel. CCIR Ch. 11. ERP: 0.5 kw. French language programs. (To be discontinued when French Switzerland station begins regular transmissions.)

Zurich—(Operating). 625 lines, 25 frames, 7 mc channel. CCIR Ch. 3. ERP: 25 kw. German language programs.

Experimental period is to end Sept. 30, 1955, but regular service is not anticipated for about two years, during which number of programs will be increased to 14 hours a week in both languages. Three more stations are planned.

THAILAND

Bangkok—(Under construction). Government Public Information Dept. 625 lines European standards. 10 kw RCA transmitter. Target date is sometime this year.

Note: A 30 w experimental Marconi transmitter began operating Dec. 7, 1952, at Chulalongkorn U. in the 174-216 mc band.

TURKEY

Istanbul—(Experimental). Technical University of Istanbul. 625 lines, 25 frames, fm sound. Power: 100 w 65 mc band. Transmitter: Philips.

Note: It is planned to install 25 kw transmitters at Istanbul, Ankara and Izmir.

URUGUAY

Montevideo—(Proposed). Servicio Oficial de Difusion Radio Electrica (attached to the Ministry of Public Instruction). Power: 1 kw. 525 lines, 30 frames, 6 mc channel. Bids for construction of this station were called for in 1953.

Note: Experimental telecasts were aired in November 1951. A private firm, Sociedad Anonima de Emisoras de Television y Anexos, has been organized by local broadcasters with a view to establishment of a commercial tv station.

VENEZUELA

(Estimated receivers: 30,000)

Caracas—YVKA-TV (Began operating No. 24, 1952). National government. Ch. 5, 76-82 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. 37.2 kw ERP. Noncommercial operation about 12 hours a week. Trans.: RCA. Construction cost \$462,000.

Caracas—YVLV-TV. (Began operating May 1953). Television Venezolana S. A. Ch. 4, 66-72 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Trans.: Marconi.

Caracas—YVKS-TV (Began operating Sept. 1953). Radio Caracas. Ch. 2 (60-66 mc). Power: 10 kw, ERP 37.2 kw. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Trans.: RCA.

Caracas—(Proposed). Radio Continente. President Caleb W. White reportedly has said the station will be financed in cooperation with Goar Mestre, director general of CMQ-TV Havana.

Maracaibo—(Under construction). Radio Popular Television S. A. Estimated cost \$330,000.

Maracaibo—(Proposed). Compania Televisa de Caracas.

YUGOSLAVIA

Belgrad—YZO (Began in 1952). Radiodifusion Belgrad. Frequency: 42.5-47 mc. Power: 5kw. 625 lines, 25 frames, 7 mc channel.

Ljubljana—(Proposed). Radiodifusion Belgrad. Frequency: 51.5-56 mc. Power: 5 kw, 625 lines, 25 frames, 7 mc channel.

Zagreb—(Proposed). Radiodifusion Beograd. Frequency: 60.5-65 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

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 Burroughs, J. Edward, Cummings, Stanley, Truitt & Cross, 1625 K St., N.W., Washington 6, D. C. Tel.: District 7-0777.
 Burt, William C., Koteen & Burt, Wyatt Bldg., Washington 5, D. C. Tel.: Republic 7-5566.
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Stations Equipped to Handle Network Color Programs

(Also see station directory for individual listings of color facilities)

NBC-TV

STATIONS available for colorcasting on NBC-TV interconnected network as of July 1, 1955 (list supplied by NBC-TV).

Basic Affiliates

WSB-TV Atlanta
 WBAL-TV Baltimore
 WABT Birmingham
 WBZ-TV Boston
 WGR-TV Buffalo
 WNBQ Chicago
 WLWT Cincinnati
 WNBK Cleveland
 WLWC Columbus, O.
 WFAA-TV Dallas
 WOC-TV Davenport
 WLWD Dayton
 KOA-TV Denver
 WWJ-TV Detroit
 WBAP-TV Ft. Worth
 WOOD-TV Grand Rapids
 KPRC-TV Houston
 WSAZ-TV Huntington
 WJAC-TV Johnstown
 WDAF-TV Kansas City
 WGAL-TV Lancaster
 WJIM-TV Lansing
 KRCA Los Angeles
 WAVE-TV Louisville
 WMCT Memphis
 WTMJ-TV Milwaukee
 KSTP-TV Minneapolis-St. Paul
 WSM-TV Nashville
 WNHC-TV New Haven
 WDSU-TV New Orleans
 WRCA-TV New York
 WVEC-TV Norfolk, Va.
 WKY-TV Oklahoma City
 WOW-TV Omaha
 WPTZ Philadelphia
 KPTV Portland, Ore.
 WJAR-TV Providence
 WHAM-TV Rochester, N. Y.
 KTVT Salt Lake City
 WOA-TV San Antonio
 KFSD-TV San Diego
 KRON-TV San Francisco
 WRGB Schenectady
 KOMO-TV Seattle
 KSD-TV St. Louis
 WSYR-TV Syracuse
 WFLA-TV Tampa
 KVOO-TV Tulsa
 WKTV Utica
 WRC-TV Washington
 WBRF-TV Wilkes Barre
 WFMJ-TV Youngstown

Affiliates Individually Available

KALB-TV Alexandria*
 WFBG-TV Altoona*
 KGNC-TV Amarillo
 WJBF-TV Augusta
 KTBC-TV Austin
 KERO-TV Bakersfield
 WABI-TV Bangor*
 WBRZ Baton Rouge
 WLEV-TV Bethlehem
 WBNF-TV Binghamton
 WTTV Bloomington, Ind.
 WCIA Champaign-Urbana
 WBTW Charlotte, N. C.
 WDEF-TV Chattanooga*
 WHO-TV Des Moines
 WTVD Durham*
 WEAU-TV Eau Claire*
 KTSM-TV El Paso*
 WICU Erie*
 WFIE-TV Evansville*
 WKJG-TV Ft. Wayne
 KMJ-TV Fresno
 WFBG-TV Greenville, S. C.
 WFBM-TV Indianapolis
 WLBT Jackson
 WJHP-TV Jacksonville*
 WATE-TV Knoxville
 KARK-TV Little Rock*
 KCDB-TV Lubbock
 WTOK-TV Meridian*
 WGBS-TV Miami
 KNOE-TV Monroe*
 WSFA-TV Montgomery
 WDBO-TV Orlando*
 WEEK-TV Peoria
 KVAR-TV Phoenix-Mesa
 KDKA-TV Pittsburgh
 WENS Pittsburgh*
 WCSH-TV Portland, Me.
 KCSJ-TV Pueblo*
 WGEM-TV Quincy*
 WSLS-TV Roanoke
 KRCC-TV Rochester, Minn.*
 KCCC-TV Sacramento*
 WNEM-TV Saginaw-Bay City*
 KEYT Santa Barbara*
 KSLA Shreveport*
 KTIV Sioux City*
 KHQ-TV Spokane
 WWLP Springfield, Mass.
 KYTV Springfield, Mo.*
 WSPD-TV Toledo
 KVOA-TV Tucson**
 KWWL-TV Waterloo-Cedar Rapids
 WTRF-TV Wheeling
 KEDD Wichita
 KFDX-TV Wichita Falls*
 WSJS-TV Winston-Salem
 KIMA-TV Yakima*

*—To be equipped to carry network color by the end of 1955
 **—To be equipped to carry network color some-
 time in 1956

CBS-TV

STATIONS available for colorcasting on CBS-TV interconnected network as of July 1, 1955 (List supplied by CBS-TV).

Basic Required Affiliates

WAGA-TV Atlanta
 WMAR-TV Baltimore
 WBRC-TV Birmingham
 WNAC-TV Boston
 WBNF-TV Buffalo
 WCHS-TV Charleston, W. Va.
 WBTW Charlotte, N. C.
 WBBM-TV Chicago
 WKRC-TV Cincinnati
 WEXL Cleveland
 WBNS-TV Columbus
 KRLD-TV Dallas
 WHIO-TV Dayton, Ohio
 KLZ-TV Denver
 WJBK-TV Detroit
 WCCO-TV Minneapolis
 WLAC-TV Nashville
 WCBS-TV New York
 WTAR-TV Norfolk
 KWTW Oklahoma City
 KMTV Omaha
 WCAU-TV Philadelphia
 KOOL-TV Phoenix
 KOIN-TV Portland, Ore.
 WHEC-TV, WRET-TV Rochester, N. Y.
 WHBF-TV Rock Island
 KBET-TV Sacramento
 KSL-TV Salt Lake City

KGUL-TV Galveston-Houston*
 WFMJ-TV Greensboro
 KTVH Hutchinson-Wichita
 WISH-TV Indianapolis
 WMBR-TV Jacksonville
 WKZO-TV Kalamazoo
 KMBC-TV Kansas City
 KNXT Los Angeles
 WHAS-TV Louisville
 WTVJ Miami
 KENS-TV San Antonio
 KFMB-TV San Diego
 KPXN San Francisco
 KWK-TV St. Louis
 WHEN-TV Syracuse
 KTNT-TV Tacoma-Seattle
 WTVT Tampa
 WTHI-TV Terre Haute, Ind.
 WSPD-TV Toledo
 KOTV Tulsa
 WTOP-TV Washington

Supplementary Interconnected Affiliates

WROW-TV Albany**
 KRNT-TV Des Moines*
 WAJM-TV Anderson
 KTBC-TV Austin
 KERO-TV Bakersfield
 WTWO Bangor
 WBNF-TV Binghamton
 KFVS-TV Cape Girardeau*
 WMT-TV Cedar Rapids
 WCIA-TV Champaign
 WCSC-TV Charleston, S. C.
 WDEF-TV Chattanooga*
 WNOK-TV Columbia, S. C.
 WRBL-TV Columbus, Ga.
 KROD-TV El Paso*
 WSEE-TV Erie*
 WINT Fort Wayne
 KJEO Fresno
 WNCT Greenville, N. C.*
 WEHT Henderson
 WJTV Jackson*
 KRCC-TV Jefferson City*
 WJAC-TV Johnstown
 KHOL-TV Kearney*
 WJRT Flint*
 WTSK-TV Knoxville
 WGAL-TV Lancaster
 KOLN-TV Lincoln*
 KDUB-TV Lubbock
 WLVA-TV Lynchburg
 WMAZ-TV Macon
 WKOW-TV Madison
 KBES-TV Medford**
 WXIX Milwaukee
 KCJB-TV Minot*
 KNOE-TV Monroe
 WCOV-TV Montgomery**
 WMTV Mt. Washington**
 WLBC-TV Muncie
 WKNB-TV New Britain
 WNHC-TV New Haven
 WDSU-TV New Orleans
 WDBO-TV Orlando
 WTVH-TV Peoria
 KATV Pine Bluff*
 KDKA-TV Pittsburgh
 WGAN-TV Portland, Me.
 KHQA-TV Quincy, Ill.
 WNAO-TV Raleigh
 WHUM-TV Reading
 WREX-TV Rockford*
 WKNX-TV Saginaw
 KSBW-TV Salinas-Monterey
 WRGB Schenectady
 KSLA-TV Shreveport*
 KVTY Sioux City
 WSBT-TV South Bend
 KXLY-TV Spokane
 KTTS-TV Springfield, Mo.
 WTHI-TV Terre Haute
 WIBW-TV Topeka
 WKTV Utica
 KXJB-TV Valley City*
 KWFT-TV Wichita Falls
 KIMA-TV Yakima**
 WKBN-TV Youngstown

Extended Market Plan Stations

KVOS-TV Bellingham**
 WDXI-TV Jackson, Tenn.*
 WFAM-TV Lafayette, Ind.*

DuMont TV Network

STATIONS available for colorcasting on DuMont interconnected network as of July 1, 1955 (list supplied by DuMont).

WFBG-TV Altoona
 WOI-TV Ames
 WJBF-TV Augusta
 KTBC-TV Austin
 WAAM Baltimore
 WBNF-TV Binghamton
 WABT Birmingham
 WTTV Bloomington, Ind.
 WNAC-TV Boston
 WBNF-TV Buffalo
 KCRG-TV Cedar Rapids
 WCIA Champaign
 WCHS-TV Charleston, W. Va.
 WCPO-TV Cincinnati
 KKTV Colorado Springs
 WFAA-TV Dallas
 WHIO-TV Dayton
 WJBK-TV Detroit
 WICU Erie
 WKJG-TV Ft. Wayne
 WOOD-TV Grand Rapids
 WFMJ-TV Greensboro
 WSAZ-TV Huntington
 KTVH Hutchinson
 WISH-TV Indianapolis
 WJTV Jackson
 WMBR-TV Jacksonville
 WJAC-TV Johnstown
 WKZO-TV Kalamazoo
 KCMO-TV Kansas City
 WGAL-TV Lancaster
 KARK-TV Little Rock
 KHJ-TV Los Angeles
 WAVE-TV Louisville
 WMCT Memphis
 KNOE-TV Monroe
 WCOV-TV Montgomery
 WSM-TV Nashville
 WNHC-TV New Haven
 WDSU-TV New Orleans
 WABD New York
 WTAR-TV Norfolk
 KWTW Oklahoma City
 WOW-TV Omaha
 WFIL-TV Philadelphia
 WEEK-TV Peoria
 KDKA-TV Pittsburgh
 KPTV Portland, Ore.
 WJAR-TV Providence
 KHQA-TV Quincy, Ill.
 WNAO-TV Raleigh
 WHBF-TV Rock Island
 KENS-TV San Antonio
 WSBT-TV South Bend
 KTTS-TV Springfield, Mo.
 WHEN-TV Syracuse
 KTNT-TV Tacoma
 WSPD-TV Toledo
 WIBW-TV Topeka
 WKTU Utica
 WDEL-TV Wilmington
 WKBN-TV Youngstown

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1947-55 by Months
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TABLE MODEL	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
1947	4,790	5,372	5,350	4,831	5,646	7,654	5,554	7,984	23,185	13,512	14,674	17,763	116,315
1948	18,830	28,734	42,363	37,923	41,182	53,318	48,003	58,814	69,235	62,872	82,664	102,571	646,509
1949	95,103	102,183	139,830	126,922	139,651	131,404	61,310	136,603	155,785	213,330	281,811	208,759	1,792,691
1950	222,980	214,690	328,580	269,320	230,540	204,980	127,620	234,680	267,510	259,810	276,610	304,240	2,941,560
1951	232,152	225,219	324,121	230,197	208,503	158,348	66,166	65,458	166,672	206,930	182,121	210,014	2,275,901
1952	206,961	184,662	218,512	180,457	168,019	164,908	98,463	174,117	339,837	311,918	353,556	436,097	2,837,507
1953	301,783	330,151	388,468	272,190	222,207	240,731	131,156	280,983	316,776	270,521	259,575	210,183	3,224,724
1954	234,749	239,621	374,448	309,959	246,210	332,946	185,986	376,907	487,214	519,719	471,766	469,814	4,249,339
1955	353,486	418,703	526,877	391,136	310,000*								2,000,202
TOTAL (1947-1955)	1,670,831	1,749,335	2,348,549	1,822,935	1,571,958	1,294,289	724,258	1,335,546	1,826,214	1,858,612	1,922,777	1,959,441	20,084,748
CONSOLE AND CONSOLETT													
1947	615	880	1,266	2,329	1,706	2,433	2,591	2,273	7,589	6,714	4,178	4,465	37,039
1948	8,030	6,250	7,961	5,489	3,380	6,221	4,130	5,573	17,716	27,709	35,870	50,852	179,181
1949	37,590	29,479	66,278	63,508	52,131	58,562	32,150	85,469	105,847	143,932	188,051	126,223	989,220
1950	191,660	227,830	302,550	232,240	225,780	280,700	175,300	426,380	470,960	443,740	391,000	451,920	3,820,060
1951	356,082	396,702	485,979	245,954	176,459	178,365	75,467	73,171	151,775	188,501	211,842	234,562	2,774,859
1952	185,815	209,712	284,184	137,614	136,120	188,360	91,182	202,594	380,544	377,718	392,548	452,503	3,038,894
1953	400,818	380,828	391,531	284,368	254,766	275,037	178,242	299,963	426,346	375,062	266,186	222,193	3,655,340
1954	178,932	184,733	219,312	141,115	147,049	207,559	117,807	255,199	447,339	389,177	370,649	352,665	3,011,536
1955	292,604	267,653	292,694	185,969	154,118*								1,193,038
TOTAL (1947-1955)	1,652,146	1,704,067	2,051,755	1,298,586	1,151,509	1,197,237	676,869	1,350,622	2,008,116	1,952,553	1,860,324	1,895,383	18,799,167
PHONOGRAPH COMBINATION													
1947	32	1	23	726	1,338	1,397	1,862	2,026	1,945	3,467	5,283	7,117	25,217
1948	6,976	5,386	8,228	8,717	10,841	12,786	11,634	9,056	11,757	15,797	19,649	28,483	149,310
1949	17,665	16,138	20,435	16,488	11,122	10,577	5,212	8,571	17,294	21,373	44,730	28,484	218,089
1950	24,060	37,380	55,470	41,040	29,680	16,820	24,580	59,540	105,330	134,750	71,190	102,340	702,180
1951	62,466	57,398	59,900	23,849	20,038	15,787	7,293	8,076	18,894	16,436	21,369	22,532	334,038
1952	12,157	14,962	7,865	4,807	5,236	8,711	6,891	22,814	26,963	34,850	35,476	17,411	235,763
1953	16,633	19,618	30,113	11,320	4,963	7,884	9,276	21,058	35,284	34,481	34,382	32,486	219,878
1954	6,890	2,579	5,846	6,534	3,028	3,637	3,192	1,281	13,243	12,580	16,086	10,944	85,840
1955	8,492	16,158	11,585	6,069	4,688*								46,992
TOTAL (1947-1955)	155,371	169,620	199,465	119,550	90,934	77,599	69,940	132,422	230,710	273,734	248,165	249,297	2,017,307
TOTAL TELEVISION SETS													
1946													6,476
1947	5,437	6,253	6,639	7,886	8,690	11,484	10,007	12,283	32,719	23,693	24,135	29,345	178,571
1948	33,836	40,370	58,552	52,129	55,403	72,325	63,767	73,443	98,708	106,378	138,183	181,906	975,000
1949	150,358	147,800	226,543	206,918	202,904	200,543	98,672	230,643	278,826	378,635	514,592	363,466	3,000,000
1950	438,700	479,900	686,600	542,600	486,000	502,500	327,500	720,600	843,800	838,300	738,800	858,500	7,463,800
1951	650,700	679,319	870,000	500,000	405,000	352,500	148,926	146,705	337,341	411,867	415,332	467,108	5,384,798
1952	404,933	409,336	510,561	322,878	309,375	361,152	198,921	397,769	755,665	724,117	780,486	921,086	6,096,280
1953	719,234	730,597	810,112	567,878	481,936	524,479	316,289	603,760	770,085	680,433	561,237	449,787	7,215,827
1954	420,571	426,933	599,606	457,608	396,287	544,142	306,985	633,387	947,796	921,476	858,501	833,423	7,346,715
1955	654,582	702,514	831,156	583,174	468,806*								3,240,232
TOTAL (1947-1955)	3,478,351	3,623,022	4,599,769	3,241,071	2,814,401	2,569,125	1,471,067	2,818,590	4,065,040	4,084,899	4,031,266	4,104,621	40,901,222

* Preliminary Figure. ▶ Only available total for 1946.

PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

Colleges marked with * have reported G. I. Approval. For information on others write to registrar.

SCHOOLS AND INSTITUTES SPECIALIZING IN RADIO-TV

Academy of Broadcast Arts, 10 E. 40th St., New York 16. Tel.: Murray Hill 6-3714.
Courses: Radio-tv announcing. Registrar: Mary Witte. Registration: Open.

American Institute of the Air,* 3123 E. Lake St., Minneapolis 6, Minn.
Courses: Announcing; production. Registrar: Helen S. Brown. Registration: Mondays.

California Institute of Radio-Tv,* 5910 Sunset Blvd., Hollywood 28. Tel.: Hollywood 9-1938.
Courses: Curriculum in all phases of a tv operation. Registrar: Henry C. Kurn. Registration: Jan. 10; April 10; July 10; Oct. 10.

Cambridge School of Radio-TV Broadcasting,* 1481 Broadway, New York 36. Tel.: Bryant 9-9295.
Courses: Production; programming; studio operations; announcing-script-demonstrators. Director: Dexter Holle. Registration: Monthly.

Capitol Radio Engineering Institute Inc.,* 3224 16th St. N.W., Washington 10. Tel.: Hobart 2-1520.
Courses: Electronics (home, residence courses); tv & service engineering (home, residence); tv studio operations (home). Registrar: E. A. Corey. Registration: Monthly.

Central Technical Institute,* 1644 Wyandotte St., Kansas City, Mo. Tel.: Harrison 5852.
Courses: Radio & tv broadcasting; electronics; radio & tv technology. Registrar: R. W. Harriman. Registration: Second Monday of January, March, May, June, September, November.

Coyne Electrical School,* 500 S. Paulina St., Chicago 12. Tel.: Seeley 2-7722.
Courses: Tv-radio service. Registrar: C. A. Ginter. Registration: Every six weeks.

The Crescent School of Radio & Television,* 500 Pacific St., Brooklyn 17, N. Y. Tel.: Main 5-6220.
Courses: Radio and tv technician; communications; mathematics; servicing; FCC license; programming & production; camera operation. Registration: Continuous.

Delehanty Tv School,* 113-117 E. 11th St., New York 3. Tel.: Grammercy 3-6900.
Courses: Basic tv; tv technician. Registrar: Robert Ward. Registration: Monthly.

DeVry Technical Institute, 4141 Belmont Ave., Chicago 41, Ill. Tel.: Kildare 5-2700.
Courses: Tv-radio servicing; nuclear instrumentation; electronic technology & design; tv-radio communications; industrial electronics; home training programs in radio-tv servicing; industrial electronics; communications; nuclear instrumentation. Registrar: William R. McGowen. Registration: Residential—every six weeks; home study—continuous.

Don Martin School of Radio & Television Arts & Sciences,* 1653 N. Cherokee, Hollywood 28, Calif. Tel.: Hollywood 2-3281.
Courses: Tv engineering; tv production. Registrar: L. Rife. Registration: Monthly. Approved for foreign students attending under student visa.

Geller Theatre Workshop,* 6040 Wilshire Blvd., Los Angeles 36, Calif. Tel.: York 5205.
Courses: Stage-Screen-Radio course covers basic training in all fields, including tv. Registrar: Hazel Ayres. Registration: Sept. 19, 1955; Jan. 2, 1956.

Goodman Memorial Theatre,* School of Drama of the Art Institute of Chicago,* Monroe & Columbus Dr., Chicago 3, Ill. Tel.: Central 6-2340.
Courses: Acting; voice & diction; body technique; makeup. Registrar: Alliene V. Stierwalt. Registration: Sept. 19, 1955; Feb. 6, 1956.

Grantham School of Electronics, 5910 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 2-1411.
Courses: Preparation for FCC operator license exams (residence & correspondence). Registrar: C. G. Emig. Registration: Continuous.

Washington, D. C. Div.,* 737 11th St. N.W., Washington 1. Tel.: Sterling 3-3614. Registrar: Don Grantham.

Leland Powers School Inc.,* 31 Evans Way, Boston 15, Mass. Tel.: Aspinwall 7-2900.
Courses: Tv acting; tv production; tv writing; tv makeup. Two-year professional course in radio, tv and theatre. Registrar: Carol Whiting. Registration: Sept. 26, 1955; Jan. 23, 1956.

Lincoln School of Radio & Television,* 1851 Broadway, New York 23. Tel.: Circle 6-5300.
Courses: Tv technician; electronic technician. Registrar: Fay Gallo. Registration: First 15 days of each month.

National Academy of Broadcasting Inc.,* 3338 16th St. N.W., Washington 10, D. C. Tel.: Decatur 2-5580.
Courses: Radio-tv announcing; radio-tv production; radio-tv writing; radio-tv continuity; diction; foreign language pronunciation; publicity. Registrar: Alice Keith. Registration: Feb. 1, June 1, Oct. 1.

National Schools,* 4000 S. Figueroa St., Los Angeles 37, Calif. Tel.: Adams 4-9061.
Courses: Radio tv & allied electronics; advanced tv. Registrar: R. Glassman, dean of admissions. Registration: Monthly.

New Institute for Film & Television,* 29 Flatbush Ave., Brooklyn 17, N. Y. Tel.: Ulster 8-2450.
Courses: All phases of motion picture production; camera & lighting techniques; editing; sound; writing; directing; live dialogue production; tv & newsreel. Registration: Continuous.

New York Technical Institute Inc.,* 500 Pacific St., Brooklyn 17. Tel.: Main 5-6220.

Courses: Radio-tv servicing; electronics technician; FCC preparation. Registrar: Esther Schure. Registration: Continuous.

Northwest Radio & Television School, 1221 N.W. 21st Ave., Portland 9, Ore. Tel.: Beacon 7246.
Courses: Tv production; tv broadcasting—principles & practices; radio-tv service & maintenance; FCC license preparation; radio-tv copywriting; radio-tv announcing & production. Registrar: E. O. Lee. Registration: Continuous.

William B. Ogden Radio Operational Engineering School, 1150 W. Olive Ave., Burbank, Calif. Tel.: Thornwall 2-8291.
Courses: Four to six-week intensive courses leading to FCC first phone licenses. Registrar: Tally Ogden. Registration: Continuous.

Pathfinder School of Radio & Television, 737 11th St. N.W., Washington 1, D. C. Tel.: Metropolitan 8-5255.
Courses: Complete instruction in commercial announcing; console operation; writing & programming. Registrar: Nancy McFarland. Registration: Weekly.

Penn Technical Institute,* 5440 Penn Ave., Pittsburgh 6, Pa. Tel.: Hiland 1-3502.
Courses: Tv receivers; radio electronics & communications. Registrar: Walter G. Whipple. Registration: Quarterly.

Pierce School of Radio & Television,* 52 E. 19th St., New York 3, N. Y. Tel.: Oregon 7-7390.
Courses: Radio & tv servicing; radio & tv technician. Registrar: Leon Sitkin. Registration: Every five weeks.

Radio Institute of Chicago,* 188 W. Randolph, Chicago 1, Ill. Tel.: Andover 3-6787.
Courses: All phases of professional & technical telecasting. Registration: Monthly.

Radio-Television Institute,* 480 Lexington Ave., New York 17, N. Y. Tel.: Plaza 9-5665.
Courses: Detailed training as radio-tv technician. Registration: Continuous.

Radio-Television Training Assn.,* 52 E. 19th St., New York 3, N. Y. Tel.: Oregon 7-7390.
Courses: Radio & tv technician; tv cameraman & studio operation. Registrar: D. Rastetter.

RCA Institutes Inc.,* 350 W. 4th St., New York 14, N. Y. Tel.: Watkins 4-7845.
Courses: Advanced technology; radio and tv broadcasting; radio and tv servicing; advanced tv servicing. Registrar: C. E. Tomson. Registration: Sept. 7, Dec. 2, 1955; Feb. 28, 1956.

Southeastern Radio & Television Institute,* 401 25th Ave. South, Nashville 12, Tenn. Tel.: 7-3412.
Courses: Radio-tv announcing & production; radio-tv servicing & engineering. Registrar: T. J. Sanders. Registration: Monthly.

- Frederick H. Speare, Professional Radio & Television School Inc.**, 6251 Santa Monica Blvd., Hollywood 38, Calif. Tel.: Hollywood 9-2325.
Courses: Staff announcing; speech; camera technique & operation; acting. Registrar: D. B. Speare. Registration: Every six weeks.
- SRT Television Studios,* Div. of School of Radio Technique**, 316 W. 57th St., New York 19, N. Y. Tel.: Plaza 7-3211.
Courses: Tv broadcasting; tv production & programming; radio-tv announcing. Registrar: Winifred S. Van Sickle. Registration: Continuous. Equipment: completely equipped tv studios.
- Television Communications Institute**, 605 W. Washington St., Chicago 6, Ill. Tel.: Dearborn 2-3654.
Courses: Practical tv servicing.
- Television Workshop of New York,*** 1780 Broadway, New York 19, N. Y. Tel.: Plaza 7-3721.
Courses: Studio training; studio maintenance; production training; tv film production; tv advertising tv program. Registrar: Helen Rivingston. Registration: Upon request. Equipment: two studios; six cameras; master control; complete film dept.
- Western Television Institute,*** 341 W. 18th St., Los Angeles 15, Calif. Tel.: Prospect 8855.
Courses: Practical radio-tv servicing. Registrar: R. B. Murray. Registration: Monthly.
- YMCA Trade & Technical School,*** 15 W. 63rd St., New York 23, N. Y. Tel.: Endicott 2-8117.
Courses: Radio servicing; fm-tv servicing; radio operating—preparation for all FCC exams. Registrar: Albert J. Leuder. Registration: Open.
- ### COLLEGES
- Adelphi College**, Garden City, N. Y.
Courses: Introduction to radio; acting; speech; radio writing; seminar in script writing; advanced script writing; radio, tv & film as aids to education.
- Agricultural & Mechanical College of Texas**, College Station, Tex.
Courses: Radio workshop; radio communication; engineering; acoustics; acoustical devices; electronics, advanced radio communication engineering; uhf techniques; radiation & propagation; communication circuits; tv engineering; design of special electronics circuits.
- Alabama Polytechnic Institute**, Auburn, Ala.
Courses: Radio workshop; orientation; speech; communications engineering; sound engineering; electronics; transmitter operation; uhf circuits; tv engineering.
- Ball State Teachers College,*** Muncie, Ind. Tel. 7791.
Courses: Introduction to radio-tv; acting; writing; education. Director: R. J. Robbins. Registration: Sept. 8-9, 1955.
- Beaver College**, Jenkintown, Pa.
Courses: Radio-tv techniques; microphone speech; radio writing; radio-tv program planning.
- Beloit College,*** Beloit, Wis. Emerson 5-6641.
Courses: Introduction to radio & tv; production; seminar in broadcasting; professional radio & tv writing; problems in radio-tv. Director: Ruane B. Hill. Registration: Sept. 22, 1955; Feb. 6, 1956. Uses facilities of local & regional tv stations.
- Brooklyn College**, Brooklyn, N. Y.
Courses: Radio workshop; introduction to radio; production; educ. radio & tv.
- Case Institute of Technology**, Cleveland, Ohio.
Courses: Fundamentals of communications; engineering; microwave engineering; radio-tv engineering; electronics.
- Central Washington College of Education**, Ellensburg, Wash.
Courses: Radio speech; radio & recordings in the classroom; principles of photography; teaching through tv. Tel.: Fireside 2-5671.
- Chico State College,*** W. First Ave., Chico, Calif.
Courses: Radio-tv production; broadcasting & telecasting; radio & tv performance. Registrar: Wallin J. Carlsen. Registration: Sept. 12-14, 1955.
- City College of San Francisco,*** Balboa Park, San Francisco 12, Calif. Tel.: Juniper 7-7272.
Courses: Production; survey; writing; announcing; acting.
- City College of the City of New York**, New York, N. Y.
Courses: Survey of radio-tv; radio-tv dramatics; advanced radio dramatics; speech for radio-tv; writing for radio; radio-tv research methods; radio engineering; electrical communications; engineering electronics; communications electronics; industrial electronics; sound engineering; uhf techniques; advanced electronics; basic tv engineering; tv script writing; basic tv; tv workshop; motion picture photography; history of the fictional film; fundamentals of documentary film history & production; motion picture writing & editing; practice in film production.
- College of the Pacific,*** Stockton, Calif.
Courses: Tv workshop; acting; production; directing; station management; marketing; tv production laboratory.
- College of Music of Cincinnati,*** 1228 Central Pkwy., Cincinnati 10, Tel.: Parkway 0538.
Courses: Two-year certificate course, four-year bachelor of fine arts in radio-tv education degree course; announcing; script writing; directing; programming; acting; station management; news-casting. Registrar: Marjora W. Shank. Registration: week of Sept. 12, 1955. Equipment: fully equipped broadcasting station.
- College of San Mateo,*** San Mateo, Calif. Tel.: Diamond 2-1421.
Courses: Tv theory & lab. Registrar: Martha Burrill. Registration: Sept. 1, 1955.
- Columbia College,*** 207 S. Wabash Ave., Chicago 4, Ill. Tel.: Wabash 2-6762.
Courses: Tv production; fundamentals of tv; announcing; acting; sports; educ. tv; studio, camera technique; dramatic production; musical production; news; writing; programming; advertising; sales; directing; film for tv; motion picture production; scene design; staging, set construction; graphics; special effects; makeup; costuming. Registrar: Jean Ward. Registration: Sept. 26, 1955; Jan. 2, March 26, June 18, 1956. Equipment: fully-equipped tv studios.
- Columbia University Teachers College**, New York, N. Y.
Courses: Radio workshop; preparation & production of educational radio programs; communication & the communication arts in the modern community; seminar in communications & the communication arts; psychology of communication; radio & tv in the work of the school; production of educational motion pictures.
- Contra Costa Junior College**, Richmond, Calif.
Courses: Fundamentals of radio-tv engineering; sound engineering; electronics; uhf techniques.
- Curry College,*** 848 Brush Hill Rd., Milton 86, Mass. Tel.: Hyde Park 3-3209.
Courses: Tv announcing; production; writing; directing; sales. Registrar: Emma M. Miller.
- Dearborn Junior College**, Dearborn, Mich.
Courses: Tv theory & fundamentals; tv service. Registrar: Reginald Davies.
- East Los Angeles Junior College**, Los Angeles, Calif.
Courses: Acting; speech; announcing; production; basic tv engineering.
- Emerson College,*** 130 Beacon St., Boston 16, Mass. Tel.: Kenmore 6-3340.
Courses: Introductory tv; performance; acting; production; commercials; news; continuity writing; tv for women; creative writing; programming; announcing; workshop; stagecraft; film; educational uses. Registrar: Clara Fraser. Registration: Sept. 12-15, 1955.
- Evansville College,*** 1800 Lincoln Ave., Evansville, Ind. Tel.: 6-1341.
Courses: Tv production techniques; advanced tv techniques. Registrar: G. R. McCoy. Registration: Sept. 13, 1955.
- Fresno State College,*** Van Ness & University, Fresno 4, Calif. Tel.: 4-4721.
Courses: Tv production (1 & 2); tv workshop. Registrar: Wilma Wright. Registration: Sept. 15, 16, 1955.
- Grant Technical College,*** 1333 Grand Ave., Del Paso Hts., Calif. Tel.: Wabash 5-2771.
Courses: Radio-tv technician; radio-tv production.
- Grove City College**, Grove City, Pa.
Courses: Radio workshop; speech; radio-tv advertising; marketing; electronics; transmission circuits.
- Harbor Junior College,*** 1111 Figueroa St., Wilmington, Calif. Tel.: Terminal 4-8581.
Courses: Television servicing. Registration: Sept. 1955; Feb., 1956.
- Hampton Institute**, Hampton, Va.
Courses: Radio workshop; speech; radio in education; basic principles of radio engineering; electronics; uhf techniques; principle & practices of tv engineering; advanced radio-tv principles of engineering.
- Hofstra College,*** Fulton Ave., Hempstead, N. Y. Tel.: Ivanhoe 9-7000.
Courses: Educ. radio & tv for teachers (survey of program materials); educ. radio-tv production. Registrar: Charles Meixel.
- Idaho State College (School of Trade & Industrial Education),* E. Terry St., Pocatello**, Tel.: 4360.
Courses: Radio & electronics & tv. Registrar: Anna C. Nunn. Registration: Sept. 15, 1955.
- Iowa State College,*** Ames, Iowa, Tel.: 2500.
Courses: Programming; production; writing; radio-tv engineering. Registrar: Arthur M. Gowan. Registration: Sept. 19-20, 1955; March 21, June 11, July 18, 1956.
- Ithaca College,*** Ithaca, N. Y. Tel.: 8770.
Courses: Introduction to radio-tv; current radio-tv developments; program production; radio-tv writing; radio-tv announcing; radio-tv in society; radio-tv in education; radio-tv advertising; radio-tv newswriting; radio-tv acting; radio-tv field work; station administration; senior seminar in radio-tv. Registrar: Florence Howland. Registration: Sept. 19, 1955; Feb. 7, 1956.
- Kansas State College,*** Manhattan, Kan. Tel.: Prescott 6-8811.
Courses: Radio-tv production (1&2); radio-tv programming; radio-tv dramatic techniques; radio-tv advertising; radio-tv writing (1&2); radio-tv station management; tv audience; radio-tv news. Registrar: Ellsworth M. Gerritz. Registration: Sept. 12, 1955; Jan. 30, 1956.
- Kansas State Teachers College,*** 1701 S. Broadway, Pittsburg, Kan. Tel.: 761.
Courses: Broadcasting & television; educ. use of radio-tv; basic tv. Registrar: Clyde R. Baird. Registration: Sept. 12, 1955; Jan. 30, 1956.
- LeMoine College,*** LeMoine Hts., Syracuse, N. Y. Tel.: 72-4461.
Courses: Radio; tv; public relations; salesmanship; advertising. Registrar: Theodore G. Meyers. Registration: Sept. 12, 1955.
- Los Angeles City College**, 855 N. Vermont Ave., Los Angeles 29, Calif. Tel.: Normandy 3-9141.
Courses: Introduction to radio-tv; radio-tv survey; microphone technique; radio-tv acting; radio-tv announcing; radio programming & production; duties & problems of station personnel; tv workshop; radio-tv dramatic writing; electronics. Registrar: Benjamin K. Swartz.
- Los Angeles State College of Applied Arts & Sciences,*** 855 N. Vermont Ave., Los Angeles 29, Calif. Tel.: Normandy 3-9141.
Courses: Tv techniques; information programs in tv. Registrar: John Salmund. Registration: Sept. 12-16, 1955.
- Los Angeles Trade Technical Junior College,*** 1646 S. Olive St., Los Angeles 15, Calif. Tel.: Prospect 7021.
Courses: Tv & radio servicing. J. N. McCaghren. Registration: Continuous.
- Marjorie Webster Junior College (girl's college),** Washington 12, D. C. Tel.: Tuckerman 2-4400.
Courses: Tv technique, production & management. Registrar: G. F. Webster. Registration: Continuous.
- Marshall College,*** Huntington 1, W. Va. Tel.: 3-3411.
Courses: Fundamentals of radio & tv; radio, tv & society; advanced production. Registrar: Luther Bledsoe. Registration: Sept. 16, 1955; Feb. 1, 1956.
- Michigan State College,*** East Lansing, Mich. Tel.: Edgewood 2-1511.
Courses: Introduction to tv; tv studio operations; tv control room operations; tv directing; problems in tv production; tv writing; tv station management; tv programming; tv in educ.; tv announcing; tv seminar. Registrar: Robert S. Linton. Registration: Sept. 19-23, 1955; Jan. 3-5, April 2-4, 1956. Tv labs given in connection with WKAR-TV East Lansing, Mich.
- New School for Social Research,*** 66 W. 12th St., New York 11, Tel.: Oregon 5-2700.
Courses: Tv writing workshop; radio-tv & film writing workshop. Registrar: Charles F. Godley. Registration: Mid-Sept., mid-Oct., 1955; mid-Jan., mid-Feb., mid-June, 1956.
- North Texas State College**, Denton, Tex.
Courses: Radio workshop; speech; production & direction of radio-tv programs; radio-tv continuity writing.
- Occidental College**, Los Angeles, Calif.
Courses: Tv orientation; tv writing.
- Orange Coast Junior College,*** 19951 S. Harbor Blvd., Costa Mesa, Calif. Tel.: Kimberly 7-4114.
Courses: Tv servicing. Instructor: S. T. McNeal.
- Oregon State College,*** Corvallis, Ore. Tel.: Plaza 3-4481.
Courses: Basic tv; tv production workshop. Registrar: Dr. D. T. Ordeman. Registration: Sept. 16-23, 1955; Jan. 3-4, March 28, 1956. Closed-circuit training facilities.
- Pacific Lutheran College,*** Parkland, Wash.
Courses: Radio workshop; fundamentals of radio speaking; radio-tv production.
- Phoenix College**, Phoenix, Ariz.
Courses: Speech; radio workshop; radio physics; fm & tv physics.
- Portland Television College,*** 1017 S.W. Washington, Portland, Ore. Tel.: Atwater 7777.
Courses: Radio & tv service; radio-tv repair; service & industrial electronics; radio-tv broadcasting technician; radio-tv broadcasting engineering; announcing. Registrar: Dona E. Richardson. Registration: Continuous.
- Providence College**, Providence, R. I.
Courses: Radio workshop; radio engineering; electronics; uhf techniques; principles of photography; educational nature of tv.
- Rensselaer Polytechnic Institute**, Troy, N. Y.
Courses: Radio-tv systems; communication electronics; communication engineering; engineering electronics; uhf techniques. Registrar: John A. Dunlop.
- Rider College,*** Trenton, N. J. Tel.: Export 6-8111.
Courses: Radio-tv script writing; introduction to communications. Registrar: Craig Fabian.
- San Diego Junior College & Vocational School,*** 12th and Russ Sts., San Diego 2, Calif. Tel.: Belmont 9-4131.
Courses: Radio-tv receiver maintenance; radio-tv communications. Registrar: Leonard Eimon. Registration: Sept. 1-15, 1955. School operates educ. KSDS(FM) San Diego.
- San Francisco State College**, San Francisco, Calif.
Courses: Tv workshop; radio-tv news writing; radio-tv continuity writing; radio-tv writing; music for radio-tv; radio-tv administration; introduction to radio-tv research; tv acting; tv production; motion pictures for tv.
- San Francisco Theological Seminary,*** San Anselmo, Calif. Tel.: Glenwood 3-2280.
Courses: Writing for religious tv; elementary tv production. Registrar: Rev. Gurdon C. Oxtoby. Registration: Sept. 19, 1955.
- San Jose State College,*** Washington Sq., San Jose, Calif. Tel.: Cypress 4-6414.
Courses: Radio-tv production; directing, acting & announcing. Registrar: Mr. Ross. Registration: Sept. 15-16, 1955; Feb. 6-7, 1956.
- South Dakota State College**, Brookings, S. D.
Courses: Radio workshop; orientation; speech; radio writing, radio engineering; sound engineering; electronics; fundamentals of radio-tv engineering.
- State College of Washington,*** Pullman, Wash. Tel.: 1-3501.
Courses: Radio & tv production; radio & tv workshop, radio & tv writing; seminar in radio & tv problems; special projects in radio-tv. Registrar: Claude Simpson. Registration: Sept. 22-24, 1955.
- Stephens College (for women)**, Columbia, Mo. Tel.: 2211.
Courses: Introduction to radio-tv; writing for broadcasting; announcing for broadcasting; tv programming; marketing, advertising & production; tv production. Admissions: Machin Gardner. Registration: Pre-registration required.
- Stockton College**, Stockton, Calif.
Courses: Tv & electrical equipment; tv receivers.
- Technical Institute, College of William & Mary**, Hampton Blvd., Norfolk, Va. Tel.: Madison 7-4501.
Courses: Three-year technical courses in radio, electronics & television. Registrar: E. B. Richards. Registration: September & May.
- Tri-State College,*** Angola, Ind. Tel.: 600.
Courses: Tv engineering (1 & 2); radio engineering; electronics. Registrar: Vera R. Jones. Registration: Jan. 3-4, March 21-22; June 13; Sept. 26, 27. Degree: B.S. in radio engineering.

Utah State Agricultural College,* College Hill, Logan, Utah. Tel.: 100.
 Courses: Tv & fm systems; electrical course with tv application. Registrar: A. L. Beecher. Registration: September, January, March, June.

Wayland Baptist College,* Plainview, Tex. Tel.: 4-5521.
 Courses: Speech 463—television. Registrar: Audrey H. Boies. Registration: Sept. 6, 1955.

Weber College,* 3800 Harrison, Ogden, Tex. Tel.: 4-3491.
 Courses: Full range of electronic courses—including radio-tv. Registrar: Clarisse H. Hall. Registration: Sept. 15, 16, 1955; Dec. 6-9, 1955; March 6-8, 1956.

Western College for Women, Oxford, Ohio. Tel.: Oxford 3-4480.
 Courses: Radio-tv speech; radio-tv production; radio-tv writing; station operation.

Western Michigan College,* Kalamazoo, Mich. Tel.: 3-4611.
 Courses: Introduction to tv (technical); tv service, color tv. Registrar: Clayton Maus.

Women's College, U. of North Carolina,* Spring Garden St., Greensboro, N. C. Tel.: 2-5661.
 Courses: Radio-tv production; tv writing. Registrar: Rollin E. Godfrey. Registration: Sept. 12-14, 1955. One studio of WUNC-TV Chapel Hill, N. C., located at women's college.

UNIVERSITIES

American U. * Massachusetts & Nebraska Aves. N.W., Washington 16. Tel.: Woodley 6-6800.
 Courses: Tv-radio survey; tv-radio writing; tv-radio dramatic writing; tv writing, advanced; tv-radio music; public service broadcasting; tv-radio newswriting; tv-radio announcing; tv-radio speech; tv-radio acting; tv-radio production & direction; radio station operation; tv studio procedures; tv workshop; tv production lab; tv-radio station management; tv-radio advertising; tv programming; tv film production; motion picture workshop; tv & radio in educ.; teaching with tv; seminar in telecommunications. Registrar: Willett M. Kempton. Registration: January, June, September. Degrees: B.A. & M.A. for radio-tv majors.

Baylor U., * Waco, Tex. Tel. 3-4511.
 Courses: Production (internship with commercial stations). Registrar: Mrs. Pat Hardy. Registration: Sept. 13-15, 1955.

Boston University School of Public Relations & Communications,* 84 Exeter St., Boston 16, Mass. Tel.: Commonwealth 6-6230
 Courses: Radio workshop; tv workshop; introduction to radio-tv; radio speech & announcing; radio dramatic production; radio-tv program planning & management; radio news writing & editing; commercial continuity writing; music for radio-tv; radio-tv sales & management; radio-tv advertising & promotion; law of communication; functions of radio-tv in educ.; creative tv techniques.

John Brown U., * Siloam Springs, Ark. Tel.: 77.
 Courses: Radio & tv writing (1 & 2); radio & tv operation & management (1 & 2); advanced radio workshop. Registrar: Roger F. Cox. Registration: Sept. 13, 14, 1955.

Butler U., * Radio-Tv Dept. 1204 N. Delaware, Indianapolis 2, Ind. Tel.: Melrose 4-7511.
 Courses: Complete radio-tv curriculum. Chairman: Robert L. Montgomery. Registration: Sept., Jan., June, 1956.

John Carroll U., * Cleveland, Ohio.
 Courses: Radio workshop; fundamentals of radio broadcasting; planning and presentation of standard radio programs; radio engineering; sound engineering; fundamentals of electrical engineering; current electronic development; principles of communications; program planning for tv; problems of the tv director.

Columbia U., School of Dramatic Arts, New York, N. Y.
 Courses: Radio workshop; basic radio-tv; radio-tv acting; radio-tv announcing; radio drama workshop; dramatic radio-tv writing; radio reporting & commentary; radio documentary workshop; radio-tv publicity; radio-tv promotion; radio-tv sales; radio-tv audience research; law & literary property; public opinion & communication; radio-tv & films as information media; radio in education; radio engineering; sound engineering; electronic tv program techniques; radio-tv technical equipment; special video effects; film techniques; radio-tv sound effects; tv news & special events.

Creighton U., * 2410 California St., Omaha 2, Neb. Tel.: Jackson 7400.
 Courses: Introduction; law of press, radio & tv; announcing; continuity writing; playwriting; news writing, editing; programming; production procedures; advanced production; educational tv; program planning. Registrar: Jack N. Williams. Registration: June 13, Sept. 15-16, 1955; Feb. 2-3, 1956.

DePaul U., Chicago, Ill.
 Courses: Acting; speech; production; tv advertising; advanced tv advertising.

DePauw U., * Greencastle, Ind.
 Courses: Tv programming. Registrar: Value M. Williams. Registration: Sept. 15-16, 1955; Feb. 1, 1956.

Emory U., Emory University, Ga.
 Courses: Introduction to radio & tv; radio-tv writing; tv orientation; tv production; tv research.

Florida State U., * College Ave., Tallahassee, Fla. Tel.: 2-8000.
 Courses: Theatre, radio & cinema techniques in tv; principles of design for stage & tv. Registrar: Charles H. Walker. Registration: Sept. 16, 1955; Jan. 31, 1956.

Fordham U. Dept. of Communication Arts, E. Fordham Rd., New York 58. Tel.: Fordham 7-5400.
 Courses: Production; script writing; advertising; picture editing; announcing; news editing. Registrar: Rev. John W. Kelly, S. J. Registration: September.

Henry W. Grady School of Journalism, U. of Georgia,* Herty Dr., Athens, Ga. Tel.: Liberty 3-2511.
 Courses: Radio-tv in journalism; radio-tv news; radio-tv programming; radio-tv advertising; radio-tv workshop. Registrar: Walter N. Danner. Registration: Sept. 22-24, 1955; Jan. 3, March 20, 1956.

Indiana U., * Bloomington, Ind. Tel.: 6811.
 Courses: Introduction to radio-tv; elementary announcing; radio-tv regulations; radio-tv advertising; radio-tv script writing; audio production & direction; tv production; thesis: radio-tv & facsimile; special projects in radio-tv; radio-tv in educ.; educ. writing for radio-tv; radio reporting & news writing; practical work in radio news-casting; radio newswriting; radio-tv theatre. Registrar: C. E. Harrell. Registration: Sept. 13, 14, 1955; Feb. 1, 2, June 15, 1956.

Kent State U., Kent, Ohio.
 Courses: Radio workshop; radio & television survey; radio speech (1 & 2); radio programming & production; techniques in broadcasting; radio writing (1 & 2); station management; the radio audience; radio history & law; radio in educ.; contemporary problems in radio-tv. Degree: B.S. in radio speech.

Louisiana State U., Baton Rouge, La.
 Courses: Radio workshop; speech; radio writing & production; radio news writing; radio engineering; special problems in radio engineering; electronics; transmitter operation; uhf techniques.

Loyola U., Chicago, Ill.
 Courses: Radio workshop; speech; tv orientation.

Marquette U. School of Speech,* 625 N. 15th St., Milwaukee, 3, Wis. Tel.: Division 4-1000.
 Courses: Introduction to tv; tv production; tv direction; commercial tv; tv workshop (1 & 2). Registrar: Dr. Vander Beke. Registration: Sept. 13-14, 1955; Feb. 1-2, 1956.

Miami U., * Oxford, Ohio. Tel.: 3-4111.
 Courses: Tv & modern society; tv workshop. Registrar: W. C. Smyser. Registration: Sept. 19-22, 1955; Jan. 30, 1956.

New York U., * Washington Square, New York, N. Y. Tel.: Spring 7-2000.
 Courses: Tv writing; tv production; allied courses offered by communications arts group (radio, journalism, dramatic arts, motion pictures). Registrar: Harvey Zorbaugh.

New York U. Div. of General Education,* 1 Washington Sq. N., New York 3, N. Y. Tel.: Gramercy 7-2000.
 Courses: Fundamentals of tv; radio-tv publicity; tv scriptwriting (1 & 2); tv programming & production; tv studio operations; tv direction; tv acting; motion pictures for tv; tv color workshops. Registrar: Warren Bower, dean. Registration: Sept. 15-30, 1955.

Northwestern U., * Medill School of Journalism, Evanston, Ill. Tel.: University 4-1900.
 Courses: Principles of radio-tv; radio-tv news-writing & editing; radio & tv news; radio-tv continuity writing; tv news; radio-tv news operation; radio-tv special events; tv newsfilm production; tv news program preparation & production; radio-tv advertising; radio-tv graduate research seminar. Registrar: Elizabeth MacPherson. Registration: Sept. 22-23, 1955.

Ohio State U., * N. High St., Columbus 10, Ohio. Tel.: Axminster 9-3148.
 Courses: Introduction to broadcasting; writing and editing radio-tv news; advanced radio and tv news writing and editing; special radio and tv news problems; law of the press, radio and tv; radio speech; radio production and directing; radio writing; broadcast programs and audiences; radio-tv program planning; tv programs; tv writing; tv production; radio-tv program policies; seminar in radio-tv; seminar in education. Registrar: Ronald B. Thompson. Registration: Aug. 1-Sept. 26, 1955.

Ohio U., * Athens, Ohio. Tel.: 31011.
 Courses: Principles of tv production; introduction to radio-tv; radio-tv newswriting; radio-tv advertising & management; seminar in radio-tv; writing for radio-tv. Registrar: Robert Mahn. Registration: Sept. 19-26, 1955.

Ohio Wesleyan U., Delaware, Ohio.
 Courses: Radio workshop; introduction to radio-tv; radio speech; radio writing; advanced projects in radio; seminar in radio-tv; radio announcing & acting; advanced radio production.

Oklahoma City U., * 24th & Blackwelder, Oklahoma City 6, Okla. Tel.: Jackson 5-1218.
 Courses: Radio-tv service engineering. Registrar: L. A. Jones, dean. Registration: Sept. 12, 13, 15, 1955.

Pennsylvania State U., * State College, Pa. Tel.: 8441.
 Courses: Principles of television speech, news, advertising & education; supervised extra-curricular work in tv drama & production. Registration: September, February, June.

Purdue U., * Lafayette, Ind. Tel. 92-2141.
 Courses: Introduction to broadcasting; radio-tv announcing; radio-tv program production; electrical engineering. Registrar: C. E. Damon. Registration: Sept. 14-19, 1955.

St. Mary's U., * San Antonio 1, Tex. Tel.: Pershing 3-8161.
 Courses: Introduction to tv; radio-tv workshop; radio communication. Registrar: Thomas J. Treadway.

Southern Methodist U., * Dallas, Tex. Tel.: Lakeside 2141.
 Courses: Tv writing; tv production; tv news; tv general workshop. Registrar: James B. McGrath Jr. Registration: Sept. 21, 1955.

Stanford U., Stanford Radio-Tv Institute,* Stanford, Calif. Tel.: Davenport 3-9411.
 Courses: Broadcasting & telecasting in U. S.; applications of radio-tv for school & community; radio broadcasting lab; radio announcing & production; music in radio-tv; radio-tv writing; advanced radio-tv dramatic writing; radio news & special events; tv selling & advertising; tv program planning & scheduling; survey of tv; tv studio & remote production problems; tv writing & production; film for tv; design, lighting and staging for tv; tv station management; tv lab at educational KQED(TV) San Francisco. Registrar: Harvey Hall. Registration: Aug. 23, 1955. Radio course offered in cooperation with KNBC San Francisco and tv courses offered in cooperation with KPIX(TV) San Francisco.

State U. of Iowa,* Television Center, Iowa City, Iowa. Tel.: 80511.
 Courses: Basic tv techniques; speech in radio-tv; radio-tv broadcasting, rehearsal & performance; the tv & radio program; planning & construction; educ. uses of radio-tv; cinematography techniques; theatre techniques in tv; production methods in tv & radio. Registrar: Ted McCarrel. Registration: Sept. 20, 1955.

State U. of New York, College for Teachers, Buffalo, N. Y.
 Courses: Radio-tv workshop; orientation; production; visual education; electronics; principles of photography.

Syracuse U., Radio & Tv Center,* Syracuse 10, N. Y. Tel.: 76-5571.
 Courses: Introduction to radio-tv; radio-tv in society; radio-tv speech & writing; radio-tv continuity writing; radio-tv advertising; radio-tv programming; tv production; radio-tv in education; radio-tv news. Graduate courses: Tv principles & practices; tv organization & operations; psychology of communicating by tv; tv news; tv program planning & building; colloquium in educ. tv; tv studio operation; tv research; tv writing & production; tv problems. Registrar: Eugene S. Foster, chairman. Registration: Sept. 12, 1955.

Temple U., * Broad St. and Montgomery Ave., Philadelphia 22, Pa. Tel.: Stevenson 7-4000.
 Courses: Fundamentals of tv broadcasting; tv production (1 & 2); tv announcing; tv acting; tv news; tv writing; tv dramatic writing; tv directing; tv program planning. Graduate course in tv. Director: John B. Roberts. Registration: Sept. 13-19, 1955; Jan. 31-Feb. 6, 1956. Uses WFIL-TV Philadelphia studios for training.

Texas Christian U., Fort Worth, Tex.
 Courses: Radio workshop; tv workshop; radio orientation; acting; speech; announcing; production; radio writing; continuity writing; station management; principles of radio engineering; tv orientation; tv writing.

U. of Akron, Akron, Ohio.
 Courses: Radio workshop; tv workshop; radio orientation; speech; production; advanced radio writing & production.

U. of Alabama,* Dept. of Radio-Tv, Drawer "D," University, Ala. Tel.: 6268.
 Courses: Introduction; announcing; continuity writing; production; advertising; film production; station procedures; women's features; programming; tv & society; tv program seminar; fundamentals of viewing; station management; public relations; sales. Registrar: E. W. Nelson Jr. Registration: Sept. 19-23, 1955. Equipment: two camera chain tv workshop.

U. of Arizona,* Park Ave. and Third, Tucson 25, Arizona. Tel.: 4-8181.
 Courses: Tv writing; tv news editing; radio-tv fundamentals; radio-tv acting; electrical engineering and electronics. Registrar: C. Zaner Leshner. Registration: Sept. 15, 1955; Jan. 30, 1956. Equipment: fully-equipped tv & film studio.

U. of Baltimore,* 847 N. Howard St., Baltimore 1, Md. Tel.: Saratoga 7-6350.
 Courses: Radio and tv writing and production. Registrar: Kathleen C. Joyce. Registration: Sept. 19-28, 1955.

U. of Bridgeport, Bridgeport, Conn.
 Courses: Writing for radio & tv.

U. of California, Los Angeles, Calif.
 Courses: Radio workshop; theatre arts survey; acting; speech; production; dramatic & documentary radio writing; radio & tv news writing; continuity writing; radio programming & station operating; social aspects of mass communications; tv orientation.

U. of Denver,* University Park campus, Denver 10, Colo. Tel.: Sherman 4-1811.
 Courses: Introduction to tv; principles of tv; production; writing; workshop. Registrar: Charles Maruth. Registration: Sept. 22-23, 1955; Jan. 3-4, March 26-27, 1956.

U. of Florida, School of Journalism & Communications,* Gainesville, Fla. Tel.: Franklin 6-3261.
 Courses: Radio-tv management; radio-tv in the public interest; radio writing; speech training for radio; radio programming & production; advanced radio production; tv programming & production; tv writing; radio-tv advertising; radio news; tv news. Graduate courses: Radio-tv audience research (1 & 2); analysis & development of radio-tv program resources; problems & policies of educ. radio-tv. Registrar: R. S. Johnson. Registration: September, February, June.

U. of Houston,* 3801 Cullen Blvd., Houston 4, Tex. Tel.: Capitol 4-1681.
 Courses: Radio workshop; introduction to broadcasting; radio-tv news writing; ad lib announcing; sportscasting; station management; advertising; communications ethics; radio in education; con-

trol room operations; advanced radio engineering; tv survey; tv production; tv program planning; tv direction, tv studio operations. Registrar: Ramon A. Vitulli. Registration: Sept. 6, 7, 8, 10, 1955; Jan. 24, 25, 26, 28, 1956; June 4, July 16, 1956. Classes use KUHT(TV), U. of Houston educ. station.

U. of Idaho, Moscow, Idaho. Tel.: 8541.

Courses: Radio-tv courses. Degree: BA with radio major.

U. of Illinois, School of Journalism & Communications,* Urbana, Ill. Tel.: 7-6611.

Courses: Principles of radio & tv; radio & tv station management; tv lab; radio-tv acting; radio-tv announcing; radio-tv script writing; radio-tv news; radio-tv production; radio-tv regulations; radio-tv advertising; cinematography for tv. Registrar: G. R. Tuttle. Registration: Sept. 14, 15, 1955; Feb. 6, 7, 1956.

U. of Kansas, School of Journalism, Lawrence, Kan. Tel.: 2700.

Courses: Radio-tv advertising copy. Registrar: James K. Hitt. Registration: Sept. 12, 1955.

U. of Kentucky,* Lexington, Ky. Tel.: 2-2200.

Courses: Tv announcing (1 & 2); tv production (1 & 2); tv script-writing; tv advertising; tv cinematography; tv & society. Registrar: Camille Holyard. WBKY operated by staff & faculty.

U. of Louisville,* Third & Shipp St., Louisville, Ky. Tel.: Calhoun 2531.

Courses: Radio & tv continuity writing; radio-tv announcing. Registrar: John Houchens.

U. of Maryland,* College Park, Md. Tel.: Warfield 7-3800.

Courses: Introduction to radio and tv. Registrar: Norma J. Azlein. Registration: Sept. 20-23, 1955; Feb. 7-10, 1956.

U. of Miami, Coral Gables, Fla.

Courses: Tv production; tv directing; tv announcing; tv acting; tv writing; tv news; tv sales; tv programming; film production; film processing; sound recording; history; law; audience research. Registrar: Sydney W. Head. Registration: September, June, February.

U. of Michigan, College of Engineering,* Ann Arbor, Mich. Tel.: Normandy 3-1511.

Courses: Electrical engineering (graduate). L. N. Holland, prof.

U. of Minnesota,* Minneapolis 14, Minn. Main 8158.

Courses: Radio-tv newswriting; radio-tv advertising; development of radio-tv communications; radio-tv script writing; radio-tv station administration; radio-tv speech; radio-tv drama & production. Registrar: R. E. Summers, dean. Registration: Quarterly.

U. of Missouri,* Columbia, Mo.

Courses: Tv principles; radio-tv news; radio-tv news processing; newscasting; communications law; radio-tv advertising; tv commercial copy & promotion; tv news laboratory; special events in radio-tv; tv problems; advanced tv laboratory; tv research; radio-tv production. Registrar: Dr. Charles W. McLane. Registration: September.

U. of Nebraska,* 12th & R Sts., Lincoln, Neb. Tel.: 2-7311.

Courses: Introduction to radio-tv; radio-tv production; radio-tv announcing; radio-tv directing; radio-tv acting; camera operation. Registrar: F. W. Hoover. Registration: Sept. 12-16, 1955.

U. of North Carolina, Dept. of Radio-Tv & Motion Pictures,* Swain Hall, Chapel Hill, N. C. Tel.: 9474.

Courses: Introduction to radio-tv (1 & 2); radio production arts; tv production arts; writing for radio-tv and motion pictures. Graduate courses: studio operation; tv writing & production; tv & motion picture photography; creative programming for radio-tv; station management; staging for tv & motion pictures; radio writing & production. Registrar: Roy Armstrong. Registration: September & February. Uses facilities of WUNC-AM-TV Chapel Hill, university outlet.

U. of Notre Dame,* Notre Dame, Ind. Tel.: 3-7111.

Courses: Writing for radio & tv; radio & tv production. Registration: Second week in September & February.

University of Oklahoma,* Norman, Okla. Tel.: 900.

Courses: General programming; continuity; production; research; operations. Registrar: John E. Fellows, dean.

U. of Omaha,* 60th and Dodge, Omaha, Neb. Tel.: Glendale 4700.

Courses: Introduction to radio and tv, radio-tv announcing; radio-tv production; advanced production; radio-tv program planning. Registrar: Alice C. Smith. Registration: Sept. 5, 1955.

U. of Oregon School of Journalism,* Eugene, Ore. Tel.: 5-1511.

Courses: Newswriting; news program building; advertising production; station management. Registrar: Gordon Sabine, dean.

U. of Pennsylvania School of Education,* 3812 Walnut St., Philadelphia 4, Pa. Tel.: Evergreen 6-0100.

Courses: Radio-tv in education. Registrar: Dr. James A. Newpher. Registration: Sept. 21-28, 1955; Feb. 1-8, 1956.

U. of South Dakota,* Vermillion, S. D. Tel.: 923.

Courses: Tv production, tv direction; tv writing; tv news; tv acting. Registrar: H. W. Frankenfeld. Registration: Sept. 16, 1955. KUSD Vermillion, S. D., and U. of S. D. are installing closed-circuit tv equipment for student use by September, 1955.

U. of Southern California,* 3518 University Ave., Los Angeles 7, Calif.

Courses: Various tv courses. Registrar: H. W. Patmore. Registration: Sept. 14-17, 1955. Degrees: BA, MA (telecommunications).

The U. of Texas,* Austin 12, Tex. Tel.: 6-8371.

Courses: Tv courses are offered as part of a four-year curriculum leading to a Bachelor of Fine Arts degree: fundamentals of speech; movement; announcing; directing; programming & production; advertising; continuity; music. Registrar: W. B. Shipp, dean of admissions. Registration: September, February, June, July.

U. of Toledo, Toledo, Ohio.

Courses: Radio workshop; introduction to radio broadcasting; radio program planning & building; radio production; script writing; radio-tv advertising; electronics; uhf techniques; radio communication circuits.

U. of Tulsa,* 7th & College, Tulsa 4, Okla. Tel.: Webster 9-6351.

Courses: Tv control room techniques; tv production. Registrar: George V. Metzler. Registration: Sept. 12, 1955.

U. of Washington,* Seattle 5, Wash. Tel.: Melrose 0630.

Courses: Programming; performance; film techniques; staging & graphics; production; workshop. Registrar: Ethelyn Toner.

U. of Wisconsin,* Madison, Wis. Tel.: 5-3311.

Courses: Elements of tv broadcasting; tv production & direction; writing for tv. Registrar: W. J. Harris. Registration: Sept. 12-17, 1955.

Wayne U.,* 4841 Cass, Detroit 1, Mich. Tel.: Temple 1-1450.

Courses: Survey of tv; tv program development; tv programming & production; seminar in radio-tv. Registrar: Elizabeth Patt. Registration: Sept. 12-17, 1955.

Western Reserve U.,* 10000 Euclid Ave., Cleveland 6, Ohio. Tel.: Cedar 1-7700.

Courses: Elements of tv; tv production; special problems in tv. Registrar: E. T. Downer. Registration: Sept. 18-20, 1955, Feb. 4-7, June 18, 1956. Producer of Western Reserve U. Telecourses, full-credit courses carried by WEWS(TV) Cleveland.

West Virginia U., Morgantown, W. Va. Tel.: 3411.

Courses: Tv announcing; tv acting; tv script writing; introduction to tv; theory of production. Registrar: J. Everett Long. Registration: Sept. 16, 17, 1955; Feb. 1, 2, 1956.

Youngstown U.,* 410 Wick Ave., Youngstown, Ohio. Tel.: Riverside 4-4437.

Courses: Radio-tv workshop. Registrar: Phillip P. Buchanan. Registration: Sept. 14-17, 1955.

GOVERNMENT AGENCIES DEALING WITH TELEVISION

(All Washington, D. C. addresses unless otherwise specified. • Complete FCC listing on page 366.)

EXECUTIVE OFFICE OF THE PRESIDENT

White House
1600 Pennsylvania Ave., N. W.
Tel.: National 8-1414

The White House Office: Assistant to the President, Sherman Adams; Deputy Assistant to the President, Maj. Gen. Wilton B. Persons (Congressional liaison); Secretary to the Cabinet, Maxwell M. Rabb; Special Assistant to the President, Dillon Anderson; Administrative Assistants to the President, Gabriel Hauge, Bryce N. Harlow, I. Jack Martin, Howard Pyle, Fred A. Seaton; Secretary to the President, Gerald D. Morgan. Press Secretary to the President, James C. Hagerty; Assistant Press Secretary to the President, Murray Snyder; Special Counsel to the President Gerald D. Morgan.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W. Tel.: Executive 3-3300. Director, Arthur S. Flemming; Deputy Director, Victor E. Cooley; Asst. Director (Telecommunications), Harold M. Botkin; General Counsel, Charles H. Kendall; Public Information officer, Lee W. Schooler.

DEPT. OF AGRICULTURE
14th & Independence Ave., S. W.
Tel.: Republic 7-4142

Secretary: Ezra Taft Benson.
Office of Information: Director, R. Lyle Webster; Asst. Directors, James H. McCormick, Harold Lewis; Chief, Radio & Tv Press Service, Kenneth M. Gopen; Tv Information Specialists, Jules Renaud, Leo E. Geier; Supervisor of Network Programming, Jack H. Towers

DEPT. OF COMMERCE
14th & Constitution Ave., N. W.
Tel.: Sterling 3-9200

Secretary: Sinclair Weeks.
Office of Public Information: Director, Albert Leaman. Deputy Director of Information, Henry Scharer. Chief, News Section, Harry Weiss.
Census Bureau (Tel.: Ludlow 4-3000): Director, Robert W. Burgess. Deputy Director, A. Ross Eckler, Assistant Directors, Howard C. Grieves, Dr. Conrad Tauber; Acting Information Officer, A. W. Von Struerve; Information Specialist: Conrad Shamel.

National Bureau of Standards (Tel.: Emerson 2-4040); Director, A. V. Astin; Chief, Office of Technical Information, W. R. Tilley; Chief, Boulder Center Labs, Frederick W. Brown; Chief, Electricity & Electronics Division, Dr. F. B. Silsbee.

Civil Aeronautics Administration (Tel.: Sterling 3-9200); Administrator, F. B. Lee, Chief, Airspace Utilization Branch, E. R. Mehrling; Director, Office of Aviation Information, Ben Stern.
U. S. Weather Bureau (Tel.: Adams 2-3200); Public Relations Officer, Norman C. Hagen.

DEPT. OF DEFENSE
Pentagon Bldg.
Tel.: Liberty 5-6700

Secretary: Charles Erwin Wilson; Deputy Secretary, Robert B. Anderson; Assistant Secretary (Legislative & Public Affairs), Robert Tripp Ross; Deputy Asst. Secretary for Public Affairs, R. Karl Honaman; Executive Assistant, John E. Carland. Office of Public Information: Director, C. Herschel Schooley.

Radio-Tv Branch: Chief, Ed Ingle; Radio-Tv Officer, Capt. Hal Harlan.

Press Branch: Chief, Joseph F. Flynn; Deputy, Hunt Clement; Executive Assistants — Herb Schon (Army); Allan W. Howell (Office of Defense); Comdr. Benjamin Franklin (Navy); Lt. Col. Moncel Monts (Air Force); Maj. Robert Fairfield (Marine Corps).

Dept. of the Air Force: Secretary, Donald A. Quarles; Office of Information Service—Director, Col. Robert L. Scott Jr.; Radio-Tv Branch, Chief, Maj. Lewis H. Lederer.

Dept. of Army: Secretary, Wilber M. Brucker; Office of Public Information—Chief, Maj. Gen. Gilman C. Mudgett; Radio-Tv Branch, Chief Lt. Col. Tom Mathews; Assistants, Maj. Thomas E. Clagett, Capt. William T. Ellington.

Dept. of Navy: Secretary, Charles S. Thomas; Office of Navy Information—Chief, Rear Admiral W. G. Beecher; Acting Chief, Capt. J. D. Lamade; Acting Deputy, Capt. F. G. Selby; Public Information Div., Acting Director, Comr. S. S. Leon; News Branch, Director, Comdr. M. W. Baggett; Radio-Tv and Pictorial Branches, Director, Comdr. Kane W. Lynn.

Marine Corps: Division of Information—director, Brig. Gen. Frank H. Wirsig; Radio-Tv Branch, head, Maj. William L. McCulloch; Press Branch, head, Maj. George J. King.

DEPT. OF HEALTH, EDUCATION & WELFARE
330 Independence Ave., S. W.
Tel.: Executive 3-6300

Secretary: Marion B. Folsom.
Office of Publications & Reports: Director, J. Stewart Hunter; Deputy Director, Harvey A.

Bush; Press Officer, H. C. John Russell.
Food & Drug Administration: Wallace Janssen (Information Officer).

Office of Education: John Lloyd (Information Officer).

Social Security Administration: William Galvin (Information Officer).

Public Health Service: Mary Ross (Information Officer).

Office of Vocational Rehabilitation: W. Oliver Kinnannon (Information Officer).

National Institutes of Health: Jack Fletcher (Information Officer).

DEPT. OF JUSTICE
9th & Pennsylvania Ave., N. W.
Tel.: Republic 7-8200

Attorney General: Herbert Brownell Jr.; Deputy Attorney General: William P. Rogers; Assistant Attorneys General: H. Brian Holland (Tax Div.), Stanley N. Barnes (Antitrust Div.), Warren Olney III (Criminal Div.), Warren E. Burger (Civil Div.), Perry W. Morton (Lands Div.), J. Lee Rankin (Office of Legal Counsel), William F. Tompkins (Internal Security Div.), Solicitor General, Simon E. Sobeloff.

Office of Public Information: Director, G. Frederick Mullen. Assistant Director, Robert M. Grannis.

DEPT. OF LABOR
14th & Constitution Ave., N. W.
Tel.: Executive 3-2420

Secretary: James P. Mitchell.
Office of Public Information: Director, George C. Lodge.

DEPT. OF STATE
21st and Virginia Ave., N. W.
Tel.: Republic 7-5600

Secretary: John Foster Dulles; Under Secretary of State, Herbert Hoover, Jr.; Under Secretary for Administration, Loy W. Henderson.

Deputy Undersecretary: Robert Murphy.
Assistant Secretary of State for Public Affairs: Carl W. McArdle; Chief, News Div.: Henry Suydam; Assistant Chief: Lincoln White.

Chief, Radio-Tv Branch: John T. Meagher.
Telecommunications Policy Staff: Chief, Francis Colt deWolf; Chief, Radio Services and International Communications, John S. Cross; Chief, Safety Services, International Wire Communications and Foreign Broadcasting Branch, Arthur Lebel; Assistant to the Chief, Helen Kelly.

GOVERNMENT AGENCIES

DEPT. OF TREASURY (U. S. Savings Bond Division) Tel.: Executive 3-6400

Secretary: George M. Humphrey.
National Director: Earl O. Shreve.
Advertising & Promotion Branch: Director, Edmund J. Linehan.
Advertising Section: Manager, Harold Boyer (radio and television).
Public Information Section: Public Information Officer, Robert W. Reese.

ATOMIC ENERGY COMMISSION 1901 Constitution Ave., N. W. Tel.: Sterling 3-8000

Chairman: Lewis L. Strauss
Division of Information Services: Director, Morse Salisbury; Deputy Director, Shelby Thompson.
Acting Chief, Public Information Service: Rodney L. Southwick. Radio-Visual Branch: Chief, Charles Heslep.

FEDERAL CIVIL DEFENSE ADMINISTRATION Battle Creek, Mich.

(May be reached from Washington, D. C., with no extra charge by dialing Hudson 3-5500)
Battle Creek Telephone: Woodward 2-6511

Administrator: Val Peterson.
Federal Communications Division: Director, W. A. LaRue; Conelrad Technician, Robert B. Martin.
Public Affairs Office: Director, Edward B. Lyman; Audio-Visual Division, Director, Chet Spurgeon; Radio-TV Branch, Chief, Nat S. Linden; Motion Picture Branch Chief, Rodney Radford; Press & Editorial Director, Shirley Hurst.

Washington, D. C. Office GSA Bldg., 19th & E Sts., N. W. Tel.: Executive 3-0994

Public Affairs: Director, Charles E. Pearce.
FEDERAL TRADE COMMISSION
6th St. & Pennsylvania Ave., N. W.
Tel.: Executive 3-6800

Members: Chairman, Edward F. Howrey; Lowell B. Mason, James M. Mead, Robert T. Secrest, John W. Gwynne.

Bureau of Litigation: Director, Joseph E. Sheehy.
Bureau of Consultation: Director, Charles E. Grandey.

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Bureau of Investigation: Director, Henry A. Babcock.

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A

ACCURATE ADV. AGENCY INC.

1841 Broadway, New York
Tel.: Circle 7-3880

ACTION IN ADV.

270 S. Alexandria Ave., Los Angeles 4
Tel.: Dunkirk 3-3114

Tv Dept.: Leonard Robin, media dir., timebuyer.

AD ASSOC.

5030 Wilshire Blvd., Los Angeles 36
Tel.: Webster 3-7501

Tv Dept.: Andy Kelly, pres., mgr.; Art Shippe, timebuyer.

Tv Accounts: Mercury Scientific Productions, So. Calif. Sportfishing Assn., Marshall & Clampett, National Toy Show (S).

AD FRIED ADV. AGENCY

318 15th St., Oakland 12, Calif.
Tel.: Higate 4-6580

Tv Dept.: Ad Fried, tv dir.; Janet Schuster, chief timebuyer.

San Francisco 8—260 Kearny St.: Tel.: Yukon 2-1291; Phil Martinez, mgr.

A. D. ADAMS ADV.

562 5th Ave., New York 36
Tel.: Circle 6-2940

Tv Dept.: A. D. Adams, own.

ADDINGTON, KRUTILEK & PURNELL ADV.

3722 Bowser Ave., Dallas 19, Tex.

Tel.: Lakeside 4134

Tv Dept.: Glenn D. Addington, Albert E. Krutilek.

ADVERTISERS PRODUCTION AGENCY

1119 S. Hope St., Los Angeles 15

Tel.: Richmond 9-7761

Tv Dept.: Fay Kelly, media dir., timebuyer.

ADV. CONSULTANTS

2146 24th Pl., N.E., Washington 18, D. C.

Tel.: Lawrence 6-6074

Tv Dept.: Bob Chappius, dept. dir.; Sidney Wolfe, tv dir.

Tv Accounts: George's Radio & Tv Co.; Home Appliance Co.; Phillips Warehouse Sales.

ADV. ENGINEERS CORP.

448 S. Hill St., Los Angeles 10

Tel.: Mutual 5039

Tv Dept.: Edward R. Halperin, pres., timebuyer; Richard R. Bear, acct. exec., media dir.

ADV. INC.

Central Natl. Bank Bldg., Richmond 19, Va.

Tel.: 3-2809

THE AITKIN-KYNETT CO.

1400 S. Penn Sq., Philadelphia 2

Tel.: Rittenhouse 6-7810

Tv Dept.: Richard Olanoff, tv dir.; Barclay Hallowell, timebuyer.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4

Tel.: Hollywood 9-8273

Tv Dept.: Pauline Hagen, vp.

ALLEN, DORSEY & HATFIELD

5010 Sunset Blvd., Hollywood 27

Tel.: Normandy 3-9343

ALLEN & MARSHALL ADV. AGENCY

616 S. Serrano St., Los Angeles 5

Tel.: Dunkirk 7-5163

Tv Dept.: Charles A. Booth, pres.; H. M. West, vp., mgr.; Mel Curtis, acct. exec., dir.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg., Omaha 2

Tel.: Atlantic 4445

Tv Dept.: Milton J. Stephan, ptnr., tv dir.; Don B. Amsden, Jack Keiner, asst. tv dirs.; Don W. Brown, Judith Swafford, copywriters; Alice Helker; Beverly Doolittle.

Tv Accounts: American Road & Equipment Co., Colton, Hockenberry & Colton, Commercial Savings & Loan Assoc., Evans Cleaner & Laundry, The Hayden House, Holland Lumber Co., Merchants Biscuit Co., Omaha Public Power District, Paxton & Vierling Steel Co., Peter Pan Bakery, P. F. Petersen Baking Co., Sidles Co., U. S. Natl. Bank, Tekseed Hybrid Co., Fairmont Foods Co., Omaha Builder's Exchange, Nebraska-Iowa Electrical Council, Uncle Sam Breakfast Food Co. (S).

ALLIED ADV. AGENCIES INC.

167 S. Vermont Ave., Los Angeles 4

Tel.: Dunkirk 7-7331

Tv Dept.: Stuart Heinemann, tv dir.; W. F. Gardner, Dick Gardner, Milton Hoffman, acct. execs.

Tv Accounts: Arden Farms Co., Dr. F. E. Campbell, Gold's Furniture-Appliances, Pavo de Grande Inc., West Pico Furniture, Pridham Davis, Optometrist, Weston's 909 Garage.

ALLIED ADV. AGENCY INC.

100 Boylston St., Boston 16

Tel.: Hubbard 2-4100

Tv Dept.: Marc F. Shamban, dir.

Tv Accounts: Beacon Co. (N-RN-S).

AMERICAN ADV. CORP.

9003 Wilshire Blvd., Beverly Hills, Calif.

Tel.: Bradshaw 2-9678

Tv Dept.: Harold Frank, pres.

U. S. ANDERSEN CO. ADV.

7321 Beverly Blvd., Los Angeles 36

Tel.: Webster 8-7812

ANDERSON & CAIRNS INC.

130 E. 59th St., New York 22

Tel.: Murray Hill 8-5800

Tv Dept.: Victor Seydel, vp. in chg. tv; Frank Lowe, prod. asst.; Anne Burkholder, asst.

Tv Accounts: C. H. Masland & Sons (N), Rootes Motors Inc., National Home Show, Alderney Dairy, Assoc. Bulb Growers, Aborn's Coffee (S).

ANDERSON-McCONNELL ADV. CO.

731 N. La Brea Ave., Los Angeles 38

Tel.: Webster 1-1761

Tv Dept.: Jacquelin M. Molinaro, media dir.; Merv Oakner, acct. exec.

Tv Accounts: Hoffman Radio Corp. (N); Wynn Oil Co. (RN); Hadley Furniture Co. (S).

ANTHRACITE ADV. AGENCY

Scranton Times Bldg., Scranton 3, Pa.

Tel.: Diamond 7-9328

Tv Dept.: I. L. Dailey, media dir.

ARBEE AGENCY INC.

Wabash at Brown Ave., Terre Haute, Ind.

Tel.: Crawford 3563

Tv Dept.: W. Rex Bell, pres., acct. exec.; W. L. Smith, vp., sec., acct. exec., timebuyer.

ARNDT, PRESTON, CHAPIN, LAMB & KEEN INC.

160 N. 15th St., Philadelphia 2

Tel.: Locust 4-4400

Tv Dept.: Kennerd G. Keen, vp., tv dir.; Roy T. Lochten, media dir.

ARNOLD & CO.

262 Washington St., Boston 8

Tel.: Richmond 2-1220

Tv Dept.: Arnold Z. Rosoff; Harold Glickman; Robert F. Stearns.

Tv Accounts: Dainty Dot Hosiery, Wilbar's Shoe Store, Hotel Lenox (S).

RUPERT ARNOLD ADV. AGENCY

439 S. Western Ave., Los Angeles 5

Tel.: Dunkirk 2-0896

ART-COPY ADV. AGENCY

11 Hill St., Newark 2, N. J.

Tel.: Market 2-7115

Tv Dept.: Seymour Steinhardt, tv dir., timebuyer.

ASSOCIATED ADV. AGENCY INC.
612 First Natl. Bank Bldg., Cincinnati 2
Tel.: Main 2811
Tv Dept.: Dolores B. Mescher, media mgr.

ASSOCIATED ADV. AGENCY INC.
1017 N. La Cienega Blvd., Los Angeles 46
Tel.: Crestview 1-7227
Tv Dept.: P. O. Narveson, pres., timebuyer; Charles Purnell.

ASSOCIATED BROADCAST ADV. CO.
1001 N. Western Ave., Los Angeles 20
Tel.: Hollywood 5-0580
Tv Dept.: Irwin T. Porter, own.; Gertrude T. Porter, timebuyer.

ASSOCIATED BROADCASTING CO. LTD.
1139 Bay St., Toronto 5, Canada
Tel.: Walnut 4-1111
Tv Dept.: Adele Evans, tv dir.; Martin Maxwell, Murray Raymond, acct. execs.

ATCHISON, DONOHUE & HADEN
1206 Maple Ave., Los Angeles 15
Tel.: Richmond 9-2404
Tv Dept.: Georgia D. Atchison, office mgr.

ATHERTON ADV. AGENCY
8455 Melrose Pl., Los Angeles 46
Tel.: Olive 3-2246
Tv Dept.: Duke Lasensky, timebuyer.
Tv Accounts: Pacific Citrus Products Co. (S).

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
Tv Dept.: J. W. Atherton, pres.; John P. Atherton, vp., tv dir.; Hubert Sweet, timebuyer.
Toronto—100 Adelaide St. W.; Tel.: Empire 3-5418; William E. McDonald, vp.
Tv Accounts: Harold F. Ritchie Inc. (Brylcreem, Enos), Potter Drug & Chemical Corp. (Cuticura soap, ointment, liquid), Binney & Smith Inc. (Crayola crayons) (S).

R. EMMETT ATKINSON AGENCY
117 E. Colorado Blvd., Pasadena 1, Calif.
Tel.: Ryan 1-7162
Tv Dept.: Marshall Farnum, acct. exec.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
Tv Dept.: Gene E. Fromherz, media dir.; Louis Scheuber, asst. to media dir.
Tv Accounts: International Harvester Co. (N); Williamson Candy Co. (O'Henry candy bars), Double Cola Co., John Oster Mfg. Co., Wayne Knitting Mills (S).

N. W. AYER & SON INC.
W. Washington Sq., Philadelphia 6
Tel.: Lombard 3-0100
H. A. Batten, chmn. of bd.; Warner S. Shelly, pres.
New York 20—30 Rockefeller Plaza
Tel.: Circle 6-0200
Tv Dept.: James E. Hanna, vp., dir.; T. J. McDermott, vp., plans; T. H. Calhoun, programming & production; John M. Caldwell, copy chief; Dorothy Doran Lewis, publicity; John W. Purves, James A. MacDonald, sports bestg.; H. L. Smith Jr., John V. Runsey, research; G. D. Gudebrod, film prod.; Joseph J. Battaglia Jr., traffic director; Fred O. Eckert, traffic; Richard S. Bunbury, Paul F. Kizenberger, Elaine Ogle, W. P. Croasdale, Helen Hartwig, Marjorie Freeman, Jeanne Nolan, timebuyers.

Boston 16—Statler Office Bldg.; Tel.: Hubbard 2-4970; E. Craig Greiner, vp.
Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3456; Sterling E. Peacock, vp.; James E. Robertson, tv prod.
Detroit 26—4170 Penobscot Bldg.; Tel.: Woodward 5-3322; J. Widman Berth, vp.
Hollywood 28—714 Taft Bldg.; Tel.: Hollywood 3-4871; Glenhall Taylor, mgr.
Honolulu 16—231 Dillingham Bldg.; Tel.: Honolulu 6193; James P. Smith, mgr.
San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2534; Carl Zachrisson, vp.
Tv Accounts: American Factors Ltd.; American Tel. & Tel., Long Lines Dept.; Armour & Co., Pet Foods Div.; Atlantic Refining Co.; B. C. Remedy Co.; Bell Telephone System; Bissell Carpet Sweeper Co.; Carrier Corp.; Chesapeake & Potomac Telephone Cos.; General Electric Co., Clock & Timer Dept.; Daystrom Corp.; Reuben H. Donnelley Corp.; Electric Cos. Adv. Program; Hawaiian Pineapple Co. Ltd.; Hawaiian Telephone Co.; Hills Bros. Coffee Inc.; Charles E. Hires Co.; Illinois Bell Telephone Co.; Howard D. Johnson Co.; Michigan Bell Telephone Co.; National Dairy Products Corp. (Sealtest); Ohio Oil Co.; Pennsylvania Co. for Banking & Trusts; Plymouth Dealer Coop. Adv. Program; Chrysler Corp., Plymouth Div.; Polk-Miller Products Corp.; Seabrook Farms Co.; Sheffield Farms Co.; Supplee-Wills-Jones Milk Co.; Tasty Baking Co.; United Air Lines; Yardley of London Inc.

AYLIN ADV. AGENCY
904 Lovett Blvd., Houston 6, Tex.
Tel.: Lynchburg 3766
Tv Dept.: Luana Lewis, tv dir.

AYRES, SWANSON & ASSOC. INC.
1325 N St., Lincoln 8, Neb.
Tv Dept.: Arthur F. White, media dir.
St. Joseph, Mo.—KFEQ Bldg.; Tel.: 3-0229.

AZRAEL ADV. AGENCY
913 N. Charles St., Baltimore 1
Tel.: Lexington 9-7575

B

BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher Inc.)
550 5th Ave., New York 20
Tel.: Circle 7-3719
Tv Dept.: Richard M. Mason, merc. dir.

BADGER & BROWNING & PARCHER INC.
(see Badger & Browning & Hersey Inc., parent agency)
75 Federal St., Boston 10
Tel.: Liberty 2-3364

BAHN ADV. CO.
115 Chauncy St., Boston 11
Tv Dept.: Samuel Bahn, timebuyer.
Tv Accounts: Manchester Hosiery Mills (RN-S).

BAKER ADV. AGENCY LTD.
1315 Yonge St., Toronto
Tel.: Walnut 4-2101
Tv Dept.: Jack Horler, tv dir.; Hazel Blair, mgr.; Arnold Acton, asst. to tv dir.; John McCadden, prod.; Don Farrow, timebuyer.
Montreal—1557 MacKay St.; Tel.: Harbour 9247; Roger E. Lack.
Tv Accounts: Adams Brands Sales Ltd.; Canada Packers Ltd., Soap Div.; Canadian Cannery Ltd.; Canadian Kodak Co. Ltd.; Carnation Co. Ltd.; Frigidaire Products of Canada Ltd.; General Foods Ltd.; White Labs Inc.

FREDERICK E. BAKER & ASSOC.
Vance Bldg., Seattle 1
Tel.: Elliott 0957
Tv Dept.: Peter Lyman, tv dir.

LYNN BAKER INC.
720 5th Ave., New York 19
Tel.: Judson 6-3900
Tv Dept.: David E. Durston, tv dir.; George Weigert, media dir.; Donald Cutler, A. J. Hilton, acct. execs.
Tv Accounts: Puss 'n' Boots Cat Food (N-S); F. W. Woolworth Co. (N); Coast Fisheries.

BEN BALDWIN ADV. CO.
8923 Sunset Blvd., Hollywood 46, Calif.
Tel.: Crestview 5-5146
Tv Dept.: Ben Baldwin, mgr., timebuyer.
Tv Accounts: Relaxcoizor (N); Gordon Miller Appliance Co., May's Tv, Hidden Hills Corp. (S).

BALDWIN BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Madison 6020
Tv Dept.: Everett L. Thompson, vp.; Joseph H. Radder, creative dir.; Eddythe Cudlipp, Catherine Walsh, Malcolm Barney, copywriters; Truman Rice, producer; Charles Einach, asst. producer.

BALL & DAVIDSON INC.
670 Delaware St., Denver 4
Tel.: Main 3-1291
Tv Dept.: Carl A. Salstrand, pres.

BARLOW ADV. AGENCY INC.
742 James St., Syracuse 1, N. Y.
Tel.: 9-6644
Tv Dept.: Edward C. Jones, tv dir.; Harry J. Accurso, continuity; Suzanne H. Rohr, traffic; B. J. Stapleton, Joseph R. Coleman, Brownell F. Tompkins, George F. Swartz, acct. execs.
Tv Accounts: Dairymen's League, Will & Baumer Candle Co., Lincoln Natl. Bank, Procino-Rossi Corp., National Pet Foods Inc. (Kalico Kat), General Electric Co. (Electronics Park Community Relations) (S).

BARNES ADV. AGENCY INC.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393
Tv Dept.: Rita Gotkin, tv dir.

BARNES CHASE CO.
530 Broadway, San Diego 1, Calif.
Tel.: Belmont 3-7771
Tv Dept.: Freida Pappas, timebuyer.

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Judson 6-0600
Tv Dept.: James C. Douglass, tv vp.; Harold J. Szab, mgr.; Andrew Bellenot, asst. bus. mgr.; Vincent Rowe, new prog. development; Jay Clark, Allan Dingwall Jr., Ed Brown, Gordon

Allison, producers; Thomas F. McAndrews, film prod. supervisor; Al Basso, Tom Hanlon, Bill Watts, film dept.; Charles Kebbe, casting dir.; E. P. Small, media vp.; C. E. Midgley Jr., Mac Donald Dunbar, J. H. Haight, E. Grey, tv supervisors; Herb Gunter, tv commercials; Chris Lynch, Bill Kennedy, Al Petcavage, Win Kircher, Chet Slaybaugh, Norm Chester, Jack Sinnott, Don Chapman, Frank Thompson, Bill Warner, Cam Higgins, timebuyers.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-2161; Mann Holiner, vp.; Frank O'Connor, prod. supervisor; Phil Krim, producer; Christy Walsh, publicity; Mae Collins, office mgr.
Tv Accounts: Anahist Co.; American Chic Co.; Brown & Williamson Tobacco Corp.; CBS-Columbia; Carter Products Inc.; Colgate-Palmolive Co.; Continental Baking Co.; Grocery Store Products Inc.; Hawley & Hoops Inc.; Dromedary Co., div. of National Biscuit Co.; Minute Maid Corp.; Snow Crop Div. of Minute Maid Corp.; Morton Packing Co.; Standard Brands Inc.

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
Tv Dept.: Robert L. Foreman, vp. in chg tv; Arthur Bellaire, vp. in chg tv commercial copy; Donald Rowe, bus. mgr.; John Hoagland, in chg programming & talent; Bernie Haber, film prod. mgr.; Albert Ward, live prod. mgr.; Larry Berger, art mgr.; Kay Winn, in chg contracts; George Polk, tv media liaison; Theodora Anderson, research chief; Jim Brown, publicity chief; Dick McKeever, in chg. network timebuying.

Atlanta—800 Peachtree St., N.E.; Tel.: Elgin 7015; L. G. Offen, office mgr.
Boston—462 Boylston St.; Tel.: Copley 7-7800; Burton Baugham, vp. in chg.

Buffalo, N. Y.—Rand Bldg.; Tel.: Cleveland 7915; Dale G. Casto, vp. in chg.
Chicago—919 N. Michigan Ave.; Tel.: Superior 7-9200; Henry H. Haupt, vp. in chg.

Cleveland—Terminal Tower; Tel.: Tower 1-7270; Elmore E. Haring, vp. in chg.
Dallas—223 Mercantile Commerce Bldg.; Tel.: Prospect 3431; Theo. L. Hasbrook, office mgr.

Detroit—1800 Penobscot Bldg.; Tel.: Woodward 5-0620; Robert E. Anderson, vp. in chg.
Hollywood—1680 N. Vine St.; Tel.: Hollywood 2-6723; Wayne Tiss, vp. in chg.; Walter Tibbals, vp. in chg. prod.

Los Angeles—6363 Wilshire Blvd.; Tel.: Webster 1-1234; Anthony W. Neally, vp. in chg.
Minneapolis—Bank Bldg.; Tel.: Lincoln 8401; Bobb Chaney, vp. in chg.

Pittsburgh—Grant Bldg.; Tel.: Grant 1-9900; Leon D. Hansen, vp. in chg.
San Francisco—Russ Bldg.; Tel.: Sutter 1-2237; John G. Motheral, vp. in chg.

Seattle—White-Henry-Stuart Bldg.; Tel.: Elliott 5500; Walter Fitzsimmons, office mgr.
Syracuse, N. Y.—205 Harrison St.; Tel.: Syracuse 2-5319; Helen Conn, office mgr.

Tv Accounts: American Tobacco Co., Bristol-Myers, Campbell Soup Co., Consolidated Edison, Curtis Pub. Co., E. I. DuPont de Nemours, Nehi Corp., F&M Schaefer Brewing Co., Whitehall Pharmaceutical Co., Southern New England Tel. Co., Nat'l Gypsum, Murine Co., Westelox, DeSoto Div. of Chrysler Corp., Rexall, General Mills (cake mix only), Minn. Mining & Mfg. Co., American Radiator & Standard Sanitary Corp., U.S. Steel, Pacific Gas & Electric, San Francisco Brewing Co. (N-S), Armstrong Cork Co., Crosley Div. of Avco Mfg., General Electric Co., Lever Bros. (Surf & Breeze), Nat'l Cranberry Assoc., Oneida Ltd., Revlon Products Corp., Lamp Div. of General Electric Co., B. F. Goodrich (N); Calif. Oil Co., First Nat'l City Bank of N.Y., General Baking Co., Hamilton Watch Co., N.Y. State Dept of Commerce, N. Y. Tel. Co., Penick & Ford, Vick Chemical Co., Maine Sardines, First Nat'l Bank of Boston, Mutual Savings Banks of Mass., Barcalo Mfg. Co., Easy Washington Machine Corp., Marine Trust Co., Pfeiffer's Food Products Inc., Wildroot Cream Oil, Peter Hand Brewery Co., Libby, McNeil & Libby, John L. Newkirk, Zenith Radio, Cream of Wheat Corp., Doughboy Industries, Geo. A. Hormel Co., North Pacific Railway Co., Northrup King Co., Northwestern Bell Tel. Co., Jacob Schmidt Brewing Co., Ft. Pitt Brewing Co., M.J.B. Co., Pacific Tel. & Tel., Standard Oil Co. of Calif. (S).

ADRIAN BAUER ADV. AGENCY INC.

1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-7870
Tv Dept.: Elmer F. Jaspan, tv dir.

BAUERLEIN INC.

1026 Hibernia Bank Bldg., New Orleans 12
Tel.: Canal 5461
Tv Dept.: DeAlton Neher, tv dir.

Tv Accounts: Dixie Brewing Co., American Coffee Co., Holsum Bakeries Inc., Nat Buring Packing Co., Opelousas Oil Refinery, Mossy Motors, Natl. Bank of Commerce, New Orleans Public Service, A. K. Roy Real Estate, Specialty Products Co., Washington Ice-Royal Products Inc. (S).

BAUSE & ROSS CO.

2796 W. 8th St., Los Angeles 5
Tel.: Dunkirk 8-1107
Tv Dept.: Herbert M. Bause, W. B. Ross, ptrns.; Art Gierlich, publicity.

BAY PATH ADV. INC

9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161
Tv Dept.: Maurice L. LaReau.

JERE BAYARD ADV. AGENCY

121 N. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-8716

BEAL RADIO & TELEVISION AGENCY

220 St. James Pl., Brooklyn 38
Tel.: Main 2-3375
Tv Dept.: Joseph Carleton Beal, pres., gen. mgr., tv dir.; Robert Singer, acct. exec.; Joe Shank, dramatic, mus., prod. & spot dir.; Margaret Kay, timebuyer.

Tv Accounts: Tee Pee Music Co. (N-RN-S); Radio Industries (N-S); Sturdy Memorial (RN-S); Forty Plus Club (S).

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4
Tel.: Melrose 7-4248
Tv Dept.: Harold Bean, own.

Tv Accounts: Radio Equipment Co., Wayside Nursery, Ko-We-Ba Coffee Co., Instantwhip, Hilgmeier Frosted Foods, Gatewood Salads, Indianapolis Nash (S).

BEAUMONT, HELLER & SPERLING INC.

6th & Walnut Sts., Reading, Pa.
Tel.: 5-4311
Tv Dept.: Dee Hassler, tv dir.

Tv Accounts: Curtis, Stephens, Embry Co., Fairy Silk Mills Inc., Polly Betts Lingerie (N); Asam Wallpapers Inc., Bowers Battery, Crystal Rock Beverage Co., Maier's Bakery, Metropolitan Edison Co., Willson Sun Glasses (S).

BEAUMONT & HOHMAN INC.

6 N. Michigan Ave., Chicago 2
Tel.: Randolph 6-6181
Tv Dept.: Jerry Turk, tv dir.; Clarke Trudeau, media dir., timebuyer; Wendell O'Neal, acct. exec.

Hollywood 28—1741 Ivar Ave.; Tel.: Hollywood 2-6826; James W. Staples, media dir.; Frank J. Scharrer, timebuyer.

San Francisco—235 Montgomery St.; W. C. Beaumont.

Also branches in Atlanta, Cleveland, Dallas, Detroit, Kansas City, Omaha, Seattle.
Tv Accounts: Greyhound Lines, McCormick & Co. (S).

BECKMAN, HAMILTON & ASSOC.

365 S. Fairfax Ave., Los Angeles 36
Tel.: Olive 3-0910
Tv Dept.: Alan Harvey, tv dir.; Hugh Hollyday, media dir.; Milton Beckman, timebuyer.
Tv Accounts: Hub Furniture Co., Orange Julius, Frank Products, Buffet Brand Meats (S).

HERBERT S. BENJAMIN ASSOC. INC.

234 Main St., Baton Rouge, La.
Tel.: 3-2847
Tv Dept.: Allan R. Brent, Lee Herzberg Jr., vp.'s acct. execs.; Dorothy Johnson, tv dir.

Tv Accounts: Community Coffee, Santa Maria Dairy, Kornmeyer Furniture, E. J. Gonzalez Finance, American Bank & Trust, Fidelity Natl. Bank, United Credit Plan Inc., Wolf's Bread, Woodfin Smith Pontiac, Wright Insurance Agency (S).

HARRY BENNETT ADV. AGENCY

3440 Wilshire Blvd., Los Angeles
Tel.: Dunkirk 7-8371

BENNETT & NORTHROP INC.

711 Boylston St., Boston 16
Tel.: Kenmore 6-3820
Tv Dept.: Elizabeth D. Parsons, timebuyer.

WALTER F. BENNETT CO.

20 N. Wacker Dr., Chicago 6
Tel.: Franklin 2-1131
Tv Dept.: Walter F. Bennett, principal; Jane Gunther, media dir.
Hollywood 28—6000 Sunset Blvd.; Tel.: Hollywood 4-8291; W. E. Boice, mgr.
Philadelphia 2—1405 Locust St.; Tel.: Kingsley 5-6798; Fred Dienert, acct. exec., mgng. ptrn.

BENTON & BOWLES INC.

444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100
Tv Dept.: Lee Rich, Milton Kiebler, assoc. media dirs.; Michael Donovan, Donald Harris, Lee Currlin, Raymond Healy, Paul Benson, asst. media dirs.; Sam Hayen, Tom Mahon, William Murphy, Grace Porterfield, Tom Carson, Ben Davis, Joseph Fanelli, Donald Foote, Bern Kanner, Tony Lee, Tom Tilson, Jay Wasserman, Frank Carvell, Helen Kowalsky, Richard Trea, bcst. buyers.
Hollywood 28—6253 Hollywood Blvd.; Al Kaye, vp. in chg. west coast operations.

BERGHOFF ASSOC. INC.

511 N. La Cienega Blvd., Los Angeles 48
Tel.: Oleander 5-7536
Tv Dept.: Jerry Berghoff, tv media, timebuyer.
Tv Accounts: Cash Co. (N); Baby Line Furniture Co., Aladdin Plastics Co., Evy of Calif. (RN-S).

BERMINGHAM, CASTLEMAN & PIERCE INC.

136 E. 38th St., New York 16
Tel.: Lexington 2-7550
Tv Dept.: Brooks Elms, tv dir., timebuyer; Robert Rowell, timebuyer.
Tv Accounts: Griffin Mfg. Co. (N-S); J. B. Williams Co., Contadina Products (S).

TED BERNSTEIN ASSOC.

112 W. 34th St., New York 1
Tel.: Lackawanna 4-7711
Tv Dept.: Sylvester J. Bernstein, tv & media dir.

JULIAN R. BESEL & ASSOC.

3361 Union Pacific Ave., Los Angeles 23
Tel.: Angelus 3-5121

BOB BETTS ADV.

1150 Bannock St., Denver 4
Tel.: Acoma 2-1876
Tv Dept.: John F. Connors, tv dir., timebuyer.

BEN BEZOFF & CO.

220 Majestic Bldg., Denver 2
Tel.: Alpine 5-2300
Tv Dept.: Ben Bezoff, own.

LEE S. BIESPIEL ADV. AGENCY

605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
Tv Dept.: A. C. Norton, tv dir.
Tv Accounts: Burton Mfg. Co., Shepler Mfg. Co., William Getz Corp., Gem Mfg. Corp. (S).

RALPH BING ADV. CO.

2063 E. 4th St., Cleveland 15
Tel.: Superior 1-2773
Tv Dept.: Ralph S. Bing, tv dir.; Nancy Schattentfield, Thomas B. Friedman, acct. execs.
Tv Accounts: Ideal Macaroni (RN-S); Al Sirat Grotto Circus, Ace Cigarette, Blaushild's Chrysler-Plymouth Hq., Englander Motors, Meisel Motors, Shaker Motors Packard, A. D. Pelunis Inc., Kurt Wasco of Cleveland (S).

BIOW-BEIRN-TOIGO INC.

640 5th Ave., New York 19
Tel.: Plaza 9-1717
Tv Dept.: Roy Winsor, vp. in chg. tv; John Mosman, dept. mgr.
Beverly Hills, Calif.—8907 Wilshire Blvd.; Tel.: Crestview 4-7641; Jack Runyon, mgr.; Art Napoleon, tv dept. mgr.
San Francisco 3—703 Market St.; Tel.: Garfield 1-4854; Norman E. Mork, mgr., acct. exec.

BISHOPRIC/GREEN & ASSOC.

1234 Dupont Bldg., Miami 32
Tel.: 82-1475
Tv Dept.: W. Arthur Fielden, vp., tv dir.

Tv Accounts: Pepsi Cola Bottling Co., Chase Federal Savings & Loan Assn., Arnold Products, Miami Ventilated Awning Shutter Co., Anton's Frozen Foods, Commercial Bank (S).

BLAINE-THOMPSON CO.

234 W. 44th St., New York 36
Tel.: Longacre 4-0800
Tv Dept.: Franklin Hobbs, tv dir., acct. exec.
Tv Accounts: Warner Bros. Motion Pictures; Merckell Inc.; Trade Winds; Pan-Redi Fishery Products; Cap's John—Doughtnut Corp. of America; Barbizon School of Fashion Modeling.

BOCCARD, DUNSHEE & JACOBSEN ADV. AGENCY INC.

867 Federal Blvd., Denver 4, Colo.
Tel.: Acoma 2-6392
Tv Dept.: Joyce Brown Miller, media dir.

THE FRED BOCK ADV. CO.

Second Natl. Bldg., Akron 8, Ohio
Tel.: Portage 2-4616
Tv Dept.: Bob Wass, prod. dir.; Fred Bock, Jack List, Pearl Fairall, acct. execs.
Tv Accounts: M&B Fruit Syrups, Carter-Jones, City Bakery (S).

THE BOGGERTS

842 N. Seward St., Hollywood 38
Tel.: Hollywood 3-6871

BILL BONSIAB ADV. AGENCY INC.

1717 E. Colfax Ave., Denver 18
Tel.: Florida 5-4418
Tv Dept.: Jay Tallant, acct. exec.
Tv Accounts: Bay Petroleum Corp., Silver State Laundry (S).

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
Tel.: Jackson 8-5577
Tv Dept.: Lauri Schutt, tv dir.; Graham B. Boone, D. Malcolm Cummings, owns., acct. execs.
Tv Accounts: Sharpstown Development Corp., City Natl. Bank, DeMontrond Buick Co. (S).

BOOSE-HAYNES ASSOC.

325 32d Ave. N., St. Petersburg 4, Fla.
Tel.: 7-2995
Tv Dept.: Betty Haynes, tv dir.; Dana Boose, timebuyer.
Tv Accounts: Royal Crown Bottling Co., Sox Meat Packers, Fla. Builders Inc., Scarritt Motors Inc., Palm Gardens Inc., At Your Leisure (RN); Ross Chevrolet, Fla. College of Massage (S).

BOTSFORD, CONSTANTINE & GARDNER

115 S.W. 4th Ave., Portland 4, Ore.
Tel.: Atwater 9541
Tv Dept.: F. Coykendall, vp., media mgr.
New York 16—261 Madison Ave.; Tel.: Oxford 7-2797.
San Francisco 5—625 Market St.; Tel.: Exbrook 2-7565.
Seattle 1—Tower Bldg.; Tel.: Eliot 3523.

LEO P. BOTT JR. ADV.

64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187
Tv Dept.: Leo P. Bott Jr., tv dir.; Madeline Jacoutot, timebuyer.

BOURNE ASSOC. INC.

60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423
Tv Dept.: Victor Arden, musical dir.

CHARLES BOWES ADV. AGENCY

2999 W. 6th St., Los Angeles 5
Tel.: Dunkirk 1-3881
Tv Dept.: Marjorie Gilberch, media dir., timebuyer.

BOYLHART, LOVETT & DEAN INC.

701 S. Rampart Blvd., Los Angeles 57
Tel.: Dunkirk 7-8293
Tv Dept.: W. J. Boylhart, acct. exec.

BOZELL & JACOBS INC.

510 Electric Bldg., Omaha 2, Neb.
Tel.: Jackson 8030
Tv Dept.: Morris E. Jacobs, pres.; F. C. Miller, exec. vp., gen. mgr.
Baltimore 18—2110 N. Charles St.; Tel.: Belmont 5-2083; Arthur Booth, vp., mgr.
Beverly Hills, Calif.—340 N. Rodeo Dr.; Tel.: Bradshaw 2-2081; Archie Jacobs, mgr.

Chicago 1—205 N. LaSalle St.; Tel.: Central 6-0870; Nathan E. Jacobs, mgr.
 Houston 2, Tex.—421 Caroline St.; Tel.: Fairfax 4106; Carl Storey, vp., mgr.
 Indianapolis 4—1803 N. Meridian St.; Tel.: Walnut 3-4524; Chas. A. Gallup, vp., mgr.
 Kansas City 5, Mo.—Baltimore Bldg.; Tel.: Baltimore 4997.
 Minneapolis 2—625 2d Ave. S.; Tel.: Main 4527; Sam Kaufman, vp., mgr.
 New York 36—2 W. 45th St.; Tel.: Murray Hill 7-6210; Harold Fair, vp. in chg. tv.
 Seattle 1—1809 7th Ave.; Tel.: Mutual 6027; R. H. Wensberg, vp., mgr.
 Shreveport—Fairfield Bldg.; Tel.: 3-6124; Walter T. Pfeiffer, vp., mgr.
 Washington—Sheraton Bldg.; Tel.: Sterling 3-2406; Don Underwood, vp., mgr.

ARTHUR BRAITSCH ADV.
 528 Hospital Trust Bldg., Providence 3, R. I.
 Tel.: Dexter 1-4115
 Tv Dept.: Arthur Braitsch, tv dir.; John A. Lorimer, timebuyer.
 Tv accounts: R. I. Hospital Trust Co.; Roger Williams Savings; Weybossett Markets; Strand Theatre; Hillside Farms Dairy; Mule Battery; Scott the Florist Inc.; White Pontiac.

MICHAEL BRAND ASSOC.
 8820 Sunset Blvd., Hollywood 46
 Tel.: Crestview 6-2991

THE J. CARSON BRANTLEY ADV. AGENCY
 Owen Bldg., Salisbury, N. C.
 Tel.: 900
 Tv Dept.: J. Carson Brantley, timebuyer.

BREIG ASSOC.
 1715 Walnut St., Philadelphia 3
 Tel.: Rittenhouse 6-3836
 Tv Dept.: Jean Breig.

BRENNAN ADV. AGENCY
 1414 W. Clay St., Houston 19, Tex.
 Tel.: Linden 7581
 Tv Dept.: J. Earl Brennan, pres.

BRUCE B. BREWER & CO.
 900 Walnut St., Kansas City 6, Mo.
 Tel.: Harrison 4890
 Tv Dept.: John Kirwan, tv dir.
 Minneapolis 2—Foshay Tower; Tel.: Atlantic 3314; Warren Michael, tv dir.

BRINDLEY-ROTH INC.
 600 Griswold St., Detroit 26
 Tel.: Woodward 1-8295
 Tv Dept.: R. Benton Brindley, pres.

BRISACHER, WHEELER & STAFF
 1660 Bush St., San Francisco 9
 Tel.: Prospect 6-2600
 Tv Dept.: Bob Hayward, tv dir.; Richard I. Clark, media dir.; John Lugt, asst. tv dir.; Mary Elizabeth Loeber, Faye Hanger, timebuyers.
 New York 1—350 5th Ave.; Tel.: Bryant 9-5600; Darrell McCain, timebuyer.
 Tv Accounts: Van Camp Sea Food Co.; Stokely-Van Camp Inc., Frozen Food Div.; Crown Zellerbach Corp., Consumer Products Div.; Langendorf United Bakeries Inc., Old Homestead Div.; Wyandotte Olive Sales Co.; Anglo Calif. Nat'l Bank.

BROADCAST ADV.
 170 S. Beverly Dr., Beverly Hills, Calif.
 Tel.: Bradshaw 2-4840

BROADCAST ADV. INC.
 8 Newbury St., Boston 16
 Tel.: Kenmore 6-0854
 Tv Dept.: J. E. Murley, tv dir.; F. P. Russell, acct. exec.; J. J. Manning, timebuyer; E. P. Gieringer, prod. mgr.

BROOKE SMITH, FRENCH & DORRANCE INC.
 8469 E. Jefferson Ave., Detroit 14
 Tel.: Valley 2-9700
 Tv Dept.: Willard S. Smith, tv dir.; Herbert Bayle, vp. in chg media; John Bowers, media dept. mgr.; Harold Rumble, William Hammond, timebuyers; George Johnston, J. R. Barlow, H. K. Jones, acct. execs.

Los Angeles—1250 Wilshire Blvd.; Tel.: Mutual 8154; Harvey West.
 New York—52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry.
 San Francisco—149 California St.; Tel.: Yukon 6-6836; King Harris, vp.
 Tv Accounts: American Motors, Hudson Motors Div., Youngstown Kitchens (N-S); Ironite Ironers (S).

BROOKS ADV. AGENCY
 1610 N. Argyle Ave., Hollywood 28
 Tel.: Hollywood 4-1158
 Tv Dept.: Al Brooks, own., mgr.
D. P. BROTHER & CO.
 General Motors Bldg., Detroit 2
 Tel.: Trinity 2-8250
 Tv Dept.: Carl Georgi Jr., vp., media dir.
 New York 19—720 5th Ave.; Tel.: Columbus 5-1004; Frank Egan, vp., mgr.

BYRON H. BROWN & STAFF
 8421 Wilshire Blvd., Los Angeles 48
 Tel.: Olive 3-2320
 Tv Dept.: Sally Walker, media dir., timebuyer.

BURTON BROWNE ADV.
 619 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-7700
 Tv Dept.: Robert Abbott, tv dir.; Bea Rosenblum, timebuyer.
 Tv Accounts: Hannah & Hogg Dist. (S).

GEORGE BURTT ADV. SERVICE
 830 N. La Brea Ave., Hollywood 38
 Tel.: Hollywood 9-5739
 Tv Dept.: George Burtt, Gwen Schultz, timebuyers.

FRANKLIN BRUCK ADV. CORP.
 1270 6th Ave., New York 20
 Tel.: Circle 7-7660
 Tv Dept.: D. Davidow, tv dir.; Alice Ross, timebuyer; Herbert Gold, M. J. Kleinfeld, acct. execs.

Los Angeles 4—532 N. Cherokee Ave.; Tel.: Hollywood 3-8892; Howard Blake, gen. mgr.
 Tv Accounts: Coty Inc.; Hi-V Co.; Walter H. Johnson Candy Co.; Yonkers Trotting Assn.; Roosevelt Raceway; Russeks-Fifth Ave.

BUCHANAN & CO.
 1501 Broadway, New York 36
 Tel.: Bryant 9-7900
 Tv Dept.: Nat Strom, tv dir.; William Dasseff, exec. vp.; John McEvoy, vp., acct. exec.
 Los Angeles 48—451 N. La Cienega Blvd.; Tel.: Crestview 5-5231; Charles Coleman, vp., mgr.
 San Francisco 4—155 Montgomery St.; Tel.: Yukon 6-2927; Ray Randall, vp.
 Tv Accounts: Western Airlines, Wilbur Clark's Desert Inn, Tidewater Associated Oil Co., Eskimo Pie Corp. (S); Lionel Train.

BUCHANAN-THOMAS ADV. CO.
 410 S. 19th St., Omaha 2
 Tel.: Atlantic 2125
 Tv Dept.: Adam Reinemund, dir.; Gene E. Cuddeback, asst. dir.

THE BUCHEN CO.
 400 W. Madison St., Chicago 6
 Tel.: Randolph 6-9305
 Tv Dept.: John K. Cole, tv dir.; Fergus Mead, sen. vp.; M. J. Carry, writer-producer; Joseph Caro, Arthur Petersen, acct. execs.; Lee Carlson, timebuyer.
 Tv Accounts: Chicago Title & Trust Co., Edward Hines Lumber Co. (S).

FRANK BULL & CO.
 1239 N. Highland Ave., Los Angeles 38
 Tel.: Hollywood 5-4194
 Tv Dept.: Rudy Perkal, tv dir.; Mel R. Roach, acct. exec.; Jane T. Darden, timebuyer.

THE BULLARD AGENCY
 219 Court St., Port Huron, Mich.
 Tel.: Yukon 5-6755
 Tv Dept.: Rockwood Bullard.
 Tv Accounts: Master Trailer Sales, Alma Trailer Co. (S).

G. NORMAN BURK INC.
 223 4th Ave., Pittsburgh 22
 Tel.: Express 1-3500
 Tv Dept.: Patricia Morell, tv dir.

LEO BURNETT CO.
 360 N. Michigan Ave., Chicago 1
 Tel.: Central 6-5959
 Tv Dept.: William Weddell, vp. in chg.; Lee Bland, prog. & prod. mgr.; Harry Bubeck, new progs.; Gil McClelland, prog. prom. mgr.; David Dole, bus. mgr.; Al Eisenmenger, bus. negotiations; Carl Behr, bus. sect. sup.; Robert Boyer, legal bus.; Bob Richardson, film prod. sup.; Seymour Banks, media mgr.; Ken Fleming, Dick Jones, Bo Munday, Hal Tillson, media group sups.; Phil Archer, Dave Arnold, John Eoden, Eloise Beatty, Dick Coons, John Deacon, Dick Foerster, Harry

Furlong, Rex French, Marie Grewe, Carl Gylfe, John Harper, Helen Phillips, Esther Rauch, Mary Lu Ruxton, Helen Stanley, Nic Wolf, timebuyers, DeWitt O'Kieffe, vp. in chg tv copy.
 Hollywood—1680 N. Vine St.; Tel.: Hollywood 4-7374; Wendell Williams, vp. in chg.; Wally Ruggles, prod. mgr.; Gordon Minter, film prod. mgr.; Leonard Reeg, story editor.
 New York—677 5th Ave.; Tel.: Murray Hill 8-9480; William McIlvain, vp. in chg; Frank Dodge, prod. mgr.; Russell Mayberry, film sup.
 Tv Accounts: Toni, Pillsbury, Campbell Soup, Kellogg, Procter & Gamble, Converted Rice, Phillip Morris, Mars (N-S); Bauer & Black, Blue Jay, International Harvester (N); Tea Council, Commonwealth Edison, Heileman, Pure Oil, Brown Shoe, Santa Fe (S).

BURNS ADV. AGENCY LTD.
 1247 Guy St., Montreal
 Tv Dept.: R. Novek, vp., tv dir.; R. Howe, timebuyer.
 Toronto—570 Yonge St.
 Tv Accounts: La Belle Fermiere Meat Products, L. P. Lazare & Co., Mercury Watch, Kleen-Flo Motor Conditioner, Peer's Beverages, Tolhurst Oil Ltd., Fisher's Lighters (S).

BYER & BOWMAN ADV. AGENCY
 66 S. 6th St., Columbus 15, Ohio
 Tel.: Capital 1-7751
 Tv Dept.: S. N. Hallock, tv dir.; John Metzger, timebuyer.

BYRUM ADV. AGENCY
 924 Broadway, Denver 3
 Tel.: Tabor 5-7745
 Tv Dept.: R. H. Byrum, own.

C

CABAT-GILL ADV. AGENCY
 194 N. Church St., Tucson 1, Ariz.
 Tel.: 2-6362
 Tv Dept.: Ernest Cabat, own.

HAROLD CABOT & CO.
 136 Federal St., Boston 10
 Tel.: Hancock 6-7600
 Tv Dept.: David R. Williams, media dir.

CAHN-MILLER INC.
 510 St. Paul Pl., Baltimore 2
 Tel.: Saratoga 7-4466

CALDWELL, LARKIN & SIDENER-VAN RIPER INC.
 Merchants Bank Bldg., Indianapolis 4, Ind.
 Tel.: Melrose 2-6501
 Tv Dept.: Elizabeth Chaney, media sec.

CALKINS & HOLDEN INC.
 247 Park Ave., New York 17
 Tel.: Plaza 5-6900
 Tv Dept.: Peter A. Krug, tv dir.; John David Held, producer-director; Timothy O'Leary, timebuyer.
 Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3830; Philip M. White.
 Los Angeles—712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt.
 Minneapolis 2—604 Roanoke Bldg.; Tel.: Main 3086; George E. Ludcke Jr.
 Tv Accounts: Prudential Insurance Co. (N); A. S. Harrison Co., Marshall Field & Co., Stokely-Van Camp Inc., Marcal Paper Products (S).

J. M. CAMP & CO.
 213 W. Wesley, Wheaton, Ill.
 Tel.: Wheaton 8-4485
 Tv Dept.: John M. Camp, timebuyer.
 Tv Accounts: Youth on the March.

CAMPBELL-EWALD CO.
 General Motors Bldg., Detroit 2
 Tel.: Trinity 2-6200
 Tv Dept.: Henry G. Little, chmn. of bd., pres.; Edward E. Rothman, sen. vp., gen. mgr.; Lawrence R. Nelson, sen. vp., sec., treas.; Joseph J. Hartigan, sen. vp., media dir.; Edward A. Schirmer, sen. vp.; P. L. McHugh, vp., tv dir.; J. L. Watkins, vp., creative dir.; J. H. Forshaw, vp., research dir.; Colin Campbell, Halsey Davidson, L. T. Robinson, W. P. Stewart, John Terns, W. A. Moffett, W. H. Gage Jr., R. G. Carey, vp.'s; H. P. Cook, asst. treas., comp.

Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; Charles G. Thom, mgr.
 Chicago 1—230 N. Michigan Ave.; Tel.: Central 6-1946; Earl W. Clements, vp., mgr.
 Dallas 1—Bryan & Bullington Sts.; Tel.: Randolph 2094; George A. Back, mgr.
 Kansas City 11—4010 Washington Ave.; Tel.: Jefferson 5601; Ross C. Morgan Jr., mgr.
 Los Angeles 5—3460 Wilshire Blvd.; Tel.: Dunkirk 9-1334; Richard C. Francis, vp., mgr.; Willard Hanes.

- New York 22—488 Madison Ave.; Tel.: Murray Hill 8-3400; Frank W. Townsend, vp., mgr.; Joseph H. Neebe, vp.; Arthur A. Ross, tv dept. eastern mgr.; William S. Ballinger.
- San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-8736; T. Milburn Johnston, vp., mgr.
- Washington 6—1737 H St., N.W.; Tel.: Republic 7-7400; Charles M. White, mgr.
- Tv Accounts: General Motors Corp., Chevrolet Motor Div.; Detroit Edison Co.; Allen B. DuMont Labs.; General Retail Corp., div. of General Shoe Corp.; Goebel Brewing Co.; Rheem Mfg. Co.; Natl. Bank of Detroit.
- CAMPBELL-MITHUN INC.**
1300 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824
Tv Dept.: Arthur H. Lund, dir.; Robert N. Wold, facilities & prog. buying mgr.; E. P. Andrews, prod. mgr.
- Chicago 11—1024 Palmolive Bldg.; Tel.: Delaware 7-7553; Clay Rossland, media dir.; Grant Atkinson, prod. mgr.; William J. Stenson, chief time-buyer.
- Hollywood—1680 N. Vine St.; Tel.: Hollywood 2-0715; Pat Walsh, Marguerite Rinck.
- Tv Accounts: Gold Seal Co., John Morrell & Co. (Meat Div., Red Heart Div.), Pillsbury Mills Inc. (Refrigerated Products & Frostings, Ballard Obelisk Flour & Mixes, Bakery Div.) (N-S); American Dairy Assn. (N); Theo. Hamm Brewing Co., Malt-O-Meal Co. (RN-S); Charmin Paper Mills, Chicago First Federal Savings & Loan Assn., Great Northern Railroad, R. M. Hollingshead Corp., Land O'Lakes Creameries, Nash Coffee, Nash Finch, Northern States Power, Minneapolis Northwestern Natl. Bank, F. H. Peavey & Co., Zinsmaster Baking Co. (S).
- CAPLES CO.**
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016
Tv Dept.: J. E. Erickson, creative tv vp.; D. J. Powers, vp.; H. M. Taylor, media dir.
- New York 17—295 Madison Ave.; Tel.: Murray Hill 4-6800; Steven R. Carlin, tv dir.; Ruth D. Foster, media dir.
- Also branches in Omaha, Los Angeles, San Francisco.
- Tv Accounts: Union Pacific Railroad (S).
- MILTON CARLSON CO.**
3450 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-9464
Tv Dept.: Milton V. Carlson, tv dir.; Ruth Johnson, timebuyer; Sterling Blakeman, acct. exec.
- Tv Accounts: Stationers Corp., Art Frost (S).
- CARMONA & ALLEN INC.**
1213 N. Highland Ave., Hollywood 38
Tel.: Hollywood 4-7535
Tv Dept.: A. M. Carmona, tv dir.; W. C. Allen, timebuyer; W. J. Griffiths, Ray Ganopole, acct. execs.
- Tv Accounts: Harbor Lincoln-Mercury; Lake Lincoln-Mercury; Stockton Lincoln-Mercury; Western Home Furniture; May Diamond Co.; Mono Fur Co.
- CARNEY ADV. AGENCY INC.**
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008
Tv Dept.: William G. Carney, tv dir.
- Los Angeles 5—3757 Wilshire Blvd.; Tel.: Dunkirk 2-2301; R. Scott, mgr.
- CARSON ROBERTS INC.**
8811 Alden Dr., Los Angeles 48
Tel.: Bradshaw 2-8366
Tv Dept.: D. H. Steele, media dir., timebuyer.
- El Paso, Tex.—109 N. Oregon St.; Marilyn Roseberry, mgr.
- CARTER ADV. AGENCY INC.**
912 Baltimore Ave., Kansas City 5, Mo.
Tel.: Harrison 1356
Tv Dept.: W. G. Rowe, exec. vp.
- GARRY J. CARTER OF CANADA LTD.**
59 Avenue Rd., Toronto 5
Tel.: Walnut 4-2505
Tv Dept.: Bob Howe, tv dir.
- CAYTON INC.**
9 E. 40th St., New York 16
Tel.: Lexington 2-1711
Tv Dept.: Donna S. Quigley, tv dir.; Fred Ladd, creative dir., programming & commercials; W. D. Cayton, prod. dir.
- Tv Accounts: Miracle Adhesives Corp., Hanovia Chem. & Mfg. Co. (S).
- W. CRAIG CHAMBERS INC.**
513 2d Ave., Pittsburgh 19
Tel.: Atlantic 1-4028
Tv Dept.: W. Craig Chambers, pres.; H. A. McCoy, vp.
- Tv Accounts: Peters Packing Co., Charles Raber & Co., Davis Bros. Inc., Jettronaire Inc., Hawkinson Treads Inc., A. Mammaux & Son, James Austin Co., All-Air Products Co. (S).
- CHARLES J. CHARNEY & CO.**
101 W. 55th St., New York 19
Tel.: Plaza 7-0955
Tv Dept.: Alvin George, tv dir., timebuyer; Charles J. Charney, Melvin H. Levy, acct. execs.
- JAMES THOMAS CHIRURG CO.**
414 Park Sq. Bldg., Boston 16
Tel.: Hancock 6-7310
Tv Dept.: Herman A. Braumuller Jr., media dir.; Patricia H. Stone, asst. to media dir.
- New York 17—1612 Chanin Bldg.; Tel.: Murray Hill 7-5040; Ralph M. Bryant, asst. marketing mgr.
- Philadelphia 2—1500 Walnut St. Bldg.; Tel.: Penny-packer 5-9543.
- CINEMA ADV. AGENCY**
1644 Cherokee Ave., Hollywood 28
Tel.: Hollywood 4-6146
Tv Dept.: Willis Allen, media dir., timebuyer.
- C. P. CLARK INC.**
James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179
Tv Dept.: D. G. Goodwin.
- Tv Accounts: First Am. Natl. Bank, Nashville Transit Co. (S).
- CLEVELAND-COLLINS ADV. CO.**
8721 Beverly Blvd., Los Angeles 48
Tel.: Olympia 2-2466
Tv Dept.: Howard Cleveland, media dir., timebuyer.
- Tv Accounts: Knitting Unlimited (S).
- COE ADV. AGENCY INC.**
307 S. Townsend St., Syracuse 8, N. Y.
Tel.: 76-7456
Tv Dept.: Smith S. Binning Jr., tv dir.; Lennox F. Wylie, acct. exec.; Raymond C. Gantter, prod. dir.
- Tv Accounts: Farm Bureau Mutual Ins.; Florists Associated of Eastern N. Y. Inc.; Marine Midland Trust Co.; O'Donnell Distributors; P & C Family Foods; Haberle Congress Brewing Co.; Town Talk Dairies; VanDerhoof Roofing Co.; Westinghouse Electric; Market Basket Corp.; Rudolph Jewelers; Sparton Radio-Tv; Wm. H. Kearney; Parker Upholstering.
- JOHN COHAN ADV. INC.**
837 S. Main St., Salinas, Calif.
Tel.: 2-6468
Tv Dept.: John Cohan, pres.
- HARRY B. COHEN ADV. CO.**
41 E. 42d St., New York 17
Tel.: Oxford 7-0660
Tv Dept.: Elizabeth Black, tv dir.; Robert A. Wahl, copywriter-producer; Bennett B. Holmes, bus. mgr.; Arthur Harrison, Ira Gansier, timebuyers.
- Tv Accounts: Grove Labs.; Chattanooga Medicine Co.; B. T. Babbitt Inc.; Lydia E. Pinkham Medicine Co.; West End Brewing Co.; Block Drug Co.; Hudson Products; American Dietetics; Pharma-Craft Corp.
- COHEN & MILLER ADV. INC.**
1322 New York Ave., N.W., Washington 5
Tel.: Sterling 3-3333
Tv Dept.: I. T. Cohen, radio dir.; Hal Caspers, acct. exec.
- HERBERT W. COHON CO.**
18 E. 41st St., New York 17
Tel.: Murray Hill 9-2277
Tv Dept.: Herbert W. Cohon, timebuyer.
- Tv Accounts: Neechi-Elna Sewing Circles (S).
- COLE & WEBER INC.**
Corbett Bldg., Portland 4, Ore.
Tel.: Columbia 2821
Tv Dept.: Helen Alexieiev, tv dir., timebuyer.
- Seattle 1—Republic Bldg.; Tel.: Elliott 7377; Dave Titus, tv dir.
- CLARK COLLARD ADV. AGENCY**
2506 W. 8th St., Los Angeles 57
Tel.: Dunkirk 7-3388
- COMER & POLLARD INC.**
3203 Summit St., Kansas City 4, Mo.
Tel.: Harrison 3964
Tv Dept.: R. Eloise Comer, pres.
- COMPTON ADV. INC.**
261 Madison Ave., New York 16
Tel.: Oxford 7-2400
Tv Dept.: Lewis H. Titterton, prod. vp.; Frank Kemp, media dir.; Marjorie Irwin, bus. mgr.; Henry Clochessy, chief timebuyer.
- Chicago 4—141 W. Jackson Blvd.; Tel.: Harrison 7-6935; Lawrence O. Holmberg, vp., mgr.
- Cincinnati 2—525 Walnut St.; Tel.: Parkway 6961; Robert Marsh, mgr.
- Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-8107; James S. Pollak, office mgr.
- Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475.
- Tv Accounts: Procter & Gamble (N-S); Goodyear Tire & Rubber Co. (N); M. K. Getz Brewing Co. (RN-S); Socony Mobile Oil Co., Standard Brands Inc., Personal Products Corp., American Can Co., John Dulany, Sterling Drug (S).
- THOMAS F. CONROY INC.**
Majestic Bldg., San Antonio 5, Tex.
Tel.: Capitol 7-3456
Tv Dept.: Margaret Stair, media dir., timebuyer; Everett Liaboe, talent buyer.
- CONSOLIDATED ADV. DIRECTORS**
8762 Holloway Dr., Los Angeles 46
Tel.: Crestview 6-4012
Tv Dept.: Bentley Morris, media dir., timebuyer.
- CO-ORDINATED ADV. CORP.**
16 W. 46th St., New York
Tel.: Judson 2-2100
Tv Dept.: Lester L. Wolff, pres.; Irving Herz, Art Peltz, vp.'s.
- Buffalo, N. Y.—101 Leslie St.; Tel.: Fillmore 8027; Alvin Bennett.
- Detroit—357 Lodge Dr.; Tel.: Valley 3-9191; Lois Michaels.
- Tv Accounts: Sunrise Supermarkets Corp.; Hotel Bar Foods Inc.; Assoc. Food Stores; Manhattan Quality Food Stores; Dugan Bros.; Einhorn's Inc.; Roselux Chemical Co.
- CORBIN & CAIL**
350 E St., Eureka, Calif.
Tel.: Hillside 2-6497
Tv Dept.: Paul Corbin; John Cail.
- Tv Accounts: Butternut Bakery, Western Chain Saw Co., Eureka & Crescent City Dodge Dealers, Mode O'Day, 10 Window Williams (S).
- RAY CORMIER ADV.**
588 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 2-2691
Tv Dept.: Ray Cormier, pres., tv dir.; Jeanne Fourre, media & prod. mgr.; Norbert Cormier, bus. mgr.; Adrian Rubio, acct. exec.
- San Diego 1—427 Spreckels Bldg.; Tel.: Belmont 4-7318; Lyle Shoemaker, gen. mgr.
- San Francisco 9—1011 Hearst Bldg.; Tel.: Sutter 1-6376; John Allen, gen. mgr.
- JOHN GILBERT CRAIG ADV. INC.**
913 Washington St., Wilmington 99, Del.
Tel.: 5-6185
Tv Dept.: J. Gorman Walsh, pres.
- CRAIG & WEBSTER ADV. AGENCY**
22 Park Pl., Lubbock, Tex.
Tel.: Porter 2-2314
Tv Dept.: T. Bruce Craig, ptrn., acct. exec.; Leon Harris, acct. exec.
- THE CRAMER-KRASSEL CO.**
733 N. Van Buren St., Milwaukee 2
Tel.: Broadway 6-3500
Tv Dept.: Roger LeGrand, tv dir.; Loretta Mahar, timebuyer; Ken Hegard, John Pritchard, acct. execs.
- Tv Accounts: Aluminum Goods Mfg. Co., Associated Hospital Service, Evinrude Motors, First Federal Savings & Loan Assn. of Wis., First Wis. Natl. Bank, Frank Pure Food Co., A. L. Langenfeld Inc., Milwaukee Co., Milwaukee Gas Light Co., Plankinton Packing Co., Wis. Telephone Co. (S).
- CROOK ADV. AGENCY INC.**
1107 Fidelity Union Bldg., Dallas 1, Tex.
Tel.: Riverside 1175
Tv Dept.: Frances W. Banister, tv dir., media dir.; Robert L. Lainhart, prod. mgr.; Wilson W. Crook Sr., pres., acct. supervisor; Wilson W. Crook Jr., James P. Anderson, vp.'s, acct. supervisors; H. W. Maier Jr., marketing dir.; Weldon L. Moore Jr., H. J. DuBose, acct. execs.
- Tv Accounts: Mrs. Tucker's Foods Inc., Walker's Austex Chili Co., Fant Milling Co., Gladiola Biscuit Co. (S).
- SAMUEL CROOT CO.**
28 W. 44th St., New York 36
Tel.: Bryant 9-2588
Tv Dept.: William Dollison, media dir.
- EARL R. CULP AGENCY**
551 S. Oxford St., Los Angeles 5
Tel.: Dunkirk 2-8406
Tv Dept.: Earl R. Culp, media dir., timebuyer.
- Tv Accounts: Pridham Davis (S).
- CUMMINGS, BRAND & McPHERSON**
2929 N. Main Rd., Rockford, Ill.
Tel.: 7-5706
Tv Dept.: A. B. Brand, sen. ptrn.

AGENCIES

CUNNINGHAM & WALSH INC.

260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900
Tv Dept.: William Reydel, N. F. McEvoy, vp.'s in chg.; John R. Sheehan, tv dir.; David Lewis, asst. tv dir.
Hollywood 46—8420 Sunset Blvd.; Tel.: Hollywood 7-6131; William J. Peterson, mgr.
Tv Accounts: Liggett & Myers Tobacco Co., E. R. Squibb & Sons (N-S); Narragansett Brewing (RN-S); Universal-International, Lenthic, N.Y. Daily News, Northwest Airlines, Sunshine Biscuits Inc., Colgate-Palmolive Co., Polaroid, McCall's (S).

D

DANCER-FITZGERALD-SAMPLE INC.

347 Madison Ave., New York 17
Tel.: Oregon 9-0600
Tv Dept.: J. J. Neale, vp. in chg. media, tv dir.
Chicago 1—221 N. LaSalle St.; Tel. Financial 6-4700; F. Sewall Gardner, exec. vp.
Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-3256.
San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5107; W. B. Dugan, vp., mgr.
Toronto 7—200 St. Clair Ave. W.; Tel.: Walnut 4-8425; Gilbert Nunns, vp., mgr.
Tv Accounts: American Chiclé Co.; B. T. Babbitt; Best Foods; Falstaff Brewing Corp.; General Mills Inc.; Lewis Howe Co.; Procter & Gamble Co.; Sterling Drug Inc.; U. S. Army; Peter Paul Co.; Nestlé Co.

D'ARCY ADV. CO.

Missouri Pacific Bldg., St. Louis 3
Tel.: Central 1-6700
Tv Dept.: William R. Holmes, media dir.
Atlanta 5—75 8th St., N.E.; Tel.: Vernon 8815; J. H. Kinsella, vp., mgr.
Chicago—8 S. Michigan Ave.; Tel.: Central 6-4536; H. N. Spencer, vp.
Cleveland 13—Terminal Tower Bldg.; Tel.: Tower 1-3911; Stanley P. Seward, vp., mgr.
Dallas 1—Fidelity Union Life Bldg.; Tel.: Sterling 1503; J. T. Dwyer, mgr.
Havana, Cuba—Avenida de Washington 269; Tel.: U-1019; Gaetano Todaro Jr., mgr.
Houston 3, Tex.—1715 W. Webster; Tel.: Linden 2111; J. Bob Wilson, vp., mgr.
Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-3171; Reeves Espy, vp., mgr.
Mexico City (Publicidad D'Arcy, S.A.)—Paseo de la Reforma 164; Tel.: 35-14-61; C. Riveroil del Prado, vp., tv dir.; E. A. Hallett Jr., vp., mgr.
New York 22—430 Park Ave.; Tel.: Plaza 8-2600; Paul Louis, vp., tv dept. dir.; F. S. Ott, vp., tv dept. mgr.
Toronto 5, Ont.—57 Bloor St. W.; Tel.: Princess 3991; G. P. Altenbernd, vp. mgr.

LEONARD DAVIS ADV. INC.

107 Front St., Worcester 8, Mass.
Tel.: Pleasant 7-3617.
Tv Dept.: Leonard Davis, tv dir.; Marion Davis, timebuyer.

ROBERT F. DENNIS ADV. AGENCY INC.

4564 York Blvd., Los Angeles 41
Tel.: Clinton 5-6367
Tv Dept.: R. F. Dennis, mgr., timebuyer.
Tv Accounts: Sparklett's Drinking Water Corp. (S).

DIENER & DORSKIND INC.

147 W. 42d St., New York 36
Tel.: Bryant 9-8300
Tv Dept.: Leo Greenland, dir.; William Mann, Robert Dorskind, Anne Myers, acct. execs.; Harry Pollack, timebuyer.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.

350 5th Ave., New York 1
Tel.: Bryant 9-0445
Tv Dept.: Norman W. Glenn, vp., tv dir.; Frank Dennis, vp. for commercial copy; Russell C. Ambruster, sen. producer; Robert Dall'Acqua, producer; Barbara San, Grant Keener, writers; Donald H. Quinn, media dir.; Gerald Gibson, chief timebuyer; John Hines, sen. copywriter.
Tv Accounts: Bristol-Myers Co.; Pharmaco Inc.; Borden's Instant Coffee; Pioneer Div. of Borden Co.

THE RALPH L. DOMBROWER CO.

Drombrower Bldg., 11 E. Franklin St., Richmond 19, Va.
Tel.: Richmond 3-1113
Tv Dept.: Michaux Moody, talent buyer, prod. mgr.; Ralph L. Dombrower Jr., acct. exec.; Janet Hanson, timebuyer.
Washington—Woodward Bldg.; Tel.: Republic 7-1420; Philip Rosenfeld, mgr.
Tv Accounts: Chesterfield Hat Corp., Etchison Hat Co., Calvert Hats Inc., Central Natl. Bank (S).

DONAHUE & COE INC.

1270 Ave. of the Americas, New York 20
Tel.: Columbus 5-2772
Tv Dept.: A. Carl Rigrod, tv & motion picture dir.; Evelyn Lee Jones, bus mgr.; Lewis Wechsler, Paul Phillips, Latham Owens, general tv.
Atlanta 3—Hurt Bldg.; Tel.: Main 5662; Harry L. Morrill, vp.
Tv Accounts: Loew's Inc., N. Y. Herald Tribune, Burlington Mills, Israel Bonds, Scripto Pen & Pencil, Miles Shoes, Metro-Goldwyn-Mayer, Irish Linen Guild, Caroline Rice, Dr. Scholl's Zino Pads (S); Ennds Chlorophyll; Chock Full O'Nuts.

DICK DONALD ADV.

338 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 8-2371

W. B. DONER & CO.

505 Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400
Tv Dept.: Charles F. Rosen tv dir.; Julian A. Grace, Felix Hower, Wilfred B. Doner, timebuyers; Ellen Huser, media dir., timebuyer; Weston Gillingham, Robert Marker, John Alexander, Dorothy Weddell, Helen Fischer, acct. execs.
Baltimore 1—225 W. Fayette; Tel.: Mulberry 5-1800; Louise Crocker; Herb Fried.
Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4674; Milton F. Kostman.
Hollywood 46—845 N. La Cienega Blvd.; Tel.: Crestview 6-2055.
Milwaukee 3—1324 W. Wisconsin Ave.; Tel.: West 3-9315; Gilbert B. Breimeister.

DOREMUS & CO.

120 Broadway, New York 5
Tel.: Worth 4-0700
Tv Dept.: William Mann, tv dir., acct. exec.
Boston 9—53 State St.; Tel.: Lafayette 3-0770; William J. Sheehan, vp.
Philadelphia 2—(Doremus-Eshleman Co.), 1522 Locust St.; Tel.: Kingsley 5-2590; Joseph R. Rollins Jr.

JOHN C. DOWD INC.

(also see Dowd, Redfield & Johnstone Inc., affiliated agency)
212 Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050
Tv Dept.: Joseph L. Tully, tv dir.; John C. Dowd, pres.; Edward D. Parent, exec. vp.; H. Linus Travers, exec. asst. to pres.; William H. Monaghan, timebuyer.
New York 22—(Dowd, Redfield & Johnstone Inc. affiliated agency) 501 Madison Ave.; Tel.: Murray Hill 8-1275; John C. Dowd, pres.
Tv Accounts: First National Stores Inc., Megowen-Educator Food Co., Albany Carpet Cleaning Co., American Luggage Works Inc., Boston Edison Co., Boston Globe, Cott Beverage Corp., Cott Bottling Co., Martin L. Hall Co., Harvard Brewing Co., P. H. Revell Co., R. G. Sullivan Inc., Waltham Watch Co., Carpenter-Morton Co., Town & Country Homes (S).

DOWD, REDFIELD & JOHNSTONE INC.

(see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
Tv Dept.: Tyler Davis, tv dir.; Jean Gilbon, Betty Nasse, timebuyers.

DOYLE DANE BERNBACH INC.

20 W. 43d St., New York 36
Tel.: Longacre 5-7878
Tv Dept.: Marvin Corwin, tv dir.; Harry Parnas, media dir.; Nina Flinn, Jean Simpson, timebuyers; Ned Doyle, Edward Russell, Charles Rollins, Joseph Daly, Joshua Epstein, John Gronfein, Neil Schreckinger, Fred Dossenbach, Baxter Finley, Robert Kennedy, acct. execs.
Los Angeles 5—606 S. Hobart Blvd.; Tel.: Dunkirk 8-2233; Ted H. Factor, vp.; Bernice Levitas, media dir., timebuyer.
Tv Accounts: Polaroid Corp. (N-S); American Lead Pencil Co., Buxton Inc., Columbia Tobacco Co. (duMaurier cigarettes), Fairmont Foods Co., Hunter Douglas Corp. (All-Flexalium venetian blinds), Henry S. Levy & Sons Inc. (Levy's bread), Max Factor & Co., Sales Builders Inc., Weldon Farm Products Inc. (Alba milk) (S).

DOYNE ADV. AGENCY

415 Church St., Nashville 3, Tenn.
Tel.: 42-7372
Tv Dept.: George W. Doyne, pres.

DOZIER EASTMAN & CO.

1206 Maple Ave., Los Angeles 15
Tel.: Richmond 9-7091

THE DREYFUS CO.

833 N. Kings Rd., Los Angeles 46
Tel.: Olive 3-4637
Tv Dept.: Harold Dreyfus, media dir., timebuyer.
Tv Accounts: Tastee Freeze, Vi-cly Industries, Adams Furniture Stores (S).

JAY J. DUGAN AGENCY

1622 Chestnut St., Philadelphia 3
Tel.: Locust 4-2450
Tv Dept.: Jay J. Dugan, pres.

DUNDES & FRANK INC.

64 W. 48th St., New York 36
Tel.: Plaza 7-0750
Tv Dept.: Ben Frank, tv dir.

ROY S. DURSTINE INC.

655 Madison Ave., New York 21
Tel.: Templeton 8-4600
Tv Dept.: D. Anne McManus, timebuyer; Royce W. Jackson Jr., prod.
Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-3411; William D. Sloan, mgr.; Sander Heyman, tv dir.
San Francisco 11—1736 Spockton St.; Tel.: Exbrook 7-0456; Robert England, mgr.; Sander Heyman, tv dir.

HUGH DWIGHT ADV.

821 N.W. Flanders St., Portland 9, Ore.
Tel.: Beacon 3733
Tv Dept.: Hugh D. Dwight, own.

E

EASTBURN-SIEGEL ADV. AGENCY

623 Spring St., N. W., Atlanta 3, Ga.
Tel.: Vernon 4707
Tv Dept.: Sam Scheinman, media dir.

THE EDWARDS AGENCY INC.

435 S. La Cienega Blvd., Los Angeles 48
Tel.: Bradshaw 2-5616
Tv Dept.: Edward L. Koblitz, tv dir.; Rickey Barr, timebuyer; Robert Sayre, acct. exec.
Tv Accounts: Nu-Color Corp. (N); Sanitary Matress (RN); Phil Hall Buick (S).

EISAMAN-JOHNS ADV.

9155 Sunset Blvd., Hollywood 48
Tel.: Crestview 1-5196
Tv Dept.: Marx Hartman, dir.
Tv Accounts: Chevrolet Dealers of Southern California (S).

ELLINGTON & CO.

535 5th Ave., New York 17
Tel.: Murray Hill 7-4300
Tv Dept.: Hal James, vp. in chg. tv; Michael Levin, tv dir.; Keith Crotty, exec. producer; Dan Kane, bus. mgr., timebuyer; Howard Doyle, copy chief; Doris Lustgarten, new progs.; Kay Woelfle, prod. asst.
Tv Accounts: Bayuk Cigars Inc. (N); Celanese Corp. of America, Cities Service Gas & Oil, McKesson & Robbins (S).

EMERY ADV. CORP.

1201 St. Paul St., Baltimore 2
Tel.: Vernon 7-3731
Tv Dept.: R. I. Highleyman, vp., tv dir.

EMPIRE ADV. CORP.

8302 Melrose Ave., Los Angeles 48
Tel.: Olive 3-2764
Tv Dept.: Robert Lamb, pres.; Ken Mulbach, tv sls. dir.; Cleve Wilkinson, tv prod. mgr.; Max Hodder, acct. exec.
Tv Accounts: Empire Chemical Co. (N-RN-S); State Farm Mutual Auto Insurance (RN-S); Matthews Paint Corp. (RN).

ROBERT J. ENDERS INC.

1001 Connecticut Ave., N. W., Washington 6
Tel.: Sterling 3-2222
Tv Dept.: Howard A. Enders, vp.; Grace Jan Waldman, timebuyer; Fred Waller, art dir.; Robert L. Friend, film dir.; Stanley S. Bass, prod. mgr.; Robert J. Enders, Ray Hill, Rudy Vallee, Ymelda Chavez Dixon, Ruth Streeter Hatch, acct. execs.

ENTERPRISE ADV.

500 E. Commercial St., Los Angeles 12
Tel.: Madison 9-1477
Tv Dept.: Ed McNeilly, pres.
Tv Accounts: Brew "102" (S).

ENYART & ROSE ADV.

940 N. Fairfax Ave., Los Angeles 46
Tel.: Oldfield 4-4070
Tv Dept.: Rita Burton, timebuyer.

ALVIN EPSTEIN ADV.

1737 F St., N. W., Washington 5
Tel.: Sterling 3-8550
Tv Dept.: Sol Panitz, tv dir.; Virginia Webb, copywriter; Ruth Graze, Stan Barclay, Jack Feiffer, acct. execs.
Tv Accounts: Simon Distributing Co., Food Fair Markets, Valley Forge Beer, Sears Roebuck, Rusco Windows, Doors, House of Plastics (S).

ERWIN, WASEY & CO. LTD.

5045 Wilshire Blvd., Los Angeles 36
Tel.: Webster 1-1211

Tv Dept.: Robert L. Redd, vp. in chg. tv; Jules Hack, creative copy dir. & producer; Charles Lowe, Rollo Hunter, producer-writers; Mary Mewhirter, copywriter; William Brennan, producer-director; Robert Furman, film & recording coordinator; Mimi MacBride, tv traffic mgr., traffic dept. coordinator; Jean Williams, Nina Skolsky, traffic dirs.; Linda Blackwood, film & recording librarian.

Chicago 1 (Erwin Wasey & Co. Ltd.)—230 N. Michigan Ave.; Tel.: Randolph 6-4952.

Minneapolis (Erwin, Wasey & Co. of Minn.)—523 Marquette Ave.; tel.: Atlantic 1233.

New York 17 (Erwin, Wasey & Co. Inc.)—420 Lexington Ave.; Tel.: Lexington 2-8700.

Oklahoma City 2 (Erwin, Wasey & Co. of South)—First Natl. Bank Bldg.; Tel.: Oklahoma 7-5429.

Toronto 5 (Erwin, Wasey & Canada Ltd.)—610 Church St.; Tel.: Randolph 5187.

Also offices in London, Montreal, Paris, Rio de Janeiro, Stockholm.

Tv Accounts: Carnation Co., Friskies Dog Food, Cereals (N-RN-S); Lee Ltd. (N-S); Carnation Evaporated Milk, Instant Milk, Carnation general (N); Carnation Fresh Milk Products, Consolidated Cigar (RN-S); Safeway Sunnybank, Edwards Foods, Cursy Cakes (RN); Arizona Brewing Co., Safeway Home Needs, Newport Soap (S).

ESMOND, HIRSCH & ASSOC.

10 E. 40th St., New York 16

Tel.: Murray Hill 5-4111

Tv Dept.: Joel Abramson, vp.

Tv Accounts: Dentspray Inc (Oro Spray) (S).

WILLIAM ESTY CO.

100 E. 42d St., New York 17

Tel.: Oxford 7-1600

Tv Dept.: Samuel H. Northcross, vp., programming; Stanley Lomas, vp., commercial prod.; Richard C. Grahl, spot buying.

Hollywood 28—6331 Hollywood Blvd.; Tel.: Hollywood 2-6305; Arnold J. Wester, exec. producer.

Tv Accounts: R. J. Reynolds Tobacco Co., P. Balantyne & Sons (N-S); Colgate-Palmolive Co., General Mills Inc. (N); Coca-Cola Bottling Co. of N. Y. Inc. (RN); Natl. Carbon Co. (S).

EVANS & ASSOC. ADV.

909 Dan Waggoner Bldg., Fort Worth 2, Tex.

Tel.: Edison 9521

Tv Dept.: Barbara R. Seever, media dir.; Earl Collings, Harry Kinzie Jr., acct. execs.

Tv Accounts: Foremost Dairies (southwestern div.), Williamson-Dickie Mfg. Co. (S).

F**MIKE FADELL ADV. AGENCY**

525 Northwestern Bank Bldg., Minneapolis 2

Tel.: Atlantic 3416

Tv Dept.: M. Jane Harrington, tv dir.; J. J. Polian, acct. exec.; Nina M. Kosse, timebuyer.

FAIRFAX INC. ADV.

17 E. 49th St., New York 17

Tel.: Murray Hill 8-9310

Tv Dept.: Robert Klein, tv dir.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 5-2191; Robert Klein, tv dir.; Robert L. Nourse Jr., vp.

FALLON & CO.

3511 W. 6th St., Los Angeles 5

Tel.: Dunkirk 5-3263

Tv Dept.: Jim Fallon, pres; Pat Worth, media dir.; Larry Kraft, consultant, creative head.

Tv Accounts: Kalasch Vitamin Corp. (N-RN-S); H. J. Caruso Dodge-Plymouth (RN-S).

FEIGENBAUM & WERMEN ADV. AGENCY

1922 Spruce St., Philadelphia 3

Tel.: Locust 7-1466

Tv Dept.: Paul B. Phillips, tv dir.; Jayne Feigenbaum, asst. tv dir.

Tv Accounts: Renuzit Home Products Inc. (RN-S); Kasser Distillers Corp., Professional Laundry Foundation Inc. (RN); Yankee Maid, Blumenthal Bros. Chocolate Co. (S).

COURTLAND D. FERGUSON INC.

Natl. Press Bldg., Washington 4

Tel.: National 8-7713

Tv Dept.: Gil Meekins, tv dir.; Nan Hannum, timebuyer; Ken Adams, acct. exec.

Tv Accounts: Mann's Potato Chips; Schindler's Peanut Products; Smith's Transfer & Storage Co.; Solarine Floor Wax; Bergmann's Laundry; Stanley Horner; Mrs. Keane's Beefsteaks.

THE MAURY FERGUSON AGENCY

1710 N. Broadway, Oklahoma City

Tel.: Central 2-5665

Tv Dept.: Maury Ferguson, tv dir., timebuyer.

Tv Accounts: Coker-Butler Pontiac, Davis & Irion Furniture Stores, Larsen Music Co., The Whitaker Co., Video Theatres Inc. (S).

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.

Tel.: Henderson 2-8200

Tv Dept.: Michael A. Fiore, pres., timebuyer; Albert A. Fiore, vp., tv dir.; Stanley Leifer, D. John Critelli, acct. execs.

Tv Accounts: Watchung Lake, Sonenberg & Co., Halogene Corp., Isolax Corp. of America, Apothecary Products of America, Helaine Seager Inc. (S).

FIRST UNITED BROADCASTERS

201 N. Wells St., Chicago 6

Tel.: Randolph 6-7800

Tv Dept.: Hugh Rager, mgng. dir.; Maryellen Convery, timebuyer.

M. M. FISHER ASSOC.

134 N. LaSalle St., Chicago 2

Tel.: Central 6-1610

Tv Dept.: Jack L. Fisher Jr., tv dir., acct. exec.; Jack L. Fisher Sr., Paul Frumkin, acct. execs.; Helene Heinz, timebuyer.

Tv Accounts: Tam O'Shanter Country Club (N-S); North American Mushroom Co., Fireside Marshmallow Co. (N); Chas. Keeshin Poultry Co. (RN); United Artists Corp., Universal-International Pictures, 20th Century-Fox Film Corp., Davis Oldsmobile, Towne Nash (S); Natl. Foundation for Infantile Paralysis.

FITZGERALD ADV. AGENCY

Lee Circle Bldg., New Orleans 13

Tel.: Tulane 3131

Tv Dept.: William H. Thomas, tv dir.; Marie O'Meara, timebuyer.

Tv Accounts: Blue Plate Foods; La. Coca-Cola Bottling Co.; Godechaux Sugars; H. G. Hill Stores; Jackson Brewing Co.; La. State Rice Milling; Maison Blanche Co.; Pan-Am Southern Corp.; La. Power & Light Co.; Southern Shell Fish; Jet Dog Food.

FLACK ADV. AGENCY INC.

Hills Bldg., Syracuse 2, N. Y.

Tel.: 2-6101

Tv Dept.: Daniel Casey, tv dir.; William P. Conklin, Grover H. Hubbell, Edward J. Labs, Albert E. Ametrano, acct. execs.; Johanna K. Bowman, timebuyer.

Tv Accounts: Keepsake Diamond Rings (N); Brown's Baked Beans (RN); Netherland Dairy, Syracuse First Trust & Deposit, Syracuse Savings Bank (S).

RICHARD A. FOLEY ADV. AGENCY INC.

1528 Walnut St., Philadelphia 2

Tel.: Kingsley 5-1560

Tv Dept.: Frank Knight, tv dir.; Alice Mooney, timebuyer; Lester Harmon, producer.

Tv Accounts: R. T. French Co. (N); Abbotts Dairies, Mrs. Smith's Baking Co., Burks Meats, Del. Park Race Track, John Wanamaker (S).

FOOD RESEARCH & ADV.

159 E. Chicago Ave., Chicago 11

Tel.: Superior 7-6664

Tv Dept.: Norman E. Kraff, own.

FOOTE, CONE & BELDING

247 Park Ave., New York 17

Tel.: Murray Hill 8-5000

Tv Dept.: Rober Pryor, tv vp.; R. L. Simpson, prod. dir.; Thomas M. McDonnell, best. planning dir.

Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; J. W. Switzer Jr., vp., acct. exec.; Robert Hussey, vp., media dir.; Jack Simpson, vp., tv prod. dept. mgr.; Harry Dieter, tv bus. mgr.; Genevieve Lemper, Gwen Dargel, Dorothy Fromherz, timebuyers; Homer Heck, Myron Clarke, William Maloney, Donald Hockstein, tv sups.; Jack Owen, tv prod. sup.; John Liberton, asst. tv film prod. dir.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; C. Burt Oliver, vp., gen. mgr.; Edmund L. Cashman, vp. in chg. tv prod.; Desmond Marquette, film prod. mgr.

Houston 2—510 Taft (mailing, P. O. Box 4223, Houston 14); Tel.: Justin 5461; Grace Spanihel, timebuyer.

London W. 1—27 Hill St.; Tel.: Mayfair 9131; Brian F. McCabe, mgng. dir.

Los Angeles 17—900 Wilshire Blvd.; Tel.: Madison 9-3611; Gene Fox, vp. in chg. tv.

Montreal 2—925 Dominion Sq. Bldg.; Tel.: University 6-8591.

Portland 4, Ore.—644 Pacific Bldg.; Tel.: Broadway 3732; Leith F. Abbott, mgr.

San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2355; Ford Sibley, vp. in chg.; Llew A. Jones, Robert Leefeldt, media dirs.

Tv Accounts: General Foods; Liebmann Breweries; International Latex Corp.; Armour & Co. (soap); Frigidaire Div. of General Motors Corp.; Hall Bros.; International Cellucotton Products; Beatrice Foods Co.; Security-First Natl. Bank; Acme Brewing; Bullock's; Hoffman Radio; Hughes Aircraft; Purex Sunkist Growers; S. C. Johnson & Son (automotive div.); Paper-Mate Pen; RKO Pictures; Lever Bros. (Spry); Kimberly Clark; Bourjois Perfume; Pepsodent.

FORT & CO.

416 Providence Rd., Charlotte 1, N. C.

Tel.: Edison 4-7122

Tv Dept.: John L. Fort, pres.

CARLOS FRANCO ASSOC. INC.

420 Madison Ave., New York 17

Tel.: Plaza 8-0792

Tv Dept.: Richard W. Hubbell, vp. in chg. tv.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6

Tel.: Cortland 7-5060

Tv Dept.: Robert W. Day, vp.

Boston 9—10 Post Office Sq.; Tel.: Hancock 6-5900.

Chicago 2—1 N. LaSalle St.; Tel.: Dearborn 2-6424;

R. W. Dawson, George H. Knott, vp.'s.

Philadelphia 2—Packard Bldg.; Tel.: Rittenhouse 6-3915.

San Francisco 8—425 Bush St.; Tel.: Yukon 6-4641.

Washington—1025 Connecticut Ave., N.W.; Tel.: Sterling 3-5353.

Tv Accounts: Kiplinger Washington Agency Inc. (N); Haelan Labs.; Buitoni Foods Corp.

JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1

Tel.: Dearborn 2-5745

Tv Dept.: Henry I. Sherry, tv dir.; Jones B. Frankel, A. G. Gaines, acct. execs.

THE FREDERICK-CLINTON CO.

545 5th Ave., New York 17

Tel.: Murray Hill 2-7433

Tv Dept.: Harold Rieff, tv dir.

Tv Accounts: Vim Appliances, Empire Plastic (RN-S); Adler Shoes for Men (S).

CURT FREIBERGER & CO.

1439 Court Pl., Denver 2

Tel.: Alpine 5-2048

Tv Dept.: C. J. Freiburger, pres.; Steve Demarest, tv dir.; Robert C. Lochrie, Jack Mefford, acct. execs.

OAKLEIGH R. FRENCH & ASSOC.

4235 Lindell Blvd., St. Louis 8

Tel.: Jefferson 1-0037

Tv Dept.: C. S. Pangman, media dir., acct. exec.; John Alden, acct. exec.

Tv Accounts: Reich Brewing Co. (S).

FRENCH & PRESTON INC.

500 5th Ave., New York 32

Tel.: Oxford 5-3450

Tv Dept.: Mildred Gannon, media buyer; James P. Selvage, Ted Price, acct. execs.

Chicago—221 N. LaSalle St.; Tel.: Franklin 2-4821.

Washington 6—1625 I St., N.W.; Tel.: Republic 7-4041; Samuel Bledsoe, mgr.

Tv Accounts: Natl. Republican Senatorial Committee (N-S); Francis I. duPont & Co., General Pub. Corp., Minwax (S); Wallpaper Council.

FRIEND-REISS ADV.

221 W. 57th St., New York 19

Tel.: Plaza 7-8030

Tv Dept.: Edward Ratner, tv dir.; Ruby Safion, timebuyer.

Tv Accounts: Cameo Curtains Inc. (N); Playskool, Toy Guidance Council Inc (RN); Levalor Lorenzen Inc., Shirtraft Inc., DeJur-Amsco Corp., Adams Hat Stores Inc., Vogue Doll (S).

JIMMY FRITZ & ASSOC.

1680 N. Vine St., Hollywood 28

Tel.: Hollywood 3-3251

Tv Dept.: Paul Knight, tv dir.

Affiliate office in San Francisco.

Tv Accounts: McDaniels Super Food Markets, Paine & Co., Wilshire Federal Savings & Loan Assn. of L.A., Citizens Filing Service (RN).

HARRY M. FROST CO.

260 Tremont St., Boston 16

Tel.: Liberty 2-6140

Tv Dept.: Harvey P. Newcomb, vp., tv dir.

AGENCIES

FULLER & SMITH & ROSS INC.

230 Park Ave., New York 17
Tel.: Murray Hill 6-5600

Tv Dept.: A. E. Duram, vp., dir.; Bernard Rasmussen, tv mgr.; Peter Cardozo, creative dir.; Byron McKinney, prod. dir.; Willson Tuttle, tv client service dir.; Gil Morris, Burt Schellenback, Fred Duncan, K. Moore, acct. execs.

Chicago 3—105 W. Adams St.; Tel.: Andover 3-5041; Ed Lauesen, mgr.

Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-6700; Tom Slater, tv dir.

Tv Accounts: Aluminum Co. of America, Wearever Foil, Sherwin Williams Co. (N-S); Aluminum Cooking Utensil Co., American Greetings Card Co., Detroit Steel Products Co. (N); Commercial Solvents Corp. (RN-S); Westinghouse Electric Co., Brukhardt Brewing, Keystone Steel & Wire Co., Cleveland Oldsmobile Dealers, Sabena Air Lines, Cleveland Central Natl. Bank (S).

G

GARDNER ADV. CO.

915 Olive St., St. Louis 1
Tel.: Central 1-3200

Tv Dept.: William D. Fisher, vp., tv dir.; Jay E. Kacin, asst. tv dir.; Frank Heaston, Earl Hotze, Grace McMullan, timebuyers.

New York 20—9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vp., tv dir.; Lois Cowan, asst. tv dir.

Tv Accounts: Pet Milk; Grove Labs.; Nebraska Consolidated Mills; Southwestern Bell Tel. Co.; St. Louis First Natl. Bank; St. Louis Independent Packing Co.; Monsanto Chemical Co.; Union Electric Co. of Mo.; Ralston-Purina Co.; Swift & Co.; Derby Foods; Emerson Electric; Trenton Foods; Wabash Railroad; Alabama Flour Mills.

H. M. GARDNER & ASSOC.

3450 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 5-1474

Tv Dept.: H. M. Gardner, own.

Tv Accounts: Waste King Pulverator (N-RN-S); Mission Pak Candies (RN-S).

SIDNEY GARFIELD & ASSOC.

26 O'Farrell St., San Francisco 8
Tel.: Exbrook 2-3420

Tv Dept.: Virginia Pelton, timebuyer; H. M. Walker, Alan Conner, acct. execs.

Tv Accounts: Harrison Products Inc. (N-RN-S); Crispie Potato Chip Co., Kay Jewelers, Chemicals Inc. (RN-S); Tasti-Diet Foods Inc.

GEARE-MARSTON INC.

22nd & Locust Sts., Philadelphia 3
Tel.: Locust 4-3551

Tv Dept.: James B. Briggs, dir.; Frederick C. McCormack, prod. mgr.; Frank C. Murphy, timebuyer; Granville Worrell III, John F. Coverly-Smith, acct. execs.

New York 17—420 Lexington Ave.; Tel.: Lexington 2-0880.

W. B. GEISSINGER & CO.

311 N. Flores St., Los Angeles 48
Tel.: Webster 3-7178

Tv Dept.: W. B. Geissinger, pres.; Robert Williams, vp. in chg. tv.

Tv Accounts: Enoch Chevrolet.

GENERAL ADV. AGENCY INC.

6518 Selma Ave., Hollywood 28, Calif.
Tel.: Hollywood 3-5128.

Tv Dept.: Ralf M. Spangler, pres.; Stan Brown, Chet Crank, acct. execs.

Tv Accounts: Red Devil Fireworks (S).

GEYER ADV. INC.

745 5th Ave., New York 22
Tel.: Plaza 1-3300

Tv Dept.: William Lewis, tv dir.; Lewis Happ, media dir.; Betty Powell, Edward Richardson, timebuyers.

Dayton 2—Third Natl. Bank Bldg.; Tel.: Fulton 4145; E. G. Frost, mgr.

Detroit 32—14250 Plymouth Rd.; Tel.: Webster 3-5520; Ralph L. Wolfe, mgr.

Hollywood 28—1680 Vine St.; Tel.: Hollywood 7-6114; John K. Mason Jr., mgr.

GIBBONS ADV. AGENCY INC.

802 Daniel Bldg., Tulsa 3
Tel.: Luther 7-2444

Tv Dept.: Mercedes (Dee) Freiday, tv dir., timebuyer, acct. exec.; John B. Gibbons, vp., timebuyer, acct. exec.

Tv Accounts: Wortz Biscuit Co., Tom P. McDermott Inc., Tulsa State Federal Savings & Loan, Stanleys Funeral Service, Community Loan & Investment Co., Pedrick Labs., Public Service Co. of Okla., Natl. Bank of Tulsa (S).

CLIFFORD GILL AGENCY

8685 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 1-5631

Tv Dept.: Dorothy Gill, timebuyer; Ross Mason, prod. mgr.

Tv Accounts: Allied Artists Corp. (RN-S).

GILLHAM ADV. AGENCY INC.

Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516

Tv Dept.: Heber Wolsey.

BERT S. GITTINS ADV.

739 N. Broadway, Milwaukee 2
Tel.: Broadway 6-5948

Tv Dept.: Jerry Seaman, tv dir.; Vern Laustsen, Paul Seabrook, acct. execs.; C. W. Gee, Don Looper, copywriters.

Tv Accounts: Allis-Chalmers Mfg. Co. (N-S); Wis. Bankers Assn. (Milwaukee County group), Swift & Co. (farm feed, plant and food, hatchery divs.) (S).

GLASSER-GAILEY INC.

3416 W. First St., Los Angeles 4
Tel.: Dunkirk 4-2141

Tv Dept.: Grace Glasser, pres., timebuyer; Edward Hibler, timebuyer.

Tv Accounts: Colonial Dames Cosmetics; County Fair Pies; Ralph's; Bowies Pies; L. B. Labs.

WILLIAM GLAZER ADV. AGENCY

United Office Bldg., Cleveland 13
Tel.: Main 1-0816

Tv Dept.: William Glazer.

GLENN ADV. INC.

First Life Bldg., 301 E. 5th St., Fort Worth 3, Tex.
Tel.: Fannin 4476

Tv Dept.: John H. Stewart, exec. vp.; Merle Bell, acct. exec.

Dallas 1—1735 Republic Bank Bldg., Tel.: Riverside 6686; Ward M. Wilcox, vp.; Lenier Temerlin, acct. exec.

Houston—1015 Sterling Bldg.; Tel.: Charter 2720; Arnold C. Shaw, vp.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9369; Raymond Prochnow, acct. exec.

San Antonio—Transit Tower; Tel.: Capitol 7-2369; Bob Holleron, office mgr.; John Fraser, acct. exec.

Tv Accounts: Fort Worth Sand & Gravel, Lone Star Brewing Co., Waples-Platter Co. (RN); City Lincoln-Mercury, Dotties Quickie Cookies, Fort Worth Natl. Bank, Dallas Republic Natl. Bank, Gildemeister's, Harper General Tire, Household Furniture, Ranger Pontiac, Turbiville Motors (S).

GLENN-JORDAN-STOETZEL INC.

307 N. Michigan Ave., Chicago 1
Tel.: State 2-8927

Tv Dept.: Ralph Rozema, tv dir.; George McGivern, media dir., timebuyer.

Tv Accounts: Christian Reform Church (S).

GODOY & CROSS ADV. AGENCY

21 y O Vedado, Havana, Cuba
Tel.: F-7470

Tv Dept.: Enrique Marrero, tv dir.

MIKE GOLD AGENCY

8734 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-7489

Tv Dept.: Sylvia Gold, timebuyer.

Tv Accounts: Time-Payment Insurance Co., Edward Hyman Co. Albi Home Permanent curlers, Lindy Pen Co. (S).

FRANCIS D. GONDA CO.

6912 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 2-6017

Tv Dept.: Francis D. Gonda, ptrn.; Alex M. Victor, tv dir.

Tv Accounts: Paint & Palette, OZ Greeting Cards (S).

GOODKIND, JOICE & MORGAN INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6746

Tv Dept.: Florence A. Neighbors, media dir.

GOODMAN-ANDERSON ADV. AGENCY

614 S. San Vicente Blvd., Los Angeles 48
Tel.: Webster 8-3993

Tv Dept.: Mort Goodman; Robert Anderson.

KENT GOODWIN ADV. AGENCY

7964 Melrose Ave., Los Angeles 46
Tel.: Webster 8-5261

Tv Dept.: Kent Goodwin, Sandy Kahn, timebuyers; Chris Palmer, office mgr.

Tv Accounts: Owls Furniture Stores, Gene Klein Sport Cars, Adonis Tile Company, Infra-Red Auto Paint Co., House of Carpets, Transmission Exchange Co. (RN-S).

MORT GOODMAN ADV.

614 S. San Vicente Blvd., Los Angeles 48
Tel.: Webster 8-3993

Tv Dept.: Mort Goodman, pres.; Claire Koren, media dir.; Stanley Elstad, acct. exec.

Tv Accounts: Warner Bros. Studios, 20th Century Fox Studios, Cinerama Theatres of Calif. Inc., Universal-International Studios, Republic Studios, Hotel Riviera (S).

PHIL GORDON AGENCY

23 E. Jackson Blvd., Chicago
Tel.: Harrison 7-2103

Tv Dept.: Eugene Colin, tv dir.

GOTHAM ADV. CO.

2 W. 46th St., New York 36
Tel.: Judson 2-2880

Tv Dept.: Arthur A. Kron, tv dir.

GRANT ADV. INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6500

Tv Dept.: Fred Norman, tv dir.; Jane Baker, producer; Howard Jones, exec. vp.; Robert Watson, Andrew Shepard, vp.s; Thomas Hardacre, acct. exec.

Dallas 2—Rio Grande Nat'l Life Bldg.; Tel.: Prospect 8121; David C. Garrett, mgr.

Dayton 2—Hulman Bldg.; Tel.: Michigan 9562; Vincent P. Black, mgr.

Detroit 26—Guardian Bldg.; Tel.: Woodward 3-9400; Robert Mack, tv dir.

Hollywood 28—Taft Bldg., 1680 N. Vine St.; Tel.: Hollywood 1-9231; John Gaunt, vp. in chg. tv; Jack Parker, tv dir.

Miami 32—Penthouse Atop Langford Bldg.; Tel.: Miami 3-0773; John A. Dey, mgr.

New York 21—655 Madison Ave.; Tel.: Templeton 8-9393; William Patterson, tv dir.

Portland 5, Ore.—American Bank Bldg.; Tel.: Capitol 9609; John A. Giesy, mgr.

San Francisco—593 Market St.; Tel.: Douglas 2-0369; J. Raymond Lenahan, mgr.

Other offices—Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, South Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Johannesburg, South Africa; Karachi, Pakistan; Lima, Peru; London, England; Madras, India; Manila, P. I.; Mexico City, Mexico; Monterrey, Mexico; Montreal, Canada; New Delhi, India; Panama, R. of Panama; Porto Alegre, Brazil; Rio de Janeiro, Brazil; Santiago de Chile; Sao Paulo, Brazil; Toronto, Canada.

Tv Accounts: Chrysler Corp. Dodge Div., Florists Telegraph Delivery Assn. (N-RN-S); Dr. Pepper, Chrysler Airtemp, National Airlines (RN-S); Regional Dodge Dealers (S).

WILL GRANT ADV. AGENCY

268 S. Alexandria Ave., Los Angeles 4
Tel.: Dunkirk 7-3361

Tv Dept.: Gene Grant, mgr., timebuyer.

Tv Accounts: Plus Products.

GRAY & ROGERS

12 S. 12th St., Philadelphia 7
Tel.: Walnut 2-4808

Tv Dept.: Walter M. Erickson, tv dir.

GRAY-SCHWARTZ ADV.

228 N. LaSalle St., Chicago 1
Tel.: Randolph 6-7760

Tv Dept.: Marvin Gray, tv dir., timebuyer, acct. exec.; Eileen Lapin, copy dir.; Harry Ridgely, copywriter, acct. exec.

Tv Accounts: Mid-State Motors, Terminal Motor Sales, Raburn Motor Sales, Harvest Freeze Food Plan, Automobile Sales (S).

GREGORY-HOUSE ADV. CO.

2157 Euclid Ave., Cleveland 15
Tel.: Main 1-7822

Tv Dept.: Bromley House, tv dir.; Marion Reeves, chief timebuyer; Patricia Holler, asst. timebuyer.

WILLARD G. GREGORY & CO.

416 W. 8th St., Los Angeles 14
Tel.: Trinity 0531

Tv Dept.: Willard G. Gregory, pres.; Edmund J. Phillips, vp.; Thomas G. Monahan, acct. exec.

Tv Accounts: Studebaker Dealers Assn. of L. A., Phil Rouse Studebaker (S).

GREY ADV. AGENCY INC.

430 Park Ave., New York 22
Tel.: Plaza 1-3500

Tv Dept.: Alfred L. Hollender, vp., tv dir.; Sidney T. Hertz, bus. mgr.; Helen Wilbur, chief timebuyer; Warren Stewart, Marion Jones, Phillip Branch, Joan Rutman, timebuyers; Paul Seckel, art dir.; Rogers Brackett, George W. Feld, Richard A. Lukin, producers; Richard Bean, media dir.

Tv Accounts: Anson Jewelry, Block Drug Co., Doekskin Products Inc., Exquisite Form Inc., Federal Nut Co., Associated Products Inc., J. B. Watch-

bands, Kirsch Beverages Inc., G. Krueger Brewing Co., Lehn & Fink Products, Mennen Co., Necchi Sewing Machines Sales Corp., Phillips-Jones Corp., Prince Gardner Co., RCA Victor Records, Shwayder Bros. Inc., Simplicity Pattern Co., Union Pharmaceutical Co., Campbell Soup Co., Artra Cosmetics.

GRIFFITH ADV. AGENCY INC.

602 Times Bldg., P. O. Box 52, St. Petersburg 1, Fla.
Tel.: 7-6504

Tv Dept.: Joseph A. Griffith, vp., tv dir.; Donald P. Griffith, pres., acct. exec.; Oz Denny, Robert F. Bullard, acct. execs.

Tv Accounts: First Federal Savings & Loan Assn. (S).

JULIAN GROSS ADV. AGENCY INC.

11 Asylum St., Hartford 3, Conn.
Tel.: 7-7179

Tv Dept.: Julian Gross, pres.

GROSSFELD & STAFF

22 W. Monroe St., Chicago
Tel.: Andover 3-6904

Tv Dept.: Edward A. Grossfeld.

GRUBB & PETERSEN ADV.

111 N. Market St., Champaign, Ill.
Tel.: 6-3766

Tv Dept.: Dale R. Arvidson, tv dir., acct. supervisor; Mildred B. Dudley, media dir.; Earl Broihier, Ray Nadeau, Marshall Scott, Paul Earnest, acct. execs.

Tv Accounts: Kelly Food Products, Dennis Chicken Products, Henderson Mfg. Co., Hollywood Brands Inc., Luker Pan-O-Cake Co., Kuehne Mfg. Co., Frank Thirion & Son, Budweiser (cent. Ill. dist.), Del's Quality Checked Dairy Products, Thompson Lumber Co., Black's Hardware Co. (S).

GUENTHER, BROWN & BERNE INC.

1418 Enquirer Bldg., 617 Vine St., Cincinnati 2
Tel.: Garfield 4244

Tv Dept.: Wilfred Guenther, pres.; David A. Brown, vp., sec.; Gregory J. Meier, vp.

Wheeling, W. Va.—907 First Nat'l Bank of W. Va. Bldg.; Tel.: Wheeling 2300; Gregory J. Meier, vp.

Tv Accounts: Scott Lumber Co., Nickles Bakery Inc., Town & Country Restaurant, Johnson Electric Supply Co., Union Finance Co. (S)

GUERIN, JOHNSTONE, JEFFRIES INC.

6456 York Bldg., Los Angeles 42
Tel.: Cleveland 7-8271

Tv Dept.: O. C. Ritch, tv dir.

GUILD, BASCOM & BONFIGLI INC.

130 Kearny St., San Francisco 8
Tel.: Yukon 2-6040

Tv Dept.: Alex Anderson, vp. in chg tv; Rod Macdonald, media dir.; Richard F. Tyler, asst. media dir.

Hollywood 28—1741 N. Ivar Ave.; Tel.: Hollywood 3-3229; George Allen, prog. dir.

Tv Accounts: Ralston Purina Co. (N-S); Skippy Peanut Butter (Best Foods) (N); Regal Pale Brewing Co. (RN-S); Foremost Dairies Inc., Golden State Div. (S).

LAWRENCE C. GUMBINNER ADV. AGENCY INC.

655 Madison Ave., New York 22
Tel.: Templeton 8-1717

Tv Dept.: Paul G. Gumbinner, tv dir.; Anita Wasserman, timebuyer.

Tv Accounts: Bourjois Inc. (N); S. A. Schonbrunn & Co., W. A. Bassett Co., Sutton Cosmetics Inc., Bereut-Richards Co., American Tobacco Co. (Roi-Tan cigars) (S).

H

WM. J. HACKENBERG ADV.

206 Main St., Wheeling, W. Va.
Tel.: Wheeling 6983

Tv Dept.: Wm. J. Hackenberg, own.

Tv Accounts: Cooney-Bentz Co., Posins Jewelers, Colvig's (S).

HADLOCK ASSOC.

7564 Sunset Blvd., Hollywood 46
Tel.: Hollywood 2-6731

Tv Dept.: James F. Hadlock, pres.; Richard Anderson, in chg tv, timebuyer.

Tv Accounts: Smoky Joe Products, Zandt Carpet Co. (S).

HERBERT SUMMERS HALL ADV.

30 N. LaSalle St., Chicago 2
Tel.: State 2-0670

Tv Dept.: Herb Hall, tv dir.

Tv Accounts: Kulick Construction Co., Litt Jewelry Co., North American Phillips Co. (part), Bud Hauser Motors Inc., Wieboldt Stores Inc. (part), Wood-Davis Co., Midwest Food Co., Chicago Area Photo Retailers Assn., Helio Products Inc., Plot-O Products Corp. (S).

H. KIRK HALPERN ASSOC., Spanish Market Counsellors

15 E. 40th St., New York 16

Tel.: Murray Hill 6-3714

Tv Dept.: H. Kirk Halpern, tv dir.; Don Mendez, timebuyer; Juan Juan, acct. exec.

Tv Accounts: Kirby Foods, Capitol Foods, Chateau Martin Wines, U. S. Navigation Co., D-200 Products, Sonia's Beauty Preparations, El Rancho Foods, Florida Water, Pan American Cars, Ansonia Records, James Brooks—Appliances, Weil Furniture Stores, Tropicoco Bottling Corp., Goyescas Corp., Tropical Biscuit Co., Gentry Shipping Corp. (S).

JOHN L. HALPIN ADV.

207 State St., Schenectady 5, N. Y.

Tel.: Schenectady 2-0492 (Franklin 2-0492, effec. about Oct. 15).

Tv Dept.: John L. Halpin, tv dir., acct. exec.

Tv Accounts: Cobleskill Agricultural Society, Mohawk Nat'l Bank (S).

THE HAMMER CO.

171 Church St., Hartford 3, Conn.

Tel.: JA 7-0183

Tv Dept.: Patricia Hall, tv dir.

New York 19—101 W. 55th St.; Tel.: Plaza 7-0955.

HANSON & RIDLON INC.

212 Essex St., Boston 11

Tel.: Hancock 6-4924

Tv Dept.: John A. Ridlon, pres.

HARRINGTON-RICHARDS

(div. of Fletcher D. Richards)

256 Sutter St., San Francisco 8

Tel.: Exbrook 2-6025

Tv Dept.: Virginia Miller, timebuyer; J. P. Folinsbee, acct. exec.

R. T. HARRIS ADV. AGENCY INC.

1515 Walker Bank Bldg., Salt Lake City 11

Tel.: Empire 3-8815

Tv Dept.: Robert G. Love, tv dir.; Francis E. Peek, film editor.

Tv Accounts: Clover Club Foods, Holsum Bread Co., Morning Milk Co., Prudential Federal Savings, Columbine Milk, Walker Bank & Trust Co., AG Food Stores, Cream O'Weber-Cottonwood (S).

HART-CONWAY CO.

45 Exchange St., Rochester 14, N. Y.

Tel.: Locust 3520

Tv Dept.: H. Lyman Hart, John M. Sullivan, John P. Street, Joseph P. Brown, E. Ward Phillips, John M. Nixon, acct. execs.

Tv Accounts: Blue Boy (Canned Foods, Dairy, Ice Cream), Columbia Banking Savings & Loan, Crescent-Puritan Laundry, Hallman Central Chevrolet, Levis Music Stores, J. H. Rae Oil Co., Rochester Gas & Electric, Security Trust Co., Standard Brewing Co., W. C. Zink Inc. (S).

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1

Tel.: Andover 3-0130

Tv Dept.: John T. Berg, tv dir.; Virginia Caldwell, timebuyer.

HARVEY-MASSENGALE CO.

Walton Bldg., Atlanta 1

Tel.: Walnut 9117

Tv Dept.: R. Winston Harvey, pres.

Durham, N. C.—Snow Bldg.; Tel.: J-8451; C. Knox Massey.

WILLIAM W. HARVEY INC.

5747 Melrose Ave., Los Angeles 38

Tel.: Hollywood 2-0874

Tv Dept.: William Harvey, pres., tv dir.; Rowe Giesen, vp., timebuyer; Roland Jacobson, vp., acct. exec.; Ted Byron, tv copy chief; Don Schwab, tv prod. mgr.

Tv Accounts: Sunset Oil Co., Thrifty Drug Co., Servissoft of Calif., General Electric Supply Co., Craig Oil Co. (S).

THE F. H. HAYHURST CO. LTD.

7 King St. E., Toronto 1

Tel.: Empire 6-0731

Tv Dept.: R. D. Amos, tv dir.; C. M. Harrison, asst. tv dir.; Alan Cullimore, producer; Mary Goletz, timebuyer.

Montreal—1510 Drummond St.; Tel.: Harbour 0131; Marcel Dubuc, dir.; Tom Deans, timebuyer.

Tv Accounts: Proctor & Gamble (N); Loblaw's Groceries (RN); Neilson's Chocolates, Brading's Brewers, Canadian Cannery, Wagstaffe Ltd., Acousticon Hearing Aids, Meccano Ltd., Purity Flour Mills, R. D. Fleck & Co. (S).

HAYS ADV. AGENCY INC.

252 College St., Burlington, Vt.

Tel.: 2-5757

Tv Dept.: Norman H. Myers, pres.

HEINTZ & CO.

611 Wilshire Blvd., Los Angeles 17

Tel.: Madison 9-3181

Tv Dept.: Robert P. Heintz, treas.; Herbert R. Dickow, Carl M. Heintz Jr., vp's.

Tv Accounts: Knudsen Creamery Co. (N-RN-S); Luzianne (RN).

PAUL LYNN HELLER ADV. INC.

911 13th St., N. W., Washington 5

Tel.: National 8-7638

Tv Dept.: Paul Lynn Heller, Jerome F. Horwitz Jr., acct. execs.

HENDERSON ADV. AGENCY INC.

Insurance Bldg., Greenville, S. C.

Tel.: 2-7611

Tv Dept.: Howard K. McIntyre, acct. execs.; Betty McCowan, timebuyer; E. Roy Ellison, prod. mgr.

HENRI, HURST & McDONALD INC.

121 W. Wacker Dr., Chicago 1

Tel.: Franklin 2-9180

Tv Dept.: J. T. Shaw, tv dir.; Laura Hall, timebuyer; Lee Randon, film dir.

Tv Accounts: Ready to Bake Foods Inc. (N-S); Fred W. Amend Co., International Shoe Co., Peters Shoe Co., John Oster Mfg. Co., Gibson Refrigerator Co. (N); Kroehler Mfg. Co., Cook Chemical Co. (S).

HEPWORTH ADV. CO.

816 Reserve Loan Life Bldg., Dallas 1

Tel.: Randolph 2353

Tv Dept.: N. C. Olson, tv dir.; S. W. Hepworth, Winston Ball, George Breidenbach, acct. execs.

Tv Accounts: Figaro Co., Broekle's Foods, Belle Roberts, Standard Foods, Dixie Distributing, Pie-Tex Inc., Dale's Toyland.

AL HERR ADV. AGENCY INC.

225 E. Michigan St., Milwaukee 3

Tel.: Broadway 1-2710

Tv Dept.: Pat Kocian; Joe Weinfurter, Beverly Rempe.

C. J. HERRICK ASSOC.

22 E. 67th St., New York 21

Tel.: Trafalgar 9-6310

Tv Dept.: Laurel Cutler, tv dir.

Tv Accounts: Wave Crest Gardens, Lake Panamoka.

HEVENOR ADV. AGENCY INC.

11 N. Pearl St., Albany 7, N. Y.

Tel.: 5-1586

Tv Dept.: Mabel Nichols Perryman, tv dir.

HICKS & GREIST

555 5th Ave., New York

Tel.: Murray Hill 7-5600

Tv Dept.: Theodore J. Grunewald, tv dir.; Eileen Cummings, Vincent Daraio, timebuyers; Earl Cobb, copy supervisor; Gerald Ford, exec. producer; Suzanne Stuart, traffic.

Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Robert Black, mgr.

Tv Accounts: Dixie Cup Co., Glamore Inc., Peerless Electric, Serval Inc., Waring Products Corp. (N-S); Aldon Rug Mills Inc., Blackstone Corp., H. C. Brill Co., Lewyt Corp., Red L. Roger & Gallet, Wolco Products Inc. (S); Gas Appliances Inc.; Helms Olympic Bakeries; Hemet Packing Co.; House for Men Inc.; Mirman & Peters; State Mutual Savings & Loan Assn.; Les White Inc.; Taylor Reed Corp.; Sandura Co.

HILTON & RIGGIO INC.

4 W. 58th St., New York 19

Tel.: Murray Hill 8-4224

Tv Dept.: Maria Carayas, media dir.

HIXSON & JORGENSEN ADV. INC.

3257 Wilshire Blvd., Los Angeles 5

Tel.: Dunkirk 8-3121

Tv Dept.: H. D. Walsh, tv dir.; Harriett M. Weigand, timebuyer; Tyler Macdonald, William E. Betts, Ross L. Sawyer, Robert L. Davis Jr., Leon Thamer, acct. execs.

San Francisco 3—Pacific Bldg.; Tel.: Douglas 2-5397; Caryl Coleman, writer-producer.

Tv Accounts: Beaute Vues Corp., Challenge Cream & Butter Assn., Cinch Products Inc., Day & Night and Payne Furnace divs. of Carrier Corp., Fino Food Processing Co., General Controls Co., Inglewood Park Cemetery Assn., Simple Simon Frozen Pies, Mac's Super Gloss Co., Local Loan Co., Richfield Oil Corp., Xlnt Spanish Foods Co. (S).

HOEFER, DIETERICH & BROWN INC.

405 Sansome St., San Francisco 11

Tel.: Yukon 2-0575

Tv Dept.: Wallace C. Riddell Jr., tv dir., timebuyer.

Tv Accounts: Table Products Co., Marin-Dell Milk Co. (S).

HOFFMAN & YORK INC.

808 N. 3d St., Milwaukee 3

Tv Dept.: Joel Kursel, prog. dir., acct. exec.; Joseph Mulvanny, timebuyer.

Tv Accounts: Mueller Climatrol (div. of Worthington Corp.), Gettelman Brewing Co., John Graf Co. (S).

AGENCIES

WILLIAM F. HOLLAND
2530 Auburn Ave., Cincinnati 19
Tel.: Capitol 1-1252
Tv Dept.: William F. Holland, Earl L. Holland.

HOLST & CUMMINGS & MYERS LTD.
1370 Kapiolani Blvd., Honolulu 14
Tel.: 95291
Tv Dept.: Milton O. Holst, pres.

HONIG-COOPER CO.
1275 Columbus Ave., San Francisco 11
Tel.: Ordway 3-4469

Tv Dept.: John W. Davis, media dir., tv dir.; Virginia Soth, timebuyer; Beth Wachendorf, Janet Roberts, asst. timebuyers.

Seattle 1—455 Skinner Bldg.; Tel.: Main 6435; Maybelle Lucas, media dir.
Tv Accounts: Italian Swiss Colony, Leslie Salt Co., Holsum Bread, G&D Vermouth, C&H Sugar Refining Corp., Mother's Cake & Cookie Co., United Grocers (S).

HORTON, CHURCH & LOUITT INC.
49 Peck St., Providence, R. I.
Tel.: Jackson 1-5858

Tv Dept.: John A. Horton, pres.; Eben S. Church, vp.; James E. DuBois, William C. Cook, acct. execs.

Tv Accounts: Swiss Cleansing Co., What Cheer Laundry (RN-S); Providence Citizens Savings & Trust Co. (RN); Gorman's Bakery, East Greenwich Dairy, Plantations Bank (S).

HOUCK & CO.

2013 Jefferson St., S.W., Roanoke 14, Va.
Tel.: 8115

Tv Dept.: William B. Houck, vp., tv dir., timebuyer.

BRYAN HOUSTON INC.

10 Rockefeller Plaza, New York 20
Tel.: Plaza 7-6400

Tv Dept.: William B. Templeton, vp., tv dir.; Harold Dobbertsen, media dir.

CHARLES W. HOYT CO.

380 Madison Ave., New York 17
Tel.: Murray Hill 2-2000

Tv Dept.: William P. Smith, vp. in chg tv; Douglas Humm, timebuyer; Marion McDonald, asst. timebuyer; Thomas Lee Jr.; Clifford Simpson; John R. Patterson.

Hartford 3, Conn.—15 Lewis St.; Tel.: JA. 5-6066.

Tv Accounts: American Home Foods, Mail Pouch Tobacco Co. (N-S); Kaiart Co. (N); American Molasses Co. (RN-S); Arnold Bakers Inc., Blueberry Cooperative Assn., Brazil Nut Adv. Fund, Brock Hall Dairy, Keyes Fiber Co., Merck & Co., Michigan Blueberry Growers Assn., South African Rock Lobster Assn., Taylor Reed Corp., New York and New England Apple Institute, KLM Royal Dutch Airlines, Switzerland Cheese Assn., Wilbert Products Co. (S).

THE HUBBELL ADV. AGENCY INC.

1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

Tv Dept.: Victor D. Lidyard, tv dir.

CHRISTY HUMBURG ADV. AGENCY

742a N. Forest Blvd., Webster Groves 19, Mo.
Tel.: Woodland 1-3707

Tv Dept.: C. Humburg, owner, timebuyer.

H. B. HUMPHREY, ALLEY & RICHARDS INC.

370 Lexington Ave., New York 17
Tel.: Lexington 2-3020

Tv Dept.: Nelson L. Gross, tv dir.; Elaine Akst, timebuyer, bus. mgr.; Mrs. Pat Baker, prod.
Boston 16—1235 Statler Bldg.; Tel.: Liberty 2-6100; Betty Hourihan, timebuyer.

Tv Accounts: Wright Silver Cream (N-RN); Jaguar Cars (N-S); Son Chiefs Electrics (RN-S); Raleigh Bikes, Bird & Son, Kendall Mills (S).

HUMPHREY, PRENTKE & ASSOC.

11406 Euclid Ave., Cleveland 22
Tel.: Randolph 1-4582

Tv Dept.: Herbert E. Prentke, dir.

W. H. HUNT & ASSOC. INC.

1044 S. Robertson Blvd., Los Angeles 35
Tel.: Bradshaw 2-8293

Tv Dept.: Waldo H. Hunt, timebuyer, media dir.; Jean C. Smith, mgr.

Tv Accounts: Maywood-Bell Ford (RN-S).

HUNTER & WILLHITE ADV. AGENCY

1540 N. Highland Ave., Hollywood 28
Tel.: Hollywood 4-4191

Tv Dept.: Bill Hunter, ptnr.; Dave Manning, acct. exec., prod. mgr.

Tv Accounts: Frexalium draperies, Wynnoil Labs (RN-S); Yeakel Bros., Fletcher Jones Chevrolet, Al Terrace Carpet Co., Belmont Sanchez Studebaker (S).

HUNTINGTON-PARMELEE ADV.

232 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-8039

Tv Dept.: Jack Parmelee, own.; Jack Foreman, exec. producer.

HURLEY ADV. CO.

Securities Bldg., Des Moines 9, Iowa
Tel.: 4-6289

Tv Dept.: J. S. Hurley, pres.

HUTCHINS ADV. CO.

42 East Ave., Rochester 4, N. Y.
Tel.: Hamilton 1160

Tv Dept.: William F. Lacey, vp., acct. exec.; Stuart J. Rice, Margaret B. Nugent, acct. execs.

New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526; H. Pierson Mapes, James B. Burton, vp's.

Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200; Savington Crampton, acct. exec.

Toronto—33-35 Hayden St.; Tel.: Kingsdale 6661; W. A. Bounsall, mgr.

Tv Accounts: Philco (N-S); Schulers, Lincoln Rochester, McCurdy's, Serantom's (S).

HUTCHINSON ADV. CO.

1257 N. Vine St., Hollywood 28
Hollywood 2-4500

Tv Dept.: Roger S. Hutchinson, pres.; Ken Himes, tv dept. dir.

Tv Accounts: Golden Bull restaurants, Dean Van Lines, Star-Kist Tuna (S).

IDAHO ADV. AGENCY

715 Grove St., Boise, Idaho
Tel.: 2-7671

Tv Dept.: E. F. Casebeer, owner; Bette Joy, timebuyer.

ILLINOIS SIMMONDS & SIMMONDS INC.

520 N. Michigan Ave., Chicago 11
Tel.: Michigan 2-3360

Tv Dept.: Phil W. Tobias Jr., pres., acct. exec.; Stephanie Seeder, media dir.

IRWIN-LOS ANGELES INC.

226 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-5455

Tv Dept.: George W. Irwin, pres.; Hal Knutson, Paul Langford, acct. execs.

JACKSON & CO.

62 Worth St., New York 13
Tel.: Worth 4-7005

Tv Dept.: Paul Jackson, pres., tv dir.

JACKSON, HAERR, PETERSON & HALL INC.

Jefferson Bldg., Peoria, Ill.
Tel.: 6-8758

Tv Dept.: Graham Jackson, pres., tv dir.; Edward Klein, Jean Maupin, copy; Ken Westerdale, art.
Jefferson City, Mo.—302 Adams St., Tel.: 6-7708; Richard A. Hall.

Mt. Vernon, Ill.—106 N. 9th St.; Tel.: 2-230.

Tv Accounts: Chris Hoerr & Sons (Re-Joyce Foods), Conditionaire Corp., Honegger's & Co., Ideal Toy Co., Crane Potato Chip Co., G. A. Goodrich Co. (Good-N-Rich foods), Central Dairy, Farm Bureau Insurance (Ill. Agr. Assn. Ins. services, Mo. Farm Bur. Ins. services), Landon Labs, Ozark State Farm Agency Inc., Mo. Power & Light Co. (S).

TEVIE JACOBS ADV. AGENCY

Morris Plan Bldg., Indianapolis 4, Ind.
Tel.: Melrose 6-9189

Tv Dept.: Delores Perrault, tv dir.

ALBERT JARVIS LTD.

94 Yonge St., Toronto 1
Tel.: Empire 3-2438

Tv Dept.: Albert Jarvis, pres., acct. exec.; Evan Morton, tv dir.; D. N. Ferris, timebuyer.

RAY C. JENKINS ADV. AGENCY INC.

1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421

Tv Dept.: Ray C. Jenkins, pres.; E. M. Grundy, vp.
Tv Accounts: Central Free Church, Cook Appliance Co., Gabberts, M. A. Gedney Co., Lincoln-Mercury Dealers, Marquette Nat'l Bank, Murray's Inc., Pearson Candy Co., Phoenix Budget Loans, Schilling Travel Service, Walker Employment Service, Western Oil & Fuel Co.

JESSOP ADV. CO.

85 W. State St., Akron 8, Ohio
Tel.: Franklin 6-2169

Tv Dept.: George J. Cobak, tv dir.; C. A. Jessop, A. R. Conte, timebuyers; L. R. Jessop, acct. exec.

JONES & BRAKELEY INC.

150 Nassau St., New York 38
Tel.: Beekman 3-1912

Tv Dept.: Marie C. Power, timebuyer.

DUANE JONES CO.

122 E. 42nd St., New York 17
Tel.: Plaza 3-4848

Tv Dept.: E. M. Bresett, acct. exec.; Mary Ryan, timebuyer.

Tv Accounts: Rad Products Inc., P. J. Ritter Co., (S).

JONES & JONES ADV. AGENCY

717 Leonhardt Bldg., Oklahoma City 2
Tel.: Forest 5-9364

Tv Dept.: Henry C. Jones, timebuyer, acct. exec.

THE RALPH H. JONES CO.

Carew Tower, Cincinnati 2
Tel.: Garfield 2300

Tv Dept.: Ann Smith, radio dir.; Eula Reggin, Edna Haverkamp, timebuyers; Concetta A'lo, film-buyer.

New York 36—580 5th Ave.; Tel.: Plaza 7-4600; W. A. Powers, vp.

THE JORDAN CO.

2404 W. 7th St., Los Angeles 57
Tel.: Dunkirk 2-2248

Tv Dept.: Walter C. Hughes Jr., media dir., tv dir.; Ellen Jensen, timebuyer; L. W. Pendleton, acct. exec.

Tv Accounts: Downey Fertilizer Co., R. C. Wian Enterprises (S).

C. B. JUNEAU INC.

8447 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Webster 3-7131

Tv Dept.: Ted Baillie, tv dir.; Anona D. Hansen, timebuyer.

K

KAL, EHRLICH & MERRICK

315 Star Bldg., Washington 4
Tel.: Executive 3-3700

Tv Dept.: Alvin Q. Ehrlich, vp., in chg tv; David Thomas, tv dir.; Nella Manes, timebuyer; R. Edward Hotze, sls. prom. dir.; Philip Berne, Alexander Charles, Forest R. Entwisle, William B. Mullett, William G. Roberts, Joseph Weinstein, acct. execs.

THE KAPPS CO.

64 E. Lake St., Chicago 1
Tel.: State 2-0460

Tv Dept.: Capico Kapps; Joseph Kapps; Albert Kapps.

Tv Accounts: Western Supply & Furnace Co., Traveler Radio Corp. (RN); Langendorf Clothing Co., Henner Motor Sales, Lynn Stewart Co., Beverly Glass Inc., Chambers Range Co., Petroleum Sales Co., Standard Air Conditioning Co., Balmar Auto Parts Co., Chicago Laramie Motors, Economy Home Food Co. (S); Public Service Stores; Madewell Bedding Co.; Southeast Radio Stores.

KASTOR, FARRELL, CHESLEY & CLIFFORD INC.

400 Madison Ave., New York 16
Tel.: Plaza 1-1400

Tv Dept.: Harry B. Walsh, dir.; John Kizarr, asst.; Jack B. Peters, timebuyer.

Tv Accounts: Tintair (N-S); Hickok Mfg. Co., Ar. Winarick Inc. (S); Elizabeth Arden.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331

Tv Dept.: Harvey Mann, media dir.; James H. West, tv dir.

THE JOSEPH KATZ CO.

10 W. Chase St., Baltimore 1
Tel.: Lexington 9-1500

Tv Dept.: Robert G. Swan, vp., tv dir.; Jean Mitche timebuyer; Arthur Moore.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Richard Katz, tv dir.

KAUFMAN-STROUSE INC.

130 W. Hamilton St. at Park Ave., Baltimore 1
Tel.: Saratoga 7-2414

Tv Dept.: Horace Elias, tv dir.; M. S. Kaufman, S. S. Strouse, acct. execs.

HENRY J. KAUFMANN & ASSOC.

1419 H St., N.W., Washington 5
Tel.: District 7-7400

Tv Dept.: Robert S. Maurer, tv dir., producer; Gertrude Entemann, Astrid Kiernan, writers.

LEE KEELER INC.

Fox Theatre Bldg., Philadelphia 3
Tel.: Rittenhouse 6-3753

Tv Dept.: LeRoy H. Keeler Jr., John D. Lohmeyer, acct. execs.

Tv Accounts: Ritter Finance Co. (RN); Dill Mfg. Co. (S).

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310

Tv Dept.: Arthur A. Radkey, tv dir.

- EDWARD S. KELLOGG CO.**
685 S. Carondelet, Los Angeles 57
Tel.: Dunkirk 7-5213
Tv Dept.: Victoria Risk, mgr.; Wallace Seidler, acct. exec.
Tv Accounts: Coberly Lincoln-Mercury Cars, Lucky Pop Inc. (S).
- KELLY & LAMB ADV. AGENCY**
897 Higgs Ave., Columbus 8, Ohio
Tel.: Klondike 3583
Tv Dept.: Dorrit Williams, timebuyer.
- KELLY, ZAHRNDT & KELLY INC.**
2343 Hampton Ave., St. Louis 10
Tel.: Mission 5-2684
Tv Dept.: Virgil A. Kelly, tv dir.; Walter W. Zahrndt, timebuyer; William H. Thompson, Robert Kelly, acct. execs.
Tv Accounts: Joseph A. Mrazek Moving & Storage; United Van Lines Inc.
- M. H. KELSO CO.**
3923 W. 6th St., Los Angeles 5
Tel.: Dunkirk 2-2072
Tv Dept.: Robert J. James, tv dir.
Tv Accounts: Nesbitt's Fruit Products Inc., Natl. Drinks (S).
- KEMBLE CO.**
30 El Paseo, 19 E. De La Guerra St., Santa Barbara, Calif.
Tel.: Santa Barbara 2-3819
Tv Dept.: Ray Dietrich, dept. dir.; Edward K. Kemble.
Tv Dept.: Edward K. Kemble.
- JOHN M. KEMP ADV.**
1651 Cosmo St., Hollywood 28
Tel.: Hollywood 5-0849
- KENYON & ECKHARDT INC.**
247 Park Ave., New York 17
Tel.: Murray Hill 8-5700
Tv Dept.: Wickliffe W. Crider vp. in chg tv.
Atlanta 3—805 Peachtree St., N.E.; Tel.: Vernon 0194.
Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-6470; Walter A. Lawrence, vp. in chg; Harry N. Sager, media dir.
Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0300; Donald C. Miller, vp., mgr.; Clinton R. Clark, media dir.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 3-2101; Robert D. Wolfe, vp.
Philadelphia 7—Lincoln-Liberty Bldg.; Tel.: Rittenhouse 6-8020; William N. Berech, vp., mgr.
San Francisco 4—620 Market St.; Tel.: Yukon 2-3070; Sydney G. Walton, vp.
Toronto 1—80 King St. W.; Tel.: Empire 3-8314.
Tv Accounts: Welch Grape Juice Co., Radio Corp. of America, American Maize Co. (N-S); Ford Motor Co., Warner Hudnut Inc., Lincoln-Mercury Dealers Assn. (N); Chase Natl. Bank, Natl. Brewing Co., Mennen Co., Beechnut Packing Co., Coats & Clark Inc., Gorham Co. (S).
- KETCHUM, MacLEOD & GROVE INC.**
411 7th Ave., Pittsburgh 19
Tel.: Court 1-5100
Tv Dept.: Lansing B. Lindquist, vp. in chg tv; Edgar J. Donaldson, assoc. tv dir.; Melvyn F. Johnston, Donald L. Fox, producers; William B. Kroske, timebuyer.
Buffalo 3, N. Y.—Brisbane Bldg.
Richmond 19, Va.—Central Natl. Bank Bldg.
Tv Accounts: Braun Baking Co.; Dairyman's Coop Sales Assn.; Fidelity Trust Co.; Hospital Service Assn.; Peoples Natural Gas Co.; Rieck Dairy Co.; Thorofare Markets Inc.; Calgon; Natural Gas Cos.; Mfrs. Light & Heat Co.; East Ohio Gas Co.; Reymier & Bros. Inc.; Aluminum Co. of America; Allegheny County Chevrolet Dirs.; Buffalo Zone Chev. Dirs.; Maryland Zone Chev. Dirs.; Virginia Zone Chev. Dirs.; Peoples First Natl. Bank & Trust Co.
- KIESEWETTER, BAKER, HAGEDORN & SMITH INC.**
9 E. 40th St., New York 16
Tel.: Lexington 2-0023
Tv Dept.: Horace Hagedorn, vp. in chg tv; Sanford Buchsbaum, tv dir.; Mike Wurster, timebuyer; Jack Pinson, prod.
- KILLINGSWORTH ASSOC.**
8741 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275
Tv Dept.: Jack Lawlor, vp.; Robert Stevenson, Vi Hammond, timebuyers.
- ABBOTT KIMBALL CO.**
250 Park Ave., New York 17
Tel.: Plaza 3-9600
Tv Dept.: Miriam Traeger, tv dir., timebuyer; Elizabeth Proudft, research; G. Strand, publicity; Rita McNamara, G. Warren Sumner, H. V. Coughlin, Fred Tobey, acct. execs.
Chicago—520 N. Michigan Ave.; Tel.: Michigan 2-0300.
San Francisco 4—405 Montgomery St.; Tel.: Exbrook 2-6275; R. V. Dunne, tv dir.
(Abbott Kimball Co. of Calif. Inc.)
Los Angeles 5—638 S. Van Ness at Wilshire Blvd.; Tel.: Dunkirk 7-7305; Robert W. Boone, Hugh Scheibner, vp.'s.
Tv Accounts: Firth Carpet Co., Trifari, Krussman & Fishel Inc. (S); Norcross Inc.; Brondow Inc.
- KIRCHER, HELTON & COLLETT INC.**
1900 Hulman Bldg., Dayton 2, Ohio
Tel.: Fulton 5161
Tv Dept.: Ralph W. Kaufman, tv dir.
Tv Accounts: Gem City Building & Loan Assn.; The Liberal Market Inc.; The Zephyr Ventilated Awning Co.; The Huffman Mfg. Co.; Gem City Ice Cream Co.; Price Bros. Co.; Dayton Soft Water Co.
- PHILIP KLEIN ADV. INC.**
226 S. 16th St., Philadelphia 2
Tel.: Pennypacker 5-7696
Tv Dept.: Edward Felbin, tv dir.
- WALTER J. KLEIN CO.**
1214 Elizabeth Ave., Charlotte 4, N. C.
Tel.: Franklin 7-1646
Tv Dept.: Walter J. Klein, pres.; Charles L. Moss, Alan Burke, Robert Buckler, Guy Zwahlen, acct. execs.
Chapel Hill, N. C.—P. O. Box 386; Tel.: 8-5675; Guy Zwahlen.
New York 17—17 E. 45th St.; Tel. Murray Hill 2-8877; Charles Basch III.
Tv Accounts: Adams Concrete Products Co.; American Hardware & Equipment Co.; The Atlantic Co.; Austelle Flintom Co.; Belk Stores Inc.; Blue Magic Co.; Bost Bakery Inc.; Britt Brokerage Co.; Britt-Clary Brokerage Co.; Charles A. Bunn Co.; Carolina Power & Light Co.; Deas Brokerage Co.; Eckerd Drugs Inc.; T. W. Garner Food Co.; Gas Engine & Electric Co.; Castobac Co.; Hayes & Hopson Inc.; Jones Sausage Co.; Linville's Inc.; Long Meadow Farms; M&J Finance Corp.; Maola Milk & Ice Cream Co.; Marnat Packing Co.; Sam McDaniel & Sons; Pilot Life Insurance Co.; Roberson's Beverages; Charles B. Silver & Sons; Southern Appliances Inc.; Southern Rulane Gas Co.; Tall Fashions; Thomas & Howard Red & White Stores; Walker-Martin Co.
- EDWARD KLETTER ASSOC. INC.**
515 Madison Ave., New York 22
Tel.: Plaza 1-1990
Tv Dept.: Don Blauhut, tv dir.; Ruth M. Bayer, timebuyer; Gerald J. Levey, acct. exec.; Herbert Gruber, bus. mgr.
- WALTER E. KLINE & ASSOC.**
8445 Melrose Ave., Hollywood 46
Tel.: Olive 3-4764
Tv Dept.: Michael O'Rourke, timebuyer.
- THE MARTIN R. KLITTEN CO.**
3670 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8395
Tv Dept.: Martin R. Klitten, pres.; Eloise Davies, media dir.; Gil Rich, tv prod. mgr.
- NAT M. KOLKER ADV. AGENCY**
Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320
Tv Dept.: Nat M. Kolker.
- M. R. KOPMEYER CO.**
Realty Bldg., Louisville 2, Ky.
Tel.: Amherst 1641
Tv Dept.: William H. Hill, media dir.
Tv Accounts: Oertel Brewing Co. (RN-S); Fischer Packing Co., Riceland Rice (S).
- KRONSTADT ADV. AGENCY**
711 14th St., N.W., Washington 5
Tel.: Republic 7-0272
Tv Dept.: Henry L. Kronstadt, timebuyer; Claire Pauls, script dir.; Carolyn Hogan, art dir.
- KUDNER AGENCY INC.**
575 Madison Ave., New York 22
Tel.: Murray Hill 8-6700
Tv Dept.: Myron P. Kirk, vp., exec. tv dir.; Albert W. Reibling, bus. mgr.; John P. Marsich, John A. Sisk Jr., timebuyers; G. Johnstone, L. Dean, C. Rohrabough, E. Owens, K. Tuttle, A. Corrigan, acct. execs.
Detroit 2—New Center Bldg.; Tel. Trinity 5-5315; Robert Farricker, Martin Rice, vp.'s.
San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. H. Hornell.
Washington—Sheraton Bldg.; Tel.: National 8-5506; Frank Getty.
Tv Accounts: Texas Co., General Motors, U. S. Tobacco, Buick, Goodyear Tires (N-S).
- KUTTNER & KUTTNER INC.**
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7900
Tv Dept.: Saul S. Korshak, tv dir.; Stanley C. Kuttner, timebuyer.
New York 19—130 W. 57th St.; Tel.: Judson 6-2358.
Tv Accounts: Community Builders, Capitol Dairy, Polk Bros. (RN).
- LAHR ADV. AGENCY INC.**
915 N. Pennsylvania St., Indianapolis 4, Ind.
Tel.: Melrose 5-5328
Tv Dept.: Frances Morrow, tv dir.
- LAKE-SPIRO-SHURMAN INC.**
Radio Center Bldg., Memphis 3, Tenn.
Tel.: 5-1571
- Tv Dept.: Lucille Simmons, Arthur L. Savage Jr., timebuyers; Jane Zussman, acct. exec.
Tv Accounts: Plough Inc. (S).
- LAMBERT & FEASLEY INC.**
430 Park Ave., New York 22
Tel.: Murray Hill 8-6464
Tv Dept.: Frank W. Mace, sen. vp.; Joseph Burland, media dir.; John Bates, tv dir.; William Hinman, timebuyer.
- LANG, FISHER & STASHOWER INC.**
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579
Tv Dept.: Robert F. Gibbons, tv mgr., timebuyer; Helen T. Dwyer, asst.; John D. Cremer, prod. mgr.; John L. Rose, prod. sup.
- RAYMOND I. LANG ADV. AGENCY**
450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028
Tv Dept.: Raymond I. Lang.
- LANNAN & SANDERS INC.**
711 Interurban Bldg., Dallas 1
Tel.: Prospect 1583
Tv Dept.: Tena Cummings, tv dir.
Hollywood 28—1719 N. Highland Ave.; Tel.: Hollywood 9-1681; G. S. Lannan, exec. vp.
Tv Accounts: Continental Trailways (S).
THE LANSDALE CO.
421 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 5-2007
Tv Dept.: Phil Lansdale, pres.; Eleanor Sitea, acct. exec.
C. J. LaROCHE & CO.
247 Park Ave., New York 17
Tel.: Plaza 5-7711
Tv Dept.: Stuart Ludlum; Barbara Bergh.
Tv Accounts: Revlon (N); Necco (S); Mackintosh; Walt Disney; New England Confectionery Co.
- DON LARSON ADV. AGENCY**
339 S. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-7095
- LAVENSON BUREAU OF ADV. INC.**
1212 Chestnut St., Philadelphia 7
Tel.: Kingsley 6-1030
Tv Dept.: H. A. Egbert, media & merc. dir.
Tv Accounts: American Metal Specialties Corp. (N-S); Wilkening Mfg. Co., Mrs. Schlorer's Inc., Karl Seiler & Sons Inc., Thriftmart Inc., Denny Building Corp., Fleck Co., Cherry Garage Corp., J. Edwards & Co., Lassiter Corp. (S).
- GEORGE N. LAWS ADV. AGENCY**
5604¹/₂ Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-6979
Tv Dept.: Mary O'Brien, timebuyer.
Tv Accounts: White Rock (as west coast representative of David J. Mahony, 261 Madison Ave., N. Y. 16, N. Y.).
- CARL LAWSON ADV. CO.**
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 5155
Tv Dept.: John R. Lawson, Wayne H. Ross, acct. execs.
Tv Accounts: Kitty Clover Potato Chip Co., Key Work Clothes, Rockwell Labs, Plaza Assn., Mag-nafilter (S).
- LEE & ASSOC.**
732k Beverly Blvd., Los Angeles 36
Tel.: Webster 3-9349
Tv Dept.: Leo Pearlstein, own.; Margaret Lorenson, acct. exec.
- AL PAUL LEFTON CO.**
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500
Tv Dept.: A. R. Griffin, tv dir.
Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511; E. G. Foreman Jr., vp., mgr.
New York 17—71 Vanderbilt Ave.; Tel.: Murray Hill 9-7470; R. J. Herts, vp., mgr.
- LENNEN & NEWELL INC.**
380 Madison Ave., New York 17
Tel.: Murray Hill 2-5400
Tv Dept.: Nicholas E. Keesely, sen. vp. in chg tv; Francis C. Barton Jr., vp., tv gen. mgr.; Anthony J. Pan, vp., comm. prod. dir.; Clark Agnew, comm. prod. supervisor; Fred Kilian, prog. development dir.; Charles Harrell, producer, casting dir.; George Tompkins, motion picture dir.; Ernest Hartman, producer; George Kern, Charles Brocker, William Smith, assoc. media dirs.; Robert Widholm, Richard Eyman, Jean Jaffe, timebuyers; Frank Daniel, Gene Caron, bus. mgrs.; Eva Bain, tv prom. & publ.; Anne Marie Doody, traffic mgr.; Sara Mae Isaacson, tv properties & stylist; Gordon D. Cates, Jackson Taylor, Henry W. Lowe, L. E. Miller, C. L. Smith, Thomas P. Doughten, Stephen M. Kenyon, Edward T. Knauff, Kenneth J. White, sen. vp.'s, acct. execs.; Martin J. Dwyer Jr., acct. exec.
Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Crestview 1-7221; Benjamin R. Potts, vp., mgr.; Frank Woodruff, prog. prod. mgr.; Theodore Huston, comm. prod. mgr.

Milwaukee—503 Majestic Bldg., 231 W. Wisconsin Ave.; Tel.: Broadway 1-6890; James T. Kelley, mgr.
 Tv Accounts: P. Lorillard Co. (N-RN-S); Colgate-Palmolive Co. (Lustre Creme Shampoo, Lustre Creme Lotion Shampoo, AD Detergent, Colgate Instant Barber Shave); Emerson Drug Co. (Bromo-Seltzer); Jos. Schlitz Brewing Co. (N-S); Eastco Inc. (S).

LEVY ADV. AGENCY
 24 Commerce St., Newark 2, N. J.
 Tel.: Mitchell 2-0433
 Tv Dept.: H. Alan Stein, tv dir.; Hyman R. Levy, timebuyer.

TED LEVY ADV. AGENCY
 316 Wilda Bldg., 1441 Welton St., Denver 2
 Tel.: Main 3-7133
 Tv Dept.: Barbara Aiton, tv dir.; timebuyer, acct. exec.
 Tv Accounts: Ellis Canning Co., Sealy Mattress Co. (RN-S); Gooch Food Products, Denver Area Chevrolet, Breddan Dairy Products, Luby Chevrolet Co. (S).

LEWIN, WILLIAMS & SAYLOR INC.
 130 E. 59th St., New York 22
 Tel.: Murray Hill 8-6200
 Tv Dept.: William R. Seth, vp. in chg tv; Sidney M. Weiss, exec. vp., acct. exec.; Wray D. Kennedy, Leona Bowman, vp.'s, acct. execs.; James M. Eilers, acct. exec.
 Newark 2, N. J.—11 Commerce St.; Tel.: Mitchell 3-3200; Leonard Newsteter, vp., acct. exec.; Richard N. Gulick, Eldon Harvey, acct. execs.
 Tv Accounts: Costa's Ice Cream Co., Harris, Upham & Co., Rosewin Coats (RN); De-Moist, Easy-Aid Oven Cleaner, Easy-Aid Silver Polish, J-B Watch Bands, Magna-Power (S).

LEWIS & GILMAN INC.
 1528 Walnut St., Philadelphia 2
 Tel.: Pennypacker 5-9900
 Tv Dept.: Graham S. Mason, vp., tv dir.

LILLER, NEAL & BATTLE
 810 Walton Bldg., N.W., Atlanta 3
 Tel.: Cypress 6521
 Tv Dept.: C. K. Liller, W. W. Neal, ptrns.; Sarah Williams, tv dir.; Avrilla S. Phillips, Alice Clark, timebuyers; Howard Axelberg, Greer L. Watts, John K. Ottley, Clay Scofield, Al Sharp, acct. execs.

Columbia, S. C.—Palmetto Bldg.; Tel.: 4-4458; Caldwell Withers.
 New York 17—399½ Madison Ave., Rm. 706-C; Tel.: Plaza 9-6120; Robert Kane.
 Tv Accounts: W. D. Alexander; Bank of Georgia; Colonial Stores Inc.; H. G. Hastings; H. W. Lay & Co.; Piedmont Airlines; Puritan Mills; Ray Vegetable Oil Co.; Trust Co. of Ga.; Brock Candy Co.

LINDSEY & CO.
 8 N. 8th St., Richmond 19, Va.
 Tel.: 7-3065
 Tv Dept.: Dudley H. Wade, tv dir.; Dorothy L. Nelms, timebuyer.

LOCKE, JOHNSON & CO. LTD.
 255 Davenport Rd., Toronto 5, Ont.
 Tel.: Walnut 4-8481
 Tv Dept.: L. J. Kennedy, tv dir.

DUDLEY L. LOGAN ADV.
 304 S. Ardmore Ave., Los Angeles 5
 Tel.: Dunkirk 2-8471
 Tv Dept.: Dudley L. Logan, pres.; Jack Waterman, vp., tv dir.
 Tv Accounts: Germain's Inc., Simpson Chemical Co. (S).

LOHMEYER, ADLEMAN & MONTGOMERY INC.
 149 N. 16th St., Philadelphia 2
 Tel.: Locust 8-1090
 Tv Dept.: John D. Lohmeyer, pres.

LONG-HAYMES ADV. AGENCY
 Reynolds Bldg., Winston-Salem 1, N. C.
 Tel.: 3-3616
 Tv Dept.: Dorothy Murchison.

THE W. E. LONG CO.
 188 W. Randolph St., Chicago 1
 Tel.: Randolph 6-4606
 Tv Dept.: Edward C. Fritz Jr., tv dir.; David R. Hayes, asst. tv dir.; Suzanne Simpson, timebuyer.

Tv Accounts: Amrhein's Bakery, Mrs. Boehme's Bak., Carpenter Baking, Cotton Bros. Baking, Cross Baking, Fluehrer's Bakery, Fox's Royal Bakery, Friddle's Bakery, Fuchs Baking Co., Gase Baking Co., Gunzenhauser Baking, Halter's Eagle Bakery, Heath's Holsum Bakery, Holsum Baking Co., Jamestown Baking Co., Lee Baking Co., McGough Bakeries, Holsum Bakery Inc., Shipley Baking Co., Royal Baking Co., John J. Nissen Bakery, Buri's Bakery, Holsum Bakers Inc., Butter-Krust Baking Co., Cotton's Inc., Cotton Baking Co., Phoenix Bakery Inc. (N-S).

T. ROBLEY LOUITT INC.
 49 Peck St., Providence 3
 Tel.: Jackson 1-3858
 LOWE & HALL ADV.
 600 News Bldg., Greenville, S. C.
 Tel.: 5-7489
 Tv Dept.: Elliott H. Hall Jr., Sidney L. Lowe, W. A. Leslie, acct. execs.

Tv Accounts: Mackey Mortuary, First Federal Savings & Loan Assn., Harper Bros. Inc., RC-Nehi Bottling Co., Southern Homes Show (RN).

LOWE & STEVENS
 685 W. Peachtree St., N. E., Atlanta 3, Ga.
 Tel.: Vernon 9694

Tv Dept.: R. C. Lowe Jr., J. S. Stevens, ptrns.; J. C. Gerding, vp.; Audrey Jones, media dir.
 Tv Accounts: Roman Cleanser Co., Northside Federal Savings & Loan Corp., White Provision, Carrier Atlanta Corp. (S).

EARLE LUDGIN & CO.
 121 W. Wacker Dr., Chicago 1
 Tel.: Andover 3-1888

Tv Dept.: Jane Daly, vp., tv dir.; Ruth Babick, chief timebuyer; Marilyn Bielefeldt, Kay Morgan, timebuyers.
 Tv Accounts: Best Foods Inc., Rath Packing Co. (N-S); Crosley & Bendix Home Appliances, Helene Curtis Industries, Jules Montener Inc. (N); W. F. McLaughlin & Co. (RN-S).

THE LYNN ORGANIZATION
 15 S. Franklin St., Wilkes-Barre, Pa.
 Tel.: Valley 2-7182

Tv Dept.: William P. McLaughlin, media dir.; S. C. B. Lynn, William Skrinak, Donald A. Smith, acct. execs.

New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048.
 Tv Accounts: Wise Potato Chip Co. (RN-S); Planter's Peanut Oil, Planter's Nut & Chocolate, Kingston Cake Co., Bartels Brewing, Gold Nugget Coal, Purvin Dairy (S).

W. D. LYON CO.
 303 2d Ave., S. E., Cedar Rapids, Iowa
 Tel.: 4-2451

Tv Dept.: Eileen Burns, timebuyer; Eugene Elston, tv prod. dir.
 Sioux City, Iowa—Orpheum Elec. Bldg.; Tel.: 5-4428.

Tv Accounts: Barron Motors, Crescent Electric Co., Home Town Dairies, Iowa Dairy Industry Commission, Kent Feeds, A. W. Peterson Co., Tolerton & Warfield, Turner Mortuary, Wells Dairy (S).

M

MacFARLAND, AVEYARD & CO.
 333 N. Michigan Ave., Chicago 1
 Tel.: Randolph 6-9360

Tv Dept.: James C. Shelby, tv dir.; William B. Goodrich, asst. tv dir.; A. S. Trude Jr., media dir.; Beverly Jo Hicks, timebuyer; David W. Stotter, acct. exec.; Ira C. Herbert, asst. acct. exec.

Tv Accounts: Drewrys Ltd. U. S. A., Stewart-Warner Corp. (Alemite Div.), Heidelberg Brewing Co., Martin-Senour Paints, Standard Knitting Mills Inc. (S).

MacLAREN ADV. CO. LTD.
 111 Richmond St., W., Toronto
 Tel.: Empire 4-0321

Tv Dept.: Hugh Horler, tv dir.; Mary Moran, timebuyer.

Montreal—410 Dominion Sq. Bldg.; Tel.: University 6-9751; Laurent Trudel, Roland Saucier.

Ottawa—Journal Bldg., 237 Queen St.; Tel.: 5-4301; W. F. Harrison, vp.

Vancouver—1240 W. Pender; Tel.: Marine 6268; W. D. M. Patterson.

Winnipeg, Man.—911 Electric Railway Chambers; Tel.: 926321; E. P. Thomson.

Tv Accounts: Bank of Canada; Bulova Watch Co. Ltd.; Canada Dry Ltd.; Canadian International Trade Fair; Canadian General Electric Co. Ltd.; Christie, Brown & Co. Ltd.; General Motors Products of Canada Ltd.; H. J. Heinz Co. of Canada Ltd.; Imperial Oil Ltd.; Lever Bros. Ltd.; Mutual Life Assurance Co. of Canada; Nabisco Foods Ltd.; Dept. of National Defence (Navy, Air Force); Tuckett Tobacco Co. Ltd.; Harold F. Ritchie & Co. Ltd.; Standard Brands Ltd.

MacLAUGHLIN ADV. AGENCY
 601 Ellicott Sq., Buffalo 3, N. Y.
 Tel.: Mohawk 5703

Tv Dept.: Frederick R. MacLaughlin, own.; J. Andrea Connaroc, timebuyer.

MacMANUS, JOHN & ADAMS INC.
 N. Woodward Ave., Bloomfield Hills, Mich.
 Tel.: Midwest 6-1000

Tv Dept.: Charles N. Campbell, chief timebuyer; William A. Bushway, John Hartigan, timebuyers.

Baltimore 2—1010 St. Paul St.; Tel.: Lexington 1557; William W. Ashley.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-9569; Jack Holmes.

Miami—Alfred I. DuPont Bldg.; Kenyon Lee, vp. in chg.

New York 22—444 Madison Ave.; Tel.: Plaza 9-3221; Henry G. Fownes, vp. in chg all agency tv.

San Francisco—681 Market St.; William Goetze.

Tv Accounts: Dow Chemical Co., Pontiac Motor Div. of General Motors Corp. (N-S); S. S. Kresge Co., Cadillac Car Div. of General Motors Corp. (S).

MAHOOL ADV. INC.
 914 N. Charles St., Baltimore 1
 Tel.: Plaza 2-3616

Tv Dept.: Katherine H. Mahool, pres.

MALCOLM-HOWARD ADV. AGENCY
 203 N. Wabash Ave., Chicago 1
 Tel.: Andover 3-0022

Tv Dept.: Arthur M. Holland, own., acct. exec.; Evalyn Burke, media dir., timebuyer; Edward Drucker, film dir.; Alden Richman, tv prod.; James Hotchkiss, producer; Dale Kocirak, writer.

Tv Accounts: Hires Root Beer, Russ-Tone Corp. (RN); Courtesy Motors, Roller Derby, Mages Sports Stores, Sun-Times, Stiffel Lamp Co., Peoples Pontiac, House-A-Plenty, Peter Hand Brewing Co. (S); Royal Lumber Co.

W. H. MALE LTD.
 1674 Kona St., Honolulu 14
 Tel.: 9-1178

Tv Dept.: Mrs. Lesly Cunningham, tv dir., timebuyer, producer; H. V. Beazlie, Allan D. Starr, Paul Davis, acct. execs.

Tv Accounts: Pet Milk Co. (N-S); Dairyman's Assn. Ltd., Dutch Boy Paints, Hawaii Brewing Corp., Love's B&B Co., Motor Supply Ltd., Pacific Chemical & Fertilizer Co., Pepsi-Cola Bottling Co., Pet Milk Co., Royal Tire & Supply, Schuman Carriage Co., Chesebrough Corp. (S).

DAVID MALKIEL ADV. INC.
 172 Newbury St., Boston 16
 Tel.: Copley 7-5980

Tv Dept.: Julian Malkiel, treas.

J. GORDON MANCHESTER ADV. INC.
 1726 Pennsylvania Ave., N.W., Washington 6
 Tel.: Metropolitan 8-0060

Tv Dept.: Richard T. Williams, tv dir.
 Tv Accounts: Safeway Stores Inc., C. F. Sauer Co., American Stay-Dri, National Fruit Products, W. S. Pope & Sons, Ottenberg's Bakers Inc., Rockingham Poultry Inc., Woodfield Fish & Oyster Co. (S).

LLOYD MANSFIELD CO.
 110 Pearl St., Buffalo 2, N. Y.
 Tel.: Washington 2762

Tv Dept.: John H. Miller, timebuyer.

MARSTELLER, RICKARD, GEBHARDT & REED INC.
 11 E. 36th St., New York 16
 Tel.: Murray Hill 6-4870

Tv Dept.: Howard Sharman, exec. vp.

MARTHA'S ADV. SERVICE
 412 W. 6th St., Los Angeles 14
 Tel.: Madison 6-4897

Tv Dept.: Martha Weisler, own.

Tv Account: Barnett's Shoes (S).

HARWOOD MARTIN ADV. AGENCY
 2519 Connecticut Ave., N.W., Washington 8
 Tel.: Adams 2-1161

Tv Dept.: Harwood Martin, tv dir.; Mildred Martin, timebuyer; Laura Hammond, Jeanette Stats, acct. execs.

Tv Accounts: Arcade-Sunshine; Clement's Bakery; Hahn Shoe Stores; The Hecht Co.; P. J. Nee Co.; Washington Gas Light Co.; Woodward & Lothrop; Blair's TV; Suit Shop; Palace Laundry; Cinerama Inc.; Cuboids.

MASON-RELKIN CO.
 46 W. 57th St., New York 19
 Tel.: Circle 5-7010

Tv Dept.: Roger B. Relkin,

J. M. MATHES INC.
 260 Madison Ave., New York 16
 Tel.: Lexington 2-7450

Tv Dept.: Read H. Wight, dir.; Richard S. Jackson, asst. dir.; Edna S. Cathcart, timebuyer.

Tv Accounts: Northam Warren Corp. (N-S); Luden's Inc. (N); Pure Food Co., Canada Dry Ginger Ale Inc., Judson Unwaway Corp., Carbola Chemical Co., Economics Lab Inc. (S).

MATHISSON & ASSOC. INC.
 411 E. Mason St., Milwaukee 2
 Tel.: Daly 8-4090

Tv Dept.: Charles H. Helliwell, tv dir., timebuyer, talent buyer.

- JOSEPH MAXFIELD CO.**
27 Weybosset St., Providence 3, R. I.
Tel.: Gaspee 1-4456
- Tv Dept.: Joseph M. Finkle, timebuyer; Archie M. Finkle, prog. dir.
- MAXON INC.**
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
- Tv Dept.: Lou R. Maxon, pres.
- Chicago 11—644 N. Rush St.; Tel.: Whitehall 4-1676;
L. Martin Krautter, vp., gen. mgr.
- New York 22—12 E. 53d St.; Tel.: Plaza 9-7676; Ed
A. Wilhelm, tv dir.
- THE MAYERS CO.**
2301 W. 3d St., Los Angeles 57
Tel.: Dunkirk 8-2111
- Tv Dept.: Donald C. Johnson, timebuyer.
- CHARLES H. MAYNE CO.**
8487-B Melrose Pl., Los Angeles 46
Tel.: Olive 3-0990
- Tv Dept.: Eugene P. Ramsay, own.; Victor C. Howard, acct. exec.
- MAYS & CO.**
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
- Tv Dept.: Jack B. Lindquist, tv dir.; Roderick A. Mays, John O. Florence, acct. execs.; Kay Abner, timebuyer; Rick Fowler, copy dir.
- Tv Accounts: Barker Bros., Friendly Dealers, General Electric Appliance Co., Kelvinator Div. of Nash-Kelvinator, Philco-Los Angeles, McDonald Bros. (S).
- McCANN-ERICKSON INC.**
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
- Tv Dept.: Terrence Clyne, vp. plans review bd. chmn., dept. mgng. sup.; Hendrik Booraem, vp. in chg. new progs.; Ralph E. Koser, vp., creative dir.; Dorothy M. McCann, vp., exec. producer; Edward Sutherland, prod. dir.; Clifford C. Lubkert, service mgr.; Thaddeus S. Kelly, time-buying mgr.
- Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382;
Watson M. Gordon, vp.
- Chicago 4—318 S. Michigan Ave.; Tel.: Webster
9-3701; Sidney A. Wells, vp.
- Cleveland 14—629 Euclid Ave.; Tel.: Cherry 1-3490;
Robert Dailey, vp.
- Detroit 26—647 Griswold St.; Tel.: Woodward 2-9792;
Paul Holder, vp.
- Los Angeles 5—3440 Wilshire Blvd.; Burt Cochran,
J. Neil Reagan, vp.s.
- Portland 4, Ore.—Public Service Bldg.; Tel.: At-
water 4305; T. N. Tracy.
- San Francisco 4—114 Sansome St.; Tel.: Douglas
2-5560; H. Q. Hawes, vp., west. oprs. mgr.
- Tv Accounts: Calif. Pkg. Corp., Natl. Biscuit Co.,
S.O.S. Co., Standard Oil Co. (Ind.) (N-S); Gruen
Watch Co., Lehn & Fink Products Corp., West-
inghouse Electric Corp. (N); American Trust
Co., Calif. Wine Assn., Clark Bros., Cowles
Magazines, Chrysler Sales Div., Frank Fehr
Brewing Co., Gray Drug Stores, Junket Brand
Foods, Lucky Lager Brewing Co., Milk Founda-
tion, Ohio Bell Tel. Co., Pacific Coast Borax
Co., Soil-Off Mfg. Co., So. Calif. Gas Co., So.
Counties Gas Co., Leisy Brewing Co., Natl. City
Bank of Cleveland, Westinghouse Electric Sup-
ply Co. of St. Louis (S).
- THE McCARTY CO.**
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 9-7011
- Tv Dept.: Herb C. Brown, tv dir.
- Chicago 11—20 E. Huron St.; Tel.: Superior 7-1847.
- Dallas 1—1500 Jackson St.; Tel.: Prospect 4387.
- New York 22—430 Park Ave.; Tel.: Plaza 9-3915.
- San Francisco 5—116 New Montgomery St.; Tel.:
Sutter 1-8224.
- Seattle 1—(c/o Pearson, Morgan & Pascoe), 531 Med-
ical Arts Bldg.; Tel.: Mutual 0353.
- Tv Accounts: International Metal Products Corp.
(RN); Food Machinery & Chemical Corp.
(Bolens Div.), Arrowhead & Puritas Waters Inc.,
KoolVent of Calif. Inc. (S).
- McCONNELL, EASTMAN & CO. LTD.**
Huron & Erie Bldg., London, Ont.
Tel.: 4-4508
- Tv Dept.: W. M. Page.
- McCORMICK CO.**
217 E. 7th Ave., Amarillo, Tex.
Tel.: 4-5333
- Tv Dept.: Velva McClain, media dir.
- WALTER McCREERY INC.**
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
- Tv Dept.: Howard Flynn, tv dir.; Walter McCreery,
principal; Joe Landfield, Norman Dowsing, acct.
execs.
- FORD C. McELLIGOTT & ASSOC.**
742 S. Hill St., Los Angeles
Tel.: Vandyke 4653
- Tv Dept.: Ford C. McElligott, media dir., timebuyer.
- EDWARD J. McELROY ADV. INC.**
1489 W. Washington Blvd., Los Angeles 7
Tel.: Richmond 9-2047
- Tv Dept.: Edward J. McElroy, own.; E. D. Brotsos,
acct. exec.
- Tv Accounts: Thriftmart Markets, Pacific Toro
Corp., Magic Milk Shake Mix, Dixie Preserves,
Veiscol Corp. (S).
- McHUGH-CATHER ADV. AGENCY INC.**
186 N. Canon Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-0233
- Tv Dept.: Phil D. McHugh, pres.
- Tv Accounts: McMahon's Furniture Stores, Van
Wyck Motors (S).
- McKEE & ALBRIGHT INC.**
1809 Walnut St., Philadelphia 9
Tel.: Locust 7-4737
- Tv Dept.: J. A. McFadden, vp.; E. R. Walmsley,
timebuyer.
- Tv Accounts: Keebler Biscuit Co. (RN); Phila. &
Reading Coal & Iron Co., Breyers Ice Cream
Co., Capital Bakers Inc., Western Maryland
Dairy (S).
- McKIM ADV. LTD.**
1510 Drummond St., Montreal 25
Tel.: Marquette 4152
- Tv Dept.: W. L. Charland, vp. in chg. tv. dir.; Jos.
L. Beauregard, prod. supervisor; J. M. Boisvert,
producer; Rick Mathews, copy; K. S. Chase,
acct. exec.; Joan A. Bridge, timebuyer.
- Toronto—47 Fraser Ave.; Tel.: Kenwood 3561; D. J.
MacMillan, dir.; G. W. Leech, tv supervisor;
Beverly Nicholl, timebuyer.
- Vancouver—591 Burrard St.; Tel.: Marine 3284; R. E.
Jefferson, dir.
- Winnipeg, Man.—401 Natl. Trust Bldg.; Tel.: 923-491;
A. A. Brown, dir.
- Tv Accounts: Ayers Ltd. (N-RN-S); L. E. Water-
man Pen Co. Ltd. (N-RN); Imperial Tobacco
Co. of Canada Ltd. (N-S); International Silver
Co. of Canada Ltd., Nash Motors of Canada Ltd.
(N); Salada Tea Co. of Canada Ltd. (RN-S);
Brading Breweries Ltd (RN); Carling Breweries
Ltd., Canadian Petrofina Ltd., Dominion Corset
Co. Ltd., Reckitt & Colman Canada Ltd., Mo-
torola Canada Ltd., Hygrade Food Products Inc.,
Orange Crush Ltd. (S).
- J. WALTER McLEAN ADV. AGENCY**
601 Chronicle Bldg., Spokane 4, Wash.
Tel.: Temple 2509
- McNEILL & McCLEERY**
6777 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 4-7252
- Tv Dept.: Ken McNeill, pres., acct. exec.; C. Russ
Zeiminger, acct. exec.
- San Francisco 8—256 Sutter St.; Tel.: Douglas 2-8268;
James McCleery, ptrn., tv vp.; Jean Walker,
timebuyer.
- Tv Accounts: Arthur Murray Studios (RN-S), Wes-
ton Biscuit Co., Siller's Paints (S).
- PHILIP J. MEANY CO.**
816 W. 5th St., Los Angeles 17
Tel.: Michigan 3601
- Tv Dept.: Ray Clinton, media dir.
- Tv Accounts: Tanner Products Co., Leather-Kleen
(S).
- MELDRUM & FEWSMITH INC.**
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510
- Tv Dept.: Bruce Stauderman, tv dir.; Muriel Mack,
timebuyer.
- New York 17—342 Madison Ave.; Tel.: Murray Hill
7-1171; Keith Frazine.
- Tv Accounts: Glidden Co. (Paint Div.), Apex Elec-
trical Mfg. Co. (N-S); Durkee Famous Foods
(Glidden Co.), Republic Steel Corp. (Berger
Mfg. Div., Truscon Steel Div.), Ford Motor Co.
(Tractor & Implement Div.), Seiberling Rubber
Co., Willard Storage Battery Co. (S).
- RICHARD N. MELTZER ADV. INC.**
785 Market St., San Francisco 3
Tel.: Yukon 2-5877
- Los Angeles 48—6363 Wilshire Blvd.; Tel.: Webster
8-2993; Thomas N. Lowey, mgr.; Beth Norman,
copy chief, acct. exec.
- Tv Accounts: Donald Duck Soft Drinks (RN-S).
- ARTHUR MEYERHOFF & CO.**
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
- Tv Dept.: Stuart L. Novy, tv dir.; George Rich
III, assoc. tv dir.; Evelyn Vanderploeg, time-
buyer.
- Beverly Hills, Calif.—328 S. Beverly Dr.; Tel.: Crest-
view 5-3168; James Ward, mgr., acct. exec.
- Milwaukee 2—759 N. Milwaukee St.; Tel.: Marquette
8-3144; George Grabin, mgr., acct. exec.
- Tv Accounts: E. J. Brach & Sons, D-Con Co., Illinois
Meat Co., Wm. Wrigley Jr. Co. (N); DeMert &
Dougherty, Evans Fur Co., Myzon Inc., Thomas
J. Webb Coffee (S).
- C. L. MILLER CO.**
521 5th Ave., New York 17
Tel.: Murray Hill 2-1010
- Chicago 1—333 N. Michigan Ave.; Tel.: Central
6-1640; I. M. Tuteur.
- FRANK J. MILLER INC.**
1556 N. Wilcox Ave., Hollywood 28, Calif.
Tel.: Hollywood 3-3181
- Tv Dept.: Frank Miller, pres.; Eleanor Butchko,
timebuyer.
- Tv Accounts: Tafton Distributors Inc., Dr. Sparling's
RX-30 (N-RN-S).
- J. W. MILLER CO.**
Blanchard Bldg., Southbridge, Mass.
Tel.: Southbridge 4-2982
- Tv Dept.: Walter R. Harrington, acct. exec.; Louis
J. Auritt, timebuyer.
- DAN B. MINER CO.**
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301
- Tv Dept.: Hildred Sanders, vp., tv dir.; Al Buffing-
ton, assoc. tv dir.; Kay Ostrander, timebuyer;
Sylvia Schultz, asst. timebuyer.
- Tv Accounts: Bu-Tay Products Ltd., Interstate
Bakeries Corp., Kendall Foods Inc., Kerr Glass
Mfg. Corp., Santa Fe Vintage Co., Thrifty Drug
Stores Inc., Luer Packing Co. (S).
- MOELLER & SOMERMEIER INC.**
6630 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-7451
- Tv Dept.: Leslie Stuart, dir., timebuyer.
- MOGGE-PRIVETT INC.**
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243
- Tv Dept.: Norton W. Mogge, pres., acct. exec.; Jane
Leider, timebuyer.
- Tv Accounts: Fradelli's Frozen Foods, Holmes Tuttle,
Cal-Ray Bakeries (S).
- EMIL MOGUL CO.**
250 W. 57th St., New York 19
Tel.: Judson 2-5200
- Tv Dept.: Leslie Dunier, tv dir.; Nat B. Eisenberg,
tv prod. dir.; Elaine Schachne, Lynn Diamond,
Laura Partridge, timebuyers.
- Tv Accounts: Esquire Polishes (N); Gold Medal
Candy Co. (RN-S); Berio Oil, Block Drug
(Alkalds, Poslam, Omega Oil), Cheramy, Ferber
Pens, Monarch Wine Co., National Shoes, Rayco
Auto Seat Covers, Ronzoni Macaroni Co. (S).
- MOREY, HUMM & JOHNSTONE INC.**
350 5th Ave., New York 1
Tel.: Longacre 4-2240
- Tv Dept.: William L. Wernicke, tv dir., timebuyer;
L. B. Van Doren, S. F. Ellsworth, acct. execs.;
Kay Shanahan, timebuyer.
- New York 1—9 Rockefeller Plaza; Tel.: Plaza 7-8060;
William L. Wernicke.
- Tv Accounts: Sinclair Refining Co., Richfield Oil
Corp. of N. Y. (S).
- RAYMOND R. MORGAN CO.**
6233 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 3-4194
- Tv Dept.: Theodore Bliss, tv dir.; Terri Brady,
timebuyer.
- Chicago 11—(Goodkind, Joice & Morgan), Palmolive
Bldg.; Tel.: Superior 7-6746.
- San Francisco 11—260 California St.; Tel.: Douglas
2-6073; Robert C. Temple, vp., acct. exec.
- Tv Accounts: White King Soap Co. (RN-S); Folger's
Coffee, Planters Nut & Chocolate Co., Victory
Packing Co., Nehi Beverage Co. (S).
- MORSE INTERNATIONAL INC.**
122 E. 42d St., New York 17
Tel.: Oxford 7-2100
- Tv Dept.: Orrin E. Christy Jr., media dir.; Raynond
MacArdle, timebuyer; Lester Waddington, tv
prod. dir.
- Tv Accounts: Vick Chemical Co. (Vick's Cough
Syrup, Inhalers, Medi-Mist, Throat Lozenges);
Seaforth Shave Lotion; Prince Matchabelli Per-
fumes.
- MOSS ASSOC.**
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
- Tv Dept.: Joseph Moss, pres.; Betty Math, time-
buyer; Ely Landau.
- Tv Accounts: Semca Watch Co. (S).

MOTTL & SITEMAN ADV. AGENCY
8417 Beverly Blvd., Los Angeles 48
Tel.: Webster 8-6288

Tv Dept.: Elva Pascoe, media dir., timebuyer.

Tv Accounts: Towne Pride Co., Scudder Food Products, Kern Food Products, Pomona Paper Products (S).

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481

Tv Dept.: Victor Fabian, media dir.; Loretta V. Hughes, asst.

Dallas—2102 Jackson St.; Tel.: Randolph 2554;
Orville L. McDonald, in chg.

Tv Accounts: Braun Bros. Packing, L. C. Forman & Sons, Fox DeLuxe Foods Inc., Klarer Prov. Co. (RN-S); Balentine Packing Co., Bosch Brewing Co. (RN); Freshrap Div. Badger Paper Mills Inc., Iowa Soap Co., Mrs. Klein's Potato Chips, Neuhoff Bros. Packers, Oshkosh Brewing Co., Pavelka Bros. Packers, Toffenetti Restaurants, Visking Corp. (S).

MULLINS-EARL ADV. AGENCY
1606 N. Cahuenga Blvd., Hollywood 28
Tel.: Hollywood 7-9003

Tv Dept.: Tom Mullins, Warren Earl, ptrns.

N

NATIONAL RADIO & TELEVISION ADV. AGENCY
516 5th Ave., New York 36
Tel.: Murray Hill 2-6521

Tv Dept.: Samuel Bartel, Edward Pritchard, Eugene Brominski, Gloria Hennings, tv dirs.; Quentin Ziegler, W. J. Maycher, Hilliard West, William Jones, acct. execs.

Tv Accounts: Associated Drug Co., Alka-Sed Co., Dratex Co., Ready Made Prod. Co., Wate-Off Inc., Vitamin Sales Co., Ethical Pharm. Co., Nales Music Co., Viking Pharm. Co., Vitaguards Inc., Farmer Brands Inc., Syrena Recording Corp., Graymont Labs, Victory Enterprises, Ditrasal Inc., Smoke-Halt Inc., Caferal Co., Sleep-Seds Inc., Shade Products Inc. (RN-S); Polish Program Ser. (RN); Magnetape Co., Trilon Corp., Elmwood Co., Evans Radio Co., Razor Man, Dolhouse Co., Fruit Packers Co., M&R Import Co. (S).

NEALE ADV. ASSOC.
8462 Sunset Blvd., West Los Angeles 46
Tel.: Hollywood 1-9955

Tv Dept.: Carroll Ray, tv dir.

Tv Accounts: D. E. Sanford Co. (RN-S); Prudential Savings & Loan Assn.

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200

Tv Dept.: John M. Handley, exec. vp., acct. exec.; Harry C. Ledingham, media dir.; John M. Kell, acct. exec.

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151

Tv Dept.: James G. Cominos, vp., tv dir.; Alan Wallace, vp. in chg tv programming; Arnold E. Johnson, broadcast facilities dir.; Patricia Brouwer, Donald De Carlo, spot timebuyers; Scott Keck, asst. tv dir.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 2-2391; Frank A. Pittman, vp., mgr.

New York 19—730 5th Ave.; Tel.: Plaza 7-0333; Richard L. Eastland, vp., assoc. tv dir.

NELSON ADV.
3305 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8368

Tv Dept.: Irwin S. Green, pres., own.

Tv Accounts: Rhodes Jewelers (RN), Lob-Stick (S).

GEORGE R. NELSON INC.
208 State St., Schenectady 5, N. Y.
Tel.: 4-4135

Tv Dept.: Robert B. Stone, tv dir.; Robert Groff, timebuyer.

TED NELSON ASSOC.
730 5th Ave., New York 19
Tel.: Circle 6-8470

Tv Dept.: Ted Nelson, dir.

NEWHOFF-BLUMBERG ADV. AGENCY
529 N. Charles St., Baltimore 1
Tel.: Lexington 9-7155

Tv Dept.: Theodore A. Newhoff, Frank L. Blumberg, ptrns.

NEWMAN, LYNDE & ASSOC. INC.
1628 San Marco Blvd., Jacksonville 7, Fla.
Tel.: Exbrook 8-9721

Tv Dept.: M. T. Newman.

NORMAN, CRAIG & KUMMEL
488 Madison Ave., New York 22
Tel.: Plaza 1-0900

Tv Dept.: Walter Craig, vp. in chg tv; Lester Blumenthal, bus. mgr.

New York—46 E. 53d St.

Tv Accounts: Blatz Brewing Co.; Seeman Bros.; G.H.P. Cigar Co.; Revlon Products Corp.; Ronson Art Metal Works Inc.; Congress Cigar Co.; Bon Ami; Selcho & Richter.

KELSO NORMAN ADV.
222 Kearney St., San Francisco 8
Tel.: Douglas 2-3942

Tv Dept.: Angus Babeock.

O

R. T. O'CONNELL CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412

OGILVY, BENSON & MATHER INC.
589 5th Ave., New York 17
Tel.: Murray Hill 8-6100

Tv Dept.: Howard Connell, vp. in chg radio; Frank Brandt, dept. mgr.; Rex Coston, asst. dept. mgr., radio dir.; Ann Janowicz, Matt Kane, timebuyers.

Hollywood 4—650 N. Bronson St.; Tel.: Hollywood 9-8321; Marvin Young.

Tv Accounts: Helena Rubinstein, Dove, Good Luck, Thom McAn, Schweppes, Franco American products.

OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070

Tv Dept.: Edi Steinberg, timebuyer.

OLIAN ADV. CO.
4010 Lindell Blvd., St. Louis 8
Tel.: Jefferson 1-4977

Tv Dept.: Alice McDonough, tv dir., timebuyer; Peggy Leonhardt, prod. dir.

OLIAN & BRONNER INC.
35 E. Wacker Dr., Chicago 1
Tel.: State 2-3381

Tv Dept.: I. A. Olian, tv dir., acct. exec.; Kay Kennelly, media dir.; M. H. Bronner, Robert Ross, Robert Singer, Ed Sonnenschein, C. Glueck, acct. execs.; Helen Destelle, asst. timebuyer.

Tv Accounts: Belton Hearing Aid Co., Atlas Brewing Co., Schoenhofen-Edelweiss Co., C.E.T. Inc., Forham Motors Inc., Union Liquor Co., Terry Foods Inc., Jays Foods Inc., Harris Lumber Co. (S).

OLMSTED & FOLEY
1200 2d Adv. S., Minneapolis 3
Tel.: Atlantic 8166

Tv Dept.: Bradley C. Morison, tv dir.; Warren T. Way, timebuyer.

Tv Accounts: Clover Leaf Creamery Co., Northland Milk Co., Russell-Miller Milling Co., Marshall-Wells Co., First Nat'l Bank, Hotel Leamington, Avochem Inc., Gladness Bakeries Inc., Minnesota Milk Co., Ft. Dodge Labs Inc., Waterman-Waterbury Co., Boutell Bros.

OLYMPIUS ADV.
311 E. Main St., Stockton 2, Calif.
Tel.: Howard 4-7736

Tv Dept.: D. M. Greene, tv dir.; Frank Chesley, writer; Don Briese, acct. exec.

Los Angeles 22—5420 Jillson St.; Tel.: Raymond 3-4879.

Tv Accounts: Port of Stockton (RN); State Savings & Loan Assn., Holt Equipment Center (S).

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470

Tv Dept.: Grace Moran, timebuyer; E. D. Silha, acct. exec.

Tv Accounts: Rhodes Pharmacal Co. (N-S); Tintz Co., Marlene's Inc., Wate-On Co., Nil-O-Nal, Fleetwood Co. (S).

THE E. A. OPPENHEIM CO.
Michigan Theatre Bldg., Detroit 26
Tel.: Woodward 1-6765

Tv Dept.: E. A. Oppenheim, mgng. dir.

MAURIE H. ORODENKER ADV. AGENCY
Land Title Bldg., Philadelphia 10
Tel.: Locust 4-1388

Tv Dept.: Maurie H. Orodener.

ROBERT W. ORR & ASSOC. INC.
4 W. 58th St., New York 19
Tel.: Plaza 9-8050

Tv Dept.: Russ Rayeroff, vp.; Eleanor M. Accles, timebuyer; Louis L. Ergmann, bus. mgr.

Tv Accounts: Pan-American Coffee Bureau (N-S); Jergens Co., Woodbury Soap (N); Cinzano Inc., Duff Gordon Sherries, Clairrol Inc. (S).

MERRITT OWENS ADV. AGENCY INC.
365 New Brotherhood Bldg., Kansas City 1, Kan.
Tel.: Drexel 7250

Tv Dept.: Merritt Owens, acct. exec., timebuyer; Earl Allvine, tv dir.

Tv Accounts: Feld Chevrolet, Zephyr Ventilated Awnings, Inter-State Moving & Storage, DeCoursey Creamery Co., Greater K. C. Chevrolet Dealers, Joe Strick Pontiac, Consolidated Rebuilders, Davidson Bros. Motor Co. (S).

P

PACIFIC NATIONAL ADV. AGENCY
2124 4th Ave., Seattle 1
Tel.: Elliot 1401

Tv Dept.: Grant Merrill, tv prog. dir.; Trevor Evans, William H. Horsley, Frank Horsley, Fred Sprague, George Glavin, acct. execs.; Gertrude M. Nyman, timebuyer.

Portland 4, Ore.—715 Cascade Bldg.; Tel.: Capitol 1021; Milt Foland.

Spokane—606 Chronicle Bldg.; Tel.: Madison 9127; Martin Boss, timebuyer.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

Tv Dept.: Donald C. Porteous, acct. exec., tv dir.; Weymouth Symmes, media dir.

PATCH & CURTIS
437 E. Broadway, Long Beach 2, Calif.
Tel.: Long Beach 6-1259

Tv Dept.: John Curtis, tv dir.

GEORGE PATTON ADV.
6305 Yucca St., Hollywood 28
Tel.: Hollywood 2-0841

Tv Dept.: George Patton, pres.; Wally Sherwin, tv dept. dir.; Pat Meyers, timebuyer.

Tv Accounts: Sentinel Radio-Tv, Paramount Citrus Assn., Riviera Sofa-Bed Co., Starlett Dietetic beverages (RN-S); Dr. S. M. Sassone D.C., Red Dean Oldsmobile, Gould Investment Co., Ulrich's Gas & Oil Co. (S).

PAUL & BAUM ADV.
7958 Beverly Blvd., Los Angeles 48
Tel.: Webster 8-7281

Tv Dept.: A. L. Paul, Macy Baum, ptrns.

Tv Accounts: L. A. Bureau of Finance (S).

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055

PECK ADV. AGENCY INC.
400 Madison Ave., New York 17
Tel.: Plaza 3-0900

Tv Dept.: S. F. Alexander, vp. in chg tv; S. Taplinger, tv dir.; R. Alben, commercial prod. dir.; M. L. Quinn, timebuyer.

Los Angeles—421 S. Western Ave.; Tel.: Dunkirk 5-2007; P. Lansdale.

Tv Accounts: Old Dutch Coffee; Frances H. Leggett (Premier Foods); Sweet Orr Work Wear; U.S. Time.

PERRIN-PAUS CO.
8 S. Michigan Ave., Chicago 3
Tel.: Randolph 6-7923

Tv Dept.: Earl R. Perrin, pres.; Linnea Vanderlaag, media dir.

New York—730 5th Ave.; Tel.: Plaza 7-6120; Elliott Saunders, tv dir.

Tv Accounts: Sunbeam Corp. (N).

PERRY-BROWN INC.
2831 Vernon Pl., Cincinnati 19
Tel.: Plaza 1-8200

Tv Dept.: Edward J. Doran, tv dir., timebuyer.

Tv Accounts: Willson Dairy, Atlas Nat'l Bank, Hamilton County Republican Campaign Committee, H. H. Meyer Packing Co., Meier's Wine Cellars Inc., Greene Line Steamers Inc., The Formica Co. (S).

J. R. PERSHALL CO.
105 W. Adams St., Chicago 3
Tel.: Franklin 2-8440

Tv Dept.: Grace D. Rauworth, media mgr.

Tv Accounts: Zenith Radio Dist. Corp., Serta of Chicago, Chicago Nat'l Bank, Chicago Plastering Institute (S).

ALFRED M. PETTLER ADV. AGENCY
821 Market St., San Francisco 3
Tel.: Garfield 1-7923

THE PHILLIPS-RAMSEY CO.
304 Ivy St., San Diego 1, Calif.
Tel.: Belmont 4-5121

Tv Dept.: Orva Huff, tv dir.; Robert F. Lewis, time-

buyer; W. L. Phillips, Charles C. Ramsey, Herbert Fredman, Thomas Ables, acct. execs.
PICARD, MARVIN & REDFIELD INC.
48 E. 43d St., New York 17
Tel.: Murray Hill 2-3883
Tv Dept.: William S. Marvin, dir.; Florence Lennon, timebuyer.

JOSEPH J. PINKUS
318 Market St., Newark 2, N. J.
Tel.: Mitchell 2-2515
Tv Dept.: Joseph J. Pinkus, timebuyer.

PLATT, ZACHARY & SUTTON INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240
Tv Dept.: Thomas O'Donnell, media dir.

POLLYEA ADV.
822 1/2 Ohio St., Terre Haute, Ind.
Tel.: Crawford 6707
Tv Dept.: Marie Pershing.

POSNER-ZABIN
95 Madison Ave., New York 23
Tel.: Murray Hill 9-2676
Tv Dept.: James B. Zabin.

R. J. POTTS-CALKINS & HOLDEN
2233 Grand Ave., Kansas City 8, Mo.
Tel.: Grand 5775
Tv Dept.: William J. Brewer, tv dir.; Gene W. Dennis, Al Christy, acct. execs.; Helen Church, timebuyer.

POWELL-GAYEK INC.
2216 Penobscot Bldg., Detroit 26
Tel.: Woodward 3-6580
Tv Dept.: Robert H. Powell, dir., acct. exec.; Bill Gayek, acct. exec.
Tv Accounts: Plymouth Dealers, Ridley Cleaners, T. B. Rayls, Charlie's Oldsmobile-Cadillac, Beth Ami Wine, Packer Pontiac.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361
Tv Dept.: Robert W. Powers, treas.

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 1-6490
Tv Dept.: George L. Prater, acct. exec.; Barbara Block, tv dir.
Tv Accounts: Falls City Brewing Co. (S).

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7683
Tv Dept.: Marquis M. Smith, vp., tv dir., acct. exec.; Glenda Allen, media; Will B. Presba, Frank Steel, acct. execs.
Tv Accounts: Flex-O-Glass Mfg. Inc. (N-S), Book House for Children (RN), Olson Rug Co., Vaughan Seed Co. (S).

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1051
Tv Dept.: Joan T. Blackman, media buyer; K. C. August, acct. exec.
Tv Accounts: Illinois Power Co. (S).

PUBLICITE J.-E. HUOT LIMITEE
353 St. Nicholas St., Suite 406, Montreal 1
Tel.: Plateau 4131
Tv Dept.: H.-U. Boucher; L. E. Girard.
Quebec—569 First Ave.; Y. St.-Amant.

R

RAMSEY, BROWN & CO.
1585 Crossroads of the World, Hollywood 28
Tel.: Hollywood 2-7471
Tv Dept.: John O. Ramsey, pres.; Don Brown, acct. exec.; Martha Dickenson, media & traffic dir.

THE RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: Jackson 7-1179
Tv Dept.: Florence F. Grady, tv dir.

THE FRED M. RANDALL CO.
1032 Book Bldg., Detroit 26
Tel.: Woodward 1-4662
Tv Dept.: C. E. Foerster, timebuyer; R. D. Hughes, Hal G. Trump, acct. execs.

J. W. RAYMOND CO.
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 7-5391
Tv Dept.: J. W. Raymond, pres.; Harold Jacobs, prod. mgr.; Joyce Dove, media dir.; Terrance Regan, Robert Klosterman, acct. execs.; Joe Ware, art dir.

LARRY RAYMOND CO.
959 Crenshaw Blvd., Los Angeles 19
Tel.: Webster 6-8125
Tv Dept.: Larry Raymond, pres., acct. exec.; Paul Mead, art & prod.; Ena Raymond, media.
Tv Accounts: Pacific Draperies, Jeff Lube Corp.

KNOX REEVES ADV. INC.
First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Tv Dept.: Russell E. Neff, vp., tv dir.; Coy Bender, timebuyer.

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440
Tv Dept.: Lew Green, tv dir.; John Priebe, media dir.
Tv Accounts: Chicago, Burlington & Quincy RR, Anderson Co., Weed Tire Chains, John R. Thompson Restaurants (S).

REINHARDT ADV. INC.
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408
Tv Dept.: Cecil Webb Jr., tv dir.; A. Leo Bowman, Adeline Schow, timebuyers.

E. W. REYNOLDS ADV. LTD.
355 King St. W., Toronto 2B
Tel.: Empire 8-6157
Tv Dept.: Henry E. Karpus, tv dir., timebuying dir. Montreal—985 Sherbrooke St. W.; Tel.: Plateau 9038; H. Tingle, mgr.
Tv Accounts: Avco of Canada (N-S); General Mills (RN-S); Hollingshead, Dairy Farmers of Canada, Dixie Cup Co., Willards, Eversharp Inc. (S).

RHOADES & DAVIS
642 Commercial St., San Francisco 11
Tel.: Exbrook 2-2870
Tv Dept.: Edith Curtiss, media dir.
Los Angeles 17—1201 W. 4th St.; Tel.: Michigan 2396; Faythe Vent, tv dir.

FLETCHER D. RICHARDS INC.
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400
(see Harrington-Richards Div.)
Tv Dept.: E. A. Elliott, vp. in chg media; Edwin S. Reynolds, tv dir.; S. J. Frolick, commercials sup.; Robert Colodzin, prod.; William L. Russell, in chg copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator; John L. Washburn, copy-prod.
Tv Accounts: U. S. Rubber Co., Avoset Co., Hathaway Mfg. Co. (N-S); Eastern Air Lines, American Machine & Foundry Co., Waterman Pen Co. (S).

M. EVANS RICHMOND ASSOC.
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674
Tv Dept.: M. Evans Richmond, tv dir.
Boston 16—230 Boylston St.; Tel.: Commonwealth 6-4491; Robert S. Richmond, tv dir.
Hollywood 28—3680 Wilshire Blvd.; Tel.: Dunkirk 2-6073. Morey K. Reiss, tv dir.

RIEDL & FREEDE INC.
424 Lakeview Ave., Clifton, N. J.
Tel.: Gregory 1-7900
Tv Dept.: Philip Barnett, media dir.; George Riedl, acct. exec.
New York—244 Madison Ave.; Tel.: Murray Hill 3-1725.
Tv Accounts: G. N. Coughlan Co. (S).

RINGER & ASSOC. INC.
712 S. Curson Ave., Los Angeles 36
Tel.: Webster 3-8131

RIPPEY, HENDERSON, KOSTKA & CO.
Sherman Plaza Apartment Bldg., Denver
Tel.: Tabor 0221
Tv Dept.: Rae L. Holmberg, timebuyer; Jack Thomas, prod.

DAN RIVKIN ADV.
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766
Tv Dept.: Dan Rivkin

ROBERTSON, BUCKLEY & GOTSCH
108 N. State St., Chicago 2
Tel.: State 2-5336
Tv Dept.: Homer J. Buckley, Clarence M. Gotsch, Scott Robertson, Bob Greene, acct. execs.

MARSHALL ROBERTSON ADV. AGENCY
1550 Speer Blvd., Denver 4
Tel.: Keystone 4-6269
Tv Dept.: Margaret Pierson, media dir.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293
Tv Dept.: Lee Laufer, tv dir.; Robert C. Neuman, media dir.; Melvin A. Jensen, David R. Fenwick, John W. Haynes, vp.'s, acct. execs.
Tv Accounts: Ruskets Flakes, Gravy-Quick, Packard-Bell Tv; Utility Appliances, Pasadena Savings, Calif. Federal, L. A. Dept. of Water & Power.

ROCHE-ECKHOFF & LEE
8721 Beverly Blvd., Los Angeles 48
Tel.: Oleander 5-7670
Tv Dept.: Irving Eckhoff, vp., gen. mgr.; John Bainbridge, acct. exec.
San Francisco representative: John Ross, 821 Market St., San Francisco 11; Tel.: Yukon 6-6906.

JOHN D. ROCHE INC.
1119 S. Hope St., Los Angeles 15
Tel.: Richmond 9-7761
Tv Dept.: John D. Roche, pres.; Mrs. John D. Roche, sec.-treas.; John D. Roche Jr., Bud Boettiger, Joe Kendall, acct. execs.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760
Tv Dept.: Phil Stewart, tv dir.; J. P. Roche, pres., acct. exec.; M. F. Williamson, J. V. Gilmour, Stewart Weston, vp.'s, acct. execs.; E. C. Olson, acct. exec.; Charles G. Brodersen, timebuyer.

Tv Accounts: Studebaker Div. of Studebaker-Packard Corp. (N); Milwaukee Railroad, Hardware Mutuals, Stewart-Ashby Coffee, John Puhl Products (S).

ROCKETT-LAURITZEN
1636 S. Oxford Ave., Los Angeles 6
Tel.: Parkway 4-2106

Tv Dept.: Robert R. Rockett, ptnr; Don Lauritzen, ptnr., media dir.; Monte J. Curry, art dir., acct. exec.

ROCKLIN IRVING & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324

Tv Dept.: Ira Segall, dir., acct. exec.; Marjorie Lovinger, dir.; Irving Rocklin, Sue Wurtzburg, Jan Marinello, Edward Lovinger, timebuyers; Trina Schuchat, Gerald Addis, acct. execs.

Tv Accounts: Walton Motors, Chicago Furniture Mart, Studebaker Sales Co., Roxy Floor Coverings, Himmell Furs, Community Stores, Custom-Made Bedding, Cole-Finder Inc. (S).

ROGERS & SMITH, POTTS-TURNBULL
(div. of Rogers & Smith Inc.)
Pickwick Bldg., Kansas City 6, Mo.
Tel.: Victor 9400

Tv Dept.: Richard P. Slade, tv mgr.

RONALDS ADV. AGENCY LTD.
701 Keefer Bldg., Montreal
Tel.: University 6-9471
Tv Dept.: Frank Starr, tv dir.; G. B. Lodge, R. J. Stampleman, assts. to tv dir.
Edmonton, Alta.—Petroleum Bldg.; Tel.: 2-8356; W. A. Bishop.

Toronto—108 Peter St.; Tel.: Empire 3-0237; R. J. Avery.

Tv Accounts: McColl-Frontenac Oil Co. Ltd. (N-S); Bristol-Myers Canada Ltd., Canadian Army, Hudson Motors Ltd., Nestle Canada Ltd. (N); Neechi Canada Ltd. (RN-S); Presto Lighter (RN); Canadian Industries Ltd., Bovril Canada Ltd., Canadian Arena Co. Ltd., Frank Badger, Fuel Oil Sales, Shaler Co., Dollar Cleaners, Big 4 Van Lines Ltd., Haywards Lumber, Healy Motors Ltd. (S).

IRVING ROSEN ADV.
230 5th Ave., New York 1
Tel.: Oregon 9-1926
Tv Dept.: E. Wayne, mgr.

ROSS ADV. AGENCY
310 Charlene Dr., St. Louis 22
Tel.: Yorktown 5-1114

CHARLES ROSS ADV. AGENCY
1515 Crossroads of the World, Hollywood 28
Tel.: Hollywood 2-1184

ELLSWORTH ROSS AGENCY
3719 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-3608
Tv Dept.: Ellsworth Ross, pres.; Fred Ingalls, acct. exec.

ROSS ROY INC.
2751 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-3900

Tv Dept.: Carl E. Hassell, vp., media dir.; R. A. Dearth, J. A. Thornhill, vp.'s, acct. execs.; Ronald A. Post, timebuyer.

Chicago 1—307 N. Michigan Ave.; Tel.: Randolph 6-7000; James F. Quinn, vp.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-6263; M. G. Vaughn, vp.

New York 17—122 E. 42d St.; Tel.: Murray Hill 7-2944; W. M. Ziegler Jr., vp.

Windsor, Ont.—1001 Canada Trust Bldg.; Tel.: Clearwater 6-2371; H. J. G. Jackson, vp.

W. B. ROSS & ASSOC.
2796 W. 8th St., Los Angeles 5
Tel.: Dunkirk 8-1107

Tv Dept.: W. B. Ross, own.

A. M. ROTHENBERG ASSOC.
9015 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 1-2193

Tv Dept.: Aaron M. Rothenberg, pres.

CHARLES L. RUMRILL & CO.
339 East Ave., Rochester 4, N. Y.
Tel.: Baker 7900

Tv Dept.: James M. Trayhern Jr., tv dir.; Lois Gibson, asst. dir.; William Weller, timebuyer.

Tv Accounts: Fanny Farmer Candy Shops (N-S); Community Savings Bank, Schlegel Mfg. Co., Stromberg-Carlson Co., Genesee Valley Union Trust Co. (N); Otto Bernz Co., Chicagoland Photographers, Brighton Place Dairy, Kurlash Co., Endicott Johnson Co. (S).

AGENCIES

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Oklahoma City 1
Tel.: Regent 6-3521

Tv Dept.: Keith Mathers, tv dir.

Tv Accounts: Cain's Coffee Co., Liberty Natl. Bank, Local Federal Savings & Loan Assoc., Dulaney's, Air Products, C. R. Anthony Co., A&B Spring Co., Kinreco Products, Consolidated Gas Co., Cato Oil & Grease, Okla. Packing Co., Superior Feed Mills, Safeway Stores Inc., SW Bell Telephone (S).

RUTHRAUFF & RYAN INC.

405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

Tv Dept.: George Wolf, vp., dir.; Douglas MacNamee, tv copy chief; Roland Howe, tv prod. mgr.; Ernest Motyl, film prod. supervisor; Ken Haverstick, tv art dir.; Havis Medwick, bus. mgr.; Dorothy Rivers, Edwin R. Rooney Jr., Ted Storb, prod. supervisors; Patricia Brennan, Eleanore F. Clarkson, Louis de Milhau, tv writers; Edward Fonte, tv spot buying mgr.; Charlotte Corbett, Vincent deLuca, Gordon Hughes, timebuyers; George Heffernan, asst. timebuyer.

Chicago 1—360 N. Michigan Ave.: Tel.: Financial 6-1833; Paul E. Watson, exec. vp., western mgr.; R. W. Metzger, vp., tv dir.

Cincinnati 2—Carew Tower; Tel.: Garfield 5800; John L. Magro, vp., mgr.

Dallas 1—1412 Main St.; Tel.: Riverside 6453; J. C. Simmons, vp., mgr.

Detroit 2—7430 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, vp., mgr.

Hollywood—6920 Sunset Blvd.; Tel.: Hollywood 9-3611; Tom Hargis, mgr.

Houston—515 Fannin St.; Tel.: Charter 4-1741; Theodore F. Keady, mgr.

Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571; John H. Weiser, vp., mgr.

St. Louis 1—611 Olive St.; Tel.: Main 1-0127; Oscar A. Zahner, sen. vp., mgr.

St. Paul 14—2654 University Ave.; Tel.: Prior 7711; James R. Rahders, vp., mgr.

San Francisco 4—235 Montgomery St.; Tel.: Exbrook 2-4616; Ray Mount Rogers, mgr.

Seattle 1—1218 3rd Ave.; Tel.: Elliott 1572; Francis G. Mullins, vp., mgr.

Toronto 1—80 Richmond St. W.; Tel.: Empire 6-1515; John Brookman, mgr.

Washington 4, D. C.—1275 Natl. Press Bldg.; Tel.: Executive 3-6730; Donald J. Wilkins, mgr.

Tv Accounts: Lever Bros. Ltd., Thomas J. Lipton Inc., Pepsodent Sales Ltd., A. E. Staley Mfg. Co., Studebaker-Packard Corp. (N-S); William Wrigley Jr. Co. (N); ABC Packard Co., Air-control Assoc., Baldwin Piano Co., Banquet Canning Co., Bankston-Hall Motors, The Carey Salt Co., Chocolate Products Co., The Climalene Co., Doyle Packing Co., Dempsey-Tegler Inc., Dwight Edwards Co., Thos. Emery & Sons Inc., Erickson Bros., Feinberg Kosher Sausage Co., Peter Fox Brewing Co., Frito Co. of Cleveland, Frito New York Inc., Frito Co. (western div.), Griesedieck Bros. Brewery Co., Hotel Nicolle, Janney, Semple Hill & Co., Krey Packing Co., Lewis-Howe Co., Lincro Products Dist. Co., Lone Star Gas Co., Minnesota Consolidated Canneries, Minnesota Hospital Assn., Nalley's Inc., Old Judge Foods Corp. (Goodwin, Airline Foods divs.), Oshkosh B'Gosh Inc., Puget Sound Power & Light Co., Rap-in-Wax Paper Co., Jacob Reis Bottling Works, Reddi-Wip Co., Rug-Sheen Inc., Morris B. Sachs Inc., Sheldon-Dunning Inc., So Good Potato Chip Co., State Pharmaceutical Co., Texas Bank & Trust Co., Texas State Optical Co., Union Bottling Works, Wallerstein Co. (S).

LEWIS EDWIN RYAN ADV.

726 Jackson Pl., N.W., Washington 6
Tel.: Republic 7-7606

Tv Dept.: William J. Green, tv dir.; John F. Hardie, William R. Doores, Samuel A. Hunsaker, acct. execs.; Louise Scheiman, copy chief.

S

MAXWELL SACKHEIM & CO.

670 5th Ave., New York 19
Tel.: Plaza 8-2086

Tv Dept.: Rae Elbroch, tv dir.

Tv Accounts: Jackson & Perkins, Viking Sloane (S).

ST. GEORGES & KEYES INC.

250 Park Ave., New York 17
Tel.: Plaza 5-1180

Tv Dept.: James J. Freeman, vp., tv dir.; William O'Brien, timebuyer.

WALKER SAUSSY-ADV.

1501 Canal St., New Orleans 16
Tel.: Canal 9212

Tv Dept.: Walker Saussy, own.

FRANK B. SAWDON INC. ADV.

270 Park Ave., New York 17
Tel.: Plaza 5-1324

Tv Dept.: Frank B. Sawdon, pres.; Jerry Bess, vp., tv dir.; Yale Shafer, copywriter.

Chicago 1—75 E. Wacker Dr.; Tel.: Dearborn 2-0826; Tom Mannos, mgr.

Tv Accounts: Robert Hall Clothes, Abelson's Inc. Jewelry (S).

THE SAXTON AGENCY

312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-4980

Tv Dept.: H. Ellis Saxton, owner; Eunice Grobe, asst.

Tv Accounts: Crawford Door Sales Co. of Wis., Shannon Floor Co., M. L. Lavorgna Inc., Roth Appliance Dist. (S).

SCHEIDELER, BECK & WERNER

487 Park Ave., New York 22
Tel.: Murray Hill 8-8866

Tv Dept.: Walter Ware, tv dir.; Vera Brennan, timebuying dir.; Anne Small, Sally Reynolds, timebuyers.

Tv Accounts: Manhattan Soap Co. (N); McIlhenny Co. (S).

SCHOLTS ADV. SERVICE

1201 W. 4th St., Los Angeles 17
Tel.: Michigan 2396

Tv Dept.: Faythe Vent, tv dir.

Tv Accounts: Barbara Ann Bread (S).

SCHWAB & BEATTY INC.

38 E. 57th St., New York 22
Tel.: Plaza 1-1557

Tv Dept.: George F. Perkins, timebuyer.

SCHWIMMER & SCOTT INC.

814 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-6886

Tv Dept.: Bob Knapp, tv vp.; Robert Berman, tv dir.; R. H. Riemenschneider Jr., media dir.

M. B. SCOTT INC.

9155 Sunset Blvd., Hollywood 46
Tel.: Bradshaw 2-7311

Tv Dept.: Milt Scott, pres.; Don Otis, Lou Holzer, Robert Smith, Pat Raymond, acct. execs.

Tv Accounts: Transcontinental Airlines, Sleep-eze Tablets.

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2133

Tv Dept.: Russell B. Young, vp., tv dir.; Merle Myers, timebuyer; Janet Welsher, film mgr.; Alan S. Lee, prod. sup.

Indianapolis 4, Ind.—Lemcke Bldg.; Tel.: Melrose 2-5876; Paul Richey.

Los Angeles 48—418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Place, vp. in chg.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445

Tv Dept.: D. D. Segar, timebuyer.

SEITNER ASSOC.

5647 Salerno Rd., Jacksonville 10, Fla.

Tv Dept.: Robert L. Seitner Jr., pres., acct. exec.; Barbara M. Seitner, timebuyer.

Tv Accounts: Cohen Bros., Foley Lumber Co., Riverside Chevrolet Co., Fla. Public Utilities Co. (Fernandina Beach, Marianna divs.), Weldon's, Good Housekeeping Food Plan, Fernandina Beach Chamber of Commerce, Earl V. Wilson Co., Hollywood Decorators (S).

H. RICHARD SELLER ADV. INC.

937 S.W. Jackson, Portland 1, Ore.
Tel.: Capitol 3-7171

Tv Dept.: Mike Davenport, tv dir.; H. Richard Seller, Arnold Blitz, Herb Smith, Stan Georgalakakis, acct. execs.; Andy Seller, timebuyer.

Los Angeles, Seattle branch offices.

Tv Accounts: Nu Vita Foods, Necchi-Elna Sewing Machines, Hood Sales Co., Hunt Transfer Co., Big Chief Stores, IGA Stores, Woolach Bros., Tappan Ranges, Supermate Dog Food, Arcoa Inc., Hollywood Ford (S).

SHACKELFORD ADV. AGENCY

176 San Fernando Rd., Los Angeles 31
Tel.: Capitol 2-0288

Tv Dept.: J. H. Shackelford, media dir., timebuyer.

SHAFFER-BRENNAN-MARGULIS ADV. CO.

4 N. 8th St., St. Louis 1
Tel.: Main 1-2579

Tv Dept.: Sam B. Margulis, S. I. Rosenfield, ptrns.

THE LEONARD SHANE AGENCY

8435 Melrose Ave., Hollywood 46
Tel.: Webster 8-3535

Tv Dept.: Leonard Shane, pres.

RALPH SHARP ADV. INC.

736 Lothrop Ave., Detroit 2
Tel.: Trinity 3-3350

Tv Dept.: Joe H. Langhammer, exec. vp.; Art Seely, tv dir.; Roger W. Sharp, asst. tv dir., timebuyer; A. T. Boczar, media dir.

Tv Accounts: Shedd Bartush Foods Inc. (N-RN-S); Frankenmuth Brewing Co., Famous Foods Inc. (RN-S); Awrey Bakeries Inc., Dairy Queen Co-op Enterprises Inc., Harris Milling Co. (S).

JOHN W. SHAW ADV. INC.

51 E. Superior St., Chicago 11
Tel.: Mohawk 4-6323

Tv Dept.: Howard B. Ketting, tv dir.; Roberta Francis, Isabel McCaulay, timebuyers; David E. Guerrant, Norman R. Anderson, Sigmund T. Seaman, acct. execs.

VAUGHN SHEDD ADV.

139 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Crestview 1-3342

Tv Dept.: Vaughn Shedd, pres.

Tv Accounts: Formula 21 Cosmetics, Hennaglo.

LISLE SHELDON ADV. AGENCY

1753 N. Western Ave., Los Angeles 27

Tel.: Hollywood 3-2366

Tv Dept.: Lisle Sheldon, pres.; B. J. Young, acct. exec.

J. P. SHELLEY & ASSOC.

6399 Wilshire Blvd., Los Angeles 48

Tel.: Webster 8-2077

Tv Dept.: J. P. Shelley, pres.; William A. Chalmers, tv dir.; John H. Pugh, acct. exec.; Richard Lawrence, prod. mgr.

Tv Accounts: Shavex Co., Adolph's Ltd.

CHARLES SILVER & CO.

737 N. Michigan Ave., Chicago 11

Tel.: Superior 7-6625

Tv Dept.: B. R. Solomon, tv dir.

Tv Accounts: Rival Packing Co. (N-S).

DEAN SIMMONS ADV.

1430 S. La Brea Ave., Los Angeles 19

Tel.: Webster 1-1311

Tv Dept.: Dean L. Simmons, pres.; Mrs. Dean L. Simmons, recording eng.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Tel.: 62-1691

Tv Dept.: W. E. Davidson Jr., tv dir.; H. N. Gwynn, ptrn., timebuyer.

Nashville, Tenn.—Stahlman Bldg.; Tel.: 5-8909; W. M. Holder, mgr.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26

Tel.: Woodward 3-3000

Tv Dept.: R. N. Hughes, tv dir.; Leonard N. Simons, Lawrence J. Michelson, Rudy Simons, Joe Morrison, Sam Rubin, Josh Sarasohn, Charles Stone, Arthur Copland, acct. execs.; David J. Kahn; Evelyn J. Keller; Cynthia J. Waites.

Tv Accounts: Cunningham's Drug Stores Inc.; Krun-Chee Potato Chips Co.; Sealy Mattress Co.; Wrigley's Markets; E&B Brewing Co.; Dossin's Food Products; Koepplinger's Bakery; General Electric Supply Corp.; Ned's Auto Supply; Detroit City Bank; Community Theatres; Velvet Peanut Products.

RAYMOND L. SINES & ASSOC.

291 Geary St., San Francisco

Tel.: Sutter 1-8137

Tv Dept.: Raymond L. Sines, pres.

LEONARD M. SIVE & ASSOC. INC.

22 W. 7th St., Cincinnati 2

Tel.: Garfield 1-3000

Tv Dept.: Robert G. Grannen, dir.; R. J. K. Allen, timebuyer; Donald B. Poynter.

SMALLEY, LEVITT & SMITH INC.

643 S. Olive St., Los Angeles 14

Tel.: Mutual 5336

Tv Dept.: Jack Smalley, pres.; Charles Levitt, vp.; Ed Brandt, sec.; Helen Smith, media dir.

Tv Accounts: Lyon Van & Storage Co., Metropolitan Coach Lines (S).

SMITH & GANZ INC.

6642 Sunset Blvd., Hollywood 28

Tel.: Hollywood 9-8234

Tv Dept.: Richard T. Parker, tv dir., acct. exec.; Calla Hunt, timebuyer; Charles B. Ganz, Frederic B. Vanderhurst, acct. execs.

Tv Accounts: Ideal Mortgage Co., Ransom Insurance Agency, Lightco Inc. (Knitomat Div.), J. E. Finch Furniture (S).

HOWARD R. SMITH CO.

703 Jones Bldg., Tacoma 2, Wash.
Tel.: Broadway 2533

Tv Dept.: Larry Huseby, tv dir.; Ted Knightlinger, acct. exec.

Tv Accounts: Washington Steel Products; Pennsylvania Salt Mfg. Co. of Wash.; Tacoma City Light; Home Service Laundries; Mierows Jewelers.

SMITH, TAYLOR & JENKINS INC.

223 4th Ave., Pittsburgh 22
Tel.: Atlantic 1-9312

Tv Dept.: T. J. MacWilliams tv dir.; William D. Morrissey, assoc. dir.; R. K. Pearson, prod. asst.; Ronald P. Taylor, W. C. Sutherland, Robert E. Quaid, acct. execs.

RAYMOND SPECTOR CO.

445 Park Ave., New York 22
Tel.: Murray Hill 8-4407

Tv Dept.: Richard G. Blaine, dept. mgr.; F. Dickson Ward, commercial prod. dir.

STAAKE & SCHOONMAKER CO.

Kalamazoo Bldg., Kalamazoo, Mich.
Tel.: 3-1678

Tv Dept.: Carl B. Schoonmaker, own.

CHARLES N. STAHL ADV. AGENCY

6602 Selma Ave., Hollywood 28
Tel.: Hollywood 2-7344

BARTON A. STEBBINS ADV

3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 8-8131

Tv Dept.: A. W. Gudelman, timebuyer, acct. exec.; Nat Jeffras, acct. exec.

Tv Accounts: Certified Grocers, Rutherford Sales Corp., Signal Oil Co. (RN); Brewster's Food Supplement, Sleep-Eze Co. (S).

HAL STEBBINS INC.

714 W. Olympic Blvd., Los Angeles 15
Tel.: Richmond 9-5317

Tv Dept.: Paul Winans, vp.

Tv Accounts: Pfaff Sewing Machine, Speed-O-Knit, Fox West Coast Theatres, Ghirardelli Co., Yami Yogurt (RN-S).

STEINER, TOWERS, DOBRIN & KAUS

221 W. 57th St., New York 19
Tel.: Circle 6-0912

Tv Dept.: Frank Kaus, media dir.

STERLING ADV. AGENCY INC.

535 5th Ave., New York 17
Tel.: Murray Hill 7-3400

Tv Dept.: Alfred B. Udow, timebuyer.

Tv Accounts: Jacqueline Cochran Inc., America Character Doll (S).

STEVENSON & SCOTT LTD.

1260 University St., Montreal, Que.
Tel.: University 6-9361

Tv Dept.: Frank E. Scott, pres.

Toronto, Ont.—100 Adelaide St., W.; Tel.: Empire 3-1166; S. C. Young, mgr.

Vancouver, B. C.—402 W. Pender St.; Roy A. Hunter, mgr.

STILLER-ROUSE & ASSOC.

250 S. La Cienega Blvd., Beverly Hills, Calif.
Tel.: Oleander 5-8550

Tv Dept.: Gil Thomas, tv dir., timebuyer; Selma Stiller, media dir.

Tv Accounts: L.A. Home Builders Institute, Karl's Show Stores (RN).

STOCKTON, WEST, BURKHART INC.

First Natl. Bank Bldg., Cincinnati 2
Tel.: Dunbar 1-5606

Tv Dept.: Ken Snyder, tv dept. dir.; Gary Lee, tv prod. dept. mgr.; Douglas Burch, programming dept. dir.; Dick Sonntag, flm editor.

STOCKWELL & MARCUSE

1407 Industrial Bldg., Detroit 26
Tel.: Woodward 1-4484

Tv Dept.: William H. Stockwell, Phillip R. Marcuse, Donald R. Hodgins, acct. execs.

STODEL ADV. CO.

5611 Melrose Ave., Hollywood 38
Tel.: Hollywood 9-7163

Tv Dept.: Edward C. Stodel, tv dir., exec. producer; Clifford Levine, prod. mgr., timebuyer; Betty King, continuity dir.; Helen Emden, traffic coordinator.

Tv Accounts: Eastern Columbia Dept. Store (chain), Felix Chevrolet Co., Eclipse Springwall Mattresses (western div.), Barr Mfg. Co., Neiman-Reed Lumber & Plywood Co. (Calif. div.), DeWalt Power Shop, Lawson Jewelers (S).

STORM & KLEIN INC.

331 Madison Ave., New York 17
Tel.: Murray Hill 7-4460

Tv Dept.: Allston E. Storm, pres.; Edward Klein, exec. vp.; Arthur J. Klein, tv dir., timebuyer; Lawrence Wisser, George Balterman, vp.'s, acct. execs.

Tv Accounts: Tintex Dyes, Winx Eye Preparations, Manhattan Products (Broil-A-Foil) (S).

STREET & FINNEY INC.

45 W. 45th St., New York 36
Tel.: Circle 6-1700

Tv Dept.: Helen A. Thomas, timebuyer; Howard Miller, prog. dir.; Warren E. Faxon, William G. Johnston, Robert Finney, acct. execs.

Tv Accounts: Colgate-Palmolive Co. (Kan-Kil, Floriant), Eastco Inc. (Expotabs), Merrick Medicine Co. (Percy), Foster-Milburn Co. (Doan's Pills) (S).

STROMBERGER, LA VENE, MCKENZIE

600 S. Lafayette Park Pl., Los Angeles 57
Tel.: Dunkirk 5-2211

Tv Dept.: Harmon O. Nelson, tv dir.; George Anthony, media dir., timebuyer.

Tv Accounts: General Petroleum Corp. (RN-S); Plymouth Dealers Assn. of Southern California (S); Consolidated Foods (Monarch).

BOB STRUBLE & ASSOC.

735 N. Vine St., Hollywood 38
Tel.: Hollywood 4-0249

Tv Dept.: Bob Struble, media dir.; Karen Struble, timebuyer.

Tv Account: Paper-Wafer Reducing Cracker (S).

CHAS. R. STUART CO.

625 Market St., San Francisco 5
Tel.: Douglas 2-2438

Tv Dept.: Janet Lindsay, media dir.; Fred Parke, Dan Lewis, acct. execs.

Tv Accounts: Ferguson Langfield (RN); Bank of America (S).

DANIEL F. SULLIVAN CO.

216 Tremont St., Boston 16
Tel.: Hancock 6-7643

Tv Dept.: Daniel F. Sullivan, pres.

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.

477 Madison Ave., New York 22
Tel.: Murray Hill 8-1600

Tv Dept.: Philip H. Cohen, vp. for tv; Francis Minehan, vp. for all media; Walter Bowe, Jean Carroll, Stephen Suren, John Canning, timebuyers; Frank Reed, bus. mgr.; William R. Stuhler, talent, new prog. development.

Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 2119; John J. VanNostrand, vp. for tv; John G. Cole, asst.

SUPERIOR ADV. INC.

Fort Wayne Bank Bldg., Fort Worth 2, Tex.
Tel.: Anthony 6131

Tv Dept.: John Shoaff, pres.

SUTHERLAND-ABBOTT

234 Clarendon St., Boston 16
Tel.: Kenmore 6-1472

Tv Dept.: Thomas R. Covey Jr., tv dir.; Evelyn Victor, asst. tv dir.

Tv Accounts: Gold Filled Mfrs.'s Assoc. (N); Mass. Blue Cross-Blue Shield (RN); Homelite Corp., American Optical (S).

SWAFFORD & CO

307 S. Robertson Blvd., Beverly Hills, Calif.
Tel.: Bradshaw 2-2784

Tv Dept.: Sherman G. Mulle, vp., tv dir.

SYKES ADV. INC.

617 William Penn Pl., Pittsburgh 19
Tel.: Grant 1-6120

Tv Dept.: R. W. Cooper, Milnor Roberts, E. H. Sykes Jr., acct. execs.

T**TAGGART & YOUNG INC.**

7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108

Tv Dept.: Ray Lewis, tv dir.

TATHAM-LAIRD INC.

64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700

Tv Dept.: George A. Bolas, media dir.; Paul Schlesinger, Roy Boyer, John Singleton, media supervisors; Harold Bennett, Jack Ragel, Don Grasse, James Zitnik, tv mgrs.; John R. Allen, tv prog. dir.; George F. Stanton, asst.

Hollywood 38—1680 Vine St.; Tel.: Hollywood 1-9228; William N. Burch, mgr.

New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Holcomb, mgr.; William Vance, asst. mgr.

Tv Accounts: General Mills, Toni Co. (N-S); Parker Pen Co., Simoniz Co., C. A. Swanson & Sons, Wander Co. (N); Armour & Co., George Wiedeman Brewing Co. (S).

GEORGE TAYLOR ADV. AGENCY

420 Market St., San Francisco 11
Tel.: Garfield 1-6812

Tv Dept.: George Taylor, Carl Christopher Jr., timebuyers, acct. execs.

TAYLOR-PEARSON INC.

1127 Wilshire Blvd., Los Angeles 17
Tel.: Michigan 6303

Tv Dept.: Harry P. Taylor, pres.; Warren A. Pearson, vp.; Charles K. Pearson, treas., media dir.

TECH AGENCY INC.

1004 E. Jefferson Ave., Detroit 7
Tel.: Woodward 2-7367

Tv Dept.: M. M. Winthrop, dir.; V. L. Marcinek, timebuyer.

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Tv Dept.: Arthur A. Porter, vp., media dir.; H. Bart McHugh Jr., vp., talent buyer; Robert W. Ballin, Richard deRochemont, C. Maurice Holland, Edmund C. Rice, cv. vp.'s; James A. Luce, Anne C. Wright, Jayne M. Shannon, timebuyers; Virginia Spragle, talent buyer; William Whited, bus. mgr.

Chicago—410 N. Michigan Ave.; Tel.: Mohawk 4-6700; Peter A. Cavallo, tv dir.; John deBevec, media dir.; Edward Fitzgerald, timebuyer.

Detroit—535 Griswold St.; Tel.: Woodward 2-8890; Eldon W. Hazard, tv rep.

Los Angeles—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Cornwell Jackson, Calvin Kuhl, Stanley Quinn, vp.'s.

San Francisco—320 California St.; Tel.: Garfield 1-3510; Frances Austin, timebuyer.

Tv Accounts: Brillo, Eastman Kodak, Ford Dealers, Lever Bros., Ponds, Scott Paper, J. B. Williams (N-S); Aluminum, Atlantis Sales, Johns-Manville, Pan American, Sylvania (N); Assoc. Hospital Service, Group Hospitalization, Pharmacrast, Shell Chemical, Shell Oil, Alexander Smith, Standard Brands, Staze, United Medical, Ward Baking Co., W. F. Young (S).

TILDS & CANTZ ADV.

6087 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-1157

Tv Dept.: Herb Edelman, tv dir., timebuyer; Walter Tilds, Marvin S. Cantz, E. W. Franke, acct. execs.

Tv Accounts: Republic Heater Corp., Budget Finance Co., J.B.J. Oldsmobile Dealers.

ARTHUR TOWELL INC.

119 Monona Ave., Madison 1, Wis.
Tel.: 6-2668

Tv Dept.: Arthur Towell.

TOWN CRIER AGENCY

Wickham Bldg., Council Bluffs, Iowa
Tel.: 7768

Tv Dept.: D. H. Filbert, N. H. Filbert Jr., ptrns.

TRACY, KENT & CO.

515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Tv Dept.: Philip A. Baecker, tv dir.; Jeff Walker, Frank Hass, acct. execs.

Tv Accounts: Charles & Co., Gristede Bros. Inc., Terry Candy Co., Cadie Chemical Products, Filler Products Inc. (S).

TRACY-LOCKE CO.

2501 Cedar Springs Rd., Dallas 1, Tex.
Tel.: Sterling 4741

Tv Dept.: Lawrence E. DuPont, tv dir.; Paul Girard, asst. tv dir.

Houston 25—2332 W. Holcombe Blvd.; Tel.: Monroe 7-3306.

New Orleans 16—701 Texaco Bldg.; Tel.: Canal 9278.

Tv Accounts: American Brewing Co.; Mrs. Baird's Bread; Borden Co. (So. Div.); Burrus Mills Inc.; Comet Rice Co.; Duncan Coffee Co.; Frito Co.; Imperial Sugar Co.; Reserve Life Ins. Co.; Adleta Co.; Carbisulphoil Co.; Champion Foods; Haggart Co.

TRUM ADV. AGENCY

513 Goodhue Bldg., Beaumont, Tex.
Tel.: 5-5572

Tv Dept.: Ross Wilder, tv dir.

Tv Accounts: Kojak Co. (S).

THE TULLIS CO.

6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 2-6333

Tv Dept.: Howard L. Tullis, pres.; Bernard Swartz, art dir.; Russell J. McCollum, acct. exec.

TURNER ADV. AGENCY

101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426

Tv Dept.: Karl L. Vehe, mgr.

Tv Accounts: O' Cedar Corp., American Marietta Co., Sewall Paint & Varnish Co., Berry Bros. Inc. (S).

U**C. J. ULRICH & ASSOC.**

6674 Northwest Hwy., Chicago 31
Tel.: Newcaste 1-4762

Tv Dept.: C. J. Ulrich, timebuyer, acct. exec.

AGENCIES

UNIVERSAL AGENCY

6000 Sunset Blvd., Hollywood 28
Tel.: Hollywood 4-8218
Tv Dept.: Ellis E. Craig, pres.; Robert J. Dean, ptrn.;
Blaine Riley, art dir.; Kenneth Jensen, acct.
exec.

V

VAN der BOOM, HUNT & McNAUGHTON INC.

672 S. Lafayette Park Pl., Los Angeles 57
Tel.: Dunkirk 2-6204
Tv Dept.: Therese Watkins, media dir.; Don Par-
melee, acct. exec.
Tv Accounts: Mellinger Co. (S).

VANSANT, DUGDALE & CO.

15 E. Fayette St., Baltimore 2
Tel.: Lexington 9-5400
Tv Dept.: Robert V. Walsh, tv dir.; Rita G. East-
man, Douglas Tillett, David N. Martin, copy &
programming; M. M. Steffee, film prod.; Evelyn
K. Huttman, timebuyer; E. E. Cooke Jr., E. W.
Bridgman Jr., R. E. Daiger, D. J. Loden, H. G.
Erck, C. M. Buchanan, J. R. Rodgers, Nicholas
VanSant, Wilbur VanSant, acct. execs.
Tv Accounts: Black & Decker Mfg. Co. (N-S);
American Brewery Inc., American Seed, Anchor
Post Products, Charles D. Briddell, Crosse &
Blackwell Co., H. T. Campbell Sons', Fram Corp.,
Laco Products Inc., Maryland Co-op Milk, Olin
Mathieson, F. S. Royster-Guano Co., San Giorgio
Macaroni, Schluderberg-Kurdle, Sherwood Bros.,
Interstate Bldg. Assn. (S).

VIGNOLLE & POWELL
3400 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 5-2333
Tv Dept.: Marlene Robinson, timebuyer; Maury
Powell, media dir.
Tv Accounts: California Sports Car Club, Gardena
Stadium (S).

VIGOR & POWELL

3400 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 5-2333
Tv Dept.: Marlene Robinson, timebuyer; Maury
Powell, media dir.
Tv Accounts: California Sports Car Club, Gardena
Stadium (S).

CARLO VINTI ADV.

551 5th Ave., New York 17
Tel.: Murray Hill 2-8061
Tv Dept.: Carlo Vinti, timebuyer; Joseph Vinti, acct.
exec.
Tv Accounts: Progresso Foods (RN); Gallo Wine,
De Nobili Cigars, Russo Dairy (S).

W

WADE ADV. AGENCY INC.

6381 Hollywood Blvd., Hollywood 28
Tel.: Hollywood 4-7457
Tv Dept.: Robert E. Dwyer, pres.; Snowden M. Hunt
Jr., vp., media dir.; Edgar C. Pierce, tv oprs.
dir.; Dennis Clark, commercial producer; Frank
Rhylick, copy chief.

GEOFFREY WADE ADV.

20 N. Wacker Dr. Chicago 6
Tel.: State 2-7369
Tv Dept.: Paul McCluer, gen. mgr.; Booth Luck, tv
dir.; Louis J. Nelson, media dir.; David S. Wil-
liams, timebuyer.
New York 17—10 E. 49th St.; Tel.: Plaza 5-4156;
Forrest Owen Jr., mgr.; Henry J. Opperman, tv
comm. sup.
Tv Accounts: Miles Labs. (N-S).

LOUIS E. WADE INC.

204 Paramount Bldg., Fort Wayne 2, Ind.
Tel.: Anthony 6282
Tv Dept.: Richard Katt, tv dir.; Richard D. Morgan,
copy chief; Jeanne Yergens, writer; Ed Wade,
Armand Gemmer, acct. execs.
Tv Accounts: Meyer Drug Co., Wolf Bedding Co.,
American Coal & Supply Co., Gillie Seat Cover
Co., G. E. Bursley & Co., Bluffton Grocery Co.,
DeLuxe Marine Co., Harrington Boat Co., Peo-
ples Trust & Savings Co. (S).

WADSWORTH & WALKER INC.

369 Lexington Ave., New York 17
Tel.: Murray Hill 5-6100
Tv Dept.: Ralph K. Wadsworth, pres.
Miami 46—517 Gerona Ave. (Mail: Box 466, Coconut
Grove, Miami 33); Tel.: Mohawk 7-3666.

HUGO WAGENSEIL & ASSOC. INC.

Talbot Bldg., Dayton 2, Ohio
Tel.: Hemlock 5542
Tv Dept.: Hugo Wagenseil, pres.

HARVEY WALDMAN & ASSOC. INC.

1422 Santee St., Los Angeles 15
Tel.: Richmond 7-5241
Tv Dept.: Martin Klayman, media dir., timebuyer.

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22
Tel.: Grant 1-1900
Tv Dept.: Robert B. Stevens, tv dir., timebuyer;
William E. Burge, asst. tv dir., timebuyer; F. L.
Newmeyer, Frank Orr, acct. execs.
Tv Accounts: Pittsburgh Coke & Chemical Co.
(N-S); Duquesne Brewing Co., Kaufmann's
Dept. Store, Sterling Oil Div. of Quaker State
Refining, Niagara Mfg. & Dist. Co., Hogan Ice
Cream Co. (S).

WALSH ADV. CO. LTD.

44 King St. W., Toronto, Ont.
Tel.: Empire 3-3053
Tv Dept.: Jannie Southan; Muriel Murray.
Montreal—University Tower Bldg.; M. Jean Monte.
Windsor—1787 Walker Rd., Walkerville, Ont.
Tv Accounts: Simoniz (S).

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36
Tel.: Judson 6-0350
Tv Dept.: Stevens P. Jackson, tv dir.; Edward

O'Brien, prog. dir.; Harry Alleva, timebuyer,
commercials supervisor.

Tv Accounts: Dale Dance Studios, Sachs Quality
Stores, Sofia Bros., Davega Stores, Alexander's
Dept. Store, Monarch Buick Corp., Ritz Furs,
Colony Motors, Relaxacizor, Mason & Hamlin
Piano Co., Schane Pontiac Corp., Wing & Fin
Pet Center, Chinchilla Industries, Contour Chair
Inc., Vim Stores (S).

WARWICK & LEGLER INC.

230 Park Ave., New York 17
Tel.: Murray Hill 4-5800
Tv Dept.: William P. Warwick, tv dir.; Joe Gratz,
Robert Steen, asst. tv dirs.; Joseph J. Hudack,
Jerry Molfese, timebuyers; Henry Legler, Lester
M. Malitz, Thomas J. Murray, Vincent Curry,
acct. execs.
Los Angeles 57—2405 W. 8th St.; Tel.: Dunkirk
3-1141; C. E. Staudinger, vp.; Cecil Underwood,
tv dir.

WATTS, PAYNE-ADV. INC.

900 S. Main, Tulsa 3, Okla.
Tel.: Diamond 3-8100
Tv Dept.: Donald S. Mitchell, tv dir.; Benton Fer-
guson, Donald Dyer, Leslie Hauger, acct. execs.;
Charles Arnold, copy-prod. chief; Patricia Tay-
lor, traffic.
Tv Accounts: Okla. Tire & Supply Co.; Tulsa First
Natl. Bank; Bell Oil & Gas Co.; Mid-West Chev-
rolet Co.; Standard Electric Co.; Chili Bowl
Seasoning; Milner Pontiac Co.; Western Chin-
chilla Ex.; Ray Allen Shoes; Burts Ice Cream;
7-Up Bottling Co.

WAXELBAUM ADV. CO.

10 E. 43d St., New York 17
Tel.: Murray Hill 2-7398

WEAVER-GARDNER INC.

Oppenheim Bldg., St. Paul 1, Minn.
Tel.: Capital 4-4715
Tv Dept.: Luther Weaver.

R. W. WEBSTER ADV.

816 W. 5th St., Los Angeles 17
Tel.: Madison 9-2283
Tv Dept.: R. W. Webster, pres.; Richard T. Guppy,
prod., media.

WEILL & EBY INC.

170 Franklin St., Buffalo 2, N. Y.
Tel.: Mohawk 2200
Tv Dept.: JoAnne Rebstock, media buyer.
Toronto 1—250 Adelaide St. W.; Tel.: Empire 4-1175;
Arnold Clare, engr.

MILTON WEINBERG ADV. CO.

6523 Wilshire Blvd., Los Angeles 48
Tel.: Olive 3-2300
Tv Dept.: Jack Parker, tv dir.; Merl O. Bloom.
Tv Accounts: Jim Clinton Men's Clothing; Bill
Benton Men's Clothing; Lee Ltd.; May Co.;
Owl Drug Co.; Home Show; Grayson's; Holly-
wood Turf Club; Calif. Seafood Co. (Sassy Cat
Food); Downtown Businessmen's Assn.; Kur-
lash Corp.; Comar Shoe Stores.

WEISS & GELLER INC.

400 N. Michigan Ave., Chicago 11
Tel.: Whitehall 3-2100
Tv Dept.: Marvin L. Mann, vp., tv dir., sec., talent
buyer.
Beverly Hills, Calif.—9533 Brighton Way; Tel.: Crest-
view 6-7048.
New York—6 E. 45th St.; Tel.: Oxford 7-0414; Bruce
M. Dodge, vp.

WELSH, HOLLANDER & COLEMAN

350 S. Alvarado St., Los Angeles 57
Tel.: Dunkirk 9-1171
Tv Dept.: Henry W. Welsh; A. M. Hollander; Jerry
Coleman.

WENDT ADV. AGENCY

618 Strain Bldg., Great Falls, Mont.
Tel.: 2-8581
Tv Dept.: W. E. Wendt, acct. exec.
Tv Accounts: Great Falls Breweries, Montana Bank,
Montana Physicians' Service (Blue Shield),
North Montana Fair, Beatrice Foods (S).

WERTHEIM ADV. ASSOC.

11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

WESLEY ASSOC.

247 Park Ave., New York 17
Tel.: Eldorado 5-2680
Tv Dept.: J. D. Knap Jr., media dir.
Tv Accounts: Shulton Inc. (S).

WESTERN ADV. AGENCY INC.

4848 Wilshire Blvd., Los Angeles 5
Tel.: Webster 8-2681
Tv Dept.: Ed Lytle, tv dir.
Tv Accounts: Gallenkamp's Shoes (RN-S); Metro-
politan Theaters Inc., Ontra Cafeterias, Paint &
Palette Inc., United Artists (S).

WESTHEIMER & BLOCK

The Chase, 212 N. Kingshighway, St. Louis 8
Tel.: Forest 1-6200
Tv Dept.: Rita Forrester, media dir.
New York 17—7 E. 47th St.; Tel.: Eldorado 5-7785;
Reggie Schuebel, tv dir.

WEST-MARQUIS INC.

1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214
Tv Dept.: John F. McNeely, tv dir.; Arthur M.
Arlett.
Portland, Ore.—1500 SW Taylor; Tel.: Atwater 8511;
Dick Stanton,
San Francisco 3—785 Market St.; Tel.: Garfield
1-1716; Hal Marquis.
Seattle 4—1466 Dexter Horton Bldg.; Tel.: Mutual
1066; S. Nicholson.

WHERRY, BAKER & TILDEN INC.

919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
Tv Dept.: Louis E. Tilden, vp., tv dir.; Clifford E.
Bolgard, timebuyer.

WHITE ADV. AGENCY

2010 S. Utica, Tulsa 20, Okla.
Tel.: 72-2428
Tv Dept.: Perry Ward, tv dir., acct. exec.; Pete
White, Bruce D. Hall, Gordon Gerhardt, acct.
execs.
Hollywood 28—6351 Selma Ave.; Tel.: Hollywood
3-5694; Betty Newell, acct. exec.
Tv Accounts: Doenges Motors, Wilkerson Motors,
Gables Sausage, Safeway Stores, Manning Mit-
chell, Donald Duck Beverages, Sigler Inc., Utica
Square Bank, Crosby Research Institute (S).

ALVIN WILDER ADV.

1090 S. LaBrea Ave., Los Angeles 19
Tel.: Webster 8-2781
Tv Dept.: A. E. Wilder, pres.; Jerry Pomerance,
acct. exec.; Howard Pierce, art dir.; Audrey
Jampol, copywriter.
Tv Accounts: Sealy Mattress Co.; Ken Clark Co.

WILLIAMS & HILL LTD.

4 Albert St., Toronto, Ont.
Tel.: Empire 3-3383
Tv Dept.: Richard H. Hill, tv dir.

WILLIS ADV. LTD.

220 Richmond St. W., Toronto, Ont.
Tel.: Empire 3-2073
Tv Dept.: William Willis, pres.; John Whitehead,
vp.; Victor Snack, timebuyer.
Tv Accounts: Wm. Wrigley Jr. Co. Ltd.; Shirriff's
Ltd.

HARRY G. WILLIS & ASSOC.

404 E. Broadway, Glendale 5, Calif.
Tel.: Chapman 5-3325
Tv Dept.: Harry G. Willis, pres.

THOMAS C. WILSON ADV. AGENCY

33 E. Truckee River Lane, Reno, Nev.
Tel.: 27011
Tv Dept.: Thomas C. Wilson, tv dir., timebuyer, acct.
exec.; Effie Mitchell, timebuyer; Thomas Carson,
Mel Mathewson, Ray Jefferson, acct. execs.
Tv Accounts: Harolds Club; Chism Ice Cream Co.;
First Nat'l Bank of Nev.

WINIUS-BRANDON CO.

1706 Olive St., St. Louis 3
Tel.: Chestnut 1-6380
Tv Dept.: Vernon L. Morelock, vp.; tv dir.; Rosalyn
A. Pietuch, asst. tv dir.; William L. Sanborn,
acct. exec.
Tv Accounts: Carling Brewing Corp., Deep Rock
Oil Corp. (RN).

WOLFE-JICKLING-CONKEY INC.

327 John R St., Detroit 26
Tel.: Woodward 1-1865
Tv Dept.: Alan G. Storey, tv dir.

WOODARD & VOSS INC.

15 Elk St., Albany 7, N. Y.
Tel.: Albany 2-1012
Tv Dept.: Robert Fertig, timebuyer.

WORTMAN, BARTON & SPOHN INC.

345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920
Tv Dept.: Elbert B. M. Wortman, acct. exec.; Hor-
tense Essler, timebuyer.
Tv Accounts: White Castle Hamburger Co. (RN).

Y

YOUNG & RUBICAM INC.

285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000
Tv Dept.: Nat Wolff, vp., tv dir., in chg. prod.;
Joseph A. Moran, vp., assoc. tv dir.; David Levy,
vp. in chg. talent & new progs.; Rodney Erickson,
vp., bus. mgr.
Chicago 1—333 N. Michigan Ave.; Tel.: Financial
6-0750; William Wilson, tv mgr.; Marion Reuter,
timebuyer.
Detroit 26—645 Griswold St.; Tel.: Woodward 1-0067.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Holly-
wood 9-2734; Walter Bunker, vp. in chg. tv.
London, Eng.—Roxburgh House, 285 Regent St.,
W.I.; Tel.: Regent 0211.
Los Angeles 17—611 Wilshire Blvd.; Tel.: Madison
6-7641; Jack W. Smock, vp. in chg.; George K.
Allison, media dir.; Julie Herell, timebuyer.
Mexico, D.F.—Avenida Juarez 117; Tel.: Erickson
10-49-00.
Montreal, Que.—660 St. Catherine St. W.; Tel.: Pla-
teau 4691.
San Francisco 4—235 Montgomery St.; Tel.: Douglas
2-6977; E. A. Merrill, vp.; James R. McManus,
timebuyer; Winton R. Smith, media dir.
Toronto 1, Ont.—44 King St. W.; Tel.: Empire 3-5035
Tv Accounts: General Foods, Thos. J. Lipton Inc.,
Gulf Oil Co., Bristol-Myers Co. (N-S); Reming-
ton Rand (N); Duffy-Mott Co., Singer Sewing
Machine Co. (RN-S).

Z

ZIMMER, KELLER & CALVERT INC.

28 Adams Ave., Detroit 26
Tel.: Woodward 1-9151
Tv Dept.: C. D. Vortinan, media dir.

THE TELEVISION CODE OF THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

(Effective March 1, 1952, Second edition March 1954)

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

1. Commercial television provides a valuable means of augmenting the education and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.
2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.
3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.
4. In furthering this realization, the television broadcaster:
 - a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
 - b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
 - c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

- a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood

only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derivative of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review Board (see *Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities*) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs the rites are accurately presented and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided (see *Contests, page 346*).

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sports programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm (see *News*).

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided. x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) Treatment of animals. The use of animals, both in the production of television programs and as a part of television program content, shall at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (*Attention is called to the general items listed under Acceptability of Program Materials.*) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The costuming of all performers shall be within the bounds of propriety and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the position assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times pictorial and verbal material

for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.
7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.
8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.
9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.
2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views or public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.
2. The provision of time for this purpose should be guided by the following principles:
 - a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.
 - b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balance schedule adequate opportunity for religious presentations.
2. The following principles should be followed in the treatment of such programs:
 - a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.
 - b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.
 - c) Religious programs should be presented by responsible individuals, groups and organizations.
 - d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.
3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

Presentation of Advertising

1. Ever mindful of the role of television as a guest in the home, a television broadcaster

should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:

- a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.
- b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cowcatcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.
- c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.
- d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.
- e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.
- f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.
- g) A charge for television time to churches and religious bodies is not recommended.

Acceptability of Advertisers and Products—General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:
 - a) The advertising of hard liquor should not be accepted.
 - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.
 - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
 - d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.
 - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading or character-reading is not acceptable.
 - f) Because all products of a personal nature create special problems, such products, when

accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

- g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.
2. Diligence should be exercised to the end that that advertising copy accepted for telecasting complies with pertinent Federal, state and local laws.
3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:
 - a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.
 - b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.
2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.
3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.
4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsors' product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (See *Time Standards for Advertising Copy, below.*)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.
2. A final date for the termination of an offer should be announced as far in advance as possible.
3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.
4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.
5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.
6. Premiums should not be approved which appeal to superstition on the basis of "luckbearing" powers or otherwise.

Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)	
	News Programs Day and Night	All Other Programs Class "A" Time All Other Hrs.
5	1:00	1:15
10	1:45	2:10
15	2:15	3:00
25		2:50
30		3:00
45		4:15
60		4:30
		6:00
		7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trademark or slogan may be used only incidentally. They should not intrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or

other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

The official name of the Code is **The Television Code of the National Association of Radio and Television Broadcasters**. It was enacted effective March 1, 1952 by the Television Board of Directors of the NARTB in accordance with the Association By-Laws, which read as follows: "Television Board. The Television Board is hereby authorized:— (4) to enact, amend and promulgate standards of practice or codes for its television members and to establish such methods to secure observance thereof as it may deem advisable;—". The administration of the Code is delegated to the Television Code Review Board, composed of five members appointed from among telecasts licensees to two-year terms by the president of the NARTB, subject to confirmation by the Television Board of Directors. Its responsibilities include, among others, the defining and interpreting of words and phrases in the Code, the maintenance of appropriate liaison with responsible organizations, institutions and the public, as well as the screening and clearing of correspondence concerning television programming.

In addition to the substantive provisions of the Code contained in the present volume, the details of the regulatory and procedural functions of the Code and the Code Review Board may be found in the volume entitled **Regulations and Procedures of the Television Code**.

MAJOR AWARDS AND CITATIONS

AMERICA'S DEMOCRATIC LEGACY AWARDS for outstanding contributions for a better America, silver medallions given annually to individuals and organizations. For details contact Benjamin R. Epstein, executive director, Anti-Defamation League of B'nai B'rith, 212 Fifth Ave., New York 1, N. Y.

For latest awards, see B.T., May 16, 1955.

BETTER UNDERSTANDING AWARDS for "outstanding contributions to the betterment of British-American relations," sterling silver boxes, trophies and citations, presented annually to radio-tv commentators (and journalists). For details, contact Roger Hawthorne, English-Speaking Union, 19 E. 54th St., New York 22, N. Y.

For latest awards, see B.T., June 21, 1954.

CHRISTOPHER AWARDS to "individuals whose work reflects positive values and shows how a person can use his God-given talent for the benefit of all," bronze medallions presented semi-annually in tv to producer, director and writer of winning programs (also given in other entertainment fields). For information, write Father James Keller, The Christophers, 18 E. 48th St., New York 17, N. Y.

For latest awards, see B.T., May 16, 1955.

DAR AWARD to tv and radio for programs emphasizing historical appreciation, educational training and patriotic service. Plaque for outstanding national program presented annually. For details, contact Mrs. Edwin H. Lotz, national chairman, radio and television, Daughters of the American Revolution, 1776 D St., N. W., Washington, D. C.

For latest awards, see B.T., April 25, 1955.

HARRY DIAMOND MEMORIAL AWARD to "a person in government service for outstanding contributions in field of radio or electronics," scroll, presented annually at IRE convention in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1955.

ALFRED I. DUPONT AWARDS for "meritorious service to the American people," a plaque and \$1,000 in cash presented each March to one large radio or tv station, one small station and one commentator. For details, con-

tact O. W. Reigel, curator, Alfred I. duPont Awards Foundation in Radio & Television, Washington & Lee U., Lexington, Va.

For latest awards, see B.T., March 28, 1955.

EDUCATION WRITERS ASSN. AWARDS for reporting and interpretation in field of education, bronze plaques awarded for reportorial and editorial material from radio, tv, newspapers and magazines. For details, contact Joseph Deitch, sec., Education Writers Assn., 525 W. 120th St., New York 27, N. Y.

EMMY AWARDS to tv stations, networks, individuals for outstanding achievements in tv programming. Statuettes, presented annually at dinner in Hollywood, to winners selected by membership of Academy of Television Arts & Sciences, a "non-profit corporation dedicated to the advancement of tv." For details, contact Isabelle Pantone, 6525 Sunset Blvd., Hollywood 28, Calif.

For latest awards, see B.T., March 14, 1955.

FARM SAFETY AWARDS for outstanding farm safety education, certificates given to radio and tv stations (also farm papers) each year in conjunction with the Chicago convention of the National Assn. of Television & Radio Farm Directors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., Nov. 29, 1954.

FREEDOM AWARDS for contributions to the American way of life, cash and medals, presented each Feb. 22 at Valley Forge for outstanding radio and tv programs of previous year. For details, contact Ken Wells, exec. vp., Freedoms Foundation, Inc., Valley Forge, Pa.

For latest awards, see B.T., Feb. 28, 1955.

GENERAL FEDERATION OF WOMEN'S CLUBS AWARDS for outstanding tv and radio programs in the following activities: news, education, children's, promotion of individual responsibility, meeting the problems of juvenile delinquency, stressing spiritual values; certificates, presented annually at the federation's national convention. For details contact the federation's communications chmn., Mrs. Dexter O.

Arnold, 6 Dearborn Rd., Concord, N. H. For latest awards, see B.T., May 30, 1955.

GOLD MEDAL AWARDS for "outstanding public service in fire prevention and fire safety," gold medals (cash equivalent of \$500 for each winner) and citations, given annually to radio and tv stations, daily and weekly newspapers. Full details available from the National Board of Fire Underwriters, 85 John St., New York 38, N. Y.

For latest awards, see B.T., April 4, 1955.

GOLDEN MIKE AWARDS for best patriotic program, best all-around family program and most wholesome children's program on tv (also same for radio), golden microphones awarded annually. For details, contact Layton K. Hurst, radio-tv dir., American Legion Auxiliary, Indianapolis 17, Ind.

For latest awards, see B.T., Sept. 6, 1954.

HALL OF FAME AWARDS, made posthumously to those who have made outstandingly significant contributions to the art of radio broadcasting, and citations to living leaders in the radio industry, presented at the annual dinner of the Radio Pioneers—held in conjunction with the NARTB convention. For details, contact the Hall of Fame Awards chmn. of Radio Pioneers, William S. Hedges, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

For latest awards, see B.T., May 30, 1955.

HEADLINER AWARDS for outstanding work by news staffs of radio and tv stations and networks (as well as newspapers, magazines and newsreels), silver medallions, presented each June in Atlantic City for achievements in previous calendar year. For details contact Mall Dodson, exec. sec., Headliners, 2307 Boardwalk, Atlantic City, N. J.

For latest awards, see B. T., April 25, 1955.

SIDNEY HILLMAN FOUNDATION AWARDS presented annually for outstanding work in radio, tv, journalism, magazine and book fields. Each winner receives \$500 cash and a scroll. For details contact Howard D. Samuel, exec. dir., Sidney Hillman Foundation, 15 Union Square, New York 3, N. Y.

For latest awards see B.T., April 25, 1955.

HUMAN RELATIONS AWARDS for fighting bigotry and promoting good will among America's racial and religious groups, citations presented annually during Brotherhood Week in February for radio and tv programs, advertising campaigns, cartoons, editorials, photographs and motion pictures, magazine articles and books. Details may be obtained from Media Awards Committee, National Conference of Christians and Jews, 381 Fourth Ave., New York 16, N. Y.

For latest awards, see B.T., Feb. 14, 1955.

IRE FOUNDERS AWARD "bestowed on special occasions to outstanding leaders in the communication and electronics field," bronze medal. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 29, 1954.

IRE MEDAL OF HONOR "in recognition of outstanding scientific and engineering achievements in communications and electronics," medal presented each year at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1955.

LOOK AWARDS for "best" tv programs (drama, variety, public affairs, news, educational, children's, religious, sports, quiz or panel) and for best comedian or comedy team, producer, director, master of ceremonies. Awards are citations and plaques, presented annually with winners selected by poll of tv editors. For details, contact Esther Burke, prom. depart., Look, 488 Madison Ave., New York 22, N. Y.

For latest awards, see B. T., Dec. 13, 1954.

MORRIS LIEBMAN MEMORIAL PRIZE "for a recent important contribution to the radio art," cash award, made annually at IRE Convention in March. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1955.

MCCALL'S AWARDS TO WOMEN IN RADIO & TV for outstanding public

service to the community, seven eight-inch golden microphones given annually to three women broadcasters, three women radio or tv executives and one overall award. Presentations are made during national convention of American Women in Radio & Television. For details, contact Frank Hogan, mgr. pub. rel., McCall's Magazine, 230 Park Ave., New York 17, N. Y.

For latest awards, see B.T., Dec. 27, 1954.

NAB COMMERCIALS AWARDS for outstanding broadcast commercials selected by a professional industry committee of broadcasters, producers and advertising executives; shields, to be presented at the annual fall convention of National Audience Board. For details, contact Mrs. Florence Thalheimer, Southern California chapter chmn., Room, 208, 239 1/2 S. Beverly Drive, Beverly Hills, Calif.

NAFBAT AWARDS for outstanding radio and tv network programs in a dozen categories, certificates, presented annually around first of the year. For details, contact Mrs. Clara Logan, pres., National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles 5, Calif.

For latest awards, see B.T., Feb. 14, 1955.

NEW YORK ART DIRECTORS CLUB AWARDS for most artistic tv commercials (also for art in other media), medals and citations presented annually to art directors responsible for winning entries. For details contact Winifred Karn, Art Directors Club, 115 E. 40th St., New York 16, N. Y.

For latest awards see B.T., June 13, 1955.

OHIO STATE IERT AWARDS for educational radio and tv programs, certificates presented each April at the American Exhibition of Educational &

Television Programs, held in Columbus, Ohio, in conjunction with the annual Ohio State University Institute for Education by Radio-Television. For details, contact Dr. I. Keith Tyler, dir., Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio.

For latest awards, see B.T., April 18, 1955.

OVERSEAS PRESS CLUB OF AMERICA AWARDS for best consistent radio reporting from abroad of foreign affairs; best consistent tv presentation of foreign affairs; best radio interpretation of foreign news; best consistent press reporting from abroad on foreign affairs; best press interpretation of foreign news; best photographic reporting from abroad on foreign affairs and best consistent reporting of domestic or United Nations origin which has effect on foreign affairs. Plaques, given annually. For further details contact Louis Lochner, pres., Overseas Press Club of America, 35 E. 39th St., New York 17, N. Y.

For latest awards, see B.T., May 2, 1955.

GEORGE FOSTER PEABODY AWARDS, "to recognize the most distinguished and meritorious public service rendered each year by radio and television," presented each spring to individuals and organizations. Details available from John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

For latest awards, see B.T., April 11, 1955.

GEORGE POLK MEMORIAL AWARDS for outstanding reporting for radio, television and newspapers, gold plaques, given annually. For details, contact Dr. Theodor E. Kruglak, chmn., Journalism Dept., Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y.

For latest awards, see B. T., March 14, 1955.

PUBLIC INTEREST AWARDS for safety education, certificates given annually to radio and tv stations and networks (also to other media and to advertisers). For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 9, 1955.

RTNDA AWARDS for outstanding news operation by a radio station (also tv) and for outstanding special event coverage, gold trophies, presented annually at the Radio-Television News Directors Assn. convention banquet. For details, contact Baskett Mosse, Medill School of Journalism, Northwestern U., Evanston, Ill.

For latest awards, see B.T., Nov. 22, 1954.

SATURDAY REVIEW AWARDS for distinguished examples of institutional advertising in the public interest, citations, given annually to advertisers in the broadcast media (also in print). For details, contact William D. Patterson, assoc. publisher, *The Saturday Review*, 25 W. 45 St., New York 36, N. Y.

For latest awards, see B.T., Aug. 2, 1954.

SIGMA DELTA CHI AWARDS for distinguished service in journalism, scrolls presented annually to individuals for outstanding broadcast newswriting and reporting and to stations or networks for outstanding public service in broadcast journalism (also given in newspaper and magazine categories). For award information contact Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill.

For latest awards, see B.T., April 25, 1955.

ALFRED P. SLOAN AWARDS for the promotion of traffic safety, plaques given annually by the Sloan Foundation to radio and tv station and networks and sponsors. For details, contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 23, 1955.

SYLVANIA TELEVISION AWARDS for "distinguished contributions to creative television techniques," trophies, presented annually to stations, networks, sponsors and their advertising agencies by Sylvania Electric Products. For details, contact Sylvania Television Awards, 655 Madison Ave., New York 21, N. Y.

For latest awards, see B.T., Dec. 6, 1954.

BROWDER J. THOMPSON MEMORIAL PRIZE AWARD to author under 30 of paper published by IRE constituting the "best combination of technical contribution and presentation of subject," cash award, made annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1955.

VLADIMIR K. ZWORYKIN TELEVISION PRIZE AWARD to an IRE member for "important technical contributions to electronic television," citation and cash award, presented annually at March convention of IRE. For details, contact E. W. Gannett, Institute of Radio Engineers, 1 E. 79th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1955.

SIGNIFICANT TELEVISION STORIES DURING 1954-55

As Reported in BROADCASTING-TELECASTING

July 5, 1954—NARTB and Television Advertising Bureau drop plans to establish rival organizations for the promotion of television and agree to combine their efforts.

July 5—John C. Doerfer appointment to full seven-year term as an FCC Commissioner is unanimously confirmed by Senate.

July 5—Concern expressed about military encroachment on private enterprise as first tv station to be operated by Armed Forces is officially dedicated at Limestone (Me.) Air Force Base.

July 12—Senate Communications Subcommittee begins study of uhf problem by hearing views of FCC members in closed session. Anticipated palliative moves: lifting of 10% excise tax on uhf receivers, raising five-station limit on tv station ownership to allow for addition of two uhf stations, creation of study group to seek long-range solution.

July 12—Total of 7,713 color tv receivers were produced during first five months of 1954, RETMA announces.

July 12—President Eisenhower joins National Safety Council in thanking broadcasters for their part in keeping July 4th holiday traffic deaths below pre-holiday estimates.

July 12—CBS-Hytron demonstrates 19-inch tv color tube, predicts industry will produce 50-60,000 large-screen color tubes by end of year. CBS stock hits new high.

July 12—Young & Rubicam-United Productions of America tv film commercial for Instant Jello Pudding wins gold medal award of Art Directors Club of New York.

July 19—NLRB ruling that broadcast stations grossing under \$200,000 a year are not subject to Federal labor laws raises new labor-relations questions for station management.

July 26—Report on progress of educational tv in two years since end of freeze shows that of 251 channels set aside for education, only 77 have been applied for and only 7 educational stations are in operation.

Aug. 2—Tv network gross time sales for first half of 1954 total \$149,984,469, up 42.9% from first six months of 1953, according to Publishers Information Bureau records. NBC predicts total volume of tv advertising—network, spot and local—will be \$930 million for 1954, \$1,300 million for 1955 and \$1,900 million for 1956.

Aug. 2—Legal compulsion for broadcasters to provide equal time to all political candidates should be removed and station licensees allowed to use their own judgment on allotment of political time, FCC Commissioner Robert E. Lee proposes in talk at National Press Club.

Aug. 2—Ford Foundation reports making grants

totaling \$9 million for establishment of educational tv stations in last three years.

Aug. 9—Satellite uhf stations, not originating any local programs but merely rebroadcasting programs of other stations, to be permitted under order adopted by FCC (Comr. Hennock dissenting).

Aug. 9—Arguments for giving radio-tv equal access with other news media to open Congressional committee hearings are propounded by representatives of networks, NARTB and Radio-TV Correspondents Assn. in testimony before a Senate rules subcommittee.

Aug. 9—Senate Commerce Committee will hold full-scale investigation of television broadcasting, Chairman John W. Bricker announces.

Aug. 9—Lone Ranger, 22-year old radio-tv property, sold for \$3 million, reportedly top price, by George W. Trendle to Jack D. Wrather, Mazie Wrather (KFMB-AM-TV San Diego) and John L. Loeb & Assoc.

Aug. 16—Role of tv in future warfare is demonstrated in maneuvers at Fort Meade, Md., where video coverage brings battle action into command headquarters.

Aug. 16—Hoag-Blair Co. organized by John Blair and Robert Hoag to represent tv stations located outside major markets.

Aug. 23—Robert F. Jones, former FCC commissioner, named as head of Senate investigation of tv network-uhf problems. Harry Plotkin, former FCC assistant-general counsel, appointed special staff member representing Democratic minority of Senate Interstate & Foreign Commerce Committee.

Aug. 23—Super color shows, with time-and-talent costs up to \$300,000 each, scheduled by NBC-TV and CBS-TV for fall-winter presentation on every-fourth-week basis; all five series (three NBC-TV, two CBS-TV) fully sponsored.

Aug. 23—House Commerce Committee lets Bryson bill to ban liquor advertisements die, but asks broadcasters to curtail commercials for beer and wine and to submit progress report by Jan. 1, 1955.

Aug. 23—FCC authorizes "budget" tv station by awarding ch. 10 in Scottsbluff, Neb., to KFBC-TV (ch. 5) Cheyenne, Wyo., whose programs will be substantially rebroadcast through off-the-air pickup by Scottsbluff economy operation.

Aug. 23—KFSD-AM-TV San Diego sold for \$2.8 million to KFSD Inc., new firm whose controlling owner is Fox, Wells & Co., New York investment firm, about 30% owner of WWOR-TV Worcester, Mass.

Aug. 30—B.T. annual preview of fall-winter tv business predicts advertisers will spend \$60 million a month for tv time.

Aug. 30—Eastman Kodak Co. signs as sponsor of first color film series on tv, *Norby* on NBC-TV.

Aug. 30—More than 75% of nation's tv stations offer some sort of merchandising service to advertisers, second annual Kenyon & Eckhardt survey reveals.

Sept. 13—George E. Sterling resigned as FCC Commissioner, to retire Sept. 30 after 31 years of government service.

Sept. 13—FCC rules political candidates are entitled to same rates, discounts and other conditions as regular commercial advertisers in radio and tv.

Sept. 20—FCC amends multiple ownership rule to permit ownership of five vhf and two uhf stations by single entity.

Sept. 20—First color spectacular of NBC-TV, *Satins and Spurs*, starring Betty Hutton, gets mixed reviews.

Sept. 20—FCC starts hearing on renewal of license of WICU(TV) Erie, Pa., with charges that station's owner, Edward Lamb, lied when he denied ever having had communist ties.

Sept. 20—Skiatron Tv Inc. asks FCC to authorize its Subscriber-Vision system of toll tv, but for uhf stations only for first three years.

Sept. 20—RCA demonstrates 21-inch color tv picture tube and new compact all-channel color receiver, scheduled to be in production in quantity by early 1955.

Sept. 20—Rights and obligations of broadcasters during political campaigns are stated in question and answer form by FCC.

Sept. 20—Tv program costs climb and climb, with talent costs for network nighttime tv shows alone amounting to all-time high of \$3.2 million a week, B.T. compilation reveals.

Sept. 27—National survey made by Alfred Politz Research Inc. for BAB and the radio networks and supervised by Advertising Research Foundation finds 27,600,000 homes—58.1% of all U.S. households—with 28,450,000 tv sets in working order.

Oct. 4—Auto workers plan advertising campaigns utilizing \$64.5 million worth of tv and radio time, a B.T. survey reveals.

Oct. 4—George C. McConaughy becomes chairman of the FCC.

Oct. 4—CBS sells 45% interest in KQV Pittsburgh to Earl F. Reed and Irwin D. Wolf for \$236,250, as first move to dispose of minority station holdings.

Oct. 11—Veteran tv families spend more time viewing than do new set owners, Cunningham & Walsh finds in seventh annual "Videotown" study.

Oct. 11—Uniform libel law designed to protect broadcasters from liability for broadcast statements of political orators is drafted by Council of State Governments for submission to state legislatures.

Oct. 11—Washington Post Co., 55% owner of WTOP-AM-FM-TV, buys CBS minority interest for \$3.5 million.

Oct. 25—CBS buys its first uhf station, WOKY-TV (ch. 19) Milwaukee.

Oct. 25—TV's total broadcast revenue for 1953 totaled \$432.7 million, 33% up from 1952, FCC reports.

Oct. 25—Vitapix and Guild Films agree on plan for Guild to produce, sell and distribute film programs for tv with Vitapix handling station relations, research and time clearance.

Oct. 25—Self regulation is improving tv programs, no censor is needed, industry spokesmen tell Senate Subcommittee on Juvenile Delinquency.

Oct. 25—WATV(TV) Newark includes circulation guarantee in new rate card.

Oct. 25—Theatre Owners of America (motion picture theatre group) organizes to oppose toll tv.

Nov. 1—Election eve telecasts climax turbulent mid-term campaign.

Nov. 1—First televised cabinet meeting makes political and tv history.

Nov. 1—Most retailers think national advertisers should use tv as best way to help sales, Institute of Communications Research survey shows.

Nov. 1—Ten months after filing of applications, FCC approves Storer Broadcasting Co. purchase of Empire Coil Co., owner of WXEL(TV) Cleveland and KPTV(TV) Portland, Ore. (Comrs. Robert T. Bartley and Frieda Hennock dissenting).

Nov. 1—KQV Pittsburgh sold to Tele-Trip Policy Co. for about \$700,000.

Nov. 1—All-Industry Local Tv Music License Committee, which for five years handled negotiations for ASCAP tv licenses, mailed final report to its supporting stations, plus unprecedented notice that 48% of the contributions will be refunded.

Nov. 1—UNESCO plans worldwide tv documentaries, compiled from and distributed to all cooperating nations.

Nov. 8—Oliver Treyz, director of ABC Radio Network, resigns to become president of Television Bureau of Advertising, all-industry promotion organization.

Nov. 8—Storer Broadcasting Co., owner of multiple am, fm and tv stations, challenges right of FCC to set limit on number of stations an entity can own in U.S. Court of Appeals in Washington, D. C.

Nov. 8—Europe will have 90 tv stations by end of 1955, technical director of North West German Radio estimates.

Nov. 15—Broadcasters endorse FCC proposal to permit tv stations to construct and operate intercity relays; phone companies oppose.

Nov. 22—CBS buys WSTV-TV Steubenville, Ohio, for \$3 million as Pittsburgh outlet; April 10, 1955, set as deadline for FCC approval.

Nov. 22—Extending satellite policy to vhf, FCC authorizes re-establishment of KTRE-TV(ch. 9) Lufkin, Texas, to rebroadcast programs of KPRC-TV(ch. 2) Houston (Comr. Hennock dissenting).

Nov. 29—CBS announces Extended Market Plan, to extend tv network service to small-market stations at prices advertisers will go for.

Dec. 6—Westinghouse Broadcasting Co. buys WDTV (TV) Pittsburgh for record \$9.75 million. WJAS Pittsburgh tries to block transfer of WSTV-TV Steubenville to CBS. WTRI(TV) Albany protests CBS affiliation with WROW-TV Albany.

Dec. 13—Syndicated film tv programs attract all types of advertisers to sell all types of products to all types of viewers, B.T survey finds.

Dec. 6—WBRE-TV(ch. 28) Wilkes-Barre, Pa., completes installation of first million-watt telecasting equipment.

Dec. 20—Sen. Harley M. Kilgore, upcoming chairman of Senate Judiciary Committee, proposes investigation of monopolistic practices in radio and tv, asks Howard L. Chernoff, broadcast consultant, to serve as probe consultant.

Dec. 20—BBDO was top tv agency in 1954, spending \$46 million in that medium for its clients. B.T survey reveals. Young & Rubicam was close second, with \$45 million; J. Walter Thompson Co. third, \$38 million.

Dec. 20—C. E. Hooper, broadcast ratings pioneer, dies in freak mishap.

Dec. 20—Norman (Pete) Cash joins Television Bureau of Advertising as station relations director as tv sales promotion organization launches nationwide membership campaign.

Dec. 20—KPIX(TV) San Francisco charges sabotage in connection with NABET strike.

Dec. 20—CBS licenses RCA to use color tv tube patents.

Dec. 20—Horace Lohnes, veteran broadcast attorney, dies of heart attack.

Dec. 27—Advertising Research Foundation proposes standards for broadcast audience measurements.

Dec. 27—MCA-TV acquires all United Television Programs properties in \$1 million deal.

Jan. 3, 1955—Only 3% of all tv programs are sponsored by beer and wine advertisers, NARTB survey discloses.

Jan. 3—Ziv Television Programs Inc. purchases American National Studios for \$1.4 million for production of tv film programs.

Jan. 3—DuMont plans major cut-back in live network programming and introduction of live-film system providing high quality programming and advertising service at greatly reduced cost.

Jan. 3—As Democratic-controlled 84th Congress convenes, Senator Warren G. Magnuson succeeds Sen. John W. Bricker as chairman of Senate Interstate & Foreign Commerce Committee and so takes charge of the committee's investigation of tv's problems, notably networks and uhf-vhf.

Jan. 3—Rep. Sam Rayburn, incoming House speaker, arouses storm of protest by forbidding tv coverage of House committee hearings.

Jan. 3—As 1955 began there were 421 tv stations in operation (including nine non-commercial stations) in 279 cities in the U.S. and its possessions, including two Mexican border stations. Total tv sets are estimated at 34.8 million.

Jan. 10—Hearst Corp. buys WTVW(TV) (ch. 12) Milwaukee for \$2 million.

Jan. 10—NBC acquires its first uhf tv station, WKNE-TV (ch. 30) New Britain, for \$606,000.

Jan. 17—FCC's proposed rule-making to provide split-channel assignments for vehicular radio stations (non-broadcast) gives hint of possible telecommunication crisis which might entail allocations overhaul and diversion of part of vhf band to military.

Jan. 24—Reruns of tv films get almost as high a share of audience as the original telecasts, according to a Nielsen analysis.

Jan. 24—Five tv and radio stations of Meredith Publishing Co. become CBS affiliates, two weeks after losing CBS-TV to Gene Autry in Phoenix. Joining CBS are WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, WHEN-AM Syracuse. WHEN-TV is already affiliated with CBS.

Jan. 24—Paul F. Harron, owner of WIBG-AM-FM Philadelphia, buys WDEL-TV Wilmington, Del., from J. Hale Steinman and John F. Steinman for \$3,712,500.

Jan. 24—President's news conference, heretofore the exclusive prerogative to pen-and-pencil reporters, is opened to tv film cameras.

Jan. 31—Harry M. Bitner and son, Indiana-Michigan broadcasters, buy WTCN-AM-TV and WMIN-TV (both tv stations sharing time on ch. 11) Minneapolis-St. Paul for \$3 million.

Jan. 31—Zanesville Publishing Co., owner of WHIZ-AM-TV Zanesville, Ohio, buys WTAP(TV)(ch. 9) Parkersburg, W. Va., for \$200,000.

Feb. 7—Sen. Warren G. Magnuson, chairman, Senate Commerce Committee, releases memorandum prepared by Harry M. Plotkin, Democratic counsel to the committee, recommending radical restrictions on networks and a reduction in multiple station ownership; sent the memorandum to the FCC and Dept. of Justice for action; announced the committee had earmarked \$75,000 for its tv probe.

Feb. 7—B.T looks at the record, finds more than two dozen Congressmen have personal stakes in broadcasting through own or families' stock holdings in tv and radio stations.

Feb. 7—Four tv networks in 1954 grossed \$320,154,274 in time sales, a rise of 40.7% over the 1953 gross of \$227,585,656, according to Publishers Information Bureau.

Feb. 7—Guild Films Co. and Motion Pictures for Television sign agreement for new Guild subsidiary, MPTV Films Inc. to acquire \$13 million in tv exhibition contracts for MPTV feature-length films.

Feb. 7—ABC Film Syndications Inc. acquire exclusive distribution rights to \$5 million worth of tv films, including *Douglas Fairbanks Presents, Sheena, Queen of the Jungle, Life Can Be Beautiful*.

Feb. 7—TvB reports more than 100 tv stations signed as charter members.

Feb. 7—WTRI(TV) Albany (ch. 35) suspends operations following loss of CBS-TV affiliation, which on

Feb. 1 shifted to WROW-TV (ch. 41).

Feb. 14—FCC issues notice of rule-making on subscription tv, inviting comments by May 9, replies by June 9.

Feb. 14—Sales of tv sets at retail totaled 7,317,034 in 1954, nearly a million more than in 1953, RETMA reports.

Feb. 14—John C. Mullins and Frank Leu buy KBTM (TV)(ch. 9) Denver for \$1 million from W. D. Pyle and associates.

Feb. 21—Sen. John W. Bricker, ranking Republican member of Senate Commerce Committee, releases report of Robert F. Jones, Republican counsel to the committee, deploring network practices and the plight of uhf, as did the Plotkin Memorandum, but recommending further study, where Mr. Plotkin called for immediate action.

Feb. 21—CBS tells how it selects affiliates, making public its answer to a question asked of all networks by Mr. Jones. All answered but the others kept their replies confidential.

Feb. 21—Twentieth Century-Fox appropriates \$1 million to convert old studios for tv film production.

Feb. 28—U.S. Court of Appeals for the District of Columbia rules that FCC cannot set an arbitrary limit on number of stations one entity can own in action brought by Storer Broadcasting Co.

Feb. 28—NBC President Sylvester L. (Pat) Weaver inaugurates new B.T exclusive feature as first interviewee of B.T editors in recorded session. Mr. Weaver gives an authoritative view of what lies ahead for tv and radio.

Feb. 28—Bing Crosby Enterprises demonstrates its color video tape, said to achieve 65%-75% color fidelity. Company expects to have color equipment on market commercially within 18 months.

Feb. 28—McClatchy Broadcasting System, in brief filed with U.S. Court of Appeals in Washington, challenges right of FCC to deny a tv grant to an applicant found superior in all respects save newspaper ownership. American Newspaper Publishers Assn. participates as friend of court.

Feb. 28—RCA grossed record \$941 million in 1954, annual report shows. Westinghouse hit \$1.6 billion in 1954, also a record.

March 7—Stations are ready for color but public lacks sets, B.T survey shows.

March 7—FCC proposes to close tv back door approach to major markets by keeping transmitters within five miles of assigned city.

March 7—FCC decides to appeal decision knocking out its power to limit multiple ownership of tv and radio stations.

March 14—Procter & Gamble Co. was top tv network client in 1954, using \$23,701,228 worth of time (gross) during year, Publishers Information Bureau records show.

March 14—NBC gets second uhf (and becomes first network to acquire full quota of five vhf and two uhf stations) by buying WBUF-TV(ch. 17) Buffalo for \$312,000.

March 14—Triangle Publications Inc. buys WNBFA-AM-TV (ch. 12) Binghamton, N.Y., for \$3 million. TPI already owns WFIL-AM-FM-TV Philadelphia.

March 14—New York broadcasters (24 radio and tv stations) subscribe to seven-point code designed to halt "bait-switch" advertising.

March 14—Colorcast of *Peter Pan* on NBC-TV reaches 65 million viewers, gets rave reviews; Yuletide repeat is planned.

March 21—First aid for foundering tv stations to be provided by National Affiliated Television Stations, organized by General Electric Co., which will provide financial assistance, and National Telefilm Assoc., to supply programming, with management and sales help also available. NATS also seen as possible "film network."

March 21—FCC asks Congress to let it investigate tv network "economics and operation."

March 21—Senate confirms appointment of George C. McConaughy as FCC chairman.

March 28—DuMont unveils "Electronicam" combination movie-tv camera to provide high quality programs on film, eliminating cable costs.

March 28—Sunbeam Corp. allocates \$3 million of 1955-56 ad budget for tv.

March 28—MCA-TV gets tv distribution rights to 123 feature films produced by Republic Pictures Corp. at cost of \$23 million.

March 28—Sidney Davis, "trust-busting" attorney, appointed majority counsel for Senate Commerce Committee's investigation of tv networks and the uhf-vhf problem.

March 28—FCC asks Congress to amend Sec. 309(c) of the Communications Act, the so-called "protest rule," which Commission claims is being used by existing stations to delay competition.

March 28—Arkansas law requiring county zoning standards to comply with those of U.S. Air Force for military airports is called unconstitutional by NARTB.

March 28—CBS 1954 gross of \$373,380,139 and net of \$11,414,645 are "highest in history," according to annual report.

April 4—Daniel Starch & Co. announces establishment of laboratory for testing tv commercials at WFBG-TV Altoona, Pa.

April 4—FCC makes first move toward possible selective tv de-intermixture by calling for comments on proposals for making Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill., either all vhf or all uhf.

April 4—FCC calls for comments on new proposal to aid uhf stations by permitting them to use co-channel booster transmitters to put signals into shadow areas.

April 4—House approves funds (\$80,000) for FCC study of economics of tv networks.

April 4—More network kid shows planned as result of astounding success of ABC-TV's *Disneyland* series.

April 11—Zenith Radio Corp. cancels *Omnibus* participation when CBS-TV refuses to accept commercials advocating subscription tv.

April 11—Coty sues Revlon, Weintraub and CBS over alleged theft of tv commercial copy.

April 11—Tv programming is 30.4 non-network film, 47.9% network and 21.7% local live, according to B.T.'s continuing survey.

April 11—Need for considerably more study before charging tv with being a cause of juvenile delinquency is cited by witnesses before Senate Juvenile Delinquency Subcommittee.

April 11—FCC Cmr. Frieda Hennock advocates free time for political candidates.

April 18—DuMont shows electronic equipment, reveals plans for converting network completely to film programming except for special events, sports and news, for which intercity facilities will be ordered as needed.

April 18—NARTB Tv Board takes strong stand against any encroachment of spectrum space now allocated to free broadcasting by pay tv; also opposes FCC proposal to confine tv transmitters to within five miles of assigned city.

April 18—Paul M. Butler, Democratic National Committee chairman, tells Senate Elections Subcommittee that FCC should require broadcasters to give free time to political candidates.

April 18—FCC asks House Interstate & Foreign Commerce Committee for four amendments to Communications Act—to permit station given non-hearing grant to go on air despite protests, if FCC so desires; to allow FCC members to consult with top staff personnel about cases set for hearing; to expand limitations on functions of FCC review staff; to allow hiring of experts outside civil service to conduct its proposed study of tv.

April 25—The movie makers are moving into tv full speed, B.T. study reveals.

April 25—FCC extends deadlines for toll-tv comments from May 9 to June 9, replies from June 9 to July 11.

April 25—Answering McClatchy Broadcasting Co. suit, FCC defends its diversification policy.

May 2—NBC, CBS oppose free time for political candidates; CBS also denounces equal time requirement of present law (Sec. 315).

May 2—Agency commissions from media threatened by Dept. of Justice antitrust action against ANPA, AAAA and other media associations, not including NARTB.

May 2—National Telefilm Assoc. Inc. spends \$1 for acquisition of tv distribution rights to 40 feature films from Alexander Korda-Elia Lopert.

May 2—Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio; Roger W. Clipp, WFIL-TV Philadelphia, appointed to NARTB Tv Code Review Board. G. Richard Shafto, WIS-TV Columbia, S. C., to be new chairman.

May 2—Subscription tv is major industry problem, NARTB President Harold Fellows tells B.T. editors in roundtable interview.

May 16—First color tv taped program network transmission is made by RCA-NBC and Minnesota Mining & Manufacturing Co. over closed circuit between New York and St. Paul.

May 23—ABC, CBS announce opposition to toll tv.

May 23—NBC gives WTAM-AM-FM and WNBK (TV) Cleveland and \$3 million cash to Westinghouse for KYW and WPTZ (TV) Philadelphia.

May 23—DuMont shows "Vitascan" system of color-casting with flying spot scanner for low cost local programming.

May 30—President nominates Richard Mack, Florida public utilities commissioner, to succeed Frieda Hennock on FCC.

May 30—President Eisenhower, first chief executive ever to address NARTB convention in person, tells broadcasters they have "tremendous responsibility" in keeping radio and tv free.

May 30—Effect of television on a city is detailed by NBC-TV in report on Fort Wayne, Ind.

May 30—FCC answers to industry questions provide guide for future; so do convention addresses of tv network presidents.

May 30—Spectrum reallocation to move all tv into 47 vhf channels is proposed by FCC Cmr. Robert E. Lee.

May 30—FCC proposal to raise maximum power of uhf stations to 5 million watts is imminent, Chairman McConaughy tells convention.

May 30—TvB unveils studies showing supremacy of television as an advertising medium.

May 30—CBS wants Communications Act amended, with equal-time provision dropped, to permit debates between major candidates.

June 6—Master plan for Senate Commerce Committee tv probe submitted by Sydney Davis, majority counsel, with study of new allocations plan its keystone.

June 6—NBC stand against subscription television announced by RCA-NBC board chairman Brig. Gen. David Sarnoff.

June 13—Proponents and opponents of pay-as-you-see tv present views to FCC.

June 13—Best tv film commercials of the year selected by Art Directors Club of New York.

June 13—U. S. Census Bureau makes first count of tv homes since 1950.

June 20—Senate confirms Richard A. Mack as FCC Commissioner, succeeding Frieda Hennock.

June 20—Rep. Oren Harris (D-Ark.) introduces bill to amend Communications Act so as to permit "Lincoln-Douglas" type political debates between major candidates without requiring "equal time" be given to all others.

June 20—Community antenna operator refuses demand of KLXF-TV Butte to stop picking up its programs; third such case in year.

June 20—Ralph W. Hardy, NARTB vice president, named vice president of CBS in charge of its Washington office, succeeding Earl H. Gammons, effective Sept. 1.

June 27—Top engineers revised into ad hoc committee to study vhf-uhf allocations picture.

June 27—FCC revises Sec. 3.658 (b) to restrict tv network affiliation rights to single community, with station having no power to block use of same network program by stations in other communities, even though signals overlap.

June 27—WGR-AM-TV Buffalo asks FCC to hold consolidated hearing for NBC plans to purchase uhf stations in Buffalo and New Britain, Conn., and to swap its Cleveland stations for Westinghouse stations in Philadelphia.

June 27—Reps. John V. Beamer (R-Ind.) and Oren Harris (D-Ark.) introduce bills prohibiting FCC from "discriminating" against newspaper ownership of broadcast stations.

COMMUNITY TELEVISION SYSTEMS

FOLLOWING list of Community Television Systems is based on returns to a B.T. questionnaire, plus information from National Community Television Assn., Jerold Electronics Corp., RCA, Ampli-Vision, Blonder-Tonque, and Spencer-Kennedy.

ALABAMA

Florence—Muscle Shoals Tv Cable Corp., 412 N. Court St.
 Fort Payne—City Tv Co.
 Huntsville—Tv Distribution System, c/o Radio Station WBHP.
 Russellville—Better Tv Cable Co., Box 333.

ARIZONA

Ajo—Ajo Tv Service Co., 250 Pizal St.
 Douglas—Trans-Community Tv Network, 141 El Camino Dr., Beverly Hills, Calif. (does not relay stations; all programs originate in out studio).
 Flagstaff—Flagstaff Tv Cable Co., 112 E. Aspen.
 Globe—Radio Assoc. Inc., Safford, Ariz.
 Globe—Antennavision Inc., Box 1293.
 Miami—Radio Assoc. Inc., Safford, Ariz.
 Nogales—Clear-Vision Tv, 349 Morley Ave.
 Prescott—Tv Services Inc., Box 1753.

ARKANSAS

Batesville—Community Antenna Co., Box 708.
 Fayetteville—Trans-Video Corp. of Ark., 113 S. East.
 Harrison—Twin Lakes Tv Corp., Box 120.
 Marshall—Jack Trece.
 Mena—Tv Signal Service, 515 Mena St.

CALIFORNIA

Auburn—Master Antenna Systems Inc., 941 Lincoln Way.
 Banning—Banning Communications Corp., Box 315.
 Barstow—Tv Relay Systems Inc., 204 W. Main St.
 Burbank—Standard Reception Co., 912 W. Glenoaks Blvd., Glendale.
 Carmel—Alarm Corp., Box 3455.
 Cuyama Valley—Richfield Oil Corp.
 Dunsmuir—Dunsmuir Community Tv Co., Box 757.
 Fontana—Kaiser Steel Corp., Box 217.
 Grass Valley—Community Antenna Co., 127 Neal St.
 Ione—Angier Appliance, Box 864.

Jackson—Angier Appliance, Box 864, Ione, Calif.
 Lafayette—Tv Transmission Inc., 908 Ferry St., Martinez, Colo.
 Laguna Beach—Tel-I-Clear Systems Inc., 334 Gleneyre St.
 Los Angeles—Beverly Tv & Radio, 8413 Beverly Blvd.
 Los Angeles—Community Tv Reception Co., 2576 Benedict Canyon, Beverly Hills, Calif.
 Los Angeles—Vision Wire Co., 10636 Santa Monica Blvd.
 Martinez—Tv Transmission Inc., 908 Ferry St.
 Orinda—Tv Master Antenna System, Box 533.
 Palm Springs—Palm Springs Community Tv Corp., 192 S. Indian Ave.
 Placerville—El Dorado Tv Engineering Inc., 142 Main St.
 Sacramento—J. W. Brewer Co., 2968 Freeport Blvd.
 San Bernardino—Community Tv, 509 Marshall Blvd.
 San Diego—Leon N. Papernow, 2066 Cecilia Terrace.
 San Diego—Video Antenna System Inc., 3686 El Cajon Blvd.
 Santa Cruz—Pacific Telescription System, 924 Soquel Ave.
 Sausalito—Sausalito Community Tv.
 Ukiah—Spanish Mt. Tv Corp., 175 Seminary Ave.
 Ventura—Avenue Tv Cable System, 1963 E. Main.
 Walnut Creek—Tv Transmission Inc., 908 Ferry St., Martinez, Calif.

COLORADO

Durango—Durango Tv Network Inc., 1221 Main Ave.
 Glenwood Springs—Electric Center Tv.
 Leadville—Skyline Tv, c/o Firestone Store.
 Salida—Salida Tv Cable Co. Inc., 804 G St.
 Sterling—Sterling Community Tv Co., 127 S. Second St.
 Trinidad—Trinidad Community Tv Co., 305 W. Main St.

FLORIDA

Key West—Cable Vision Inc., 536 Fleming St.
 Sarasota—City Tv Antenna Network Inc., 415 S. Pineapple Ave.

IDAHO

Cottonwood—Master Tv Service.
 Craigmont—Craigmont Tv & Cable Service.
 D्रेary—D्रेary Tv Co-op.
 Grangeville—Grangeville Tv Co., c/o Stan Wright Electric Shop.
 Headquarters—Eldon Hutchins.
 Kamiah—J. F. Tv Co.
 Kellogg—Kellogg Tv System Inc., 102 Sidney Bldg.
 Ketchum—Wood River Tv Service.
 Lewiston—Pacific Northwest Tv Inc., 710 Main St.
 Moscow—T-V Cable Co., 414 S. Main.
 Moscow—U. of Idaho.
 Mullan—Mullan Tv Co., Box 822.
 Orofino—Clearwater Tv Cable Co.
 Osburn—Television Antenna Systems, Box 500.
 Pierce—Eldon Hutchins.
 Pinehurst—Everetts Electric Center.
 Pocatello—Bannock Tv Inc., Hotel Bannock.
 Sun Valley—Wood River Tv Service, Ketchum, Idaho.
 Twin Lakes—Cable Vision, 420 Main St., S.
 Wallace—Gene's Burke Tv System, 512 Cedar.
 Weippe—Eldon Hutchins.

ILLINOIS

Peru—Tv Transmission Co., 301 Peru St.
 Taylorville—West End Tv Cooperative Assn., 312 N. Simpson.

INDIANA

Cannelton—Channel Towers, Madison St.

IOWA

Dubuque—Dubuque-Jerrold Tv Cable Corp., 1043 Main St.
 Fort Madison—Madison Coaxial Antenna Inc., 616 18th St.

KANSAS

Centralia—Johnstone Auto & Electric.
 Onaga—Grim Radio & Electric.

KENTUCKY

Alva—Black Star Tv Assn.
 Barbourville—Brown Radio & Tv Co., Liberty St.
 Benham—Benham Community Tv Project

Brookside—Harlan Coal Co.
 Frankfort—Community Service Inc., 129 Main St.
 Frankfort—Water & Electric Board.
 Harlan—Harlan Community Tv Inc., Box 187.
 Irvine—Miller Tv System & Sales, 157 Broadway
 Liberty—Liberty Tv Co.
 Lynch—Union Supply Co.
 Manchester—Community Tv System, Box 351.
 Middleboro—Tele-ception Corp.
 Paintsville—Paintsville Appliance So., 142 Main St.
 Paintsville—Paintsville Tv Cable Corp., College St.
 Pikeville—Valley Tv Service Inc., Box 128.
 Wheelwright—Inland Steel Co.
 Whitesburg—Salyer Radio & Tv Co.

MAINE

Bath—Maine Tv Inc., 40 Front St.
 Biddeford—Maine Tv Inc., 115 Main St.
 Houlton—Houlton Tv Inc.

MARYLAND

Cumberland—Potomac Valley Tv Co. Inc., 100 S. Liberty St.
 Friendsville—Yough Tv Co.
 Hancock—Community Tv Inc., Main St.
 Lonaconing—Jackson Tv Co.

MASSACHUSETTS

Athol—Mohawk Valley Tv Inc., 503 Main St.
 Millers Falls—Millers Falls Antenna Corp.
 Shelburne Falls—Shelburne Falls Community Antenna Corp., 39 Bridge St.

MICHIGAN

Flint—Great Lakes Community Tv Corps., 2621 N. Saginaw Ave.
 Houghton—Northern Community Systems.
 Norway—City of Norway Tv Antenna System, c/o City Hall.

MINNESOTA

Benson—Westenna Tv Construction Co.
 Willmar—Willmar Community Tv Corp., 516 Litchfield Ave.

MISSISSIPPI

Columbus—Columbus Tv Cable Corp., Hotel Gilmer.
 Greenville—Delta Video Co., Box 617.
 Hattiesburg—Perfect Video Inc., Box 1461.
 Tupelo—Tupelo Community Antenna Inc., Armstrong Arcade Bldg., Court St.

MISSOURI

Kansas City—W. B. Enterprises Inc., 1426 Montgall St.

MONTANA

Big Timber—Tv Cable Assn. Inc., Box 815.
 Bozeman—Bozeman Community Tv Inc., 233 E. Main St.
 Cut Bank—Highline Community Antenna Svc.
 Havre—Community Tv Assn. of Havre, 426½ First St.
 Helena—Helena Tv Inc., 428 N. Main St.
 Kalispell—Northwest Video Inc., Box 21.
 Lewiston—Perfect Tv Inc., Box 638.
 Livingston—Livingston Community Antenna Assn., Box 691.
 Miles City—KATL-TV, Box 209
 Whitefish—Bg Mt. Tv Inc., Box 877.

NEBRASKA

Falls City—Falls City Tv Distribution System, 614 W. 21st St.
 Sidney—Sidney Community Tv Co.

NEVADA

Reno—Community Antenna Co. Inc., 240 W. First St.

NEW HAMPSHIRE

Berlin—Paper City Tv Cable Corp., 1 Green Sq.
 Laconia—Community Tv Corp., 77 Court St.

NEW JERSEY

Ventnor City—South Jersey Tv Cable Co., 5302 Ventnor Ave.

NEW MEXICO

Clovis—Midwest Video Corp., 1425 Main St.
 Farmington—Tower Community Tv Inc., Box 98.
 Hobbs—Hobbs Tv Co., Box 1115.
 Lovington—Lovington Antenna Co., 713 S. Main St.

NEW YORK

Binghamton—Marpot Inc., Box 1, Johnson City, N. Y.
 Canisteo—Canisteo Tv Inc., 24 Spruce St.
 Corning—Corning Community Tv Corp., 135 Bridge St.
 Dansville—Valley Tv, 118 Main St.
 Delhi—Delhi Video Inc., c/o Paul A. White, 1950 Howard Ave., Pottsville, Pa.

Ellenville—Ulster County Trans-Video, 152 Canal St.
 Hornell—Hornell Tv Service Inc., Box 188.
 Hornell—Ford Walton Tv.
 Horseheads—Chemung Valley Tv.
 Ithaca—Ceracche Tv Corp., 518 W. State St.
 Margaretville—Margaretville Telephone Exchange, Swart St.
 Montour Falls—Montour Falls Master Tv Antenna Corp., Elmira Bank & Trust Bldg.
 Napanoch—Napanoch Tv Service Club Inc., Box 74.
 Oneonta—Oneonta Video Inc., 5 Elm St.
 Port Jervis—Tel-Co. Tv Sales & Service, 9 Front St.
 Walton—Community Antenna System, Box 177.
 Watertown—Curtiss-Holmes Music Co., 119 Stone St.
 Watkins Glen—Master Tv, 302 N. Franklin St.
 Woodridge—Woodridge Wired Tv Co.

OHIO

Athens—Hocking Valley Tv Inc., 11 W. State St.
 Cambridge—Tv Cable Systems, 1005 Wheeling Ave.
 Columbus—Pike County Antenna Systems Inc., 231 N. Fourth St.
 Coshocton—Tower Antennas Inc., 620 Main St.
 Dennison—Tv Antenna Systems Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Dover—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Gnadenthutten—Garden Tv Cable System.
 Logan—Logan Community Tv Service.
 Midvale—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.
 Murray City—Ayers Store.
 Newcomerstown—Tv Cable System, 109 Canal St.
 New Philadelphia—Tv Antenna System Inc., 617 Tuscarawas Ave.
 Shanesville—Tower Antennas Inc., 620 Main St., Coshocton, Ohio.
 Sugar Creek—Tower Antennas Inc., 620 Main St., Coshocton, Ohio.
 Ulrichsville—Tv Antenna System Inc., 617 Tuscarawas Ave., New Philadelphia, Ohio.

OKLAHOMA

Ardmore—Vumore Co., Box 986.
 Duncan—CTV Co., Capitol Theatre.

OREGON

Albany—Albany Tv Distributing Corp., Albany Hotel.
 Arlington—Arlington Tv Co-op.
 Astoria—Clatsop Tv Co., 415 Commercial St.
 Baker—Eastern Oregon Tv Distribution Inc., c/o Radio Station KBKR.
 Banana Valley—Rhea Creek Tv System.
 Condon—Condon Tv Co-op.
 Coos Bay—Bay Tv Co., Tioga Hotel.
 Coquille—Community Cable Tv.
 Cutler City—Lincoln Tv Distributing Co., Box 481, DeLake, Ore.
 The Dalles—The Dalles Tv Co., 409 Union St.
 The Dalles—The Dalles Tv Distributing Co.
 DeLake—Lincoln Tv Distributing Co., Box 481.
 Fossil—Fossil Community Tv.
 Hepner—Hepner Tv Co-op.
 Hood River—B&H Radio & Tv.
 Ione—Ione City Tv Corp.
 John Day—John Day-Canyon City Cable Co., W. Main St.
 Kinzua—Kinzua Corp.
 LaGrande—Eastern Oregon Tv Inc., 1310 Jefferson.
 Lebanon—Albany Tv Distributing Corp., Albany Hotel, Albany, Ore.
 Nelscott—Lincoln Tv Distributing Co., Box 481 DeLake, Ore.
 Oakridge—Northwest Antenna Cable Co., Box 494.
 Pendleton—Pendleton Community Tv System Inc., 287 S.E. First St.
 Portland—Trans Video Co. or Oregon, 1220 S.W. Stark St.
 Reedsport—Trans-Video Co. of Oregon, 1220 S.W. Stark St., Portland, Ore.
 Roseburg—Umpqua Radio & Tv Inc., 1500 Harvard Ave.
 Seaside—Seaside Tv Service Co., 110 S. Columbia St.
 Taft—Lincoln Tv Distributing Co., Box 481, DeLake, Ore.
 Weconia—Lincoln Tv Distributing Co., Box 481, DeLake, Ore.
 Yachats—Yachats Community Tv System, Box 123K.

PENNSYLVANIA

Ashland—Ashland Video Co., Box 146.
 Avis—Charles Tv Cable System.
 Bangor—Clar-O-View Community Tv Inc., 34 Market St.
 Bellefonte—Centre Video Corp., 418 W. College Ave., State College, Pa.

Berwick—Lee Antenna Co. Inc., 116 E. Front St.
 Bethlehem—Electronic Enterprises Inc., 714 E. Fourth St.
 Bloomsburg—Municipal Tv Corp., 239 Iron St.
 Blossburg—Williamson Road Tv Corp.
 Bradford—Bradford Tv Cable Co., 129 Main St.
 Bradford—Parkway Antenna Co., 304 Odd Fellows Bldg.
 Brandonville—Community Tv Assn.
 Brockway—Brockway Tv Inc., 957 Fifth Ave.
 Brockton—Schuykill Valley Trans-Video Corp.
 Castanea—Susquehanna Valley Tv Corp., 308 N. Grove St., Lock Haven, Pa.
 Carlisle—Mathew's Inc., Box 436.
 Clearfield—Clearfield Tv Inc., 32 N. Second St.
 Coudersport—Coudersport Tv Cable Co., 30 E. Second St.
 Cressona—S. L. Tv Corp., 16 Silliman St.
 Elizabethville—Lykens Valley Tv Co.
 Everett—Everett Tv Corp., Center & Foundry Sts.
 Flemington—Susquehanna Valley Tv Corp., 308 N. Grove St., Lock Haven, Pa.
 Galeton—Galeton Tv Antenna Inc., 11 Main St.
 Hamburg—Hamburg Tire Co., Box 49.
 Harrisburg—Perfect Tv Inc., 263 Reilly St.
 Hazleton—Mountain City Tv Co., 86 N. Wyoming St.
 Honesdale—Honesdale Tv Service, 1133 Main St.
 Isabella—Isabella Community Antenna Co., Box 121.
 Jersey Shore—Hardt's Video Service, 942 Allegheny St.
 Johnsonburg—Johnsonburg Community Tv Inc., Box 417.
 Johnstown—Apex Tv & Radio Service Inc., 650 Pine St.
 Lansford—Panther Valley Tv Co. Inc., 171 W. Ridge St.
 Lehighton—Lehigh Trans-Video Corp., 235 N. First St.
 Lewistown—Pennwire Tv Co., 16 S. Dorcas St.
 Lock Haven—Susquehanna Valley Tv Corp., 308 N. Grove St.
 Lykens—Lykens Tv Extension Co., 582 Main St.
 Mansfield—Tyco Tv Co., 50 W. Wellsboro St.
 Mauch Chunk—Mauch Chunk Tv Service Co., 235 N. First St., Lehighton, Pa.
 Mahanoy City—City Tv Corp., 100 W. Pine St.
 Mahanoy City—Service Electric Co., corner Main & Pine Sts.
 Meadville—Meadville Master Antenna Inc., First National Bank Bldg.
 Millersburg—Millersburg Tv Co., Box 66.
 Minersville—Minersville Tv Corp., 305 Sunbury St.
 Mt. Carmel—Pyrofax Gas Co., Second & Oak Sts.
 Mt. Union—Mt. Union Antenna Co., 11 S. Division St.
 Nesquehoning—Nesquehoning Electronics Inc., 28 W. Catawissa St.
 Newport—Newport Tv Co., 26 N. Second St.
 Oil City—Tv Cable Co., 4 State St.
 Palmerton—Palmerton Tv Signal Corp., 465 Delaware Ave.
 Pine Grove—Pine Grove Tv Cable Service.
 Pottsville—Trans-Video Corp., Second & Laurel Sts.
 Pottsville—Wire Tele-View Corp., 428 E. Norwegian St.
 Renovo—Greater Renovo Tv Corp., Swain Bldg.
 Ridgeway—Ridgeway Tv Co., 119 N. Broad St.
 Schuykill Haven—Trans-Video Corp., 101 E. Main St.
 Selinsgrove—River Tv Corp., 19 S. Market.
 Shamokin—Eastern Penn. Relay Stations Inc., 313 N. Shamokin St.
 Shamokin—Tv Extension Corp., 715 W. Walnut St.
 Sheffield—South Side Tv Assn.
 Shenandoah—Shen-Heights Tv Assoc. Inc., 9 W. Coal St.
 Shickshinny—Shickshinny Tv Corp., 10 Main St.
 Slatington—Kerns' Electric & Tv Antenna Inc., 619 Main St.
 Smethport—Hill Strett Tv Cable Assn. Inc., 215 W. Main St.
 S. Williamsport—Lycoming Tv Corp., 1428 W. Southern Ave.
 St. Clair—St. Clair Tv Co., 51 N. Second St.
 State College—Centre Video Corp., 418 W. College Ave.
 Stroudsburg—Pocono Tv Relay Inc., 155 Broad St.
 Sunbury—B.K.P. Tv Systems Inc., 108 S. Tenth St.
 Tamaqua—Tamaqua Tv Inc., 109 E. Broad St.
 Titusville—Titusville Cable Co., 214 W. Main St.
 Warren—Warren Tv Corp., 403 Laurel St.
 Warren—West Side Tv Corp., 1405 Pennsylvania Ave. (West).
 Wellsboro—West End Tv Cable System, 11 Central Ave.
 Westfield—Westfield Community Antenna Assn., c/o Eberle Tanning Co.
 Williamsport—Cole Tv, 1943 Lycoming Creek Road.

Williamsport—West Branch Tv Services Inc., 439 William St.
 Williamsport—Williamsport Tv Cable Corp., 454 William St.
 Wilkes-Barre—Teleservice Co. of Wyoming Valley, 166 S. Main St.
 Youngsville—Youngsville Tv Corp., 216 W. Main St.

SOUTH DAKOTA

Mitchell—Palace Tv Co., 109 E. Second Ave.

TENNESSEE

Johnson City—Huntsman Tv Cable Co.
 Kingsport—Tv Cable Corp., 137 E. New St.

TEXAS

Brady—Tv Enterprises, Box 8.
 Breckenridge—Breckenridge Tv Distributing Co.
 Brownwood—Adelta Co., Dallas 1, Tex.
 Denison—Better Tv Inc., 409 S. Mirick.
 Gatesville—Cable Vision Co., 605 College St.
 Graham—Tv Distributing Co., 610 Oak St.
 Laredo—Sam Cunningham, 1302 Rosario.
 Madisonville—Madisonville Cable Corp.
 Mineral Wells—Community Aerial System, 304 N. Oak.
 Ozona—Ozona Tv System, Box 278.
 Paducah—Tv Signal Service Co., Box 507.
 Palestine—Clearview Cable Corp., 207 W. Crawford.
 Sherman—Tele-Vue Products Co., 325 W. Houston St.
 Sonora—Sonora Tv Service Co., Box 5635.
 Sulphur Springs—Tv Cable System, 127 Jefferson St.
 Tyler—Television Inc., 317 N. Broadway.
 Uvalde—Uvalde Tv Cable Corp., 222 N. Getty St.
 Victoria—Tele-Tenna Corp., 2006 Houston Hgwy.

UTAH

Castle Gate—Castle Gate Tv Inc.
 Price—Vetere Perfect Tv Channel.
 Salt Lake City—Sevier Tv Signal Distributing Co., 2183 Berkeley St.

VERMONT

Barre—Vermont Tv Inc., 61 N. Main St.
 Bellows Falls—Bellows Falls Cable Corp., 144 Rockingham St.
 Burlington—Green Mt. Tv Corp., Box 673.
 Burlington—Vermont Bestg. Corp., c/o Radio Station WJOY Burlington.
 Ludlow—Okemo Vue Inc., Windsor County.
 Montpelier—Montpelier Community Tv Inc., 23 Langdon St.
 Saxtons River—Community Tv System.
 Springfield—Young's Community Tv Corp., 201 Union St.
 St. Johnsbury—St. Johnsbury Community Tv Inc., 1 Southard St.
 Windsor—Windsor Community Antenna Corp., 113 Main St.

VIRGINIA

Grundy—Grundy Tv Co.
 Harrisonburg—Blue Ridge Tv Inc.
 Marion—Marion Tv Service Co., 515 S. Church St.
 Staunton—Staunton Video Corp., 27 Middlebrook Ave.

WASHINGTON

Aberdeen—Harbor Tv Corp., 208 S. "H" St.
 Bellingham—KVOS Inc., KVOS Bldg.
 Burlington—Malone Music Co., 118 Ferry St., Sedro-Wooley, Wash.

Centralia—Community Antenna of Centralia Inc., 307 N. Tower.
 Chehalis—KELA Tv Inc.
 Chelan—Chelan Antenna Service.
 Clarkston—Pacific Northwest Tv Inc., 711 Spokane & Eastern Bldg., Spokane, Wash.
 Colfax—Colfax Refrigeration.
 Colville—Colville Video Inc., 151 N. Main St.
 Coulee Dam—Tv Assn. of Coulee Dam, Wash., 613 Aspen St.
 Dayton—Touchet Valley Tv Inc.
 Ellensburg—Ellensburg-Jerrold Tv Cable Corp., 505 Pearl St., N.

Ephrata—Empire Tv Inc., 101 "B" St., N. W.
 Everett—Tv Cable Inc., 2501 Broadway.
 Kennewick—Tri-City Tv Service, 432 Avenue "C".
 Lind—Lind Tv Service Inc.
 Moses Lake—Moses Lake Tv Inc., 205 Ash St.
 Montesano—Montesano Community Antenna Co., 421 Main, N.

Okanogan—Okanogan Valley Tv Cable Co., Box 537, Tonasket, Wash.
 Omak—Okanogan Valley Tv Cable Co., Box 537, Tonasket, Wash.

Pomeroy—Christiansen-Rauch Co.
 Pullman—Tv Cable Co. (Tate Electric).
 Pullman—Williams Tv Cable & Appliances, 301 Paradise.

Raymond—Powell's Radio Electric & Tv, 301 Duryea St.
 Richland—Richland Tv Cable Corp., 503 Lee Blvd.
 Seattle—Holert Electronics Inc., 2300 W. Spokane St.
 Seattle—Master Tv Antenna Systems Inc., 4020 Forty-ninth St., S.

Sedro-Wooley—Malone Music Co., 118 Ferry St.
 Soap Lake—Soap Lake Tv Inc., Box 758.
 Spokane—Pacific Northwest Tv Inc., 711 Spokane & Eastern Bldg.

Starbuck—Starbuck Community Antenna Systems.
 Sunnyside—Harrie's Tv.
 Tonasket—Okanogan Valley Tv Cable Co., Box 537.
 Walla Walla—Blue Mts. Tv Cable Corp., 34 S. Colville.

Washtunca—Snyder Electric.
 Waterville—Clements Tv.
 Wenatchee—Consolidated Tv Cable Corp., 110 S. Mission St.
 Wenatchee—Wescoast Bestg. Co. (KPQ), 20 Second St.

Wishram—Wishram Tv Co.

WEST VIRGINIA

Amherstdale—Guyan Eagle Coal Co.
 Bluefield—Bluefield Tv Cable Corp., 616 Federal St.
 Burnsville—Marlinton Cable Co.
 Caretta—Olga Coal Co., Coalwood, W. Va.
 Charleston Heights—Community Tv System.
 Chesapeake—Chesapeake Water & Light Co.
 Clarksburg—Clarksburg Tv Cable Corp., 231 S. Third St.

Coalwood—Olga Coal Co.
 East Gulf—C. H. Meade Coal Co.
 East Rainelle—Rainelle Tv Corp., King Coal Hotel.
 Elkins—Tygart Valley Cable Corp., 200 Davis Ave.
 Elkhorn—W. Va. Tv Co., Box 687.
 Fairmont—Fairmont Tv Cable Corp., 217 Fairmont Ave.

Follansbee—Alco Radio & Supply, 774 Main St.
 Glendale—Glen-Tenna, c/o Daily Echo, Moundsville, W. Va.
 Greenbrier—Rainelle Tv Corp., Rainelle, W. Va.
 Hinton—Hinton Tv Corp.
 Keyser—Keyser Tv Co., 51 N. Main St.

Man—Durfee's Inc., Box 85.
 Moundsville—Clear Tv Inc., Box 337.
 Mullens—Mullens Tv Cable Service, Howard Ave.
 New Martinsville—Tv Cable Inc., Box 30.
 Piedmont—Upper Potomac Tv Co., 77 Ashfield St.

Prenter—Red Parrot Coal Co.
 Princeton—E. Clyde Bourne.
 Richwood—Richwood Tv Co., Oakford & Main Sts.
 Rowlesburg—Community Cable Co., Church St.

Spencer—T. J. Arnold Co.
 War—Tv Antenna Service Inc., Box 386.
 Webster Springs—Webster Tv, Box 311.
 Weirton—Tv Cable Corp., 3225 Main St.
 Welch—Welch Antenna Co., Box 687.

Weston—Weston Tv Cable Corp., Box 168.
 Wheeling—Wheeling Antenna Co., Box 1043.
 Whitesville—Whitesville Radio & Refrigeration Service.

Williamson—Williamson Tv Corp., Box 1348.

WISCONSIN

Niagara—Niagara Community Tv Cooperative, 200 Meridian St.
 Rhinelander—Rhinelander Tv Cable Corp., Box 693.
 Rice Lake—Rice Lake Radio Co., 15 W. Knapp St.
 Richland Center—Thorman Moon's Tv Co., 410 W. Main St.

Wausau—Tv Center Inc., 209 Jackson St.

WYOMING

Casper—Community Tv Systems of Wyoming Inc., 218 N. Wolcott St.
 Cody—Cody Community Tv Corp., Box 447.
 Cokeville—Cokeville Radio & Electric Co., Box 68.
 Kemmerer—Kem-Tex Corp., 717 Pine Ave.
 Laramie—Laramie Community Tv Co., 24th & Baker Sts.

Rock Springs—A. M. Corallo, 818 Bushnell Ave.
 Thermopolis—Thermopolis Bestg. Co., Box 91.
 Worland—Worland Tv Corp., 122 N. Eighth.

ALASKA

Ketchikan—Ketchikan Alaska Tv Inc., 422 Water St. (does not relay stations; all programs originate in own studio).

BRITISH COLUMBIA

Cranbrook—Cranbrook Tv Ltd., Box 1509.
 Trail—Kootenay Video Programs Ltd., Pine Ave. at Farwell.
 Vancouver—TruVu Tv Ltd., 846 Howe St.

ONTARIO

Guelph—Neighborhood Tv Ltd., 31 Quebec St., W.
 London—Cablevision, 13 King St.
 Toronto—Trans-Canada Telemeter Ltd., 1200 Royal Bank Bldg.

QUEBEC

Montreal—Rediffusion Inc., 6301 Park Ave.

TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

(Including Calls assigned to holders of Construction Permits to Aug. 1)

KABC-TV Los Angeles, Calif., ch. 7.	KCBT-TV Lubbock, Tex., ch. 11.	KEDD (TV) Wichita, Kan., ch. 16.	KFSA-TV Fort Smith, Ark., ch. 22.	KHTV (TV) Hibbing, Minn., ch. 10.	KMMT (TV) Austin, Minn., ch. 6.
KACY (TV) Festus, Mo., ch. 14.	KCCC-TV Sacramento, Calif., ch. 40.	KELO-TV Sioux Falls, S. D., ch. 11.	KFSO-TV San Diego, Calif., ch. 10.	KID-TV Idaho Falls, Idaho, ch. 3.	KMPT (TV) Oklahoma City, Okla., ch. 19.
KAKE-TV Wichita, Kan., ch. 10.	KCEB (TV) Tulsa, Okla., ch. 23.	KENI-TV Anchorage, Alaska, ch. 2.	KFOU-TV Clayton, Mo., ch. 30.	KIDO-TV Boise, Idaho, ch. 7.	KMTV (TV) Omaha, Neb., ch. 3.
KAKI (TV) Visalia, Calif., ch. 43.	KCEN-TV Temple, Tex., ch. 6.	KENS-TV San Antonio, Tex., ch. 5.	KFVS-TV Cape Girardeau, Mo., ch. 12.	KIEM-TV Eureka, Calif., ch. 3.	KMVI-TV Wailuku, Hawaii, ch. 12.
KAKJ (TV) Reno, Nev., ch. 4.	KCIS (TV) Shreveport, La., ch. 12.	KEPR-TV Pasco, Wash., ch. 19.	KFXJ-TV Grand Junction, Colo., ch. 5.	KIMA-TV Yakima, Wash., ch. 29.	KNAC-TV Fort Smith, Ark., ch. 5.
KALB-TV Alexandria, La., ch. 5.	KCJB-TV Minot, N. D., ch. 13.	KERO-TV Bakersfield, Calif., ch. 10.	KFYR-TV Bismarck, N. D., ch. 5.	KING-TV Seattle, Wash., ch. 5.	KNOE-TV Monroe, La., ch. 8.
KANG-TV Waco, Tex., ch. 34.	KCKT (TV) Great Bend, Kan., ch. 2.	KETA (TV) Oklahoma City, Okla., ch. 13.	KGBT-TV Harlingen, Tex., ch. 4.	KIVA (TV) Yuma, Ariz., ch. 11.	KNOX-TV Grand Forks, N. D., ch. 10.
KARK-TV Little Rock, Ark., ch. 4.	KCMC-TV Texarkana, Tex., ch. 6.	KETC (TV) St. Louis, Mo., ch. 9.	KGEO-TV Enid, Okla., ch. 5.	KJEO-TV Fresno, Calif., ch. 47.	KNTV (TV) San Jose, Calif., ch. 11.
KATV (TV) Pine Bluff, Ark., ch. 7.	KCMO-TV Kansas City, Mo., ch. 5.	KETX (TV) Tyler, Tex., ch. 19.	KGGM-TV Albuquerque, N. M., ch. 13.	KKTV (TV) Colorado Springs, Colo., ch. 11.	KNUZ-TV Houston, Tex., ch. 39.
KBAK-TV Bakersfield, Calif., ch. 29.	KCOA (TV) Corona, Calif., ch. 52.	KEYD-TV Minneapolis, Minn., ch. 9.	KGLO-TV Mason City, Iowa, ch. 3.	KLAS-TV Las Vegas, Nev., ch. 8.	KNXT (TV) Los Angeles, Calif., ch. 2.
KBAS-TV Ephrata, Wash., ch. 43.	KCOP (TV) Los Angeles, Calif., ch. 13.	KEYT (TV) Santa Barbara, Calif., ch. 3.	KGMB-TV Honolulu, Hawaii, ch. 9.	KLEW-TV Lewiston, Idaho, ch. 3.	KOA-TV Denver, Colo., ch. 4.
KBAY-TV San Francisco, Calif., ch. 20.	KCOR-TV San Antonio, Tex., ch. 41.	KFAR-TV Fairbanks, Alaska, ch. 2.	KGNC-TV Amarillo, Tex., ch. 4.	KLFY-TV Lafayette, La., ch. 10.	KOAM-TV Pittsburg, Kan., ch. 7.
KBES-TV Medford, Ore., ch. 5.	KCRA-TV Sacramento, Calif., ch. 3.	KFBB-TV Great Falls, Mont., ch. 5.	KGO-TV San Francisco, Calif., ch. 7.	KLIF-TV Dallas, Tex., ch. 29.	KOAT-TV Albuquerque, N. M., ch. 7.
KBET-TV Sacramento, Calif., ch. 10.	KCRG-TV Cedar Rapids, Iowa, ch. 9.	KFBC-TV Cheyenne, Wyo., ch. 5.	KGTV (TV) Des Moines, Iowa, ch. 17.	KLIX-TV Twin Falls, Idaho, ch. 11.	KOB-TV Albuquerque, N. M., ch. 4.
KBIC-TV Los Angeles, Calif., ch. 22.	KCSJ-TV Pueblo, Colo., ch. 5.	KFDA-TV Amarillo, Tex., ch. 10.	KGUL-TV Galveston, Tex., ch. 11.	KLOR (TV) Portland, Ore., ch. 12.	KOED-TV Tulsa, Okla., ch. 11.
KBID-TV Fresno, Calif., ch. 53.	KCTL (TV) Seattle, Wash., ch. 20.	KFDM-TV Beaumont, Tex., ch. 6.	KGVO-TV Missoula, Mont., ch. 13.	KLRJ-TV Henderson, Nev., ch. 2.	KOIN-TV Portland, Ore., ch. 6.
KBMB-TV Bismarck, N. Dak., ch. 12.	KCTS (TV) Seattle, Wash., ch. 9.	KFDX-TV Wichita Falls, Tex., ch. 3.	KHAS-TV Hastings, Neb., ch. 5.	KLTV (TV) Tyler, Tex., ch. 7.	KOKE (TV) El Paso, Tex., ch. 13.
KBMT (TV) Beaumont, Tex., ch. 31.	KDAL-TV Duluth, Minn., ch. 3.	KFEL-TV Denver, Colo., ch. 2.	KHBC-TV Hilo, Hawaii, ch. 9.	KLZ-TV Denver, Colo., ch. 7.	KOLN-TV Lincoln, Neb., ch. 10.
KBOI-TV Boise, Idaho, ch. 2.	KDKA Pittsburgh, Pa., ch. 2.	KFEQ-TV St. Joseph, Mo., ch. 2.	KHJ-TV Los Angeles, Calif., ch. 9.	KMAU (TV) Wailuku, Hawaii, ch. 3.	KOMO-TV Seattle, Wash., ch. 4.
KBST-TV Big Spring, Tex., ch. 4.	KDLO-TV Florence, S. D., ch. 3.	KFJI-TV Klamath Falls, Ore., ch. 4.	KHOL-TV Kearney, Neb., ch. 13.	KMBC-TV Kansas City, Mo., ch. 9.	KOMU-TV Columbia, Mo., ch. 8.
KBTM-TV Jonesboro, Ark., ch. 8.	KDRO-TV Sedalia, Mo., ch. 6.	KFJZ-TV Fort Worth, Tex., ch. 11.	KHQ-TV Spokane, Wash., ch. 6.	KMID-TV Midland, Tex., ch. 2.	KONA (TV) Honolulu, Hawaii, ch. 11.
KBTV (TV) Denver, Colo., ch. 9.	KDUB-TV Lubbock, Tex., ch. 13.	KFMB-TV San Diego, Calif., ch. 8.	KHQA-TV Hannibal, Mo., ch. 7.	KMJ-TV Fresno, Calif., ch. 24.	KOOK-TV Billings, Mont., ch. 2.
	KDWI-TV Tucson, Ariz., ch. 9.		KHSL-TV Chico, Calif., ch. 12.		KOOL-TV Phoenix, Ariz., ch. 10.

- KOPO-TV Tucson, Ariz., ch. 13.
 KOTA-TV Rapid City, S. D., ch. 3.
 KOTV (TV) Tulsa, Okla., ch. 6.
 KOVR (TV) Stockton, Calif., ch. 13.
 KPAR-TV Sweetwater, Tex., ch. 12.
 KPHO-TV Phoenix, Ariz., ch. 5.
 KPIC (TV) Roseburg, Ore., ch. 4.
 KPIX (TV) San Francisco, Calif., ch. 5.
 KPLC-TV Lake Charles, La., ch. 7.
 KPRC-TV Houston, Tex., ch. 2.
 KPTV (TV) Portland, Ore., ch. 27.
 KQED (TV) Berkeley, Calif., ch. 9.
 KQTV (TV) Fort Dodge, Iowa, ch. 21.
 KRBB (TV) El Dorado, Ark., ch. 10.
 KRBC-TV Abilene, Tex., ch. 9.
 KRCA (TV) Los Angeles, Calif., ch. 4.
 KRCG (TV) Jefferson City, Mo., ch. 13.
 KRDO-TV Colorado Springs, Colo., ch. 13.
 KREM-TV Spokane, Wash., ch. 2.
 KRGV-TV Weslaco, Tex., ch. 5.
 KRLD-TV Dallas, Tex., ch. 4.
 KRMA-TV Denver, Colo., ch. 6.
 KRNT-TV Des Moines, Iowa, ch. 8.
 KROC-TV Rochester, Minn., ch. 10.
 KR0D-TV El Paso, Tex., ch. 4.
 KR0N-TV San Francisco, Calif., ch. 4.
 KRSM (TV) Yakima, Wash., ch. 23.
 KSAC-TV Manhattan, Kan., ch. 8.
 KSAN-TV San Francisco, Calif., ch. 32.
 KSBW-TV Salinas, Calif., ch. 8.
 KSD-TV St. Louis, Mo., ch. 5.
 KSL-TV Salt Lake City, Utah, ch. 5.
 KSLA (TV) Shreveport, La., ch. 12.
 KSLM-TV Salem, Ore., ch. 3.
 KSPG (TV) Tulsa, Okla., ch. 17.
 KSTF (TV) Scottsbluff, Neb., ch. 10.
 KSTP-TV St. Paul, Minn., ch. 5.
 KSWM-TV Joplin, Mo., ch. 12.
 KSWO-TV Lawton, Okla., ch. 7.
 KSWs-TV Roswell, N. M., ch. 8.
 KTAG (TV) Lake Charles, La., ch. 25.
 KTBC-TV Austin, Tex., ch. 7.
 KTBS-TV Shreveport, La., ch. 3.
 KTEN (TV) Ada, Okla., ch. 10.
 KTHV (TV) Little Rock, Ark., ch. 11.
 KTIV (TV) Sioux City, Iowa, ch. 4.
 KTLA (TV) Los Angeles, Calif., ch. 5.
 KTNT-TV Tacoma, Wash., ch. 11.
 KTRB-TV Modesto, Calif., ch. 14.
 KTRE-TV Lufkin, Tex., ch. 9.
 KTRK (TV) Houston, Tex., ch. 13.
 KTSM-TV El Paso, Tex., ch. 9.
 KTTs-TV Springfield, Mo., ch. 10.
 KTTV (TV) Los Angeles, Calif., ch. 11.
 KTVa (TV) Anchorage, Alaska, ch. 11.
 KTVe (TV) Longview, Tex., ch. 32.
 KTVF (TV) Fairbanks, Alaska, ch. 11.
 KTVH (TV) Hutchinson, Kan., ch. 12.
 KTVI (TV) St. Louis, ch. 36.
 KTVK (TV) Phoenix, Ala., ch. 3.
 KTVO (TV) Kirksville, Mo., ch. 3.
 KTVQ (TV) Oklahoma City, Okla., ch. 25.
 KTVR (TV) Wichita, Kan., ch. 3.
- KTVT (TV) Salt Lake City, Utah, ch. 4.
 KTVU (TV) Stockton, Calif., ch. 36.
 KTVW (TV) Tacoma, Wash., ch. 13.
 KTVX (TV) Muskogee, Okla., ch. 8.
 KTXL-TV San Angelo, Tex., ch. 8.
 KUHT (TV) Houston, Tex., ch. 8.
 KULA-TV Honolulu, Hawaii, ch. 4.
 KUON-TV Lincoln, Neb., ch. 12.
 KUTV (TV) Salt Lake City, Utah, ch. 2.
 KVAL-TV Eugene, Ore., ch. 13.
 KVAN-TV Vancouver, Wash., ch. 21.
 KVAR (TV) Mesa, Ariz., ch. 12.
 KVD0-TV Corpus Christi, Tex., ch. 22.
 KVEC-TV San Luis Obispo, Calif., ch. 6.
 KVOA-TV Tucson, Ariz., ch. 4.
 KVOO-TV Tulsa, Okla., ch. 2.
 KVOS-TV Bellingham, Wash., ch. 12.
 KVSO-TV Ardmore, Okla., ch. 12.
 KVTV (TV) Sioux City, Iowa, ch. 9.
 KVVG (TV) Tulare, Calif., ch. 27.
 KWFT-TV Wichita Falls, Tex., ch. 6.
 KWGB-TV Goodland, Kan., ch. 10.
 KWK-TV St. Louis, Mo., ch. 4.
 KWTV (TV) Oklahoma City, Okla., ch. 9.
 KWTX (TV) Waco, Tex., ch. 10.
 KWwL-TV Waterloo, Iowa, ch. 7.
 KXJB-TV Valley City, N. D., ch. 4.
 KXLF-TV Butte, Mont., ch. 6.
 KXLY-TV Spokane, Wash., ch. 4.
 KXYZ-TV Houston, Tex., ch. 29.
 KYTV (TV) Springfield, Mo., ch. 3.
 KZTV (TV) Reno, Nev., ch. 8.
 WAAB-TV Worcester, Mass., ch. 20.
 WAAM (TV) Baltimore, Md., ch. 13.
 WABC-TV New York, N. Y., ch. 7.
 WABD (TV) New York, N. Y., ch. 5.
 WABI-TV Bangor, Maine, ch. 5.
 WABT (TV) Birmingham, Ala., ch. 13.
 WACA-TV Camden, S. C., ch. 14.
 WACH-TV Newport News, Va., ch. 33.
 WAFB-TV Baton Rouge, La., ch. 28.
 WAGA-TV Atlanta, Ga., ch. 5.
 WAGE-TV Marquette, Mich., ch. 6.
 WAIM-TV Anderson, S. C., ch. 40.
 WAIQ (TV) Andalusia, Ala., ch. 2.
 WAKR-TV Akron, Ohio, ch. 49.
 WALA-TV Mobile, Ala., ch. 10.
 WALB-TV Albany, Ga., ch. 10.
 WANE-TV Fort Wayne, Ind., ch. 69.
 WAPA-TV San Juan, Puerto Rico, ch. 4.
 WARD-TV Johnstown, Pa., ch. 56.
 WARM-TV Scranton, Pa., ch. 16.
 WATE (TV) Knoxville, Tenn., ch. 6.
 WATR-TV Waterbury, Conn., ch. 53.
 WATV (TV) Newark, N. J., ch. 13.
 WAVE-TV Louisville, Ky., ch. 3.
 WAZL-TV Hazleton, Pa., ch. 63.
 WBAL-TV Baltimore, Md., ch. 11.
 WBAP-TV Ft. Worth, Tex., ch. 5.
 WBAY-TV Green Bay, Wis., ch. 2.
 WBBM-TV Chicago, Ill., ch. 2.
 WBCK-TV Battle Creek, Mich., ch. 58.
- WBEN-TV Buffalo, N. Y., ch. 4.
 WBID-TV Detroit, Mich., ch. 50.
 WBIQ (TV) Birmingham, Ala., ch. 10.
 WBKB (TV) Chicago, Ill., ch. 7.
 WBLK-TV Clarksburg, W. Va., ch. 12.
 WBLN-TV Bloomington, Ill., ch. 15.
 WBNS-TV Columbus, Ohio, ch. 10.
 WB0C-TV Salisbury, Md., ch. 16.
 WBRC-TV Birmingham, Ala., ch. 6.
 WBRE-TV Wilkes-Barre, Pa., ch. 28.
 WBRZ (TV) Baton Rouge, La., ch. 2.
 WBTM-TV Danville, Va., ch. 24.
 WBTV (TV) Charlotte, N. C., ch. 3.
 WBTW (TV) Florence, S. C., ch. 8.
 WBUF-TV Buffalo, N. Y., ch. 17.
 WBZ-TV Boston, Mass., ch. 4.
 WCAN-TV Milwaukee, Wis., ch. 25.
 WCAU-TV Philadelphia, Pa., ch. 10.
 WCAx-TV Burlington, Vt., ch. 3.
 WCBC-TV Anderson, Ind., ch. 61.
 WCBF-TV Rochester, N. Y., ch. 15.
 WCBI-TV Columbus, Miss., ch. 4.
 WCBS-TV New York, N. Y., ch. 2.
 WCC0-TV Minneapolis, Minn., ch. 4.
 WCET (TV) Cincinnati, Ohio, ch. 48.
 WCHS-TV Charleston, W. Va., ch. 8.
 WCIA (TV) Champaign, Ill., ch. 3.
 WCKG (TV) New Orleans, La., ch. 26.
 WCMB-TV Harrisburg, Pa., ch. 27.
 WCNy-TV Carthage, N. Y., ch. 7.
 WC0C-TV Meridian, Miss., ch. 30.
 WC0S-TV Columbia, S. C., ch. 25.
 WCOV-TV Montgomery, Ala., ch. 20.
 WCPO-TV Cincinnati, Ohio, ch. 9.
 WCSC-TV Charleston, S. C., ch. 5.
 WCSH-TV Portland, Me., ch. 6.
 WCTB (TV) Bridgeport, Conn., ch. 71.
 WCTN (TV) Norwich, Conn., ch. 63.
 WCTV (TV) Thomasville, Ga., ch. 6.
 WDAF-TV Kansas City, Mo., ch. 4.
 WDAK-TV Columbus, Ga., ch. 28.
 WDAM-TV Hattiesburg, Miss., ch. 9.
 WDAN-TV Danville, Ill., ch. 24.
 WDAY-TV Fargo, N. D., ch. 6.
 WDBJ-TV Roanoke, Va., ch. 7.
 WDBO-TV Orlando, Fla., ch. 6.
 WDEF-TV Chattanooga, Tenn., ch. 12.
 WDSM-TV Duluth, Minn., ch. 6.
 WDSU-TV New Orleans, La., ch. 6.
 WDXI-TV Jackson, Tenn., ch. 9.
 WEAR-TV Pensacola, Fla., ch. 3.
 WEAT-TV West Palm Beach, Fla., ch. 12.
 WEAU-TV Eau Claire, Wis., ch. 13.
 WEDH (TV) Hartford, Conn., ch. 24.
 WEEK-TV Peoria, Ill., ch. 43.
 WEEU-TV Reading, Pa., ch. 33.
 WEHT (TV) Henderson, Ky., ch. 50.
 WELI-TV New Haven, Conn., ch. 59.
 WENS (TV) Pittsburgh, Pa., ch. 16.
 WEOL-TV Elyria, Ohio, ch. 31.
 WERE-TV Cleveland, Ohio, ch. 65.
 WESH-TV Daytona Beach, Fla., ch. 2.
 WETV (TV) Washington, D. C., ch. 20.
- WEWS (TV) Cleveland, Ohio, ch. 5.
 WFAA-TV Dallas, Tex., ch. 8.
 WFAM-TV LaFayette, Ind., ch. 59.
 WFBC-TV Greenville, S. C., ch. 4.
 WFBG-TV Altoona, Pa., ch. 10.
 WFBM-TV Indianapolis, Ind., ch. 6.
 WFIE (TV) Evansville, Ind., ch. 62.
 WFIL-TV Philadelphia, Pa., ch. 6.
 WFLA-TV Tampa, Fla., ch. 8.
 WFLB-TV Fayetteville, N. C., ch. 18.
 WFMJ-TV Youngstown, Ohio, ch. 21.
 WFMY-TV Greensboro, N. C., ch. 2.
 WFMZ-TV Allentown, Pa., ch. 67.
 WFOX-TV Milwaukee, Wis., ch. 31.
 WFPG-TV Atlantic City, N. J., ch. 46.
 WFRV-TV Green Bay, Wis., ch. 5.
 WFTV (TV) Duluth, Minn., ch. 38.
 WGAL-TV Lancaster, Pa., ch. 8.
 WGAN-TV Portland, Me., ch. 13.
 WGBH-TV Boston, Mass., ch. 2.
 WGBI-TV Scranton, Pa., ch. 22.
 WGBS-TV Miami, Fla., ch. 23.
 WGM-TV Quincy, Ill., ch. 10.
 WGLV (TV) Easton, Pa., ch. 57.
 WGN-TV Chicago, Ill., ch. 9.
 WGR-TV Buffalo, N. Y., ch. 2.
 WGHY-TV Hartford, Conn., ch. 18.
 WGTV (TV) New York, N. Y., ch. 25.
 WGVl (TV) Greenville, S. C., ch. 23.
 WHA-TV Madison, Wis., ch. 21.
 WHAM-TV Rochester, N. Y., ch. 5.
 WHAS-TV Louisville, Ky., ch. 11.
 WHBF-TV Rock Island, Ill., ch. 4.
 WHBQ-TV Memphis, Tenn., ch. 13.
 WHCU-TV Ithaca, N. Y., ch. 20.
 WHEC-TV Rochester, N. Y., ch. 10.
 WHEF-TV Brockton, Mass., ch. 62.
 WHEN-TV Syracuse, N. Y., ch. 8.
 WHFC-TV Chicago, Ill., ch. 26.
 WHIO-TV Dayton, Ohio, ch. 7.
 WHIS-TV Bluefield, W. Va., ch. 6.
 WHIZ-TV Zanesville, Ohio, ch. 18.
 WHK-TV Cleveland, Ohio, ch. 19.
 WHO-TV Des Moines, Iowa, ch. 13.
 WHP-TV Harrisburg, Pa., ch. 55.
 WHTN-TV Huntington, W. Va., ch. 13.
 WHTV (TV) Syracuse, N. Y., ch. 43.
 WHUM-TV Reading, Pa., ch. 61.
 WHYN-TV Springfield, Mass., ch. 55.
 WIBW-TV Topeka, Kan., ch. 13.
 WICA-TV Ashtabula, Ohio, ch. 15.
 WICC-TV Bridgeport, Conn., ch. 43.
 WICS (TV) Springfield, Ill., ch. 20.
 WICU (TV) Erie, Pa., ch. 12.
 WIET (TV) Ithaca, N. Y., ch. 14.
 WIFE (TV) Dayton, Ohio, ch. 22.
 WIL-TV St. Louis, Mo., ch. 42.
 WILK-TV Wilkes-Barre, Pa., ch. 34.
 WILL-TV Urbana, Ill., ch. 12.
 WIMA-TV Lima, Ohio, ch. 35.
 WIND-TV Chicago, Ill., ch. 20.
 WINK-TV Fort Myers, Fla., ch. 11.
- WINR-TV Binghamton, N. Y., ch. 40.
 WINT (TV) Waterloo, Ind., ch. 15.
 WIRI (TV) North Pole, N. Y., ch. 5.
 WIRK-TV West Palm Beach, Fla., ch. 21.
 WIS-TV Columbia, S. C., ch. 10.
 WISE-TV Asheville, N. C., ch. 62.
 WISH-TV Indianapolis, Ind., ch. 8.
 WISN-TV Milwaukee, Wis., ch. 12.
 WITH-TV Baltimore, Md., ch. 72.
 WITN (TV) Washington, N. C., ch. 7.
 WITV (TV) Fort Lauderdale, Fla., ch. 17.
 WJAC-TV Johnstown, Pa., ch. 6.
 WJAR-TV Providence, R. I., ch. 10.
 WJBF-TV Augusta, Ga., ch. 6.
 WJBK-TV Detroit, Mich., ch. 2.
 WJDM (TV) Panama City, Fla., ch. 7.
 WJDW (TV) Boston, Mass., ch. 44.
 WJHL-TV Johnston City, Tenn., ch. 11.
 WJHP-TV Jacksonville, Fla., ch. 36.
 WJIM-TV Lansing, Mich., ch. 6.
 WJLN-TV Birmingham, Ala., ch. 48.
 WJMR-TV New Orleans, La., ch. 61.
 WJNO-TV West Palm Beach, Fla., ch. 5.
 WJPB-TV Fairmont, W. Va., ch. 35.
 WJRT (TV) Flint, Mich., ch. 12.
 WJTV (TV) Jackson, Miss., ch. 12.
 WKAB-TV Mobile, Ala., ch. 48.
 WKAQ-TV San Juan, Puerto Rico, ch. 2.
 WKAR-TV East Lansing, Mich., ch. 60.
 WKBN-TV Youngstown, Ohio, ch. 27.
 WKBT (TV) La Crosse, Wis., ch. 8.
 WKDN-TV Camden, N. J., ch. 17.
 WKJF-TV Pittsburgh, Pa., ch. 53.
 WKJG-TV Fort Wayne, Ind., ch. 33.
 WKLO-TV Louisville, Ky., ch. 21.
 WKNA-TV Charleston, W. Va., ch. 49.
 WKNB-TV New Britain, Conn., ch. 30.
 WKNE-TV Keene, N. H., ch. 45.
 WKNX-TV Saginaw, Mich., ch. 57.
 WKNY-TV Poughkeepsie, N. Y., ch. 21.
 WKOK-TV Sunbury, Pa., ch. 38.
 WKOW-TV Madison, Wis., ch. 27.
 WKRC-TV Cincinnati, Ohio, ch. 12.
 WKRG-TV Mobile, Ala., ch. 5.
 WKST-TV New Castle, Pa., ch. 45.
 WKTV (TV) Utica, N. Y., ch. 13.
 WKY-TV Oklahoma City, Okla., ch. 4.
 WKZO-TV Kalamazoo, Mich., ch. 3.
 WLAC-TV Old Hickory, Tenn., ch. 5.
 WLAM-TV Lewiston, Maine, ch. 17.
 WLAP-TV Lexington, Ky., ch. 27.
 WLBC-TV Muncie, Ind., ch. 49.
 WLBR-TV Lebanon, Pa., ch. 15.
 WLBT (TV) Jackson, Miss., ch. 3.
 WLEV-TV Bethlehem, Pa., ch. 51.
 WLEX-TV Lexington, N. C., ch. 18.
 WLOS-TV Asheville, N. C., ch. 13.
 WLTV (TV) Wheeling, W. Va., ch. 51.
 WLVA-TV Lynchburg, Va., ch. 13.
 WLWA (TV) Atlanta, Ga., ch. 11.
 WLWC (TV) Columbus, Ohio, ch. 4.
 WLWD (TV) Dayton, Ohio, ch. 2.
 WLWT (TV) Cincinnati, Ohio, ch. 5.
- WMAL-TV Washington, D. C., ch. 7.
 WMAR-TV Baltimore, Md., ch. 2.
 WMAZ-TV Warner Robins, Ga., ch. 13.
 WMBR-TV Jacksonville, Fla., ch. 4.
 WMBV-TV Marinette, Wis., ch. 11.
 WMCN (TV) Grand Rapids, Mich., ch. 23.
 WMCT (TV) Memphis, Tenn., ch. 5.
 WMFD-TV Wilmington, N. C., ch. 6.
 WMFL (TV) Miami, Fla., ch. 33.
 WMGT (TV) Adams, Mass., ch. 19.
 WMSL-TV Decatur, Ala., ch. 23.
 WMT-TV Cedar Rapids, Iowa, ch. 2.
 WMTV (TV) Madison, Wis., ch. 33.
 WMTW (TV) Poland Spring, Maine, ch. 8.
 WMUR-TV Manchester, N. H., ch. 9.
 WNAC-TV Boston, Mass., ch. 7.
 WNAO-TV Raleigh, N. C., ch. 28.
 WNBE (TV) New Bern, N. C., ch. 13.
 WNBF-TV Binghamton, N. Y., ch. 12.
 WNBK (TV) Cleveland, Ohio, ch. 3.
 WNBQ (TV) Chicago, Ill., ch. 5.
 WNCT (TV) Greenville, N. C., ch. 9.
 WNDU-TV Notre Dame, Ind., ch. 46.
 WNEU-TV Bay City, Mich., ch. 5.
 WNET (TV) Providence, R. I., ch. 16.
 WNHC New Haven, Conn., ch. 8.
 WNLC-TV New London, Conn., ch. 26.
 WNOK-TV Columbia, S. C., ch. 67.
 WN0P-TV Newport, Ky., ch. 74.
 WN0W-TV York, Pa., ch. 49.
 WNYC-TV New York, N. Y., ch. 31.
 WOAI-TV San Antonio, Tex., ch. 4.
 WOAY-TV Oak Hill, W. Va., ch. 4.
 W0BS-TV Jacksonville, Fla., ch. 30.
 W0C-TV Davenport, Iowa, ch. 6.
 W0CN (TV) Atlantic City, N. J., ch. 52.
 W0I-TV Ames, Iowa, ch. 5.
 W0KA (TV) Macon, Ga., ch. 47.
 W00D-TV Grand Rapids, Mich., ch. 8.
 W00K-TV Washington, D. C., ch. 50.
 W0PT (TV) Chicago, Ill., ch. 44.
 W0R-TV New York, N. Y., ch. 9.
 W0RA-TV Mayaguez, P. R., ch. 5.
 W0SU-TV Columbus, Ohio, ch. 34.
 W0TV (TV) Richmond, Va., ch. 29.
 W0W-TV Omaha, Neb., ch. 6.
 WPAG-TV Ann Arbor, Mich., ch. 20.
 WPBN-TV Traverse City, Mich., ch. 7.
 WPFA (TV) Pensacola, Fla., ch. 15.
 WPFH (TV) Wilmington, Del., ch. 12.
 WPGT (TV) Clearwater, Fla., ch. 32.
 WPix (TV) New York, N. Y., ch. 11.
 WPMT (TV) Portland, Me., ch. 53.
 WPRO-TV Providence, R. I., ch. 12.
 WPTR-TV Albany, N. Y., ch. 23.
 WPtv (TV) Ashland, Ky., ch. 59.
 WPTZ (TV) Philadelphia, Pa., ch. 3.
 WQCY (TV) Allentown, Pa., ch. 39.
 WQED (TV) Pittsburgh, Pa., ch. 13.
 WQMC (TV) Charlotte, N. C., ch. 36.
 WQTV (TV) Binghamton, N. Y., ch. 46.

CALL LETTERS

WQXI-TV Atlanta, Ga., ch. 36.	WSAU-TV Wausau, Wis., ch. 7.	WSPD-TV Toledo, Ohio, ch. 13.	WTLV (TV) New Brunswick, N. J., ch. 19.	WTVE (TV) Elmira, N. Y., ch. 24.	WTWO (TV) Bangor, Maine, ch. 2.
WQXL-TV Louisville, Ky., ch. 41.	WSAV-TV Savannah, Ga., ch. 3.	WSTF (TV) Stamford, Conn., ch. 27.	WTMJ-TV Milwaukee, Wis., ch. 4.	WTVF (TV) Buffalo, N. Y., ch. 23.	WTWV (TV) Tupelo, Miss., ch. 9.
WQXN-TV Cincinnati, Ohio, ch. 54.	WSAZ-TV Huntington, W. Va., ch. 3.	WSTV-TV Steubenville, Ohio, ch. 9.	WTOB-TV Winston-Salem, N. C., ch. 26.	WTVG (TV) Mansfield, Ohio, ch. 36.	WUNC-TV Chapel Hill, N. C., ch. 4.
WRAK-TV Williamsport, Pa., ch. 36.	WSB-TV Atlanta, Ga., ch. 2.	WSUN-TV St. Petersburg, Fla., ch. 38.	WTOC-TV Savannah, Ga., ch. 11.	WTVH-TV Peoria, Ill., ch. 19.	WUOM-TV Ann Arbor, Mich., ch. 26.
WRAY-TV Princeton, Ind., ch. 52.	WSBA-TV York, Pa., ch. 43.	WSVA-TV Harrisonburg, Va., ch. 3.	WTOH-TV Toledo, Ohio, ch. 79.	WTVI (TV) Ft. Pierce, Fla., ch. 19.	WUSN-TV Charleston, S. C., ch. 2.
WRBL-TV Columbus, Ga., ch. 4.	WSBT-TV South Bend, Ind., ch. 34.	WSYR-TV Syracuse, N. Y., ch. 3.	WTOK-TV Meridian, Miss., ch. 11.	WTVJ (TV) Miami, Fla., ch. 4.	WUTV (TV) San Juan, P. R., ch. 6.
WRC-TV Washington, D. C., ch. 4.	WSEE (TV) Erie, Pa., ch. 35.	WTAO-TV Cambridge, Mass., ch. 56.	WTOM-TV Lansing, Mich., ch. 54.	WTVM (TV) Muskegon, Mich., ch. 35.	WVEC-TV Hampton, Va., ch. 15.
WRCA-TV New York, N. Y., ch. 4.	WSFA-TV Montgomery, Ala., ch. 12.	WTAP (TV) Parkersburg, W. Va., ch. 15.	WTOP-TV Washington, D. C., ch. 9.	WTVN (TV) Columbus, Ohio, ch. 6.	WVET-TV Rochester, N. Y., ch. 10.
WRD-TV Augusta, Ga., ch. 12.	WSHA (TV) Sharon, Pa., ch. 39.	WTAR-TV Norfolk, Va., ch. 3.	WTOV-TV Norfolk, Va., ch. 27.	WTVQ (TV) Rockford, Ill., ch. 39.	WWJ-TV Detroit, Mich., ch. 4.
WREC-TV Memphis, Tenn., ch. 3.	WSIL-TV Harrisburg, Ill., ch. 22.	WTBO-TV Cumberland, Md., ch. 17.	WTPA (TV) Harrisburg, Pa., ch. 71.	WTVP (TV) Decatur, Ill., ch. 17.	WWLA (TV) Lancaster, Pa., ch. 21.
WREX-TV Rockford, Ill., ch. 13.	WSIX-TV Nashville, Tenn., ch. 8.	WTCN-TV Minneapolis, Minn., ch. 11.	WTRF-TV Wheeling, W. Va., ch. 7.	WTVQ (TV) Pittsburgh, Pa., ch. 47.	WWLP (TV) Springfield, Mass., ch. 61.
WRGB (TV) Schenectady, N. Y., ch. 6.	WSJS-TV Winston-Salem, N. C., ch. 12.	WTHI-TV Terre Haute, Ind., ch. 10.	WTRI (TV) Schenectady, N. Y., ch. 35.	WTVR (TV) Richmond, Va., ch. 6.	WWOR-TV Worcester, Mass., ch. 14.
WRNY-TV Rochester, N. Y., ch. 27.	WSJV (TV) Elkhart, Ind., ch. 52.	WTHS-TV Miami, Fla., ch. 2.	WTSK-TV Knoxville, Tenn., ch. 26.	WTVT (TV) Tampa, Fla., ch. 13.	WWTV-TV Cadillac, Mich., ch. 13.
WROH (TV) Rochester, N. Y., ch. 21.	WSLA (TV) Selma, Ala., ch. 8.	WTHT (TV) Wilmington, N. C., ch. 3.	WTTG (TV) Washington, D. C., ch. 5.	WTVU (TV) Scranton, Pa., ch. 73.	WXEL (TV) Cleveland, Ohio, ch. 8.
WROM-TV Rome, Ga., ch. 9.	WSLS-TV Roanoke, Va., ch. 10.	WTIQ (TV) Munford, Ala., ch. 7.	WTTT (TV) Bloomington, Ind., ch. 4.	WTVX (TV) Gastonia, N. C., ch. 48.	WXEZ-TV Petersburg, Va., ch. 8.
WROW-TV Albany, N. Y., ch. 41.	WSM-TV Nashville, Tenn., ch. 4.	WTLE (TV) Evanston, Ill., ch. 32.	WTTW (TV) Chicago, Ill., ch. 11.	WTVY (TV) Dothan, Ala., ch. 9.	WXIX (TV) Milwaukee, Wis., ch. 19.
WRTV (TV) Asbury Park, N. J., ch. 58.	WSPA-TV Spartanburg, S. C., ch. 7.	WTLF (TV) Baltimore, Md., ch. 18.	WTVD (TV) Durham, N. C., ch. 11.	WTVZ (TV) Albany, N. Y., ch. 17.	WXYZ-TV Detroit, Mich., ch. 7.

TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1955

Editor's Note: This is the second supplement to the comprehensive list which appeared in the TELECASTING YEARBOOK-MARKETBOOK ISSUE, 1953-54. Unless otherwise noted, the place of publication is New York City. The word *Apply* indicates published material which may or may not be available. This supplement is by no means comprehensive and books scheduled for future publication may be postponed or have changes in paging and price.

AGNES LAW, Librarian, CBS Reference Department.

ADVERTISING

ADVERTISING LAYOUT. By William Longyear. Ronald Press, 1954. 107p. \$6.50. Radio and television, well-illustrated, are included in this volume devoted to the graphic arts.

"AND A LITTLE CHILD SHALL LEAD THEM"—to Your Product! Prepared by TV Division of Edward Petry, 488 Madison Ave. New York 22, 24 p. *Apply*. This is a report in loose-leaf presentation form, on the viewing habits of children and the commercial impact of children's TV programs.

ADVERTISING OF ALCOHOLIC BEVERAGES. Hearings on H. R. 1227, (the Bryson bill) before the Committee on Interstate and Foreign Commerce, House of Representatives, 83rd Congress, 2d ses. May 19-24, 1954. 484p.

House Report on 2670, Aug. 18, 1954 on the same.

Hearings on S. 3294 (the Langer bill) before the Senate Interstate and Foreign Commerce Committee, June 21-24, 1954. 384p.

MOTIVATION RESEARCH IN ADVERTISING AND MARKETING. By George Horsley Smith. McGraw-Hill, 1954. 242p. \$5.00. Brief sections on radio and television are included in this book on a new field of research.

RADIO-TELEVISION RATING METHODS. By Edwin F. Lefkowitz. Philadelphia, WFIL-TV, 1955. 24p. *Apply*. A fellowship grant by WFIL-TV provided the opportunity to make an evaluation of the various methods reported in this study.

TELEVISION AUDIENCE RESEARCH FOR GREAT BRITAIN. By Arthur C. Nielsen. A. C. Nielsen Co. 2101 Howard St. Chicago 45, 1955. 143 p. *Apply*. In preparation for the advent of commercial tv in Great Britain, the author, a pioneer in this particular field, provides a comprehensive presentation of audience research techniques based on the equipment, knowledge and practical experience of the U. S.

GENERAL

FOCUS ON COLOR TV. By the Katz Agency, 477 Madison Ave. New York 22, 1954. 39p. *Apply*. Subtitled a Status Report as of January 1954, this features a close-up on Color TV and the story of the lessons and experiences of the first independently operated station (WKY-TV, Oklahoma City) to telecast live color.

STATISTICAL YEARBOOK OF THE UNITED NATIONS. The Statistical Office of the UN, New York 17, 1955. 594p. \$7.50. The sixth yearbook contains a section on radio and television stations and set ownership throughout the world.

STATUS OF UHF and MULTIPLE OWNERSHIP OF TV STATIONS. Hearings before the Subcommittee on Communications, Charles E. Potter (R.-Mich.) Chm., 83rd Congress, 2d ses. on the Status of uhf television stations, and S. 3095, a bill to regulate multiple ownership of stations, May 19-June 22, 1954. 1177p.

THE FIRST BOOK OF TELEVISION. By Edward R. Stoddard. Franklin Watts, 1955. 62p. \$1.95. Illustrated by Laszlo Roth and written for juveniles, adults will find it useful for an explanation of the technical aspects of tv.

I LOOKED AND I LISTENED. By Ben Gross. Random House, 1954. 344p. \$3.95. These informal recollections of radio and television by the radio and tv editor of the New York Daily News present an anecdotal history of the past and a glance into the possibilities of the future.

THE INFLUENCE OF TELEVISION ON THE ELECTION OF 1952. By A. J. Alton. Oxford, (Ohio), Research Associates, Box 137, 1954. 177p. \$3.00. This is a detailed research study by members of the Department of Marketing, Miami University, operating under a fellowship grant, among the thousand residents of the Miami Valley.

MUNICIPAL REGULATIONS, TAXATION AND USE OF RADIO AND TELEVISION. By Charles S. Rhyne. Washington 6, Nat. Institute of Municipal Law Offices, 726 Jackson Pl., N.W. 1955. 84p. \$3.00. Report no. 143 is an attempt to assemble the best available current information on all phases of radio and tv affecting municipal government which should be useful to station managers.

NATIONAL SURVEY OF RADIO AND TELEVISION SETS. Associated with U.S. Households, May 1954. Advertising Research Foundation, 11 W. 42nd St. (38), 1954. 120p. *Apply*. This report, made by the Alfred Pollitz Research, presents ARF validated data about the number and location of radio and television sets.

PAY AS YOU SEE TV. By Ira Kamen. Indianapolis 5, Howard W. Sams, 1955. 94p. \$1.50. Although the author is strongly in favor of subscription tv, he presents an overall coverage of the problems and possible solutions in this useful reference source.

THE EGGHEAD AND THE OTHERS. A Television Fable. By Donley Feddersen. Coach House Press, Chicago, 1955. 64p. \$2.75. This is a charming tale of a mythical professor and his wife who resisted television but were finally sold through the logic of his five-year old son. It is delightfully illustrated by the author.

THE PROCESS AND EFFECTS OF MASS COMMUNICATIONS. Edited by Wilbur Schramm. Urbana, University of Illinois Press, 1954. 586p. \$6.00. The editor of two other books in this field has again assembled material appearing in various publications for those concerned with advertising, broadcasting and related fields. Emphasis, however, is on the international aspects in this volume.

TELEVISION BROADCASTING. By John H. Battison. Macmillan, Fall 1955. 480p. \$7.50. Station administration and management, together with a consideration of problems and solutions are handled in this book which includes also a list of tv station jobs and requirements.

TELEVISION NETWORK REGULATION AND THE UHF PROBLEMS. By Harry M. Plotkin. Washington. U.S. Govt. Print Off. 1955. 44p. *Apply*. This so-called Plotkin report is in the form of a memorandum prepared for the Senate Committee on Interstate and Foreign Commerce by the Special Counsel engaged by the Committee to investigate the practices and problems of the industry.

THIRTY-TWO TELEVISION TALKS. Transcribed from BMI TV Clinics. Broadcast Music, Inc. New York 17, 1955. 340p. \$7.00. A record of panels and talks by broadcasting executives, top program and production experts in the various aspects of tv operations make this an invaluable reference tool, particularly for those just entering the medium.

TRIAL BY TELEVISION. By Michael Straight. Boston, Beacon Press, 1954. 282p. \$3.50. Although opposed to Senator McCarthy, the editor of the New Republic gives a colorful account of the televised Army-McCarthy hearings.

DICTIONARIES, TECHNICAL BOOKS

DICTIONARY OF ELECTRONIC TERMS. Ed. by Gordon R. Partridge. Chicago, Allied Radio Corp. 1955. 79p. 25c. In addition to a list of concise definitions of words used in radio, television and electronics, which are not too technical, appendices include historic dates in electronics, color code on resistors, radio and tv books and standard schematic symbols.

ELSEVIER'S DICTIONARY OF TELEVISION, RADAR and ANTENNAS in Six Languages. Comp. by W. E. Clason. Elsevier Press, 402 Lovett Blvd., Houston Texas, 1955. 2365p. \$21.50. English-American technical words and their meanings appear on

the left-hand page with their corresponding terms in French, Spanish, Italian, Dutch and German on the facing page.

TECHNIQUES OF MAGNETIC RECORDING. By Joel Tall. Macmillan, Fall 1955. 450p. \$7.50. This is a comprehensive treatment of the methods and applications of magnetic recording including a chapter for its use in motion pictures and television, with a brief description of video tape recording. It is written for the average person as well as the technician by a CBS engineer who has specialized in this field.

TELEVISION. By V. K. Zworykin and G. A. Morton. Wiley, 1954. 1014p. \$17.50. This second edition of a book originally published in 1940, written by pioneers in the field, includes the electronics of image transmissions in color and monochrome with a comprehensive study of industrial tv and special emphasis on the camera tube and the kinescope.

EDUCATIONAL ASPECTS

CHILDREN AND TV: Making the Most of It. By Erna Christensen. Washington, Assn. for Childhood Education, 1954. 40p. 75c. The potentialities and limitations for children of this type of mass communication is discussed by a half-dozen educators.

THE FIRST NAEB TV PRODUCTION WORKSHOP FOR EDUCATIONAL TELEVISION. Edited by Edward Stasheff. Urbana, Ill. Nat. Assn. of Educational Broadcasters, 1954. 100p. \$2.00. This account of the lectures, procedures and projects of the workshop for educators held in 1953, will be useful for those needing such guidance.

TV: Learning to Use It. By the Council of National Organizations of the Adult Education Association of the USA, The Council, New York 3, 1954. 40p. *Apply*. This useful handbook is sub-titled a Resource and Guide for Workshops.

TV IDEAS. By The Television Committee, University Extension Div., University of Wisconsin, 1953. 100p. \$2.00. Five tv workshops held at the University of Wisconsin during the summer of 1952 are reported in these proceedings which are available from the Bureau of Audio-Visual Instruction, 1312 West Johnson St., Madison 6.

TELEVISION IN THE CLASSROOM. By the National Advisory Council on School Broadcasting, Canadian Broadcasting Corporation, Toronto, CBC, 354 Jarvis St. 1955. 64p. *Apply*. Findings among more than 500 teachers and 18,000 pupils in a classroom tv experiment in November 1954 indicate that programs jointly planned by teachers and broadcasters have a definite contribution as a teaching aid. Further experiment is needed to determine the nature and content of this contribution.

THIS IS EDUCATIONAL TELEVISION. By William K. Cumming. Communications Series, 108 So. Homer St., Lansing, Mich. 1954. 264p. \$4.40. Based largely on the author's personal experience in this field, as well as interviews with educators active in TV, this book presents a thorough coverage of educational TV in all its phases of operation.

TECHNIQUES AND CAREERS

ACTING IS A BUSINESS. By Merrill E. Joels. Hasting House, 1955. 96p. \$2.50. Sub-titled "How to get into television and radio," the author devotes his text to getting jobs. Sources and services in New York are included in an appendix.

AUDITIONING FOR TV. By Martin Begley and Douglas MacCrae. Hastings House, Fall, 1955. 128p. \$3.50. Sub-titled, "How to prepare for success as a TV actor," the authors have attempted to assist the established actor as well as the neophyte. Acting psychology, sample scripts and a glossary of tv terms are included.

HOW TO DIRECT FOR TELEVISION. By William I. Kaufman. Hastings House, Fall 1955. 96p. \$2.50.

Top directors in the field contribute chapters on the techniques of putting a tv show on the air in this first and only book devoted entirely to the director. The editor has produced other career books and script anthologies.

HOW TO WRITE FOR TELEVISION. By William I. KAUFMAN. Hastings House, 1955. 95p. \$2.50. Six writers and four script editors have contributed chapters to this book for the more advanced writer. Emphasis is on the commercial field.

PUBLICITY IN ACTION. By Herbert M. Baus. Harper, 1954. 335p. \$4.50. Public relations and industry problems of radio, television and other media, together with practical examples and illustrations, are included in this textbook by an experienced publicity director.

STAGING TV PROGRAMS AND COMMERCIALS. By Robert J. Wade. Hastings House, 1954. 216p. \$6.50. This practical how-to-do-it manual concentrates on the physical production problems of live television and should be particularly useful for regional and local station operations. The author, a free-lance set designer and tv art consultant, includes numerous illustrations.

TAKING HOLD OF TELEVISION. By Roger S. Hall. National Publicity Council, 257 Fourth Ave., (10), 1954. 119p. \$2.00. Prepared specifically for those concerned with promotion in health, welfare and civic organizations, but others will find it a practical guide for the use of tv as a publicity and promotion medium.

TELEVISION ACTOR'S MANUAL. By William C. Hodapp. Appleton, Fall 1955. 345p. \$4.00. An experienced author and craftsman has prepared this textbook for the actor and the student. Audition scenes, specific exercises for training the new actor, a glossary and lists of casting directors and agents, actors' unions, contracts and pay scales make this a useful handbook.

THE TELEVISION COMMERCIAL. By Harry W. McMahan. Hastings House, 177p. \$5.00. This first

book devoted to this particular technique tells how to create and produce effective tv advertising. The author, with much experience, is now in charge of tv commercials for a large advertising agency.

TELEVISION PLAYS. By Paddy Chavafsky. Simon and Schuster, 1955. 268p. \$5.00. Six plays by this successful television writer, including *Marty*, which was adapted for the screen, are presented in this anthology, together with notes by the author.

TELEVISION PROGRAM PRODUCTION. By Carroll O'Meara. Ronald Press, 1955. 361p. \$5.00. The author, an NBC-TV producer-director, provides a clear picture of every phase of studio and behind-the-scenes program operations.

TELEVISION TECHNIQUES. By Hoyland Bettinger. Rev. ed. by Sol Cornberg. Harper, 1955. 248p. \$5.00. The NBC Director of Studios & Theatres and Plant Facilities Development has brought this worth-while book, originally published in 1947, up-to-date with new photographs and a chapter on color television.

TOP TV SHOWS OF THE YEAR, 1954-1955. By Irving Settel. Hastings House, 1955. 269p. \$5.50. This is the first of a "Best Broadcasts" type of anthology. It presents complete scripts for a wide variety of tv program formats and types, together with commentaries on the scripts, background information on the participants, stage directions and a brief glossary of terms.

VEST POCKET THEATRE. By Alan A. Armer and W. E. Grauman. Samuel French, 25 W. 45th St. (36) 1955. 131p. \$2.00. Twenty tested tv playlets are included in this small volume.

WRITING FOR TELEVISION. By Eric Heath. Horizon Publications, 3766 Wilshire Blvd., Los Angeles 5, 1953. 438p. \$5.50. This is the third edition of a basic book on the requirements and techniques of tv writing and includes a treatise on the art of story creation and five complete scripts. The author has been associated with motion picture studios.

TRANSFERS & PROPOSED TRANSFERS OF TV OWNERSHIP

ALABAMA

WABT Birmingham—Licensed to Television Corp. of Alabama (Birmingham News Co.). Original owners: The Television Co. (Ed Norton, 75%; Thad Holt, 25%). Original call letters: WAFM-TV. Sales price: \$2.4 million (with WAPI and WAFM (FM)). FCC approved: June 10, 1953, on condition Birmingham News Co. relinquish WSGN-AM-FM-TV [B•T, June 22, 1953].

WBRC-TV Birmingham—Licensed to Birmingham Broadcasting Co. (subsidiary of Storer Broadcasting Co.). Original owner: Eloise S. Hanna. Sales price: \$2.4 million (with WBRC). FCC approved: May 20, 1953, conditioned on relinquishment of WSAI-AM-FM Cincinnati [B•T, June 1, 1953].

WSGN-TV Birmingham—Licensed to Jemison Broadcasting Co. Original owners: Birmingham News Co. Sales price: \$300,000 (with WSGN-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953]. *Note:* This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAPI, WAFM (FM) and WAFM-TV (now WABT).

WSFA-TV Montgomery—Licensed to WKY Radiophone Co. (Oklahoma Publishing Co.). Original owner: Montgomery Broadcasting Co. (David E. Dunn and associates). Sales price: \$568,598 (with WSFA). FCC approved: Feb. 16, 1955 [B•T, Feb. 28, 1955].

ARIZONA

KVAR-TV Mesa—Licensed to KTAR Broadcasting Co. Original owners: Harkins Broadcasting Co. Original call letters: KYTL-TV. Sales price: Assumed obligations totaling \$251,000 and leases land and buildings for five years at \$630 a month. FCC approved: June 17, 1954 [B•T, June 28, 1954].

KPHO-TV Phoenix—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [B•T, June 30, 1952]. *Note:* Station, originally KTLX, first owned by W. L. Pickens, R. L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally (in 1949) taken over by John C. Mullins and associates.

KOY-TV Phoenix (now deleted)—Licensed to Maricopa Broadcasters (KOOL-AM-TV) (with which it shared time on ch. 10). Original owners: KOY Broadcasting Co. Sales price: \$200,000. FCC approved: May 5, 1954 [B•T, May 10, 1954].

KVOA-TV Tucson—Licensed to Arizona Broadcasting Co. (Clinton D. McKinnon and associates). Original owner: John J. Louis and family. Sales price: \$288,904 plus assumption of \$225,000 in obligations (with KVOA). FCC approved: June 29, 1955 [B•T, July 4, 1955].

ARKANSAS

KRTV (TV) Little Rock (now deleted)—Licensed to Little Rock Telecasters Inc. (Rowley-Brown Broadcasting Co.). Original owners: Rowley-Brown Broadcasting Co. and Donald W. Reynolds. Sales price: \$52,500 and assumption of \$300,000 in liabilities. FCC approved: Aug. 26, 1953 [B•T, Aug. 31, 1953]. *Note:* Station facilities sold to Central South Sales Co., owners of KATV (TV) Pine Bluff, Ark., for \$400,000 in March 1954 [B•T, March 8, 1954].

CALIFORNIA

KBAK-TV Bakersfield—Licensed to Chronicle Publishing Co. (*San Francisco Chronicle*). Original owner: Sheldon Anderson. Original call letters: KAFY-TV. Sales price: \$85,000 (with KAFY, now KBAK). FCC approved: Dec. 9, 1953 [B•T, Dec. 21, 1953].


KECA-TV Los Angeles—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

KCOP (TV) Los Angeles—Licensed to Copley Press Inc. Original owner: KMTR Radio Corp. (Mrs. Dorothy Schiff). Original call letters: KLAC-TV. Sales price: \$1,375,000. FCC approved: Dec. 23, 1953 [B•T, Jan. 4, 1954].

KHJ-TV Los Angeles—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [B•T, Aug. 13, 1951].

KNXT (TV) Los Angeles—Licensed to Columbus Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSL. Sales price: \$3.6 million. FCC approved: Dec. 27, 1950 [B•T, Jan. 1, 1951]. *Note:* Licensee sold to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,320,000 [B•T, Jan. 1, 1951].

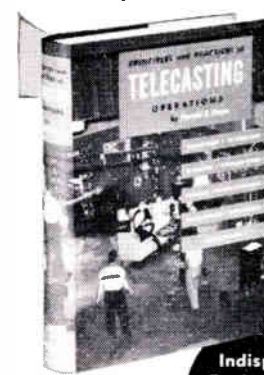
KFMB-TV San Diego—Licensed to Wrather-



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STATION TRANSFERS

Alvarez Broadcasting Co. Original owners: Kennedy Broadcasting Co. (John A. Kennedy). Sales price: \$3 million (with KFMB). FCC approved: March 25, 1953 [B•T, March 30, 1953]. *Note:* Kennedy Broadcasting Co. bought KFMB-AM-TV from Jack Gross Broadcasting Co. for \$925,000 April 25, 1951. Sale of 22% in Wrather-Alvarez Broadcasting Co. to Edward Petry & Co. for \$633,333 received FCC approval July 22, 1953 [B•T, July 27, 1953].

KFSD-TV San Diego—Licensed to KFSD Inc. Original owner: Airfan Radio Corp. (Thomas E. Sharpe and associates). Sales price: \$2.2 million (with KFSD). FCC approved: Oct. 13, 1954. [B•T, Oct. 18, 1954].

KBAY-TV San Francisco—Licensed to Bay Tv (Dr. and Mrs. Leonard Averett). Original owner: Lawrence A. Harvey. Sale price: No consideration involved. FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

KPIX (TV) San Francisco—Licensed to Westinghouse Broadcasting Co. Original owners: KPIX Inc. (Wesley I. Dumm and associates). Sales price: \$7.5 million. FCC approved: July 2, 1954 [B•T, July 12, 1954].

KVVG (TV) Tulare—Licensed to Uhf Telecasting Corp. (Milton B. Scott-Joseph Justman). Original owner: Sheldon Anderson. Sales price: Assumption of \$350,000 in obligations. FCC approved: March 16, 1955 [B•T, March 28, 1955].

COLORADO

KBTV (TV) Denver—Licensed to Tv Denver Inc. (John C. Mullins-Frank R. Leu). Original owner: Colorado Tv Corp. (W. D. Pyle and associates). Sales price: \$900,000.

KFEL-TV Denver—Licensed to Eugene P. O'Fallon Inc. (J. Elroy McCaw, 75%; John D. Keating, 25%). Original owner: Eugene P. O'Fallon. Sales price: \$400,000 plus assumption of \$350,000 in obligations. FCC approved: July 27, 1955 [B•T, August 1, 1955].

KLZ-TV Denver—Licensed to LTF Broadcasting Corp. (Time Inc.). Original owners: Aladdin Radio & Television Inc. Sales price: \$3.5 million (with KLZ-AM-FM). FCC approved: June 25, 1954 [B•T, July 5, 1954].

KCJS-TV Pueblo—Licensed to Star Broadcasting Co. Original owners: Douglas D. Kahle, 67%; Robert L. Clinton, 33%. Sales price: Settlement of loan of \$323,000 (with KCJS).

CONNECTICUT

WGTH-TV Hartford—Licensed to General-Times Tv Corp. (General Teleradio Inc., 55%; Hartford Times, 45%). Sale to CBS for \$650,000 (with WGTH) pending FCC approval.

WKNB-TV New Britain—Licensed to New Britain Broadcasting Co. Sold to NBC for \$600,000 (with WKNB) pending FCC approval.

DELAWARE

WPFH (TV) Wilmington—Licensed to WPFH Bestg. Co. (Paul F. Harron-WIBG-AM-FM Philadelphia). Original owners: J. Hale and J. F. Steinman. Original call letters: WDEL-TV. Sales price: \$3.7 million. FCC approved: March 23, 1955 [B•T, April 4, 1955].

DISTRICT OF COLUMBIA

WTOP-TV Washington—Licensed to WTOP Inc. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sale price: \$1.4 million. FCC approved: July 26, 1950 [B•T, July 31, 1950]. CBS sold its 45% interest in WTOP Inc. to Washington Post Co., 55% stockholder, for \$3.5 million in Oct. 1954.

FLORIDA

WMBR-TV Jacksonville—Licensed to Washington Post Co. (55% owner of WTOP-AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sales price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953].

WOBS-TV Jacksonville—Licensed to Southern Radio & Equipment Co. (Carmon Macri). Original owner: E. D. Rivers Sr., majority stockholder. Sales price: \$90,000 (with WOBS) for additional 60% interest (Mr.

Macri already owned 21%). FCC approved: July 27, 1955 [B•T, August 1, 1955].

WGBS-TV Miami—Licensed to Storer Broadcasting Co. Original owners: This was a combination purchase of a construction permit for ch. 23 WMIE-TV Miami for \$35,410 and of facilities of ch. 23 WFTL-TV Fort Lauderdale for \$300,000. Original owners: WMIE-TV, E. D. Rivers Sr. and associates; WFTL-TV, Gore Publishing Co. principal owner. FCC approved: Dec. 16, 1954 [B•T, Dec. 27, 1954].

WEAT-TV West Palm Beach—Licensed to WEAT-TV Inc. (General Teleradio Inc.). Original owners: James R. and June H. Meachem. Sales price: \$101,000 plus \$200,000 in additional considerations (with WEAT). FCC approved: July 28, 1955 [B•T, August 1, 1955].

GEORGIA

WLWA (TV) Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV. Sales price: \$1.5 million. FCC approved: Jan. 28, 1953 [B•T, Feb. 2, 1953]. *Note:* This station, originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with *Atlanta Constitution* (holding CP for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000, changed call letters of WCON-TV to WSB-TV [B•T, Aug. 13, 1951].

WOKA (TV) Macon—Licensed to Macon Tv Co. (J. C. Barnes Sr. and E. K. Cargill). Original owners: W. A. Ficking and WNEX Macon. Sales price: \$1 and assumption of \$260,000 in obligations. FCC approved: April 19, 1955 [B•T, April 25, 1955].

WCTV (TV) Thomasville—Licensed to John H. Phipps. Original owner: E. D. Rivers Sr. Sales price: \$887,000 for expenses and equipment plus assumption of \$331,464 in obligations. FCC approved: May 11, 1955 [B•T, May 23, 1955].

ILLINOIS

WBLN (TV) Bloomington—Licensed to WBLN Tv Inc. (Worth S. Rough). Original owner: Cecil W. Roberts. Sales price: \$1 plus assumption of \$199,961 in obligations. FCC approved: July 13, 1955 [B•T, July 18, 1955].

WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WBKB (TV) Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Original call letters: WENR-TV. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WTVH-TV Peoria—Licensed to Hilltop Broadcasting Co. (55% owned by *Peoria Star and Journal*). Original owners: Hugh R. Norman and Edward C. Schoede. Sales price: \$210,000 (with WTVH). FCC approved April 29, 1954 [B•T, May 10, 1954].

IOWA

KCRI-TV Cedar Rapids—Licensed to Cedar Rapids Television Co. Original owners: Myron N. Blank-Harrison E. Spangler and associates, 70%; Cedar Rapids Gazette, 30%. Sales price: \$101,500 by Cedar Rapids Gazette of remaining 70% interest (with KCRI). FCC approved: Aug. 12, 1954 [B•T, Aug. 16, 1954].

KANSAS

KTVH (TV) Hutchinson—Licensed to Hutchinson Tv Inc. Sale to Wichita-Hutchinson Co. (80% owned by Minneapolis Star & Tribune Co.-Cowles) for \$1 million pending FCC approval.

KENTUCKY

WKLO-TV Louisville—Licensed to Mid-America Broadcasting Corp. (Great Trails Broadcasting Co.-Charles W. Sawyer). Original owners: James F. Brownlee, Milton S. Trost, Harold Plunkett, Emanuel Levi and associates. Sales price: \$350,000 (with WKLO). FCC approved: July 20, 1955 [B•T, July 25, 1955].

MAINE

WABI-TV Bangor—Licensed to Community Broadcasting Service (Horace Hildreth and associates). Original owners: Horace Hildreth and Murray Carpenter. Sales price: \$125,000 for Mr. Carpenter's 50% interest (with WABI). FCC approved: Oct. 7, 1953 [B•T, Oct. 12, 1953].

MARYLAND

WTBO-TV Cumberland—Licensed to Tennessee Valley Broadcasting Corp. Original owners: Maryland Radio Corp. (Howard L. Chernoff and associates). Sales price: \$110,000 (with WTBO). FCC approved: Sept. 1, 1954 [B•T, Sept. 16, 1954].

MASSACHUSETTS

WHYN-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp. (William Dwight and Charles N. DeRose and families, 50%; Republican Television Inc., which is employe beneficial funds of *Springfield Republican-News and Union*, 50%). Original owners: Dwight-DeRose group. Sales price: \$250,000 for 50% interest by Republican Television Inc. (with WHYN-AM-FM). FCC approved: July 21, 1954 [B•T, July 26, 1954].

MICHIGAN

WXYZ-TV Detroit—Licensed to WXYZ Inc. (American Broadcasting-Paramount Theatres Inc.). Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WOOD-TV Grand Rapids—Licensed to Grandwood Broadcasting Co. (Harry Bitner interests). Original owner: Leonard A. Versluis. Original call letters: WLAV-TV. Sales price: \$1,382,086. FCC approved: Sept. 19, 1951 [B•T, Sept. 24, 1951].

WTOM-TV Lansing—Licensed to Inland Broadcasting Co. Original owner: Lansing Broadcasting Co. (John C. Pomeroy and associates). Original call letters: WILS-TV. Sales price: Lease with option to purchase at \$166,254. FCC approved: Sept. 21, 1954 [B•T, Sept. 27, 1954].

WAGE-TV Marquette—Licensed to Lake Superior Broadcasting Co. (Frank J. Russell Jr.). Original owner: Peninsula Tv Inc. Jerome Sill, 66 2/3%; H. R. Herzberg, 33 1/3%. Sales price: \$20,000. FCC approved: July 27, 1955 [B•T, Aug. 1, 1955].

MINNESOTA

KEYD-TV Minneapolis—Licensed to Family Broadcasting Corp. (75% owned by Minneapolis Tower Co.). Original owners: Lee L. Whiting and associates. Sales price: \$300,000 for 75% interest. FCC approved: Sept. 15, 1954 [B•T, Sept. 20, 1954].

WCCO-TV Minneapolis—Licensed to Mid-West Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc., and 47% by Minneapolis Star & Tribune Co., which in November 1954 acquired this from CBS for \$3,950,000 [including 47% of WCCO-AM]. Midcontinent is 50% owned by Northwest Publications Inc.-Ridder newspapers and 50% by Minnesota Tribune Co. Minneapolis Star & Tribune Co. is a Cowles property [KRNT-AM-FM-TV Des Moines, KVTV (TV) Sioux City].) Original owner: Midcontinent Radio-Television Inc. Original call letters: WTCN-TV. Sales price: This was an exchange of properties in which CBS turned over WCCO Minneapolis to new licensee in exchange for 47% interest in new licensee. FCC approved: July 31, 1952 [B•T, Aug. 4, 1952].

WTCN-TV Minneapolis—Licensed to Minnesota Tv Public Service Corp. (Consolidated Tv & Radio Broadcasters Inc.-Bitner). Original owners: Robert Butler and associates. Sales price: \$1,815,000 (with WTCN). FCC approved: April 6, 1955 [B•T, April 18, 1955].

MISSOURI

KHQA-TV Hannibal—Licensed to Lee Broadcasting Inc. (WTAD Decatur, Ill.). Original owners: Courier Post Publishing Co. Sales terms: Courier Post Publishing Co. acquires 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [B•T, July 13, 1953].

KCMO-TV Kansas City—Licensed to Meredith Engineering Co. (Meredith Publishing Co.). Original owners: KCMO Broadcasting Co. (T. L. Evans and Lester E. Cox). Sales

water, Minn. (75%), WMNS-AM-FM St. Paul, Minn. (39%); WSPT Stevens Point, Wis. (9%).

CLAUDIA T. JOHNSON STATIONS—KTBC-AM-TV Austin and KANG-TV Waco.

HAROLD KAYE & EMIL J. ARNOLD STATIONS—WLOW Norfolk, WORC Worcester (Mass.), and purchase of WINN Louisville pending FCC approval.

KERR-McGEE STATIONS—WEEK-AM-TV Peoria, Ill., and 50% of KVOO-TV Tulsa, Okla. Sen. Robert S. Kerr and D. A. McGee.

JOHN W. KLUGE STATIONS—WTRX-AM-FM Belaire, Ohio (Wheeling, W. Va.); WILY Pittsburgh, Pa. (88%); WKDA Nashville, Tenn. (73%); KXLW Clayton, Mo. (70%); WLOF Orlando, Fla. (50% with wife and brother); WGAY Silver Spring, Md. (66%).

JOHN S. KNIGHT STATIONS—WAKR-AM-FM-TV Akron, Ohio (45%); WIND-AM-TV Chicago (27.7%); WQAM-AM-FM Miami.

KYLE-CORGILL-TRUDEAU STATIONS—WRNY Rochester, WABY Albany and WPDW Potsdam, all New York. Mr. Kyle also owns 35% of WNDR Syracuse, N. Y. David A. Kyle, Donald A. Corgill and Edward L. Trudeau.

CHARLES W. LAMAR STATIONS—WPFA-TV Pensacola, Fla.; 41.88% of KTAG-TV Lake Charles, La.; 11.2% of WAFB-AM-TV Baton Rouge, La.

EDWARD LAMB ENTERPRISES INC.—WIKK and WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTDOD and WTRT (FM) Toledo, Ohio; WHOO-AM-TV Orlando, Fla. Note: Sale of WTDOD and WTRT to Booth Radio & TV Stations Inc. pending FCC approval. Headquarters: 500 Edward Lamb Bldg., Toledo. Washington office: 605 Southern Bldg., Edward Lamb, president; J. Howard McGrath, executive vice president and general counsel; Frank Oswald, vice president.

T. B. LANFORD STATIONS—KALB-AM-TV Alexandria, La. (47.2%); KPLC-AM-TV Lake Charles, La. (33.1%); KRMD-AM-FM Shreveport, La. (48%); WSLI, WJTV (TV) Jackson Miss. (13.8%); KRRV Sherman, Tex. (88%). Note: Mr. Lanford's purchase of additional 52.8% of KALB stations pending FCC approval.

M. R. LANKFORD STATIONS—WRAY-AM-TV Princeton, Ind.; WCBQ Sarasota, Fla.; WQDN DuQuoin, Ill.

LEE STATIONS—KHQA-TV Hannibal, Mo.; WTAD-AM-FM Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa, 41% of WKBT (TV) La Crosse and minority of WIBA Madison, both Wis.

RICHARD FIELD LEWIS JR. STATIONS—WINC, WRFL (FM) Winchester, WISG Mt. Jackson, and WFVA Fredericksburg (60%), Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania.

HARRY WILLARD LINDER STATIONS—KLRG Redwood Falls, KMHL Marshall, KWLM Willmar (63.3%), KDMA Montevideo (58%), and KTOE Mankato (10%), all Minnesota.

J. G. LONG STATIONS—KIOX Bay City, KVIC Victoria and KTLW Texas City, all in Texas. (Long Texas Group, a package unit.)

JESSICA L. LONGSTON STATIONS—KBAR Burley, Ida. (86%); KSEM Moses Lake, Wash. (56%); KAYO (formerly KRSC) Seattle, Wash. (52%); KPUG Bellingham, Wash. (50%).

JOHN J. LOUIS STATIONS—KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

M&N BROADCASTING CO. STATIONS—WIGM Medford, WLDY Ladysmith, Wisconsin. Harold R. Murphy, 46.7% owner of M&N Broadcasting Co., owns 100% of WCHF Chippewa Falls, and 20% each of WMAW Menominee and WDUZ Green Bay, all Wisconsin. Headquarters: WLDY Ladysmith. Charles H. Nelson, president and general manager; Harold R. Murphy, secretary-treasurer.

MARTIN THEATRES OF GEORGIA STATIONS—WJBF-AM-TV Augusta (35%); WDAK-AM-TV Columbus (75%), both Ga.

MATISON STATIONS—WDAM-TV Hattiesburg, WAML Laurel and WABO Waynesboro, all Miss. David A. Matison Jr.

MAYES-WOODSON STATIONS—KBWD Brownwood, KNOW Austin, KXOL Fort Worth, KSNY Snyder, all Tex., and KTOK Oklahoma City. Wendell Mayes and C. C. Woodson.

J. ELOY McCAW STATIONS—KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; WINS New York (75%); KELA Centralia, Wash. (50%); KFEL-TV Denver (75%); KYA San Francisco (50%), and minority interests in KYAK Yakima and KALE Richland, Wash. Mr. McCaw and John D. Keating each own 25% of KONA (TV) Honolulu. Mrs. McCaw owns KAPA Raymond, Wash.

McCLATCHY BROADCASTING CO. STATIONS—KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE (FM) Modesto, all Calif.; KOH Reno, Nev. Note: Purchase of KBOX Modesto pending FCC approval. Headquarters: 21st & Q, Sacramento 4, Eleanor McClatchy, president.

McLendon STATIONS—KLIF and KLIF-TV Dallas. KERP and KOKE (TV) El Paso, all Tex., and WRIT Milwaukee. Barton R. McLendon, president; Gordon B. McLendon, vice president.

MEREDITH PUBLISHING CO. STATIONS—KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y. Headquarters: Des Moines, Iowa. Payson Hall, director, radio-tv.

MICHIGAN BROADCASTING SYSTEM STATIONS—WKMH-AM-FM Dearborn, WKMF Flint, WKHM Jackson, and WSAM-AM-FM Saginaw. Fred A. Knorr, president and general manager.

MID-AMERICA BROADCASTING CO. STATIONS—KUDL Kansas City, Mo.; KDKD Clinton, Mo.; WGVM Greenville, Miss.; KOSI Aurora-Denver, Colo., and KLEE Ottumwa, Iowa. All owned or controlled by David M. Segal.

MID-CONTINENT BROADCASTING CO. STATIONS—KOWH Omaha, WHB Kansas City, WTIK New Orleans. Robert H. Storz, chairman of board; Todd Storz, president; Virgil Sharpe, vice president; George W. Armstrong, vice president; Dale Moudy, director of engineering. Headquarters: Kilpatrick Bldg., Omaha.

MIDNIGHT SUN BROADCASTING CO. STATIONS—KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Austin G. Cooley, president; Alvin O. Bramstedt, general manager.

MIDWESTERN BROADCASTING CO. STATIONS—(Controlled by Les Biederman) WTCM, WPBN-TV Traverse City, WATT Cadillac, WATC, Gaylord, WATZ Alpena, and WMBN Petoskey, all in Michigan.

MINING JOURNAL STATIONS—WDMJ, WAGE-TV Marquette, WMIQ Iron Mt., both Mich., and WSAU-AM-TV Wausau, Wis. (minority). Frank J. Russell Jr.

MORGAN-MURPHY-WALTER C. BRIDGES STATIONS—WEAU-AM-FM-TV Eau Claire, Wis. (75%); KVOL-AM-FM-TV Lafayette, La. (50%); KGTV (TV) Des Moines, Iowa, WIBC Duluth, WMFG Hibbing, both Minn., and WISC-AM-FM Madison, Wis. Mr. Bridges also owns 75% of WJMC-AM-FM Rice Lake, Wis.

NBC OWNED STATIONS—WRCA-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM, WNBQ (TV) Chicago, WTAM-AM-FM, WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles. Note: NBC and Westinghouse Broadcasting Co. have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland for Westinghouse's KYW and WPTZ (TV) Philadelphia. This is pending FCC approval. All represented by NBC Spot Sales.

WAYNE M. NELSON STATIONS—WPET Greensboro, WHIP Mooresville and WAYN Rockingham, all North Carolina.

NEWHOUSE NEWSPAPER STATIONS—WSYR-AM-FM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; KOIN-AM-FM-TV Portland, Ore. (50%); KWK-AM-TV St. Louis (23%).

NEWS PUBLISHING CO. STATIONS—WBLK, WBLK-TV Clarksburg, W. Va., WPAR-AM-FM Parkersburg, W. Va., and 34% of WTRF-TV Wheeling, W. Va. Note: Sale of WBLK-AM-TV and WPAR-AM-FM pending FCC approval.

BOARD OF REGENTS, U. OF STATE OF NEW YORK—WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WIET (TV) Ithaca, WGTW (TV) New York, WROH (TV) Rochester, WHTV (TV) Syracuse, New York.

NORTH COUNTRY STATIONS OF VERMONT—WTWN St. Johnsbury, WIKE Newport, and WNIX Springfield, all Vermont. E. Dean Finney, president.

NORTH DAKOTA BCSTG. CO. STATIONS—KCJB-AM-TV Minot, KXJB-AM-TV Valley City, KBMB-TV Bismarck, and KSJB Jamestown, all N. D. John W. Boler, president-general manager.

JAMES H. OTTAWAY STATIONS—WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y.; WPO Stroudsburg, Pa.

PAGLIN-RAY STATIONS—WBOK, WCNO-TV New Orleans, KAOK Lake Charles, WXOK Baton Rouge, all Louisiana and KYOK Houston, Tex. Owned jointly by Jules J. Paglin and Stanley W. Ray Jr. B. J. PALMER STATIONS—WOC-AM-FM-TV Davenport, WHO-AM-FM-TV Des Moines, KMA Shenandoah, Iowa (25%), and KMTV (TV) Omaha (25%).

BEN L. PARKER STATIONS—KBOP Pleasanton, KBLP Falfurrias, KBEN Carrizo Springs, all Tex.

PEOPLES BROADCASTING STATIONS (Farm Bureau Insurance Co.)—WRFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio.

JOHN H. PERRY STATIONS—WJHP-AM-FM-TV Jacksonville, WCOA Pensacola, WTMC Ocala, WDLF Panama City and 40% of WNDB-AM-FM Daytona Beach, all Fla.

JOHN H. PHIPPS STATIONS—WKTG, WCTV (TV) Thomasville, Ga.; WTAL Tallahassee, WTYS Marianna, both Fla.

POLAN INDUSTRIES STATIONS—WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va. Theodore M. Nelson, general manager, TV Division.

JOHN POOLE STATIONS—KBIG Avalon and KBIC-TV Los Angeles, KBIF and KBID-TV Fresno, Calif.

RAHALL STATIONS—WKAP, WQCY-TV Allentown, WVAR Norristown, both Pa.; WNNR Beckley, WCHS-TV Charleston, both W. Va.; WFEA Manchester, N. H.; N. Joe Rahall, president.

DONALD W. REYNOLDS STATIONS—KFSA-AM-FM-TV Fort Smith, Ark.; KOLO and KZTV (TV) Reno, KORK Las Vegas, KLRJ-TV Henderson, all Nev.; KHBG Okmulgee, Okla., and KBRS Springdale, Ark.

ADELINE B. RINES STATIONS—WRDO Augusta, WLBZ Bangor, and WCHS-AM-TV Portland, all in Maine.

DEE RIVERS STATIONS—WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga.; KWEM Memphis, Tenn.; WSWN Belle Glade, Fla. E. D. Rivers Jr., chairman; W. H. Keller Jr., president.

JAMES RIVERS STATIONS—WJMJ Cordele, WJAZ Albany, WTJJ East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers. William Blizzard, WJMJ, Cordele, Ga.

CECIL W. ROBERTS STATIONS—KCLE Leavenworth, KCRB Chanute, both Kan.; KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo.; WINI Murphysboro, Ill., and KOSA-TV Odessa, Tex. (50%).

AARON B. ROBINSON STATIONS—WDXE Lawrenceburg, WDXN Clarksville, WDXL Lexington (60%), WDXI-AM-TV Jackson (majority), WTPR-AM-FM Paris (majority), WENK Union City (majority), all Tenn.; WCMA Corinth, Miss. (46%).

W. WAYNE & JOHN R. ROLLINS STATIONS—WNJR Newark, N. J.; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WCFB Harvey, Ill.

R. W. ROUNSAVILLE STATIONS—WQXI-AM-TV Atlanta, Ga.; WLOU and WQXL-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio, WMBM Miami Beach, Fla.; WBAE Cleveland, Tenn., WWOK Charlotte, N. C., 51% of WBEJ Elizabethton, Tenn., and option on WAKE Greenville, S. C.

RURAL RADIO NETWORK STATIONS (all fm)—WRRL Wethersfield, WRRE Bristol Center, WRRR Ithaca, WRRD Deuyter, WRRC Cherry Valley, all New York.

SHELDON F. SACKETT STATIONS—KROW Oakland, Calif.; KVAN-AM-TV Vancouver, Wash.; KOOS Coos Bay, Ore.

HENRY C. SANDERS & NORMAN HALL STATIONS—WBNL Boonville, WBTO Linton and WPCO Mt. Vernon, all Indiana.

SCRIPPS-HOWARD GROUP—Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCPO-AM-FM-TV Cincinnati, and WNOX Knoxville, Memphis Publishing Co. is the licensee of WMC, WMCF (FM) and WMCT (TV) Memphis. All are operated separately. Officials: Jack R. Howard, president, Scripps-Howard Radio Inc., (230 Park Ave., New York); James C. Hanrahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCPO-AM-FM-TV; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slavick, general manager, WMC, WMCF (FM) and WMCT (TV).

SEATON STATIONS—KMAN Manhattan and KGFF Coffeyville, Kans.; KHAS, Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

LEWIS O. SEIBERT STATIONS—KBST-AM-TV Big Spring (20%), KGKL San Angelo, and KPLT Paris (45%), all Tex.

HAROLD G. SINGLETON STATIONS—KRTV Hillsboro, Ore.; KTEL Walla Walla, Wash. (52%), KGLM Chehalis, Wash. (14%), KGAL Lebanon, Ore. (10%).

WILLIAM B. SMULLIN STATIONS—KIEM-AM-TV and KRED (FM) Eureka, Calif.; KBES-TV Medford, Ore. (50%); KUIN and KGPO (FM) Grants Pass, Ore. (50%); KPIC (TV) Roseburg, Ore. (25%).

SOUTHERN BROADCASTING CO. STATIONS—KHEM Monticello, Ark.; KSUL Sulphur and (NEW) Winnfield, both La.; KWRW Guthrie, Okla.; James A. West Jr., Delvin R. White, Elgie M. Risinger, Mr. West is also one-third owner of KDMS El Dorado, Ark.

SOUTHERN OREGON PUBLISHING CO. STATIONS—KFLW Klamath Falls, KRRR Roseburg (75%), KYJC Medford (19%), all Oregon.

STAUFFER PUBLICATIONS STATIONS—KSEE Pittsburg and KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.

STEINMAN STATIONS—WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WORK York, WRAW Reading, WEST-AM-FM Easton, all Pa. Headquarters: 8 W. King St., Lancaster. Clair R. McCollough, general manager.

STORER BROADCASTING CO. STATIONS—WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-FM-TV Birmingham, WJW and WXEL (TV) Cleveland, WWA-AM-FM-TV Wheeling, W. Va.; WGBS-AM-FM-TV Miami, Fla., and KPTV (TV) Portland, Ore. George B. Storer, president; J. Harold Ryan, vice president and treasurer; Lee B. Walles, executive vice president; George B. Storer Jr., vice president (finance); Stanton P. Kettler, Southern District vice president; William E. Rine, Northern District vice president; John E. McCoy, secretary; Glenn G. Boundy, director of engineering; Ewald Kockritz, program director. Headquarters: 1177 Kane Concourse, Miami Beach 41, Fla. New York office: 118 E. 57th St. Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave. Robert C. Wood, midwest manager, Gayle V. Grubb, vice president & west coast sales manager, 111 Sutter Bldg., San Francisco.

TAFT STATIONS—WKRC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; 30% of WBIR-AM-FM Knoxville, Tenn. Hubert Taft Jr., president, WKRC and WTVN properties; David G. Taft, executive vice president, WKRC stations; Kenneth W. Church vice president, WKRC stations, and executive vice president, WTVN stations; Hubbard Hood, general manager, WKRC-AM-FM; U. A. Latham, general manager, WKRC-TV; Byron Taggart, general manager, WTVN; J. Walter McGough, general manager, WTVN-TV.

TEDESCO STATIONS—WCOW St. Paul, WKLJ Sparta, KDUZ Hutchinson, all Minn. Headquarters: St. Paul, Albert S. Tedesco.

TEXAS STATE NETWORK OWNED STATIONS—KFJZ-AM-TV Fort Worth, KRIO McAllen, WACO Waco, KFDA-AM-TV Amarillo, all in Texas. Headquarters: Fort Worth. Gene Cagle, president and general manager.

THOMS - DOUGHTON - DOWDY - WHITMIRE STATIONS (Harold H. Thoms, I. Horton Doughton, George Dowdy, B. T. Whitmire)—WAYS Charlotte, WCOG Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C., and 71% of WEAM Arlington, Va. (Washington). Mr. Whitmire owns 20% of WAKN Aiken, S. C.

THOMAS G. TINSLEY JR. STATIONS—WITH-AM-FM-TV Baltimore, WLEE-AM-FM Richmond, and WXEX-TV Petersburg, both Va.

TIME INC. STATIONS—KOB-AM-TV Albuquerque, N. M. (50%); KDYL-AM-FM and KTVT (TV) Salt Lake City (80%); KLZ-AM-FM-TV Denver (100%). Wayne Coy, president, KOB stations (50% owner); G. Bennett Larson, president, KDYL-KTVT stations (20% owner); Hugh B. Terry, president, KLZ stations.

B. F. J. TIMM STATIONS—WMFS Chattanooga, Tenn.; WDMG Douglas, Ga.; WMEN Tallahassee, Fla.

TOWN & FARM STATIONS (Don Searle)—KIOA Des Moines, Iowa; KMMJ Grand Island, Neb.; KXXX Colby, Kan.

TRANSCONTINENTAL TELEVISION PROPERTIES—WFTV (TV) Duluth, Minn.; WICS (TV) Springfield, Ill. (23.5%). Herbert Scheffel, president; Alfred G. Burger, treasurer.

TRIANGLE PUBLICATIONS INC. STATIONS—WFIL-AM-FM-TV Philadelphia; WBNF-AM-TV Binghamton, N. Y.; 50% of WHGB Harrisburg, Pa. Purchase of WLBR-TV Lebanon, Pa., pending FCC approval. Purchase of WFGB-AM-TV Altoona, Pa., pending.

TRIBUNE CO. STATIONS—WGN-AM-TV Chicago and WPIX (TV) New York. Frank P. Schreiber, general manager, Chicago; Fred M. Thrower, general manager, New York.

UNITED BROADCASTING CO. STATIONS—WOOK-WOOK-TV, WFAN (FM), Washington, D. C.; WSID-WSID-TV Baltimore, WARK Hagerstown, WINX Rockville, all Md.; WJMO Cleveland, Ohio, and WANT Richmond, Va. Richard Eaton, president, New York office; 441 Lexington Ave. Robert L. Wittig, manager.

UNIVERSAL BROADCASTING CO.—WISH-AM-TV Indianapolis; WHBU Anderson, WANE-AM-TV Fort Wayne, all Ind. C. Bruce McConnell, president.

UPPER MICHIGAN-WISCONSIN BCSTG. STATIONS—WJMS Ironwood, Mich.; WATW Ashland, Wis.; WKB Iron River, Mich. (51%).

WILLIAM J. WAGNER STATIONS—KFQD Anchorage KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIFW Sitka, and KIBH Seward, and 10% of KTVA (TV) Anchorage and of KTFF (TV) Fairbanks, all Alaska.

WALKER GROUP STATIONS—WNAM, WMBV (TV) Marinette; WBEV Beaver Dam, both Wis.; WRRR Rockford, Ill. William E. Walker, Marinette, Wis.

WASHINGTON POST STATIONS—WTOP-AM-FM-TV Washington, WMBR-AM-TV Jacksonville, Fla. John S. Hayes, vice president in charge of radio-tv.

WDSU BROADCASTING CORP. STATIONS—WDSU-AM-FM-TV New Orleans; WAFB-AM-FM-TV Baton Rouge, La. (22%).

WESTINGHOUSE BROADCASTING CO. STATIONS—WBZ-AM-FM-TV Boston, KYW and WPTZ (TV) Philadelphia, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA-AM-FM-TV Pittsburgh, WOWO Fort Wayne, KEX-AM-FM Portland (Ore.). Note: NBC and Westinghouse have agreed to exchange NBC's owned WTAM-AM-FM and WNBK (TV) Cleveland and \$3 million for Westinghouse's KYW and WPTZ (TV) Philadelphia. This is pending FCC approval. WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 122 E. 42nd St., New York 17, N. Y. Officers: Chris J. Witting, president; Donald H. McGannon, vice president; Ralph N. Harmon, engineering vice president; Eldon Campbell, national sales manager; John F. Hardesty, eastern sales manager; George D. Tons, midwest sales manager; Richard M. Pack, national program manager; William J. Kaland, asst. national

program manager; Gordon Hawkins, educational director; David E. Partridge, advertising-sales promotion manager; John J. Kelly, asst. advertising-sales promotion manager; I. C. Ruby, auditor; A. H. Bates, asst. auditor; J. O. Schertler, industrial relations manager; John W. Steen, attorney (40 Wall St., New York 5, N. Y.) Washington office: 1625 K St., N.W., Washington 6, D. C. Joseph E. Baudino, vice president.

ARTHUR WILKERSON STATIONS—WLIL-AM-FM Lenoir City, WAEW Crossville, and WLIK Newport, Tenn.

WILLIAMS-BERTHOLF STATIONS—KSPO Spokane, KUTI Yakima, both Wash., and KOYN Billings, Mont. D. Gene Williams and Delbert Bertholf.

WINSTON-SALEM BROADCASTING CO. STATIONS—WTOB-AM-TV Winston-Salem, N. C.; WOTV (TV) Richmond, Va.; James M. Coan, president; John G. Johnson, general manager.

WKY RADIOPHONE CO. STATIONS—WKY-AM-TV Oklahoma City, WSFA-AM-TV Montgomery, Ala., J. W. Woodruff stations—WAOK-AM-FM Atlanta, WRBL-AM-FM-TV Columbus, WGPC Albany, all Georgia.

WOODWARD BROADCASTING CO. STATIONS—WBID-TV Detroit and WTOH-TV Toledo. Max Osnos, president.

BROADCAST STATIONS IDENTIFIED WITH NEWSPAPER OWNERSHIP

The following tabulation, showing newspaper ownership or affiliation of am, fm and tv broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

ALABAMA

WHMA-AM-FM Anniston—Licensed to Anniston Bcstg. Co. Harry M. Ayers, principal owner of Anniston Star, a principal stockholder.

WAPI WAFM (FM), WABT (TV) Birmingham—Licensed to The Television Corp., owned by Birmingham News Co. (Birmingham News). Same company owns Huntsville (Ala.) Times (WHBS).

WBRC-AM-TV Birmingham—Licensed to Birmingham Broadcasting Co. Inc., owned 100% by Storer Broadcasting Co., same ownership (George B. Storer) as Miami Beach (Fla.) Sun. See WGBS Miami, Fla.

WEBJ Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.

WHOS Decatur—Licensed to Northern Alabama Broadcasting Co. Barret C. Shelton, 50% owner, publisher of Decatur Daily.

WGEA Geneva—Licensed to Geneva County Reaper, weekly publication.

WHBS Huntsville—Licensed to Huntsville Times Co. Inc., publisher of Huntsville Times. See also WAPI Birmingham.

WRLD-AM-FM Lanett—Licensed to Valley Broadcasting Co. President J. C. Henderson is publisher of Lanett Valley Times-News, Alexander City Outlook, Dadeville Record.

WABB-AM-FM Mobile—Licensed to Mobile Press Register Inc., publisher of Mobile Press Register.

WMFC Monroeville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholder, publishers of weekly Monroe Journal. Mr. Faulkner is also publisher of weekly Baldwin Times.

WSFA-AM-TV Montgomery—Licensed to WKY Radiophone Co. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, Farmer Stockman. See WKY Oklahoma City.

WHTB-AM-FM Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega News Pub. Co., publisher of weekly Talladega News.

ARIZONA

KGAN Kingman—Licensed to J. James Glancy, owner of weekly Mohave County Miner.

KOOL-AM-TV Phoenix—Licensed to Maricopa Broadcasters Inc. Gene Autry, 56.4% owner, is 12.5% owner of Phoenix Republic and Gazette. Tom Kerney, 19.5% owner, is 12.5% owner of Phoenix Republic and Gazette.

KPHO-AM-TV Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of Better Homes & Gardens and Successful Farming. See also WHEN Syracuse, N. Y., WOW Omaha, Neb., and KCMO Kansas City, Mo.

KOPO-AM-TV Tucson—Licensed to Old Pueblo Broadcasting Co. Gene Autry, 48% owner, is 12.5% owner of Phoenix Republic and Gazette.

KVOA-AM-TV Tucson—Licensed to Arizona Broadcasting Co., 20% owned by Clinton D. McKinnon, publisher of weekly San Diego North Shores Sentinel and Coronado Journal, both Calif.

ARKANSAS

KFSA-AM-FM-TV Fort Smith—Licensed to Southwestern Radio & Tv Inc.; subsidiary of Southwestern Publishing Co., publisher of Fort Smith Times Record and Southwest American. Donald W. Reynolds, owner, also publishes Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat (KHBG), Las Vegas (Nev.) Review Journal. (KORK and KLRJ-TV). See also KBRS Springdale, Ark.; KHBG Okmulgee, Okla., KOLO and KZTV(TV) Reno, Nev., and KLRJ-TV Henderson, Nev.

KXAR Hope—Licensed to the Hope Broadcasting Co. A. H. Washburn, principal owner, is publisher of Hope Star.

KLRA Little Rock—Licensed to Arkansas Broad-

casting Co. which is controlled by Gazette Publishing Co., publishers of Arkansas Gazette.

KTHV (TV) Little Rock—Licensed to Arkansas Television Co., 42% owned by Radio Broadcasting Inc. (KTHS) and 32% owned by Arkansas Democrat Co. (Arkansas Democrat). Principal owners of KTHS identified with Times Public Co., publisher of Shreveport (La.) Times (KWKH). See also KTHS Little Rock and KWKH Shreveport, La.

KTHS Little Rock—Licensed to Radio Broadcasting Inc. Chief owners identified with the Times Publishing Co. Inc., publishers of Shreveport (La.) Times and parent company of International Bcstg. Corp. (KWKH). Same ownership as Monroe (La.) World and News-Star.

KWCB Searcy—Licensed to White County Broadcasting Co. Inc. Minority stockholder M. P. Jones Jr. is publisher of Searcy Citizen.

KBRS Springdale—Licensed to N.W. Arkansas Bcstg. & Tv Co., subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

CALIFORNIA

KBAK-AM-TV Bakersfield—Licensed to Bakersfield Bcstg. Co., 97.5% owned by San Francisco Chronicle (KRON-TV).

KERN-AM-FM Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers). Also KMJ-AM-TV Fresno, KBEE (FM) Modesto, KFBK Sacramento, KOH Reno.

KCOA (TV) Corona—Licensed to KOWL Broadcasting Co., owned by J. D. Funk and Robert E. McClure and families. Same interests control Santa Monica Outlook (KOWL).

KXO El Centro—Licensed to Valradio Inc., 19% of which is owned by Imperial Valley Publishing Co. (El Centro Morning Post, Imperial Valley Press, Braley Daily News).

KMJ-AM-FM-TV Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KNGS Hanford—Licensed to Hanford Bcstg. Co. Earl J. Fenston is president of licensee and of Hanford Pub. Co., publisher of the Hanford Journal and Sentinel.

KCOP (TV) Los Angeles—Licensed to Copley Press Inc. Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News and Springfield Illinois State Journal and 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 60% of San Pedro News-Pilot.

KLAC Los Angeles—Licensed to KMTR Radio Corp., owned by Dorothy Schiff, publisher New York Post.

KMPC Los Angeles—Licensed to KMPC The Station of the Stars. Gene Autry, 51% owner, is 12.5% owner of Phoenix (Ariz.) Republic and Gazette.

KTTV (TV) Los Angeles—Licensed to KTTV Inc., same ownership as Los Angeles Times.

KBEE (FM) Modesto—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KLX-AM-FM Oakland—Licensed to Tribune Building Co.; affiliated with Oakland Tribune.

KROW Oakland—Licensed to KROW Inc., owned by Sheldon F. Sackett, chief owner of KVAN Vancouver, Wash., owner of KOOS Coos Bay, Ore., publisher of Coos Bay Times.

KOCS, KEDO(FM) Ontario—Licensed to Daily Report Co., same ownership as Ontario-Upland Report.

KFBK-AM-FM Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

KRON-TV San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle. See also KBAK-AM-TV Bakersfield, Calif.

KSJO-AM-FM San Jose—Licensed to Santa Clara Broadcasting Co. President Patrick H. Peabody is publisher Gilroy Dispatch, Los Gatos Daily Times.

KTIM San Rafael—Licensed to Marin Broadcasting Co.; owned by San Rafael Independent-Journal.

KTMS Santa Barbara—Licensed to News-Press Publishing Co., publisher of Santa Barbara News-Press (T. M. Storke, publisher, owns 51% of common stock).

KSCO Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of Santa Cruz Sentinel News, is a partner.

KOWL Santa Monica—Licensed to KOWL Bcstg. Co., 37% owned by Robert E. McClure and 25% by J. D. and R. D. Funk who own controlling interest in Santa Monica Outlook.

KSRO Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with Santa Rosa Press-Democrat. Operated independently of newspaper.

KSTN, KTVU (TV) Stockton—Licensed to San Joaquin Telecasters, principally owned by Brown Industries Inc., whose principal owners own Richmond Independent, Fontana Herald-News and the weekly La Mesa Scout, all Calif.

KHUB Watsonville—Licensed to Patrick H. Peabody, who has 35% interest in Los Gatos (Calif.) Times, 40% interest in Gilroy (Calif.) Dispatch.

COLORADO

KKTU (TV) Colorado Springs-Pueblo—Licensed to Tv Colorado Inc., half owned by Colorado Broadcasting Co. (KGHF Pueblo), which has an interest in weekly Arkansas Valley Journal and half by James D. and Betty Z. Russell.

KVFC Cortez—Licensed to Jack W. Hawkins and Barney H. Hubbs. Mr. Hubbs is 66.23% owner of semi-weekly Pecos (Tex.) Enterprise. See also KIUN Pecos, Tex.

KIMN Denver—Licensed to KIMN Inc. Same ownership (A. L. Glasman and family) as Ogden (Utah) Standard-Examiner (KLO). See also KMON Great Falls, Mont., and KALL Salt Lake City, Utah.

KLZ-AM-FM-TV Denver—Licensed to Aladdin Bcstg. Corp., subsidiary of Time Inc., publisher of Time, Life and Fortune. See also KOB Albuquerque, N. M., and KDYL Salt Lake City, Utah.

KLMR Lamar—Licensed to Southeast Colorado Broadcasting Co., Inc. Fred M. Betz, one-seventh owner, owns Lamar Daily News.

KOLR Sterling—Licensed to High Plains Broadcasting Corp., one-third owned by Mrs. Anna C. Petteys and son, Robert Petteys. Latter is president-publisher of Sterling Journal-Advocate.

CONNECTICUT

WGTH-AM-TV Hartford—Licensed to General-Times Television Corp., 45% owned by Hartford Times (Gannett). For other Gannett newspapers and stations, see WHEC Rochester, N. Y.

WSTC-AM-FM Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of Stamford Advocate, is president.

WBRY Waterbury—Licensed to the American-Republican Inc., publisher of Waterbury Republican and American.

DELAWARE

WDEL-AM-FM Wilmington—Licensed to Delmarv Broadcasting Inc., same ownership (Steinman & Steinman) as Lancaster (Pa.) Intelligencer-Journal and New Era (WGAL). Stations operated independently. See WGAL Lancaster, Pa.

DISTRICT OF COLUMBIA

WMAL-AM-FM-TV Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership as Washington Star.

WTOP-AM-FM-TV Washington—Licensed to WTOP Inc., owned by Washington Post & Times-Herald. See also WMBR Jacksonville, Fla.

FLORIDA

WNDB-AM-FM Daytona Beach—Licensed to the News-Journal Corp., publisher of Daytona Beach Journal and News (40% owned by Perry interests) See WJHP Jacksonville.

WFTL Fort Lauderdale—Licensed to Gore Publishing Co., publisher of Fort Lauderdale News.

WJHP-AM-FM-TV Jacksonville—Licensed to The Jacksonville Journal Co. (Jacksonville Journal). Owned by Perry interests. Other Perry newspapers are Pensacola Journal and News (WCOA), Deland Sun-News, Ocala Star-Banner (WTMC), Panama City News-Herald (WDLF), Palm Beach News, 40% of Daytona Beach Journal and News (WNDB) and various weekly newspapers in Florida. Perry also owns Frankfort (Ky.) State Journal and Western Newspaper Union, a newspaper syndicate.

WMBR-AM-FM-TV Jacksonville—Licensed to Washington Post Co., publisher of Washington (D. C.) Post & Times Herald. See also WTOP Washington, D. C.

price: \$2 million (with KCMO-AM-FM). FCC approved: Nov. 12, 1953 [B•T, Nov. 23, 1953].

KCTY (TV) Kansas City (now deleted)—Licensed to Allen B. DuMont Labs. Inc. Original owner: Empire Coil Co. Sales price: \$1 and assumption of certain obligations. FCC approved: Dec. 31, 1953 [B•T, Jan. 11, 1954].

KMBC-TV Kansas City—Licensed to KMBC Broadcasting Co. (Cook Paint & Varnish Co.). Original owners: Midland Broadcasting Co. (Arthur B. Church). Sales price: \$1,750,000. FCC approved: June 9, 1954 [B•T, June 14, 1954]. *Note:* Cook Paint & Varnish Co., which owned WHB-AM-TV (the latter sharing time with KMBC-TV on ch. 9), sold WHB to Midcontinent Broadcasting Co. for \$400,000, and deleted WHB-TV.

KFEQ-AM-TV St. Joseph—Licensed to KFEQ Inc. (Barton Pitts). Sale to group comprising Bing Crosby, Kenyon Brown, John E. Fetzer and George Coleman for \$635,000 pending.

NEBRASKA

KOLN-TV Lincoln—Licensed to Cornhusker Radio & Tv Corp. (John E. Fetzer). Original owners: Edward M. O'Shea, Bennett S. Martin and Harold E. Anderson. Sales price: \$650,000 (with KOLN-AM). FCC approved: Aug. 19, 1953 [B•T, Aug. 24, 1953].

KUON (TV) Lincoln—Licensed to Byron J. Dunn, trustee, for U. of Nebraska. Original owners: Cornhusker Radio & Tv Corp. (John E. Fetzer). Original call letters: KOLN-TV (now being used on ch. 10 Lincoln). Sales price: No consideration. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954]. *Note:* Mr. Fetzer bought KOLN-TV Lincoln on ch. 12 in 1953 (see above). His purchase of KFOR-TV Lincoln on ch. 10 for \$300,000 from Cornbelt Broadcasting Corp. (Stuart Investment Co.) was approved by FCC March 24, 1954 [B•T, March 29, 1954]. The ch. 12 facility is now KUON; the ch. 10 facility is now KOLN-TV.

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sales price: \$2,525 million (with WOW). FCC approved: Sept. 26, 1951 [B•T, Oct. 1, 1951].

NEW JERSEY

WOCN (TV) Atlantic City—Licensed to David E. Mackey. Original owners: Matta Enterprises. Sales price: \$10,446 (covering cost of securing CP). FCC approved: April 14, 1954 [B•T, April 19, 1954].

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co. (Time Inc. and Wayne Coy 50% each). Original owner: T. M. Pepperday-Albuquerque Journal. Sales price: \$900,000. FCC approved: May 28, 1952 [B•T, June 2, 1952].

NEW YORK

WROW-TV Albany—Licensed to Hudson Valley Broadcasting Co. (Lowell Thomas, 31.2%; Frank M. Smith, 20.8% and associates). Original owners: Hyman Rosenblum and associates. Sales price: \$298,800 (with WROW). FCC approved: Nov. 3, 1954 [B•T, Nov. 8, 1954].

WNBF-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer*-WFIL-AM-FM-TV). Original owner: Clark Associates Inc. (John C. Clark). Sales price: \$3 million (with WNBF). FCC approved: May 4, 1955 [B•T, May 9, 1955].

WBUF-TV Buffalo—Licensed to WBUF-TV Inc. Sale to NBC for \$312,000 pending FCC approval.

WABC-TV New York—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B•T, Feb. 16, 1953].

WOR-TV New York—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Bamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$315,000 per year for 25-year lease on studio and

transmitter properties, plus 10% interest in General Teleradio Inc. by R. H. Macy Co. FCC approved: Jan. 17, 1952 [B•T, Jan. 21, 1952].

NORTH CAROLINA

WQMC (TV) Charlotte—Licensed to WQMC Television Inc. (Hugh Deadwyler). Original owner: WAYS Inc. (Harold H. Thoms, Hugh Deadwyler, G. W. Dowdy, B. T. Whitmire). Original call letters: WAYS-TV. Sales price: \$4 and assumption of obligations totaling \$150,000. FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

OHIO

WNBK (TV) Cleveland—Licensed to National Broadcasting Co. Sale to Westinghouse Broadcasting Co. (including WTAM-AM-FM) in exchange for KYW and WPTZ (TV) Philadelphia and \$3 million pending FCC approval.

WXEL (TV) Cleveland—Licensed to Empire Coil Co. (Storer). Original owner: Herbert Mayer. Sales price: \$8.5 million (with KPTV [TV] Portland, Ore., and Empire Coil Co., New Rochelle, N. Y.). FCC approved: Oct. 27, 1954 [B•T, Nov. 1, 1954].

WTVN-TV Columbus—Licensed to WTVN Inc., 90% owned by Radio Cincinnati Inc. (WKRC-AM-FM-TV). Original owners: Picture Waves Inc. (Edward Lamb). Sales price: \$1.5 million. FCC approved: Feb. 25, 1953 [B•T, March 2, 1953].

OKLAHOMA

KOTV (TV) Tulsa—Licensed to Osage Broadcasting Corp. (J. H. Whitney Co.). Original owners: Wrather-Alvarez Inc. (J. D. Wrather Jr., Mrs. Maizie Wrather and M. H. Alvarez). Sales price: \$4 million. FCC approved: May 14, 1954 [B•T, May 24, 1954]. *Note:* KOTV originally owned by Cameron Television Inc. (George Cameron), sold to Wrather-Alvarez interests for \$2.5 million after FCC approval July 30, 1952 [B•T, Aug. 4, 1952].

OREGON

KPTV (TV) Portland—Licensed to Empire Coil Co. (Storer). Original owner: Herbert Mayer. Sales price: \$8.5 million (with WXEL [TV] Cleveland and Empire Coil Co., New Rochelle, N. Y.). FCC approved: Oct. 27, 1954 [B•T, Nov. 1, 1954].

PENNSYLVANIA

WFBG-AM-TV Altoona—Licensed to Gable Bcstg. Co. Sale to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) for aggregate price of \$3.6 million pending.

WTPA (TV) Harrisburg—Licensed to Patriot News Co. (Newhouse). Original owner: Donald E. Newhouse. Sales price: \$250,000. FCC approved: Nov. 17, 1954 [B•T, Nov. 22, 1954].

WLBR-TV Lebanon—Licensed to Lebanon Television Corp. Sale to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia) for \$115,000 plus assumption of \$125,000 in obligations pending FCC approval.

WPTZ (TV) Philadelphia—Licensed to Westinghouse Broadcasting Co. Inc. Original owners: Philco Corp. Sales price: \$8.5 million. FCC approved: May 28, 1953 [B•T, June 1, 1953]. *Note:* Sale to NBC (with KYW) for \$3 million and NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland pending FCC approval.

KDKA-TV Pittsburgh—Licensed to Westinghouse Broadcasting Co. Original owner: Allen B. Dumont Labs. Inc. Original call letters: WDTV (TV). Sales price: \$9.75 million. FCC approved: Jan. 5, 1955 [B•T, Jan. 10, 1955].

WTVQ (TV) Pittsburgh—Licensed to Gallagher, Berry & Woodyard. Sale of CP for \$5,000 to Edward Lamb pending FCC approval. [B•T, Aug. 3, 1953].

TENNESSEE

WTSK-TV Knoxville—Licensed to South Central Broadcasting Co. (WIKY-AM-FM Evansville, Ind.). Original owners: Tv Service of Knoxville Inc. Sales price: Assumption of obligations not exceeding \$216,500. FCC approved: July 28, 1954 [B•T, Aug. 2, 1954].

WHBQ-TV Memphis—Licensed to General

Teleradio Inc. Original owner: Harding College. Sales price: \$2.88 million (with WHBQ). FCC approved: July 1, 1954 [B•T, July 12, 1954].

WSIX-TV Nashville—Licensed to WSIX Broadcasting Station (Louis R. Draughon). Sale of 66 2/3% to Robert Stanford and W. H. Chriswell for \$800,000 (with WSIX) pending FCC approval [B•T, Aug. 16, 1954].

TEXAS

KRBC-TV Abilene—Licensed to Reporter Broadcasting Co. Original owner: Mrs. Eva May Hanks. Sales price: \$500,000 (with KRBC). FCC approved: Sept. 16, 1953 [B•T, Sept. 28, 1953].

KFDA-TV Amarillo—Licensed to Amarillo Broadcasting Co. (Texas State Network). Original owners: Wendell Mayes, 25%; C. C. Woodson, 25%; Gene Cagle, 25%; Charles B. Jordan, 25%. Sales price: \$525,000 (with KFDA). FCC approved: Jan. 27, 1954 [B•T, Feb. 1, 1954].

KTLG (TV) Corpus Christi—Licensed to Trinity Broadcasting Corp. (Barton R. and Gordon B. McLendon). Original owner: H. L. Hunt. Sales price: \$5,608.21 (cost of securing CP). FCC approved: April 7, 1954 [B•T, April 12, 1954].

WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Rogers Lacy and Tom Potter). Original call letters: KBTW (TV). Sales price: \$575,000. FCC approved: March 6, 1950 [B•T, March 13, 1950].

KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [B•T, May 29, 1950].

KENS-TV San Antonio—Licensed to Express Publishing Co. Original owner: Storer Broadcasting Co. Original call letters: KGBS-TV. Sales price: \$3.5 million (with KGBS, now KENS). FCC approved: Oct. 27, 1954 [B•T, Nov. 1, 1954]. Storer Broadcasting Co. bought what was then KEYL (TV) from original grantees W. L. Pickets, R. L. Wheelock and H. H. Coffield for \$1.05 million in 1951 [B•T, Oct. 15, 1951].

KANG-TV Waco—Licensed to Texas Broadcasting Co. (KTBC-AM-TV Austin). Original owners: Central Texas Tv Co. (Clyde Weatherby and associates). Sales price: \$115,000 and assumption of \$19,000 in obligations. FCC approved: Dec. 2, 1954 [B•T, Dec. 13, 1954].

VIRGINIA

WTOV-TV Norfolk—Licensed to Tim Brite Inc. (Temus R. Bright). Original owner: Commonwealth Broadcasting Corp. (E. L. Scott, Robert Wasdon, Jack Siegel). Sales price: \$17,500 plus assumption of \$78,000 in obligations. FCC approved: March 9, 1955 [B•T, March 14, 1955].

UTAH

KTVT (TV) Salt Lake City—Licensed to Inter-mountain Broadcasting & Television Corp. (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners: S. S. Fox and associates. Original call letter: KDYL-TV. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1953 [B•T, July 6, 1953].

WASHINGTON

KING-TV Seattle—Licensed to King Broadcasting Co. Original owner: Radio Sales Corp. (P. K. Leberman). Original call letters: KRSC-TV. Sales price: \$375,000. FCC approved: July 20, 1949. [B•T, July 25, 1949]. *Note:* Hearst Corp. bought 25% interest in King Broadcasting Co. in 1951 which was repurchased by licensee in 1953.

KXLY-TV Spokane—Licensed to Northern Pacific Television Corp. Original owners: Symonds Broadcasting Co. (E. B. Craney and Harry L. [Bing] Crosby). Sales price: \$1,723,500 (with KXLY). FCC approved: Jan. 6, 1954 [B•T, Jan. 11, 1954].

KMO-TV Tacoma—Licensed to KMO Inc. (J. Elroy McCaw). Original owners: Carl E. and C. D. Haymond. Sales price: \$300,000. FCC approved: Sept. 15, 1954 [B•T, Sept. 20, 1954].

WEST VIRGINIA

WBLK-TV Clarksburg—Licensed to Ohio Valley Broadcasting Corp. Sale to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) for \$250,000 (with WBLK and WPAR-AM-FM Parkersburg, W. Va.) pending FCC approval.

WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co. Original owner: W. Virginia Enterprises Inc. (Howard L. Chernoff and associates). Sales price: \$124,600. FCC approved: March 30, 1955 [B•T, April 4, 1955].

WISCONSIN

WINS-TV Milwaukee—Licensed to Hearst Corp. Original owner: Milwaukee Area Telecasting Corp. (this was granted to MATC

after merger agreement among four applicants; other three were WEMP and WFOX Milwaukee and Kolero Telecasting Inc.) Original call letter: WTVV (TV). Sales price \$2 million. FCC approved: March 2, 1955 [B•T, March 14, 1955].

ALASKA

KENI-TV Anchorage—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KFLA (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (including what is now KFAI-TV Fairbanks). FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

KFAI-TV Fairbanks—Licensed to Midnight Sun Broadcasting Co. Original owner: Rich-

ard R. Rollins and Keith Kiggins. Original call letters: KFIF (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (with what is now KENI-TV Anchorage). FCC approved: Dec. 29, 1954 [B•T, Jan. 10, 1955].

HAWAII

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd. Original owner of 100% common voting stock: Herbert M. Richards. Sales price: \$60,500 plus assumption of \$200,000 stock subscription by Advertiser Publishing Co.-KGU and Island Broadcasting Co. KPOA on a 50/50 basis. FCC approved: June 3, 1953 conditioned on relinquishment of KPOA [B•T, June 15, 1953].

GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

(Boldface call letters indicate stations not yet operating)

ABC OWNED AND MANAGED STATIONS—WABC-AM-FM-TV New York, WLS (50%) and WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit. Represented nationally by Edward Petry & Co. Inc. (for WABC-AM-FM-TV New York, KABC-AM-FM-TV Los Angeles and KGO-AM-FM-TV San Francisco), by John Blair & Co., and Blair-TV (for WLS and WBKB (TV) Chicago and WXYZ-AM-FM-TV Detroit), and Weed Television (for WABC-TV).

AIR TRAILS NETWORK STATIONS (Charles Sawyer)—WING Dayton, WCOL-AM-FM Columbus, WIZE Springfield (52%), all Ohio, and WCFM-AM-FM Ashland (70%) and WKLO-AM-TV Louisville, both Kentucky.

W. GORDON ALLEN STATIONS—KGAL Lebanon (60%), KGAE Salem (66.25%), both Oregon; KLOQ Seattle and KBAM Longview (50%), both Washington. Headquarters: KGAE Salem, Ore.

GENE AUBRY STATIONS—KOOL-AM-TV Phoenix (56.4%), KOPO-AM-TV Tucson (48%), Ariz., and KMPC Los Angeles (51%).

CY N. BAHAKEL STATIONS—WRIS Roanoke, Va., WKOZ Koscusko, WABG Greenwood, Miss.; WPLH Huntington, W. Va.; WKIN Kingsport, Tenn., and WWOOD-AM-FM Lynchburg, Va.

H. & E. BALABAN CORP. STATIONS—WTVO (TV) Rockford, Ill. (50%); WICS (TV) Springfield, Ill. (33.3%).

BARTLETT STATIONS—WMTV (TV) Madison, WOKY Milwaukee, and WAPL Appleton, all Wis. Purchase of WBEA Atlanta, Ga., pending FCC approval. Gerald A. Bartlett, president.

J. PATRICK BEACON STATIONS—WJPB-TV Fairmont, W. Va.; WBUT-AM-FM Butler, Pa.; WETZ New Martinsville, W. Va. (10%); WVVW and WJPB (FM) Fairmont, W. Va. (5%).

BFR STATIONS—KELO-AM-TV Sioux Falls, KDLO-TV Florence, both S. D.; WL0L Minneapolis, Minn., and 10% of WRFW Eau Claire, Wis. N. L. Benton, Joseph L. Floyd, Edmund R. Ruben.

H. M. BITNER STATIONS—WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis, WFDF Flint, Mich.

BLANFOX RADIO STATIONS—WHLN Harlan, Ky.; WCPM Cumberland, Ky.; WNVN Norton, and WDJC Salem, both Va. R. B. Helms, Harlan, Ky.

BOOTH STATIONS—WJLB, WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw, WIBM Jackson, all Michigan. John L. Booth.

J. ROBB BRADY STATIONS—KWIK Pocatello (25%); KIFI Idaho Falls (50%), KLIX and KLIX-TV Twin Falls (50%), all Idaho. Note: Option to purchase Carman-Wrathall interest in KWIK and KIFI interests held by J. Robb Brady Trust Co.

BRANCH-FISH STATIONS—KBBA Benton, Ark.; KBEC Waxahachie, Tex.; KBSE Springhill, La. James B. Branch and Roy M. Fish.

BROADCASTING CORP. OF AMERICA—KPRO, Riverside, Indio; KYOR, Blythe, KROP Brawley, all California, Fred E. Carr, trustee; Dale R. Peterson, director of operations.

BROWN SCHOOLS STATIONS—KOME, Tulsa; KGER, Long Beach, Calif.; KUOA-AM-FM, Siloam Springs, Ark. John E. Brown Jr., president; Clinton Fowler, executive vice president.

KENYON BROWN STATIONS—KWFT-AM-FM-TV Wichita Falls, Tex. (33.3%); KBYE Oklahoma City, Okla. (49.9%); KGLC Miami, Okla. (33.3%).

FRANK C. CARMAN-GRANT WRATHALL STATIONS—KWIK Pocatello (12.5%), KLIX and KLIX-TV Twin Falls (50% with associates), KIFI Idaho Falls (50% with associates), all Idaho; KUTA Salt Lake City (100% with associates), KUTV (TV) Salt Lake City (50%), KOPR Butte, Mont. (66.2% with associates). Mr. Carman and associates also own 75% of KGEM Boise, Idaho. Note: Option to purchase KWIK and KIFI interests held by J. Robb Brady Trust Co. Option to purchase KLIX, KUTA, KUTV, KOPR and KGEM interests held by Standard Examiner Publishing Co. and Kearns-Tribune Corp.

CASCADE BROADCASTING CO. STATIONS—KIMA-AM-TV Yakima, KEPR-TV Pasco, KBAS-TV Ephrata, KWIE Kennewick (40%), all Washington, and KLEW-TV Lewiston, Ida.

CBS OWNED AND MANAGED STATIONS—WCBS-AM-FM-TV New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, KCBS-AM-FM San Francisco, KMOX St. Louis, WEEI-AM-FM Boston and WXIX (TV) Milwaukee. Purchase of WGTB-TV Hartford, Conn., pending FCC approval. All represented nationally by CBS Spot Sales.

CHANTICLEER BROADCASTING CO. STATIONS—WCTC-AM-FM New Brunswick, N. J.; WIRA Ft. Pierce, Fla.; WTTB Vero Beach, Fla. (40%).

CHRONICLE PUBLISHING CO. STATIONS—KRON-TV San Francisco, KBAK-AM-TV Bakersfield, Calif. Note: Sale of KBAK to Howard Tullis, John Hearne and L. Benton Paschall pending FCC approval.

CLEARFIELD BROADCASTERS—WCPA Clearfield, WAKU Latrobe and WDAI Indiana (50%), all Pa., and WJCM Sebring, Fla.

JOSEPH K. CLOSE STATIONS—WKNE-AM-TV Keene, N. H., and WKNY-AM-TV Kingston, N. Y. (51%).

JAMES W. COAN GROUP STATIONS—WTOB-AM-TV Winston-Salem, N. C., and WOTV (TV) Richmond, Va.

COGGINS-OSBORNE STATIONS—WBCU Union and WAGS Bishopville, S. C. Mr. Coggins also owns WKOK Newberry, S. C. James F. Coggins and Edward L. B. Osborne.

BOARD OF EDUCATION, STATE OF CONN.—WCTB (TV) Bridgeport, WEDH (TV) Hartford, WCTN (TV) Norwich, Conn.

CORP. OF PRESIDENT, CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon Church)—KSL-AM-FM-TV Salt Lake City (63.5%), KID-AM-TV Idaho Falls, Idaho (31.1%), KGMB-AM-TV Honolulu (6.73%).

COWLES STATIONS—KRNT-AM-FM-TV Des Moines (option for 40% ownership held by Murphy Broadcasting Co.), KVTU (TV) Sioux City, both Iowa; WNAK Yankton, S. D.; WCCO-AM-TV Minneapolis (47% held through Minneapolis Star & Tribune Co.). Note: Minneapolis Star & Tribune Co. owns 80% of Wichita-Hutchinson Co., whose purchase of KTVH (TV) Hutchinson is pending FCC approval.

JAMES M. COX STATIONS—WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla. Headquarters: Atlanta. James M. Cox Jr., president; J. Leonard Reinsch, executive director.

ED CRANEY STATIONS—KXLF-AM-TV Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK Great Falls, all Mont., and KXL, Portland, Ore.

CROSLEY BROADCASTING CORP. (subsidiary of Avco Mfg. Co.)—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio, and WLWA (TV) Atlanta, Ga. Robert E. Dunville, president (Cincinnati).

CURTIS RADIOCASTING CORP. STATIONS—WGEF, WMLL (FM) Evansville, WBOV-AM-FM Terre Haute, both Ind.; WTMV East St. Louis, Ill. **VIC DIEHM ASSOC. STATIONS**—WVDA Boston; WAZL-AM-FM-TV, Hazleton, Pa.; WIDE Bideford, Maine; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

R. H. DREWRY STATIONS—KSWO-AM-TV Lawton, Okla.; KMID-TV Midland, Tex., and KRHD Duncan, Okla.

DUMONT TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WABD (TV) New York, WTTG (TV) Washington. WABD represented by Avery-Knodel Inc., WTTG by H-R Tv Inc.

ERNST STATIONS—KWOR Worland, KWRL River-ton, KGOS Torrington, KRTR Thermopolis, all Wyoming. Joseph P. and Mildred V. Ernst.

JOHN E. FETZER STATIONS—WKZO-AM-TV Kalamazoo, Mich.; KOLN-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids, Mich., and WMBD-AM-FM Peoria, Ill. (33.3%). Mr. Fetzer is one of a group seeking purchase of KFEL-AM-TV St. Joseph, Mo.

FISHER STATIONS—KVAL-TV Eugene (33.3%), KOER Pendleton, KHRH Hood River, KDLS The Dalles, all Ore. C. H. and Edna E. Fisher.

WILLIAM C. FORREST STATIONS—WIBU Poyette; WWCF (FM) Baraboo, and WRDB Reedsburg, all Wisconsin.

FRIENDLY GROUP—WSTV-AM-FM-TV Steubenville, Ohio; WFPG-AM-TV Atlantic City, N. J.; WPIT Pittsburgh, Pa.; WBMS Boston, Mass. John J. Laux, managing director.

FRONTIER BROADCASTING CO. STATIONS—KFBC-AM-TV Cheyenne, KRAL Rawlins, KVRB Rock Springs, all Wyoming, and KSTF (TV) Scotts-bluff, Neb. Bill Grove, general manager, is majority owner of KSID Sidney, Neb.

J. A. GALLIMORE STATIONS—WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barnwell, WPFD Darlington, all South Carolina; WLFA Lafayette, Ga.

THEODORE R. GAMBLE STATIONS—KQIN-AM-FM-TV Portland, Ore. (26.1%), KOMO-AM-TV Seattle (33.3%).

GANNETT NEWSPAPERS STATIONS—WHEC-AM-TV Rochester, N. Y.; WENY Elmira, N. Y.; WDAF-AM-TV Danville, Ill.; WGTB-AM-TV Hartford, Conn. (45%); WHDL Olean, N. Y. (minority). All holdings through newspapers. Note: Sale of WGTB-TV to CBS pending FCC approval. Headquarters: Rochester, N. Y. Frank E. Tripp, chairman; Paul Miller, executive vice president; Lynn N. Bitner, general business manager; C. Glover DeLaney, managing director, radio group.

GENERAL TELERADIO INC. (owned by General Tire & Rubber Co.)—Yankee Network Div.; WNAC-AM-FM-TV Boston, WGTB-AM-TV Hartford (55% owned by General Teleradio; 45% by Hartford Times-Gannett); Don Lee Div.; KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR Div.; WOR-AM-FM-TV New York. General Teleradio also owns WHBQ-AM-TV Memphis, Tenn., and WEAT-AM-TV West Palm Beach, Fla. Note: Sale of WGTB-TV to CBS pending FCC approval. Thomas F. O'Neil, president, General Teleradio Inc.; Norman Knight, vice president-general manager, Yankee Network Div.; Willet H. Brown, president-general manager, Don Lee Network Div.; Gordon Gray, vice president-general manager, WOR Div.; John H. Cleghorn, gen. mgr., WHBQ.

GILA BCTG. CO. STATIONS—KCKY Coolidge, KWJB Globe, KGLU Safford, KVNC Winslow, KCLF Clifton, all Arizona. Lewis F. Long, president.

A. L. GLASMAN STATIONS—KIMN Denver, Colo.; KLO Ogden, Utah, and KMON Great Falls, Mont. (40%). Mr. Glasman's daughter (Mrs. George C. Hatch) and husband own KALL Salt Lake City. Note: Option to purchase part of Carman-Wrathall interests in KLIX-AM-TV Twin Falls, and KDEM Boise, both Idaho; in KUTA and KUTV (TV) Salt Lake City, and in KOPR Butte, Mont., held by Standard Examiner Publishing Co., Ogden, Utah (Glasman owned).

CARY L. GRAHAM & EDWIN H. ESTES STATIONS—WETO Gadsden, WMOZ Mobile, WANA Anniston, all Alabama. Mr. Graham also owns WPID Piedmont, Ala.

GRANITE STATE BROADCASTING CO. STATIONS—WKBR-AM-FM Manchester, WTSV-AM-FM Claremont, WTSJ Hanover-Lebanon, WTSN Dover, all New Hampshire, and 6% owner of WMTW (TV) Poland, Me. Headquarters: 155 Front St., Manchester, N. H. W. J. Barkley, president; W. F. Rust Jr., treasurer.

AGNES JANE REEVES GREER STATIONS—WJAR Morgantown, WDNA Elkins, both W. Va.; WJER Dover, Ohio, and WKJF-FM-TV Pittsburgh, Pa.

JOHN T. GRIFFIN STATIONS—KTVX (TV) Muskogee, Okla.; KATV (TV) Pine Bluff, Ark.; KWTU (TV) Oklahoma City (50%), KTUL Tulsa, KOMA Oklahoma City, and KFPW-AM-FM Fort Smith, Ark.

JOHN P. and SIDNEY HARRIS STATIONS—KSAL Salina, KIUL Garden City, KTVH (TV) Hutchinson (22%), KFBI Wichita (24%), all Kan.

HAWAIIAN BROADCASTING SYSTEM STATIONS—KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo KMAU (TV) Wailuku, all T.H.

JACK W. HAWKINS & BARNEY H. HUBBS STATIONS—KIUN Pecos, Tex., KVFC Cortez, Colo., KVLV Alpine (80%), KCMR McCamey (80%), and KRIG Odessa (50%), all Texas.

HEARST STATIONS—WBAL-AM-TV Baltimore; WISN-AM-TV Milwaukee; WCAE, Pittsburgh, WBAL and WISN licensed to Hearst Corp. WCAE licensed to WCAE Inc. D. L. Provost, vice president and general manager for radio and television, Hearst Corp. Leonard Kapner, president, WCAE Inc.

OSCAR C. HIRSCH STATIONS—WKRO Cairo and WHCO Sparta, Ill.; KFVS-AM-TV Cape Girardeau, Mo.; KFMO Flat River, Mo., and minority interest in KSIM Sikeston, Mo.

HOLT STATIONS—WHXY Bogalusa, La.; WHNY McComb and WHSY Hattiesburg, both Miss. Charles W. Holt.

FRANK S. HOY STATIONS—WLAM-AM-TV Lewiston, Me.; WPMT (TV) Portland, Me.

BIRNEY IMES JR. STATIONS—WCBI, WCBI-TV Columbus, WMOX, Meridian, WELO Tupelo, WNAG Granada, all Mississippi.

JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT and WBTU (TV) Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greensboro, N. C.; 16.2% interest in WFMV-TV Greensboro, N. C.

WILLIAM F. JOHNS STATIONS—KMNS Sioux City, Iowa; WOSH Oshkosh, Wis. (85%); WSHB Stu-

WGBS-AM-FM-TV Miami—Licensed to Storer Broadcasting Co. George B. Storer, president, is also president of Miami Beach Publishing Co., publisher of *Miami Beach Sun*. See also WJBK Detroit, WSPD Toledo, WAGA Atlanta, WBRC Birmingham, WVVA Wheeling, WJW and WXEL (TV) Cleveland, KPTV(TV) Portland, Ore.

WIOD-AM-FM Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned by Miami News Inc., publisher of *Miami News*. See WHIO Dayton, O., and WSB Atlanta, Ga.

WQAM-AM-FM Miami—Licensed to Miami Broadcasting Co., owned by Miami Herald Publishing Co., publisher of *Miami Herald* (Knight Newspapers). See WIND Chicago.

WTMC Ocala—Licensed to Ocala Broadcasting Co. Inc.; affiliate of *Ocala Star-Banner* (Perry Newspapers). See WJHP Jacksonville.

WHOO-AM-FM Orlando—Licensed to WHOO Inc. Owned by Edward Lamb Enterprises. Mr. Lamb owns WTOD and WRTT(FM) Toledo, WIKK and WICU(TV) Erie, Pa. (*Erie Dispatch*) and WMAC-TV Massillon, Ohio.

WDLP-AM-FM Panama City—Licensed to Panama City Bestg. Co. Same ownership as *Panama City News-Herald*. See WJHP Jacksonville.

WCOA Pensacola—Licensed to WCOA Inc. (*Pensacola Journal and News-Perry*). For other Perry interests see WJHP Jacksonville, Fla.

WTSP-AM-FM St. Petersburg—Licensed to Pinellas Broadcasting Co., 57% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times*.

WJCM Sebring—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield* (Pa.) *Progress*. See also WCPA Clearfield, WAKU Latrobe, and WDAW Indiana, all Pa.

WDAE-AM-FM Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

WFLA-AM-FM-TV Tampa—Licensed to Tribune Co. (*Tampa Tribune*). Interlocking ownership with *Richmond Times-Dispatch* and *News-Leader* (WRNL-AM-FM-TV Richmond).

GEORGIA

WALB-AM-TV Albany—Licensed to Herald Publishing Co. (*Albany Herald*).

WGAU-AM-FM Athens—Licensed to J. K. Patrick Bestg. Co. Inc. Stockholder E. B. Braswell is editor and publisher of the *Athens Banner-Herald*.

WAGA-AM-FM-TV Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as *Miami Beach Sun*. See WSPD Toledo, WJBK Detroit, WBRC Birmingham, WJW Cleveland, WVVA Wheeling, WGBS Miami, and KPTV (TV) Portland, Ore.

WSB-AM-FM-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal and Constitution*. Same interests (James M. Cox) publish *Dayton* (Ohio) *News* and *Journal-Herald* (WHIO), *Miami News* (WIOD), *Springfield* (Ohio) *News* and *Sun*.

WBHF Cartersville—Licensed to W. R. Frier, owner of weekly *Barrow Herald*.

WRBL-AM-FM Columbus—Licensed to Columbus Broadcasting Co., 51% owned by R. W. Page Corp. (*Columbus Enquirer and Ledger* and *Brudenton* [Fla.] *Herald*).

WGGA Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Smithgall, publisher *Gainesville Daily Times*, is president and majority stockholder. See also WRGA Rome, Ga.

WKLY Hartwell—Licensed to Louie L. Morris, partner in weekly *Hartwell Sun*.

WLAG-AM-FM La Grange—Licensed to La Grange Broadcasting Co. 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.

WNEX Macon—Licensed to Macon Broadcasting Co.; 16% held by the *Telegraph Publishing Co.*, publisher of *Macon Telegraph* and *News*.

WMVG Milledgeville—Licensed to Jere N. Moore, editor, weekly *Union-Recorder* and *Baldwin News*.

WLAQ Rome—Licensed to News Publishing Co., publisher of *Rome News-Tribune*.

WRGA-AM-FM Rome—Licensed to Rome Bestg. Corp. Controlling stockholder Charles Smithgall, owner of *Gainesville* (Ga.) *Daily Times*. See also WGGG Gainesville, Ga.

WSFT Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, S. J. Carswell, co-owners, weekly *Thomaston Times* and *Free-Press*, owns 40% of station.

WTWA Thomson—Licensed to Hickory Hill Broadcasting Co. Inc. owned by Edgar Kobak, Mr. Kobak and Frank Hash, station manager, jointly own *McDuffie Progress* and *Columbia News*.

WVOP Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly *Vidalia Advance*.

WAYX Waycross—Licensed to Jack Williams, publisher, *Waycross Journal-Herald*.

IDAHO

KBAR Burley—Licensed to KBIO Inc. Owned 86% by Jessica L. Longston, publisher of bi-weekly *Burley Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See also KPUG Bellingham, KSEM Moses Lake and KAYO Seattle, Wash.

KVNI Coeur d'Alene—Licensed to Coeur d'Alene Bestg. Co., 40% owned by Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. Mr. Hagadone is 45% owner and publisher and Scripps Newspapers is 45% owner of *Coeur d'Alene Press*. Mr. Hagadone is 50% owner and publisher and Scripps Newspapers is 50% owner of *North Idaho Press*, Wallace-Kellogg, Idaho. Scripps Newspapers also publishes *Provo* (Utah) *Herald*, *Logan* (Utah) *Herald Journal*, *Pocatello Idaho State Journal*, *Kalispell* (Mont.) *Daily Interlake*, and *The Dalles* (Ore.) *Chronicle*. See also KNEW Spokane and KWIK Pocatello.

KIFI Idaho Falls—Licensed to Eastern Idaho Bestg. & Tv Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*. See also KWIK Pocatello, Ida.

KWIK Pocatello—Licensed to Pocatello Television Corp., 25% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*, and 50% owned by Radio & Tv Broadcasting Co. of Idaho, which is 48% owned by Tribune-Journal Co. (*Idaho State Journal*). Tribune-Journal Co. is

owned by Scripps Newspapers Inc., which also publishes *Provo* (Utah) *Herald*, *Logan* (Utah) *Herald Journal*, *Kalispell* (Mont.) *Daily Interlake* and *The Dalles* (Ore.) *Chronicle*, and with Burl C. Hagedorn, the *Coeur d'Alene* (Idaho) *Press* (KVNI) and *North Idaho* (Wallace-Kellogg) *Press*. See also KIFI Idaho Falls.

KLIX-AM-TV Twin Falls—Licensed to Southern Idaho Bestg. & Television Co., 50% owned by J. Robb Brady Trust Co., owner of *Idaho Falls Post-Register*.

ILLINOIS

WJBC-AM-FM Bloomington—Licensed to Bloomington Broadcasting Corp., affiliated with Daily Pantagraph Co. (*Bloomington Pantagraph*).

WCIA (TV) Champaign—Licensed to Midwest Television Inc. Interlocking ownership with *Champaign News-Gazette*. (WDWS) and Lindsay-Schaub Newspapers Inc. (WSOY Decatur, Ill.).

WDWS-AM-FM Champaign—Licensed to The Champaign News-Gazette Inc., publisher of *Champaign News-Gazette*.

WAAF Chicago—Licensed to Corn Belt Publishers Inc. (*Drovers Journal* division).

WFMF(FM) Chicago—Licensed to Functional Music Inc., owned by Field Enterprises Inc., which owns *Chicago Sun-Times*.

WGN-AM-TV Chicago—Licensed to WGN Inc., same ownership as *Chicago Tribune*, *New York News* (WPIX) (TV).

WHFC-AM-TV, WEHS (FM) Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.) publisher of tri-weeklies *Cicero Life*, *Berwyn Life* and *Stickney Life* and *Community Reporter* (Chicago).

WIND-AM-TV Chicago—Licensed to WIND Inc., 27.7% owned by *Chicago Daily News* (Knight newspaper). Other Knight newspapers are *Akron Beacon-Journal* (WAKR), *Miami Herald* (WQAM) *Detroit Free Press*, *Charlotte* (N.C.) *Observer*.

WLS Chicago—Licensed to WLS Inc., 50% owned by Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, bi-weekly, and 50% by American Bestg.-Paramount Theatres Inc. (WBKB [TV] Chicago).

WDAN-AM-TV Danville—Licensed to Northwestern Publishing Co. (*Danville Commercial News-Gannett*). For other Gannett newspapers, see WHEC Rochester, N. Y.

WGLS Decatur—Licensed to DeKalb Broadcasting Co. Owns one-sixth interest in *DeKalb New Era*.

WSOY-AM-FM Decatur—Licensed to Illinois Broadcasting Co., 100% of stock owned by Lindsay-Schaub Newspapers Inc., publisher of *Decatur Herald and Review*; same ownership as *Champaign-Urbana* (Ill.) *Evening Courier*, *East St. Louis Journal*, and *Carbondale-Herrin-Murphysboro*, *Southern Illinoisan*, and owner WSEI (FM), Effingham, Ill., and 20% of WCIA (TV) Champaign, Ill.

WCRA Effingham—Licensed to the Effingham Bestg. Co. Some stockholders also hold stock in *Effingham News*. See also WRMN Elgin, Ill., and KOBE Las Cruces, N. M.

WRMM Elgin—Licensed to Elgin Bestg. Co. Ownership identified with *Effingham News* and *Pekin Times*, both Illinois. See also WCRA Effingham, Ill., and KOBE Las Cruces, N. M.

WGIL Galesburg—Licensed to Galesburg Broadcasting Co.; controlled by Galesburg Printing & Publishing Co., publisher of *Galesburg Register-Mail*.

WLDS Jacksonville—Licensed to Jacksonville Radio & Television Bestg. Corp., 90% owned by Jacksonville Journal and Courier Co., publisher of *Jacksonville Journal and Courier*.

WKAN Kankakee—Licensed to the Kankakee Daily Journal Co., publisher, *Kankakee Daily Journal*.

WLPO La Salle—Licensed to La Salle County Broadcasting Corp., 100% owned by Peter Miller, publisher of *La Salle News-Tribune*.

WTVH-TV Peoria—Licensed to Hilltop Bestg. Co., 91% owned by the *Peoria Star* and *Journal*.

WGEM-AM-FM-TV Quincy—Licensed to Quincy Bestg. Co., 92% owned by Quincy Herald Whig.

WTAD-AM-FM, KHQA-TV (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc., affiliated with KGLO Mason City, Ia.

WREX-TV Rockford—Licensed to Greater Rockford Television Inc., 10% owned by Rockford Broadcasters Inc. (*Rockford Star* and *Register Republic* -WROK).

WROK-AM-FM Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as *Rockford Star* and *Register-Republic*.

WHBF-AM-FM-TV Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. (*Rock Island Arous*) principals are also principal stockholders of WHBF.

WKRS Waukegan—Licensed to News-Sun Broadcasting Corp., subsidiary of *Waukegan News-Sun*.

WFRX West Frankfort—Licensed to Pyramid Radio Broadcasting & Television Co. 20% of stock owned by E. J. Paxton, vice president of Paducah Newspapers. See WKYB Paducah, Ky.

INDIANA

WCNB-AM-FM Connersville—Licensed to News Examiner Co., publisher of *Connersville News-Examiner*.

WTRC-AM-FM, WSJV (TV) Elkhart—Licensed to Truth Publishing Co., publisher of *Elkhart Truth*.

WGL Ft. Wayne—Licensed to News Sentinel Broadcasting Co., which is owned by News Publishing Co. (*Fort Wayne News-Sentinel*).

WIRE Indianapolis—Licensed to Indianapolis Bestg. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 54% owner). Central Newspapers Inc. owns Vincennes (Ind.) *Sun-Commercial* (WAOV) and *Huntington Herald-Press*. Central Newspapers Inc. also owns majority stock of Indianapolis Newspapers Inc. (*Indianapolis Star* and *News*). Indianapolis Newspapers Inc. owns majority stock in Muncie Newspapers Inc. (*Muncie Star* and *Press*). Central Newspapers Inc. also owns minority stock of *Phoenix* (Ariz.) *Republic* and *Gazette*. Mr. Pulliam is also an officer and director of each of the above newspapers.

WYOU Kokomo—Licensed to North Central Indiana

Broadcasting Corp. President Richard Blackledge also president of *Kokomo Tribune*.

WMRI-AM-FM Marion—Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

WSBT-AM-TV South Bend—Licensed to South Bend Tribune.

WAOV Vincennes—Licensed to Vincennes Sun Co., publisher of *Vincennes Sun-Commercial*. Vincennes Sun Co. is owned by Central Newspapers Inc. See WIRE Indianapolis.

WRSW-AM-FM Warsaw—Licensed to Reub Williams & Sons Inc., publisher of *Warsaw Times-Union*.

WAMW, WFML(FM) Washington—Licensed to Washington Radio Inc., majority interest held by owner of *Washington Herald*.

IOWA

KASI Ames—Licensed to Ames Broadcasting Co. President W. S. Rupe and Hollis Nordyke, stockholders, own stock in *Ames Tribune*.

KWBG Boone—Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control *Boone News-Republican*.

KCRG-AM-TV Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by *Cedar Rapids Gazette*.

KPIG Cedar Rapids—Licensed to Cedar Rapids Broadcasting Co., owned by John C. Kelly and family, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also KTRI Sioux City, Iowa.

KSWI Council Bluffs—Licensed to the Nonpareil Broadcasting Co., affiliated with the *Non-Pareil Co.*, publisher *Council Bluffs Non-Pareil*.

KGTV (TV) Des Moines—Licensed to Rib Mt. Television Co., 100% owned by Central Bestg. Co. (*Eau Claire* [Wis.] *Leader* and *Telegram*, 25%; Morgan Murphy-Walter C. Bridges, 75%). For Murphy-Bridges newspaper ownership, see WEAU Eau Claire, Wis.

KRNT-AM-FM Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the *Register & Tribune*; also publisher of *Des Moines Register* and *Tribune*; also publisher of *Minneapolis Tribune* and *Star* (47% owner of WCCO-AM-TV Minneapolis and 80% owner of Wichita-Hutchinson Co., whose purchase of KTVH (TV) Hutchinson, Kan., is pending FCC approval), and *Look Magazine*. See WNAX Yankton, S. D. and KVTV (TV) Sioux City, and KRNT-TV Des Moines.

KRNT-TV Des Moines—Licensed to Cowles Broadcasting Co., subsidiary of the *Register* and *Tribune*; also publisher of *Minneapolis Tribune* and *Star* (47% owner of WCCO-AM-TV Minneapolis and 80% owner of Wichita-Hutchinson Co., whose purchase of KTVH (TV) Hutchinson, Kan., is pending FCC approval), and *Look Magazine*. See WNAX Yankton, S. D. and KVTV (TV) Sioux City, and KRNT-TV Des Moines.

KGNO Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denious Jr. and other stockholders also own *Dodge City Globe*.

KDTH Dubuque—Licensed to Dubuque Telegraph-Herald.

KFJB Marshalltown—Licensed to Marshall Electric Co. owned by the *Marshalltown Times-Republican*.

KGLO-AM-FM Mason City—Licensed to Lee Radio Inc., affiliated with ownership of WTAD, Quincy, Ill. Lee P. Loomis, president, also publisher of *Mason City Globe-Gazette*. Other Lee newspapers are *Hannibal* (Mo.) *Courier-Post* (KHQA-TV); *La Crosse* (Wis.) *Tribune* (WKBT [TV]); *Davenport* (Iowa) *Democrat* and *Times*, *Ottumwa* (Iowa) *Courier*, *Muscatine* (Iowa) *Journal*, *Madison* (Wis.) *State Journal* (WIBA), *Kewanee* (Ill.) *Star-Courier* and *Lincoln* (Neb.) *Star*.

KSCJ Sioux City—Licensed to Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also KTIV (TV) Sioux City, Iowa.

KTIV (TV) Sioux City—Licensed to KTIV Television Co. owned 50% by Perkins Brothers Co. Interlocking ownership through individual stockholders in *Sioux City Journal* and *Journal-Tribune*. See also KSCJ Sioux City.

KTRI Sioux City—Licensed to Sioux City Broadcasting Co., owned by John C. Eugene F. Fred T. and Lennon Kelly, who also have minority interest in *Sioux City Journal* and *Journal-Tribune*. See also KPIG Cedar Rapids, Iowa.

KVTV (TV) Sioux City—Licensed to Cowles Bestg. Co., affiliated with Cowles Publications (*Des Moines Register* and *Tribune*, *Minneapolis Tribune* and *Star* [which owns 47% of WCCO Minneapolis]) and *Look Magazine*. Cowles also owns KRNT Des Moines and WNAX Yankton, S. D.

KANSAS

KSOK Arkansas City—Licensed to KSOK Broadcasting Co. Beneficial owner of stock is Stauffer Publications Inc., publisher of *Arkansas City Traveler*, *Pittsburg* (Kans.) *Headlight* and *Sun* (KSEK), *Shawnee* (Okla.) *News* and *Star* (KGFF), *Grand Island* (Neb.) *Independent*, *Maryville* (Mo.) *Forum*, *Topeka* (Kans.) *State Journal*, *Nevada* (Mo.) *Mail*, *York* (Neb.) *News-Times*, *Santa Maria* (Calif.) *Times*, *Pauls Valley* (Okla.) *Democrat*, *Independence* (Mo.) *Examiner*. See also KSEK Pittsburg, Kan., and KGFF Shawnee, Okla.

KGGF Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as *Coffeyville Journal*. See KHAS, Hastings, Neb.

KIUL Garden City—Licensed to KIUL Inc., owned by John P. and Sidney Harris, owners of *Garden City Telegram*, *Hutchinson News-Herald*, *Ottawa Herald*, *Chanute Tribune*, *Salina Journal* (KSAL), all Kansas, and *Burlington* (Iowa) *Hawkeye-Gazette*. See also KTVH (TV) Hutchinson, Kan.; KFBI Wichita, Kan.

KVGB Great Bend—Licensed to KVGB Inc. Same ownership as *Great Bend Tribune* and *Russell* (Kan.) *News*.

KAYS Hays—Licensed to KAYS Inc., minority stock owned by *Hays News*.

KTVH (TV) Hutchinson—Licensed to Hutchinson Tv. Inc. John P. and Sidney F. Harris, owning 12.17% each, are owners of *Hutchinson News*

Herald, Chanute Tribune, Ottawa Herald, Salina Journal, and Burlington (Iowa) Hawk-Eye Gazette. See also KIUL Garden City, Kan.; KSAL Salina, Kan. Note: Purchase by Wichita-Hutchinson Co. (80% owned by Minneapolis Star and Tribune-Cowles) pending FCC approval.
 KCKN Kansas City—Licensed to The KCKN Broadcasting Co., controlled by Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital* (WIBW).

KMAN Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as *Manhattan Mercury*. See KHAS Hastings, Neb.
 KNEX McPherson—Licensed to K. R. Krehbiel, publisher of *McPherson Republican*.
 KOAM-TV Pittsburg—Licensed to Mid-Continent Telecasting Inc., 66.3% owned by KOAM and 33.7% by Joplin (Mo.) *Globe* and *News-Herald*.
 KSEK Pittsburg—Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications; also see KSOK Arkansas City, Kan.; KGFF Shawnee, Okla.
 KSAL Salina—Licensed to KSAL Inc., owned by John P. and Sidney Harris, owners of *Salina Journal* (for other newspaper holdings, see KIUL Garden City, Kan.).

WIBW-AM-TV Topeka—Licensed to Topeka Bcstg. Assn., owned by Capper Publications Inc., publisher of *Topeka Capital* and *Kansas City (Kan.) Kansan* (KCKN).
 KEDD (TV) Wichita—Licensed to KEDD Inc., 5% owned by principals of *Wichita Beacon* (KWBB).
 KFBI Wichita—Licensed to KFBI Inc., 24% owned by John P. and Sidney Harris (for newspaper holdings, see KIUL Garden City, Kan.).
 KFH-AM-FM Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Wichita Eagle Inc., publisher of *Wichita Eagle*.
 KWBB Wichita—Licensed to Wichita Beacon Broadcasting Co. Minority stockholders are owners of *Beacon Publishing Co.*, publisher of *Wichita Beacon*.

KENTUCKY

WCMI-AM-FM Ashland—Licensed to Ashland Bcstg. Co., 70% owned by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette* and *Waverly (Ohio) News*. See also WCOL Columbus, WIZE Springfield and WING Dayton, all Ohio.
 WKCT Bowling Green—Licensed to Daily News Broadcasting Co., controlled by *Park City News*.
 WMTA Central City—Licensed to Central City-Greenville Broadcasting Co., owned by L. L. and A. E. Stone and R. G. Utley, owners of weekly *Central City Messenger & Times-Argus*.
 WCTT Corbin—Licensed to Corbin Times-Tribune Inc., Publisher Corbin *Tribune* and *Times* and 50% owner of *Harlan (Ky.) Enterprise*.
 WFKN Franklin—Licensed to Franklin Broadcasting Co., 66.3% owned by Lowell L. Valentine and 33.7% owned by Howard H. Ogles, who own weekly *Franklin Favorite*.
 WFUL Fulton—Licensed to Ken-Tenn Broadcasting Corp. Robert Paul Westpheling Jr. and wife own 4% of station, publish weekly *Fulton News*.
 WKIC Hazard—Licensed to BMG Broadcasting Co. which owns 75% of *Herald Publishing Co. (Hazard Herald)*.
 WKOA Hopkinsville—Licensed to Pennyrite Broadcasting Co. Same ownership as *Hopkinsville New Era*.
 WHAS-AM-TV Louisville—Licensed to WHAS Inc., same ownership as *Louisville Courier-Journal* and *Times*.
 WFMW-AM-FM Madisonville—Licensed to Messenger Broadcasting Co., owned 50% by *Madisonville Messenger*.
 WMIK Middlesboro—Licensed to Cumberland Gap Broadcasting Co. Some stockholders also own stock in *Middlesboro News*.
 WOMI-AM-FM Owensboro—Licensed to Owensboro Broadcasting Co. Stock owned by principal stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger and Inquirer*.
 WKYB-AM-FM Paducah—Licensed to WKYB Inc. Interlocking ownership with Paducah Newspapers Inc., publisher of *Paducah Sun-Democrat*.
 WLSI Pikeville—Licensed to Cumberland Pub. Co., publisher of *Pikeville News*.

LOUISIANA

KTRY Bastrop—Licensed to Morehouse Broadcasting Co. Co-owner Nathan Balton is publisher of *Bestron Enterprise*.
 WJBO, WBRL(FM) Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; same ownership as *Baton Rouge Advocate and State-Times*.
 WBRZ (TV) Baton Rouge—Licensed to Louisiana Television Bcstg. Co., 50% owned by Baton Rouge Broadcasting Co. (WJBO and WBRL [FM]) which has same ownership as *Baton Rouge Advocate and State-Times*.
 KSIG Crowley—Licensed to the Acadia Broadcasting Co. Owner Max Thomas is publisher of *Crowley Signal*.
 KVOL-AM-FM-TV Lafayette—Licensed to Evangeline Bcstg. Co., 50% owned by *Lafayette Advertiser* (Morgan Murphy-Walter C. Bridges). For Murphy-Bridges newspaper ownership, see WEAU Eau Claire, Wis.
 WTPS New Orleans—Licensed to Times Picayune Publishing Co., publisher of *New Orleans Times-Picayune and States*.
 KRUS, Ruston—Licensed to C. E. Faulk Jr., publisher *Ruston Leader*.
 KWKH-AM-FM Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*; same ownership as *Monroe (La.) World and News-Star* (See also KTHS Little Rock, Ark.)

MAINE

WGAN-AM-TV Portland—Licensed to Guy Gannett Broadcasting Services, owned by Guy Gannett Publishing Co., publisher of *Portland Press Herald and Express, Augusta Kennebec Journal* and *Waterville Sentinel*.
 WRUM Rumford—Licensed to Rumford Bcstg. Co., same ownership as *Rumford Pub. Co.*, publisher of *Rumford Times*.

MARYLAND

WBAL-AM-TV Baltimore—Licensed to The Hearst Corp., affiliated with *Baltimore News-Post*, *New York Journal-American* and *Mirror*, *Albany (N.Y.) Times-Union*, *Boston Record* and *American*, *Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American*, *Milwaukee Sentinel* (WISN), *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, *Los Angeles Examiner* and *Herald Express*, *San Antonio Light*, *Seattle Post-Intelligencer*.
 WMAR-TV Baltimore—Licensed to A. S. Abell Co., publisher of *Baltimore Sunpapers*.

MASSACHUSETTS

WCOP-AM-FM Boston—Licensed to Post Publishing Co. (*Boston Post*).
 WHDH-AM-FM Boston—Licensed to WHDH Inc. owned by Boston Herald-Traveler Corp., publisher *Boston Herald and Traveler*.
 WBET-AM-FM Brockton—Licensed to Enterprise Pub. Co., publisher, *Brockton Enterprise & Times*.
 WSAR Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of *Fall River Herald News*.
 WNBH, WFMR(FM) New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times* and *Hyanis (Mass.) Cape Cod Standard Times*.
 WBEC-AM-FM Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by *Berkshire Eagle*.
 WHYN-AM-FM-TV Springfield-Holyoke—Licensed to Hampden-Hampshire Corp.; 50% owned by same interests as *Holyoke Transcript-Telegram* and *Northampton (Mass.) Hampshire Gazette* and 50% owned by employee pension funds of *Springfield News and Union*.
 WPEP Taunton—Licensed to Silver City Broadcasting Corp. J. Milton Hammond, 50% owner and general manager, owns *Journal Publishers Inc.*, publisher of several Pittsborough neighborhood newspapers.
 WOCB-AM-FM West Yarmouth—Licensed to E. Anthony & Sons Inc. See WNBH New Bedford.
 WTAG-AM-FM Worcester—Licensed to WTAG Inc., affiliated with *Worcester Telegram Publishing Co. Inc.*, publisher of *Worcester Telegram and Gazette*.

MICHIGAN

WALM Albion—Licensed to Calhoun Bcstg. Co., James C. Bedient, 25% stockholder, is half-owner of *Albion Recorder*; James Moses, 25%, is publisher of *Marshall (Mich.) Chronicle*; George W. and George T. Campbell, 16.8% and 16.4%, stockholders, are part owners of *Owosso (Mich.) Argus-Press* (WOAP).
 WELL Battle Creek—Licensed to Federated Publications Inc. publisher of *Battle Creek Enquirer & News*, *Grand Rapids Herald*, *Lansing State Journal* and *Lafayette Journal & Courier*.
 WHFB-AM-FM Benton Harbor—Licensed to Palladium Pub. Co., publisher of *Benton Harbor News-Palladium*, *St. Joseph (Mich.) Herald-Press*.
 WJBK-AM-TV Detroit—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) own *Miami Beach Sun*. See WGBS Miami, Fla.
 WJLB, WBRI(FM) Detroit—Licensed to Booth Radio & Television Stations Inc. J. L. Booth personally owns 42%. Booth Newspapers Inc. (*Grand Rapids Press*, *Flint Journal*, *Muskegon Chronicle*, *Kalamazoo Gazette*, *Saginaw News*, *Bay City Times*, *Jackson Citizen-Patriot*, *Ann Arbor News*.) See WBBC Flint, WSGW Saginaw and WIBM Jackson, Mich.
 WWJ-AM-FM-TV Detroit—Licensed to Evening News Association, publisher of *Detroit News*.
 WBBC Flint—Licensed to Booth Radio and Television Stations Inc. J. L. Booth, owner, personally own 42% of Booth Newspapers Inc. See WJLB Detroit.
 WMIQ Iron Mountain—Licensed to the Iron Mountain-Kingsford Bcstg. Co. President Frank J. Russell (principal owner *Marquette [Mich.] Mining Journal*) is publisher of *Iron Mountain News*. See also WDMJ Marquette, Mich.
 WIBM Jackson—Licensed to Booth Radio & Television Stations Inc. J. L. Booth personally owns 42% of Booth Newspapers Inc. See WJLB Detroit.
 WDMJ, WAGE-TV Marquette—Licensed to Lake Superior Broadcasting Co. Inc., wholly owned by the *Mining Journal Co. Ltd.*, publisher *Marquette Mining Journal*. See also WMIQ Iron Mt., Mich.
 WMDN Midland—Licensed to Rich Publishing House Inc., publisher of *Midland News*.
 WOAP Owosso—Licensed to Owosso Bcstg. Co., subsidiary of Argus Press Co., publisher of *Owosso Argus Press*.
 WSGW Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit).
 WSOO Sault Ste. Marie—Licensed to Hiawathaland Broadcasting Co. George A. Osborn, publisher of *Sault Ste. Marie News*, owns 30%.

MINNESOTA

WEBC Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Evening Telegram Co., 10% by W. C. Bridges, manager, Head of the Lakes Bcstg. Co. Mr. Murphy is also interested in WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WISC Madison; WEAU Eau Claire, Wis.; KVOL Lafayette, La., and the *Manitowoc (Wis.) Herald-Times*, *Chippewa Falls (Wis.) Herald-Telegram*, *Two Rivers (Wis.) Reporter*, *Virginia (Minn.) Mesabi News* and *Range Facts*, *Los Angeles (Calif.) Eagle Rock News-Herald* and *Highland Park News-Herald*, and *Lafayette (La.) Daily Advertiser*.
 KHTV (TV) Hibbing—Licensed to North Star Telecasting Co., 6.5% owned by Paul Hitchcock, vp., *Hibbing Tribune*.
 WMFG Hibbing—Licensed to Head of the Lakes Bcstg. Co. See WEBC Duluth.
 WCCO-AM-TV Minneapolis—Licensed to Midwest Radio Television Inc., 53% owned by Mid Continent Radio-Television Inc., and 47% owned by *Minneapolis Tribune* and *Star* (Cowles). Mid Con-

continent is 50% owned by Northwest Publications Co. (Ridder interests), and 50% by Minnesota Tribune Co. Ridder interests own *St. Paul Pioneer-Press* and *Dispatch*, *Duluth News-Tribune* and *Herald* (WDSM Superior, Wis.), *New York Staats-Zeitung* and *Herald*, *New York Journal of Commerce*, *Aberdeen (S. D.) American and News* (KSDN), *Grand Forks (N. D.) Herald* (KILQ), *San Jose (Calif.) Mercury* and *News*, *Long Beach (Calif.) Independent* and *Press-Telegram*, minority interest in *Seattle Times*. See also WEMP Milwaukee, Wis. Cowles owns *Des Moines Register* and *Tribune* (KRNT-AM-FM-TV), *Minneapolis Tribune* and *Star* (which owns 80% of *Wichita-Hutchinson Co.*, seeking FCC approval to purchase KTVH [TV] Hutchinson, Kan.), and *Look Magazine*. Cowles also owns KVTN (TV) Sioux City, Iowa, and WNAX Yankton, S. D.

KNUJ New Ulm—Licensed to KNUJ Inc., affiliated with *New Ulm Journal*.
 KFAM-AM-FM St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times*.
 WJON St. Cloud—Licensed to Granite City Broadcasting Co. William T. Comstock, 49.5% owner, is publisher of *Portage (Wis.) Register & Democrat* (WPDR) and weekly *Oconto (Wis.) Reporter*.
 KSPI-AM-FM Stillwater—Licensed to Stillwater Pub. Co., publisher *Stillwater News-Press*.
 WHLB Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC Duluth.
 KWNO-AM-FM Winona—Licensed to Winona Radio Service, 80% owned by M. H. White, Publisher of *Winona News*.

MISSISSIPPI

WBIP Booneville—Licensed to Booneville Broadcasting Co. E. O. Roden, sole owner, owns *Walker County Times* and *Booneville Independent*.
 WJMB Brookhaven—Licensed to Brookhaven Broadcasting Co. Stockholder Dalton Brady is editor of *Brookhaven Leader Times*.
 WROX Clarksdale—Licensed to Mrs. Eunice T. Imes, mother of Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See WCBI Columbus, Miss.
 WCJU Columbia—Licensed to WCJU Inc. Lester Williams, president, is editor and publisher of weekly *Columbian Progress* and *Sunday Mirror*.
 WCBI-AM-TV Columbus—Licensed to Birney Imes Jr., owner of *Columbus Commercial Dispatch*. See also WELO Tupelo; WROX Clarksdale; WNAG Grenada; WMOX Meridian, all Miss.
 WNAG Grenada—Licensed to Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See WCBI Columbus, Miss.
 WJQS Jackson—Licensed to Mississippi Bcstg. Co., owned by Withers Gavin, publisher of weekly *Meridian Record* and *Clarke County Tribune* (Quitman, Miss.). See also WCOC Meridian, Miss.
 WSLI, WJTV (TV) Jackson—Licensed to Capitol Broadcasting Co., 40% owned by Mississippi Publishing Co. (*Jackson Clarion-Ledger* and *News*).
 WCOC-AM-TV Meridian—Licensed to Mississippi Broadcasting Co. Owned by Withers Gavin, publisher of weekly *Meridian Record* and *Clarke County Tribune* (Quitman, Miss.). See also WJQS Jackson, Miss.
 WMOX Meridian—Licensed to Birney Imes Jr., owner of *Columbus (Miss.) Commercial Dispatch*. See WCBI Columbus, Miss.
 WTOK-AM-TV Meridian—Licensed to Southern Television Corp. James H. Shewes, 6.5% owner of licensee, publisher of *Meridian Star*.
 WSUH Oxford—Licensed to Ole Mississippi Broadcasting Co., 50% owned by E. O. Roden, owner of weekly *Walker County Times* and *Booneville Independent*. See WBIP Booneville, Miss.
 WELO Tupelo—Licensed to Tupelo Broadcasting Co. President Birney Imes Jr. is owner of *Columbus (Miss.) Commercial Dispatch*. See WCBI Columbus, Miss.
 WQBC Vicksburg—Licensed to Delta Broadcasting Co., Inc. President L. P. Cashman is publisher of the *Vicksburg Herald* and *Post*.

MISSOURI

NEW Brookfield—Licensed to Green Hills Broadcasting Co., 33.3% owned by Ira J. Williams, publisher *Brookfield News-Bulletin*.
 KFRU Columbia—Licensed to KFRU Inc.; controlled by H. J. Waters Jr., publisher of *Columbia Tribune*.
 KHQA-TV Hannibal—Licensed to Lee Bcstg. Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 20% owned by *Hannibal Courier-Post*, and 52% owned by Lee Radio Inc., licensee KGLQ-AM-FM-TV Mason City, Iowa. For other Lee holdings see KGLQ Mason City, Iowa.
 KIMO Independence—Licensed to Craig Siegfried, owner of *Independence News* and *Pictorial Shopper*.
 KRCC (TV) Jefferson City—Licensed to Jefferson Television Co. Mrs. Frank Handy, president and general manager of licensee, is also vice president and stockholder of *Jefferson City Capital News* and *Post-Tribune*.
 KWOS-AM-FM Jefferson City—Licensed to the Capital Broadcasting Co. Mrs. R. C. Goshorn, president, is also president of the *News Tribune Co.*, publisher of *Jefferson City Capital News* and *Post-Tribune*.
 KCMO-AM-FM-TV Kansas City—Licensed to Meredith Engineering Co., subsidiary of Meredith Publishing Co. (*Better Homes & Gardens* and *Successful Farming*). See also WOW Omaha, KPHO Phoenix, and WHEN Syracuse, N. Y.
 WDAF-AM-TV Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.
 KSD-AM-TV St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.
 KWK-AM-TV St. Louis—Licensed to KWK Inc., 23% owned by *St. Louis Globe-Democrat*.
 KGBX Springfield—Licensed to Springfield Broadcasting Co.; owned 99% by *Springfield Newspaper Inc.* (*Springfield News* and *Leader-Press*).
 KYTV (TV) Springfield—Licensed to Springfield Television Inc., 49.6% owned by *Springfield Newspapers Inc.*, publisher of *Springfield News* and

Leader & Press (KGBX). Tams Bixby Jr. treasurer of licensee and vice president of Springfield Newspapers Inc., is president and 40% owner of Muskogee (Okla.) Phoenix and Times-Democrat (KBIX).

MONTANA

KFBB-AM-TV Great Falls—Licensed to Wilkins Broadcast Inc., 27% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of *Missoula Missoulian* and *Sentinel*, *Butte Post* and *Montana Standard*, *Anaconda Standard*, *Livingston Enterprise*, *Helena Independent Record* (72.5% ownership), *Billings Gazette* (66.67% ownership) and weekly *Libby Western News* (33.3% ownership).

KMON Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, semi-monthly farm journal and *Great Falls Tribune* and 40% owned by Ogden (Utah) *Standard-Examiner*. See also KIMN Denver, Colo.; KLO Ogden, Utah, and KALL Salt Lake City, Utah.

KATL Miles City—Licensed to Star Printing Co., publisher of *Miles City Star*.

NEBRASKA

KFGT Fremont—Licensed to Walker Radio Inc., affiliated with *Fremont Guide & Tribune*.

KHAS Hastings—Licensed to Nebraska Broadcasting Co. Owned by Fred A. and Richard M. Seaton, publishers of *Hastings Tribune*, *Manhattan* (Kan.) *Mercury* (KMAN), *Coffeyville* (Kan.) *Journal* (KGGF), *Winfield* (Kan.) *Courier*, *Alliance* (Neb.) *Times-Herald*, *Deadwood* (S. D.) *Pioneer-Times*, *Lead* (S. D.) *Call*, *Sheridan* (Wyo.) *Press* and the magazine *Western Farm Life* (Denver).

WJAG Norfolk—Licensed to Huse Pub. Co., publisher of the *Norfolk News*.

KFAB Omaha—Licensed to KFAB Broadcasting Co., 47.35% of stock owned by Sidles Co., 47.35% of stock owned by Lincoln Nebraska State Journal.

WOW-AM-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WHEN Syracuse, N. Y., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.

KSTF (TV) Scottsbluff—Licensed to Frontier Bestg. Co., one-third owned by Cheyenne Newspapers Inc. (Wyoming Eagle and State Tribune). See KFBC Cheyenne, Wyo.

NEVADA

KELK Elko—Licensed to Elko Broadcasting Co. Chris H. Sheerin, 50% owner of *Elko Free Press* is president and 16% owner of station.

KBMI Henderson—Licensed to Moritz Zenoff, publisher of weekly *Henderson Home News* and *Boulder City* (Nev.) *News*.

KLRJ-TV Henderson—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith, Ark., and KZTV (TV) Reno.

KENO Las Vegas—Licensed to Nevada Broadcasting Co., 37.5% owned by E. Oncken, managing editor, *Las Vegas Sun*.

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc. Herman Greenspan, publisher of *Las Vegas Sun*, owns 27%. Licensee is 49% owned by R. G. Jolley, who owns 100% of KLAS.

KORK Las Vegas—Licensed to Southwestern Broadcasting Co. (Donald W. Reynolds). For Reynolds' newspaper interests see KFSA Fort Smith, Ark. See also KOLO Reno and KLRJ-TV Henderson, Nev.

KOH Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

KOLO, KZTV (TV) Reno—Licensed to Western Broadcasting Co., owned by Donald W. Reynolds, publisher of *Las Vegas* (Nev.) *Review Journal*, *Fort Smith* (Ark.) *Times Record* and *Southwest American*, *Bartlesville* (Okla.) *Examiner* and *Enterprise*, *Okmulgee* (Okla.) *Times* and *Times Democrat*. See also KFSA Fort Smith, Ark.; KLRJ-TV Henderson, Nev.; and KORK Las Vegas, Nev.

NEW JERSEY

WJLK-AM-FM Asbury Park—Licensed to Asbury Park Press Inc., publisher of *Asbury Park Press*.

WFPG-AM-FM-TV Atlantic City—Licensed to Neptune Broadcasting Corp., affiliated with *Atlantic City Reporter*.

WVNJ Newark—Licensed to Evening News Publishing Co. (*Newark News*).

WOND Pleasantville—Licensed to Pioneer Broadcasters Inc. Interlocking ownership with *Renova* (Pa.) *Record* and weekly *Ocean City* (N. J.) *Sentinel-Ledger*.

WTOA(FM) Trenton—Licensed to the Mercer Broadcasting Co. Owned by Trenton Times Corp., publisher of *Trenton Times*.

NEW MEXICO

KOB-AM-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (*Time*, *Life* and *Fortune*). See also KDYL Salt Lake City, Utah, and KLD Denver.

KOBE Las Cruces—Licensed to Mesilla Valley Bestg. Co. Minority stockholders F. F. and J. T. McNaughton are identified with the ownership of *Effingham News* and *Pekin Times*, both Illinois. See WCRA Effingham and WMRN Elgin, both Ill.

NEW YORK

WMBO-AM-FM Auburn—Licensed to Auburn Publishing Co. (*Auburn Citizen-Advertiser*).

WNBZ-AM-TV Binghamton—Licensed to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*). See WFIL Philadelphia.

WBEN-AM-FM-TV Buffalo—Licensed to WBEN Inc., same ownership as *Buffalo News*.

WEBR Buffalo—Licensed to WEBR Inc. Owned by *Buffalo Courier-Express*.

WCNY-TV Carthage—Licensed to The Brockway Co., publisher of *Watertown* (N. Y.) *Times* (WVNY-AM-FM). Also owns WMSA-AM-FM Massena, N. Y.

WENY Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Advertiser* (Gannett Newspapers). See WHEC Rochester, N. Y.

WENE Endicott-Binghamton—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of *Endicott Bulletin* and *Oneonta* (N. Y.) *Star* (WDOS), *Plattsburg* (N.Y.) *Press-Republican*, *Stroudsburg* (Pa.) *Record* (WVPO) and *Danbury* (Conn.) *News-Times*. See also WDOS Oneonta, N. Y., and WVPO Stroudsburg, Pa.

WWSC Glens Falls—Licensed to Great Northern Radio Inc., 50% owned by Glens Falls Post Co., publisher of *Glens Falls Post-Star* and *Times*.

WVOS Liberty—Licensed to Sullivan County Broadcasting Corp. President S. D. Lubin and Commercial Manager H. G. Borwick, stockholders, own *Sullivan News* and *Liberty News*.

WUSJ Lockport—Licensed to Lockport Union Sun and Journal Inc., publisher of *Lockport Union Sun & Journal*.

WMSA-AM-FM Massena—Licensed to the Brockway Co., owned and operated by the *Watertown* (N. Y.) *Times*. See WVNY Watertown, N. Y., and WCNY-TV Carthage, N. Y.

WEVD New York—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are directors of the *Jewish Forward*; the newspaper company itself has no interest or control.

WHOM-AM-FM New York—Licensed to Progress Broadcasting Corp., subsidiary of *Il Progresso Italo Americano*.

WPIX (TV) New York—Licensed to WPIX Inc., same ownership as *New York News*, *Chicago Tribune* (WGN).

WQXR-AM-FM New York—Licensed to the Interstate Broadcasting Co., subsidiary of *New York Times*.

WHDL-AM-FM Olean—Licensed to WHDL Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald*. Minority interest owned by Gannett Newspapers. See WHEC Rochester, N. Y.

WDOS Oneonta—Licensed to Ottaway Stations Inc. Major stockholder James H. Ottaway is president-publisher and controlling stockholder of *Ottaway Newspapers-Radio Inc.*, publisher of *Oneonta Star*, *Endicott* (N. Y.) *Bulletin* (WENE), *Plattsburg* (N. Y.) *Press-Republican*, *Stroudsburg* (Pa.) *Record* (WVPO) and *Danbury* (Conn.) *News-Times*. See also WENE Endicott, N. Y., and WVPO Stroudsburg, Pa.

WALK-AM-FM Patchogue—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WRIV Riverhead, N. Y.

WRIV Riverhead—Licensed to Suffolk Broadcasting Co., owned by W. Kingsland Macy who is publisher of weekly newspapers in Long Island. See WALK Patchogue, N. Y.

WHEC-AM-TV Rochester—Licensed to WHEC Inc., owned by Gannett Co., publisher of *Rochester Times-Union* and *Democrat & Chronicle*. Other Gannett newspapers are *Albany Knickerbocker News*, *Utica Observer-Dispatch* and *Press*, *Newburgh News*, *Beacon News*, *Ithaca Journal*, *Olean Times-Herald* (minority) (WHDL), *Oradensburg Journal*, *Malone Telegram*, *Saratoga Springs Saratogan*, *Massena Observer*, *Elmira Star-Gazette* and *Advertiser* (WENY), *Binghamton Press*, *Niagara Falls Gazette*, all New York; *Hartford* (Conn.) *Times* (WGTH), *Plainfield* (N. J.) *Courier-News*, *Danville* (Ill.) *Commercial News* (WDAN).

WHEN-AM-TV Syracuse—Licensed to Meredith Syracuse Radio Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WOW, Omaha, Neb., KPHO Phoenix, Ariz., and KCMO Kansas City, Mo.

WSYR-AM-FM-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal*, *Newark* (N. J.) *Star-Ledger*, *Jersey City* (N. J.) *Jersey Journal*, *Long Island Press* and *Star-Journal*, *Staten Island* (N. Y.) *Advance*, *Nassau* (N. Y.) *Review Star*, *Harrisburg* (Pa.) *Patriot and News* (WPTA [TV]), *Portland* (Ore.) *Oregonian* (50% of KOIN) and *St. Louis Globe-Democrat* (23% of KWK St. Louis).

WFLY(FM) Troy—Licensed to the Troy Record Co., publisher of *Troy Record* and *Times-Record*.

WRUN-AM-FM Utica—Licensed to Rome Sentinel Co., publisher of *Rome* (N. Y.) *Sentinel*.

WVNY-AM-FM Watertown—Licensed to the Brockway Co., owned and operated by the *Watertown Times*. See WMSA Massena, and WCNY-TV Carthage, N. Y.

WFAS-AM-FM White Plains—Licensed to Westchester Broadcasting Corp. J. Noel Macy and Valentine E. Macy Jr., co-owners, publishers of *White Plains Reporter-Dispatch*, *Yonkers Herald-Statesman*, *Tarrytown News*, *Port Chester Item*, *Ossining Citizen-Register*, *Mt. Vernon Arous*, *New Rochelle Standard-Star*, *Mamaroneck Times*, all in New York.

NORTH CAROLINA

WGWR-AM-FM Asheville—Licensed to the Asheville Broadcasting Co., owners including Roy Cox, publisher *Asheboro Courier Tribune*, a semi-weekly newspaper.

WWNC Asheville—Licensed to Asheville Citizen-Times Publishing Co., publisher of the *Asheville Citizen-Times*. See also WFBC Greenville, S. C.

WPNF Brevard—Licensed to Pisgah Broadcasting Co.; same newspaper ownership association as WBBO Forest City, below.

WBT, WBTV (TV) Charlotte—Licensed to Jefferson Standard Bestg. Co., subsidiary of Jefferson Standard Life Insurance Co. which owns WBIG Greensboro, N. C., and 16 2/3% of *Greensboro News* and *Record* (WFMY [FM] and WFMY-TV). Jefferson Standard also owns WBTW (TV) Florence, S. C.

WEGO Concord—Licensed to Cabarrus Broadcasting Co. Same ownership as *Concord Tribune*.

WDNC-AM-FM Durham—Licensed to the Durham Radio Corp.; 100% owned by the *Durham Herald* Co., publisher *Durham Herald* and *Sun*.

WTVD (TV) Durham—Licensed to Durham Bestg. Enterprises Inc., 25% owned by *Durham Herald* and *Sun* (WDNC-AM-FM).

WIFM-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Laffoon, publisher of weekly *Elkin Tribune*; Edward M. Anderson, publisher of weeklies *West Jefferson Skyland Post*, *Sparta Allegheny News*, *Brevard Transylvania Times* and *Forest City Courier*, and W. P. Ervin.

WBBO-AM-FM Forest City—Licensed to Rutherford County Radio Co. Inc., stockholders affiliated with following weekly newspapers: *Forest City Courier*, *Spindale Sun*. See WPNF Brevard.

WFMY-TV Greensboro—Licensed to Greensboro News Co., publisher of *Greensboro News* and *Record*.

WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 10% owned by Josh Horne, principal in *Rocky Mt.* (N. C.) *Telegram*, and 10% by Herbert Brauff, owner of *Wilson* (N. C.) *Times*.

WHKY Hickory—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gifford, publisher of *Hickory Record*.

WNAO-AM-FM-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by *Raleigh News & Observer*.

WREV-AM-FM Reidsville—Licensed to Reidsville Broadcasting Co. W. M. and W. M. Oliver Jr., owners, also own stock in *Reidsville Review*.

WCEC, WFMA(FM) Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with *Rocky Mount Telegram*.

WSTP-AM-FM Salisbury—Licensed to Piedmont Broadcasting Corp.; 37% of stock owned by *Salisbury Post* stockholders.

WSJS-AM-FM Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*. See also WSJS-TV Winston-Salem.

WSJS-TV Winston-Salem—Licensed to Triangle Broadcasting Corp., 66 2/3% owned by Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*. See also WSJS-AM-FM Winston-Salem.

NORTH DAKOTA

WDAY-AM-TV Fargo—Licensed to WDAY Inc. N. D. Black Jr., who with family owns 35.5%, is president-publisher of *Fargo Forum* and *Moorehead* (Minn.) *News*.

KILO Grand Forks—Licensed to Grand Forks Herald Inc., publisher of *Grand Forks Herald* which is 60% owned by Ridder Publications. See WCCO Minneapolis.

OHIO

WAKR-AM-FM-TV Akron—Licensed to Summit Radio Corp., owned 45% by *Akron Beacon-Journal* (Knight newspaper). Other Knight newspapers are *Chicago Daily News* (WIND), *Detroit Free Press*, *Miami Herald* (WQAM) and *Charlotte* (N. C.) *Observer*.

WFAH-AM-FM Alliance—Licensed to the Review Pub. Co., publisher of *Alliance Review*.

WICA-AM-FM-TV Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon*, *Conneaut News-Herald*, *Geneva Free Press*, *Painesville Telegraph*, all Ohio.

WHBC-AM-FM Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*, *Steubenville Herald-Star*, *Marion Star*, *East Liverpool Review*, *Portsmouth Times* (WPAY), *Tronton Tribune* and *Salem News*, all in Ohio; *Salisbury* (Md.) *Times*.

WCPO-AM-FM-TV Cincinnati—Licensed to Scripps-Howard Radio Inc., affiliated with *Cincinnati Post*. See also WEWS Cleveland, WMC Memphis and WNOX Knoxville, Tenn.

WKRC-AM-FM-TV Cincinnati—Licensed to Radio Cincinnati Inc., same ownership as *Cincinnati Times-Star*. See also WTVN Columbus, Ohio.

WEWS (TV) Cleveland—Licensed to Scripps-Howard Radio Inc. Scripps-Howard newspapers are *Cleveland Press*, *New York World Telegram & Sun*, *Cincinnati Post* (WCPO), *Pittsburgh Press*, *Columbus* (Ohio) *Citizen*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel* (WNOX), *Memphis Commercial Appeal* and *Press-Scimitar* (WMC), *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune*, *Covington* (Ky.) *Post*, *Denver Rocky Mountain News*, *Evansville Press*, *Birmingham Post-Herald*. See also WCPO Cincinnati, Ohio; WMC Memphis and WNOX Knoxville, Tenn.

WHK-AM-FM-TV Cleveland—Licensed to United Bestg. Co., owned by *Cleveland Plain Dealer* and *News*, which also has 40% interest in WKBN-AM-FM-TV Youngstown, Ohio.

WJW-AM-FM-TV Cleveland—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WXEL (TV) Cleveland—Licensed to Empire Coil Co., owned by Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.

WBNS-AM-TV Columbus—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch*.

WCOL Columbus—Licensed to Air Trails Inc., owned by Charles Sawyer, publisher of *Lancaster* (Ohio) *Eagle-Gazette* and *Waverly* (O.) *News* and *Watchman* (weekly). See WIZE Springfield and WING Dayton, Ohio, and WCMJ Ashland, Ky.

WTVN-AM-TV Columbus—Licensed to WTVN Inc. Same ownership as *Cincinnati Times-Star* (WKRC).

WTNS Coshocton—Licensed to Coshocton Broadcasting Co. Bob, Bill and Bruce Wallace control both licensee and *Coshocton Tribune*.

WHIO-AM-FM-TV Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News* and *Journal Herald*, *Atlanta Journal* and *Constitution* (WSB), *Miami News*, *Springfield* (Ohio) *News* and *Sun*.

WING Dayton—Licensed to Great Trails Broadcasting Corp., owned by Charles Sawyer, publisher of *Lancaster Eagle-Gazette* and *Waverly* (O.) *News* and *Watchman* (weekly). See WIZE Springfield and WCOL Columbus, Ohio, and WCMJ Ashland, Ky.

WJER Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown, W. Va.
 WFIN-AM-FM Findlay—Licensed to Findlay Publishing Co., publisher of *Findlay Republican Courier*.
 WMAC (TV) Massillon—Licensed to Midwest Tv Co., owned by Edward Lamb, publisher of *Erie (Pa.) Dispatch*. See also WIKK, Erie, Pa.
 WCLT-AM-FM Newark—Licensed to the Advocate Printing Co., publisher of *Newark Advocate and American Tribune*.
 WPAY-AM-FM Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers Inc., publisher of *Portsmouth Times, Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Salem News, Honton Tribune* (all in Ohio); and *Salisbury Times*, Maryland. See WHBC Canton.
 WIZE Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of *Lancaster (Ohio) Eagle-Gazette and Waverly (O.) News and Watchman* (weekly). See WING Dayton and WCOL Columbus, Ohio, and WCMI Ashland, Ky.
 WSPD-AM-FM-TV Toledo — Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.
 WTOD, WTRT(FM) Toledo—Licensed to Unity Corp. Inc. Edward Lamb, president, is publisher *Erie (Pa.) Dispatch* (WIKK and WICU(TV)) and owns WHOO-AM-FM Orlando, Fla. and WMAC-TV Massillon, Ohio. (Sale of WHOO-AM-FM to Moury Loewe pending FCC approval).
 WHHH Warren—Licensed to Warren Tribune Radio Station Inc., owned by Tribune Co., publisher of *Warren Tribune-Chronicle*.
 WWST-AM-FM Wooster—Licensed to Wooster Republican Printing Co., publisher of the *Wooster Record*. Interlocking ownership with WTRF-TV Wheeling, W. Va.
 WFMJ-AM-TV Youngstown—Licensed to Vindicator Printing Co. (*Youngstown Vindicator*).
 WKBN-AM-FM-TV Youngstown — Licensed to WKBN Broadcasting Corp., 40% owned by Forest City Publishing Co., publisher of *Cleveland Plain-Dealer and News* (WHK).
 WHIZ-AM-TV Zanesville—Licensed to Southeastern Ohio Television System. Majority ownership also owns *Zanesville Signal and Times-Recorder*. See WTAP (TV) Parkersburg, W. Va.

OKLAHOMA

KWHW Altus—Licensed to Altus Broadcasting Co., 50% owned by Altus Times-Democrat. See also KRMG Tulsa, Okla.
 KVSO-AM-TV Ardmore—Licensed to John F. Easley, publisher of *Ardmore Ardmoreite*.
 KWHF Cushing—Licensed to Cimarron Broadcasters Inc., two-thirds owned by Lou S. Allard and Gordon R. Rockett, owners of weekly *Drumwright* (Okla.) *Derrick and Rockett*.
 KSEO Durant—Licensed to Democrat Printing Co., publisher *Durant Democrat, Durant Weekly News*.
 KSRC Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News and Eagle*.
 KBIX Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Phoenix and Times-Democrat*.
 KTOK Oklahoma City—Licensed to KTOK Inc., 25% owned by C. C. Woodson, owner of *Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Daily Light*, all Texas, and *Miami (Okla.) News-Record*. See also KXOL Fort Worth, Tex.
 WKY-AM-TV Oklahoma City—Licensed to WKY Radiophone Co., same ownership as Oklahoma City *Oklahoman and Times, Farmer-Stockman*. See also WSFA Montgomery, Ala.
 KHGB Okmulgee—Licensed to Okmulgee Broadcasting Corp., subsidiary of *Okmulgee Times*. See also KFSA Fort Smith, Ark.
 WBBZ Ponca City—Licensed to Ponca City Publishing Co., publisher of the *Ponca City News*.
 KGFF Shawnee—Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. See KSOK Arkansas City, Kan.
 KRMG Tulsa—Licensed to Western Broadcasting Co., owned by Harrington Wimberly and family, owners of *Altus (Okla.) Times-Democrat*. See KWHW Altus, Okla.

OREGON

KWIL-AM-FM Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson Estate and R. R. Cronise, co-publishers *Albany Democrat-Herald*.
 KAST Astoria—Licensed to Astoria Broadcasting Co.; ownership affiliated with *Astorian Budget*.
 KOOS Coos Bay—Licensed to KOOS Inc. Sheldon F. Sackett, owner, is publisher of *Coos Bay Times*. See KROW Oakland, Calif.
 KERK Eugene—Licensed to Guard Publishing Co., publisher of *Eugene Register-Guard*.
 KUIN, KGPO(FM) Grants Pass—Licensed to Southern Oregon Bestg. Co., 50% owned by A. E. Voorhies, publisher of *Grants Pass Courier*.
 KFLW Klamath Falls—Licensed to Southern Oregon Publishing Co., publisher of *Klamath Falls Herald & News*. Same interests also own 75% of *Roseburg News-Review* (KRNR) also 19% of *Medford Mail Tribune* (KYJC). See also KRNR Roseburg and KYJC Medford, both Oregon.
 KMCM McMinnville—Licensed to Yamhill Broadcasters Inc. Same ownership as *McMinnville News-Register*.
 KBES-TV Medford—Licensed to Southern Oregon Bestg. Co., 16.2% owned by Amos Voorhies, publisher of *Grants Pass (Ore.) Courier*.
 KYJC Medford—Licensed to Medford Printing Co., publisher of *Medford Mail Tribune*. See also KFLW Klamath Falls and KRNR Roseburg, both Oregon.
 KOIN-AM-FM-TV Portland—Licensed to Mt. Hood Radio & Television Bestg. Co., 50% owned by Central New York Bestg. Corp. (WSYR Syracuse, N. Y.). Same ownership (S. I. Newhouse) as Port-

land Oregonian. For other Newhouse newspapers, see WSYR Syracuse, N. Y.
 KPOJ-AM-FM Portland—Licensed to KPOJ Inc.; stock owned by *Portland Oregon Journal*.
 KPTV (TV) Portland—Licensed to Empire Coil Co., owned by Storer Broadcasting Co. Same ownership (George B. Storer) as *Miami Beach Sun*. See WGBS Miami, Fla.
 KRNR Roseburg—Licensed to News-Review Co., publisher of *Roseburg News-Review*. See also KFLW Klamath Falls and KYJC Medford, both Oregon.

PENNSYLVANIA

WGPA-AM-FM Bethlehem—Licensed to Globe Pub. Co., publisher *Bethlehem Globe-Times*.
 WLEV-TV Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as *Lancaster New Era and Intelligencer*. Operated independently. See also WGAL Lancaster, Pa.
 WCNR Bloomsburg—Licensed to Columbia-Montour Broadcasting Corp., affiliated with the *Bloomsburg Press*.
 WBUT-AM-FM Butler—Licensed to Beacom Enterprises, owned by J. Patrick Beacom, owner of weekly *Mannington (W. Va.) Times*. See also WJPB-TV Fairmont, WETZ New Martinsville and WVVV Fairmont, all W. Va.
 WCPA Clearfield—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of *Clearfield Progress*. See also WAKU Latrobe, WADAD Indiana, both Pa., and WJCM Sebring, Fla.
 WRIUX Dowlstown—Licensed to Charles M. Meredith, publisher *Quakerstown Free Press*.
 WCED-AM-FM DuBois—Licensed to the Tri-County Bcste. Co. Inc., affiliated with the *DuBois Courier Express*. See WILK Wilkes-Barre.
 WFEX-FM WGLV (TV) Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*.
 WEST-AM-FM Easton—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. See (*Lancaster Intelligencer-Journal and New Era*), WGAL Lancaster.
 WIKK, WICU (TV) Erie—Licensed to Community Service Broadcasters Co. and Dispatch Inc. (*Erie Dispatch*) respectively. Both owned by Edward Lamb, who also owns WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. (Sale to Maurv Loewe pending FCC approval) and WMAC-TV Massillon, Ohio.
 WSEE (TV) Erie—Licensed to Great Lakes Television Co., 47% owned by George J. Meade and family. Mr. Meade is co-publisher of *Erie Times*.
 WGET Gettysburg—Licensed to Times & News Publishing Co. (*Gettysburg Times*).
 WHGB Harrisburg—Licensed to Kendrick Bestg. Co. Half-owned by Triangle Publications Inc., publisher of *Philadelphia Inquirer* (WFIL-AM-FM TV Philadelphia).
 WKBO Harrisburg—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGAL Lancaster.
 WTPA-TV Harrisburg—Licensed to Patriot-News Co., publisher of *Harrisburg Patriot and News* (Newhouse newspapers). For other Newhouse newspapers see WSYR Syracuse, N. Y.
 WHUN Huntingdon—Licensed to Joseph F. Biddle Pub. Co., publisher *Huntingdon News*.
 WADAD Indiana—Licensed to WADAD Inc., 50% owned by Clearfield Broadcasters Inc. (*Clearfield (Pa.) Progress*). See also WCPA Clearfield and WAKU Latrobe, both Pa., and WJCM Sebring, Fla.
 WJAC-AM-FM-TV Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.
 WGAL Inc. same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal and New Era*. See also WDEL Wilmington, Del., and WLEV-TV Bethlehem, WORK York, WRAW Reading, WEST Easton, WKBO Harrisburg, all Pa. Stations operated independently.
 WAKU Latrobe—Licensed to Clearfield Broadcasters Inc. Same ownership as *Clearfield (Pa.) Progress*. See also WCPA Clearfield, WADAD Indiana, both in Pa., and WJCM Sebring, Fla.
 WLEBR-TV Lebanon—Licensed to Lebanon Television Corp., 52% owned by WLBR-AM-FM, 36% by Lebanon News. Sale to Triangle Publications Inc. (*Philadelphia Inquirer-WFIL*) pending FCC approval.
 WMRP Lewistown—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the *Sentinel Co.*, publisher of *Lewistown Sentinel*.
 WCTW(FM) New Castle—Licensed to Courier-Times Inc., publisher of *New Castle Courier-Times*.
 WCAU-AM-FM-TV Philadelphia—Licensed to WCAU Inc., same ownership as *Philadelphia Bulletin*.
 WFIL-AM-FM-TV Philadelphia—Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer, Seventeen Magazine, Official Detective, The Guide, Morning Telegraph and Daily Racing Form*. See also WNBF Binghamton, N. Y.; and WHGB Harrisburg, Pa. Triangle Publications is also seeking to buy WLBR-TV Lebanon and WFRG-AM-TV Altoona, Pa.
 WCAE Pittsburgh—Licensed to WCAE Inc. Owned by Hearst Publishing Co., publisher of *Pittsburgh Sun-Telegraph*. For other Hearst newspapers see WRAI Baltimore.
 WKJF-FM-TV Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of *Morgantown (W. Va.) Dominion News and Post* (WAJR) and weekly *New Martinsville (W. Va.) Wetzel Republican*.
 WITC (TV) Pittsburgh—Licensed to WWSW Inc. When merger agreement is effected, will be 50% owned by *Pittsburgh Post-Gazette* (Same ownership [Paul Block] as *Toledo (Ohio) Blade*) and 50% by Pittsburgh Radio Supply House.
 WWSW-AM-FM Pittsburgh—Licensed to WWSW Radio Inc. owned by the *Pittsburgh Post-Gazette*. (Same ownership [Paul Block] as *Toledo (Ohio) Blade*).
 WEUU-AM-TV Reading—Licensed to Hawley Broad-

casting Co., affiliated with *Reading Times and Eagle*.
 WRAW Reading—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGAL Lancaster.
 WQAN, WEJL(FM) Scranton—Licensed to the *Scranton Times*.
 WPIC-AM-FM Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co., publisher of *Sharon Herald*.
 WVPO Stroudsburg—Licensed to Pocono Broadcasting Inc., James H. Ottaway, majority stockholder, is also president-publisher of *Stroudsburg Record*. See also WENE Endicott-Binghamton, N. Y., and WDOS Oneonta, N. Y.
 WKOK-AM-FM-TV Sunbury—Licensed to Sunbury Broadcasting Corp., owned by Harry H. Haddon, Basse A. Beck and others. Messrs Haddon and Beck own *Sunbury Daily Item*.
 WILK-AM-TV Wilkes-Barre—Licensed to Wyoming Valley Broadcasting Co. 12.5% owned by Harold Gray, who owns 25% of *DuBois (Pa.) Courier-Express* (WCED), and 25% owned by Vernon and Gerald Wade, who with family own *Butler (Pa.) Eagle*.
 WHPA Williamsport—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kiessling, Grit Publishing Co. executive, is president and owns 32%.
 WORK York—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinman & Steinman Inc. (*Lancaster Intelligencer-Journal and New Era*). See WGAL Lancaster.

RHODE ISLAND

WEAN, WPJB-FM Providence—Licensed to Providence Journal Co., publisher of the *Providence Journal-Bulletin*.
 WWON-AM-FM Woonsocket—Licensed to Woonsocket Broadcasting Co., whose principals include stockholders of Woonsocket Call.

SOUTH CAROLINA

WAIM-AM-TV, WCAC (FM) Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Mail*.
 WUSN-AM-TV Charleston—Licensed to Southern Bestg. Co., 30% owned by Evening Post Publishing Co. (*Charleston News & Courier* and *Post*).
 WGCD Chester—Licensed to Dispatch Publishing Co. (*Lexington [N. C.] Dispatch*).
 WBTW (TV) Florence—Licensed to Jefferson Standard Bestg. Co., subsidiary of Jefferson Standard Life Insurance Co., 16.1% owner of *Greensboro (N. C.) News and Record*. See also WBT Charlotte and WFMY-TV Greensboro, N. C.
 WCBC-AM-FM-TV Greenville—Licensed to WMRC Inc., 46% owned by *Greenville News-Piedmont*.
 WEAB Greer—Licensed to Greer Bestg. Co. Partner, E. A. Burch is publisher of the weekly *Greer Citizen*.
 WTND Orangeburg—Licensed to the WTND Inc. Owned by Sims Publishing Co., publisher of *Orangeburg Times & Democrat*.

SOUTH DAKOTA

KSDN Aberdeen—Licensed to Aberdeen News Co., publisher of the *American News* (identified with Ridder Publications). For other Ridder newspapers see WCCO Minneapolis.
 WNAX Yankton—Licensed to Cowles Broadcasting Co. See KRNT Des Moines, Iowa.

TENNESSEE

WLAR Athens—Licensed to Athens Broadcasting Co., owned by Lowell F. Asterburn, publisher *Athens Post-Athenian*.
 WDSG Dyersburg—Licensed to State Gazette Broadcasting Co. interlocking ownership with *Dyersburg State Gazette*.
 WTJS-AM-FM Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.
 WETB Johnson City—Licensed to Press Inc., publisher of *Johnson City Press-Chronicle*.
 WKPT-AM-FM Kingsport—Licensed to Kingsport Broadcasting Co. Identified with ownership of *Kingsport Times-News*.
 WNOX Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (*Knorrville News-Sentinel*). See WCPO Cincinnati.
 WMC, WMCF (FM), WMCT (TV) Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal and Press-Scimitar*. For other Scripps-Howard newspapers, see WCPO Cincinnati.
 WHAL Shelbyville—Licensed to Shelbyville Broadcasting Co. Same owners as *Bedford County News*.

TEXAS

KVLF Alpine—Licensed to Big Bend Broadcasters, 40% owned by Barney H. Hubbs, 66.3% owner of semi-weekly *Pecos (Tex.) Enterprise*. See KIUN Pecos, Tex.
 KGNC-AM-TV Amarillo—Licensed to Globe News Publishing Co., publisher of *Amarillo News and Globe-Times, Lubbock (Tex.) Avalanche and Journal*. See KFYO Lubbock, Tex.
 KRIC-AM-FM Beaumont—Licensed to Enterprise Co., publisher *Beaumont Enterprise and Journal*.
 KBST Big Spring—Licensed to Big Spring Bestg. Co., 20% owned by Robert Whipkey, publisher *Big Spring Herald*.
 NEW Cameron—Licensed to Milam County Broadcasting Services, owned by Milton F. Brown Jr., owner of weekly *Cameron Herald*.
 KRLD-AM-FM-TV Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald*.
 WFAA-AM-TV Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.
 KROD-AM-TV El Paso—Licensed to El Paso Times Inc. (*El Paso Times*).
 KXOL Fort Worth—Licensed to Fort Worth Broadcasting Co., 50% owned by C. C. Woodson, owner of *Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Daily Light*, all Texas, and *Miami (Okla.) News-Record*. See also KTOK

Oklahoma City.
WBAP-AM-FM-TV Fort Worth—Licensed to Carter Publications Inc. (Fort Worth Star-Telegram).
KGAF Gainesville—Licensed to Gainesville Broadcasting Corp. President Joe M. Leonard is broadcast owner of Gainesville Register.
KCLW Hamilton—Licensed to Hamilton Broadcasting Co., owned 75% by Coy Perry and 25% by C. M. Hatch, who own weekly *Hamilton Herald News*. Mr. Perry also owns weekly *Dublin* (Tex.) Progress.
KPRC-AM-FM-TV Houston—Licensed to Houston Post Co., publisher of *Houston Post*.
KTRH-AM-FM Houston—Licensed to KTRH Broadcasting Co., subsidiary of *Houston Chronicle* Pub. Co., publisher of *Houston Chronicle*.
KLVT Levelland—Licensed to Herald Broadcasting Co. Forrest Weimhold owner, also owns weeklies *Levelland Sun-News* and *Hockley County Herald* (Levelland).
KFYO Lubbock—Licensed to Plains Radio Broadcasting Co., 81% owned by Globe News Publishing Co., publisher of *Lubbock Avalanche and Journal*, *Amarillo* (Tex.) *News* and *Globe-Times*. See **KGNC Amarillo**, Tex.
KCMR McCamey—Licensed to Sprayberry Broadcasting Co., 40% owned by Barney H. Hubbs, 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See also **KIUN Pecos**, Tex.
KGNB New Braunfels—Licensed to Comal Broadcasting Co. Charles W. Scruggs, president and 40% stockholder, owns *New Braunfels Herald*.
KRIG Odessa—Licensed to Oil Center Broadcasting Co., 25% owned by Barney H. Hubbs, 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos* (Tex.) *Enterprise*. See also **KIUN Pecos**, Tex.
KIUN Pecos—Licensed to Jack W. Hawkins and Barney Hubbs. Mr. Hubbs is 66 $\frac{2}{3}$ % owner of semi-weekly *Pecos Enterprise*. See also **KVLF Alpine**, **KCMR McCamey**, **KRIG Odessa**, all Tex., and **KVFC Cortez**, Colo.
NEW Rusk—Licensed to E. H. Whitehead, publisher of the weekly *Rusk Cherokee* and monthly *Citizen*.
KENS-AM-TV San Antonio—Licensed to Express Publishing Co. (San Antonio Express and News).
KEVA Shamrock—Licensed to Shamrock Broadcasting Co. Albert Cooper, 60% stockholder of station, owns 52% of weekly *Shamrock Texan* and 44% of *Wheeler Times*.
KXOX Sweetwater—Licensed to Radio & News Inc. Owned by J. S. McBeath, owner of *Sweetwater Reporter*.
KCEN-TV Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*.
KTEM Temple—Licensed to Bell Broadcasting Co. Frank W. Mayborn, president and 85% owner, also president and 95% owner of Bell Pub. Co., publisher of *Temple Telegram* and *Sherman Democrat*. See also **KCEN-TV Temple**, Tex.
KCMC-AM-FM-TV Texarkana—Licensed to KCMC Inc., 50% owned by W. E. Hussman-Camden News Publishing Co. (Camden Ark.) *News*, and 32% by C. E. Palmer and family (Texarkana *Gazette* and *News*, *Hot Springs Sentinel Record* and *New Era*, *Eldorado Times* and *News*, *Hope Star* [50%], *Magnolia Banner News* [50%], all Ark., and *Jacksonville* [Tex.] *Daily Progress* [25%]).
KTBB Tyler—Licensed to Blackstone Broadcasting Co. whose principal owners are also principal owners of *Tyler Courier-Times* and *Telegraph*.

UTAH

KLO Ogden—Licensed to Interstate Broadcasting Corp.; owned by A. L. Glasman, publisher of *Ogden Standard-Examiner*. See also **KIMN Denver**, Colo.; **KMON Great Falls**, Mont., and **KALL Salt Lake City**, Utah.
KALL Salt Lake City—Licensed to Salt Lake City Bestg. Co., owned by Mr. and Mrs. George C. Hatch. Mrs. Hatch is a 12 $\frac{1}{2}$ % owner of *Ogden* (Utah) *Standard-Examiner*. See also **KLO Ogden**, Utah.
KDYL-AM-FM, KTVT (TV) Salt Lake City—Licensed to Inter-Mountain Broadcasting & Television Corp., 80% owned by Time Inc., publisher of *Time*, *Life* and *Fortune*. See also **KOB Albuquerque**, N. M., and **KLZ Denver**.
KUTV (TV) Salt Lake City—Licensed to Utah Broadcasting & Television Corp., 50% owned by Kearns-Tribune Corp., publisher of *Salt Lake Tribune* and 50% owned by Utah Bestg. & Television Co. (KUTA).

VIRGINIA

WPIK Alexandria—Licensed to Potomac Broadcasting Corp. C. C. Carlin Jr., publisher of the *Alexandria Gazette*, is 11.2% stockholder.
WDVA Danville—Licensed to Virginia-Carolina Broadcasting Co. Publisher of *Danville Register* is stockholder.
WGH-AM-FM Newport News—Licensed to Hampton Roads Broadcasting Corp.; 80% of stock owned by Daily Press Inc., publisher of *Newport News Press* and *Times-Herald*; 20% by Edward E. Bishop.
WTAR-AM-TV Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot* and *Ledger-Dispatch* and *Portsmouth* (Va.) *Star*. Principal owners S. L. Slover and Frederick Lewis own 30% of *Richmond Newspapers Inc.* (*Richmond Times-Dispatch* and *News-Leader*)—**WRNL-AM-FM Richmond**, Va.).
WRNL-AM-FM Richmond—Licensed to Richmond Newspapers Inc. (*Richmond Times Dispatch* and *News-Leader*). Owned 30% by S. L. Slover and Frederick Lewis of *Norfolk Virginian-Pilot* and *Ledger-Dispatch* (WTAR-AM-TV Norfolk, Va.).
WDBJ-AM-FM-TV Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KPUG Bellingham—Licensed to KPUG Inc., owned

50% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See **KBAR Burley**, Ida.; **KAYO Seattle**, **KSEM Moses Lake**, Wash.
KGLM Chehalis—Licensed to Mid-State Broadcasting Co., 25% owned by Centralia Printing Co., publisher of *Centralia Chronicle*.
KWLK Longview—Licensed to Twin City Broadcasting Corp.; 72% of stock owned by Longview Pub. Co., publisher of *Longview News*.
KSEM Moses Lake—Licensed to KSEM Inc., owned 56% by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See **KBAR Burley**, Ida.; **KPUG Bellingham**, **KAYO Seattle**, Wash.
KONP Port Angeles—Licensed to Radio Pacific Inc., subsidiary of *Port Angeles News*.
KAYO Seattle—Licensed to Washington Telecasters Inc., 52% owned by Jessica L. Longston, publisher of bi-weekly *Burley* (Ida.) *Bulletin* and *St. Helens* (Ore.) *Sentinel Mist*. See **KPUG Bellingham**, **KSEM Moses Lake**, Wash., and **KBAR Burley**, Ida.
KHQ-AM-TV Seattle—Licensed to KHQ Inc. Same ownership as *Spokane Spokesman-Review* and *Chronicle*.
KNEW Spokane—Licensed to Inland Empire Bestg. Co., 40% owned by Burl C. Hagadone, 40% by Scripps Newspapers Inc., and 20% by Harry Henke Jr. For Mr. Hagadone's and Scripps Newspapers' newspaper interests, see **KVNI Coeur d'Alene**, Ida.
KTNT-TV Tacoma—Licensed to Tribune Publishing Co., publisher of *Tacoma News-Tribune*. Alton F. Baker, 12.46% owner, owns *Eugene* (Ore.) *Register-Guard* (KERG).
KVAN Vancouver—Licensed to KVAN Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay* (Ore.) *Times* (KOOS), and owner of **KROW Oakland**, Calif.

WEST VIRGINIA

WHIS-AM-TV Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Telegraph* and *Sunset News*.
WGVK-AM-FM Charleston—Licensed to Kanawha Valley Broadcasting Co. Interlocking ownership with *Huntington* (W. Va.) *Herald-Dispatch* and *Advertiser*. See **WSAZ Huntington**, W. Va.
WBLK-AM-TV Clarksburg—Licensed to Ohio Valley Bestg. Corp., 89% owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register* and other W. Va. newspapers. See also **WTRF-TV Wheeling** and **WPAR Parkersburg**, W. Va.
WDNE Elkins—Licensed to West Virginia Radio Corp. See **WAJR Morgantown**, W. Va.
WJPB-TV Fairmont—Licensed to WJPB-TV Inc., owned by J. Patrick Beacom, publisher of weekly *Mannington* (W. Va.) *Times*. See **WVWV Fairmont**.
WVWV, WJPB (FM) Fairmont—Licensed to Fairmont Broadcasting Co., 5% owned by J. Patrick Beacom, publisher of weekly *Mannington* (W. Va.) *Times*. See **WJPB-TV Fairmont**.
WSAZ-AM-TV Huntington—Licensed to WSAZ Inc., 89% owned by Huntington Publishing Co. (*Huntington Herald-Dispatch* and *Advertiser*). See also **WGKV Charleston**, W. Va.
WAJR-AM-FM Morgantown—Licensed to West Virginia Radio Corp. Mrs. A. J. R. Greer, president, owns stock in West Virginia Publishing Co., publishers of *Morgantown Post* and *Dominion News*; *New Martinsville Wetzel Republican*. (See **WJER Dover**, Ohio; **WDNE Elkins**, W. Va., and **WKJF (FM) Pittsburgh**, Pa.)
WETZ New Martinsville—Licensed to Magnolia Broadcasting Co., 10% owned by J. Patrick Beacom, owner of weekly *Mannington* (W. Va.) *Times*. See **WJPB-TV Fairmont**, **WVWV Fairmont**, both W. Va., and **WBUT Butler**, Pa.
WTAP (TV) Parkersburg—Licensed to Zanesville Publishing Co., publisher of *Zanesville* (Ohio) *Signal* and *Times-Recorder*. See also **WHIZ Zanesville**, Ohio.

WLOG-AM-FM Logan—Licensed to Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, partners.
WPAR-AM-FM Parkersburg—Licensed to Ohio Valley Broadcasting Corp., owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register* (WTRF) and other W. Va. newspapers. See **WBLK Clarksburg**, W. Va.
WHAW Weston—Licensed to Central W. Virginia Service Corp., 50% owned by Richard H. Ralston, owner of weekly *Buchannon* (W. Va.) *Record*.
WTRF-TV Wheeling—Licensed to Tri-City Broadcasting Co., 30% owned by News Publishing Co., publisher of *Wheeling Intelligencer* and *News-Register*, *Fairmont Times* and *West Virginian*, *Point Pleasant Register* and *Williamson News*, all West Virginia, and 30% owned by A. V. and G. C. Dix, publishers of *Martins Ferry-Bellaire Times-Leader*, *Wooster Record* (WWST), *Defiance Crescent-News* and *Ravenna-Kent Record & Courier-Tribune*, all Ohio. See also **WBLK Clarksburg**, and **WPAR Parkersburg**, W. Va.
WVVA-AM-FM Wheeling—Licensed to Storer Broadcasting Co. (*Miami Beach Sun*). See **WGBS**, Miami, Fla.

WISCONSIN

WATK Antigo—Licensed to Antigo Broadcasting Co. Artemas F. Berner, 90% owner, is co-publisher of *Antigo Journal*.
WGEZ Beloit—Licensed to Beloit Broadcasting Co., owned by Sidney H. Bliss and family, owners of *Janesville* (Wis.) *Gazette*. See **WCLO Janesville**, Wis.
WEAU-AM-FM-TV Eau Claire—Licensed to Central Bestg. Co., 25% owned by *Eau Claire Leader and Telegram*, and 75% owned by Morgan Murphy

and associates, owners of *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*. See also **KVOL Lafayette**, La. (KGTV (TV) Des Moines, Iowa).
KFIZ Fond du Lac—Licensed to KFIZ Broadcasting Co. Same owners as *Fond du Lac Commonwealth Reporter*.
WPJG Green Bay—Licensed to the Green Bay Newspaper Co., publisher of *Green Bay Press Gazette*.
WCLO-AM-FM Janesville—Licensed to Southern Wisconsin Radio Inc., subsidiary of *Gazette Printing Co.*, publisher of *Janesville Gazette*. See also **WGEZ Beloit**, Wis.
WKBT (TV) LaCrosse—Licensed to WKBH TV Inc., 41% owned by *La Crosse Tribune* (a Lee newspaper, see **KGLO Mason City**, Iowa, for other Lee holdings) and 40% owned by **WKBH Inc.** (**WKBH La Crosse**).
WIBA-AM-FM Madison—Licensed to Badger Broadcasting Co. Inc., 66 $\frac{2}{3}$ % owned by the Capital Times Co., publishers of *Madison Capital Times*. Other stockholders and directors include officers of the Wisconsin State Journal Publishing Co., publisher of the *Wisconsin State Journal* (Lee Syndicate). See **KGLO Mason City**, Ia.
WISC-AM-FM Madison—Licensed to Radio Wisconsin, Inc., 50% owned by Morgan Murphy, publisher of *Superior* (Wis.) *Telegram*. See **WBCB Duluth**, Minn.
WIGM Medford—Licensed to M & N Bestg. Co. Stockholders Harold R. Murphy and Harvey J. Kitz own *Northshore Publishing Co.*, publisher of weekly *Shorewood Herald* and *Whitefish Bay Herald*, both Wis.
WEMP Milwaukee—Licensed to Milwaukee Broadcasting Co., 24.5% owned by Mid-Continent Radio-TV Co. Mid-Continent is 50% owned by Northwest Publications Co. (Ridder interests.) For Ridder newspapers, see **WCCO Minneapolis**, Minn.
WISN-AM-TV Milwaukee—Licensed to Hearst Corp. Affiliated with *Milwaukee Sentinel*. For other Hearst newspapers see **WBAL Baltimore**, Md.
WTMJ-AM-TV Milwaukee—Licensed to The Journal Co. (*Milwaukee Journal*).
WPDR Portage—Licensed to Portage Bestg. Co. W. T. Comstock, president and 92% stockholder, is general manager and majority stockholder of *Comstock Pub. Co.*, publisher of *Portage Register & Democrat* and *Oconto* (Wis.) *Reporter*. See also **WJON St. Cloud**, Wis.
WRJN-AM-FM Racine—Licensed to Racine Broadcasting Corp. Same ownership as *Racine Journal-Times*.
WTCH Shawano—Licensed to Shawano County Leader Pub. Co., publisher of *Shawano Leader*.
WHBL-AM-FM Sheboygan—Licensed to WHBL Inc. Press Publishing Co. A. Matt Werner, publisher of *Sheboygan Press*, owns 100% of preferred stock.
WOKW Sturgeon Bay—Licensed to Door County Radio Co. President Chandler F. Harris is publisher of weekly *Door County Advocate*.
WDSM Superior—Licensed to WDSM Inc., which is owned by Northwest Publications (Ridder Publications Inc.). Affiliated with *Duluth Herald* and *News-Tribune*. For other Ridder publications see **WCCO Minneapolis**, Minn.
WSAU-AM-TV Wausau—Licensed to Wisconsin Valley Television Corp., 25% owned by *Wausau Record Herald*, 12.5% by *Marshfield News Herald*, 8.32% owned by *Merrill Herald*, 8.32% by *Rhineland News*, 6.25% by *Wisconsin Rapids Tribune* (WFHR) and 4.18% by *Antigo Journal* (WATK) and 25% by Charles Lemke.
WFHR-AM-FM Wisconsin Rapids—Licensed to Wm. F. Huffman Radio Inc. Mrs. Louise H. Huffman is principal owner Wisconsin Rapids Tribune Co., publishers *Wisconsin Rapids Tribune*.

WYOMING

KVOC Casper—Licensed to KVOC Broadcasting Co. Affiliated through stockholders with *Casper Tribune-Herald*.
KFBC-AM-TV Cheyenne—Licensed to Frontier Broadcasting Co. Majority, owned by Cheyenne Newspapers Inc., publisher of *Cheyenne Wyoming Eagle* and *State Tribune*, *Laramie Bulletin* and *Republican Boomerang*, *Rawlins Times* (KRAL), *Rock Springs Rocket* (KVR), *Worland Northern Wyoming News*. See also **KSTF (TV) Scottsbluff**, Neb.
KOVE Lander—Licensed to Edward J. Breece, publisher of semi-weekly *Wyoming State Journal*.
KRAL Rawlins—Licensed to Rawlins Broadcasting Co., affiliated with *Rawlins Times*.

HAWAII

KHBC Hilo—Licensed to Hawaiian Broadcasting System Ltd. See **KGMB Honolulu**.
KGMB-AM-TV Honolulu—Licensed to Hawaiian Broadcasting System Ltd., 24.55% owned by *Honolulu Star-Bulletin*.
KGU Honolulu—Licensed to Advertiser Publishing Co. Ltd., publisher of *Honolulu Advertiser*. See also **KONA (TV) Honolulu**.
KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd., 50% owned by *Honolulu Advertiser*. See also **KGU Honolulu**.
KTOH Lihue—Licensed to Garden Island Publishing Co. Ltd., publisher of *Garden Island* (weekly).
KMVI-AM-TV Wailuku, Maui—Licensed to Maui Publishing Co., Ltd., publisher of *Maui News*.

PUERTO RICO

WKAQ-AM-TV San Juan—Licensed to El Mundo Inc., publisher of *San Juan El Mundo*.

EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone: Executive 3-3620

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Feb. 23, 1927 — July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)

Orestes H. Caldwell, New York
March 15, 1927—February 23, 1929

Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934 (Deceased)

Henry A. Bellows, Minnesota
March 15, 1927—October 31, 1927 (Deceased)

Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927—January 31, 1929

Harold A. Lafount, Utah
November 14, 1927—July 10, 1934 (Deceased)

Ira E. Robinson, West Virginia
March 29, 1928—January 15, 1932 (Deceased)

General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)

William D. L. Starbuck, New York
May 2, 1929—February 23, 1934 (Deceased)

Thad H. Brown, Ohio
January 21, 1932—July 10, 1934 (Deceased)

James H. Hanley, Nebraska
April 1, 1933—July 10, 1934 (Deceased)

Former Members of

Federal Communications Commission

Hampson Gary, Texas
July 11, 1934—December 24, 1934 (Deceased)

Anning S. Prall, New York
January 17, 1935—July 23, 1937 (Deceased)

Irvin Stewart, Texas
July 11, 1934—June 30, 1937

Frank R. McNinch, North Carolina
October 1, 1937—August 31, 1939 (Deceased)

Eugene O. Sykes, Mississippi
July 11, 1934—April 5, 1939 (Deceased)

Thad H. Brown, Ohio
July 11, 1934—June 30, 1940 (Deceased)

Frederick I. Thompson, Alabama
April 8, 1939—June 30, 1941

George H. Payne, New York
July 11, 1934—June 30, 1943 (Deceased)

T. A. M. Craven, District of Columbia
August 21, 1937—June 30, 1944

Norman S. Case, Rhode Island
July 11, 1934—June 30, 1945

James Lawrence Fly, Texas
September 1, 1939—November 13, 1944

William H. Wills, Vermont
July 1, 1945—March 6, 1946 (Deceased)

Paul A. Porter, Kentucky
December 21, 1944—February 25, 1946

Charles R. Denny Jr., District of Columbia
March 30, 1945—October 31, 1947

Ewell K. Jett, Maryland
February 15, 1944—December 31, 1947

Ray C. Wakefield, California
March 22, 1941—June 30, 1947 (Deceased)

Clifford J. Durr, Alabama
November 1, 1941—June 30, 1948

Albert Wayne Coy, Indiana
December 29, 1947—February 21, 1952

Robert Franklin Jones, Ohio
September 5, 1947—September 19, 1952

Eugene H. Merrill, Utah
October 14, 1952—April 15, 1953 (Recess Appointment)

Paul Atlee Walker, Oklahoma
July 11, 1934—June 30, 1953

George Edward Sterling, Maine
January 2, 1948—September 30, 1954

Frieda Barkin Hennock, New York
July 6, 1948—June 30, 1953

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EXPERIMENTAL TV

FOLLOWING is a list of the experimental television stations authorized by FCC as of June 15, showing permittee or licensee, date of original grant, call letters, location and frequency. Some of these stations are used in color and equipment development and testing, as well as experimental rebroadcasting of regular tv stations for propagation or other study.

Adler Communications Labs—KE2XPS New Rochelle, N. Y., 536-542 mc. First authorized March 31, 1954. Making uhf booster tests. KC2XFF Waterbury, Conn. 704-710 mc. 10 w. Booster test WATR-TV. First authorized Dec. 3, 1954.

Conestoga Television Assn. Inc.—KG2XDI Lancaster, Pa. 590-610 mc. First authorized Oct. 31, 1951.

General Electric Co.—KE2XHX Syracuse, N. Y. Chs. 2 to 13 and 480-890 mc. First authorized Jan. 19, 1949.

Iresco Inc.—KU2XAM, various locations, Hawaii. Chs. 4, 9; 150 w. First authorized May 18, 1955.

Landas-Pacific Engineering Inc.—KM2XG2, near Coalinga, Calif. 668-674 mc, 5 w. Manson Community Tv Corp.—KO2XBX, near Manson, Wash. Ch. 16, 15 w. First authorized Jan. 12, 1955.

Product Development Co.—KE2XRJ, Kearny, N. J. Chs. 7-13, 800 w. First authorized March 10, 1955.

Radio Corp. of America—KE2XNY, two transmitters, one at Camden, N. J., and the other near Marlton, N. J. Chs. 2 through 6 with ERP of 100 kw; Chs. 7 through 13 with 316 kw, and Chs. 14 through 83 with 1,000 kw. First authorized June 19, 1953. KE2XPG, Camden, N. J. 6950-6975 mc, 0.1 w.

Sylvania Electric Products Inc.—KG2XDU Emporium, Pa., rebroadcasts WJAC-TV Johnstown, Pa., on vhf ch. 7 as well as 509-529 mc and 870-890 mc. First authorized Sept. 19, 1951. Firm also has KG2XEJ and KG2XEK, studio-transmitter links operating in the 2000 mc band in conjunction with KG2XDU. Another test station is operated on Ch. 82 (878-884 mc) under call KG2XEL.

Zenith Radio Corp.—KS2XBR, Chicago, 512-528 mc, 1 kw. Color tv and Phonevision tests. First authorized as KW9XZC Dec. 19, 1944.

**FIELD ENGINEERING AND MONITORING BUREAU
REGIONAL OFFICES**

Chief of the Field Engineering and Monitoring Bureau: George S. Turner
415 22nd St. N.W., Washington, D. C.

REGIONAL MANAGERS

Region	Headquarters	District and Stations
Emery H. Lee Region #1	954 Federal Bldg. 641 Washington St. New York 14, N. Y. Tel.: Watkins, 4-1000, Ex. 385. Sun. & Hol., Watkins 4-1002	1, 2, 3, 4, 5, 20 and 24 Laurel, Md. Millis, Mass. Searsport, Me.
Paul H. Herndon Jr. Region #2	411 Federal Annex Atlanta 3, Georgia Walnut 4121, Ex. 185	6, 7, 8, 9, 10 and 22 Powder Springs, Ga. Ft. Lauderdale, Fla. Muskogee, Okla. Kingsville, Tex. 11, 12 and 15 Livermore, Calif. Santa Ana, Calif. 13, 14 and 23 Portland, Ore. Spokane, Wash. Twin Falls, Idaho Fairbanks and Anchorage, Alaska
Joe H. McKinney Region #3	323-A Customhouse San Francisco 26, Calif. Tel.: Yukon 6-4141	21 Lanikai, Oahu, Hawaii
Geo. V. Wiltse Region #4	802 Federal Office Bldg. Seattle 4, Wash. Tel.: Mutual 3-300, Ex. 448, 449 and 450	16, 17, 18 and 19 Chillicothe, Ohio Grand Island, Neb.
Lee R. Dawson Region #5	P.O. Box 1142 Lanikai, Oahu, Hawaii Tel.: Kailua 611, Local 72445	
Wm. J. McDonell Region #6	832 U. S. Courthouse Chicago 4, Illinois Tel. Harrison 7-4700, Ex. 557	

DISTRICT OFFICES

District No.	Address	City and State
1	Nathan A. Hallenstein Engineer in Charge 1600 Customhouse	Boston 9, Mass. Tel. Hubbard 2-6200 Ext. 377, 378, 379
2	Arthur Batcheller Engineer in Charge 748 Federal Bldg. 641 Washington St.	New York 14, N. Y. Tel. Watkins 4-1000 Ext. 392
3	Roger E. Phelps Engineer in Charge 1005 New U. S. Customhouse	Philadelphia 6, Pa. Tel. Market 7-6000 Ext. 137, 138, 139
4	Hyman A. Cohen Engineer in Charge Room 500 McCawley Bldg. 400 E. Lombard St.	Baltimore 2, Md. Tel. Plaza 2-8460 Ext. 816, 817
5	Edward Bennett Engineer in Charge Room 402, Federal Bldg.	Norfolk 10, Virginia Tel. Madison 2-4963

6	W. D. Johnson Engineer in Charge 411 Federal Annex Andrew R. Bahlay Radio Engineer P.O. Box 77 Room 214 Post Office Bldg.	Atlanta 3, Georgia Tel. Lamar 0272
Sub-Office	Arthur S. Fish Engineer in Charge P.O. Box 150 (312 Federal Bldg.) Chalmer H. Neeb Radio Engineer 409-410 Post Office Bldg. (Vacancy)	Savannah, Georgia Tel. 2-7602
7	Engineer in Charge 400 Audubon Bldg. Geo. E. Franklin Radio Engineer 419 U. S. Courthouse & Customhouse	Miami 1, Florida Tel. 9-3900
Sub-Office	Louis L. McCabe Engineer in Charge 324 U. S. Appraisers Bldg. 7300 Wingate St. Eric D. Coburn Radio Engineer P.O. Box 1527 (Vacancy)	Tampa 2, Florida Tel. 2-1773
8	Engineer in Charge 539 U. S. Post Office & Courthouse Temple & Spring Sts. New R. Landry Radio Engineer 15-C U. S. Customhouse	New Orleans 16, La. Tel. Canal 1739
Sub-Office	J. Lee Smith Radio Engineer Rm. 326 U. S. Post Office & Courthouse	Mobile 10, Alabama Tel. 2-3641
9	Francis V. Sloan Engineer in Charge 323-A Customhouse Joseph H. Hallock 433 New U. S. Courthouse 620 S. W. Main St. Herbert H. Arlowe Engineer in Charge 802 Federal Office Bldg. William E. Clyne Engineer in Charge 521 New Customhouse 19th bet. California & Stout Sts.	Houston 11, Texas Tel. Woodcrest 1906
Sub-Office	Bernard H. Linden Engineer in Charge	Beaumont, Texas Tel. 28141
10	Engineer in Charge P.O. Box 3238	Dallas 22, Texas Tel. Sterling 5611, Ext. 643, 644
11	Engineer in Charge	Los Angeles 12, Calif. Tel. Madison 7411, Ext. 631
Sub-Office	Engineer in Charge	San Diego 1, Calif. Tel. Belmont 4-6211 Ext. 383 San Pedro, Calif. Tel. Terminal 22389
(Ship Office for 801's and 795's only)		San Francisco 26, Calif. Tel. Yukon 6-4141
12		Portland 5, Oregon Tel. Atwater 6171 Ext. 541 and 542
13		Seattle 4, Washington Tel. Mutual 3-300 Ext. 448, 449, 450
14		Denver 2, Colorado Tel. Keystone 4-4151 Ext. 227
15		

WHO'S MAKING THE MONEY IN POST-FREEZE TELEVISION?

IN THE cold light of dollars and cents the story of post-freeze tv—tough sledding for uhf and tough sledding for most stations that don't have major network affiliation—was told by the FCC last August.

Based on a survey of 272 post-freeze tv stations that were on the air as of July 1, 1954, the FCC's Economics Div. last Friday issued its third financial status report of post-thaw video operations. The survey covered the 10-month period from January through October 1954 and follows another report, released by the Economics Div. in June, which dealt with overall tv revenues [B•T, June 20].

The latter report showed that during 1954 tv income of all stations and network soared to \$593 million, 37% above 1953, and that profits before federal income taxes increased to \$90.3 million, 33% above 1953.

In last week's analysis of the post-freeze financial picture, these things were conspicuous:

- Whether vhf or uhf, NBC or CBS affiliation was the key to success.
- Profit-wise, uhf showed up poorly when it competed with vhf.
- Profits were larger in cities with larger populations. An analysis of this was made only in the case of vhf.

Of the 272 stations surveyed, 266 reported their financial positions—144 vhf and 122 uhf. Reporting a continuing profit were 52 v's and only 18 u's. Losses were reported by 92 v's, although 50 of these showed a profit in one or more months at the end of the survey period. In the case of uhf, 104 had a loss, with 15 showing profit at the close of the period.

A footnote to the overall profit and loss pic-

ture was that 31 of the 89 u's that showed continual losses had suspended operations by June 4, 1955. In the case of vhf, one had suspended out of the 42 that showed continual losses.

The average monthly loss for vhf was \$8,750 and for uhf \$8,260.

The importance of NBC and CBS affiliation was dramatically emphasized in these figures. Of the 52 v's showing an overall profit, 46 were affiliated with NBC or CBS. In uhf, 14 of the 18 profit stations were affiliated with those networks.

Network affiliation was tabulated for those stations that carried more than 7½ hours per week, based on the sample week Oct. 10, 1954.

Of the vhf stations that reported either an overall profit or a monthly profit by October, 83 were affiliated with NBC or CBS, with 29 showing average monthly revenues of over \$50,000 and three with revenues of less than \$10,000.

In the case of uhf, 26 stations showing either an overall or monthly profit were affiliated with NBC or CBS. Of the 26, seven had average monthly earnings of over \$50,000.

Networks notwithstanding, 102 vhf stations showed either an overall or monthly profit, 31 of these taking in average monthly revenues of over \$50,000 and six with less than \$10,000. In uhf, 33 reported either an overall or monthly profit, eight with average monthly revenues of over \$50,000 and two with less than \$10,000.

What happens when v meets v or v meets u? The results are telling in both cases.

In areas where a uhf competes with two or more v's, only 10 showed an overall or monthly

GAIN AND LOSS

THIRD SURVEY OF POST-FREEZE TV STATIONS

(Covering Period January thru October 1954)

	Vhf	Uhf	Total
A. Post-Freeze Tv Stations in Survey.			
(Total in operation 7-1-54)	148	124	272
B. Total stations Reporting	144	122	266
C. No. Reporting Profit During 10-Month Period, January thru October 1954	52	18	70
D. No. Reporting Loss for Same Period:			
1. But reporting profitable operation in 1 or more months at end of period	50	15	65
2. With continuing monthly losses during period	42	89	131
(a) operating as of June 4, 1955	41	58	99
(b) Ceased operating by June 4, 1955	1	31	32

POST-FREEZE TV STATIONS WITH CONTINUING MONTHLY LOSSES DURING PERIOD JANUARY - OCTOBER 1954

Average Monthly Loss During 10-Month Period:	Vhf	Uhf	Total
Under \$5,000	7	14	21
\$5,000 - \$10,000	18	23	41
\$10,000 - \$20,000	12	12	24
Over \$20,000	4	9	13
Total	41	58	99
Median Monthly Loss	\$3,750	\$3,260	\$8,460

POST-FREEZE TELEVISION STATIONS

Type of Station	Network Programs Carried	January thru October 1954			Total
		Profitable Overall	Monthly Profit By October 1954 ¹	Losses thru October 1954	
		[Number of Stations]			
VHF	- NBC - CBS*	46	37	18	101
	- All other	6	13	23	42
	Subtotal	(52)	(50)	(41)	(143)
UHF	- NBC - CBS*	14	12	16	42
	- All other	4	3	42	49
	Subtotal	(18)	(15)	(58)	(91)

* Stations carrying network programs of NBC, CBS (or both) in excess of 7 1/2 hours per week (based on week of October 10, 1954).
¹ Stations reporting overall loss for the 10-month period but reporting profitable operation in October or in October and one or more earlier months (see Table 1).

profit: one of these had average monthly revenues of over \$50,000. Continuing losses were reported by 24 u's. In markets where a u competes with one v, 11 reported some profit, three of these taking in over \$50,000 average monthly revenues. Continuing losses were reported by 28. And where a u has no vhf competition, 12 showed profit, four with average revenues of over \$50,000. Only six had continuing losses.

Either overall or monthly profit was reported by 30 v's that compete in markets with two or more other v's. Of these, 13 had average monthly revenues of over \$50,000, and one had less than \$10,000. Continuing losses were reported by 14.

In markets where a v competes with one other v, 39 showed some profit, 15 of these

VHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	STATIONS WITH:		Total
	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	
Over \$50,000	31	4	35
\$40,000 - \$50,000	13	2	15
\$30,000 - \$40,000	21	1	22
\$20,000 - \$30,000	17	13	30
\$10,000 - \$20,000	14	16	30
Less than \$10,000	6	5	11
Total	102	41	143

UHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	STATIONS WITH:		Total
	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	
Over \$50,000	8	—	8
\$40,000 - \$50,000	3	1	4
\$30,000 - \$40,000	7	5	12
\$20,000 - \$30,000	9	7	16
\$10,000 - \$20,000	4	18	22
Less than \$10,000	2	27	29
Total	33	58	91

with average monthly revenues of over \$50,000 and three taking in less than \$10,000. Losses were reported by 16.

Profits were reported by 33 v's in markets where there is no other vhf competition. Of these, three had average monthly revenues of over \$50,000 and 11 showed continuing losses.

Percentagewise, 68% of the vhf stations showed a profit when faced with competition from two or more other v's, as compared with 29% for uhf under the same conditions. When one other vhf is in the market, 71% of the v's showed a profit while only 28% of the u's reported a profit.

When there is no threat of other vhf competition, 75% of the v's and 67% of the u's reported a profit.

About 90% of the v's showed a profit of over \$30,000, with or without competition, with 75% of the u's showing a similar profit. Profits of between \$20,000 and \$30,000 were reported

by 56% of the v's, the same for the u's.

In the less than \$20,000 category, 49% of the v's showed profits, with or without competition, and 12% of the u's.

In the case of vhf, the combination of large population and NBC or CBS affiliation proved highly successful.

In metropolitan areas of 175,000 and over, 36 stations showed a profit, 33 of which were affiliated with NBC or CBS, with 22 having average monthly revenues of over \$50,000.

In areas of between 75,000 and 175,000 population, 23 showed profits, with 22 of these affiliated with a major network. Of the 22, five had average monthly revenues of over \$50,000.

Markets with populations of under 75,000 had 28 stations affiliated with NBC or CBS showing a profit, two of these with revenues of over \$50,000. Another 15 stations in this population category showed a profit but none with top average monthly revenues.

TOTAL TV DATA

BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS

(\$ Millions)	1954	1953 ²	1952 ¹
	Broadcast Revenues		
4 Networks (including 16 owned and operated stations)	\$306.7	\$231.7	\$180.2
92 Pre-Freeze television stations	200.9	174.5	143.4
Subtotal	507.6	406.2	323.6
Post-Freeze television stations:			
177 vhf stations	60.0	16.1	0.6
125 uhf stations	25.4	10.4	
Industry total	\$593.0	\$432.7	\$324.2
	Broadcast Expenses		
4 Networks (including 16 owned and operated stations)	\$270.2	\$213.7	\$170.3
92 Pre-Freeze television stations	133.3	114.0	97.6
Subtotal	403.5	327.7	267.9
Post-Freeze television stations:			
177 vhf stations	63.8	20.3	0.8
125 uhf stations	35.4	16.7	
Industry total	\$502.7	\$364.7	\$268.7
	Broadcast Income (Before Federal Income Tax)		
4 Networks (including 16 owned and operated stations)	\$36.5	\$18.0	\$ 9.9
92 Pre-Freeze television stations	67.6	60.5	45.8
Subtotal	104.1	78.5	55.7
Post-Freeze television stations:			
177 vhf stations	(3.8)	(4.2)	(0.2)
125 uhf stations	(10.0)	(6.3)	
Industry total	\$90.3	\$68.0	\$55.5

() Denotes loss.
¹ 1952 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.

² 1953 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 226 post-freeze stations (114 vhf and 112 uhf).

REGIONAL TELEVISION NETWORKS

ABC WESTERN TELEVISION NETWORK—Pacific Coast Regional, KFMB-TV San Diego, KABC-TV Los Angeles, KEYT (TV) Santa Barbara, KVEC-TV San Luis Obispo, KBAK-TV Bakersfield, KJEO-TV Fresno, KSBW-TV Salinas, KGO-TV San Francisco, KCCC-TV Sacramento, KHSL-TV Chico, KIEM-TV Eureka, all Calif.; KBES-TV Medford, KVAL-TV Eugene, KIOR-TV Portland, all Ore.; KIMA-TV Yakima, KING-TV Seattle, KREM-TV Spokane, all Wash. Mountain Regional, KUTV (TV) Salt Lake City, KBTV (TV) Denver, KTVK-TV Phoenix, KVOA-TV Tucson, KR0D-TV El Paso, KLAS-TV Las Vegas, KKTU (TV) Colorado Springs, KSWs-TV Roswell, KOAT-TV Albuquerque, KIDO-TV Boise, KFBC-TV Cheyenne, KID-TV Idaho Falls, KXIF-TV Butte, KFBB-TV Great Falls, KOOK-TV Billings, KFAr-TV Fairbanks, and KENI-TV Anchorage. Headquarters: ABC Television Center, Prospect & Talmadge, Hollywood 27, Calif. Earl J. Hudson, vp., Western Div.; Kenneth B. Craig, tv network coor., Western Div.

CBS PACIFIC TELEVISION NETWORK—Comprising KBET-TV Sacramento, KERO-TV Bakersfield, KIEM-TV Eureka, KJEO (TV) Fresno, KNXT (TV) Los Angeles, KSBW-TV Salinas-Monterey, KFMB-TV San Diego, KPIX (TV) San Francisco, KVEC-TV San Luis Obispo, KEYT (TV) Santa Barbara, KHSL-TV Chico, all Calif.; KOOL-TV Phoenix, KOPO-TV Tucson, both Ariz.; KGGM-TV Albuquerque, N. M.; KIMA-TV Yakima, KVOs-TV Bellingham, KTNT-TV Seattle-Tacoma; KXLY-TV Spokane, all Wash.; KOOK-

TV Billings, KFBB-TV Great Falls, KGVO-TV Missoula, all Mont.; KBOI-TV Boise, KID-TV Idaho Falls, KLIX-TV Twin Falls, all Ida.; KFBC-TV Cheyenne, Wyo.; KKTU (TV) Colorado Springs, KLZ-TV Denver, KFJX-TV Grand Junction, all Colo.; KR0D-TV El Paso, Tex.; KLAS-TV Las Vegas, KZTV (TV) Reno, both Nev.; KBES-TV Medford, KOIN-TV Portland, both Ore.; KSL-TV Salt Lake City, Utah; KTVA (TV) Anchorage, KTVF (TV) Fairbanks, both Alaska; KGMB-TV Honolulu, T. H.; Headquarters: 1313 N. Vine St., Los Angeles. Tel.: Hollywood 9-1212. James T. Aubrey, gen. mgr.; Robert Wood, sls. mgr.

CROSLY BROADCASTING CORP.—Comprising WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton, all Ohio. Headquarters: 140 W. Ninth St., Cincinnati. George Henderson, general sales manager.

GOLD NUGGET TELEVISION NETWORK—Comprising KOA-TV Denver, KCSJ-TV Pueblo and KRDO-TV Colorado Springs, all Colorado. Headquarters: KOA-TV Denver. William F. Mac-Crystal, sales manager. Represented by Edward Petry Co. and Avery-Knodel Co.

TRISTATE NETWORK—Comprising WKRC-TV Cincinnati, WTVN (TV) Columbus and WHIO-TV Dayton, all Ohio. Headquarters: 500 Fifth Ave., New York 36. N. Y. Don L. Chapin, mgr., New York office. The Katz Agency (representative for WKRC-TV and WTVN) and George P. Hollingbery Co. (WHIO-TV).

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- Advance Electronics Co., Inc.**
Passaic, N. J., 451 Highland Ave.; Paul Yu, mgr; Prescott 8-3687
Products: precision phase detector; delay lines
- Afton Industries**
Saint Louis 23, Mo.; 8300 Flex-O-Lite Dr.; P. H. Webster, gen mgr; Tel.: Flanders 1-3227
- Beacon, N. Y.**, P. O. Box 149; A. C. Travis Jr., eastern sls mgr; Tel.: 9-4587
- Pasadena, Calif.**, 1475 El Mirador Dr.; R. G. Wilson, western sls mgr; Tel.: Ryan 1-6374
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- Allied Recording Products Co.**
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- Chicago 10, Ill.**, 510 N. Dearborn; F. A. Jensen, mgr; Tel.: Superior 7-3809
- Detroit 1, Mich.**, 4829 Woodward Ave.; R. C. Merchant, mgr; Tel.: Temple 1-1677
- Los Angeles 64, Calif.**, 10373 W. Pico Blvd.; W. B. Knight, mgr; Tel.: Bradshaw 2564
- New York 7, N. Y.**, 53 Park Place; P. Saftler, mgr; Tel.: Rector 2-5334
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- Altec Lansing Corp.**
Beverly Hills, Calif., 9356 Santa Monica Blvd.; Ernest Maple, mgr; Tel.: Crestview 5-5101
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Products: condensers, microphones, amplifiers, audio control consoles, loudspeakers, microphone stands, power supply
- American Elite, Inc.**
New York 16, N. Y., 7 Park Ave.; Arnold Bromberger, sls mgr; Tel.: Murray Hill 4-6739
Products: receiving tubes, germanium diodes, transistors, speakers, telefunken microphones
- American Microphone Co., an Elgin National Watch Co. Affiliate**
Pasadena, Calif., 370 S. Fair Oaks Ave.; G. Yarbrough, sls mgr; Tel.: Sycamore 6-9008
Products: microphones, stands
- American Television & Radio Corp.**
St. Paul 1, Minn., 300 E. 4th St.; A. A. Goffstein, gen mgr; Tel.: Capital 2-3791
Products: receivers
- American Volume Control Corp.**
New York 32, 554 W. 168th St.; Dave Parkhurst, mgr; Tel.: TO 7-9050
Products: volume controls, potentiometers, resistance cords
- Amperex Electronic Corp.**
Hicksville, L. I., N. Y., 230 Duffy Ave.; Sam Norris, pres; Tel.: 3-6200
Products: transmitting, power, rectifier tubes
- Amperite Co. Inc.**
New York 12, 561 Broadway; S. Ruttenberg, sis mgr; Tel.: Canal 6-1446
Products: ribbon, dynamic microphones
- Amplex Corp.**
Redwood City, Calif., 934 Charter St.; R. J. Tinkham, mrtg mgr, audio div; Tel.: Emerson 8-1471
- Atlanta, Ga.**, 710 Peachtree St., N.E.; Wm. A. Fink, mgr; Tel.: Atwood 8402
- Chicago, Ill.**, 156 E. Ontario St.; C. A. Foy, mgr; Tel.: Michigan 2-2386
- New York, N. Y.**, 405 Lexington Ave.; C. R. Paulson, mgr; Tel.: Murray Hill 4-4437
- San Francisco, Calif.**, 100 Bush St.; J. R. Hauser, mgr; Tel.: Yukon 6-3782
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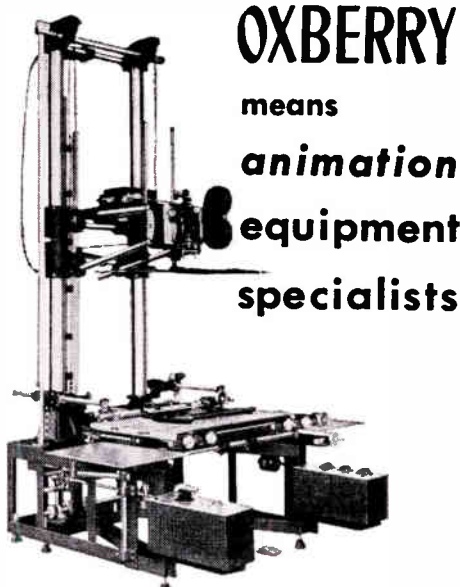


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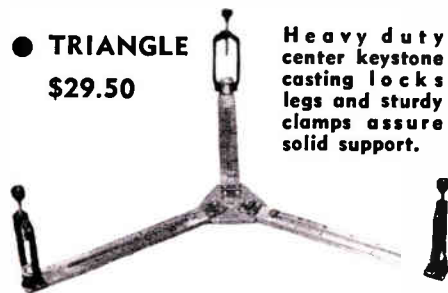
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mgr.; Tel.: Hudson 8-0748
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reg sls mgr; Tel.: Gilbert 5-2500
Whitby, Ont., Can., 606 Beech St.; J. W. McLeod,
mgr; Tel.: 329
Products: coaxial transmission line, wave guide,
tower lighting equipment, transmission line
accessories
The Animation Equipment Corp.
New Rochelle, N. Y., 38 Hudson St.; A. Kip Liv-
ingston, vp; Tel.: 6-8138
Products: animation stands, Oxberry 35-16 proc-
ess camera, special effects optical step printers.
Arvin Industries Inc.
Columbus, Ind., 13th St.; John C. Marshall, v p;
Tel.: 5521
Chicago, 150 N. Wacker Dr.; Russell Lee, mgr;
Tel.: Franklin 2-6081
Products: receivers
Atlas Sound Corp.
Brooklyn, N. Y., 1449 39th St.; R. C. Reinhardt,
sls mgr; Tel.: Gedney 8-5500
Products: boom, support, microphone stands,
accessories
Audio Devices Inc.
New York 22, N. Y., 444 Madison Ave.; Bryce
Haynes, v p; Tel.: Plaza 3-0973
Chicago 31, Ill., 6571 N. Olmstead Ave.; B. N. Frei-
feld, mgr; Tel.: Newcastle 1-9580
Hollywood 46, Calif., 1006 N. Fairfax Ave.; A. H.
Bodge, mgr; Tel.: Hollywood 9-5369
Products: magnetic recording tape and film, in-
stantaneous recording discs, recording, play-
back stylii
Audio Instrument Co. Inc.
New York 11, N. Y., 133 W. 14th St.; C. J. LeBel,
pres; Tel.: Oregon 5-7820
Products: magnetic tape reverberation units
Audio-Master Corp.
New York 17, N. Y., 17 E. 45th St.; Herbert Rosen,
pres; Tel.: Oxford 7-0725
Products: record, transcription players, tape,
tape library
Audio & Video Products Corp., Special Effects Div.
New York 19, 730 Fifth Ave.; C. Robert Paulson,
mgr; Tel.: Plaza 7-3091
Products: complete special effects equipment
and consulting service. Incandescent and arc
still background projectors; T-VU-graph mul-
tipurpose projector; photo backgrounds; slide
library and processing service; rear projection
screens and mobile frames; vidi-script prompt-
ing system, video screen; smokettes and other
special effects gimmicks

B

- Belden Mfg. Co.**
Chicago 80, P. O. Box 5080-A; Les A. Thayer, mgr;
Tel.: Estabrook 8-1000
Dallas 25, 7807 Lovers Lane; Kerby C. Garrett,
mgr; Tel.: Emerson 6135
Decatur, Ga., 144 Conway Rd.; R. K. Burns, mgr;
Tel.: Crescent 7433
Glen Ellyn, Ill., 991 Oxford Rd.; R. N. Alvis, mgr;
Tel.: 3492-R
Los Angeles, Box 2922 Terminal Annex; Harold
Hofman, mgr; Tel.: Custer 5-1344
New York, 47 E. 87th St.; John McEwen, mgr;
Tel.: Trafalgar 6-0534
Products: antenna control; lead in cables
Bell & Howell Co.
Chicago 45, Ill., 7100 McCormick Rd.; G. L. Oakley,
sls mgr; Tel.: Ambassador 2-1600
Hollywood 38, Calif., 716 N. LaBrea; A. H. Bolt,
mgr; Tel.: Wyoming 3131
New York 20, N. Y., 30 Rockefeller Plaza; E. S.
Lindfors, mgr; Tel.: Circle 5-5800
Products: projectors, motion picture cameras,
editing equipment, printers, splicers
Berndt-Bach Inc., Auricon Div.
Hollywood 38, Calif., 973 N. Mansfield Ave.; A. N.
Brown, sls mgr; Tel.: Hollywood 2-0931
Products: cameras
Bishop Mfg. Corp.
Cedar Grove, N. J., 10 Canfield Rd.; F. X. McCor-
mack, mgr; Tel.: Verona 8-2373
Products: insulating tape
Blaw-Knox Co.
Pittsburgh 22, Pa., Farmers Bank Bldg.; R. A. Tro-
man, mgr tower sls; Tel.: Sterling 1-2700
Birmingham, Ala., Brown Marx Bldg.; W. E. Bal-
liet, mgr; Tel.: Birmingham 54-7661
Chicago, Ill., Peoples Gas Bldg.; J. C. McQuide,
mgr; Tel.: Harrison 7-7633
New York, N. Y., Chrysler Bldg.; W. F. Simmons,
mgr; Tel.: Vanderbilt 6-0661
Philadelphia, Pa., Suburban Sta. Bldg.; W. F. Sim-
mons, mgr; Tel.: Rittenhouse 6-1681
San Francisco, Calif., 681 Market St.; J. P. Cullen,
mgr; Tel.: Yukon 2-1569
Washington, D. C., Wire Bldg.; Marvin Marcus,
mgr; Tel.: Republic 7-3142
Products: antenna towers
Blonder-Tongue Labs., Inc.
Westfield, N. J., 526-36 North Ave.; Joseph H.
Kerner, sls mgr.; Tel.: 2-7032
Products: distribution and industrial systems,
amplifiers, uhf converters, installation acces-
sories, coaxial cable connectors

- Bodde Screen & Projector Co.**
Los Angeles 34, Calif., 8829 Venice Blvd.; B. M.
Bodde Jr., gen mgr; Tel.: Texas 0-3277-0-2812
Products: background projection equipment,
slide projectors, translucent screens for back-
ground projection
William Brand & Co., Inc.
Willimantic, Conn., North & Valley Sts.; Robert
H. Robinson, sls mgr; Tel.: Harrison 3-1661
Chicago, 3959 N. Lincoln Ave.; William F. Ryan,
mgr; Tel.: Lakeview 5-8225
Products: hook-up wire, anode lead wire, coax-
ial cables, transmission lines, multiconductor
cables, cable assemblies, wiring harnesses, ex-
truded and coated tubings and sleeveings
Broadcast Equipment Specialties Corp.
Beacon, N. Y., P. O. Box 149; D. S. Gibson, v p;
Tel.: 9-4587
Products: portable self-powered magnetic tape
recorders
Browning Labs. Inc.
Winchester, Mass., 750 Main St.; K. S. Brock, sls
mgr; Tel.: 6-3700
Products: oscilloscopes, power supply units
Bussmann Mfg. Co.
St. Louis 7, Mo., University at Jefferson; J. C.
Ingram, gen sls mgr; Tel.: Garfield 1-1740
Chicago 6, Ill., 9 S. Clinton St.; A. A. Sommer,
northern div mgr; Tel.: Dearborn 2-1893
Los Angeles 13, Calif., 1004 E. 4th St., c/o J. G.
Pomeroy Co.; O. A. Alderman, western div
mgr; Tel.: Madison 5-1954
New York 7, N. Y., 53 Park Place; L. E. Edwards,
eastern div mgr; Tel.: Cortlandt 7-1466
Products: Fuses, fuse mountings

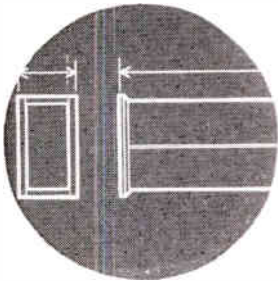
C

- Califone Corp.**
Hollywood 38, Calif., 1041 N. Sycamore Ave.; R. G.
Metzner, pres; Tel.: Hollywood 2-2353
Products: portable transcription players, turn-
tables
Camera Equipment Co.
New York 19, N. Y., 1600 Broadway; L. J. Girola,
gotv & indstrl sls; Tel.: Judson 6-1420
Products: tripod head and tripod, microwave
relay tilt head, dollies, lens mounts, mainte-
nance repair shop
The Camera Mart Inc.
New York 23, N. Y., 1845 Broadway; S. C. Hyman,
sls mgr; Tel.: Circle 6-0930
Products: camera dollies, mike booms, optional
effects prisms and units, film editing equip-
ment, dual reader
Canadian Marconi Co.
Montreal 16, Que., Can., 2442 Trenton Ave.; J.
H. Martin, sls supr, brd & tv transmitter eqp;
Tel.: Regent 8-9441
Calgary, Alberta, 628 17th Ave.; S. Keszeredy, mgr;
Tel.: Calgary 692375
Halifax, Nova Scotia, 572-574 Barrington St.; D. J.
Murphy, mgr; Tel.: Halifax 31325
Toronto, Ontario, 830 Bayview Ave.; S. Slinger,
mgr; Tel.: Mayfair 0401
Vancouver, British Columbia, 3594 Main St.; J. S.
Baxter, mgr; Tel.: Emerald 4174
Winnipeg, Manitoba, 168 Market Ave.; D. Hutch-
inson, mgr; Tel.: Winnipeg 932433
St. Johns, Nfld., 3 Prescott St.; W. A. Brown,
mgr; Tel.: St. Johns 281
Products: transmitters, cameras and studio
equipment
Cannon Electric Co.
Los Angeles 31, Calif., 3209 Humboldt St.; D. A.
Davis, sls mgr; Tel.: Capitol 5-1251
East Haven, Conn., 191 Kimberly Ave.; B. K.
Arnold, mgr; Tel.: Hobart 7-6329
Products: camera, microphone connectors
**The Allen D. Cardwell Electronics Productions
Corp.**
Plainville, Conn., 97 Whiting St.; John F. Gibbs,
gen sls mgr; Tel.: Sherwood 7-2741
Stamford, Conn., 49 Gleason Ave.; Marshall Wil-
der, mgr
Products: uhf converter; service man's tuner;
aperture masks and color packs, components
for color tubes
Carrier Corporation
Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn,
mgr; Tel.: Syracuse 76-9911
Atlanta, 2015 Peachtree Rd., N. W.; M. H. Darby,
mgr; Tel.: Emerson 2781
Boston 14, N. Station Office Bldg.; W. H. Wetherell,
mgr; Tel.: Richmond 2-0772-3-4
Chicago 54, Merchandise Mart Plaza; W. S. Bo-
dinus, mgr; Tel.: Whitehall 4-3441
Dallas 1, 710 N. Harwood St.; O. H. Mehl, mgr;
Tel.: Riverside 4475
Denver 2, 1718 California St.; H. C. Kugeler, mgr;
Tel.: Acoma 2561
Jacksonville 7, Fla., 1011 Hendricks Ave.; N. W.
Rathburn, mgr; Tel.: 9-9781
Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, mgr;
Tel.: Victor 4622
Los Angeles 22, 5330 Harbor St.; W. L. Yerkes,
mgr; Tel.: Raymond 3-6511
New York 17, 385 Madison Ave.; H. Peacock, mgr;
Tel.: Plaza 9-5000
Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, mgr;
Tel.: Market 7-7100
Toronto 14, Canada, 857 The Queensway; E. F.
Pope, mgr; Tel.: Clifford 9-3251
Washington 5, D. C., Investment Bldg.; L. B.
Mighell, mgr; Tel.: Executive 3-5540
Products: air conditioning and refrigeration
equipment for studio. Includes room air con-
ditioners, packaged equipment from 2 to 20
h.p. and equipment for built-up systems to
maximum studio

*from
transmitter
to antenna...*

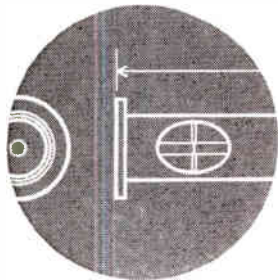
ANDREW TV TRANSMISSION SYSTEMS

For nearly 15 years ANDREW Corporation has been foremost in the engineering and designing of complete transmission systems for leading TV stations. Each ANDREW system is carefully planned with specifications prepared to station requirements.



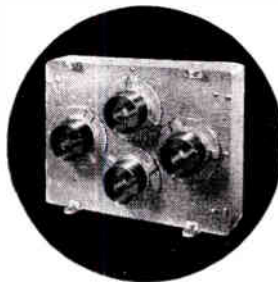
WAVEGUIDE

ANDREW copper clad steel waveguide is the most efficient transmission line for UHF-TV. It is economical to install and maintain – no spring hangers or sliding flanges are necessary because the steel construction allows for expansion and contraction in the same ratio as the tower members.



COAXIAL LINE FOR UHF, VHF-TV

High efficiency lines engineered and built to the industry's most exacting standards. Preferred by TV station engineers because of its ruggedness and dependability. Available in 1 5/8", 3 1/8", and 6 1/8" diameters.



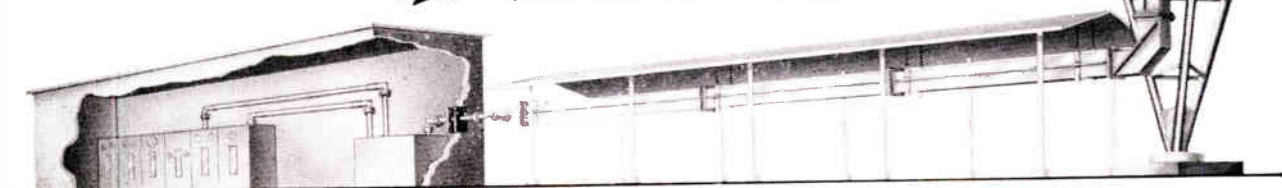
COAXIAL SWITCH

Avoid costly "off-the-air" time. ANDREW remotely controlled coaxial switch makes changeovers to stand-by equipment almost instantaneous. Actual time: 4 seconds. Simplifies station tune-up and testing. Manually operated switch also available.

Let an ANDREW engineer consult with you when planning or re-designing your UHF, VHF-TV transmission system. Request this free service by contacting the Sales Engineering Department.

Andrew
CORPORATION
363 EAST 75th STREET • CHICAGO 19

⚡ Offices: NEW YORK • BOSTON • LOS ANGELES • TORONTO



Centralab, A Div. Globe-Union, Inc.
 Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons, mgr; Tel.: Woodruff 2-9200
 Brookline, Mass., 318 Harvard St.; Stanley Harris, mgr; Tel.: Longwood 6-6400
 Camden 2, N. J., 539 Market St.; Jack Keefe, mgr; Tel.: Woodlawn 4-2215
 Chicago 39, 5359 Fullerton Ave.; Fred Tiegs, mgr; Tel.: Berkshire 7-0130
 Cleveland 12, 1817 Marloes Ave.; C. R. Moss, mgr; Tel.: Potomac 1-2518
 Dallas 1, 505 N. Ervay; J. Earl Smith, mgr; Tel.: Randolph 2968
 Denver 7, 5528 E. Colfax Ave.; Clif McLoud, mgr; Tel.: Freemont 3067
 Indianapolis 5, 4014 Wash Blvd.; L. M. Devoe, mgr; Tel.: Humboldt 1395
 Los Angeles 6, 1102 S. Western Ave.; Carl Stone, mgr; Tel.: Republic 2-8105
 Minneapolis, 712 Portland Ave.; Merrill Franklin, mgr; Tel.: Geneva 1805
 New York 21, 13 E. 78th St.; James Pickett, mgr; Tel.: Trafalgar 9-9520
 Philadelphia 2, 1531 Spruce St.; S. K. MacDonald, mgr; Tel.: Kingsley 5-1205
 San Francisco, 530 Gough St.; Les Logan, mgr; Tel.: Hemlock 1-5127
 Toronto, Ont., 2293A Yonge St.; P. Heenan, mgr; Tel.: Mayfair 9236

Products: ceramic capacitors, printed electronic circuits, variable resistors (carbon and wirewound), switches (rotary tone, lever action and slide), special ceramic insulators
Century Lighting Inc.
 New York 36, N. Y., 521 W. 43rd St.; N. Sonnenfeld, mgr; Tel.: Chickering 4-7050
 Santa Monica, Calif., 1820 Berkeley; Louis Erhardt, mgr

Products: lenses, scoops, striplights with reflector lamps, connector strips, remote control switching devices, light lifts, magnetic amplifier, dimmer & switchboards, projection machines, color filters, plugs
Chromatic Television Labs. Inc.
 New York 36, N. Y., 1501 Broadway; Richard Hodgson, pres.; Tel.: Bryant 9-8700
 Products: electronic research, development primarily field color cathode ray tubes.
Clarostat Mfg. Co. Inc.
 Dover, New Hampshire, 1 Washington St.; I. J. Youngblood, v p s/s; Tel.: Dover 975
 North Aurora, Ill., 11 Grant St.; Reuel Launey, plant mgr; Tel.: Aurora 6-8551
 Products: components

Clebar Watch Agency
 New York 17, N. Y., 521 Fifth Ave.; L. S. Naurison, s/s mgr; Tel.: Murray Hill 2-3890
 Products: stopwatches, timers, chronographs
Collins Radio Co.
 Cedar Rapids, Iowa, 855 35th St. N. E.; H. O. Olson, brdct s/s mgr; Tel.: 3-0281
 Dallas, Tex., 1930 Hi-Line Dr.; L. O. Embree, s/s mgr; Tel.: Prospect 5151
 Burbank, Calif., 2700 W. Olive Ave.; F. P. Wallace, s/s mgr; Tel.: Thornwall 4-1751
 Knoxville, Tenn., Dogwood Rd., Fountain City; J. F. Stanbery, s/s mgr; Tel.: 6-4378
 New York, N. Y., 261 Madison Ave.; M. N. Oebbecke, s/s mgr; Tel.: Murray Hill 7-6740
 Tallahassee, Fla., Petroleum Bldg.; R. D. Sidwell, s/s mgr; Tel.: 2-1657
 Products: audio equipment, accessories, microwave relay systems

CBS-Hytron, A Div. of Columbia Broadcasting System Inc.
 Danvers, Mass., 100 Endicott St.; John Q. Adams, v p; Tel.: Danvers 2360
 Chicago, 5637 W. Diversey Ave.; W. Brock, mgr; Tel.: National 2-1425-26-27
 Newark, N. J., 32 Green St.; L. H. Niemann, mgr; Tel.: Market 3-5832
 Products: tubes, semiconductors
Commercial Radio-Sound Corp.
 New York 16, N. Y., 652 First Ave.; I. Lieberman, mgr; Tel.: Oregon 9-0400
 Products: tv systems design; research, development master antenna systems components
Communication Products Co. Inc.
 Marlboro, N. J.; J. L. Bernard Jr., pres
 Products: transmission line, associated fittings; tower hardware, dehydrators, custom-built transmitting specialties, antennas, styrofolex cable and fittings, radio frequency switches, lacquer

Condenser Products Co.
 New Haven 4, Conn., 140 Hamilton St.; R. J. Hesse, s/s mgr; Tel.: Main 4-1174
 Chicago 25, Ill., 7517 N. Clark St.; G. Mistic, dir research; Tel.: Ambassador 2-3727
 Products: condensers, power supplies, pulse-forming networks
Conrac Inc.
 Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, pres; Tel.: Edgewood 5-1241
 Products: utility video monitors, off-the-air video, audio tuners

Consolidated Tower Service
 Ft. Wayne 6, Ind., 1123 Michigan Ave.; Nelson Swager, gen mgr; Tel.: Anthony 7-0202
 Products: towers, lighting systems
Continental Carbon Inc.
 Cleveland 11, Ohio, 13900 Lorain Ave.; W. M. Wood, v p; Tel.: Clearwater 1-6500
 Products: resistors
Continental Electronics Mfg. Co.
 Dallas 27, Texas, 4212 S. Buckner Blvd.; W. M. Witty, gen mgr; Tel.: Evergreen 1137
 Products: transmitters
Cornell-Dubilier Electric Corp.
 South Plainfield, N. J., 333 Hamilton Blvd.; R. Leary, mgr; Tel.: 6-9000
 Chicago 6, Ill., 605 W. Washington St.; H. Vonder, mgr; Tel.: Financial 6-4586
 Venice, Calif., 4144 Ocean Park Ave.; Paul Kuefler, mgr; Tel.: Ex Mount 8-9777
 Products: capacitors

Crouse-Hinds Co.
 Syracuse 1, N. Y., Wolf & 7th North Sts.; A. H. Clarke, v p; Tel.: 74-1011
 Products: tower lighting, control and lamp failure warning equipment, complete kits

D
Dage Television Div., Thompson Products Inc.
 Michigan City, Ind., W. 10th St.; J. L. Lahey, gen mgr; Tel.: 3-3251
 Inglewood, Calif., 211 Hindry; J. Farnum, dist s/s mgr
 Products: cameras, camera equipment, sync generators, monitors, microwave relay systems; industrial equipment, accessories
Dale Products Inc.
 Columbus, Neb., P. O. Box 136; R. H. Engstrom, s/s mgr; Tel.: 2139
 Products: resistors; instrumentation knobs
Davelle Labs.
 Springfield Gardens 13, N. Y., 145-70 228th St.; Elliot March, s/s mgr; Tel.: Laurelton 7-4800
 Products: printed circuit chassis
The Daven Co.
 Newark 3, N. J., 191 Central Ave.; E. L. Grayson, s/s mgr; Tel.: Mitchell 2-6555
 Products: audio, video & rf attenuators; transmission measuring equipment, attenuation networks; rotary video tap switches; high frequency non-inductive metal film resistors; switch and dissolve units.

DeWald Radio Mfg. Corp.
 Long Island City, N. Y., 35-15 37th Ave.; S. Olchak, gen s/s mgr; Tel.: Stillwell 4-9334
 Products: receivers
Phelps Dodge Copper Products Corp.
 New York 5, N. Y., 40 Wall St.; F. W. Lemly, mgr high freq cables; Tel.: Whitehall 4-4570
 Atlanta 3, Ga., Candler Bldg.
 Boston 16, Mass., 20 Providence St.
 Buffalo 4, N. Y., c/o Graybar Elec., 180 Perry St.
 Charlotte 1, N. C., 213 W. 1st St.
 Chicago 3, Ill., 100 W. Monroe St.
 Birmingham, Ala., 205 S. 32nd St.
 Cincinnati 2, Ohio, 18 E. 4th St.
 Cleveland 14, Ohio, Terminal Tower Bldg.
 Dallas 4, Tex., 3113 McKinney Ave.
 Detroit 26, Mich., 28 W. Adams Ave.
 Ft. Wayne 1, Ind., 4400 New Haven Ave.
 Greensboro, N. C., P. O. Box 2643
 Houston 3, Tex., 3517-19 Polk Ave.
 Jacksonville, Fla., 33 S. Hogan St.
 Kansas City 2, Mo., V.F.W. Bldg.
 Los Angeles 22, Calif., 6100 S. Garfield Ave.
 Milwaukee 11, Wisc., 2408 N. Farwell Ave.
 Minneapolis 16, Minn., 138 Excel Bldg., 5009-a Excelsior Blvd.
 New Orleans 12, La., 1009 Carondelet Bldg.
 Philadelphia 3, Pa., 1132 Suburban Station Bldg., 1617 Penn. Blvd.
 Pittsburgh 22, Pa., 1532 Oliver Bldg.
 Portland 5, Ore., Rm. 100, 115 S.W. 4th St.
 Richmond, Va., 113 E. Cary St.
 St. Louis 3, Mo., Shell Bldg., Suite 806, 1221 Locust St.
 San Francisco 4, Calif., 369 Pine St., Rm. 208, Exchange Block
 Seattle 1, Wash., 505 Skinner Bldg.
 Washington 4, D. C., 207-9 Nat'l Press Bldg., 14th & F Sts., N. W.

Products: spirafil; styrofolex; RG types cables
Downing Crystal Co.
 Westminster, Md., 191 Shaffer Ave.; R. M. Elban, s/s office mgr; Tel.: 1192
 Products: quartz crystals
Dresser-Ideco Co.
 Columbus 8, Ohio, 875 Mich. Ave.; J. M. Hogan, gen s/s mgr; Tel.: University 2123
 Los Angeles 44, Calif., 8909 S. Vermont Ave.; Tel.: Pleasant 8-4194
 Products: towers
M. Ducommun Co.
 New York 36, N. Y., 580 Fifth Ave.; A. G. Stepchuk, mgr; Tel.: Plaza 7-2540
 Products: timers

Allen B. Dumont Laboratories Inc.
Communications Products Div.
 Clifton, N. J., 1500 Main Ave.; J. B. Tharpe, natl s/s mgr; Tel.: Mulberry 4-7400
 Baltimore, Md., 1351 Pentwood Rd.; F. A. O'Connell; Tel.: Tuxedo 9-6689
 Chicago, Ill., 666 N. Lake Shore Dr.; H. Bloomberg, mgr; Tel.: Whitehall 3-1707
 Dallas, Tex., Grace Bldg.; G. Winston, mgr; Tel.: Emerson 0028
 Los Angeles, Calif., 8727 Remick Ave.; G. Gramman; Tel.: Rogers 7-1058
 Minneapolis, Minn., 6117 St. Johns Ave.; B. J. Klindworth; Tel.: Walnut 6-8476
 Portland, Ore., 901 S.W. King Ave.; L. Keys, mgr
 Products: uhf and vhf transmitting equipment (1 kw uhf, 5 kw uhf, 500-W vhf, 5 kw vhf, 25 kw vhf, 50 kw vhf), transmitter control equipment, microwave relay equipment, transmitting antennas, video switching and mixing equipment, central control equipment, waveform monitoring equipment, frequency monitoring and picture monitoring equipment, test equipment, image orthicon camera chains, vidicon broadcast camera chains, industrial equipment, monochrome multi-scanner equipment, color multi-scanner, color monitoring and control equipment, color test equipment, color transmitting equipment

Eastern Mike-Stand Co.
 Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, owner; Tel.: Dickens 2-3538
 Products: microphone stands, adaptors
Eastman Kodak Co.
 Rochester 4, N. Y., 343 State St.; D. E. Hyndman, mgr, motion picture film dept; Tel. Locust 6000
 Chicago 2, Ill., 137 N. Wabash Ave.; K. M. Mason, mgr; Randolph 6-7476
 Hollywood 38, Calif., 6706 Santa Monica Blvd.; E. Huse, mgr; Tel.: Hollywood 9-3101

E
 New York 17, N. Y., 342 Madison Ave.; E. M. Stiffe, mgr; Tel.: Murray Hill 7-7080
 Rochester 4, N. Y., 343 State St.; G. A. Chambers, mgr; Tel.: Locust 6000
 Products: recording cameras, projectors, lenses, filters
Electro Inc.
 Delaware, Ohio, 425 S. Sandusky St.; J. F. Myer, s/s mgr; Tel.: Delaware 3-1201
 Products: portable battery operated tape recorder
Eidson Electronic Company
 Temple, Texas, 1902 N. 3rd St. at Shell Ave.; Merrill Eidson, owner; Tel.: Prospect 3-3901
 Products: quartz crystal units, frequency measuring service
Eitel-McCullough Inc.
 San Bruno, Calif., 798 San Mateo Ave.; O. H. Brown, dir field engrg; Tel.: June 8-1212
 Atlanta, Ga., 2524 Jenny Wren Lane, S.W.; J. E. Joyner Jr., mgr; Tel.: Franklin 4910
 Bellevue, Wash., 1644 104th Ave., S. E.; R. Drake, mgr; Tel.: Gibson 1611
 Dallas 17, Tex., 1431 Pleasant Dr.; J. Yount, mgr; Tel.: Express 0988
 Jersey City 2, N. J., 15 Exchange Pl.; Adolph Schwartz, mgr; Tel.: Delaware 3-2424
 Los Angeles 19, Calif., 1140 Crenshaw Blvd.; H. Becker, mgr; Tel.: Webster 1-1257
 Products: grid tubes, klystrons

El Co Corp.
 Philadelphia 24, Pa., M St. below Erie Ave.; L. Kagan, v p s/s; Tel.: Cumberland 9-5500
 Products: sockets, shields, binding posts, connectors
Electrical Tower Service Inc.
 Peoria, Ill., 206 S. Washington St.; Stanley Bernstein, pres; Tel.: 3-9846
 Products: erect electrical towers
Electro Supply Co.
 Madison 3, Wis., 405 N. Broom St.; Louis S. Glass, mgr; Tel.: 6-0216
 Peoria, Ill., 208 S. Washington St.; Stanley Bernstein, pres; Tel.: 3-9846
 Products: towers
Electro-Voice Inc.
 Buchanan, Mich., Cecil & Carroll Sts.; L. LeKashman, v p s/s; Tel.: 1000
 Products: microphones, accessories
The Elmor Co.
 Chicago 2, Ill., 29 E. Madison St.; H. Weiner, mgr; Tel.: Central 6-9672
 Products: stopwatches, chronographs
Emerson Radio & Phonograph Corp.
 New York 11, 111 Eighth Ave.; Michael Kory, dir s/s & adv; Tel.: Oregon 5-7000
 Products: receivers
EmSCO Mfg. Co.
 Houston 17, Tex., P. O. Box 1289; P. M. Davis, mgr structural s/s; Tel.: Milby 5-3361
 Dallas 1, Tex., Continental Bldg.; W. C. Kinder, v p; Tel.: Sterling 5358
 Garland, Tex., P. O. Box 368; J. E. Oster, plant mgr; Tel.: 3-1515
 Los Angeles 54, Calif., P. O. Box 2098; J. H. Andrews, plant mgr; Tel.: Jefferson 5261
 Products: towers

F
Fairchild Recording Equip. Co.
 Whitestone 57, N. Y., 154th St. & Powells Cove Blvd.; J. H. Quinn; Tel.: Independence 3-2100
 Products: transcription turntables, arm equalizers, cartridges and all other disc professional playback equipment
Federal Telephone and Radio Co., Div. of IT & T
 Clifton, N. J., 100 Kingsland Rd.; W. C. Schmitt, vacuum tube product line mgr; Tel.: Nutley 2-3600
 Washington 6, D. C., 1909 Mass. Ave., N. W.; E. J. Girard, mgr; Tel.: Hobart 2-0110
 Products: tubes
Federal Telecommunications Labs., Div. IT & T
 Nutley 10, N. J., 500 Washington Ave.; J. M. Valentine, mgr; Tel.: 2-3600
 Products: transmitters, transmitter monitoring equipment, antennas, image orthicon, camera equipment, film & studio equipment, flying spot scanners, sync generators, master control switching equipment, amplifiers, microwave relay, sound channel and color equipment
C. H. Fisher & Associates
 Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, partner; Tel.: Trinity 7303
 Products: towers, fabricate, erect towers, install antennas, coaxial lines; light, paint towers
Fleetwood Corp.
 Toledo, Ohio, 1037 Custer Dr.; John Cole, pres; Tel.: Klondike 9339
 Products: vidicon cameras and camera chains, audiovisual trucks, mobile trucks, studio equipment, uhf transmitters
Foto-Video Labs., Inc.
 Bloomfield, N. J., 49 Bell St.; C. E. Underwood, s/s mgr; Tel.: Edison 8-5656
 Products: test equipment, cameras, video amplifiers, sync generators, keyed video generators, power supplies; test pattern, special slides, opaques for film and live cameras in monochrome and color.

Jack A. Frost
 Detroit 2, Mich., 234 Piquette; E. A. Taube, asst to pres; Tel.: Trinity 3-8030
 Monroe, Mich., 623 S. Telegraph Rd.; C. Farner, mgr; Tel.: Cherry 1-3313
 Toronto 18, Ont., Can., 425 Burnamthorpe Rd.; J. Fuller, mgr; Tel.: Belmont 1-0247
 Products: lighting equipment

G
Gabriel Electronics Div., The Gabriel Co.
 Needham Heights 94, Mass., 135 Crescent Rd.; S. Galagan, chief comm prds; Tel. 3-0005
 Products: uhf, vhf transmitting antennas
Gates Radio Co.
 Quincy, Ill., 123 Hampshire St.; L. J. Cervone, gen s/s mgr; Tel.: Baldwin 2-8202

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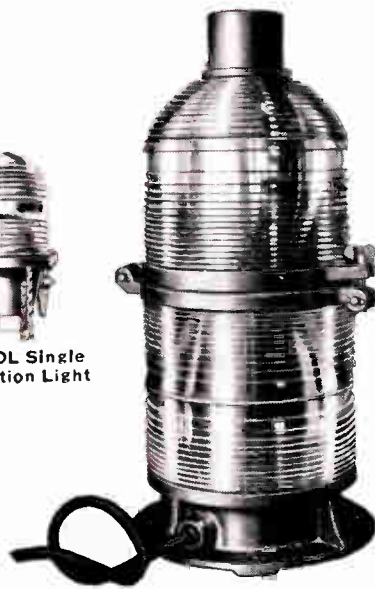
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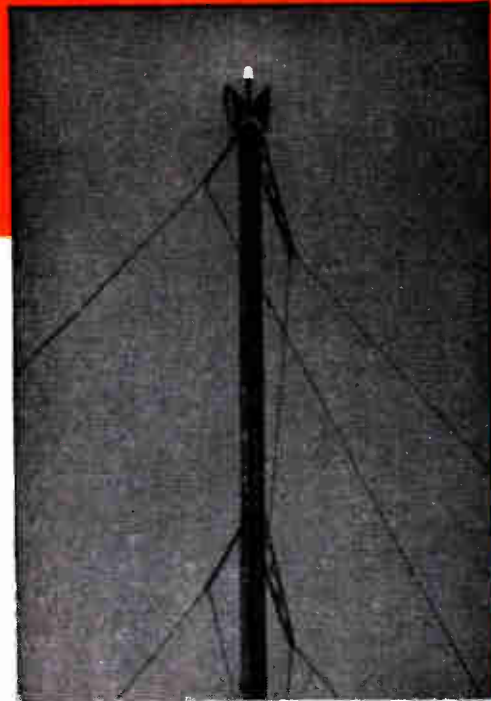
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 Houston, Tex., 2700 Polk Ave.; J. Woods, mgr; Tel.: Atwood 8536
 Los Angeles, Calif., 7501 Sunset Blvd.; H. Arment, sls engr; Tel.: Hollywood 2-6351
 New York, N. Y., 51 E. 42nd St.; J. Haerle, mgr; Tel.: Murray Hill 7-7971
 Washington, D. C., Warner Bldg.; O. J. McReynolds, mgr; Tel.: Metropolitan 8-0522

Products: 50w and 100w transmitters for booster or satellite use, 500w and 5 kw vhf transmitters; transmitter control, monitoring equipment; projectors; video and audio preset master control; custom-built audio consoles; amplifiers; patch panels; racks, antennas, antenna towers

General Communications, Broadcast Div. Inc.
 Ft. Atkinson, Wis., 1/2 Mile on Janesville Rd.; W. L. Dunbar, brdct eqp; Tel.: 954

Products: video, pulse distribution amplifiers; camera, program, dial operated monitor switching systems. Master power supplies, voltage regulators, individual voltage regulated power supplies, program, master monitors. Pre-set lighting control panels. Audio pre and line and monitor amplifiers, audio control consoles; relay power supplies

General Electric Co., Electronics Div.
 Syracuse, N. Y., Electronics Park; P. L. Chamberlain, mgr; Tel.: 76-4411

Atlanta, Ga., Red Rock Bldg.; T. F. Bost, mgr; Tel.: Cypress 2581

Boston, Mass., 963 Commonwealth Ave.; J. H. Painter, mgr; Tel.: Hubbard 21800

Chicago, Ill., Merchandise Mart; G. E. Webster, mgr; Tel.: Whitehall 4-3915

Cincinnati, Ohio, 215 W. 3rd St.; J. Wall, reg sls mgr; Tel.: Main 5022

Cleveland, Ohio, Williamson Bldg.; G. F. Oberender Jr., mgr; Tel.: Superior 1-6822

Dallas, Tex., 3200 Maple Ave.; J. H. Douglas, mgr; Tel.: Prospect 4296

Houston, Tex., 1100 E. Holcombe Blvd.; H. W. Granberry, mgr; Tel.: Jackson 8-0675

Los Angeles 5, Calif., 3460 Wilshire Blvd.; F. R. Walker, mgr; Tel.: Dunkirk 5-2391

New York, N. Y., 420 Lexington Ave.; W. R. Chapin, reg sls mgr; Tel.: Plaza 1-1311

Philadelphia, Pa., 1405 Locust St.; J. W. I. Cody, mgr; Tel.: Pennypacker 3900

San Francisco, Calif., 235 Montgomery St.; C. T. Haist Jr., reg sls mgr; Tel.: Douglas 2-3740

Seattle, Wash., 220 Dawson St.; V. H. Russell, mgr; Tel.: Sennett 8300

St. Louis, Mo., 4227 Lindell Blvd.; R. E. Lauterbach, mgr; Tel.: Jefferson 5-8873

Syracuse, N. Y., OCS Bank Bldg.; W. G. Broughton, mgr; Tel.: Syracuse 76-4411

Washington, D. C., 777 14th St., N. W.; L. F. Page, spec reg; Tel.: Executive 3-3600

Products: complete studio, transmitting equipment for color, monochrome, both uhf and vhf. Complete line closed-circuit equipment for monochrome and color

General Instrument Corp.

Elizabeth, N. J., 829 Newark Ave.; J. McDonough dir of sls; Tel.: Elizabeth 3-4400

Chicopee, Mass., 165 Front St.; M. Cohen, pres; Tel.: Republic 4-6621

Products: components

General Precision Lab. Inc.

Pleasantville, N. Y., 63 Bedford Rd.; B. Foulds, v p; Tel.: 2-4100

Atlanta, Ga., 992 Peachtree St., N. W.; E. J. Manzo, southeast reg mgr; Tel.: Emerson 6831

Chicago, Ill., 188 W. Randolph St.; R. H. Johnston, midwest mgr; Tel.: Dearborn 2-6453

Dallas, Tex., 4212 S. Buckner; E. H. Lombardi, southwest reg mgr; Tel.: Pleasantville 2-4100

Pleasantville, N. Y., 63 Bedford Rd.; N. M. Marshall, brdcts & tv sls; Tel.: 2-4100

Pasadena, Calif., 21 N. Santa Anita Ave.; R. K. Hunsicker, western reg mgr; Tel.: Sycamore 5-5869

Products: studio camera chains, theater projection and industrial systems, video recording equipment, underwater camera chains, remote control equipment, color film chains, variable-focus optics, telecine projectors

General Radio Co.

Cambridge 39, Mass., 275 Mass. Ave.; M. T. Smith, sls mgr; Tel.: Trowbridge 6-4400

Abington, Pa. (Phila.), York Rd. & Guernsey Ave.; Kipling Adams, mgr

Chicago 5, Ill., 920 S. Mich. Ave.; W. M. Ihde, mgr; Tel.: Wabash 2-3820

Los Angeles 38, Calif., 1000 N. Seward St.; F. Ireland, mgr; Tel.: Hollywood 9-6201

New York 6, N. Y., 90 West St.; W. R. Thurston, mgr; Tel.: Worth 4-2722

Silver Spring, Md., 8055 13th St.; W. R. Saylor, mgr; Tel.: Juniper 5-1088

Products: station frequency, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum-tube voltmeters, impedance-measuring equipment, coaxial elements and measuring equipment, heating control dimmers

St. Louis 10, Mo., 600 S. Taylor Ave.; J. P. Lenkerd; Tel.: Jefferson 1-4700

Products: video and audio transmitters, antennae, antenna tower, transmission line products, microwave link equipment, frequency and modulation monitors, transmitter and studio testing and measuring equipment, film and camera chain equipment, flying spot scanners, sync, generators, video monitors and switching equipment, speech input equipment, audio and video and distribution amplifiers, power supplies, microphones and accessories, transcription turntables, tape recorders and reproducers, loudspeakers, meters, electron tubes, keys, condensers, jack mountings, rack cabinets, wiring supplies and connectors, cabling, emergency power plant and associated apparatus

Gray Research & Development Co. Inc.

Manchester, Conn., 658 Hilliard St.; C. B. Hayes, gen sls mgr; Tel.: Mitchell 9-4506

New York, N. Y., 521 5th Ave.; R. Otto, engr; Tel.: Murray Hill 7-4590

Products: automatic opaque projector, automatic transparency slide projector, vertical scrolls, horizontal tape drives, camera turrets, multiplexers for iconoscope operation, transcription arms and equalizers

H

F. Summer Hall Inc., Audio Equipment Sales Div.
 New York 1, 153 West 33rd St.; F. Sumner Hall, pres; Tel.: Bryant 9-9276

Products: jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; Richard A. Graver, v p charge sls & marketing; Tel.: Van Buren 6-6300

Products: receivers

J. M. Hamilton & Co.

Gasotnia, N. C., P. O. Box 2432; J. M. Hamilton, mgr; Tel.: 4-2115

Products: erection, maintenance towers

Hammarlund Mfg. Co. Inc.

New York 1, 460 W. 34th St.; Robert B. Moon, gen sls mgr; Tel.: Longacre 5-1300

Products: remote supervisory control and data transmission equipment, variable capacitors including those for vhf and uhf operations

Harvey Radio Co. Inc.

New York 36, 103 W. 43rd St.; H. E. Sampson, pres; Tel.: Judson 2-1500

Products: broadcast supplies, tape recorders,



TV EQUIPMENT

Phoenix, Ariz., 1931 W. Vermont Ave.; Bill Saxon, mgr; Tel.: Alpine 2-5290

Pittsburgh 19, Grant Bldg.; S. H. Coombs, mgr; Tel.: Grant 1-1880

Portland, Ore., 1238 N.W. Glison St.; Frank Jackson, mgr; Tel.: Broadway 1281

St. Louis 30, 5506 Kingshighway; Harold Harris, mgr; Tel.: Flanders 15584

Seattle 99, 120 W. Thomas; Ron Merritt; Tel.: Garfield 6644

Toronto 2B, Ont., Canada, 560 King St., W.; Les Bradford, mgr; Tel.: WA 4761

Washington 9, D. C., 2017 S St., N.W.; Fred Horman, mgr; Tel.: Decatur 2-8000

Products: broadcast camera chains for film studio and field use. Video monitors, distribution and switching equipment. Complete remote control; studio test equipment; closed circuit transmitting equipment

Kay Electric Co.

Pine Brook, N. J., 14 Maple Ave.; J. Gilmore, sls mgr; Tel.: Caldwell 6-4000

Products: uhf markers, generators, transmitters, mega, sona, kilo and marka sweeps, uhf markers, generators, low power transmitters

Kay Lab

San Diego 12, Calif., 5725 Kearney Villa Rd; R. T. Silberman, gen mgr; Tel.: Browning 7-6700

Products: studio camera, field and film pickup chains, generators, monitors, studio, field switching equipment, video distribution equipment.

J. H. Keeney & Co., Inc.

Chicago 32, 2600 W. 50th St.; Paul A. Huebsch, adv mgr & gen sls mgr; Tel.: Hemlock 4-5500

Products: receivers

Kepeco Labs.

Flushing, L. I. 55, N. Y., 131-38 Sanford Ave.; M. Kupfergerb, gen mgr; Tel.: Independence 1-7000

Products: voltage regulated power supplies

Kimco Towers

New York 36, N. Y., 11 W. 42d St.; J. W. Newton, sls eng; Tel.: Oxford 5-3782

Columbia, S. C., 1225 Huger St.; R. Trotter, tower engr; Tel.: 4-0301

Products: transmission and microwave relay towers

Linear Equipment Labs. Inc.

Copiague, N. Y., 380 Oak St.; H. R. Clark, vp; Tel.: Amityville 2-2200

Products: oscilloscopes, generators, noise figure test sets, amplifiers, vhf/uhf terminations, uhf/vhf baluns, transformers, wavemeters, uhf oscillators, uhf/vhf reflection boxes

John E. Lingo & Sons Inc.

Camden 5, N. J., 2814 Buren Ave.; John E. Lingo, pres; Tel.: Woodlawn 4-0487

Products: transmitting antennas

M

Machlett Labs. Inc.

Springdale, Conn., 1063 Hope St.; H. J. Hoffman, vp; Tel.: Fireside 8-7511

Products: electronic tubes

Magnecord Inc.

Chicago 24, Ill., 1101 S. Kilbourn Ave.; W. J. Helt, gen sls mgr; Tel.: Van Buren 6-9301

Products: magnetic tape recording equipment

Magnasync Mfg. Co. Ltd.

N. Hollywood, Calif., 5517-23 Satsuma Ave.; D. J. White, pres; Tel.: Poplar 6-1692

Products: motion picture sound equipment

Majestic Radio & Television, Div. of the Wilcox-Gay Corp.

Brooklyn 1, N. Y., 70 Washington St.; Louis Silver, sls mgr; Tel.: Ulster 2-6000

Boston, Mass., 1103 Columbus Ave.; M. H. Rosen, mgr; Tel.: Highlands 2-1400

Charlotte, Mich.; L. M. Sandwick, mgr; Tel.: 485

Chicago 10, 743 N. La Salle St.; Miss R. E. Jenkins, mgr; Tel.: Whitehall 4-0077

Products: receivers

J. A. Maurer, Inc.

Long Island City 1, N. Y., 37-01 31st St.; F. J. Kelly, sls mgr; Tel.: Stillwell 4-4600

Products: 16 mm professional motion picture cameras, sound-on film; photography accessories

Measurements Corp.

Boonton, N. J.; Nelson C. Doland Jr., sls mgr; Tel.: 8-2134

Products: standard signal, pulse, square wave generators; intermodulation, radio noise and

Moody Machine Products Co. Inc.

Providence 5, R. I., 42-46 Dudley St.; J. H. Moody, sls mgr; Tel. Gaspee 1-3317

Products: hand tools

Mycalex Corp. of America

Clifton, N. J., 125 Clifton Blvd.; J. H. DuBois, vp engr; Tel.: Prescott 9-8866

Chicago, Ill., 6677 Northwest Hwy.; L. F. Thompson, mgr; Tel.: Newcastle 1-7062

Los Angeles, Calif., 5657 Wilshire Blvd.; K. V. Tindall, mgr; Tel.: Webster 8-2169

Minneapolis, Minn., 801 E. 8th St.; D. A. Schultz, mgr; Tel.: Fillmore 7701

Washington, D. C., 1411 Pa. Ave., N.W.; J. Nalls, mgr; Tel.: Republic 7-7040

Products: glass-bonded mica insulation, components, tube sockets and bases, synthetic mica

N

The NARDA Corp.

Mineola, N. Y., 66 Main St.; W. A. Bourke, vp; Tel.: Pioneer 6-4650

Products: microwave test equipment

Naresco Equipment Corp.

Newton Highlands 61, Mass., 161 Charlemont St.; W. G. Overacker, sls mgr; Tel.: Decatur 2-5800

Chicago, Ill., 5143 W. Diversey Ave.; Byron Ellis, reg sls mgr; Tel.: Merrimac 7-8585

Cleveland 3, Ohio, 4205 Chester Ave.; Harry Stone, reg sls mgr; Tel.: Henderson 2-0974

Hillsdale, N. J., 260 Liberty Ave.; David Preis, reg sls mgr; Tel.: Westwood 5-5156

Palo Alto, Calif., P. O. Box 1179; Carl Hermann, reg sls mgr; Tel.: Davenport 3-2793

West Chester, Pa.; Farmers Mech. Bldg.; W. F. Biersds, reg sls mgr; Tel.: 4866

Products: high vacuum equipment and impregnating pumps, gauges, valves, coater, seals, furnaces, dehydrating

National Co Inc.

Malden 48, Mass., 61 Sherman St.; W. P. Ready, mgr; Tel.: 2-7950

Products: receivers

National Electric Products Corp.

Pittsburgh 22, Pa., 2 Gateway Center; A. J. Borelli, tv-radio sls mgr; Tel.: Grant 1-2852

Products: masting, mounting accessories

National Union Electric Corp.

Hatboro, Pa., 237 Jacksonville Rd.; A. M. Skellett, vp; Tel.: Osborne 5-5000

Chicago, P. O. Box 1116; F. W. Timmons, mgr;

Permoflux Corp.

Chicago 39, Ill., 4900 W. Grand Ave.; R. S. Fenton, vp sls; Tel.: Berkshire 7-3200

Phalo Plastics Corp.

Worcester 8, Mass., 25 Foster St.; A. N. Averill, vp; Tel. Pleasant 5-8658

Products: thermoplastic insulated wires, cables, cordsets, harness assemblies, plugs

Philco Corp., Government & Industrial Div.

Philadelphia 44, 4700 Wissahickon Ave., G. A. Hagerly, sls mgr; Tel.: Tennessee 9-4000

Aurora, Colo., P. O. Box 176; G. L. Ashby, mgr; Tel.: Florida 5-8282

Chicago 11, Ill., 666 Lake Shore Dr.; R. A. McDonald, mgr; Tel.: Whitehall 4-5750

Dallas 1, Tex., Southland Life Bldg.; J. J. Johnston, mgr; Tel.: Prospect 8657

Dayton 2, Ohio, Talbot Bldg.; Lewis Kendall, mgr; Tel.: Michigan 6578

Los Angeles 25, Calif., 10589 Santa Monica Blvd.; M. A. Williams, mgr; Tel.: Arizona 8-4248

San Francisco 4, Calif., Russ Bldg.; L. J. Boss, mgr; Tel.: Sutter 1-6262

Washington 6, D. C., 744 Jackson Pl., N.W.; C. M. Volkland, mgr; Tel.: Executive 3-1500

Paris 16, France, 4 Rue Picot; W. D. Myers, mgr; Tel.: Kleber 1433

Don Mills, Ont., Canada, Don Mills Rd.; J. A. Price, mgr; Tel.: Hudson 1-3441

Mexico D.F., Mex., 409 Monte Himalaya; Lomas de Chapultepec, mgr; Tel.: 20.32.61

Products: film, slide equipment (color and monochrome), microwave equipment for remote pickup and stl, color test and monitoring equipment, hermetically sealed transistors

Pioneer Scientific Corp.

Great Neck, L. I., N. Y., 161 Great Neck Rd.; George Hinman, mgr; Tel.: Hunter 2-7100

Products: polaroid filters

Polarad Electronics Corp.

Long Island City 1, N. Y., 43-20 34th St., A. A. Goldberg, contract relations mgr; Tel.: Exter 2-4500

Products: color sync generators, frequency dividers, monitors, color slide scanners, power supply units, amplifiers, picture and signal generating equipment, monitoring equipment, power supplies, portable cabinets, distribution amplifier, radio call system transmitter, and receiver

Precision Apparatus Co. Inc.

Glendale 27, N. Y., 70-31 84th St.; J. M. Kirshbaum, vp-sls mgr; Tel.: Davenport 6-3982

Products: volt-ohm-milliameters, test equipment, tube testers, single generators, oscilloscopes, probes

Presto Recording Corp.

Paramus, N. J., P. O. Box 500; T. B. Aldrich, sls mgr; Tel.: Diamond 3-5700

Products: disc, tape recording and transcription equipment; hi fidelity turntable equipment, amplifiers, blank recording discs

Prodelin Inc.

Kearny, N. J., 307 Bergen Ave; R. G. Maddox, vp sls service; Tel.: 2-8600

Washington 5, D. C., Southern Bldg; G. A. Chadwick Jr., mgr; Tel.: Executive 3-5360

Products: communication equipment: aviation, marine, microwave, railroad, radar systems, other types, vhf, uhf, waveguide, antenna, transmission line, associated system components, all types serviced; aluminum towers for antenna

Producers Sales Corp.

Burbank, Calif., 2704 W. Olive Ave.; John Kiel, gen mgr; Tel.: Charleston 6-2158

Products: recording cameras, animation and special effects, motion picture equipment

Product Mfg. Co.

Anderson, Ind., 714 E. 27th St.; W. P. Thompson, mgr; Tel.: 2-4467

Products: uhf-vhf antenna—both uhf-vhf all-channel rhombics

Pro-Tex Reel Band Co.

Cleveland 14, Ohio, Film Bldg.; T. S. Kulka, proprietor; Tel.: Prospect 1-7180

Products: non-magnetic clips for tape reels, plastic film reel bands for motion picture film reels

Pyroferric Co. Inc.

New York 67, N. Y., 621 E. 216 St.; E. B. Winett, sls mgr; Tel.: Olinville 4-3930

Products: powered iron cores

R

Radex Corp.

Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, mgr; Tel.: Armitage 6-6900

Products: impedance matching bridge, audio oscillator, electrostatic filters

Radio Corp. of America

Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, sls mgr, brdcast mrktg dept; Tel.: Woodlawn 3-8000

Atlanta 3, Ga., Forsyth Bldg.; Tel.: Lamar 7703

Boston 16, Mass., John Hancock Bldg.; Tel.: Hubbard 2-1700

Chicago 11, Ill., 666 N. Lake Shore Dr.; Tel.: Delaware 7-0700

Cleveland 15, Ohio, Keith Bldg.; Tel.: Cherry 1-3450

Dallas 1, Tex., 1907-11 McKinney Ave.; Tel.: Riverside 1371

Hollywood 28, Calif., 1560 N. Vine St.; Tel.: Hollywood 9-2154

Kansas City 6, Mo., Dierks Bldg.; Harrison 6480

New York 20, N. Y., 36 W. 49th St.; Tel.: Circle 6-4030

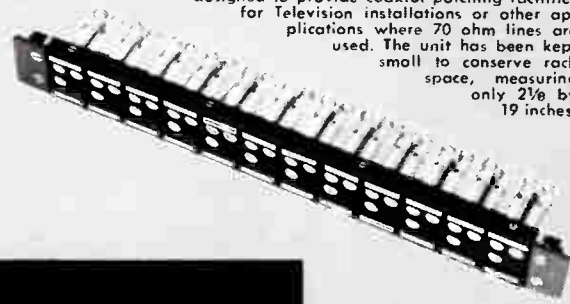
San Francisco 3, Calif., 1355 Market St.; Tel.: Hemlock 1-8300

Seattle 4, Wash., 2250 First Ave., S.; Tel.: Main 8350

Washington, D. C., 1625 K St., N.W.; Tel.: District 7-1260

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designed to provide coaxial patching facilities for Television installations or other applications where 70 ohm lines are used. The unit has been kept small to conserve rack space, measuring only 2 1/2 by 19 inches.



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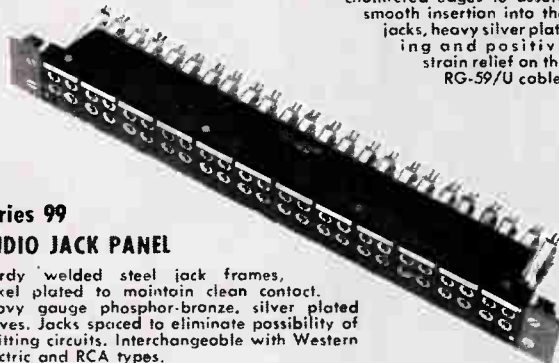


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Type 967 Patch Cards and Type 965 Looping Plugs are supplied for use with our Video Jack Panels. Their design includes such features as chamfered edges to assure smooth insertion into the jacks, heavy silver plating and positive strain relief on the RG-59/U cable.

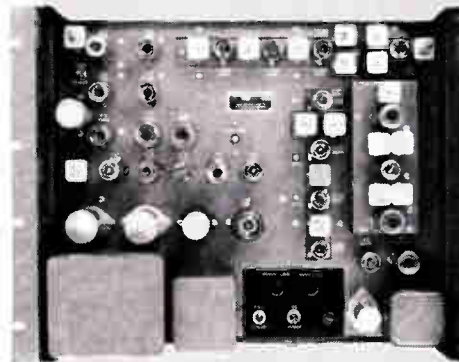
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Sturdy welded steel jack frames, nickel plated to maintain clean contact. Heavy gauge phosphor-bronze, silver plated leaves. Jacks spaced to eliminate possibility of splitting circuits. Interchangeable with Western Electric and RCA types.

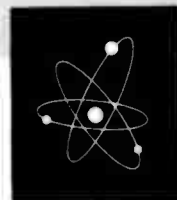


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designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality.



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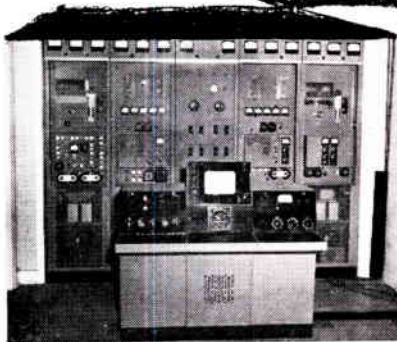
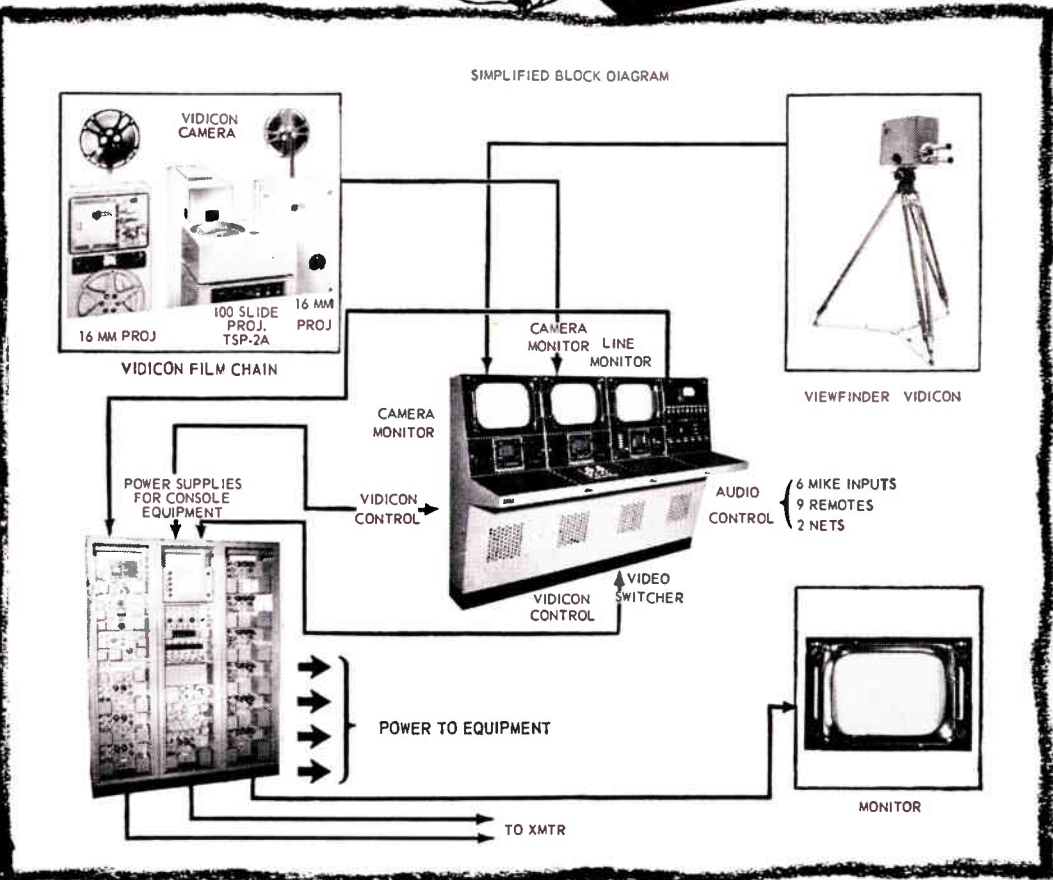
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INFORMATION

- Products:** color equipment, uhf and vhf transmitters; audio and monitoring equipment; test equipment. Mobile equipment, cameras, control room equipment, distribution amplifiers. Antenna systems, transmission line equipment, tower lighting equipment, accessories. Microwave equipment.
- RCA Victor Co. Ltd.**
Montreal 30, Que., 1001 Lenair St.; H. B. Seabrook, mgr; Tel.: Wellington 7551
Calgary, Alta., Can., 42d Ave. & 6th St.; D. Lloyd, mgr; Tel.: 44-2766
Vancouver, B. C., Can., Rupert at Grandview Hwy.; R. A. Marsh, mgr; Tel.: DE 6800
Toronto, Ont., Can., 1450 Castlefield Ave.; K. G. Chisholm, mgr; Tel.: Roger 6-7311
Halifax, N. S., Can., 49-51 Commission St.; C. C. Bowers, mgr; Tel.: 5-7240
Products: transmitters, antennas, video studio and audio equipment accessories.
- Radio Electronic Supply Co.**
Grand Rapids 3, Mich., 505 Jefferson Ave., S.E.; Norman MacPhail, mgr; Tel.: 9-4611
Products: closed circuit systems, camera and power tubes, sound recording equipment, modulation and frequency monitors, distortion measuring equipment, associated electronic components
- Radio Engineering Labs. Inc.**
Long Island City 1, N. Y., 36-40 37th St.; F. A. Gunther, vp; Tel.: Stillwell 6-2100
Products: studio transmitter links for aural programming
- The Radion Corp.**
Chicago 14, Ill., 1130 W. Wisconsin Ave.; Dan O'Connell, sls mgr; Tel.: Mohawk 4-4617
Products: indoor antenna, lighting arrestors, field strength meters
- Rangertone Inc.**
Newark 4, N. J., 73 Winthrop St.; R. H. Ranger, pres; Tel.: Humboldt 5-2550
Products: tape recorders
- Raytheon Mfg. Co.**
Chicago 39, Ill., 5921 W. Dickens Ave., C. Knoble, merchsdg mgr; Tel.: Berkshire 7-7000
Products: televisions; radios; transistor radios, tape recorders
- Raytronic Labs. Inc.**
Cincinnati 15, 9701 Reading Rd.; L. A. Razette, vp; Tel.: Valley 8500
Products: cathode beam (kinescope analyzer), aging unit (emission checker and aging unit for cathode ray tubes)
- Ready-Eddy**
Sandy Hook, Conn., Walnut Tree Hill; Henry Roger, owner; Tel.: Garden 6-2466
Products: motion picture, optical-electric, engineering, special devices, electric timers, camera drivers, remote controls, projection equipment, scientific features, sound film computers, film editing
- Recoton Corp.**
Long Island City 4, N. Y., 52-35 Barnett Ave.; S. J. Karns, vp; Tel.: Defender 5-3344
Products: phonograph needles, recording styli, recording arms and tape, magnetic cartridges
- Reeves Soundcraft Corp.**
New York 22, N. Y., 10 E. 52d St.; F. B. Rogers Jr., vp; Tel.: Plaza 9-2644
Los Angeles 48, Calif., 1429 N. Vista St.; Wayne Graham, mgr; Tel.: Hollywood 2-3552
Products: magna-stripe equipment; magna-stripe service tape and discs
- Rek-O-Kut Co.**
Long Island City 1, N. Y., 38-01 Queens Blvd.; George Silber, sls mgr; Tel.: Stillwell 4-7062
Products: transcription turntables, console
- Rissi Electronic Supply Co.**
Detroit 1, Mich., 1112 W. Warren; V. A. Wilton, mgr; Tel.: Temple 2-5611
Grand Rapids, Mich., 505 Jefferson, S.E.; N. MacPhail, mgr; Tel.: 9-4611
Products: Magnecorders, camera & power tubes, Recording discs, tape
- Rollab Studios, Rollab Photo-Science Labs.**
Sandy Hook, Conn., Walnut Tree Hill; H. Rogers, owner; Tel.: Garden 6-2466
Products: camera timer for time-lapse cinematography, beam splitter observation eyepiece, special optical-electrical devices, remote controls, special macro-projectors, engineering, consulting, microscopic motion pictures, sound film computer
- Rome Cable Corp.**
Rome, N. Y., P. O. Box 71; F. S. Marks, sls mgr; Tel.: 3000
Products: electrical wires and cables; mast tubing
- The Rust Industrial Co. Inc.**
Manchester, N. H., 130 Silver St.; T. W. Forget, mgr; Tel.: 3-3596
Products: studio lighting control panel
- Rutherford Electronics Co.**
Culver City, Calif., 3707 S. Robertson Blvd.; C. E. Rutherford, mgr; Tel.: Texas 0-4362
Products: electronic test equipment
- RYB Inc.**
Beverly Hills, Calif., 251 S. Robertson Blvd.; Eddie Yuhl, mgr; Tel.: Bradshaw 2-1983
New York, c/o Visual Transcriptions Inc., 49 W. 19th St.; Tel.: CH 2-8218
Products: wireless mike, high fidelity speaker systems; condenser microphones and direct drive amplifiers; RF-cue system
- S**
- Scenic Backgrounds Inc.**
Los Angeles 4, 662 N. Heliotrope Dr.; Allen F. Buckley, pres; Tel.: Normandy 2-1128
Products: scenic backgrounds
- Paul Schafer Custom Engineering**
Los Angeles 39, 2279 Allesandro St.; Paul C. Schafer, owner; Tel. Normandy 2-2161
Products: remote control systems applicable for remotely controlling and telemetering transmitter via telephone lines
- Schumaker Construction Inc.**
Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, pres; Tel.: 3-3218
Products: tower erection
- Herman Hosmer Scott Inc.**
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, mgr; Tel.: Kirkland 7-0646
Philadelphia 19, 7135 Germantown Ave.; H. Ester-sohn, mgr; Tel.: Wissahickon 7-1816
Pittsburgh 16, P. O. Box 8046; E. Tydings, mgr; Tel.: Fieldbrook 1-5100
Products: dynamic noise suppressors
Self Winding Clock Co. Inc.
Brooklyn 5, N. Y., 205 Willoughby Ave.; H. S. Wellman, asst sls mgr; Tel.: Main 2-6300
Products: continuous operating clocks
- Servo Corp. of America**
New Hyde Park, N. Y., 20-20 Jericho Turnpike; E. Andreasson, coml sls admin; Tel.: Fieldstone 7-2810
Products: vhf audio monitoring receiver
- Setchell-Carlson Inc.**
New Brighton, St. Paul 12, Minn., 330 5th Ave.; H. E. Tyler, gen mgr; Tel.: Midway 6-8877
Products: monitors
- Shallcross Mfg. Co.**
Collingdale, Pa., Jackson & Pusey Aves.; John S. Shallcross, pres; Tel.: Farragut 9-5100
Products: kilovoltmeter multiplier for measuring high voltage delay lines; resistors
- Shure Brothers Inc.**
Chicago 10, Ill., 225 W. Huron St.; V. Machin, vp; Tel.: Delaware 7-4550
Products: microphones
- Sierra Electronic Corp.**
San Carlos, Calif., 1050 Brittan Ave.; C. A. Walter Jr., sls engr; Tel.: Lytell 1-0711
Chicago, Ill., 4949 W. Diversey; L. F. Green, mgr; Tel.: National 2-2370
Dallas, Tex., P. O. Box 7084; Earl Lipscomb, mgr; Tel.: Elmhurst 5345
Denver, Colo., 446 Broadway; R. Bowen, mgr; Tel.: Sherman 4-2501
Detroit, Mich., 15310 W. McNichols Rd.; S. Sterling, mgr; Tel.: Broadway 3-9200
Ft. Myers, Fla., P.O. Box 466; Arthur Lynch, mgr; Tel.: Edison 4-4431
High Point, N. C., Security Bank Bldg.; John Bivins, mgr; Tel.: 3672
Los Angeles, Calif., 7422 Melrose Ave.; Norm Neely, mgr; Tel.: Webster 3-9201
New York, N. Y., 103 Lafayette St.; Roland Reisle, mgr; Tel.: Digby 9-1240
St. Louis, Mo., 5506 S. Kingshighway; Harold Harris, mgr; Tel.: Flanders 1-5584
San Francisco, Calif., 301 Clay St.; O. C. Hansen, mgr; Tel.: Exbrook 2-5112
Seattle 99, Wash., 120 W. Thomas; Ron Merritt, mgr; Tel.: Garfield 6644
Toronto, Ont., Can., 50 Wingold Ave.; S. L. Janikun, mgr; Tel.: Russell 1-6174
Products: monitors, directional couplers
- Mark Simpson Mfg. Co. Inc.**
Long Island City 3, N. Y., 32-28 49th St.; Mrs. Miryam Simpson, vp; Tel.: Yellowstone 2-3400
Products: automatic all-channel and tunable vhf boosters
- Skyline Tower Co.**
Chicago 29, Ill., 2436 W. 59th Street; W. E. Smith, pres; Tel.: Walbrook 5-1288
Products: towers
- Small Motors Inc.**
Chicago 14, Ill., 2076 Elston Ave.; R. R. Cook, pres; Tel.: Armitage 6-6900
Products: blowers
- Rawdon Smith Associates Inc.**
Wash. 7, D. C., 2217 M St., N. W.; F. R. Smith, mgr; Tel.: District 7-1970
Products: tape duplication equipment
- Sonic Recording Products Inc.**
Freeport, N. Y., 58 Mill Rd.; A. Snyder, sls mgr; Tel.: 8-3610
Products: recording discs
- Sonocrast Corp.**
New York 36, 115 W. 45th St.; H. H. Oppenheimer, mgr; Tel.: Judson 2-1750
Products: sound and recording equipment
- S.O.S. Cinema Supply Corp.**
New York 19, N. Y., 602 W. 52nd St.; Joseph A. Tanney, pres; Tel.: Plaza 7-0440
Hollywood 28, Calif., 6331 Hollywood Blvd.; Alan C. Macauley, western rep; Tel.: Hollywood 7-9202
Products: animation stands, boom, microphones, camera pods, film edge numbering machines, film editing equipment, film lab equipment, film printers, processors, lighting equipment, motors, cameras, readers, sound, film, synchronizers, film, fitters, film fitting machines, hot press
- Sound Apparatus Co.**
Stirling, N. J., Main & Morris Sts.; E. T. Rice, sls mgr; Tel.: Millington 7-0600
Products: graphic sound recorders, tools.
- South Bend Lathe Works**
South Bend 22, Ind., 425 E. Madison St.; N. D. Jackson, adv dept; Tel.: 2-3311
Products: Lathes, drill presses, bench shapers, tool grinders, accessories
- South River Metal Products Co. Inc.**
South River, N. J.; M. L. Roth, sls mgr; Tel.: 6-2330
Products: antenna mounting accessories, magnesium ladders, steel and aluminum guy wire, hardware, stampings for chassis, mast tubing, ground rods, grounding wire and clamps
- Stainless Inc.**
North Wales, Pa., 3rd St. & Montgomery Ave.; H. J. Guziewicz, vp & sls mgr; Tel.: 4871
Manhasset, L. I., N. Y., 200 Plandome Rd.; H. J. Guziewicz, mgr; Tel.: 7-5961
Products: towers and reflectors
- Stancil-Hoffman Corp.**
Hollywood 38, Calif., 921 N. Highland Ave.; W. V. Stancil, pres; Tel.: Hollywood 4-7461
- Chicago 40, Ill., 5858 Sheirdan Rd.; M. J. Cudahy, mgr; Tel.: Sunnyside 4-5858
Evanston, Ill., 220 Kedzie St.; W. B. Cozzens, mgr; Tel.: Davis 8-4800
Honolulu 14, 1545 S. Beretania; T. Y. Takase, mgr; Tel.: 9-3769
Stamford, Conn., 200 Fifth St.; H. J. Geist, mgr; Tel.: 4-7300
Toronto 5, Ont., Can., 447 Jarvis St.; S. W. Caldwell, mgr; Tel.: WA 2-2103
Products: magnetic motion picture sound recording equipment, synchronous and electrical drive systems for cameras and projectors
- Standard Electronics Corp.**
Newark 5, N. J., 285 Emmet St.; W. H. Fillger, vp; Tel.: Bigelow 3-5540
Atlanta, Ga., 478 Overbrook Dr.; S. P. Jenkins, mgr sls rep; Tel.: Atwood 0710
Los Angeles 36, Calif., 432 S. Curson Ave.; L. E. Pett, mgr sls mgr; Tel.: Webster 1-4382
Washington 6, D. C., 1026 17th St., N. W.; James T. Campbell, mgr sls engr; Tel.: Republic 7-2246
Products: transmitters, studio control equipment, cameras, sync generators, dummy loads, audio and video switching gear, amplifiers
- Stephens Mfg. Corp.**
Culver City, Calif., 8538 Warner Dr.; T. Kunda, sls dept; Tel.: Texas 0-3775
Products: loudspeakers, microphones, amplifiers, transmitters
- Stromberg-Carlson Co.**
Rochester 3, N. Y., 100 Carlson Rd.; C. J. Hunt, vp radio-tv; Tel.: Culver 0260
Products: receivers
- Studio Television Products Sales Corp.**
New York 36, N. Y., 11 W. 42nd St.; J. W. Newton, pres.; Tel.: Oxford 5-2199
Products: pneumatic camera, crank and clamp operated dollies, dolly bases, tripods, mike booms, turntables, swivel viewfinder hood, camera equipment, microphone shock mounts, test pattern stands
- Swager Tower Co.**
Angola, Ind., Box 203; W. E. Swager, owner; Tel.: 8167 L
Products: antenna towers
- Sylvania Electric Products Inc.**
New York 19, 1740 Broadway; Donald W. Gunn, gen sls mgr; Tel.: Judson 6-2424
Chicago, 2001 N. Cornell Ave. (Melrose Park, Ill.); L. A. Wheelock, mgr; Tel.: Esterbrook 9-2525
Cincinnati, Terrace Plaza Bldg.; J. T. Mallen, mgr; Tel.: Garfield 1550
Los Angeles, 2936 E. 46th St., F. E. Gilbert, mgr; Tel.: Logan 5-8121
Teterboro, N. J., 1000 Huyler St.; L. S. Raynor, dist mgr; Tel.: LA 4-1253
Products: receiving, picture tubes, crystal diodes, transistors, sockets, connectors, plugs, tungsten, parts, chemicals, test equipment
- T**
- Tarc Electronics Inc.**
Westbury, L. I., N. Y., 39 Urban Ave.; M. L. Singer, exec vp; Tel.: Edgewood 4-3900
Products: broadcasting and test equipment for color and monochrome
- Sarkes Tarzian Inc., Broadcast Equipment Div.**
Bloomington, Ind., 539 S. Walnut; Biagio Presti, sls mgr; Tel.: 7251
Products: uhf transmitters, vidicon film chain and studio equipment, sync generators, film projectors, automatic slide projectors, monitors, switching systems, audio control, racks, distribution amps, microwave stl trp, power supplies
- Technical Appliance Corp.**
Sherburne, N. Y., 1 Taco St.; T. Lundahl, vp & dir sls; Tel.: 7-2211
Products: heavy duty receiving antennas
- Technicraft Labs. Inc.**
Thomaston, Conn., Waterbury-Thomas Rd.; G. R. Houk, sls mgr; Tel.: Atlas 3-4315
Products: waveguides, microwave test components
- Technology Instrument Corp.**
Acton, Mass., 531 Main St.; H. L. Gray, mgr; Tel.: Colonial 3-7711
North Hollywood, Calif., 11020 Sherman Way; J. M. Looney, Tel.: Poplar 5-8620
Products: vacuum tube voltmeters, rf oscillators
- Tektronix Inc.**
Portland 7, Ore., P. O. Box 831; W. K. Dallas, field eng mgr; Tel.: Cypress 2-2611
Baltimore 14, 8118 Harford Rd.; F. J. Hart, mgr; Tel.: Enterprise 1-6023
Bronxville 8, N. Y., 49 Pondfield Rd.; J. J. Cassidy, mgr; Tel.: Bronxville 2-3266
Newtonville 60, Mass., 18 Austin St.; J. E. Day, mgr; Tel.: Lasell 7-2212
Philadelphia 38, 7709 Ogontz Ave.; F. K. Frost, mgr; Tel.: Waverly 4-5678
Syracuse 10, N. Y., 313 Nottingham Rd.; G. Edens, mgr; Tel.: 72-3339
Products: oscilloscopes and adaptors; square-wave generators; waveform monitors
- Teledrome, Inc.**
Amityville, N. Y., 632 Merrick Rd.; H. C. Riker, vp & sls mgr; Tel.: 4-4446
Products: complete equipment for generating color bars, creating encoded and composite pictures from transparencies; color signal certification, transmission reception, monitoring and analysis of color pictures, telemetering, and research and development instruments
- Telectrosonic Corp.**
Long Island City 1, N. Y., 35-18 37th St.; David Libsohn, sls mgr; Tel.: Yellowstone 2-8600
Products: magnetic tape recorders

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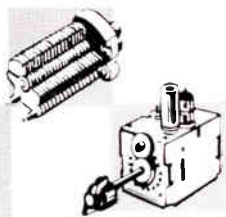
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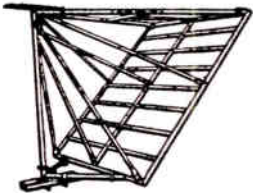
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Products: receivers
Teleprompter of Canada Ltd.
Toronto 5, Ont., Canada, 447 Jarvis St.; S. W. Caldwell; Tel.: Walnut 2-2103
Products: teleprompter service
Teleprompter National Sales Corp.
New York 36, N. Y., 300 W. 43rd St.; H. W. Hobler, vp; Tel.: Judson 2-3800
Chicago, Ill., 177 N. State St.; Ted Boismeu, mgr; Tel.: Franklin 2-8826
Los Angeles, Calif., 6151 Santa Monica Blvd.; George Kane, mgr; Tel.: Hollywood 9-6239
Washington, D. C., 1346 Conn. Ave., N. W.; Fred Barton, mgr; Tel.: Columbus 5-3161
Toronto, Ont., Can., 447 Jarvis St.; S. W. Caldwell, mgr; Tel.: Walnut 2-2103
Products: cueing equipment miscellaneous, rear screen projection equipment, automation equipment, studio equipment
Television Specialty Co. Inc.
New York 1, N. Y., 350 W. 31st St.; T. B. Haney, gen mgr; Tel.: Longacre 4-2334
Brevard, N. C., Sapphire Manor G-1; Arthur Whiteside, mgr; Tel.: Turner 3-2782
El Monte, Calif., 1914 N. Cogswell Rd.; E. J. Baughman, mgr; Tel.: Forest 0-7586
Toronto, Ont., Can., 447 Jarvis St.; S. W. Caldwell, mgr; Tel.: Wa 2-2103
Products: rear screen projector, lighting equipment, studio booms, dollies, used equipment
Television Utilities Corp.
New Hyde Park, L. I., N. Y., 1315 Jericho Turnpike; A. E. Siegel, mgr; Tel.: Floral Park 4-0408
Products: video and recording monitors, amplifiers, tuning devices, voltage regulators, video monitors, video distribution amplifier, and video line amplifiers, video tuning devices for remote control, recording monitors, voltage regulators
Television Zoomar Corp.
New York 36, N. Y., 500 5th Ave.; J. A. Pegler, pres; Tel.: Bryant 9-5835
Products: lenses
Telex, Inc.
St. Paul 8, Minn., 1633 Eustis; J. R. Anderson, sls mgr; Tel.: Nestor 7211
Products: headsets
Tel-Instrument Co. Inc.
Carlstadt, N. J., 728 Garden St.; E. W. Brinkerhoff, vp-sls mgr; Tel.: Webster 9-9520
Products: test equipment, studio equipment for monochrome and color
Terminal Radio Corp.
New York 7, 85 Cortlandt St.; Frank Miller, sec; Tel.: Worth 4-3311
Products: electronic equipment
Tower Construction Co.
Sioux City 5, Iowa, 2700 Hawkeye Dr.; M. M. Lasensky, owner; Tel.: 5-7653
West Hyattsville, Md., 6640 23rd Ave.; Frank Little, mgr; Tel.: Harrison 2-3515
Products: towers, passive reflectors, erection service
Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, pres; Tel.: Trinity 7303
Products: guyed towers, erect, install, antennas
Trad Television Corp.
Asbury Park, N. J., 1001 First Ave.; George Trad, pres; Tel.: Prospect 6-7445
Products: theatre television, home receivers, mobile projection television, coin operated television
Transistor Products, Inc.
Waltham 54, Mass., 241-257 Crescent St.; E. F. Giguere, sls dir; Tel.: 5-9330
Products: diodes
Trans-Lux Corp.
New York 20, N. Y., 1270 Ave. of the Americas; B. W. Roth, sls dir; Tel.: Circle 7-4970
Brooklyn, N. Y., 162 13th St.; D. F. Newman, mgr
Torrance, Calif., 1111 W. Sepulveda Blvd.; R. C. Stewart
Products: rear screen projectors, screens and frames
Tressel Television Productions Inc.
Chicago 3, Ill., 111 W. Washington St.; F. Tracey, gen sls mgr; Tel.: Financial 6-2976
Phoenix, Ariz., 906 E. Amelia; E. Morris, mgr; Tel.: Crestwood 4-7403
Products: projectal remote controlled automatic slide and opaque projector with multiplexer designed for use with iconoscope and vidicon; also V color
John D. Trilsch, Inc.
Houston 2, 1310 McKinney Ave.; J. Gillespie, vp; Tel.: Atwood 9351
Products: towers
The Triplett Electrical Instrument Co.
Bluffton, Ohio, 286 Harmon Rd.; N. A. Triplet, sls mgr; Tel.: 323-W
Products: signal generators, oscilloscopes, color bar generators, v-o-m's, dot bar generator, vacuum tube voltmeters, tube testers
Truscon Steel, Div. Republic Steel Corp.
Youngstown 1, Ohio, Albert St.; G. F. Bateson, sls mgr, steel joist & tower products; Tel.: Riverside 6-7211
Atlanta 3, Ga., Rhodes-Haverty Bldg.; P. L. White, mgr; Tel.: Cypress 5824
Baltimore 5, Md., 4600 E. Monument St.; W. S. Reeves, mgr; Tel.: Eastern 7-1717
Birmingham 3, Ala., American Life Bldg.; E. H. Nichols, mgr; Tel.: 3-0201
Boston 27, Mass., 307 Dorchester Ave.; C. H. Watt, mgr; Tel.: South Boston 8-2420-1-2
Buffalo 3, N. Y., Rand Bldg.; R. A. Bohling, mgr; Tel.: Madison 5767-8-9
Charleston, W. Va., Atlas Bldg.; J. L. Thomas, mgr; Tel.: 2-4137

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Chicago 6, Ill., 201 N. Wells St.; A. C. Heimerdinger, mgr; Tel.: Franklin 2-4600
Cleveland 15, Ohio, Hanna Bldg. Annex; L. F. Stormont, mgr; Tel.: Superior 1-9010
Dallas 1, Texas, 2900 Routh St.; H. T. Swanson, mgr; Tel.: Randolph 8044
Denver 2, Colo., Patterson Bldg.; C. P. Romig, mgr; Tel.: Main 3-5193
Detroit 26, Mich., Park Ave. Bldg.; C. T. Oakley, mgr; Tel.: Woodward 1-3830
Greensboro, N. C., Jefferson Standard Bldg.; R. B. Smith, mgr; Tel.: 2-1136-7
Indianapolis 7, Ind., 398 Division St.; C. J. Woerner, mgr; Tel.: Melrose 2-5451
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, mgr; Tel.: Harrison 3673
Little Rock, Ark., Union Life Bldg.; F. W. Schroeder, mgr; Tel.: Franklin 2-2166
Los Angeles 22, Calif., 5424 E. Slauson Ave.; N. J. Cavalier, mgr; Tel.: Raymond 3-1375
Miami, Fla., 46 N. E. Sixth St.; W. L. Spear, mgr; Tel.: 2-2706
Minneapolis 2, Minn., Baker Bldg.; J. W. Davies, mgr; Tel.: Main 5537
Newark 2, N. J., Griffith Bldg.; E. A. Spiegel, mgr; Tel.: Mitchell 3-1500
New Orleans 12, La., Natl. Bk. of Comm. Bldg.; J. F. Globber, mgr; Tel.: Raymond 6193
Long Island City 1, N. Y., 48-18 Northern Blvd.; C. D. Loveland, mgr; Tel.: Astoria 4-2410
Oklahoma City 4, Okla., 1640 W. Main St.; J. J. Gilgr, mgr; Tel.: Central 2-2113-4
Omaha 2, Neb., Insurance Bldg.; J. R. Rippey, mgr; Tel.: Harney 7353
Philadelphia 3, Pa., Architects Bldg.; W. H. Hoge-land, mgr; Tel.: Locust 7-6310
Phoenix, Ariz., 221 E. Camelback Rd.; R. A. Johnson, mgr; Tel.: Crestwood 4-5421
Portland 12, Ore., 2139 N. Kerby Ave.; J. L. Ruth, mgr; Tel.: Trinity 1153
Richmond, Va., 122 N. 8th St.; K. J. Wolaver, mgr; Tel.: 74511
San Francisco 5, Calif., 16 Beale St.; Hal Waller, mgr; Tel.: Yukon 2-4680
Seattle 99, Wash., 107 W. Harrison St.; Norman Field, mgr; Tel.: Garfield 7800
Washington 5, D. C., Investment Bldg.; F. W. Youry, mgr; Tel.: District 7-0883
Products: towers
The Turner Co.
Cedar Rapids, Iowa, 909 17th St., N. E.; H. M. Murdock, sls mgr; Tel.: 3-8144
Products: microphones, vhf boosters
T-V Products Co.
Springfield Gardens 13, N. Y., 145-68 228 St.; Elliott March, sls mgr; Tel.: Laurelton 7-3500
Products: receiving antennas, accessories
The Ucinite Co., Div. United-Carr Fastener Corp.
Newtonville 60, Mass., 459 Watertown St.; G. V. Sweetnam, sls mgr; Tel.: Lasell 7-8400
Chicago, 1026 S. Homan Ave.
Cleveland, 1468 W. 9th St.
Los Angeles, 1709 W. 8th St.
New York, 15 E. 26th St.
Philadelphia, 3701 N. Broad St.
Products: component parts for receivers. Tuner wafers, anode connectors, tube caps, corona shields, miscellaneous connectors and metal stampings

U

United States Motors Corp.
Oshkosh, Wis., 420 Nebraska St.; L. D. Meeker, sls dir; Tel.: Blackhawk 9100
Products: standby engine-generator sets; micro-power
U. S. Recording Co.
Washington 5, D. C., 1121 Vermont Ave. N.W.; E. Rosen, sls mgr; Tel.: Lincoln 3-2705
Products: complete studio facilities for recording both tape and transcriptions
United Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, mgr; Tel.: 3347
Products: supporting antenna and microwave towers
United Transformer Co.
New York 13, N. Y., 150 Varick St.; I. A. Mitchell, pres; Tel.: Algonquin 5-3500
Los Angeles 45, Calif., Box 45158 Airport Station; A. Kornblum, mgr; Tel.: Republic 1-6313
Products: transformers, reactors, filters, equalizers, inductors
Universal General Corp.
New York 13, N. Y., 324 Canal St.; M. Greenberg, pres; Tel.: Walker 5-9642
Products: relays, other control parts
University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kensico Ave.; L. J. Epstein, mgr; Tel.: 6-7700
Products: loudspeakers, network components

V

Varian Associates
Palo Alto, Calif., 611 Hansen Way; W. M. Silhavy, sls mgr; Tel.: Davenport 5-5631
Products: high power three resonator klystron amplifiers and waterloads for uhf transmitters
Joseph Vasconcellos, Inc.
Long Island City 1, N. Y., 43-15 Dutch Kills St.; Joseph Vasconcellos, pres; Tel.: Stillwell 4-8356
Burbank, Calif., 3816 W. Magnolia Blvd.; M. A. Fusco, mgr; Tel.: Victoria 9-3026
Products: curtain and cyclorama track, tee-track and wire guide counterweight rigging, turntables, microphone boom dollies, monitor racks, paint frames, etc.

Vulcan Tower Co.
Birmingham 1, Ala., P. O. Box 2467; W. J. Brennan, partner; Tel.: 54-4441
Washington, D. C., 3738 Kanawha St. N.W.; W. E. Bennis, Jr., mgr; Tel.: Emerson 2-8071
Products: towers

W

Wallach & Associates, Inc.
Cleveland 18, Ohio, 1532 Hillcrest Rd.; Charles Wallach, sls mgr
Products: disc, tape, film storage cabinets

The Ward Products Corp., Div. of the Gabriel Co.
Ashtabula, Ohio, 4710 State St.; L. H. Kline, gen sls & merchandise mgr; Tel.: 23-161
Products: antennas, masts, hardware

Ware Coupling & Nipple Co.
Ware, Mass., Milner St.; D. W. Howe Jr., mgr; Tel.: 905
Products: remote control equipment, conelrad alert system, audio control amplifiers

Warren Wire Co.
Pownal, Vt.; F. W. Kunzelmann sls mgr; Tel.: 2511
Products: copper magnet wire, coated glass insulating fabrics, tapes, yarns

Washington Aluminum Co., Inc.
Baltimore 29, Knecht Ave. & Penna. R. R.; Malcolm Melvin, sls mgr; Tel.: Arbutus 2700
New York 17, 342 Madison Ave.; Frank Crofutt, mgr; Tel.: Murray Hill 7-0926
San Francisco 11, 37 California St.; M. J. Gigy, mgr; Tel.: Yukon 6-2803
Montreal 3, Canada, 637 Craig St., W.; A. A. Desmarias, mgr; Tel.: University 6-3529
Products: aluminum gin poles for tower erection

West Coast Electronics Co.
Los Angeles 16, 5873 West Jefferson Blvd.; John P. Dally, mgr; Tel.: Texas 0-7211
Products: chassis

Westinghouse Electric Corp.
Metuchen, N. J., Rt. 27 & Vineyard Rd.; R. L. Sandefur, sls mgr; Tel.: 6-5000
Atlanta 3, Ga., 684 W. Peachtree St., N. E.; J. C. Drewry, southeastern reg mgr; Tel.: Emerson 5635
Chicago 54, Ill., Merchandise Mart; R. W. Eckman, northwestern reg mgr; Tel.: Whitehall 4-3860
Cleveland 14, Ohio, 1740 E. 12 St.; L. S. McLeod, reg mgr; Tel.: Tower 1-7100
New York 17, N. Y., 405 Lexington Ave.; R. J. McCusker, eastern sls mgr; Tel.: Murray Hill 6-5258
Philadelphia, Pa., 1300 Belmont Ave.; S. F. Myers, mid-atlantic reg mgr; Tel.: Greenwood 7-7350
San Francisco, Calif., 1355 Market St.; W. P. Frost, pacific reg mgr; Tel.: Hemlock 1-5030
St. Louis 1, Mo., 411 N. 7th St.; J. E. Hoag Jr., southwestern reg mgr; Tel.: Central 1-1120
Products: receivers

Weston Electrical Instrument Corp.
Newark 5, N. J., 614 Frelinghuysen Ave.; H. M. Ricks, gen sls mgr; Tel.: Bigelow 3-4700
Chicago 6, 205 W. Wacker Dr.; C. G. Miller, mgr; Tel.: Franklin 2-4656
New York 7, 50 Church St.; W. J. Healey, mgr; Tel.: Worth 4-3510
Washington 11, D. C., 6230 Third St. N. W.; L. F. Parachini, mgr; Tel.: Tuckerman 2-2414
Products: insulation, circuit testers; vacuum tube voltmeters; electronic test equipment; vu and db meters; panel instruments, analyzer, calibrators, tube testers, oscilloscopes

Wickes Engineering & Construction Co.
Camden 4, N. J., 12th & Ferry Ave.; J. W. Million Jr., vp; Tel.: Woodlawn 4-4912
Products: color video monitor, multi-burst generator, crossover filter, convergence dot generator, amplitude linearity tester, envelope delay tracer, pulse distribution amplifier, color phase analyzer, color bar generators, network synthesizer, interlace signal generator, color coder, regulated power supplies, phase display equipment and vector display equipment

Wilcox-Gay Corp.
Charlotte, Mich.; L. M. Sandwick, mgr; Tel.: 485
Brooklyn 1, N. Y., 79 Washington St.; M. Raphael, mgr; Tel.: Ulster 2-6000
Chicago 10, 743 N. LaSalle St.; R. Jenkins, mgr; Tel.: Whitehall 4-0077
Los Angeles, 2772 W. Olympic Blvd.; B. R. Ross, mgr; Tel.: Dunkirk 1783
Products: magnetic tape, and disc, disc blanks, cutting and playback needles

Willys Motors, Inc., Electronics Div.
Toledo 1, 6225 Benore Rd.; A. R. Bitter, mgr, tv dept.; Tel.: Pontiac 1591
Arlington 2, Va., Box 3079, Eads Sta.; J. C. Lauderback, mgr; Tel.: Otis 4-6950
Products: cameras, camera controls, switcher-fader sync generator, master monitor, power supply, mobile equipment, audio equipment of studio

Wincharger Corp.
Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, mgr, antenna tower dept.; Tel.: 2-1844
Products: guyed towers

Wind Turbine Co.
West Chester, Pa., E. Market & Pa. R. R.; R. W. Weeks, pres; Tel.: 3110
Products: installation guyed and microwave relay towers, ground systems, transmission lines

Z

Wright Zimmerman, Inc.
New Brighton, St. Paul 12, Minn.; J. D. Zimmerman, pres; Tel.: Nestor 8877
Products: speakers

Zenith Radio Corp.
Chicago 39, Ill., 6001 W. Dickens Ave.; L. C. Truesdell, vp-dir sls; Tel.: Berkshire 7-7500
Products: receivers, phonographs

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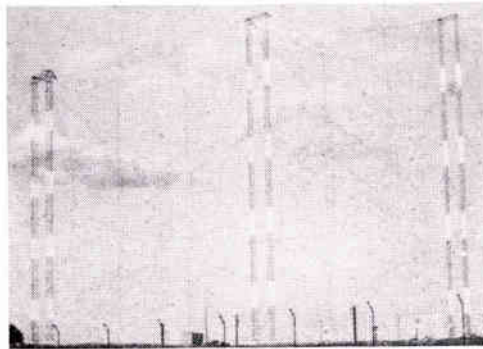
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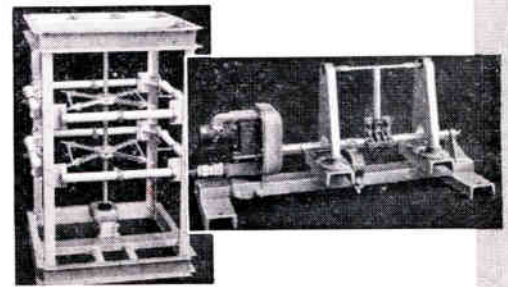
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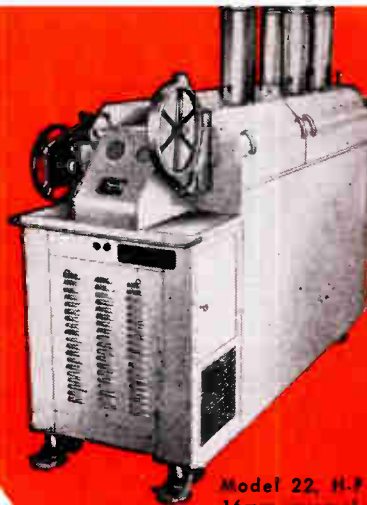
WIND TURBINE COMPANY, West Chester, Pa.

In Canada: THE WIND TURBINE COMPANY OF CANADA, LTD., Toronto 9, Ontario

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**HOW TO APPLY
FOR A BROADCAST STATION LICENSE**

Pertaining to Am, Fm, Tv and Related Services

Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (am), frequency modulation (fm), or television (tv) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Practice

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Reports & Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 386, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the Office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

and Procedure," while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services," and "Standards of Good Engineering Practice" for am stations.

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for am, fm, or tv broadcast.

Selecting a Frequency

Standard (am) broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; station of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an am frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial fm station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for fm stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational Fm Broadcast Service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial tv stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational tv operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers am, fm and tv broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.



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THE HAMMER TEST!

With the Model "333" used as hammer, seven nails were driven into a 2" x 4" hardwood block—without affecting the performance of this rugged microphone.

Here's proof that the Shure "333" can take punishment. This compact, beautifully designed, unidirectional microphone will take the most severe abuse that can be encountered in broadcasting operations—and still operate perfectly.

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The Model "333" has a smooth, peak-free response—production uniformity guaranteed to plus or minus 2½ db—from 30 to 15,000 c.p.s. The patented Shure "Uniphase" acoustic system and the ultra-cardioid polar pattern result in a 73% reduction in random noise energy pickup—important features for both remote and studio use.



AN EVEN MORE DESTRUCTIVE TEST!

The identical microphone, mounted on a floor stand, was crashed onto the bare floor. This was done six times—still no noticeable change in the performance of the "333"!



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The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another am or fm broadcast station; or that the minimum separation requirements for tv stations are not met; or if other serious questions of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediate adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 60 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

All competing applications for the same facility are required to be on file at least 60 days before the start of the scheduled hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by the examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply

for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new clause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

Am, fm and tv broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to July 15, 1955.

Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocation and Assignment of Frequencies

§3.603. Numerical designation of television channels.

Channel No.	Frequency band (Megacycles)	Channel No.	Frequency band (Megacycles)
2	54-60	43	644-650
3	60-66	44	650-656
4	66-72	45	656-662
5	76-82	46	662-668
6	82-88	47	668-674
7	174-180	48	674-680
8	180-186	49	680-686
9	186-192	50	686-692
10	192-198	51	692-698
11	198-204	52	698-704
12	204-210	53	704-710
13	210-216	54	710-716
14	470-476	55	716-722
15	476-482	56	722-728
16	482-488	57	728-734
17	488-494	58	734-740
18	494-500	59	740-746
19	500-506	60	746-752
20	506-512	61	752-758
21	512-518	62	758-764
22	518-524	63	764-770
23	524-530	64	770-776
24	530-536	65	776-782
25	536-542	66	782-788
26	542-548	67	788-794
27	548-554	68	794-800
28	554-560	69	800-806
29	560-566	70	806-812
30	566-572	71	812-818
31	572-578	72	818-824
32	578-584	73	824-830
33	584-590	74	830-836
34	590-596	75	836-842
35	596-602	76	842-848
36	602-608	77	848-854
37	608-614	78	854-860
38	614-620	79	860-866
39	620-626	80	866-872
40	626-632	81	872-878
41	632-638	82	878-884
42	638-644	83	884-890

(b) In the Territory of Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for non-broadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territory of Hawaii for use by television broadcast stations.

Channel Utilization

§3.606. Table of Assignments. (a) The following Table of Assignments contain the channels assigned to the listed communities in the United States, its Territories, and Possessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

EDITOR'S NOTE: See Summary of TV Allocations, Applications, Assignments, page 406.

§3.607. Availability of channels.—(a) Subject to the provisions of subparagraph (b) herein, appli-

cations may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. In addition, a channel assigned to a community listed in the Table of Assignments and not designated for use by noncommercial educational stations only, is available upon application in any other community within 15 miles thereof which, although listed in the Table, is assigned only a channel designed for use only by noncommercial educational stations. Where channels are assigned to two or more communities listed in combination in the Table of Assignments the provisions of this paragraph shall apply separately to each community so listed. The distance between communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States." If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 (d).

§3.610. Separations. The following provisions relate to assignment separations and station separations. Petitions to amend the Table of Assignments (other than those also expressly requesting amendment of this subparagraph) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in the following subparagraphs.²

(a) Minimum co-channel assignment and station separations:

(1) Zone	Channels 2-13	Channels 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

(i) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallel 29½° and 45½°; North American datum): Beginning at the most easterly point of the state boundary line between North Carolina and

¹This publication may be purchased from the Government Printing Office, Washington, D. C.

²Licensees and permittees of television broadcast stations which were operating on April 14, 1952, pursuant to one or more separations below those set forth in Section 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Section 3.610. Thereafter, the provisions of said Section shall be applicable.

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Virginia; thence in a straight line to a point on the Virginia-West Virginia boundary line located at North Latitude 37° 49' and West Longitude 80° 12' 30"; thence westerly along the southern boundary lines of the States of West Virginia, Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern State boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Appendix I, Figure 1.)

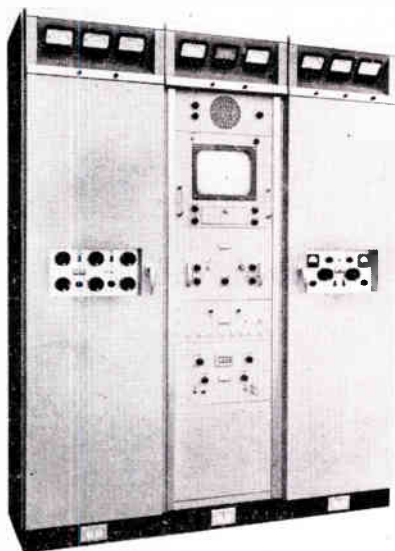
(ii) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(iii) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum), beginning at a point on the east coast of Georgia and the 31st parallel and ending at the United States-Mexican border, consisting of arcs drawn with a 150 miles radius to the north from the following specified points

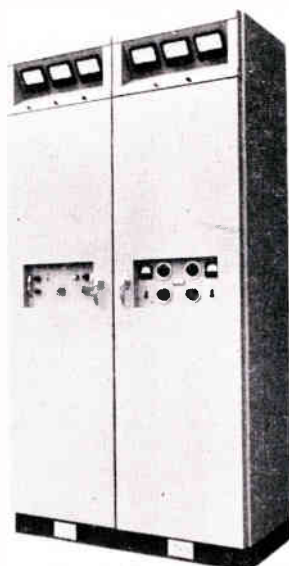
North Latitude	West Longitude
a) 29°40'	83°24'
b) 30°07'	84°12'
c) 30°31'	86°30'
d) 30°48'	87°58'30"
e) 30°05'	90°38'30"
f) 30°04'30"	93°19'
g) 29°46'	95°05'
h) 28°43'	96°39'30"
i) 27°52'30"	97°32'

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II.

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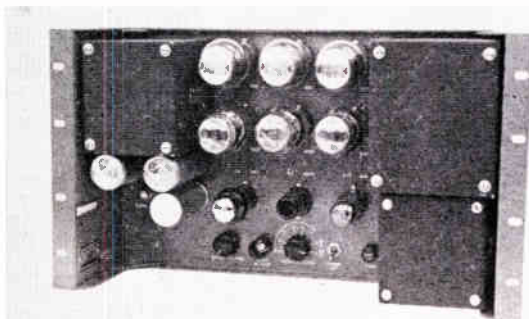
UST-150 TV Transmitter, 150 watts peak visual power, UHF Channels 14 to 83.



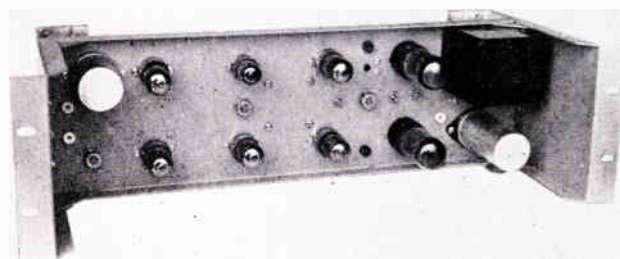
VST-150 TV Transmitter, 150 watts peak visual power, VHF Channels 2 to 13.



M-16 Master Monitor. High quality picture and wave form display.

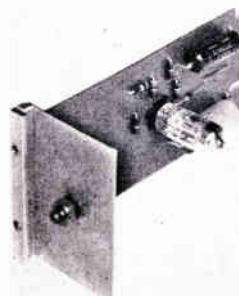


PS-12C regulated 280 v. d-c, 600 ma. standard TV power supply.




VA-19 video clamp and sync mixing amplifier.

Whatever your requirements for TV equipment, either complete systems or component units, check with Adler Communications Laboratories first.



VA-17 switchpoint used in printed circuit, plug-in, modular construction, electronic video switching and distribution systems.



ACL PRODUCTS, INC.

TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORIES
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(b) Minimum assignment and station adjacent channel separation applicable to all Zones:

(1) Channels	Channels
2-13	14-83
60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels. (See Section 3.603.)

(c) In additions to the foregoing, the following minimum assignment and station separations between stations on Channels 14-83, inclusive, must be met in either rule-making proceedings looking toward the amendment of the Table of Assignments or in licensing proceedings. No channel listed in column (1) will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in these columns and parallel with the channel in column (1)³

(d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermodulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscillator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	29	30
16	24	14,18-21	15,17	23	30	31
17	25	14-15,19-22	16,18	24	31	32
18	26	14-16,20-23	17,19	25	32	33
19	27	14-17,21-24	18,20	26	33	34
20	28	15-18,22-25	19,21	27	34	35
21	29	16-19,23-26	20,22	28,14	35	36
22	30,14	17-20,24-27	21,23	29,15	36	37
23	31,15	18-21,25-28	22,24	30,16	37	38
24	32,16	19-22,26-29	23,25	31,17	38	39
25	33,17	20-23,27-30	24,26	32,18	39	40
26	34,18	21-24,28-31	25,27	33,19	40	41
27	35,19	22-25,29-32	26,28	34,20	41	42
28	36,20	23-26,30-33	27,29	35,21	42,14	43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,14
30	38,22	25-28,32-35	29,31	37,23	44,16	45,15
31	39,23	26-29,33-36	30,32	38,24	45,17	46,16
32	40,24	27-30,34-37	31,33	39,25	46,18	47,17
33	41,25	28-31,35-38	32,34	40,26	47,19	48,18
34	42,26	29-32,36-39	33,35	41,27	48,20	49,19
35	43,27	30-33,37-40	34,36	42,28	49,21	50,20
36	44,28	31-34,38-41	35,37	43,29	50,22	51,21
37	45,29	32-35,39-42	36,38	44,30	51,23	52,22
38	46,30	33-36,40-43	37,39	45,31	52,24	53,23
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24
40	48,32	35-38,42-45	39,41	47,33	54,26	55,25
41	49,33	36-39,43-46	40,42	48,34	55,27	56,26
42	50,34	37-40,44-47	41,43	49,35	56,28	57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,29
45	53,37	40-43,47-50	44,46	52,38	59,31	60,30
46	54,38	41-44,48-51	45,47	53,39	60,32	61,31
47	55,39	42-45,49-52	46,48	54,40	61,33	62,32
48	56,40	43-46,50-53	47,49	55,41	62,34	63,33
49	57,41	44-47,51-54	48,50	56,42	63,35	64,34
50	58,42	45-48,52-55	49,51	57,43	64,36	65,35
51	59,43	46-49,53-56	50,52	58,44	65,37	66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54	62,46	49-52,56-59	53,55	61,47	68,40	69,39
55	63,47	50-53,57-60	54,56	62,48	69,41	70,40
56	64,48	51-54,58-61	55,57	63,49	70,42	71,41
57	65,49	52-55,59-62	56,58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59	67,51	54-57,61-64	58,60	66,52	73,45	74,44
60	68,52	55-58,62-65	59,61	67,53	74,46	75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62	70,54	57-60,64-67	61,63	69,55	76,48	77,47
63	71,55	58-61,65-68	62,64	70,56	77,49	78,48
64	72,56	59-62,66-69	63,65	71,57	78,50	79,49
65	73,57	60-63,67-70	64,66	72,58	79,51	80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51
67	75,59	62-65,69-72	66,68	74,60	81,53	82,52
68	76,60	63-66,70-73	67,69	75,61	82,54	83,53
69	77,61	64-67,71-74	68,70	76,62	83,55	84
70	78,62	65-68,72-75	69,71	77,63	84	85
71	79,63	66-69,73-76	70,72	78,64	85	86
72	80,64	67-70,74-77	71,73	79,65	86	87
73	81,65	68-71,75-78	72,74	80,66	87	88
74	82,66	69-72,76-79	73,75	81,67	88	89
75	83,67	70-73,77-80	74,76	82,68	89	90
76	84	71-74,78-81	75,77	83,69	90	91
77	85	72-75,79-82	76,78	84	91	92
78	86	73-76,80-83	77,79	85	92	93
79	87	74-77,81-84	78,80	86	93	94
80	88	75-78,82-85	79,81	87	94	95
81	89	76-79,83	80,82	88	95	96
82	90	77-80	81,83	89	96	97
83	91	78-81	82	90	97	98

Power and Antenna Height

§3.614. Power and antenna height requirements.—(a) Minimum requirements. Applications will not be accepted for filing if they specify less than —10 dbk (100 watts) visual effective radiated power in any horizontal direction. No minimum antenna height above average terrain is specified.

(b) Maximum power. Applications will not be accepted for filing if they specify a power in excess of that provided for in this paragraph. Except as provided in subparagraph (1) below, the maximum effective radiated powers of television broadcast stations operating on the channels set forth below with antenna heights not in excess of 2000 feet above average terrain shall be as follows:

Channel Nos.	Maximum visual effective radiated power in db above one kilowatt (dbk)
2-6	20 dbk (100 kw)
7-13	25 dbk (316 kw)
14-83	30 dbk (1000 kw)

[EDITOR'S NOTE: Proposal to make maximum power for chs. 14-83 37 dbk (5,000 kw) was pending before FCC on July 15.]

(1) In Zone I, on Channels 2-13, inclusive, the maximum powers specified for these channels may be used only with antenna height not in excess of 1,250 feet above average terrain. Where antenna heights exceeding 1,250 feet above average terrain are used on Channels 2-13, or antenna heights exceeding 2000 feet above average terrain are used on Channels 14-83, the maximum power shall be based on the chart designated as Appendix III, Figure 2a.

(2) In Zones II and III, the maximum powers which may be used by television broadcast stations operating on the respective channels set forth in the above table with antenna heights exceeding 2000 feet above average terrain shall be based on the chart designated as Appendix III, Figure 2b.

(3) The effective radiated power in any horizontal or vertical direction may not exceed the maximum values permitted by this section and Appendix III, Figures 2(a) and 2 (b).

(4) The maximum effective radiated power in any direction above the horizontal plane shall be as low as the state of the art permits and may not exceed the effective radiated power in the horizontal direction in the same vertical plane.

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna heights and powers for vhf stations when the transmitter is located in Zone I and the channel to be employed is located in Zone II and the channel to be employed is located in Zone I.

Multiple Ownership

§3.636. Multiple ownership.—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control)⁴ if

- (1) such party directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or
- (2) such party, or any stockholder, officer or

³The parenthetical reference beneath the mileage figures in columns 2 to 7, inclusive, indicate, in abbreviated form, the bases for the required mileage separations. For a discussion of these bases, see the "Sixth Report and Order" of the Commission (FCC 52-294). The hyphenated numbers listed in column (3) are both inclusive.

⁴The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

director of such party, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.⁵

⁵In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock. [EDITOR'S NOTE: The numerical limitation on ownership has been ruled invalid by the U. S. Court of Appeals. The FCC has asked the Supreme Court to accept an appeal from this decision.]

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

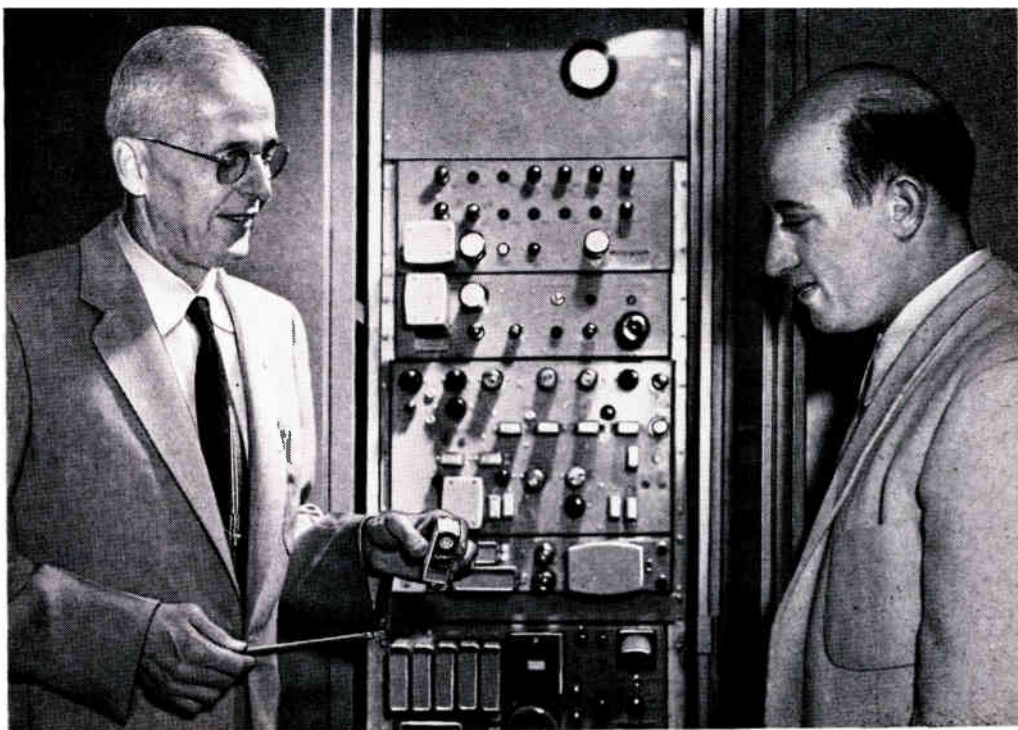
Studio Location

§3.613. Main studio location.—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town, village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and that to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such a licensee or permittee shall notify the Commission promptly of any change of the

"BEST TUBES WE'VE USED IN OVER FIVE YEARS OF TELECASTING!"

... says Ernest B. Vordermark, chief engineer of WMBR, AM-FM-TV, Jacksonville, Fla. Mr. Vordermark (left) is shown with Josef Rizk, asst. TV-studio chief engineer. ... "We're sold on General Electric 5-Star Tubes — find that wherever we use them, in all of our critical circuits, they more than live up to expectations. They've given us many more hours of trouble-free life than other tubes, and stand up in the severest service."



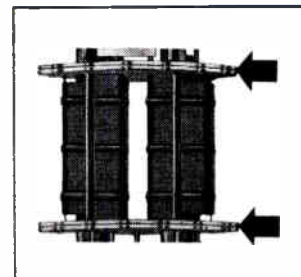
Everywhere Broadcast-Telecast Engineers Praise Designed-In Reliability of G-E 5-STAR TUBES!

Long tube life . . . absence of failures that cause time off the air . . . have proved to users that General Electric 5-Star Tubes are better-designed and built. Station engineers coast-to-coast are outspoken in endorsing them.

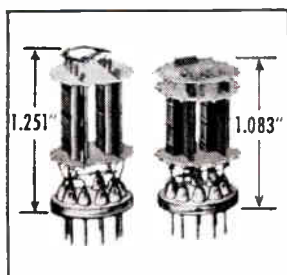
5-Star Tubes are not selected tubes, but tubes engineered at the drawing-board level for high reliability. At right and below, are six of many design features

that spell improved performance. Add special manufacture . . . and a 46-hour "burn-in" of every tube. Result: the most reliable types you can install!

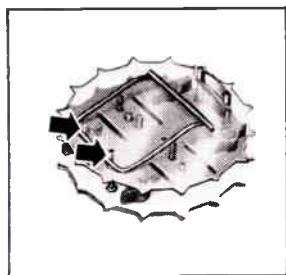
Ask for G-E 5-Star Tubes in new studio and transmitter equipment. Use them for replacement. Your nearby G-E tube distributor stocks 5-Star Tubes. Keep in touch with him! *General Electric Company, Tube Department, Schenectady 5, N. Y.*



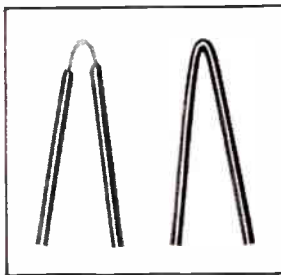
DOUBLE MICA SPACERS at top and bottom brace 5-Star Tube structures . . . widen surfaces in contact with envelope . . . make for a tube that stands up in hard service.



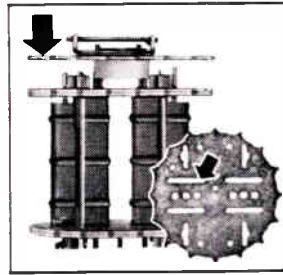
COMPACT, STURDY TUBE CAGES withstand shocks and vibration. Note that 5-Star GL-5751 (right) is 13% shorter than 12AX7 prototype, with more substantial design.



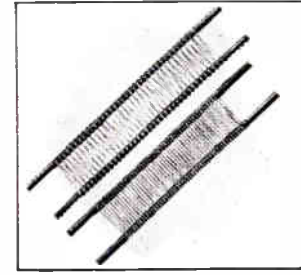
5-STAR TUBE GETTERS ARE DOUBLE-STAKED to the mica spacer beneath. This gives firm support against shocks — is typical of strong construction found throughout.



5-STAR HEATER-WIRE BENDS ARE COATED A SECOND TIME to prevent "shorts". Left, how flaked-off coating can expose wire. Right, after special insulating treatment.



DOUBLE PLATE-TO-GRID LEAKAGE PROTECTION in many 5-Star types! Left: getter flash shield wards off conductive deposits. Right: spacer slots interrupt leakage paths.



GRID LEGS OF 5-STAR TUBE (RIGHT) ARE SMOOTH, not nicked. This assures a tight fit where legs pass through spacers, reducing grid vibration, microphonic noise.

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169-102

location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

Operating Schedules

§3.651. *Time of operation*—(a) All television broadcast stations will be licensed for unlimited time operation. Each station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) Noncommercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into account when considering the renewal of non-commercial educational television broadcast licenses.

(c) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.666; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other. *Provided*, That nothing herein shall preclude the transmission of a test pattern, still picture or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of am or fm programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

(2) Duplication of am or fm programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (c) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural and visual transmission are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (c) (2). Mood music unrelated to the visual transmission is not consistent with this paragraph.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving antennas is not consistent with this paragraph.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.

(6) Music accompanying the transmission of a

test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this paragraph.

Operator Requirements

§3.661. *Operator requirements.* One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

Network Rules

§3.658. *Affiliation agreements.*—(a) *Exclusive affiliation of station.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization⁸ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(b) *Territorial exclusivity.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station in the same community from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station located in a different community from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its community upon the program of the network organization. As employed in this paragraph the term "community" is defined as the community specified in the instrument of authorization as the location of the station.

(c) *Term of Affiliation.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years; *Provided*, That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) *Option time.* No license shall be granted to a television broadcast station which options⁷ for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours⁹ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.⁹ Such options may not be exclusive as against other network organizations and may not prevent nor hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(e) *Right to reject programs.* No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization which, (a) with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which, (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

⁸The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.

⁷As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

⁸All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁹These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

(f) *Network ownership of stations.* No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control¹⁰ of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

(g) *Dual network operation.* No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations; *Provided*, That this section shall not be applicable, if such networks are not operated simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

(h) *Control by networks of station rates.* No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among tv networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or, affirmatively, by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of July 15, the FCC's proposal was still pending.]

Common Antenna Site

§3.635. *Use of common antenna site.* No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to be Filed¹¹

ALL BROADCAST STATIONS . . .

§1.341. *Financial report, broadcast licensees and permittees.*—(a) Each licensee of a broadcast station (standard fm, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, broadcast revenue and expense statements for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of such calendar year.

§1.342. *Filing of contracts, broadcast licensees and permittees.*—Each licensee or permittee of a standard, fm, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of §1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

¹⁰The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

¹¹EDITOR'S NOTE: Regarding reports filed in compliance with these sections, §0.406(c) provides, in part: "The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

- (2) Bylaws and any instruments affecting changes in such bylaws.
- (3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.
- (4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers nor directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting 1% or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the aforesaid were voted by proxy.
- (5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.
- (6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect,

in the licensee or permittee as specified by §1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licenses or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person other than an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for both a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons, regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

§1.343. *Ownership reports, broadcast licensees and permittees.*—(a) the licensee of each broadcast station shall file an Ownership Report (FCC Form 323) at the time the application for renewal of station license is required to be filed: Provided, however, that licensees owning more than one standard, fm or television broadcast station shall file the Ownership Report together with the first application for renewal of station license filed on or after February 1, 1954, and at three-year intervals thereafter. Ownership Reports shall give the following information as of a date not more than 30 days prior to the filing of the Ownership Report:

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.¹²

¹²Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license or permit. If such change involves less than a controlling interest the application for Commission consent to such change may be made upon FCC Form No. 316 (Short Form).

- (3) In the case of a corporation or association:
 - (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person, whether or not a stockholder of record, having any interest direct or indirect, in the licensee or any of its stock;

FOR EXAMPLE:

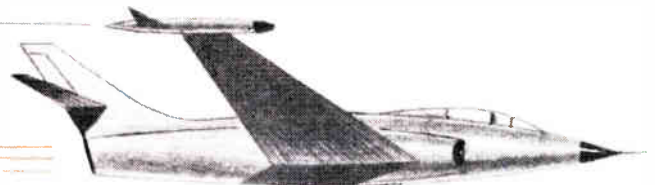
- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
- (b) Where X corporation controls the licensee, or holds 25 percent or more of the stock of the licensee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee, together with full information as to the identity and citizenship of the person authorized to vote licensee's stock.
- (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25 percent or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25 percent or more of the stock of Y and so on back to natural persons.
- (iv) full information as to family relationship or business association between two or more officials and/or stockholders.

(4) In the case of all licensees (i) list of all contracts still in effect required to be filed with the Commission by §1.342 showing the date of execution and expiration of each contract; (ii) any interest which the licensee may have in any other broadcast station.

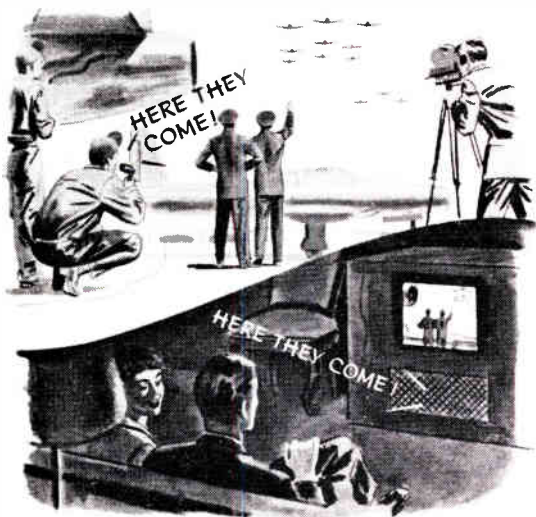
(b) A supplemental Ownership Report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change¹³ occurs in the information required by the Ownership Report (the application or construction permit in the case of a permittee who has not filed an ownership report, from that previously reported. Such report shall include without limitation:

¹³Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

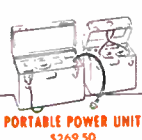
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- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors.
- (3) Any transaction affecting the ownership direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors, or stockholders of a corporation other than the licensee or permittee such as X, Y, or Z corporation described in the example above: provided, however, that in the case of a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee (such as X, Y, or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25 percent or more of the voting stock in the licensee or permittee.¹⁴

(e) **Exceptions.** Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1 percent or more of the stock of the corporation.

§1.344. **Definitions of terms used in Section 1.341-1.343.**—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320. **Application for renewal of license; broadcast and non-broadcast.**—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, Fm Broadcast and Television Broadcast Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearings or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: The list of forms to be used in filing for license renewals may be obtained by writing the FCC, Washington 25, D. C.]

§3.630. **Normal license period.** (a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule and at three year intervals thereafter.

- (1) For stations located in Delaware and Pennsylvania, August 1, 1954.
- (2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
- (3) For stations located in North Carolina, South Carolina, December 1, 1954.
- (4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
- (5) For stations located in Alabama and Georgia, April 1, 1955.
- (6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.
- (7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1955.
- (8) For stations located in Ohio and Michigan, October 1, 1955.
- (9) For stations located in Illinois and Wisconsin, December 1, 1955.
- (10) For stations located in Iowa and Missouri, February 1, 1956.
- (11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
- (12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
- (13) For stations located in Texas, August 1, 1956.

¹⁴The 60-day requirement does not apply to Amateurs.

(14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.

(15) For stations located in California, December 1, 1953.

(16) For stations located in Washington, Oregon, Alaska, and Hawaii, February 1, 1954.

(17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1954.

(18) For stations located in New Jersey and New York, June 1, 1954.

Station Identification

§3.652. **Station identification.** (a) A licensee of a television broadcast station shall make station identification announcements (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs

§3.654. **Sponsored programs, announcement.** (a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program, is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts or other material or services have been furnished to such station in connection with the broadcasting of such programs: *Provided, however,* That only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co. offers you . . ." or "Ajax Pens brings you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Box— . . ." or "This program is sponsored by your Sink Man . . ."]

Recordings

§3.653. **Mechanical reproductions.** (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the begin-

ning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§3.657. **Broadcast by candidates for public office—**(a) **Legally qualified candidate.** A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

- (1) Has qualified for a place on the ballot, or
- (2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) **General requirements.** No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities: *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) **Rates and practices.** (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) **Inspection of records.** Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Rebroadcast

§3.655. **Rebroadcast.** (a) The term "rebroadcast" as used below means reception by radio of the program¹⁵ of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast.

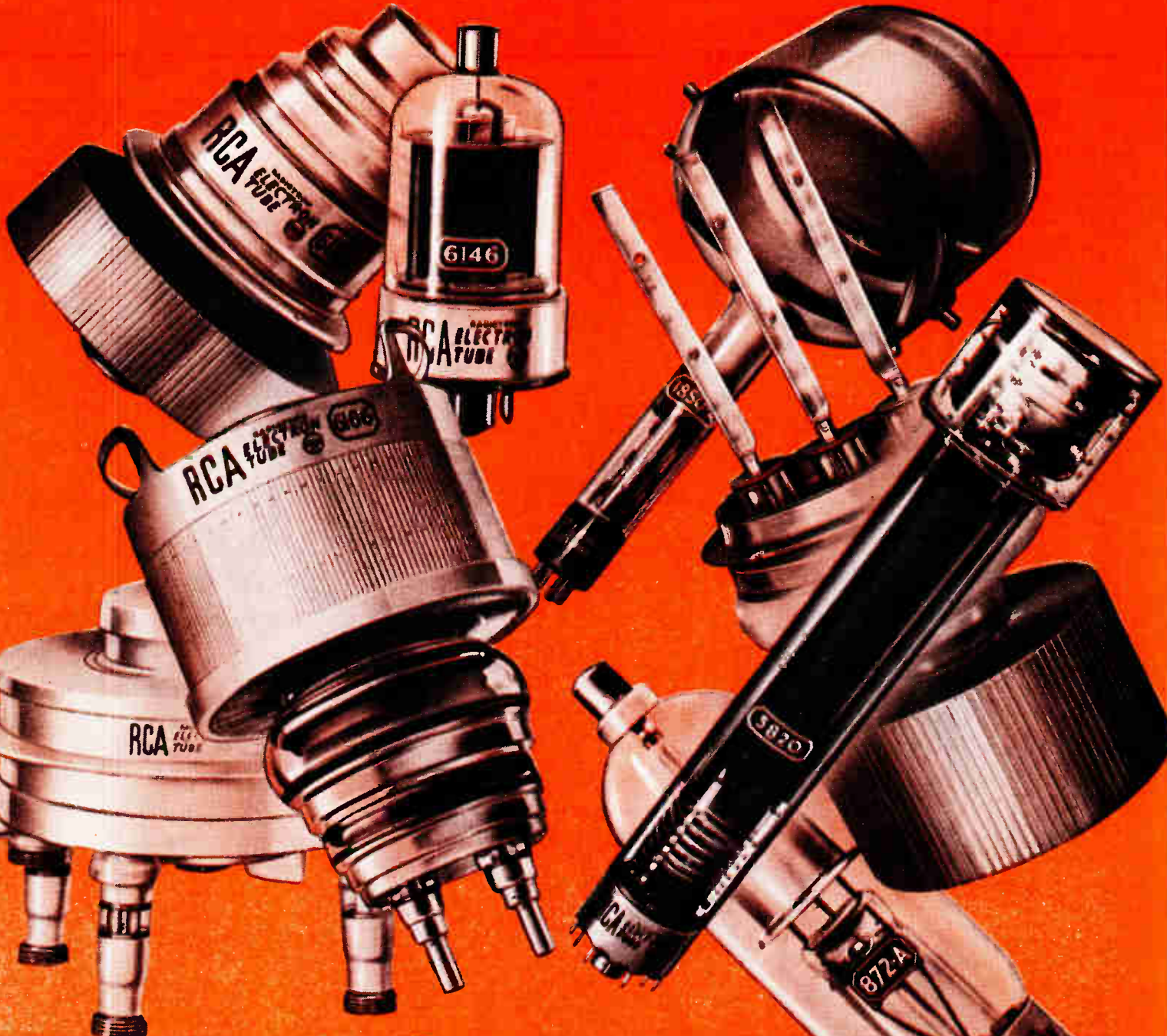
(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.¹⁶

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.¹⁷

¹⁵As used in this section, program includes any complete program or part thereof.

¹⁶The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

¹⁷By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U. S. Government radio stations.



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HARRISON, N. J.

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1401. *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1402. *Revocation of station licenses and construction permits and issuance of cease and desist orders.*—(a) Whenever it appears that a station license or construction permit should be revoked for any of the reasons set forth in Section 312(a) of the Communications Act of 1934, as amended, or a cease and desist order should be issued for any of the reasons specified in Section 312(b) of the Act, the Commission will issue an order directing the licensee, permittee or person to show cause why an order of revocation or a cease and desist order, as the case may be, should not be issued.

(b) Any order to show cause issued in accordance with subsection (a) of this Section will contain a statement of the matters with respect to which the Commission is inquiring and will call upon the licensee or permittee or person to appear before the Commission at a time and place stated in the order, but in no event less than thirty (30) days after the receipt of such order, and give evidence upon the matter specified therein; except that where safety of life or property is involved, the Commission may provide in the order for a shorter period.

(c) In order to avail himself of the opportunity to appear before the Commission at the time and place stated in the show cause order to give evidence upon the matter specified therein, the licensee, permittee or person, in person or by his attorney, shall within 30 days of receipt of the order, or such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written appearance stating that he will appear and present evidence on the matter specified in the order.

(d) Hearings on the matter specified in the order to show cause, and the practice and procedure in connection therewith, shall accord with the provisions of subparts F and G of this Part, except that in all such hearings the burden of proceeding with the introduction of the evidence and the burden of proof shall be upon the Commission, and except that the Commission may, where the circumstances of the proceeding require expedition, specify in the show cause order, or authorize the hearing examiner to specify by subsequent order, times within which the initial decision in such proceedings shall become effective, within which exceptions to such initial decision or replies thereto may be filed, and within which parties may file notice of intent to seek and participate in oral argument, less than those specified in Secs. 1.853 and 1.854.

(e) If the licensee, permittee or person does not desire to appear before the Commission and give evidence upon the matter specified in the show cause order, he shall, within 30 days of the receipt of the order of such shorter period as may be specified therein if the safety of life or property is involved, file with the Commission, in triplicate, a written waiver of hearing. Such waiver, which shall include the name of the licensee, permittee or person to whom the show cause order was addressed, the call letters of his station, if any, and the Docket Number of the proceeding, may be accompanied by a statement of reasons why the licensee, permittee or person believes that an order of revocation or a cease and desist order, as the case may be, should not be issued.

(f) If the licensee, permittee or person fails timely to respond to an order to show cause or fails to appear at a hearing, such failure will be deemed a waiver of hearing.

(g) If the licensee, permittee or person waives a hearing in accordance with the provisions of subsection (e) of this Section and fails to submit a statement therewith showing why he believes an order of revocation or a cease and desist order should not be issued, or if he is deemed to waive a hearing in accordance with the provisions of subsection (f) of this Section, the allegations specified in the order to show cause will be deemed to

be admitted and a decision will be issued by the Commission invoking the sanction specified in the order to show cause. If a hearing is waived pursuant to subsection (e) of this Section but a written statement as to why an order of revocation or cease and desist order should not be issued is submitted, the Commission will, on the basis of the facts before it as supplemented by such written statement, issue a decision stating its reasons for invoking the sanction specified in the order to show cause or for dismissing the proceeding, as the case may be; *Provided*, That where the written statement contains factual allegations contrary to those upon which the show cause order was based the Commission may call upon the Submitting party to furnish additional information under oath, or, if necessary, designate the proceeding for oral hearing. The decisions of the Commission referred to in this subsection shall have the same effect as an initial decision and the procedure to be followed thereafter shall be the same as in the case of an initial decision issued in the course of the regular hearing procedure.¹⁸

(h) Any order of revocation or cease and desist order issued pursuant to this Section shall include a statement of the findings and the grounds and reasons therefor and specify the effective date of the order, and shall be served on said licensee, permittee or person.

§1403. *Modification of licenses.*—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1404. *Suspension of operator licenses.*—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Service Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau, or the Chief, Field Engineering and Monitoring Bureau, as the case may be pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

§3.656. *Lotteries and give-away programs.* (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcast of any advertisement or of information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event

¹⁸See § 1.853-1.857 of the Rules.

consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

§1304 (of U. S. Criminal Code) *Broadcasting Lottery Information.*—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station, knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .
 §326 (of Communications Act.)—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.

Indecent Language

§1464 (of U. S. Criminal Code) *Broadcasting Obscene Language.*—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

§3.634. *Assignment or transfer of control.*—(a) *Voluntary.* Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(b) *Pro forma.* Assignment or transfer application shall be filed on FCC Form 316 where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests;

(2) There is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests.

(3) There is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;

(4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;

(5) There is an involuntary transfer to an Executive, Administrator or other court appointed officer caused by death or legal disability, except that this form does not cover assignments (or transfers) from the Executor, Administrator or other court appointed officers to the ultimate beneficiary;

(6) There is an assignment or transfer from corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stockholders without substantial change in their interests;

(7) There is an assignment of less than a controlling interest in a partnership.

[EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]

(c) *Involuntary.* In the event of death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:

(1) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and

(2) Within thirty days after the occurrence of such death or legal disability, application on FCC Form No. 316 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.



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TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for non-commercial educational use
 † Post freeze station not on air as of June 26.
 ‡ Post freeze station on the air.
 § Pre-freeze station on the air.

Vhf Allocations by Channels Ch. 2 (54-60 mc)

- * WAIQ (TV) Andalusia, Ala.
- * Little Rock, Ark.
- § KNXT (TV) Los Angeles, Calif.
- San Francisco-Oakland, Calif.
- † KFEL-TV Denver, Colo.
- † WMFJ-TV Daytona Beach, Fla.
- † *WTHS-TV Miami, Fla.
- § WSB-TV Atlanta, Ga.
- † KBOI (TV) Meridian-Caldwell (Boise), Idaho
- § WBBM-TV Chicago, Ill.
- Springfield, Ill.
- † WMT-TV Cedar Rapids, Iowa
- † KCKT (TV) Great Bend, Kan.
- † WBRZ (TV) Baton Rouge, La.
- † WTVW (TV) Bangor, Me.
- § WMAR-TV Baltimore, Md.
- † *WGBH-TV Boston, Mass.
- § WJBK-TV Detroit, Mich.
- Minneapolis-St. Paul, Minn.
- State College, Miss.
- † KFEQ-TV St. Joseph, Mo.
- Anaconda, Mont.
- † KOOK-TV Billings, Mont.
- North Platte, Neb.
- † KLRJ-TV Henderson, Nev.
- Santa Fe, N. M.
- † WGR-TV Buffalo, N. Y.
- § WCBW-TV New York, N. Y.
- § WFMY-TV Greensboro, N. C.
- Dickinson, N. D.
- * Grand Forks, N.D.
- § WLWD (TV) Dayton, Ohio
- † KVOO-TV Tulsa, Okla.
- † KFJI-TV Klamath Falls, Ore.
- § KDKA-TV Pittsburgh, Pa.
- † WUSN-TV Charleston, S. C.
- Vermillion, S. D.
- Nashville, Tenn.
- Sneedville, Tenn.
- Amarillo, Tex.
- Denton, Tex.
- † KPCR-TV Houston, Tex.
- † KMID-TV Midland, Tex.
- † KUTV (TV) Salt Lake City, Utah
- † KREM-TV Spokane, Wash.
- † WBAV-TV Green Bay, Wis.
- Casper, Wyo.
- † WKAQ-TV San Juan, P. R.
- † KENI-TV Anchorage, Alaska
- † KFAR-TV Fairbanks, Alaska
- Ketchikan, Alaska
- Hilo, Hawaii
- † KONA (TV) Honolulu, Hawaii

Ch. 3 (60-66 mc)

- Douglas, Ariz.
- † KTVK (TV) Phoenix, Ariz.
- † KIEM-TV Eureka, Calif.
- † KCRA-TV Sacramento, Calif.
- † KEYT (TV) Santa Barbara, Calif.
- † KDZA-TV Pueblo, Colo.
- Hartford, Conn.
- † WEAR-TV Pensacola, Fla.
- † Tampa-St. Petersburg, Fla.
- † WSAV-TV Savannah, Ga.
- † KID-TV Idaho Falls, Idaho
- † KLEW-TV Lewiston, Idaho
- † WCIA (TV) Champaign-Urbana, Ill.
- † KGLQ-TV Mason City, Iowa
- Wichita, Kan.
- § WAVE-TV Louisville, Ky.
- † KTBS-TV Shreveport, La.
- Escanaba, Mich.
- § WKZO-TV Grand Rapids, (Kalamazoo) Mich.
- † KDAL-TV Duluth, Minn.
- † WLBT (TV) Jackson, Miss.
- † KTVO (TV) Kirksville, Mo.
- † KYTV (TV) Springfield, Mo.
- Great Falls, Mont.
- Miles City, Mont.
- § KMTV (TV) Omaha, Neb.
- Ely, Neb.
- Gallup, N. M.
- Roswell, N. M.
- § WSyr-TV Syracuse, N. Y.
- § WBTW (TV) Charlotte, N. C.
- † WTHT (TV) Wilmington, N. C.
- § WNBK (TV) Cleveland, Ohio

- † KSLM-TV Salem, Ore.
- § WPTZ (TV) Philadelphia, Pa.
- † KOTA-TV Rapid City, S. D.
- † KDLO-TV Florence, S. D. (Watertown)
- Chattanooga, Tenn.
- † WREC-TV Memphis, Tenn.
- College Station, Tex.
- San Angelo, Tex.
- † KFDX-TV Wichita Falls, Tex.
- Vernal, Utah
- † WMVT (TV) Burlington, Vt.
- † WSVA-TV Harrisonburg, Va.
- § WTAR-TV Norfolk-Portsmouth-Newport News, Va.
- † WSAZ-TV Huntington, W. Va.
- Madison, Wis.
- † KDAL-TV Duluth, Minn.-Superior, Wis.
- Cheyenne, Wyo.
- Mayaguez, P. R.
- Juneau, Alaska
- Lihue, Hawaii
- † KMUA (TV) Wailuku, Hawaii

Ch. 4 (66-72 mc)

- † KVOA-TV Tucson, Ariz.
- † KARK-TV Little Rock, Ark.
- § KRCA (TV) Los Angeles, Calif.
- † KRON-TV San Francisco-Oakland, Calif.
- † KOA-TV Denver, Colo.
- † WRC-TV Washington, D. C.
- § WMBR-TV Jacksonville, Fla.
- § WTVJ (TV) Miami, Fla.
- † WRBL-TV Columbus, Ga.
- Boise, Idaho
- § WHBF-TV Davenport (Iowa)-Rock Island-Moline, Ill.
- § WTTV (TV) Bloomington, Ind.
- † KTVI (TV) Sioux City, Iowa
- New Orleans, La.
- § WBZ-TV Boston, Mass.
- Cheboygan, Mich.
- § WWJ-TV Detroit, Mich.
- § WCCO-TV Minneapolis-St. Paul, Minn.
- † WCBI-TV Columbus, Miss.
- § WDAF-TV Kansas City, Mo.
- † KWK-TV St. Louis, Mo.
- † KOPR-TV Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- † KAKJ (TV) Reno, Nev.
- § KOB-TV Albuquerque, N. M.
- § WBen-TV Buffalo-Niagara Falls, N. Y.
- † WRCA-TV New York, N. Y.
- † *WUNC (TV) Chapel Hill, N. C.
- Dickinson, N. D.
- † KXJB-TV Valley City, N. D.
- § WLWC (TV) Columbus, Ohio
- § WKY-TV Oklahoma City, Okla.
- Roseburg, Ore.
- Irwin, Pa.
- † WFB-TV Greenville, S. C.
- † WSM-TV Nashville, Tenn.
- † KGNK-TV Amarillo, Tex.
- Beaumont-Port Arthur, Tex.
- † KBST-TV Big Spring, Tex.
- † KGBT (TV) Brownsville-Harlingen-Weslaco, Tex.
- † KRLL-TV Dallas, Tex.
- † KROD-TV El Paso, Tex.
- § WOAI-TV San Antonio, Tex.
- § KTVT (TV) Salt Lake City, Utah
- † KOMO-TV Seattle, Wash.
- † KXLY-TV Spokane, Wash.
- Fayetteville, W. Va.
- † WOAY-TV Oak Hill, W. Va. (Beckley)
- † WTMJ-TV Milwaukee, Wis.
- † WAPA-TV San Juan, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- † KULA-TV Honolulu, Hawaii

Ch. 5 (76-82 mc)

- † WKRG-TV Mobile, Ala.
- † KPHO-TV Phoenix, Ariz.
- † KNAO-TV Fort Smith, Ark.
- † KTLA (TV) Los Angeles, Calif.
- † KPIX (TV) San Francisco-Oakland, Calif.

- † KFXJ-TV Grand Junction, Colo.
- † KCSJ-TV Pueblo, Colo.
- † WTTG (TV) Washington, D. C.
- * Gainesville, Fla.
- † WJNO-TV West Palm Beach, Fla.
- † WAGA-TV Atlanta, Ga.
- † WNBQ (TV) Chicago, Ill.
- † WOI-TV Ames, Iowa
- † KALB-TV Alexandria, La.
- † WABI-TV Bangor, Me.
- Boston, Mass.
- † WNEM-TV Bay City, Mich.
- † KSTP-TV Minneapolis-St. Paul, Minn.
- † KCMO-TV Kansas City, Mo.
- † KSD-TV St. Louis, Mo.
- † KFBB-TV Great Falls, Mont.
- † KTVR (TV) Hastings, Neb.
- Goldfield, Nev.
- * Albuquerque, N. M.
- † WIRI (TV) (Lake Placid) Plattsburg, N. Y.
- † WABD (TV) New York, N. Y.
- § WHAM-TV Rochester, N. Y.
- Raleigh, N. C.
- † KFVY-TV Bismarck, N. D.
- † WLWT (TV) Cincinnati, Ohio
- § WEWS (TV) Cleveland, Ohio
- † KGeo-TV Enid, Okla.
- † KBES-TV Medford, Ore.
- † WCSS-TV Charleston, S. C.
- Lead, S. D.
- Mitchell, S. D.
- † Wmct (TV) Memphis, Tenn.
- † WLAC-TV (Nashville) Old Hickory, Tenn.
- Brownsville-Harlingen-Weslaco, Tex.
- § WBAP-TV Fort Worth, Tex.
- † KFYO-TV Lubbock, Tex.
- † KENS-TV San Antonio, Tex.
- † KRGV-TV Weslaco, Tex.
- Cedar City, Utah
- † KSL-TV Salt Lake City, Utah
- † KING-TV Seattle, Wash.
- Walla Walla, Wash.
- Weston, W. Va.
- † WFRV-TV Green Bay, Wis.
- † KFBC-TV Cheyenne, Wyo.
- † WORA-TV Mayaguez, P. R.

Ch. 6 (82-88 mc)

- § WBRB-TV Birmingham, Ala.
- Kingman, Ariz.
- Tucson, Ariz.
- * Sacramento, Calif.
- † KVEC-TV San Luis Obispo, Calif.
- † *KRMA-TV Denver, Colo.
- Durango, Colo.
- † WDBO-TV Orlando, Fla.
- † WJBF-TV Augusta, Ga.
- † WCTV (TV) Thomasville, Ga.
- † KTVI (TV) Boise-Nampa, Idaho
- † KISJ (TV) Pocatello, Idaho
- † WFBM-TV Indianapolis, Ind.
- † WOC-TV Davenport, Iowa-Rock Island-Moline, Ill.
- Dodge City, Kan.
- Paducah, Ky.
- † WDSU-TV New Orleans, La.
- † WSSH-TV Portland, Me.
- † WJIM-TV Lansing, Mich.
- † WAGE (TV) Marquette, Mich.
- † KMMT (TV) Austin, Minn.
- † WDSM-TV Duluth (Minn.)-Superior (Wis.)
- Clarksdale, Miss.
- † KDRO-TV Sedalia, Mo.
- † KXLF-TV Butte, Mont.
- Miles City, Mont.
- † WOW-TV Omaha, Neb.
- Ely, Neb.
- † Carlsbad, N. M.
- † WRGB (TV) Schenectady, N. Y.
- † WMFD-TV Wilmington, N. C.
- † WDAY-TV Fargo, N. D.
- Minot, N. D.
- † WTVN-TV Columbus, Ohio
- KOTV (TV) Tulsa, Okla.
- † KOIN-TV Portland, Ore.
- † WJAC-TV Johnstown, Pa.
- † WFIL-TV Philadelphia, Pa.
- Pierre, S. D.
- † WATE (TV) Knoxville, Tenn.
- † KFDM-TV Beaumont-Port Arthur, Tex.
- Corpus Christi, Tex.

- † KCEN-TV Temple, Tex.
- † KCMC-TV Texarkana, Tex.
- † KWFT-TV Wichita Falls, Tex.
- Price, Utah
- † WTVR (TV) Richmond, Va.
- † KHQ-TV Spokane, Wash.
- † WHIS-TV Bluefield, W. Va.
- † WDSM-TV Superior (Wis.)-Duluth (Minn.)
- Whitefish Bay, Wis.
- Casper, Wyo.
- † *WUTV (TV) San Juan, P. R.

Ch. 7 (174-180 mc)

- * WTIQ (TV)Munford, Ala.
- † KATV (TV) Pine Bluff, Ark. (Little Rock)
- † KABC-TV Los Angeles, Calif.
- Redding, Calif.
- † KGO-TV San Francisco-Oakland, Calif.
- † KLZ-TV Denver, Colo.
- † WMAL-TV Washington, D. C.
- * Jacksonville, Fla.
- Miami, Fla.
- † WJDM (TV) Panama City, Fla.
- † KIDO-TV Boise, Idaho
- † WBKB (TV) Chicago, Ill.
- Evansville, Ind.
- † KWWL-TV Waterloo, Iowa
- Hayes, Kan.
- † KOAM-TV Pittsburg, Kan.
- † KPLC-TV Lake Charles, La.
- Calais, Me.
- † WNAC-TV Boston, Mass.
- WXYZ-TV Detroit, Mich.
- † WPBN-TV Traverse City, Mich.
- St. Cloud, Minn.
- Laurel-Pachuta, Miss.
- † KHQA-TV Hannibal, Mo. (Quincy, Ill.)
- * Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- † KOAT-TV Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- † WCNV-TV Carthage, N. Y.
- † WABC-TV New York, N. Y.
- † WITN (TV) Washington, N. C.
- Jamestown, N. D.
- † WHIO-TV Dayton, Ohio
- † KSWO-TV Lawton, Okla.
- Corvallis, Ore.
- † WSPA-TV Spartanburg, S. C.
- † KTLV (TV) Rapid City, S. D.
- † WDXI-TV Jackson, Tenn.
- † KLYN-TV Amarillo, Tex.
- † KTBC-TV Austin, Tex.
- El Paso, Tex.
- Odessa, Tex.
- † KLTV (TV) Tyler, Tex.
- † Salt Lake City, Utah
- † WDBJ-TV Roanoke, Va.
- Seattle, Wash.
- * Spokane, Wash.
- † WTRF-TV Wheeling (W. Va.)-Steubenville, Ohio
- † WSAU-TV Wausau, Wis.
- Ponce, P. R.
- * Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- * Honolulu, Hawaii

Ch. 8 (180-186mc)

- † WSLA (TV) Selma, Ala.
- Phoenix, Ariz.
- † KBTM-TV Jonesboro, Ark.
- † KSBW-TV Salinas (Monterey), Calif.
- † KFMB-TV San Diego, Calif.
- Pueblo, Colo.
- § WNHC-TV New Haven, Conn.
- † WFLA-TV Tampa-St. Petersburg, Fla.
- * Athens, Ga.
- † KIFT (TV) Idaho Falls, Idaho
- Peoria, Ill.
- † WISH-TV Indianapolis, Ind.
- † KRNT-TV Des Moines, Iowa
- † *KSAC-TV Manhattan, Kan.
- † KNOE-TV Monroe, La.
- * New Orleans, La.
- † WMTW (TV) Poland Spring (Me.), Mt. Washington, N. H. (Lewiston, Me.)
- Presque Isle, Me.
- § WOOD-TV Grand Rapids, Mich.
- Sault Ste. Marie, Mich.

- * Duluth (Minn.)-Superior, Wis.
- † KOMU-TV Columbia, Mo.
- Billings, Mont.
- Kalispell, Mont.
- McCook, Neb.
- † KLAS-TV Las Vegas, Nev.
- McGill, Nev.
- † KZTV (TV) Reno, Nev.
- * Gallup, N. M.
- † KSWB-TV Roswell, N. M.
- † WHEN-TV Syracuse, N. Y.
- Devils Lake, N. D.
- Williston, N. D.
- § WXEL (TV) Cleveland, Ohio
- † KTVB (TV) Muskogee, Okla.
- Woodward, Okla.
- Portland, Ore.
- § WGal-TV Lancaster, Pa.
- † WBTW (TV) Florence, S. C.
- * Brookings, S. D.
- † WSIX-TV Nashville, Tenn.
- † WFAA-TV Dallas, Tex.
- † *KUHT (TV) Houston, Tex.
- Laredo, Tex.
- † KTXL-TV San Angelo, Tex.
- † WXEX-TV Petersburg, Va.
- Walla Walla, Wash.
- † WCHS-TV Charleston, W. Va.
- † WKBT (TV) La Crosse, Wis.
- * Laramie, Wyo.
- Juneau, Alaska
- * Lihue, Hawaii
- Wailuku, Hawaii
- Christiansd, Virgin Islands

Ch. 9 (186-192 mc)

- † WTVY (TV) Dothan, Ala.
- Flagstaff, Ariz.
- † Tucson Tv Co., Tucson, Ariz.
- † KTVR (TV) Hot Springs, Ark.
- Alturas, Calif.
- § KHJ-TV Los Angeles, Calif.
- † *KQED (TV) Berkeley, Calif. (San Francisco)
- † KBTV (TV) Denver, Colo.
- † WTOP-TV Washington, D. C.
- Orlando, Fla.
- † WROM-TV Rome, Ga.
- * Savannah, Ga.
- Coeur d'Alene, Idaho
- Sandpoint, Idaho
- † WGN-TV Chicago, Ill.
- Hatfield, Ind.
- † KCRG-TV Cedar Rapids, Iowa
- † KVTV (TV) Sioux City, Iowa
- Garden City, Kan.
- Alpena, Mich.
- Iron Mountain, Mich.
- † KEYD-TV Minneapolis-St. Paul, Minn.
- † WDM (TV) Hattiesburg, Miss.
- † WTWV (TV) Tupelo, Miss.
- † KMBC-TV Kansas City, Mo.
- † *KETC (TV) St. Louis, Mo.
- * Bozeman, Mont.
- Havre, Mont.
- Tonopah, Nev.
- † WMUR-TV Manchester, N. H.
- * Santa Fe, N. M.
- † WOR-TV New Work, N. Y.
- Charlotte, N. C.
- † WNCT (TV) Greenville, N. C.
- † WCPO-TV Cincinnati, Ohio
- † WSTV-TV Steubenville, Ohio (Wheeling)
- † KWTW (TV) Oklahoma City, Okla.
- * Eugene, Ore.
- Aberdeen, S. D.
- † KRBC-TV Abilene, Tex.
- † KTSM-TV El Paso, Tex.
- † KTRF-TV Lufkin, Tex.
- Monahans, Tex.
- * San Antonio, Tex.
- Ogden, Utah
- † *KCTS (TV) Seattle, Wash.
- † WSTV-TV (Wheeling, W. Va.), Steubenville, Ohio
- Sheridan, Wyo.
- Ponce, P. R.
- * Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- † KHBC-TV Hilo, Hawaii
- † KGMB-TV Honolulu, Hawaii

Ch. 10 (192-198 mc)

- WBIQ-TV Birmingham, Ala.
- † WALA-TV Mobile, Ala.
- † KOOL-TV Phoenix, Ariz.
- † KRBB (TV) El Dorado, Ark.
- † KERO-TV Bakersfield, Calif.
- † KBET-TV Sacramento, Calif.
- † KFSD-TV San Diego, Calif. Montrose, Calif.
- † WKAT-TV Miami Beach, Fla.
- † WALB-TV Albany, Ga.
- † KWIK-TV Pocatello, Idaho
- † WGEM-TV Quincy, Ill.
- † WTHI-TV Terre Haute, Ind.
- † KWGB-TV Goodland, Kan.
- † KAKE-TV Wichita, Kan.
- † KLFY-TV Lafayette, La. Augusta, Me.
- † Hancock, Mich. Parma-Onandoga, Mich. Sault Ste. Marie, Minn.
- † KHTV (TV) Hibbing, Minn.
- † KROC-TV Rochester, Minn.
- † KTTS-TV Springfield, Mo. Helena, Mont.
- † KOLN-TV Lincoln, Neb.
- † KSTF (TV) Scottsbluff, Neb.
- † Eiko, Nev.
- Las Vegas, Nev. Gallup, N. M. Roswell, N. M.
- Silver City, N. M.
- † WVET-TV Rochester, N. Y.
- † KNOX-TV Grand Forks, N. D. Minot, N. D.
- § WBNB-TV Columbus, Ohio
- † KTEN (TV) Ada, Okla.
- Portland, Ore.
- † WFBG-TV Altoona, Pa.
- § WCAU-TV Philadelphia, Pa.
- § WJAR-TV Providence, R. I.
- † WIS-TV Columbia, S. C. Pierre, S. D.
- † WBIR-TV Knoxville, Tenn.
- Memphis, Tenn.
- † KFDA-TV Amarillo, Tex. Corpus Christi, Tex.
- † KWTX-TV Waco, Tex.
- † Norfolk-Portsmouth-Newport News, Va.
- † WSLV-TV Roanoke, Va.
- Pullman, Wash.
- Milwaukee, Wis. Riverton, Wyo. Juneau, Alaska Lihue, Hawaii
- Wailuku, Hawaii Charlotte Amalie, Virgin Islands

Ch. 11 (198-204 mc)

- † KIVA-TV Yuma, Ariz.
- † KTHV (TV) Little Rock, Ark.
- § KTTV (TV) Los Angeles, Calif.
- † KNTV (TV) San Jose, Calif.
- Yreka City, Calif.
- † KKTU (TV) Colorado Springs, Colo.
- † WINK-TV Fort Myers, Fla.
- Tallahassee, Fla.
- § WLWA (TV) Atlanta, Ga.
- † WTOG-TV Savannah, Ga.
- † KLIX-TV Twin Falls, Idaho
- † WTTW (TV) Chicago, Ill.
- Des Moines, Iowa Garden City, Kan.
- Lawrence, Kan.
- § WHAS-TV Louisville, Ky.
- § WBAL-TV Baltimore, Md. Alma, Mich.
- International Falls, Minn.
- † WTCN-TV Minneapolis-St. Paul, Minn. (share time).
- † WTOK-TV Meridian, Miss. St. Louis, Mo.
- Billings, Mont. Havre, Mont.
- Missoula, Mont. Grand Island, Neb.
- Durham, N. H. Santa Fe, N. M.
- § WPIX (TV) New York, N. Y.
- † WTVB (TV) Durham, N. C. Fargo, N. D. Williston, N. D. Toledo, Ohio
- † KOED (TV) Tulsa, Okla. Pittsburgh, Pa.
- † KELO-TV Sioux Falls, S. D.
- † WJHL-TV Johnson City, Tenn.
- Lexington, Tenn.
- † KFJZ-TV Fort Worth, Tex.
- † KGUL-TV Galveston, Tex.
- † KCBP-TV Lubbock, Tex.
- † KOVO-TV Provo, Utah
- † KTNT-TV Tacoma, Wash.

- † WMBV-TV Marinette, Wis. Rawlins, Wyo. Caguas, P. R.
- † KTVA (TV) Anchorage, Alaska
- † KTVF (TV) Fairbanks, Alaska
- Hilo, Hawaii Honolulu, Hawaii

Ch. 12 (204-210 mc)

- † WSFA-TV Montgomery, Ala.
- † KVAR (TV) Mesa, Ariz.
- † KHSL-TV Chico, Calif. Fresno, Calif.
- Boulder, Colo.
- § WPFH (TV) Wilmington, Del. Jacksonville, Fla.
- † WEAT-TV West Palm Beach, Fla.
- † WRDW-TV Augusta, Ga. Coeur d'Alene, Idaho Nampa, Idaho
- † WILL-TV Champaign-Urbana, Ill.
- Iowa City, Iowa
- † KTVH (TV) Hutchinson, Kans.
- † KSLA (TV) Shreveport, La.
- Orono, Me.
- † WJRT (TV) Flint, Mich. Ironwood, Mich. Brainerd, Minn.
- † WJTV (TV) Jackson, Miss.
- † KFVS-TV Cape Girardeau, Mo.
- † KSWN-TV Joplin, Mo. Helena, Mont.
- † KUON (TV) Lincoln, Neb. Clovis, N. M. Silver City, N. M.
- § WNBK-TV Binghamton, N. Y.
- † WSJS-TV Winston-Salem, N. C.
- † N. D. Bestg. Co., Bismarck, N. D.
- † WKRC-TV Cincinnati, Ohio
- † KVSQ-TV Ardmore, Okla.
- † KFOR-TV Oklahoma City, Okla.
- † KFOR-TV Oklahoma City, Okla.
- † WICU (TV) Erie, Pa.
- † WPRO-TV Providence, R. I. Huron, S. D.
- † WDEF-TV Chattanooga, Tenn. Alpine, Tex. San Antonio, Tex.
- † KPAR-TV Sweetwater, Tex. Logan, Utah Richmond, Va.
- † KVOG-TV Bellingham, Wash.
- † WBLK-TV Clarksburg, W. Va.
- † WTVW (TV) Milwaukee, Wis. Sheridan, Wyo. Lihue, Hawaii Wailuku, Hawaii Charlotte Amalie, Virgin Islands

Ch. 13 (210-216 mc)

- § WABT (TV) Birmingham, Ala. Flagstaff, Ariz.
- † KOPO-TV Tucson, Ariz. Yuma, Ariz.
- Fayetteville, Ark. Eureka, Calif.
- § KCOP (TV) Los Angeles, Calif.
- † KOVR (TV) Stockton, Calif.
- † KRDO-TV Colorado Springs, Colo.
- † WTVT (TV) Tampa-St. Petersburg, Fla.
- † WMAZ-TV Macon, Ga. (Warner Robins, Ga.) Twin Falls, Idaho
- † WREX-TV Rockford, Ill. Indianapolis, Ind.
- † WHO-TV Des Moines, Iowa
- † WIBW-TV Topeka, Kans. Bowling Green, Ky.
- Monroe, La.
- † WGAN-TV Portland, Me.
- § WAAM (TV) Baltimore, Md.
- † WWTW (TV) Cadillac, Mich. Calumet, Mich. Bemidji, Minn. Biloxi, Miss.
- † KRCC (TV) Jefferson City, Mo. Lewistown, Mont.
- † KGVO-TV Missoula, Mont. Alliance, Neb.
- † KHOL-TV (Holdrege) Kearney, Neb. Las Vegas, Nev.
- § WATV (TV) Newark, N. J.
- † KGGM-TV Albuquerque, N. M.
- § WKTV (TV) Utica, N. Y.

- † WLOS-TV Asheville, N. C.
- † WNBE-TV New Bern, N. C.
- † KCJB-TV Minot, N. D.
- § WSPD-TV Toledo, Ohio
- † KETA (TV) Oklahoma City, Okla.
- † KVAL-TV Eugene, Ore. La Grange, Ore.
- † WQED (TV) Pittsburgh, Pa.
- Charleston, S. C. Sioux Falls, S. D.
- † WHBQ-TV Memphis, Tenn. Dallas, Tex.
- † KOKE (TV) El Paso, Tex.
- † KTRK (TV) Houston, Tex. Laredo, Tex.
- † KDUB-TV Lubbock, Tex. Richfield, Utah
- † WLVA-TV Lynchburg, Va.
- † KMO-TV Tacoma, Wash.
- † WHTN-TV Huntington, W. Va.
- † WEAU-TV Eau Claire, Wis. Rock Springs, Wyo. Arecibo, P. R. Anchorage, Alaska Fairbanks, Alaska Sitka, Alaska Hilo, Hawaii Honolulu, Hawaii

UHF ALLOCATIONS BY CHANNELS

Ch. 14 (470-476 mc)

- Clanton, Ala. Ajo, Ariz. Holbrook, Ariz. Stuttgart, Ark.
- † KTRB-TV Modesto, Calif. Palm Springs, Calif. Leadville, Colo.
- † WOOK-TV Washington, D. C. Key West, Fla. Lake Wales, Fla. Tifton, Ga. Payette, Idaho Kankakee, Ill. Cherokee, Iowa Liberal, Kan. Newton, Kan. Owensboro, Ky. Pikeville, Ky. DeRidder, La. Millinocket, Me.
- † WWOR-TV Worcester, Mass. Manistee, Mich. Little Falls, Minn. Picayune, Miss. Chillicothe, Mo.
- † KACY (TV) Festus, Mo. Monett, Mo. Laurel, Mont. Shelby, Mont. Sidney, Mont. Broken Bow, Neb. Carlin, Nev. Deming, N. M. Las Vegas, N. M.
- † WIET (TV) Ithaca, N. Y. Massena, N. Y. Devils Lake, N. D.
- Oxford, Ohio Holdenville, Okla. Ashland, Ore. Uniontown, Pa.
- † WACA-TV Camden, S. C. Athens, Tenn. Breckenridge, Tenn. Kermit, Tex. Mission, Tex. Seguin, Tex. South Boston, Va. Wisconsin Rapids, Wis. Douglas, Wyo. Evanston, Wyo.

Ch. 15 (476-482 mc)

- Gadsden, Ala. Bisbee, Ariz. Prescott, Ariz. Hope, Ark. Red Bluff, Calif. San Diego, Calif. Durango, Colo. Fort Morgan, Colo. Ocala, Fla.
- † WPFA (TV) Pensacola, Fla. West Palm Beach, Fla. Dublin, Ga. Burley, Idaho Moscow, Idaho
- † WBLN (TV) Bloomington, Ill.
- † WINT (TV) (Angola, Ind.) Waterloo, Ind. Ottumwa, Iowa Larned, Kan.
- Louisville, Ky. New Iberia, La. Van Buren, Me. Manistee, Mich. Mankato, Minn. Thief River Falls, Minn. Grenada, Miss. Poplar Bluff, Mo. Butte, Mont.

- York, Neb. Socorro, N. M.
- † WCBF-TV Rochester, N. Y. High Point, N. C.
- † WICA-TV Ashtabula, Ohio
- † WLBR-TV Lebanon, Pa.
- † WACA-TV Camden, S. C. Huron, S. D. Rapid City, S. D. Brady, Tex. Brownfield, Tex. Huntsville, Tex. Laredo, Tex.
- WVEC-TV (Norfolk-Portsmouth-Newport News) Hampton, Va.
- † WTAP (TV) Parkersburg, W. Va. Ashland, Wis. Richland Center, Wis. Thermopolis, Wyo.

Ch. 16 (482-488 mc)

- Tuskegee, Ala. Winslow, Ariz.
- Fort Smith, Ark.
- † KPIC-TV El Centro, Calif. Santa Paula, Calif. Lakeland, Fla. Waycross, Ga. Aurora, Ill. Kenedy, Ill.
- † KEDD (TV) Wichita, Kan. Corbin, Ky.
- Bangor, Me.
- † WBOC-TV Salisbury, Mo. Flint, Mich. Ely, Minn. Fergus Falls, Minn. Canton, Miss. Columbia, Mo. Glasgow, Mont. Livingston, Mont. Whitefish, Mont.
- Omaha, Neb. Scottsbluff, Neb. Jacksonville, N. C. Bottineau, N. D. Dayton, Ohio Burns, Ore. North Bend, Ore.
- † WENS (TV) Pittsburgh, Pa.
- † WARM-TV Scranton, Pa.
- † WNET (TV) Providence, R. I. Jackson, Tenn.
- Corpus Christi, Tex. Dalhart, Tex. Del Rio, Tex. Marshall, Tex. Pecos, Tex. Temple, Tex. Wichita Falls, Tex.
- Burlington, Vt. Lynchburg, Va. Port Angeles, Wash.
- † WOSA-TV Wausau, Wis. Green River, Wyo.

Ch. 17 (488-494 mc)

- Jasper, Ala. Nogales, Ariz. Little Rock, Ark.
- Colorado Springs, Colo.
- † WITV (TV) Fort Lauderdale, Fla. Marianna, Fla. Palatka, Fla. Jerome, Idaho
- † WTVP (TV) Decatur, Ill.
- † KGTV (TV) Des Moines, Iowa Lawrence, Kan. Bowling Green, Ky. Natchitoches, La. Fort Kent, Me.
- † WLAM-TV Lewiston, Me.
- † WBOB-TV Cumberland, Me.
- Grand Rapids, Mich. Marquette, Mich. Minneapolis-St. Paul, Minn. Hattiesburg, Miss. Hamilton, Mont. McCook, Neb.
- † WKDN-TV Camden, N. J. Alamogordo, N. M. Farmington, N. M.
- † WTVZ (TV) Albany, N. Y.
- † WBUF-TV Buffalo, N. Y.
- Dickinson, N. D. Grafton, N. D. Marion, Ohio Klamath Falls, Ore.
- † KSPG (TV) Tulsa, Okla.
- † WKDN-TV (Camden) Philadelphia, Pa. Charleston, S. C. Spartanburg, S. C. Aberdeen, S. D. Hot Springs, S. D. Yankton, S. D. Denton, Tex. Pampa, Tex. Rosenberg, Tex. San Angelo, Tex. Williamsburg, Va. Centralia, Wash.

- Williamson, W. Va. Portage, Wis. Lander, Wyo.

Ch. 18 (494-500 mc)

- Demopolis, Ala. Casa Grande, Ariz. Fresno, Calif. San Bernardino, Calif. Ukiah, Calif. Lamar, Colo. Montrose, Colo.
- † WGTW-TV Hartford, Conn. Orlando, Fla. Fort Valley, Ga. Lebanon, Ind. Charles City, Iowa Hutchinson, Kan.
- † WLEX-TV Lexington, Ky. Jackson, La. Dover-Foxcroft, Me.
- † WTLF (TV) Baltimore, Md. Ludington, Mich. Detroit Lakes, Minn.
- † KGMO-TV Cape Girardeau, Mo. Kirksville, Mo. Nevada, Mo. Glendive, Mont. Polson, Mont. Red Lodge, Mont.
- Lincoln, Neb. Lovelock, Nev. Atrisco-Five Points, N. M.
- † WECT (TV) Elmira, N. Y. Saranac Lake, N. Y. Burnsville, N. C.
- † WFLB-TV Fayetteville, N. C. Bismarck, N. D.
- † WHIZ-TV Zanesville, Ohio
- Salem, Ore. Winner, S. D. Murfreesboro, Tenn. Austin, Tex. Midland, Tex.
- Texarkana, Tex. Vernon, Tex. Ogden, Utah St. George, Utah Bellingham, Wash. Park Falls, Wis. Laramie, Wyo.

Ch. 19 (500-506 mc)

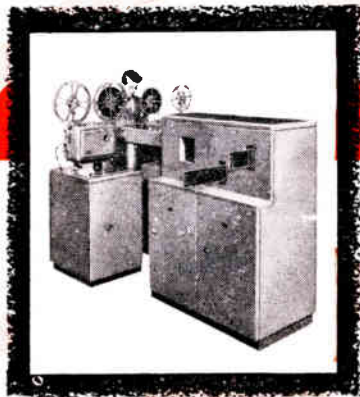
- Dothan, Ala. Fort Payne, Ala. Russellville, Ark. Alamosa, Colo. Craig, Colo.
- † WTVI (TV) Fort Pierce, Fla.
- † WTVH-TV Peoria, Ill. Jasper, Ind. Boone, Iowa Hazard, Ky.
- Lake Charles, La.
- † WMTG (TV) Pittsfield, Mass. Presque Isle, Me. Houghton, Mich. Midland, Mich. Montevideo, Minn.
- Jackson, Miss.
- Kansas City, Mo. Kearney, Neb. Portsmouth, N. H.
- † WTLV (TV) New Brunswick, N. J. Hot Springs, N. M.
- † WFRB (TV) Utica, N. Y.
- † WHK-TV Cleveland, Ohio
- † KMPT (TV) Oklahoma City, Okla. Altoona, Pa.
- Columbia, S. C. Covington, Tenn. Brownwood, Tex. Hereford, Tex. Marfa, Tex.
- † KETX (TV) Tyler, Tex.
- † KNAL-TV Victoria, Tex. Farmville, Va.
- † KEPR-TV Pasco, Wash.
- Eau Claire, Wis.
- † WXIX (TV) Milwaukee, Wis. Lusk, Wyo.

Ch. 20 (506-512 mc)

- † WCOV-TV Montgomery, Ala.
- † KBAY-TV San Francisco-Oakland, Calif. Santa Barbara, Calif. Denver, Colo.
- † WETV (TV) Washington, D. C. Gainesville, Fla. Key West, Fla. Swainsboro, Ga.
- † WIND-TV Chicago, Ill.
- † WICS (TV) Springfield, Ill. Indianapolis, Ind. Cedar Rapids, Iowa Shenandoah, Iowa Hays, Kan. Independence, Kan. Hopkinsville, Ky.
- † WTLO (TV) New Orleans, La. Ruston, La. Calais, Me.

Speaking of chain reactions...

EXCELLENT MONOCHROME



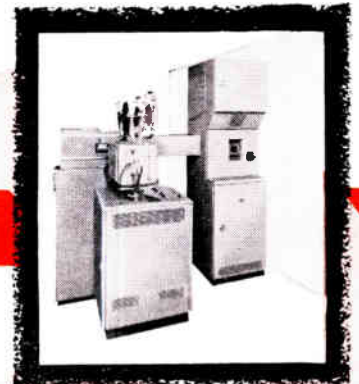
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR



3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good...but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT[®]

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey

THESE STATIONS CHOSE STAINLESS



WHUM-TV	WTCM-TV	WKZO-TV
WOOD-TV	WEDB-TV	WSVA-TV
WFBM-TV	WDXI-TV	WTVY (TV)
WAGA-TV	CKX-TV	WJMC-TV
WSEE (TV)	KROG (TV)	WLOK-TV
WUNC-TV	WKNB-TV	WEEK-TV
KDAL-TV	WGLV (TV)	WWLP (TV)
WINT (TV)	WCOS-TV	WKNX-TV
WNBF-TV	WNOK-TV	WCOV-TV
WBAY-TV	WEEU-TV	WTVU (TV)
KEDD (TV)	WVEC-TV	WPAG-TV
WKNY-TV	KQTV (TV)	WTAC-TV
WRRF-TV	WTVP (TV)	KCSJ-TV
WKRG-TV	WARD-TV	WKLO-TV
WSIX-TV	WMTV (TV)	WTPA (TV)
WMBV-TV	WEHT (TV)	KVEC-TV
WGAL-TV	WJHP-TV	WCOC-TV
KWWL-TV	WLBR-TV	WETV (TV)
WPFH (TV)	KCEB (TV)	WKBY-TV
WHIZ-TV	WFIE (TV)	WDAK-TV
WMAZ-TV	WWOR-TV	WTAP (TV)
WDBO-TV	WDAN-TV	KCCC-TV
WKBT (TV)	WNET (TV)	WLAM-TV
WJIM-TV	WFTL-TV	WRTV (TV)
WGEM-TV	WTVS (TV)	WRAY-TV
KOAM-TV	WMBR-TV	WCMB-TV
WOC-TV	WBRC-TV	WKNA-TV
WREX-TV	CMQ-TV	WATR-TV
KHOL-TV	KTSM-TV	WTWO (TV)
WFBC-TV	KOLN-TV	CFPA-TV
CKCK-TV	KRDO-TV	CJIC-TV
WNEM-TV	WABT (TV)	CHCT-TV
KADA-TV	KCJB-TV	CKX-TV
WALB-TV	WINK-TV	CFPA-TV
WCNY-TV	KSWM-TV	
CHCT-TV	CKCW-TV	

photo of guyed tower
WMBR-TV JACKSONVILLE

STAINLESS INC.
NORTH WALES, PENNSYLVANIA

Danville, Ky.
 Waterville, Me.
 * Marquette, Mich.
 † WTVM (TV) Muskegon, Mich.
 Columbia, Miss.
 Moberly, Mo.
 Fairbury, Neb.
 Clovis, N. M.
 † WTRI (TV) Albany, N. Y.
 * Wilmington, N. C.
 † WIMA-TV Lima, Ohio
 † WSEE (TV) Erie, Pa.
 * Philadelphia, Pa.
 Watertown, S. D.
 Galveston, Tex.
 Mount Pleasant, Tex.
 † KALA (TV) San Antonio, Tex.
 Martinsville, Va.
 * Omak-Okanogan, Wash.
 † WJBP-TV Fairmont, W. Va.

Ch. 36 (602-608 mc)

Pine Bluff, Ark.
 † KTVU (TV) Stockton, Calif.
 Canon City, Colo.
 † WJHP-TV Jacksonville, Fla.
 Panama City, Fla.
 † WQXI-TV Atlanta, Ga.
 Bloomington, Ind.
 Davenport (Iowa)-Rock Island-Moline, Ill.
 † KCTV (TV) Sioux City, Iowa
 Pratt, Ky.
 Morgan City, La.
 Cheboygan, Mich.
 Kalamazoo, Mich.
 Alexandria, Minn.
 * Meridian, Miss.
 * St. Joseph, Mo.
 † KTVI (TV) St. Louis, Mo.
 † WQMC (TV) Charlotte, N. C.
 † WTVG (TV) Mansfield, Ohio
 Altus, Okla.
 † WRAC-TV Williamsport, Pa.
 Providence, R. I.
 Nashville, Tenn.
 Brownsville, Tex.
 Jacksonville, Tex.
 Brigham, Utah
 Staunton, Va.
 Lovell, Wyo.

Ch. 37 (608-614 mc)

Delano, Calif.
 Melbourne, Fla.
 † WGOV-TV Valdosta, Ga.
 * Peoria, Ill.
 Algona, Iowa
 Winchester, Ky.
 Brookhaven, Miss.
 Sikeston, Mo.
 Carson City, Nev.
 Claremont, N. H.
 Paterson, N. J.
 Auburn, N. Y.
 * Norman, Okla.
 Baker, Ore.
 Springfield, Ore.
 Meadville, Pa.
 * Beaumont-Port Arthur, Tex.
 Pulaski, Va.
 Grand Coulee, Wash.
 Beaver Dam, Wis.

Ch. 38 (614-620 mc)

Troy, Ala.
 San Buenaventura, Calif.
 San Francisco-Oakland, Calif.
 Loveland, Colo.
 † WSUN-TV Tampa-St. Petersburg, Fla.
 Chicago, Ill.
 Mt. Vernon, Ill.
 Connerville, Ind.
 Burlington, Iowa
 Pittsburg, Kan.
 Lafayette, La.
 Boston, Mass.
 † WFTV (TV) Duluth, Minn.-Superior, Wis.
 Tupelo, Miss.
 Falls City, Neb.
 Sanford, N. C.
 Rugby, N. D.
 † WKOK-TV Sunbury, Pa.
 Sioux Falls, S. D.
 Cleveland, Tenn.
 Beeville, Tex.
 Levelland, Tex.
 Longview, Tex.
 Mineral Wells, Tex.
 † WTLB (TV) La Crosse, Wis.
 * Marinette, Wis.

Ch. 39 (620-626 mc)

Fort Smith, Ark.
 Jonesboro, Ark.
 San Diego, Calif.
 Ft. Lauderdale, Fla.
 Griffin, Ga.

† WTVO (TV) Rockford, Ill.
 Carroll, Iowa
 Emporia, Kan.
 Big Rapids, Mich.
 Stillwater, Minn.
 Glens Falls, N. Y.
 Shelby, N. C.
 Duncan, Okla.
 † WQCY (TV) Allentown, Pa.
 † WSHA (TV) Sharon, Pa.
 Columbia, Tenn.
 † KNUZ-TV Houston, Tex.
 Front Royal, Va.
 Kelso, Wash.

Ch. 40 (626-632 mc)

Enterprise, Ala.
 Guntersville, Ala.
 Benton, Ark.
 Riverside, Calif.
 † KCCF-TV Sacramento, Calif.
 † WHRN (TV) Dover, Del.
 Marion, Ill.
 * South Bend, Ind.
 Campbellsville, Ky.
 Baton Rouge, La.
 Gladstone, Mich.
 Fairmont, Minn.
 Marshall, Mo.
 Beatrice, Neb.
 † WINR-TV Binghamton, N. Y.
 * Durham, N. C.
 Fargo, N. D.
 Columbus, Ohio
 Ponca City, Okla.
 † WAIM-TV Anderson, S. C.
 Childress, Tex.
 Kingsville, Tex.
 Lampasas, Tex.
 Nacogdoches, Tex.
 Montpelier, Vt.
 Elkins, W. Va.
 Greybull, Wyo.

Ch. 41 (632-638 mc)

Florence, Ala.
 Fayetteville, Ark.
 Macon, Ga.
 Preston, Idaho
 † WQXL-TV Louisville, Ky.
 Belfast, Me.
 Alma, Mich.
 Vicksburg, Miss.
 Trenton, N. J.
 † WROW-TV Albany-Schenectady-Troy, N. Y.
 Laurinburg, N. C.
 * Erie, Pa.
 Vermillion, S. D.
 † KCOR-TV San Antonio, Tex.
 Galveston, Tex.
 Sulphur Springs, Tex.
 Petersburg, Pa.
 * Kennewick-Richland-Pasco, Wash.
 Bluefield, W. Va.

Ch. 42 (638-644 mc)

Birmingham, Ala.
 * Mobile, Ala.
 * Stockton, Calif.
 Columbus, Ind.
 Davenport (Iowa)-Rock Island-Moline, Ill.
 Spencer, Iowa
 † KTKA (TV) Topeka, Kan.
 † Benton Harbor, Mich.
 † WIL-TV St. Louis, Mo.
 * Charlotte, N. C.
 Jamestown, N. D.
 Sandusky, Ohio
 Sapulpa, Okla.
 Emporium, Pa.
 Memphis, Tenn.
 Springfield, Tenn.
 Henderson, Tex.
 Quanah, Tex.
 Raymondville, Tex.
 Waynesboro, Va.
 † WNAM-TV (Appleton)-Neenah, Wis.

Ch. 43 (644-650 mc)

Morrilton, Ark.
 † KAKI (TV) Visalia, Calif.
 † WICC-TV Bridgeport, Conn.
 Cordele, Ga.
 † WEEK-TV Peoria, Ill.
 Creston, Iowa
 Winfield, Kan.
 Frankfort, Ky.
 Paducah, Ky.
 † KFAZ-TV Monroe, La.
 New Ulm, Minn.
 Laconia, N. H.
 † WHTV (TV) Syracuse, N. Y.
 Defiance, Ohio
 Lebanon, Ore.
 Butler, Pa.
 † WSBA-TV York, Pa.
 Marion, S. C.
 Chattanooga, Tenn.
 Bonham, Tex.
 † KTLG (TV) Corpus Christi, Tex.
 Orange, Tex.

† KBAS-TV Ephrata, Wash.
 * Charleston, W. Va.

Ch. 44 (650-656 mc)

Eufala, Ala.
 San Francisco-Oakland, Calif.
 Santa Maria, Calif.
 Fort Collins, Colo.
 De Land, Fla.
 † WOPT (TV) Chicago, Ill.
 Vincennes, Ind.
 Decorah, Iowa
 Keokuk, Iowa
 Iola, Kan.
 † WJDW (TV) Boston, Mass.
 Pontiac, Mich.
 Cloquet, Minn.
 * Biloxi, Miss.
 Piqua, Ohio
 Frederick, Okla.
 Orangeburg, S. C.
 * Sioux Falls, S. D.
 Pulaski, Tenn.
 Tooele, Utah
 Covington, Va.
 Bremerton, Wash.
 Sturgeon Bay, Wis.

Ch. 45 (656-662 mc)

Tuscaloosa, Ala.
 Cairo, Ga.
 * Rockford, Ill.
 Atlantic, Iowa
 Princeton, Ky.
 Cadillac, Mich.
 Owatonna, Minn.
 Mexico, Mo.
 † WKNE-TV Keene, N. H.
 Kinston, N. C.
 Wahpeton, N. D.
 * Muskogee, Okla.
 † WKST-TV New Castle, Pa.
 Laurens, S. C.
 Floydada, Tex.
 Wexahachie, Tex.
 * Charlottesville, Va.
 * Wenatchee, Wash.

Ch. 46 (662-668 mc)

Malvern, Ark.
 Riverside, Calif.
 † KBIE-TV Sacramento, Calif.
 Pensacola, Fla.
 Matoon, Ill.
 † WNDU-TV South Bend, Ind.
 Waterloo, Iowa
 Parsons, Kan.
 Franklin, La.
 Fall River, Mass.
 Bad Axe, Mich.
 Louisville, Miss.
 Rolla, Mo.
 † WFPG-TV Atlantic City, N. J.
 Hobbs, N. M.
 Raton, N. M.
 † WQTV (TV) Binghamton, N. Y.
 Dunkirk, N. Y.
 Durham, N. C.
 McMinnville, Ore.
 † WCHA-TV Chambersburg, Pa.
 Madison, S. D.
 Bristol, Tenn.-Va.
 Dyersburg, Tenn.
 McMinnville, Tenn.
 Lufkin, Tex.
 Sherman, Tex.
 * Logan, Utah
 Newport, Vt.
 * Wausau, Wis.

Ch. 47 (668-674 mc)

Sheffield, Ala.
 † KJEO (TV) Fresno, Calif.
 Orlando, Fla.
 † WKOA (TV) Macon, Ga.
 Dixon, Ill.
 * Lafayette, Ind.
 Concordia, Kan.
 * Portland, Me.
 Mount Pleasant, Mich.
 Jackson, Miss.
 New Brunswick, N. J.
 Tiffin, Ohio
 McAlester, Okla.
 † WTVQ (TV) Pittsburgh, Pa.
 Sumter, S. C.
 Corsicana, Tex.
 * Galveston, Tex.
 Fredericksburg, Va.
 * Yakima, Wash.

Ch. 48 (674-680 mc)

† WJLN-TV Birmingham, Ala.
 † WKAB-TV Mobile, Ala.
 San Jose, Calif.
 Moultrie, Ga.
 Alton, Ill.
 † WJOL-TV Joliet, Ill.
 * Topeka, Kan.
 Jennings, La.
 Jackson, Mich.
 Manchester, N. H.

Wildwood, N. J.
 Watertown, N. Y.
 † WTVX (TV) Gastonia, N. C.
 † WCET (TV) Cincinnati, Ohio
 Guthrie, Okla.
 * Scranton, Pa.
 * State College, Pa.
 Gallatin, Tenn.
 Memphis, Tenn.
 College Station, Tex.
 San Benito, Tex.
 Oshkosh, Wis.

Ch. 49 (680-686 mc)

Greenville, Ala.
 Visalia, Calif.
 Bridgeport, Conn.
 † WLBC-TV Muncie, Ind.
 Marshalltown, Iowa
 Arkansas City, Kan.
 * Escanaba, Mich.
 Yazoo City, Miss.
 Clinton, Mo.
 Columbus, Neb.
 Southern Pines, N. C.
 † WAKR-TV Akron, Ohio
 Corvallis, Ore.
 † WNOW-TV York, Pa.
 Chattanooga, Tenn.
 Gainesville, Tex.
 Jasper, Tex.
 Rutland, Vt.
 Ellensburg, Wash.
 † WKNA-TV Charleston, W. Va.
 Racine, Wis.

Ch. 50 (686-692 mc)

Camden, Ark.
 Santa Rosa, Calif.
 Greeley, Colo.
 Clearwater, Fla.
 La Grange, Ga.
 † WEHT (TV) Evansville, Ind.
 Gary, Ind.
 Fort Madison, Iowa
 Chanute, Kan.
 † WEHT (TV) Henderson, Ky. (Evansville, Ind.)
 † WBID-TV Detroit, Mich.
 Biloxi, Miss.
 Nebraska City, Neb.
 Hornell, N. Y.
 Rocky Mount, N. C.
 † WHIZ-TV Zanesville, Ohio
 Ada, Okla.
 Lawrenceburg, Tenn.
 Mexia, Tex.
 Marion, Va.
 Brenerton, Wash.
 Sparta, Wis.

Ch. 51 (692-698 mc)

Tuscaloosa, Ala.
 Tallahassee, Fla.
 Milledgeville, Ga.
 Logansport, Ind.
 Louisville, Ky.
 † WSBM-TV Saginaw, Mich.
 Austin, Minn.
 Rochester, N. H.
 Greensboro, N. C.
 Blackwell, Okla.
 † WLEV-TV Bethlehem, Pa.
 Maryville, Tenn.
 Paris, Tenn.
 Weatherford, Tex.
 † WLTV (TV) Wheeling, W. Va.-Steubenville, Ohio

Ch. 52 (698-704 mc)

Hot Springs, Ark.
 † KCOA (TV) Corona, Calif.
 Yuba City, Calif.
 Gainesville, Ga.
 † WSJV (TV) Elkhart, Ind.
 † WRAY-TV Princeton, Ind.
 Oskaloosa, Iowa
 Olathe, Kan.
 Hagerstown, Md.
 Kosciusko, Miss.
 Farmington, Mo.
 Fremont, Neb.
 † WOCN (TV) Atlantic City, N. J.
 * Raton, N. M.
 Amsterdam, N. Y.
 Henderson, N. C.
 Springfield, Ohio
 Brenham, Tex.
 Denison, Tex.
 Falfurrias, Tex.
 Norton, Va.
 Hoquiam, Wash.

Ch. 53 (704-710 mc)

† KBID-TV Fresno, Calif.
 † WATR-TV Waterbury, Conn.
 Daytona Beach, Fla.
 Cedartown, Ga.
 Fitzgerald, Ga.
 Lincoln, Ill.
 Bastrop, La.
 Annapolis, Md.
 † WPMT (TV) Portland, Me.
 Aboskie, N. C.
 Findlay, Ohio
 Shawnee, Okla.

† WKJF-TV Pittsburgh, Pa.
 Clarksville, Tenn.
 San Marcos, Tex.
 Terrell, Tex.
 * Huntington, W. Va.

Ch. 54 (710-716 mc)

Bessemer, Ala.
 Helena, Ark.
 * San Jose, Calif.
 Quincy, Fla.
 Fairfield, Iowa
 Leavenworth, Kan.
 Oakdale, La.
 † WTOM-TV Lansing, Mich.
 Nashua, N. H.
 Olean, N. Y.
 Utica-Rome, N. Y.
 Fayetteville, N. C.
 † WQXN-TV Cincinnati, Ohio
 Pryor Creek, Okla.
 † WAKN-TV Aiken, S. C.
 Morristown, Tenn.
 Bryan, Tex.
 Lexington, Va.
 Fond du Lac, Wis.

Ch. 55 (716-722 mc)

Porterville, Calif.
 Muncie, Ind.
 El Dorado, Kan.
 Rumford, Me.
 † WHYN-TV Springfield-Holyoke, Mass.
 Rochester, Minn.
 † Mount Airy, N. C.
 * Akron, Ohio
 Ardmore, Okla.
 Albany, Ore.
 † WHP-TV Harrisburg, Pa.
 Lake City, S. C.
 * Chattanooga, Tenn.
 Greeley, Colo.
 Union City, Tenn.
 Wenatchee, Wash.
 Racine, Wis.

Ch. 56 (722-728 mc)

* Auburn, Ala.
 El Centro, Calif.
 Santa Cruz, Calif.
 * Evansville, Ind.
 Hammond, Ind.
 Dubuque, Iowa
 † WTAO-TV Cambridge, Mass. (Boston)
 † WTVS (TV) Detroit, Mich.
 Gulfport, Miss.
 West Point, Miss.
 Carthage, Mo.
 Cortland, N. Y.
 * Asheville, N. C.
 Wilson, N. C.
 Chillicothe, Ohio
 El Reno, Okla.
 † WARD-TV Johnstown, Pa.
 Crockett, Tex.
 * Tacoma, Wash.

Ch. 57 (728-734 mc)

Norwich, Conn.
 Marietta, Ga.
 * Terre Haute, Ind.
 Middlesborough, Ky.
 Hammond, La.
 † WKNX-TV Saginaw, Mich.
 Albert Lea, Minn.
 † WCOG-TV Greensboro, N. C.
 † WGLV (TV) Easton, Pa.
 Cleburne, Tex.
 Wheeling, W. Va.
 Beloit, Wis.

Ch. 58 (734-740 mc)

Selma, Ala.
 Paragould, Ark.
 Modesto, Calif.
 Shelbyville, Ind.
 Muscatine, Iowa
 Opelousas, La.
 Greenfield, Mass.
 † WBCK-TV Battle Creek, Mich.
 † WRTV (TV) Asbury Park, N. J.
 Jamestown, N. Y.
 Mount Vernon, Ohio
 Anadarko, Okla.
 † KMIV (TV) Miami, Okla.
 Anderson, S. C.
 Lebanon, Tenn.
 Hebronville, Tex.
 Taylor, Tex.
 Aberdeen, Wash.
 Martinsburg, W. Va.
 * Adams, Wis.

Ch. 59 (740-746 mc)

† WELI-TV New Haven, Conn.
 * Wilmington, Del.
 Rome, Ga.
 Centralia, Ill.
 † WFAM-TV Lafayette, Ind.
 † WPTV (TV) Ashland, Ky.
 Biddeford, Me.
 Buffalo-Niagara Falls, N. Y.
 Kannapolis, N. C.
 Fremont, Ohio
 Seminole, Okla.
 Kilgore, Tex.
 Sheboygan, Wis.



the vitascan

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LIVE COLOR**

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

TELEVISION ALLOCATIONS

† WAAB-TV Worcester, Mass.
 † WPAG-TV Ann Arbor, Mich.
 Traverse City, Mich.
 Faribault, Minn.
 Grand Rapids, Minn.
 * University, Minn.
 West Plains, Mo.
 Cut Bank, Mont.
 Dillon, Mont.
 Wolf Point, Mont.
 Los Alamos, N. M.
 † WHCU-TV Ithaca, N. Y.
 Malone, N. Y.
 Albemarle, N. C.
 New Rockford, N. D.
 Coshocton, Ohio
 Guymon, Okla.
 Eugene, Ore.
 Mitchell, S. D.
 Sturgis, S. D.
 * Knoxville, Tenn.
 Conroe, Tex.
 El Paso, Tex.
 Fort Worth, Tex.
 * Lubbock, Tex.
 McAllen, Tex.
 Uvalde, Tex.
 Salt Lake City, Utah
 † KCTL (TV) Seattle, Wash.
 Stevens Point, Wis.

Ch. 21 (512-518 mc)

Gadsden, Ala.
 Safford, Ariz.
 Hanford, Calif.
 † KUSH (TV) San Diego, Calif.
 Grand Junction, Colo.
 Trinidad, Colo.
 * Pensacola, Fla.
 † WIRK-TV West Palm Beach, Fla.
 Rupert, Idaho
 Champaign-Urbana, Ill.
 Quincy, Ill.
 Huntington, Ind.
 † KQTV (TV) Fort Dodge, Iowa
 Ottawa, Kan.
 † WKLO-TV Louisville, Ky.
 Crowley, La.
 Springfield-Holyoke, Mass.
 West Branch, Mich.
 Crookston, Minn.
 Greenville, Miss.
 Kennett, Mo.
 Missoula, Mont.
 Alliance, Neb.
 Grand Island, Neb.
 * Reno, Nev.
 Artesia, N. M.
 † WKNY-TV Poughkeepsie, N. Y.
 † *WROH (TV) Rochester, N. Y.
 Lumberton, N. C.
 † WFMJ-TV Youngstown, Ohio
 Enid, Okla.
 Hugo, Okla.
 † KVAN-TV Portland, Ore.-
 (Vancouver, Wash.)
 † WWLA (TV) Lancaster, Pa.
 Greenwood, S. C.
 Coleman, Tex.
 * Norfolk-Portsmouth-
 Newport News, Va.
 † KVAN-TV Vancouver,
 Wash.-(Portland, Ore.)
 Beckley, W. Va.
 † *WHA-TV Madison, Wis.
 Rice Lake, Wis.

Ch. 22 (518-524 mc)

Opelika, Ala.
 Forrest City, Ark.
 † KFSA-TV Fort Smith, Ark.
 † KBIC-TV Los Angeles,
 Calif.
 Watsonville, Calif.
 Boulder, Colo.
 Lakeland, Fla.
 Statesboro, Ga.
 † WSIL-TV Harrisburg, Ill.
 Waukegan, Ill.
 * Waterloo, Iowa
 Colby, Kan.
 * Wichita, Kan.
 Winfield, La.
 † WWLP (TV) Springfield,
 Mass.
 Bar Harbor, Me.
 Cambridge, Me.
 * Flint, Mich.
 Marshall, Minn.
 Pasagoula, Miss.
 Columbia, Mo.
 Bozeman, Mont.
 Omaha, Neb.
 Las Cruces, N. M.
 Portales, N. M.
 * Raleigh, N. C.
 Harvey, N. D.
 † WIFE (TV) Dayton, Ohio
 † WGBI-TV Scranton, Pa.
 * Providence, R. I.
 * Pierre, S. D.
 Elizabethton, Tenn.

† KVDO-TV Corpus Christi,
 Tex.
 Fort Stockton, Tex.
 Perryton, Tex.
 Temple, Tex.
 Wichita Falls, Tex.
 Provo, Utah
 Burlington, Vt.
 Everett, Vt.
 * Walla Walla, Wash.
 Clarksburg, W. Va.
 Rhinelander, Wis.

Ch. 23 (524-530 mc)

Brewton, Ala.
 † WMSL-TV Decatur, Ala.
 † KETV (TV) Little Rock,
 Ark.
 Colorado Springs, Colo.
 † WGBS-TV Miami, Fla.
 Gooding, Idaho
 Decatur, Ill.
 Freeport, Ill.
 Des Moines, Iowa
 Dodge City, Kan.
 Manhattan, Kan.
 Elizabethtown, Ky.
 Auburn, Me.
 † WMCN (TV) Grand
 Rapids, Mich.
 Minneapolis-St. Paul, Minn.
 Lebanon, Mo.
 * Great Falls, Mont.
 Lexington, Neb.
 Carlsbad, N. M.
 Lordsburg, N. M.
 † WPTR-TV Albany-Schen-
 ectady-Troy, N. Y.
 † *WTVF (TV) Buffalo, N. Y.
 Lisbon, N. D.
 † WMAC-TV Massillon, Ohio
 Hobart, Okla.
 † KCEB (TV) Tulsa, Okla.
 † WIBG-TV Philadelphia, Pa.
 Conway, S. C.
 † WGVJ (TV) Greenville,
 S. C.
 Belle Fourche, S. D.
 † KDTX (TV) Dallas, Tex.
 Harlingen, Tex.
 † KTFV (TV) Houston, Tex.
 * San Angelo, Tex.
 * Richmond, Va.
 † KRSM (TV) Yakima, Wash.
 Logan, W. Va.

Ch. 24 (530-536 mc)

Sylacauga, Ala.
 Elroy, Ariz.
 Harrison, Ark.
 † KMJ-TV Fresno, Calif.
 * San Bernardino, Calif.
 Delta, Colo.
 La Junta, Colo.
 † *WCHF (TV) Hartford,
 Conn.
 * Orlando, Fla.
 Tallahassee, Fla.
 Elberton, Ga.
 Cairo, Ill.
 † WDAN-TV Danville, Ill.
 Estherville, Iowa
 Iowa City, Iowa
 Wellington, Kan.
 Maysville, Ky.
 Thibodeaux, La.
 Houlton, Me.
 * Baltimore, Md.
 Coldwater, Mich.
 Rogers City, Mich.
 Bemidji, Minn.
 Greenwood, Miss.
 Fulton, Mo.
 Lincoln, Neb.
 Littleton, N. H.
 Belen, N. M.
 † WTVF (TV) Elmira, N. Y.
 Ogdensburg, N. Y.
 * Bismarck, N. D.
 Salem, Ore.
 Cookeville, Tenn.
 Austin, Tex.
 Odessa, Tex.
 Seymour, Tex.
 Texarkana, Tex.
 Ogdon, Utah
 † WBTM-TV Danville, Va.
 Bellingham, Wash.
 Fullman, Wash.
 * Morgantown, W. Va.
 * Chilton, Wis.
 Cody, Wyo.
 Wheatland, Wyo.

Ch. 25 (536-542 mc)

Clifton, Ariz.
 Williams, Ariz.
 Brawley, Calif.
 Salida, Colo.
 Sterling, Colo.
 St. Augustine, Fla.
 Albany, Ga.
 Dalton, Ga.
 Madison, Ind.
 Ames, Iowa
 † KTAG (TV) Lakes Charles,
 La.
 Barnstable, Mass.
 Rockland, Me.
 * Houghton, Mich.
 East Taivas, Mich.
 † WJTV (TV) Jackson, Miss.

Kansas City, Mo.
 Deer Lodge, Mont.
 Tucumcari, N. M.
 † WGTV (TV) New York,
 N. Y.
 * Utica-Rome, N. Y.
 * Cleveland, Ohio
 † KTVQ (TV) Oklahoma
 City, Okla.
 Altoona, Pa.
 † WCOS-TV Columbia, S. C.
 Brookings, S. D.
 Humboldt, Tenn.
 Athens, Tex.
 Ballinger, Tex.
 Cuero, Tex.
 Emporia, Va.
 Kennewick, Wash.
 Welch, W. Va.
 Eau Claire, Wis.
 † WCAN-TV Milwaukee, Wis.

Ch. 26 (542-548 mc)

* Montgomery, Ala.
 El Dorado, Ark.
 San Francisco-Oakland,
 Calif.
 Santa Barbara, Calif.
 Denver, Colo.
 † WNLC-TV New London,
 Conn.
 * Washington, D. C.
 Leesburg, Fla.
 Vidalia, Ga.
 Emmett, Idaho
 † WHFC-TV Chicago, Ill.
 Indianapolis, Ind.
 * Cedar Rapids, Iowa
 McPherson, Kan.
 Madisonville, Ky.
 † WCKG (TV) New Orleans,
 La.
 † *WUOM (TV) Ann Arbor,
 Mich.
 * Traverse City, Mich.
 Northfield, Minn.
 Virginia, Minn.
 Maryville, Mo.
 * Springfield, Mo.
 Berlin, N. H.
 † WTOB-TV Winston-Salem,
 N. C.
 Carrington, N. D.
 Cambridge, Ohio
 Elk City, Okla.
 Okmulgee, Okla.
 Eugene, Ore.
 Lead, S. D.
 † WTSK (TV) Knoxville,
 Tenn.
 Eagle Pass, Tex.
 Edinburg, Tex.
 El Paso, Tex.
 * Fort Worth, Tex.
 Lubbock, Tex.
 Salt Lake City, Utah
 Seattle, Wash.
 Stevens Point, Wis.

Ch. 27 (548-554 mc)

Thomasville, Ala.
 San Diego, Calif.
 † KVVG (TV) Tulare, Calif.
 † WSTF (TV) Stamford-
 Norwalk, Conn.
 Belle Glade, Fla.
 Thomasville, Ga.
 Rexburg, Idaho
 Wallace, Idaho
 Champaign-Urbana, Ill.
 * Fort Wayne, Ind.
 Webster City, Iowa
 Fort Scott, Kan.
 † WLAP-TV Lexington, Ky.
 Abbeville, La.
 Iron Mountain, Mich.
 Wadena, Minn.
 Greenville, Miss.
 Caruthersville, Mo.
 Hannibal, Mo.
 Hastings, Neb.
 Reno, Nev.
 * Hanover, N. H.
 Clayton, N. M.
 Lovington, N. M.
 † WRNY-TV Rochester, N. Y.
 Hendersonville, N. C.
 † WKBN-TV Youngstown,
 Ohio
 Durant, Okla.
 † Enid, Okla.
 † KPTV (TV) Portland, Ore.
 † WCMB-TV Harrisburg, Pa.
 Georgetown, S. C.
 Moberg, S. D.
 Fayetteville, Tenn.
 El Campo, Tex.
 † WTVN-TV Norfolk-
 Portsmouth, Va.
 Roanoke, Va.
 † WKOW-TV Madison, Wis.
 Torrington, Wyo.

Ch. 28 (554-560 mc)

Miami, Ariz.
 Magnolia, Ark.
 Newport, Ark.
 † *KTHE (TV) Los Angeles,
 Calif.
 Pueblo, Colo.
 Bradenton, Fla.
 Brunswick, Ga.

† WDAK-TV Columbus, Ga.
 Elgin, Ill.
 Vandalia, Ill.
 Oelwein, Iowa
 Great Bend, Kans.
 Glasgow, Ky.
 † WAFB-TV Baton Rouge,
 La.
 New Bedford, Mass.
 Flint, Mich.
 Sault Ste. Marie, Mich.
 Columbus, Miss.
 Sedalia, Mo.
 Omaha, Neb.
 Plattsburg, N. Y.
 † WNAO-TV Raleigh, N. C.
 Lancaster, Ohio
 * Lawton, Okla.
 Vinita, Okla.
 Pendleton, Ore.
 Roseburg, Ore.
 † WBRE-TV Wilkes-Barre,
 Pa.
 Kingsport, Tenn.
 Crystal City, Tex.
 Lamesa, Tex.
 * Waco, Tex.
 * Provo, Utah
 Winchester, Va.
 Everett, Wash.
 Newcastle, Wyo.

Ch. 29 (560-566 mc)

Andalusia, Ala.
 † KBKAT-TV Bakersfield,
 Calif.
 Jacksonville, Ill.
 Marion, Ind.
 Junction City, Kan.
 Somerset, Ky.
 Augusta, Me.
 Muskegon, Mich.
 Hastings, Neb.
 Corinth, Miss.
 Natchez, Miss.
 Fallon, Nev.
 Gloversville, N. Y.
 Wilmington, N. C.
 Canton, Ohio
 Stillwater, Okla.
 Philadelphia, Pa.
 * Greenville, S. C.
 † KLIF-TV Dallas, Tex.
 † KXYZ-TV Houston, Tex.
 Plainview, Tex.
 † WOTV (TV) Richmond, Va.
 † KIMA-TV Yakima, Wash.
 Buffalo, Wyo.

Ch. 30 (566-572 mc)

Coolidge, Ariz.
 Batesville, Ark.
 Madera, Calif.
 San Bernardino, Calif.
 Walsenburg, Colo.
 † WKNB-TV New Britain,
 Conn.
 † WOBS-TV Jacksonville,
 Fla.
 * Panama City, Fla.
 * Atlanta, Ga.
 * Bloomington, Ind.
 * Davenport (Iowa)-Rock
 Island-Moline, Ill.
 * Sioux City, Iowa
 Houma, La.
 Minden, La.
 Cumberland, Md.
 Alpena, Mich.
 † WCOC-TV Meridian, Miss.
 Joplin, Mo.
 St. Joseph, Mo.
 † KFUV-TV (St. Louis)-
 Clayton, Mo.
 Hickory, N. C.
 Roanoke Rapids, N. C.
 Portsmouth, Ohio
 * Toledo, Ohio
 Alva, Okla.
 Astoria, Ore.
 Grants Pass, Ore.
 Nashville, Tenn.
 Snyder, Tex.
 Logan, Utah
 St. Johnsbury, Vt.
 * Shell Lake, Wis.
 Powell, Wyo.

Ch. 31 (572-578 mc)

Huntsville, Ala.
 Morenci, Ariz.
 Americus, Ga.
 Kokomo, Ind.
 Tell City, Ind.
 Centerville, Iowa
 Abilene, Kan.
 Goodland, Kan.
 Petoskey, Mich.
 Willmar, Minn.
 McComb, Miss.
 Hawthorne, Nev.
 † WNYC-TV New York, N. Y.
 Oswego, N. Y.
 Elizabeth City, N. C.
 † WEOL-TV (Elyria)-Lorain,
 Ohio
 Norman, Okla.
 DuBois, Pa.
 Lancaster, S. C.
 † KBMT (TV) Beaumont-
 Port Arthur, Tex.

Pearsall, Tex.
 Richland, Wash.
 Hinton, W. Va.
 † WFOX-TV Milwaukee, Wis.
 Gillette, Wyo.

Ch. 32 (578-584 mc)

Montgomery, Ala.
 Oxnard, Calif.
 † KSPAN-TV San Francisco-
 Oakland, Calif.
 Longmont, Colo.
 † WPGT (TV) Clearwater,
 Fla.
 Douglas, Ga.
 Centralia, Ill.
 † WTLE (TV) Chicago, Ill.
 (Evanston)
 Richmond, Ind.
 Burlington, Iowa
 Red Oak, Iowa
 † WCNO-TV New Orleans,
 La.
 Lowell, Mass.
 Duluth (Minn.)
 -Superior (Wis.)
 Worthington, Minn.
 Clarksdale, Miss.
 Springfield, Mo.
 * Winston-Salem, N. C.
 Valley City, N. D.
 Clinton, Okla.
 The Dalles, Ore.
 Lock Haven, Pa.
 Oak Ridge, Tenn.
 Littlefield, Tex.
 † KTFE (TV) Longview, Tex.
 Mercedes, Tex.
 Stephenville, Tex.
 Weston, W. Va.
 * La Crosse, Wis.
 Marinette, Wis.

Ch. 33 (584-590 mc)

Searcy, Ark.
 San Diego, Calif.
 Lake City, Fla.
 † WMFL (TV) Miami, Fla.
 Carrollton, Ga.
 Blackfoot, Idaho
 Kellogg, Idaho
 Champaign-Urbana, Ill.
 † WKJZ-TV Fort Wayne,
 Ind.
 Knoxville, Iowa
 Coffeyville, Kan.
 Murray, Ky.
 Iron River, Mich.
 St. Cloud, Minn.
 Laurel, Miss.
 Jefferson City, Mo.
 Norfolk, Neb.
 Yerington, Nev.
 Batavia, N. Y.
 † WEEU-TV Reading, Pa.
 Abilene, Tex.
 Bay City, Tex.
 Borger, Tex.
 Paris, Tex.
 † WACH-TV Norfolk-Ports-
 mouth-Newport News,
 Va.
 * Roanoke, Va.
 Longview, Wash.
 † WMTV (TV) Madison, Wis.

Ch. 34 (590-596 mc)

Globe, Ariz.
 Arkadelphia, Ark.
 Los Angeles, Calif.
 Merced, Calif.
 Pueblo, Colo.
 Sarasota, Fla.
 Brunswick, Ga.
 * Columbus, Ga.
 Carbondale, Ill.
 † WSBT-TV South Bend,
 Ind.
 Storm Lake, Iowa
 Salina, Kan.
 * Baton Rouge, La.
 New Bedford, Mass.
 Port Huron, Mich.
 * Sault Ste. Marie, Mich.
 Starkville, Miss.
 Goldsboro, N. C.
 * Fargo, N. D.
 * Williston, N. D.
 † *WOSU-TV Columbus, Ohio
 Lawton, Okla.
 † WILK-TV Wilkes-Barre,
 Pa.
 Johnson City, Tenn.
 Alice, Tex.
 Big Spring, Tex.
 † KANG-TV Waco, Tex.
 St. Albans, Vt.
 Harrisonburg, Va.
 Anacortes, Wash.
 Prairie du Chien, Wis.
 Worland, Wyo.

Ch. 35 (596-602 mc)

Springdale, Ark.
 Salina-Monterey, Calif.
 Sanford, Fla.
 Bainbridge, Ga.
 Toccoa, Ga.
 La Salle, Ill.
 Mason City, Iowa

20 years ago...

and today

They're both **BLAW-KNOX** Towers over 1000 feet high

The *first* broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high... such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet *your* specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS



Guyed and self-supporting— for AM • FM
TV • radar • microwave • communications



Philco 16MM CineScanner



"State of the Union"



"Dragnet"

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

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"Lady in the Dark"



"Babes in Toyland"

CineScanner

... film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color... with unequalled simplicity and dependability!

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, color registration insurance is actually built in!

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—all from a single scanning tube! Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, practical way of film telecasting. You can start today in monochrome... convert tomorrow to color with a simple conversion kit.

For complete information write Dept. TY

PHILCO CORPORATION

GOVERNMENT AND
INDUSTRIAL DIVISION

PHILADELPHIA 44
PENNSYLVANIA



TV ALLOCATIONS

<p>Ch. 60 (746-752 mc)</p> <p>Cullman, Ala. San Jose, Calif. Athens, Ga. Kewanee, Ill. Washington, Ind. Atchison, Kan. Richmond, Ky. Lake Charles, La. †*WKAR-TV East Lansing, Mich. Middletown, N. Y. Newark, Ohio Florence, S. C. *Blacksburg, Va. Olympia, Wash.</p> <p>Ch. 61 (752-758 mc)</p> <p>Newman, Ga. *Carbondale, Ill. Macomb, Ill. † WCBC-TV Anderson, Ind. ‡ WJMR-TV New Orleans, La. Easthampton, Mass. Winona, Minn. Akron, Ohio Pauls Valley, Okla. † WHUM-TV Reading, Pa. Rock Hill, S. C. Kenosha, Wis.</p> <p>Ch. 62 (758-764 mc)</p> <p>Conway, Ark. Napa, Calif. ‡ WFIE (TV) Evansville, Ind. Michigan City, Ind. Dubuque, Iowa Alexandria, La. Frederick, Md. † WHEF-TV Brockton, Mass. † WCIO-TV Detroit, Mich. Oneonta, N. Y. ‡ WISE-TV Asheville, N. C. Athens, Ohio Bartlesville, Okla. Shelbyville, Tenn. New Braunfels, Tex. Tacoma, Wash.</p>	<p>Ch. 63 (764-770 mc)</p> <p>†*WCNE (TV) Norwich, Conn. Cartersville, Ga. Terre Haute, Ind. Ottumwa, Iowa Mayfield, Ky. Middlesborough, Ky. Bay City, Mich. Red Wing, Minn. Burlington, N. C. Bellefontaine, Ohio † WAZL-TV Hazelton, Pa. Washington, Pa. Hillsboro, Tex. Janesville, Wis.</p> <p>Ch. 64 (770-776 mc)</p> <p>Talladega, Ala. Blytheville, Ark. Stockton, Calif. Clinton, Iowa Lexington, Ky. Eunice, La. Pittsfield, Mass. † WBKZ-TV Battle Creek, Mich. Bridgeton, N. J. Statesville, N. C. Chickasha, Okla. Oil City, Pa. Gonzales, Tex. Charlottesville, Va.</p> <p>Ch. 65 (776-782 mc)</p> <p>Meriden, Conn. Streator, Ill. Newton, Iowa Bath, Me. Kansas City, Mo. † WERE-TV Cleveland, Ohio Hamilton-Middletown, Ohio Shamokin, Pa. Union, S. C. McKinney, Tex. *Ellensburg, Wash. Manitowoc, Wash.</p>	<p>Ch. 66 (782-788 mc)</p> <p>Merced, Calif. *Springfield, Ill. *Gary, Ind. † WKNY-TV Kingston, N. Y. *Malone, N. Y. Muskogee, Okla. Salem, Ore. Erie, Pa. Beckley, W. Va. *Richland Center, Wis.</p> <p>Ch. 67 (788-794 mc)</p> <p>*DeKalb, Ill. Indianapolis, Ind. Lafayette, Ind. Warren, Ohio † WFMZ-TV Allentown, Pa. ‡ WNOK-TV Columbia, S. C. Harriman, Tenn. Wenatchee, Wash.</p> <p>Ch. 68 (794-800 mc)</p> <p>Hagerstown, Md. Bedford, Ind. Petaluma, Calif. Fall River, Mass. *Clemson, S. C. Tullahoma, Tenn.</p> <p>Ch. 69 (800-806 mc)</p> <p>Pekin, Ill. † WANE-TV Fort Wayne, Ind. Bogalusa, La. Cape Girardeau, Mo. *Andover, N. J. *Stillwater, Okla. *Cookeville, Tenn. Greenville, Tex. Clarksburg, W. Va.</p> <p>Ch. 70 (806-812 mc)</p> <p>Anniston, Ala. Port Chicago, Calif.</p>	<p>Lexington, Ky. *Hammonton, N. J. *Bowling Green, Ohio Bradford, Pa. Newberry, S. C. *Austin, Tex. Green Bay, Wis.</p> <p>Ch. 71 (812-818 mc)</p> <p>†*WCTB (TV) Bridgeport, Conn. *Muncie, Ind. Grinnel, Iowa ‡ WTPA (TV) Harrisburg, Pa.</p> <p>Ch. 72 (818-824 mc)</p> <p>Paducah, Ky. † WITH-TV Baltimore Lawrence, Mass. Goldsboro, N. C. Gallipolis, Ohio Tyler, Tex. La Crosse, Wis.</p> <p>Ch. 73 (824-830 mc)</p> <p>Terre Haute, Ind. Harlan, Ky. *Bay City, Mich. Asheville, N. C. Durham, N. C. ‡ WLOK-TV Lima, Ohio Youngstown, Ohio ‡ WTVU (TV) Scranton, Pa. Dallas, Tex.</p> <p>Ch. 74 (830-836 mc)</p> <p>*University, Ala. Blytheville, Ark. Alexandria, La. *Kalamazoo, Mich. *Freehold, N. J. † WNOP-TV Newport, Ky. (Cincinnati) Lewistown, Pa. Spartanburg, S. C.</p>	<p>Bennington, Vt. Ch. 75 (836-842 mc) Concord, N. H. Patchogue, N. Y.</p> <p>Ch. 76 (842-848 mc) Springfield, Ohio</p> <p>Ch. 77 (848-854 mc) *Montclair, N. J. *Crossville, Tenn. Brattleboro, Vt.</p> <p>Ch. 78 (854-860 mc) Bogalusa, Ala. Asheville, N. C.</p> <p>Ch. 79 (860-866 mc) † WTOH-TV Toledo, Ohio</p> <p>Ch. 80 (866-872 mc) *North Adams, Mass. *Camden, N. J. Salisbury, N. C.</p> <p>Ch. 81 (872-878 mc) New London, Conn.</p> <p>Ch. 82 (878-884 mc) *Amherst, Mass.</p> <p>Ch. 83 (884-890 mc) † WILM-TV Wilmington, Del. *Poughkeepsie, N. Y.</p>
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[Note: FCC from time to time reassigns vhf and uhf allocations to correct substandard spacing and for other reasons; these changes will be published in Broadcasting-Telecasting when they are proposed and again when finalized.]

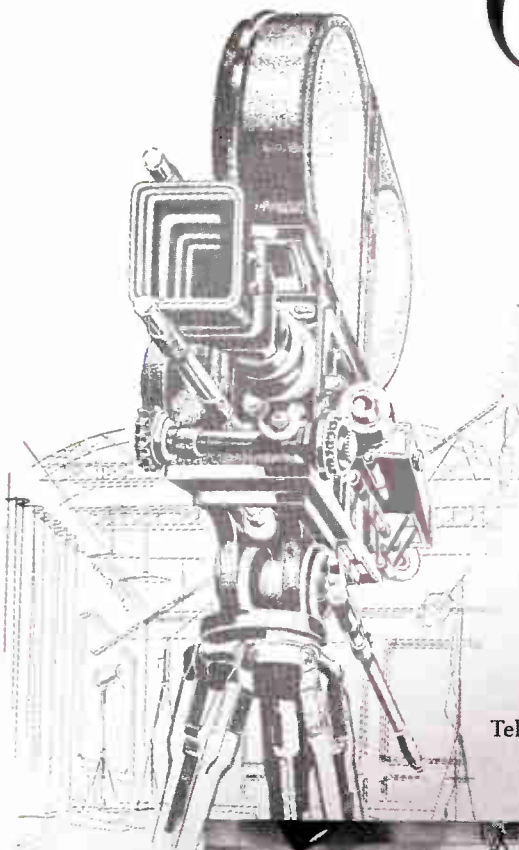
SUMMARY OF TV ALLOCATIONS, APPLICATIONS, ASSIGNMENTS

Shows channels allocated (in parentheses), operating stations, grants and applications pending or in hearing as of June 1, 1955. Asterisk (*) indicates reserved noncommercial educational channel. Note: A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.

<p>ALABAMA</p> <p>ANDALUSIA: (Ch. *2—, 29)—Granted ch. 2 WAIQ (TV)</p> <p>ANNISTON: (Ch. 70+)</p> <p>AUBURN: (Ch. *56)</p> <p>BESSEMER: (Ch. 54)</p> <p>BIRMINGHAM: (Ch. 6—, *10—, 13—, 42+, 48)—Operating: ch. 6 WBRC-TV, Ch. *10 WBIQ(TV), ch. 13 WABT (TV). Granted: ch. 48 WJLN-TV.</p> <p>BREWTON: (Ch. 23+)</p> <p>CLANTON: (Ch. 14)</p> <p>CULLMAN: (Ch. 60+)</p> <p>DECATUR: (Ch. 23—)—Operating: ch. 23 WMSL-TV.</p> <p>DEMOPOLIS: (Ch. 18)</p> <p>DOTHAN: (Ch. 9+, 19—)—Operating: ch. 9 WTVY (TV). Channel available: 19.</p> <p>ENTERPRISE: (Ch. 40+)</p> <p>EUFULA: (Ch. 44)</p> <p>FLORENCE: (Ch. 41)</p> <p>FORT PAYNE: (Ch. 19)</p> <p>GADSDEN: (Ch. 15+, 21+)</p> <p>GREENVILLE: (Ch. 49—)</p> <p>GUNTERSVILLE: (Ch. 40—)</p> <p>HUNTSVILLE: (Ch. 31+)</p> <p>JASPER: (Ch. 17)</p> <p>MOBILE: (Ch. 5+, 10+, *42, 48+)—Operating: ch. 10 WALA-TV. Granted: ch. 48 WKAB-TV, ch. 5 WKRG-TV. Channel available: *42.</p> <p>MONTGOMERY: (Ch. 12, 20, *26—, 32)—Operating: ch. 20 WCOV-TV, ch. 12 WSFA-TV. Channels available: *26, 32.</p> <p>MUNFORD: (Ch. *7—)—Operating: Ch. *7 WTIQ (TV)</p> <p>OPELIKA: (Ch. 22—)</p> <p>SELMA: (Ch. 8—, 58+)—Granted: ch. 8 WSLA (TV). Channel available: 58.</p> <p>SHEFFIELD: (Ch. 47—)</p> <p>SYLACAUGA: (Ch. 24—)</p> <p>TALLADEGA: (Ch. 64)</p> <p>THOMASVILLE: (Ch. 27—)</p> <p>TROY: (Ch. 38—)</p> <p>TUSCALOOSA: (Ch. 45, 51—)</p> <p>TUSKEGEE: (Ch. 16—)</p> <p>UNIVERSITY: (Ch. *74—)</p>	<p>3 KTVK (TV), ch. 5 KPHO-TV, ch. 10 KOOL-TV; Channel available: *8.</p> <p>FRESCOTT: (Ch. 15)</p> <p>SAFFORD: (Ch. 21)</p> <p>TUCSON: (Ch. 4—, *6+, 9—, 13—)—Operating: ch. 4 KVOA-TV, ch. 13 KOPO-TV. Granted: ch. 9 Tucson Tv Co. Channel available: *6.</p> <p>WILLIAMS: (Ch. 25)</p> <p>WINSLOW: (Ch. 16—)</p> <p>YUMA: (Ch. 11—, 13+)—Operating: ch. 11 KIVA (TV). Channel available: 13.</p> <p>ARKANSAS</p> <p>ARKADELPHIA: (Ch. 34+)</p> <p>BATESVILLE: (Ch. 30—)</p> <p>BENTON: (Ch. 40)</p> <p>BLYTHEVILLE: (Ch. 64+, 74)</p> <p>CAMDEN: (Ch. 50)</p> <p>CONWAY: (Ch. 62)</p> <p>EL DORADO: (Ch. 10—, 26—)—Granted: ch. 10 KRBB (TV). Channel available: 26.</p> <p>FAYETTEVILLE: (Ch. *13—, 41—)</p> <p>FORREST CITY: (Ch. 22+)</p> <p>FORT SMITH: (Ch. 5—, *16—, 22, 29)—Operating: ch. 22 KFSA-TV. Granted: ch. 5 KNAC-TV. Channels available: *16, 39.</p> <p>HARRISON: (Ch. 24)</p> <p>HELENA: (Ch. 34—)</p> <p>HOPE: (Ch. 15—)</p> <p>HOT SPRINGS: (Ch. 9+, 52+)—Granted: ch. 9 KTVR (TV). Channel available: 52.</p> <p>JONESBORO: (Ch. 8, 39+)—Granted: ch. 8 KBTM (TV). Channel available: 39.</p> <p>LITTLE ROCK: (Ch. *2—, 4, 11+, 17—, 23+)—Operating: ch. 4 KARK-TV, ch. 7 KATV (TV) (Pine Bluff). Granted: ch. 11 KTHV (TV). Channels available: *2, 17, 23.</p> <p>MAGNOLIA: (Ch. 28+)</p> <p>MORRILTON: (Ch. 43—)</p> <p>NEWPORT: (Ch. 28)</p> <p>PARAGOULD: (Ch. 58—)</p> <p>PINE BLUFF: (Ch. 7—, 36)—Operating: ch. 7 KATV (TV). Channel available: 36.</p> <p>RUSSELLVILLE: (Ch. 19)</p> <p>SEARCY: (Ch. 33)</p> <p>SPRINGDALE: (Ch. 35—)</p> <p>STUTTGART: (Ch. 14+)</p>	<p>LOS ANGELES: (Ch. 2, 4, 5, 7, 9, 11, 13, 22, *28, 34)—Operating: ch. 2 KNXT (TV), ch. 4 KRCA (TV), ch. 5 KTLA (TV), ch. 7 KABC-TV, ch. 9 KHJ-TV, ch. 11 KTTV (TV), ch. 13 KCOP (TV). Granted: ch. 22 KBIC-TV. Channels available: *28, 34.</p> <p>MADERA: (Ch. 30+)</p> <p>MERCED: (Ch. 34—, 66)</p> <p>MODESTO: (Ch. 14—, 58)—Granted: ch. 14 KTRB-TV. Channel available: 58.</p> <p>NAPA: (Ch. 62)</p> <p>OXNARD: (Ch. 32)</p> <p>PALM SPRINGS: (Ch. 14)</p> <p>PETALUMA: (Ch. 68)</p> <p>PITTSBURG: (Ch. 16)</p> <p>PORT CHICAGO: (Ch. 70)</p> <p>PORTERVILLE: (Ch. 55)</p> <p>RED BLUFF: (Ch. 16)</p> <p>REDDING: (Ch. 15)</p> <p>RIVERSIDE: (Ch. 40, 46)</p> <p>SACRAMENTO: (Ch. 3, *6, 10, 40—, 46+)—Operating: ch. 10 KBET-TV, ch. 40 KCCC-TV. Granted: ch. 3 KCRAT-TV. Channels available: *6, 7, 46)</p> <p>SALINAS-MONTEREY: (Ch. 8+, 35)—Operating: ch. 8 KSBW-TV. Channel available: 35.</p> <p>SAN BERNADINO: (Ch. 18, *24—, 30)</p> <p>SAN BUENAVENTURA: (Ch. 38—)</p> <p>SAN DIEGO: (Ch. 8, 10, *15+, 21—, 27, 33, 39)—Operating: ch. 8 KFMB-TV, ch. 10 KFSD-TV. Channels available: *15, 21, 27, 33, 39.</p> <p>SAN FRANCISCO-OAKLAND: (Ch. 2+, 4—, 5+, 7—, *9+, 20—, 26—, 32+, 44—)—Operating: ch. 4 KRON-TV, ch. 5 KPXP (TV), ch. 7 KGO-TV, ch. 32 KSNB-TV, ch. *9 KQED (TV) (Berkeley). Granted: ch. 20 KBAY-TV. In hearing: ch. 2—Channel Two Inc., San Francisco-Oakland Tv Inc. Channels available: 26, 38, 44.</p> <p>SAN JOSE: (Ch. 11+, 48, *54, 60)—Granted: ch. 11 KNTV (TV). Channels available: 48, *54, 60.</p> <p>SAN LUIS OBISPO: (Ch. 6+)—Operating: ch. 6 KVEC-TV.</p> <p>SANTA BARBARA: (Ch. 3—, 20, 26)—Operating: ch. 3 KEYT (TV). Channels available: 20, 26.</p> <p>SANTA CRUZ: (Ch. 56)</p> <p>SANTA MARIA: (Ch. 44)</p> <p>SANTA PAULA: (Ch. 16+)</p> <p>SANTA ROSA: (Ch. 50)</p> <p>STOCKTON: (Ch. 13—, 36, *42, 64)—Operating: ch. 13 KOVR (TV). Granted: ch. 36 KTVU (TV). Channels available: *42, 64.</p> <p>TULARE: (Ch. 27+)—Operating: ch. 27 KVVG (TV).</p> <p>UKIAH: (Ch. 18)</p> <p>VISALIA: (Ch. 43, 49)—Granted: ch. 43 KAKI (TV). Channel available: 49.</p> <p>WATSONVILLE: (Ch. 22—)</p> <p>YREKA CITY: (Ch. 11)</p> <p>YUBA CITY: (Ch. 52—)</p>
<p>ARIZONA</p> <p>AJO: (Ch. 14—)</p> <p>BISBEE: (Ch. 15)</p> <p>CASA GRANDE: (Ch. 18—)</p> <p>CLIFTON: (Ch. 25—)</p> <p>COOLIDGE: (Ch. 30+)</p> <p>DOUGLAS: (Ch. 3—)</p> <p>ELOY: (Ch. 24)</p> <p>FLAGSTAFF: (Ch. 9, 13)</p> <p>GLOBE: (Ch. 34+)</p> <p>HOLBROOK: (Ch. 14)</p> <p>KINGMAN: (Ch. 6—)</p> <p>MESA: (Ch. 12—)—Operating: ch. 12 KVAR (TV) (Phoenix).</p> <p>MIAMI: (Ch. 28+)</p> <p>MORENCI: (Ch. 31)</p> <p>NOGALES: (Ch. 17—)</p> <p>PHOENIX: (Ch. 3+, 5—, *8, 10—)—Operating: ch.</p>	<p>CALIFORNIA</p> <p>ALTURAS: (Ch. 9)</p> <p>BAKERSFIELD: (Ch. 10—, 29)—Operating: ch. 10 KERO-TV, ch. 29 KBK-TV.</p> <p>BERKELEY: (See San Francisco)</p> <p>BRAWLEY: (Ch. 25+)</p> <p>CHICO: (Ch. 12—)—Operating: ch. 12 KHSL-TV.</p> <p>CORONA: (Ch. 52)—Granted: ch. 52 KCOA (TV).</p> <p>DELANO: (Ch. 37+)</p> <p>EL CENTRO: (Ch. 16, 56)</p> <p>EUREKA: (Ch. 3—, 13—)—Operating: ch. 3 KIEM-TV. Channel available: 13.</p> <p>FRESNO: (Ch. 12+, *18—, 24, 47, 53)—Operating: ch. 24 KMJ-TV, ch. 47 KJEO-TV. Granted: ch. 53 KBID-TV. In hearing: ch. 12—California Inland Broadcasting Co. (KFRE), KARM, The George Harm Station (KARM). Channel available: *18.</p> <p>HANFORD: (Ch. 21)</p>	<p>COLORADO</p> <p>ALAMOS: (Ch. 19+)</p> <p>BOULDER: (Ch. *12, 22+)</p> <p>CANON CITY: (Ch. 36)</p> <p>COLORADO SPRINGS: (Ch. 11, 13, *17+, 23+)—Operating: ch. 11 KKTU (TV), ch. 13 KRDO-TV.</p>

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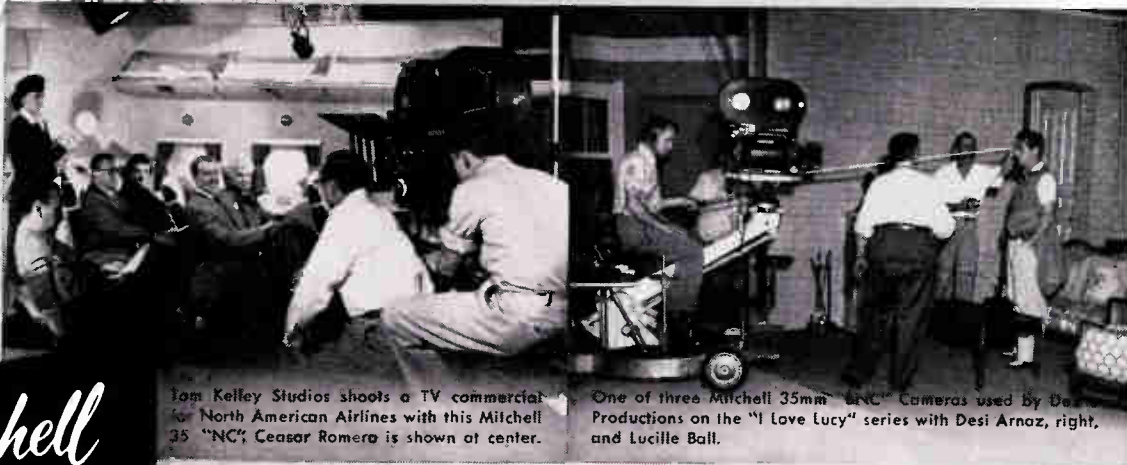
THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

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Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC"; Ceasar Romero is shown at center.

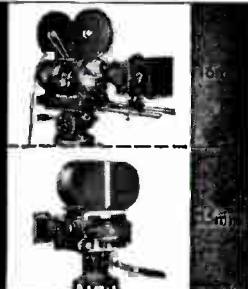
One of three Mitchell 35mm "NC" Cameras used by Desi Arnaz Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

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 85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



Channels available: *17, 23.

CRAIG: (Ch. 19)
 DELTA: (Ch. 24)
 DENVER: (Ch. 2, 4, *6-, 7, 9-, 20, 26+)—Operating: ch. 2 KFEL-TV, ch. 4 KOA-TV, ch. 7 KLZ-TV, ch. 9 KBTB-TV. Granted: ch. *6 KRMA-TV.
 Channels available: 20, 26.
 DURANGO: (Ch. 6+, 15)
 FORT COLLINS: (Ch. 44+)
 FORT MORGAN: (Ch. 15+)
 GRAND JUNCTION: (Ch. 5-, 21+)—Operating: ch. 5 KFXJ-TV. Channel available: 21.
 GREELEY: (Ch. 50)
 LA JUNTA: (Ch. 24)
 LAMAR: (Ch. 18-)
 LEADVILLE: (Ch. 14+)
 LONGMONT: (Ch. 32)
 LOVELAND: (Ch. 38)
 MONTROSE: (Ch. 10+, 18)
 PUEBLO: (Ch. 3-, 5, *8, 28-, 34)—Operating: ch. 5 KCSJ-TV. Channels available: 3, *8, 28-, 34.
 SALIDA: (Ch. 25)
 STERLING: (Ch. 25-)
 TRINIDAD: (Ch. 21-)
 WALENSBURG: (Ch. 30-)

CONNECTICUT

BRIDGEPORT: (Ch. 43-, 49-, *71)—Operating: ch. 43 WICC-TV. Granted: ch. *71 WCTB (TV). Channel available: 49.
 HARTFORD: (Ch. 3+, 18-, *24)—Operating: ch. 18 WGH-TV. Granted: ch. *24 WCHF (TV). In hearing: ch. 3—Travelers Broadcasting Service Corp. (WTIC), Hartford Telecasting Co.
 MERIDEN: (Ch. 65-)
 NEW BRITAIN: (Ch. 30+)—Operating: ch. 30 WKNB-TV.
 NEW HAVEN: (Ch. 8+, 59+)—Operating: ch. 8 WNHC-TV. Granted: ch. 59 WELI-TV.
 NEW LONDON: (Ch. 26+, 81)—Granted: ch. 26 WNLC-TV. Channel available: 81.
 NORWALK: (See Stamford)
 NORWICH: (Ch. 57+, *63)—Granted: ch. *63 WCNE (TV). Channel available: 57.
 STAMFORD-NORWALK: (Ch. 27)—Granted: ch. 27 WSTF (TV).
 WATERBURY: (Ch. 53)—Operating: ch. 53 WATR-TV.

DELAWARE

DOVER: (Ch. 40)
 WILMINGTON: (Ch. 12, *59-, 83+)—Operating: ch. 12 WPFH (TV). Channels available: *59, 83.

DISTRICT OF COLUMBIA

WASHINGTON: (Ch. 4-, 5-, 7+, 9-, 14-, 20+, *26-, 50-)—Operating: ch. 4 WRC-TV, ch. 5 WTTG (TV), ch. 7 WMAL-TV, ch. 9 WTOP-TV. Granted: ch. 14 WOOK-TV, ch. 20 WETV (TV). Channel available: *26.

FLORIDA

BELLE GLADE: (Ch. 27+)
 BRADENTON: (Ch. 28-)
 CLEARWATER: (Ch. 32+, 50)—Granted: ch. 32 WPGT (TV). Channel available: 50.
 DAYTONA BEACH: (Ch. 2-, 53)—Granted: ch. 2 WESH-TV. Channel available: 53.
 DE LAND: (Ch. 44+)
 FORT LAUDERDALE: (Ch. 17-, 39)—Operating: ch. 17 WITV (TV). Channel available: 39.
 FORT MYERS: (Ch. 11+)—Operating: ch. 11 WINK-TV.
 FORT PIERCE: (Ch. 19)—Granted: ch. 19 WTIV (TV).
 GAINESVILLE: (Ch. *5-, 20+)
 JACKSONVILLE: (Ch. 4+, *7, 12-, 30+, 36-). Operating: ch. 4 WMBR-TV, ch. 36 WJHP-TV. Granted: ch. 30 WOBS-TV. In hearing: ch. 12—City of Jacksonville (WJAX), Florida-Georgia TV Co., Jacksonville Broadcasting Corp. (WPDQ). Channels available: *7 (Educational TV Inc.), 36.
 KEY WEST: (Ch. 14+, 20)
 LAKE CITY: (Ch. 33+)
 LAKELAND: (Ch. 16+, 22+)
 LAKE WALES: (Ch. 14)
 LEESBURG: (Ch. 26-)
 MARIANNA: (Ch. 17+)
 MELBOURNE: (Ch. 37-)
 MIAMI: (Ch. *2, 4, 7-, 10+, 23-, 33)—Operating: ch. 4 WTUV (TV). Granted: ch. *2 WTHS-TV, ch. 23 WGBS-TV, ch. 33 WMFL (TV). In hearing: ch. 7—Biscayne Tv Corp., East Coast Tv Corp., South Florida Tv Corp., Sunbeam Tv Corp. Ch. 10—WKAT Inc. (WKAT), L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc., Public Service Tv Inc.
 OCALA: (Ch. 15+)
 ORLANDO: (Ch. 6-, 9, 18, *24-, 47)—Operating: ch. 6 WDBO-TV, In hearing: ch. 9—Mid-Florida Tv Corp. Channels available: 18 (Orange Tv Enterprises), *24, 47.
 PALATKA: (Ch. 17)
 PANAMA CITY: (Ch. 7+, *30, 36+)—Operating: ch. 7 WJDM (TV). Channels available: *30, 36.
 PENSACOLA: (Ch. 3-, 15-, *21, 46)—Operating: ch. 3 WEAR-TV, ch. 15 WPFA (TV). Channels available: *21, 46.
 QUINCY: (Ch. 54+)
 ST. AUGUSTINE: (Ch. 25-)
 ST. PETERSBURG: (See Tampa)
 SANFORD: (Ch. 35+)
 SARASOTA: (Ch. 34+)
 TALLAHASSEE: (Ch. *11-, 24, 51)
 TAMPA-ST. PETERSBURG: (Ch. *3, 8-, 13-, 38)—Operating: ch. 8 WFLA-TV, ch. 13 WTVT (TV), ch. 38 WSUN-TV. Channel available: *3.
 WEST PALM BEACH: (Ch. 5, 12, *15, 21+)—Operating: ch. 5 WJNO-TV, ch. 12 WEAT-TV, ch. 21 WIRK-TV. Channel available: *15.

GEORGIA

ALBANY: (Ch. 10, 25)—Operating: ch. 10 WALB-TV. Channel available: 25.
 AMERICUS: (Ch. 31)
 ATHENS: (Ch. *8, 60-)
 ATLANTA: (Ch. 2, 5-, 11+, *30, 36)—Operating: ch. 2 WSB-TV, ch. 5 WAGA-TV, ch. 11 WLWA (TV). Granted: ch. 36 WQXI-TV. Channel available: *30 (Board of Education).
 AUGUSTA: (Ch. 6+, 12+)—Operating: ch. 6 WJBF (TV), ch. 12 WRD-TV.
 BAINBRIDGE: (Ch. 35-)
 BRUNSWICK: (Ch. 28+, 34-)
 CAIRO: (Ch. 45+)
 CARROLLTON: (Ch. 33)
 CARTERSVILLE: (Ch. 63-)
 CEDARTOWN: (Ch. 53-)
 COLUMBUS: (Ch. 4, 28, *34)—Operating: ch. 4 WRBL-TV, ch. 28 WDAK-TV. Channel available: *34.
 CORDELE: (Ch. 43)
 DALTON: (Ch. 25+)
 DOUGLAS: (Ch. 32-)
 DUBLIN: (Ch. 15)
 ELBERTON: (Ch. 24+)
 FITZGERALD: (Ch. 53+)
 FORT VALLEY: (Ch. 18+)
 GAINESVILLE: (Ch. 52)
 GRIFFIN: (Ch. 39+)
 LA GRANGE: (Ch. 50)
 MACON: (Ch. 13—(Warner Robins), *41+, 47+)—Operating: ch. 13 WMAZ-TV. Granted: ch. 47 WOKA (TV). Channel available: *41.
 MARIETTA: (Ch. 57+)
 MILLEDGEVILLE: (Ch. 51+)
 MOULTRIE: (Ch. 48-)
 NEWMAN: (Ch. 61+)
 ROME: (Ch. 9, 59)—Operating: ch. 9 WROM-TV. Channel available: 59.
 SAVANNAH: (Ch. 3+, *9-, 11)—Operating: ch. 11 WTOG-TV. Granted: ch. 3—WSAV-TV. Channel available: *9 (Board of Education).
 STATESBORO: (Ch. 22-)
 SWAINSBORO: (Ch. 20-)
 THOMASVILLE: (Ch. 6, 27)—Granted: ch. 6 WCTV (TV). Channel available: 27.
 TIFTON: (Ch. 14-)
 TOCCOA: (Ch. 35)
 VALDOSTA: (Ch. 37+)
 VIDALIA: (Ch. 26)
 WARNER ROBINS: (Ch. 13+)—(See Macon).
 WAYCROSS: (Ch. 16)

IDAHO

BLACKFOOT: (Ch. 33)
 BOISE: (Ch. 2-, *4-, 7)—Operating: ch. 2 KBOI (TV), ch. 7 KIDO-TV. Channel available: *4.
 BURLEY: (Ch. 15-)
 CALDWELL: (Ch. 9-)—(See Boise).
 COEUR D'ALENE: (Ch. 12-)
 EMMETT: (Ch. 26-)
 GOODING: (Ch. 23)
 IDAHO FALLS: (Ch. 3, 8+)—Operating: ch. 3 KID-TV. Channel available: 8.
 JEROME: (Ch. 17)
 KELLOGG: (Ch. 33-)
 LEWISTON: (Ch. 3-)—Granted: ch. 3 KLEW-TV.
 MOSCOW: (Ch. *15)
 NAMPA: (Ch. 6, 12+)
 PAYETTE: (Ch. 14+)
 POCATELLO: (Ch. 6-, 10)
 PRESTON: (Ch. 41)
 REXBURG: (Ch. 27+)
 RUPERT: (Ch. 21)
 SANDPOINT: (Ch. 9+)
 TWIN FALLS: (Ch. 11, 13-)—Granted: ch. 11 KLIX-TV. Channel available: 13.
 WALLACE: (Ch. 27-)
 WEISER: (Ch. 20-)

ILLINOIS

ALTON: (Ch. 48)
 AURORA: (Ch. 16)
 BELLEVILLE: (Ch. 54+)
 BLOOMINGTON: (Ch. 15-)—Operating: ch. 15 WBLL (TV).
 CAIRO: (Ch. 24-)
 CARBONDALE: (Ch. 34, *61-)
 CENTRALIA: (Ch. 32+, 59+)
 CHAMPAIGN-URBANA: (Ch. 3+, *12-, 21, 27, 33)—Operating: ch. 3 WCIA (TV). Granted: ch. *12 WILL-TV. Channels available: 21, 27, 33.
 CHICAGO: (Ch. 2-, 5, 7, 9+, *11, 20, 26, 32, 38, 44)—Operating: ch. 2 WBBM-TV, ch. 5 WNBQ (TV), ch. 7 WBKV (TV), ch. 9 WGN-TV. Granted: ch. *11 WTTW (TV), ch. 26 WHFV-TV, ch. 20 WIND-TV, ch. 32 WTLE (TV) Evanston, ch. 44 WOPT (TV).
 DANVILLE: (Ch. 24)—Operating: ch. 24 WDAN-TV.
 DECATUR: (Ch. 17, 23+)—Operating: ch. 17 WTVP (TV). Channel available: 23.
 DEKALB: (Ch. *67)
 DIXON: (Ch. 47+)
 ELGIN: (Ch. 28+)
 EVANSTON: (See Chicago).
 FREEPORT: (Ch. 23)
 GALESBURG: (Ch. 40-)
 HARRISBURG: (Ch. 22)—Operating: ch. 22 WSIL-TV.
 JACKSONVILLE: (Ch. 29)
 JOLIET: (Ch. 48+)
 KANKAKEE: (Ch. 14)
 KEWANEE: (Ch. 60-)
 LA SALLE: (Ch. 35)
 LINCOLN: (Ch. 53+)
 MACOMB: (Ch. 61+)
 MARION: (Ch. 40)
 MATTOON: (Ch. 46-)
 MOLINE: (See Davenport, Iowa)
 MT. VERNON: (Ch. 38-)
 OLNEY: (Ch. 16-)
 PEKIN: (Ch. 69+)

PEORIA: (Ch. 8, 19, *37-, 43+)—Operating: ch. 19 WTVH-TV, ch. 43 WEEK-TV. In hearing: ch. 8—WIRL TV Co. (WIRL). Channel available: *37.
 QUINCY: (Ch. 10-, 21+)—Operating: ch. 10 WGEM-TV. Channel available: 21.
 ROCKFORD: (Ch. 13+, 39+, *45+)—Operating: ch. 13 WREX-TV, ch. 39 WTVO (TV). Channel available: *45.
 ROCK ISLAND (also see Davenport, Iowa): (Ch. 4)—Operating: ch. 4 WHBF-TV (ch. 6 WOC-TV Davenport).
 SPRINGFIELD: (Ch. 2+, 20+, *66+)—Operating: ch. 20 WICS (TV). In hearing: ch. 2—Sagamon Valley Tv Corp. (WTAX, WMAY-TV Inc. (WMAY)).
 STREATOR: (Ch. 65-)
 URBANA: (See Champaign)
 VANDALIA: (Ch. 28-)
 WAUKEGAN: (Ch. 22+)

INDIANA

ANDERSON: (Ch. 61)—Granted: ch. 61 WCBC-TV.
 ANGOLA: (Ch. 15+)—(See Waterloo).
 BEDFORD: (Ch. 68)
 BLOOMINGTON: (Ch. 4, *30-, 36)—Operating: ch. 4 WTTV (TV). Channels available: *30, 36.
 COLUMBUS: (Ch. 42-)
 CONNERSVILLE: (Ch. 38+)
 ELKHART: (Ch. 52)—Operating: ch. 52 WSJV (TV).
 EVANSVILLE: (Ch. 7, 50-, *56, 62)—Operating: ch. 50 WEHT (TV), ch. 62 WFIE (TV). In hearing: ch. 7—Evansville Tv Inc., On The Air Inc. (WGBF), WFBM Inc. (WEOA). Channel available: *56.
 FORT WAYNE: (Ch. *27+, 33-, 69)—Operating: ch. 33 WKJG-TV. Granted: ch. 69 WANE-TV. Channel available: *27.
 GARY: (Ch. 50, *66)
 HAMMOND: (Ch. 56-)
 HATFIELD: (Ch. 9+)—In hearing: Owensboro On The Air Inc. (WVMJ Owensboro, Ky.) and Owensboro Publishing Co. (WOMI).
 HUNTINGTON: (Ch. 21-)
 INDIANAPOLIS: (Ch. 6, 8-, 13-, *20-, 26+, 67-)
 —Operating: ch. 6 WFBM-TV, ch. 8 WISH-TV. In hearing: ch. 13—Indianapolis Broadcasting Inc. (WIRE), WIBC Inc. (WIBC), Mid-West Tv Corp., Crosley Broadcasting Corp. Channels available: *20, 26, 67.
 JASPER: (Ch. 19-)
 KOKOMO: (Ch. 31)
 LAFAYETTE: (Ch. *47, 59)—Operating: ch. 59 WFAM-TV. Channel available: *47.
 LEBANON: (Ch. 18)
 LOGANSPORT: (Ch. 51)
 MADISON: (Ch. 25-)
 MARION: (Ch. 29+)
 MUNCIE: (Ch. 49, 55+, *71)—Operating: ch. 49 WLBC-TV. Channels available: 55, *71.
 MICHIGAN CITY: (Ch. 62+)
 PRINCETON: (Ch. 52+)—Granted: ch. 52 WRAY-TV.
 RICHMOND: (Ch. 32-)
 SHELBYVILLE: (Ch. 58+)
 SOUTH BEND: (Ch. 34-, *40+, 46)—Operating: ch. 34 WSBT-TV. Granted: ch. 46 WNDU-TV. Channel available: *40.
 TELL CITY: (Ch. 31-)
 TERRE HAUTE: (Ch. 10, *57+, 63-, 73+)—Granted: ch. 10 WTHI-TV. Channels available: *57, 63, 73.
 VINCENNES: (Ch. 44+)
 WASHINGTON: (Ch. 60+)
 WATERLOO: (Ch. 15)—Operating: ch. 15 WINT (TV).

IOWA

ALGONA: (Ch. 37-)
 AMES: (Ch. 5, 25)—Operating: ch. 5 WOI-TV. Channel available: 25.
 ATLANTIC: (Ch. 45-)
 BOONE: (Ch. 19-)
 BURLINGTON: (Ch. 32-, 38+)
 CARROLL: (Ch. 39-)
 CEDAR RAPIDS: (Ch. 2, 9-, 20-, *26+)—Operating: ch. 2 WMT-TV, ch. 9 KCRG-TV. Channels available: 20, *26.
 CENTERVILLE: (Ch. 31-)
 CHARLES CITY: (Ch. 18-)
 CHEROKEE: (Ch. 14)
 CLINTON: (Ch. 64)
 CRESTON: (Ch. 43)
 DAVENPORT (Rock Island-Moline, Illinois): (Ch. 4+, 6-, *30+, 36-, 42-)—Operating: ch. 4 WHBF-TV Rock Island, ch. 6 WOC-TV, Channels available: *30, 36, 42.
 DECORAH: (Ch. 44+)
 DES MOINES: (Ch. 8-, *11+, 13-, 17+, 23-)
 —Operating: ch. 13 WHO-TV. Granted: ch. 8 KRNT-TV, ch. 17 KGTV (TV). Channels available: *11, 23.
 DUBUQUE: (Ch. 56+, 62-)
 ESTHERVILLE: (Ch. 24+)
 FAIRFIELD: (Ch. 54)
 FORT DODGE: (Ch. 21)—Operating: ch. 21 KQTV (TV).
 FORT MADISON: (Ch. 50+)
 GRINNELL: (Ch. 71)
 IOWA CITY: (Ch. *12+, 24-)
 KEOKUK: (Ch. 44-)
 KNOXVILLE: (Ch. 33-)
 MARSHALLTOWN: (Ch. 49)
 MASON CITY: (Ch. 3-, 35-)—Operating: ch. 3 KGLO-TV. Channel available: 35.
 MUSCATINE: (Ch. 58)
 NEWTON: (Ch. 65-)
 OELWEIN: (Ch. 28)
 OSKALOOSA: (Ch. 52+)
 OTTUMWA: (Ch. 15-, 63)
 RED OAK: (Ch. 32+)
 SHENANDOAH: (Ch. 20+)
 SIOUX CITY: (Ch. 4-, 9, *30, 36-)—Operating: ch. 4 KTVI (TV), ch. 9 KVTV (TV). Channels available: *30, 36.
 SPENCER: (Ch. 42+)
 STORM LAKE: (Ch. 34+)



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KANSAS

ABILENE: (Ch. 31+)
ARKANSAS CITY: (Ch. 49)
ATCHISON: (Ch. 60+)
CHANUTE: (Ch. 50-)
COFFEYVILLE: (Ch. 33-)
COLBY: (Ch. 22-)
CONCORDIA: (Ch. 47-)
DODGE CITY: (Ch. 6+, 23)
EL DORADO: (Ch. 55+)
EMPORIA: (Ch. 39-)
FORT SCOTT: (Ch. 27)
GARDEN CITY: (Ch. 9, 11+)
GOODLAND: (Ch. 10, 31)-Granted: ch. 10 KWGB-TV.
GREAT BEND: (Ch. 2, 28)-Granted: ch. 2 KCKT (TV).
HAYS: (Ch. 7-, 20-)
HUTCHINSON: (Ch. 12, 18)-Operating: ch. 12 KTVH (TV). Channel available: 18.
INDEPENDENCE: (Ch. 20)
IOLA: (Ch. 44+)
JUNCTION CITY: (Ch. 29+)
LARNED: (Ch. 15-)
LAWRENCE: (Ch. *11, 17-)-Channels available: *11 (U. of Kansas), 17.
LEAVENWORTH: (Ch. 54-)
LIBERAL: (Ch. 14)
MCPHERSON: (Ch. 26-)
MANHATTAN: (Ch. *8, 23+)-Granted: ch. *8 KSAC-TV. Channel available: 23.
NEWTON: (Ch. 14+)
OLATHE: (Ch. 52-)
OTTAWA: (Ch. 21-)
PARSONS: (Ch. 46-)
PITTSBURG: (Ch. 7+, 38-)-Operating: ch. 7 KOAM-TV. Channel available: 38.
PRATT: (Ch. 36+)
SALINA: (Ch. 34)
TOPEKA: (Ch. 13+, 42, *48+)-Operating: ch. 13 WIBW-TV. Channel available: 42, *48.
WELLINGTON: (Ch. 24-)
WICHITA: (Ch. 3-, 10-, 16-, *22+)-Operating: ch. 16 KEDD (TV), ch. 10 KAKE-TV. Granted: ch. 3 Wichita Tv Corp. Channel available: *22.
WINFIELD: (Ch. 43+)

KENTUCKY

ASHLAND: (Ch. 59-)-Granted: ch. 59 WPTV (TV).
BOWLING GREEN: (Ch. 13, 17+)
CAMPBELLVILLE: (Ch. 40+)
CORBIN: (Ch. 16)
DAVILLE: (Ch. 35+)
ELIZABETHTOWN: (Ch. 23)
FRANKFORT: (Ch. 43-)
GLASGOW: (Ch. 28+)
HARLAN: (Ch. 73+)
HAZARD: (Ch. 19-)
HOPKINSVILLE: (Ch. 20)
LEXINGTON: (Ch. 18-, 27-, 64, 70+)-Operating: ch. 18 WLEX-TV. Granted: ch. 27 WLAP-TV. Channels available: 64, 70.
LOUISVILLE: (Ch. 3-, 11+, *15, 21-, 41-, 51-)-Operating: ch. 3 WAVE-TV, ch. 11 WHAS-TV. Granted: ch. 21 WKLO-TV, ch. 41 WQXL-TV. Channels available: *15, 51.
MADISONVILLE: (Ch. 26)
MAYFIELD: (Ch. 63)
MAYSVILLE: (Ch. 24+)
MIDDLESBOROUGH: (Ch. 57, 63+)
MURRAY: (Ch. 33-)
OWENSBORO: (Ch. 14-)
PADUCAH: (Ch. 6+, 43, 72)-In hearing: ch. 6 Paducah Newspapers Inc. (WKYB) and Columbia Amusement Co.
PIKEVILLE: (Ch. 14-)
PRINCETON: (Ch. 45-)
RICHMOND: (Ch. 60)
SOMERSET: (Ch. 29-)
WINCHESTER: (Ch. 37+)

LOUISIANA

ABBEVILLE: (Ch. 27+)
ALEXANDRIA: (Ch. 5, 62+, 74)-Operating ch. 5 KALB-TV. Channels available: 62, 74.
BASTROP: (Ch. 53-)
BATON ROUGE: (Ch. 2, 28, *34, 40-)-Operating: ch. 2 WRBZ (TV), ch. 28 WAFB-TV. Channel available: *34, 40.
BOGALUSA: (Ch. 69, 78)
CROWLEY: (Ch. 21+)
DE RIDDER: (Ch. 14)
EUNICE: (Ch. 64-)
FRANKLIN: (Ch. 46+)
HAMMOND: (Ch. 57)
HOUMA: (Ch. 30+)
JACKSON: (Ch. 18-)
JENNINGS: (Ch. 48)
LAFAYETTE: (Ch. 10, 38-, 67-)-Granted: ch. 10 KLFY-TV. Channels available: 38, 67.
LAKE CHARLES: (Ch. 7-, *19, 25, 60+)-Operating: ch. 7 KPLC-TV, ch. 25 KTAG (TV). Channels available: *19, 60.
MIDEN: (Ch. 30)
MONROE: (Ch. 8+, *13, 43+)-Operating: ch. 8 KNOE-TV. Channels available: 13, 43.
MORGAN CITY: (Ch. 36+)
NATCHITOCHE: (Ch. 17+)
NEW IBERIA: (Ch. 15+)
NEW ORLEANS: (Ch. 4+, 6+, *8, 20-, 26, 32+ 61)-Operating: ch. 6 WDSU-TV, ch. 61 WJMR-TV. Granted: ch. 26 WCKG (TV). In hearing: ch. 4 Loyola U. (WWL), James A. Noe & Co. (WNOE) and Times Picayune Pub. Co. (WTPS). Channels available: *8, 20, 32.
OAKDALE: (Ch. 54+)
OPELOUSAS: (Ch. 58)
RUSTON: (Ch. 20)
SHREVEPORT: (Ch. 3-, 12)-Operating: ch. 12

KSLA (TV). Granted: ch. 3 KTBS-TV.
THIBODAUX: (Ch. 24)
WINNFIELD: (Ch. 22-)

MAINE

AUBURN: (Ch. 23+)
AUGUSTA: (Ch. 10-, 29+)
BANGOR: (2-, 5+, *16-)-Operating: ch. 2 WTVU (TV), ch. 5 WABI-TV. Channel available: *16.
BAR HARBOR: (Ch. 22-)
BATH: (Ch. 65)
BELFAST: (Ch. 41-)
BIDDEFORD: (Ch. 59)
CALAIS: (Ch. 7-, 20-)
DOVER-FOXCROFT: (Ch. 18+)
FORT KENT: (Ch. 17+)
HOULTON: (Ch. 24)
LEWISTON: (Ch. 8-, 17)-Operating: ch. 8 WMTW (TV) at Poland Spring (Mt. Washington). Granted: ch. 17 WLAM-TV.
MILLINOCKET: (Ch. 14+)
ORONO: (Ch. *12-)
POLAND SPRING: (Operating: ch. 8 WMTW (TV). (Assigned to Lewiston).
PORTLAND: (Ch. 6+, 13+, *47-, 53+)-Operating: ch. 6 WCHS-TV, ch. 13 WGAN-TV. Granted: ch. 53 WPMT (TV). Channel available: *47.
PRESQUE ISLE: (Ch. 8, 19)
ROCKLAND: (Ch. 25-)
RUMFORD: (Ch. 55-)
VAN BUREN: (Ch. 15-)
WATERVILLE: (Ch. 35+)

MARYLAND

ANNAPOLIS: (Ch. 53-)
BALTIMORE: (Ch. 2+, 11-, 13+, 18, *24+, 72-)-Operating: ch. 2 WMAR-TV, ch. 11 WBAL-TV, ch. 13 WAMM (TV). Granted: ch. 18 WTLF (TV), ch. 72 WTHI-TV. Channel available: *24.
CAMBRIDGE: (Ch. 22-)
CUMBERLAND: (Ch. 17+, 30-)-Granted: ch. 17 WTBO-TV. Channel available: 30.
FREDERICK: (Ch. 62+)
HAGERSTOWN: (Ch. 52, 68+)
SALISBURY: (Ch. 16+)-Operating: ch. 16 WBOC-TV.

MASSACHUSETTS

ADAMS-Operating: ch. 19 WMGT (TV). (Assigned to North Adams).
AMHERST: (Ch. *82)
BARNSTABLE: (Ch. 25+)
BOSTON: (Ch. *2-, 4-, 5-, 7+, 38, 44+, 56-)-Operating: ch. *2 WGBH-TV, ch. 4 WBZ-TV, ch. 7 WNAC-TV, ch. 58 WTOA-TV (Cambridge). Granted: ch. 44 WJDW (TV). In hearing: ch. 5 Greater Boston Tv Corp., Columbia Bcstg. System (WEEL), Mass. Bay Telecasters Inc., Allan B. DuMont Labs., Post Publishing Co. (WCOP). Channels available: 44, 50.
BROCKTON: (Ch. 62)-Granted: ch. 62 WHEF-TV.
CAMBRIDGE-Operating: ch. 56 WTOA-TV. (Assigned to Boston).
EASTHAMPTON: (Ch. 61)
FALL RIVER: (Ch. 46-, 68)
GREENFIELD: (Ch. 58-)
HOLYOKE: (See Springfield)
LAWRENCE: (Ch. 72)
LOWELL: (Ch. 32-)
NEW BEDFORD: (Ch. 28-, 34+)
NORTH ADAMS: (Ch. 19, 74+, *80)
PITTSFIELD: (Ch. 64+)-Granted: ch. 19 WMGT (TV) at North Adams.
SPRINGFIELD-HOLYOKE: (Ch. 55, 22)-Operating: ch. 55 WHYN-TV, ch. 22 WWLP (TV).
WORCESTER: (Ch. 14, 20)-Operating: ch. 14 WWOR-TV. Granted: ch. 20 WAAB-TV.

MICHIGAN

ALMA: (Ch. 41+)
ALPENA: (Ch. 9+ *11, 30-)
ANN ARBOR: (Ch. 20+, *26-)-Operating: ch. 20 WPAG-TV. Granted: ch. *26 WUOM-TV.
BAD AXE: (Ch. 46-)
BATTLE CREEK: (Ch. 58-, 64-)-Granted: ch. 58 WBCV-TV. Channel available: 64.
BAY CITY: (Ch. 5-, 63-, *73+)-Operating: ch. 5 WNEM-TV. Channels available: 63, *73.
BENTON HARBOR: (Ch. 42)
BIG RAPIDS: (Ch. 39)
CADILLAC: (Ch. 13-, 45)-Operating: ch. 13 WWTW (TV). Channel available: 45.
CALUMET: (Ch. 13+)
CHEBOYGAN: (Ch. 4+, 36+)
COLDWATER: (Ch. 24-)
DETROIT: (Ch. 2+, 4, 7-, 50-, *56, 62)-Operating: ch. 2 WJBK-TV, ch. 4 WWJ-TV, ch. 7 WXYZ-TV. Granted: ch. *56 WTVS (TV), ch. 50 WBID-TV.
EAST LANSING: (Ch. 60+)-Operating: ch. 60 WKAR-TV. (Operating on noncommercial basis).
EAST TAWAS: (Ch. 25-)
ESCANABA: (Ch. 3+, *49)
FLINT: (Ch. 12-, 16-, *22-, 28)-Granted: ch. 12 WJRT (TV). Channels available: 16, *22, 28.
GLADSTONE: (Ch. 40-)
GRAND RAPIDS: (Ch. 8+, *17+, 23-)-Operating: ch. 8 WOOD-TV. Granted: ch. 23 WMCN (TV). Channel available: 17.
HANCOCK: (Ch. 10-)
HOUGHTON: (Ch. 19, *25)
IRON MOUNTAIN: (Ch. 9, 27)
IRON RIVER: (Ch. 33-)
IRONWOOD: (Ch. 12-, 31-)
JACKSON: (Ch. 48)
KALAMAZOO: (Ch. 3-, 36-, *74)-Operating: ch. 3 WKZO-TV. Channel available: 36, *74.
LANSING: (Ch. 6-, 54)-Operating: ch. 6 WJIM-TV, ch. 54 WTOM-TV.
LUDINGTON: (Ch. 18+)
MANISTEE: (Ch. 15-)
MANISTIQUE: (Ch. 14+)
MARQUETTE: (Ch. 6-, 17, *35)-Granted: ch. 6

WAGE-TV. Channels available: 17, *35.
MIDLAND: (Ch. 19-)
MOUNT PLEASANT: (Ch. 47-)
MUSKEGON: (Ch. 29-, 35+)-Granted: ch. 35 WTVM (TV). Channel available: 29.
PARMA-ONONDAGA: (Ch. 10-). Pending-Booth Radio & Tv Stations Inc. (WBKZ-TV Battle Creek), Triad Tv Corp., Tv Corp. of Mich. Inc., Jackson Bcstg. & Tv Corp. (WKHM Jackson) and Michigan State College (WKAR-TV East Lansing).
PETOSKEY: (Ch. 31)
PONTIAC: (Ch. 44+)
PORT HURON: (Ch. 34+)
ROGERS CITY: (Ch. 24)
SAGINAW: (Ch. 51-, 57-)-Operating: ch. 57 WKNX-TV. Channel available: 51.
SAULT STE. MARIE: (Ch. 8, 10+, 28-, *34)
TRAVERSE CITY: (Ch. 7+, 20-, *26+)-Operating: ch. 7 WPBN-TV. Channels available: 20, *26.
WEST BRANCH: (Ch. 21)

MINNESOTA

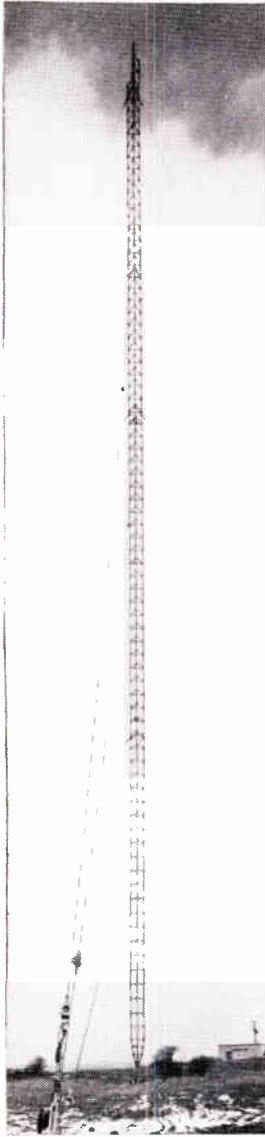
ALBERT LEA: (Ch. 57-)
ALEXANDRIA: (Ch. 36)
AUSTIN: (Ch. 6-, 51+)-Operating: ch. 6 KMMT (TV). Channel available: 51.
BEMIDJI: (Ch. 13-, 24-)
BRAINERD: (Ch. 12)
COLQUHET: (Ch. 44)
CROOKSTON: (Ch. 21-)
DETROIT LAKES: (Ch. 18-)
DULUTH-SUPERIOR, Wis.: (Ch. 3, 6+, *8-, 32, 38)-Operating: ch. 3 KDAL-TV, ch. 6 WDSM-TV. Granted: ch. 38 WFTV (TV). Channels available: *8, 32.
ELY: (Ch. 16)
FAIRMONT: (Ch. 40+)
FARIBAULT: (Ch. 20)
FERGUS FALLS: (Ch. 16-)
GRAND RAPIDS: (Ch. 20-)
HASTINGS: (Ch. 29-)
HIBBING: (Ch. 10+)-Granted: ch. 10 KHTV (TV).
INTERNATIONAL FALLS: (Ch. 11)
LITTLE FALLS: (Ch. 14-)
MANKATO: (Ch. 15-)
MARSHALL: (Ch. 22-)
MINNEAPOLIS-ST. PAUL: (Ch. *2-, 4, 5-, 9+, 11-, 17, 23+)-Operating: ch. 4 WCCO-TV, ch. 5 KSTP-TV, ch. 9 KEYD-TV, ch. 11 WTCN-TV. Channels available: *2, 17, 23.
MONTEVIDEO: (Ch. 19)
NEW ULM: (Ch. 43-)
NORTHFIELD: (Ch. 26)
OWATONNA: (Ch. 45)
RED WING: (Ch. 63-)
ROCHESTER: (Ch. 10, 55-)-Operating: ch. 10 KROC-TV. Channel available: 55.
ST. CLOUD: (Ch. 7, 33)
ST. PAUL: (See Minneapolis)
STILLWATER: (Ch. 39-)
THIEF RIVER FALLS: (Ch. 15)
VIRGINIA: (Ch. 26+)
WADENA: (Ch. 27-)
WILLMAR: (Ch. 31-)
WINONA: (Ch. 61)
WORTHINGTON: (Ch. 32)

MISSISSIPPI

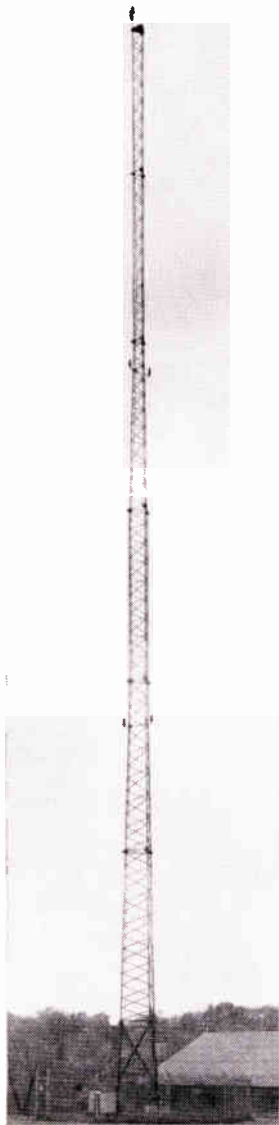
BILOXI: (Ch. 13+, *44+, 50-)-In hearing: ch. 13-Radio Associates Inc. (WVMI), WLOX Broadcasting Co. (WLOX). Channels available: *44, 50.
BROOKHAVE: (Ch. 37+)
CANTON: (Ch. 16)
CLARKSDALE: (Ch. 6, 32)
COLUMBIA: (Ch. 35+)
COLUMBUS: (Ch. 4-, 28-)-Granted: ch. 4 WCBI-TV. Channel available: 28.
CORINTH: (Ch. 29-)
GREENVILLE: (Ch. 21-, 27)
GREENWOOD: (Ch. 24+)
GRENADA: (Ch. 15)
GULFPORT: (Ch. 56-)
HATTIESBURG: (Ch. 9, 17-)-Granted: ch. 9 WDM (TV).
JACKSON: (Ch. 3+, 12+, *19+, 25-, 47)-Operating: ch. 3 WLBT (TV), ch. 12 WJTV (TV). Channels available: *19, 25, 47.
KOSCIUSKO: (Ch. 52-)
LAUREL: (Ch. 33-)
LAUREL-PACHUTA: (Ch. 7)
LOUISVILLE: (Ch. 46-)
McCOMB: (Ch. 31-)
MERIDIAN: (Ch. 11-, 30-, *36-)-Operating: ch. 11 WTOK-TV. Granted: ch. 30 WCOC-TV. Channel available: *36.
NATCHEZ: (Ch. 29-)
PASCAGOULA: (Ch. 22)
PICAYUNE: (Ch. 14-)
STARKVILLE: (Ch. 34-)
STATE COLLEGE: (Ch. *2+)
TUPELO: (Ch. 9-, 38-)-Granted: ch. 9 WTWV (TV). Channel available: 38.
UNIVERSITY: (Ch. 20+)
VICKSBURG: (Ch. 41+)
WEST POINT: (Ch. 56+)
YAZOO CITY: (Ch. 49)

MISSOURI

CAPE GIRARDEAU: (Ch. 12, 18-, 69)-Operating: ch. 12 KFVS-TV. Channels available: 18, 69.
CARTHAGE: (Ch. 56-)
CLAYTON-Granted: ch. 30 KFVO-TV. Assigned to Joplin.
CRUVERSVILLE: (Ch. 27-)
CHILLICOTHE: (Ch. 14-)
CLINTON: (Ch. 49-)
COLUMBIA: (Ch. 8+, 16+, 22-)-Operating: ch. 8 KOMU-TV. Channels available: 16, 22.
FARMINGTON: (Ch. 52)
FESTUS: (Ch. 14+)-Granted: ch. 14 KACY (TV).
FULTON: (Ch. 24+)
HANNIBAL: (Ch. 7-, 27+)-Operating: ch. 7 KHQA-TV. Channel available: 27.



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Guyed Tower
1000-Feet Tall



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Truscon Self-Supporting
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Get an on-the-job demonstration of your next steel tower...

Our Youngstown "Showroom" has a variety of Truscon Towers in full operation

We can't bring a steel tower to you; but the next time you're in Youngstown, you can see and inspect several Truscon Steel Towers in actual operation—study their features—and select the one that can do the best job for you.

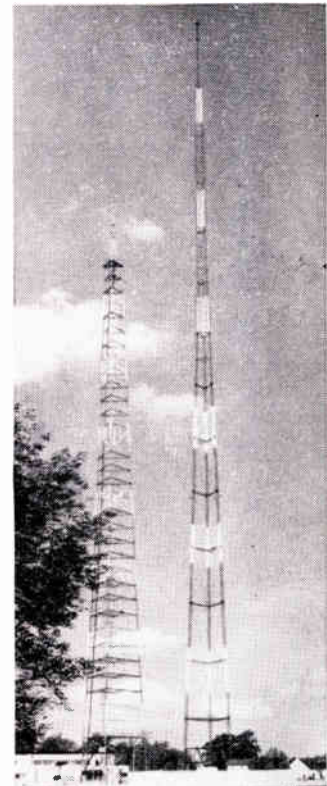
You'll be able to examine:

1. A 150-foot self-supporting tower for AM broadcasting
2. Four 400-foot self-supporting towers in directional array for AM broadcasting
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna
5. A 1000-foot guyed tower with TV antenna.

Of course, Truscon will engineer and construct a tower to suit your specific requirements—whether tall or small... guyed or self-supporting... tapered or uniform in cross section, for AM, FM, TV, or Microwave transmission.

Be sure to inspect Truscon's modern and efficient manufacturing facilities. These, combined with Truscon's unexcelled fund of practical knowledge, assure towers of strength and lasting dependability.

If you're planning a trip in the vicinity of Youngstown, make it a point to see these Truscon Towers. Let our Radio Tower Sales Department know when you're coming. They'll be glad to see you.



WKBN-TV
Truscon Self-Supporting
Tower 539-Feet Tall

TRUSCON®



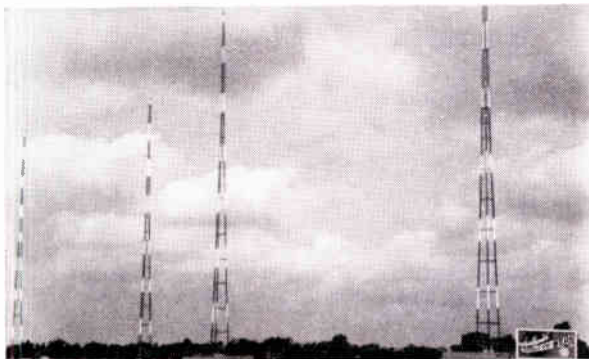
**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

1104 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

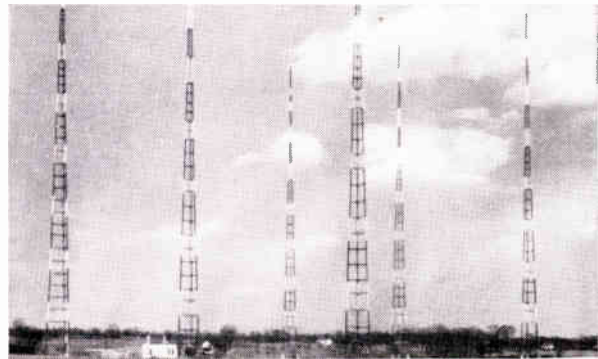


A NAME YOU CAN BUILD ON

WKBN—Truscon Self-Supporting Directional Towers 350-Feet Tall



WFMJ-FM—Truscon Self-Supporting Directional Towers 400-Feet Tall



JEFFERSON CITY: (Ch. 13, 33+)—Operating ch. 13 KRCC (TV). Channel available: 33.
 JOPLIN: (Ch. 12+, 30+)—Operating: ch. 12 KSWM-TV. Channel available: 30.
 KANSAS CITY: (Ch. 4, 5+, 9+, *19+, 25+, 65)—Operating: ch. 4 WDAF-TV, ch. 5 KCMO-TV, ch. 9 KMBC-TV. Channels available: *19, 25, 65.
 KENNETT: (Ch. 21)
 KIRKSVILLE: (Ch. 3—, 18)—Granted: ch. 3 KTVO (TV).
 LEBANON: (Ch. 23)
 MARSHALL: (Ch. 40+)
 MARYVILLE: (Ch. 26)
 MEXICO: (Ch. 45)
 MOBERLY: (Ch. 35+)
 MONETT: (Ch. 14)
 NEVADA: (Ch. 18—)
 POPLAR BLUFF: (Ch. 15+)
 ROLLA: (Ch. 46)
 ST. JOSEPH: (Ch. 2—, 30—, *36)—Operating: ch. 2 KFFQ-TV. Channels available: 30, *36.
 ST. LOUIS: (Ch. 4—, 5—, *9, 11—, 30, 36—, 42+)—Operating: ch. 4 KWK-TV, ch. 5 KSD-TV, ch. 9 KETC (TV), ch. 36 KTVI (TV). Granted: ch. 42 WIL-TV. In hearing: ch. 11—St. Louis Telecast Inc. (WEW), St. Louis Amusement Co., Columbia Broadcasting System Inc. (KMOX), 220 Television Inc., Broadcast House (KSTM). Channels available: *9, 30.
 SEDALIA: (Ch. 6—, 28+)—Operating: ch. 6 KDRO-TV. Channel available: 28.
 SIKESTON: (Ch. 37)
 SPRINGFIELD: (Ch. 3+, 10, *26, 32)—Operating: ch. 3 KYTV (TV), ch. 10 KTTS-TV. Channels available: *26, 32.
 WEST PLAINS: (Ch. 20—)

MONTANA

ANACONDA: (Ch. 2+)
 BILLINGS: (Ch. 2, 8, *11)—Operating: ch. 2 KOOK-TV. Channels available: 8, *11.
 BOZEMAN: (Ch. *9, 22—)
 BUTTE: (Ch. 4, 6+, *7—, 15+)—Operating: ch. 6 KXLF-TV. Channels available: 4, *7, 15.
 CUT BANK: (Ch. 20+)
 DEER LODGE: (Ch. 25+)
 DILLON: (Ch. 20)
 GLENDALE: (Ch. 18—)
 GLASGOW: (Ch. 16)
 GREAT FALLS: (Ch. 3+, 5—, *23)—Operating: ch. 5 KFBB-TV. Channels available: 3, *23.
 HAMILTON: (Ch. 17+)
 HARDIN: (Ch. 4+)
 HAVRE: (Ch. 9+, 11+)
 HELENA: (Ch. 10+, 12)
 KALISPELL: (Ch. 8—)
 LAUREL: (Ch. 14+)
 LEWISTOWN: (Ch. 13)
 LIVINGSTON: (Ch. 16—)
 MILES CITY: (Ch. 3—, *6, 10)
 MISSOULA: (Ch. *11—, 13—, 21+)—Operating: ch. 13 KGVO-TV. Channels available: *11, 21.
 POLSON: (Ch. 18)
 RED LODGE: (Ch. 18+)
 SHELBY: (Ch. 14—)
 SIDNEY: (Ch. 14)
 WHITEFISH: (Ch. 16+)
 WOLF POINT: (Ch. 20—)

NEBRASKA

ALLIANCE: (Ch. 13—, 21)
 BEATRICE: (Ch. 40)
 BROKEN BOW: (Ch. 14—)
 COLUMBUS: (Ch. 49+)
 FAIRBURY: (Ch. 35)
 FALLS CITY: (Ch. 38)
 FREMONT: (Ch. 52)
 GRAND ISLAND: (Ch. 11—, 21+)
 HASTINGS: (Ch. 5—, 27—). Granted: ch. 5 KTVR (TV). Channel available: 27.
 KEARNEY: (Ch. 13, 19)—Operating: ch. 13 KHOL-TV (Holdredge). Channel available: 19.
 LEXINGTON: (Ch. 23—)
 LINCOLN: (Ch. 10+, 12—, *18+, 24)—Operating: ch. 10 KOLN-TV, ch. 12 KUON-TV. Channels available: *18, 24.
 McCOOK: (Ch. 8—, 17)
 NEBRASKA CITY: (Ch. 50)
 NORFOLK: (Ch. 33+)
 NORTH PLATTE: (Ch. 2—, 4+)
 OMAHA: (Ch. 3, 6+, 7, 16+, 22, 28—)—Operating: ch. 3 KMTV (TV), ch. 6 WOW-TV. In hearing: ch. 7—KFAB Broadcasting Co. (KFAB), Herald Corp. Channels available: 16, 22, 28.
 SCOTTSBLUFF: (Ch. 10—, 16+). Granted: ch. 10 KSTF (TV).
 YORK: (Ch. 15)

NEVADA

BOULDER CITY: (Ch. 4+)
 CARLIN: (Ch. 14)
 CARSON CITY: (Ch. 37)
 ELKO: (Ch. 10—)
 ELY: (Ch. 3—, 6+)
 FALLON: (Ch. 29—)
 GOLDFIELD: (Ch. 5—)
 HAWTHORNE: (Ch. 31)
 HENDERSON: (Ch. 2—)—Operating: ch. 2 KLRJ-TV.
 LAS VEGAS: (Ch. 8—, *10+, 13—)—Operating: ch. 3 KLAS-TV. In hearing: ch. 13 Desert Television Co. (KRAM). Channel available, *10.
 LOVELOCK: (Ch. 18+)
 MCGILL: (Ch. 8+)
 RENO: (Ch. 4, 8, *21+, 27—)—Operating: ch. 8 KZTV (TV). Granted: ch. 4 KAKJ (TV). Channels available: *21, 27.
 TONOPAH: (Ch. 9—)
 WINNEMUCCA: (Ch. 7+)
 YERINGTON: (Ch. 33)

NEW HAMPSHIRE

BERLIN: (Ch. 26)
 CLAREMONT: (Ch. 37)
 CONCORD: (Ch. 75—)
 DURHAM: (Ch. *11)
 HANOVER: (Ch. *27+)
 KEENE: (Ch. 45—)—Granted: ch. 45 WKNE-TV.
 LACONIA: (Ch. 43)
 LITTLETON: (Ch. 24—)
 MANCHESTER: (Ch. 9—, 48+)—Operating: ch. 9 WMUR-TV. Channel available: 48.
 NASHUA: (Ch. 54)
 PORTSMOUTH: (Ch. 15)
 ROCHESTER: (Ch. 51)

NEW JERSEY

ANDOVER: (Ch. *69)
 ASBURY PARK: (Ch. 58)—Granted: ch. 58 WRTV (TV).
 ATLANTIC CITY: (Ch. 46, 52+)—Granted: ch. 46 WFPG-TV, ch. 52 WOCN (TV).
 BRIDGETON: (Ch. 64—)
 CAMDEN: (Ch. *80—)—Granted: ch. 17 WKDN-TV (assigned to Philadelphia).
 FREEHOLD: (Ch. *74)
 HAMMONTON: (Ch. *70)
 MONTCLAIR: (Ch. *77)
 NEWARK: (Ch. 13—)—Operating: ch. 13 WATV (TV).
 NEW BRUNSWICK: (Ch. *19—, 47+)—Granted: ch. *19 WTLV (TV). Channel available: 47.
 PATERSON: (Ch. 37—)
 TRENTON: (Ch. 41—)
 WILDWOOD: (Ch. 48—)

NEW MEXICO

ALAMOGORDO: (Ch. 17)
 ALBUQUERQUE: (Ch. 4—, *5+, 7+, 13+)—Operating: ch. 4 KOB-TV, ch. 7 KOAT-TV, ch. 13 KGGM-TV. Channel available: *5.
 ARTESIA: (Ch. 21+)
 ARTISCO-FIVE POINTS: (Ch. 18+)
 BELEN: (Ch. 24—)
 CARLSBAD: (Ch. 6—, 23)
 CLAYTON: (Ch. 27—)
 CLOVIS: (Ch. 12+, 35)
 DEMING: (Ch. 14—)
 FARMINGTON: (Ch. 17—)
 GALLUP: (Ch. 3, *8—, 10)
 HOBBS: (Ch. 46)
 HOT SPRINGS: (Ch. 19)
 LAS CRUCES: (Ch. 22—)
 LAS VEGAS: (Ch. 14—)
 LORDSBURG: (Ch. 23—)
 LOVINGTON: (Ch. 27)
 LOS ALAMOS: (Ch. 20—)
 PORTALES: (Ch. 22+)
 RATON: (Ch. 46—, *52)
 ROSWELL: (Ch. *3+, 8, 10—)—Operating: ch. 8 KWSV-TV. Channels available: *3, 10.
 SANTA FE: (Ch. 2—, *9+, 11—)
 SILVER CITY: (Ch. *10+, 12)
 SOCORRO: (Ch. 15+)
 TUCMACARI: (Ch. 25+)

NEW YORK

ALBANY-SCHENECTADY-TROY: (Ch. 6, *17+, 23—, 35, 41)—Operating: ch. 6 WRGB (TV) Schenectady, ch. 41 WROW-TV Albany. Granted: ch. *17 WTVZ (TV), ch. 23 WPTR-TV, ch. 35 WTRI (TV) Albany.
 AMSTERDAM: (Ch. 52—)
 AUBURN: (Ch. 37—)
 BATAVIA: (Ch. 33—)
 BINGHAMTON: (Ch. 12—, 40—, *46+)—Operating: ch. 12 WNEF-TV. Granted: ch. *46 WQTV (TV), ch. 40 WINR-TV.
 BLOOMINGDALE: (Ch. 5)—Granted: ch. 5 WIRI (TV). (Assigned to Lake Placid).
 BUFFALO-NIAGARA FALLS: (Ch. 2, 4—, 7+, 17, *23, 59)—Operating: ch. 2 WGR-TV, ch. 4 WBEN-TV, ch. 17 WBUT-TV. Granted: ch. *23 WTVF (TV). In hearing: ch. 7 Greater Erie Broadcasting Co. (WWOL) and WKBW-TV Inc. (WKBK). Channel available: 59.
 CARTHAGE: (Ch. 7—)—Operating: ch. 7 WCNY-TV.
 CORTLAND: (Ch. 56+)
 DUNKIRK: (Ch. 46)
 ELMIRA: (Ch. 18+, 24—)—Granted: ch. 24 WTVE (TV).
 GLENS FALLS: (Ch. 39+)
 GLOVERSVILLE: (Ch. 29—)
 HORNELL: (Ch. 50)
 ITHACA: (Ch. *14+, 20—)—Granted: ch. *14 WIET (TV), ch. 20 WHCU-TV.
 JAMESTOWN: (Ch. 58+)
 KINGSTON: (Ch. 66—)
 LAKE PLACID: (Ch. 5)—Granted: ch. 5 WIRI (TV) at Bloomingdale.
 MALONE: (Ch. 20+, *66)
 MASSENA: (Ch. 14—)
 MIDDLETOWN: (Ch. 60)
 NEW YORK: (Ch. 2—, 4, 5+, 7, 9+, 11+, *25, 31—)—Operating: ch. 2 WCBS-TV, ch. 4 WRCA-TV, ch. 5 WABD (TV), ch. 7 WABC-TV, ch. 9 WOR-TV, ch. 11 WPIX (TV). Granted: ch. *25 WGTW (TV), ch. 31 WNYC-TV.
 NIAGARA FALLS: (See Buffalo, Niagara Falls)
 OGDENBURG: (Ch. 24—)
 OLEAN: (Ch. 54+)
 ONEONTA: (Ch. 62—)
 OSWEGO: (Ch. 31)

PATCHOGUE: (Ch. 75)
 PLATTSBURG: (Ch. 28+)
 POUGHKEEPSIE: (Ch. 21—, *83)—Operating: ch. 21 WKNY-TV.
 ROCHESTER: (Ch. 5—, 10+, 15—, *21, 27+)—Operating: ch. 5 WHAM-TV, ch. 10 WVET-TV, WHEC-TV (share time). Granted: ch. 15 WCBF-TV, ch. *21 WROH (TV).
 ROME: (See Utica)
 SARANAC LAKE: (Ch. 18)
 SCHENECTADY: (See Albany-Schenectady-Troy)
 SYRACUSE: (Ch. 3—, 8, *43+)—Operating: ch. 3 WSYR-TV, ch. 8 WHEN-TV. Granted: ch. *43 WHTV (TV).
 TROY: (See Albany)
 UTICA-ROME: (Ch. 13, *25+, 54—)—Operating: ch. 13 WKTV (TV). Pending: *25—U. of State of New York. Channel available: 54.
 WATERTOWN: (Ch. 48)

NORTH CAROLINA

AHOSKIE: (Ch. 53)
 ALBEMARLE: (Ch. 20)
 ASHEVILLE: (Ch. 13—, *56—, 62+, 78)—Operating: ch. 13 WLOS-TV, ch. 62 WISE-TV. Channels available: *56, 78.
 BURLINGTON: (Ch. 63)
 BURNSVILLE: (Ch. 18)
 CHAPEL HILL: (Ch. *4+)—Operating: ch. *4 WUNC-TV.
 CHARLOTTE: (Ch. 3, 9+, 36+, *42+)—Operating: ch. 3 WBTV (TV). Granted: ch. 36 WQMC (TV). In hearing: ch. 9—Radio Station WSOC Inc. (WSOC), Piedmont Electronics & Fixture Corp., Carolinas Television Corp. Channel available: *42.
 DURHAM: (Ch. 11—, *40—, 46+, 73—)—Operating: ch. 11 WTVB (TV). Channels available: *40, 46, 73.
 ELIZABETH CITY: (Ch. 31+)
 FAYETTEVILLE: (Ch. 18—, 54—)—Granted: ch. 18 WFLB-TV. Channel available: 54.
 GASTONIA: (Ch. 43)—Granted: ch. 48 WTVX (TV).
 GOLDSBORO: (Ch. 34, 72)
 GREENSBORO: (Ch. 2—, *51—, 57—)—Operating: ch. 2 WFMY-TV. Channels available: *51, 57.
 GREENVILLE: (Ch. 9)—Operating: ch. 9 WNCT (TV).
 HENDERSON: (Ch. 52—)
 HENDERSONVILLE: (Ch. 27)
 HICKORY: (Ch. 30—)
 HIGH POINT: (Ch. 15+)
 JACKSONVILLE: (Ch. 16)
 KANNAPOLIS: (Ch. 59+)
 KINSTON: (Ch. 45)
 LAURINBURG: (Ch. 41—)
 LUMBERTON: (Ch. 21+)
 MOUNT AIRY: (Ch. 55)
 NEW BERN: (Ch. 13—)—Granted: ch. 13 WNBE-TV.
 RALEIGH: (Ch. 5, *22—, 28—)—Operating: ch. 28 WNAO-TV. In hearing: ch. 5—WPTF Radio Co. (WPTF), Capitol Broadcasting Co. (WRAL). Channel available: 28.
 ROANOKE RAPIDS: (Ch. 30+)
 ROCKY MOUNT: (Ch. 50+)
 SALISBURY: (Ch. 80)
 SANFORD: (Ch. 38)
 SHELBY: (Ch. 39)
 SOUTHERN PINES: (Ch. 49)
 STATESVILLE: (Ch. 64—)
 WASHINGTON: (Ch. 7)—Granted: ch. 7 WITN (TV).
 WILMINGTON: (Ch. 3—, 6, 29—, *35+)—Operating: ch. 6 WMFD-TV. Granted: ch. 3 WTHT (TV). Channels available: 29, *35.
 WILSON: (Ch. 56)
 WINSTON-SALEM: (Ch. 12, 26+, *32—)—Operating: ch. 12 WSJS-TV, ch. 26 WTOB-TV. Channel available: *32.

NORTH DAKOTA

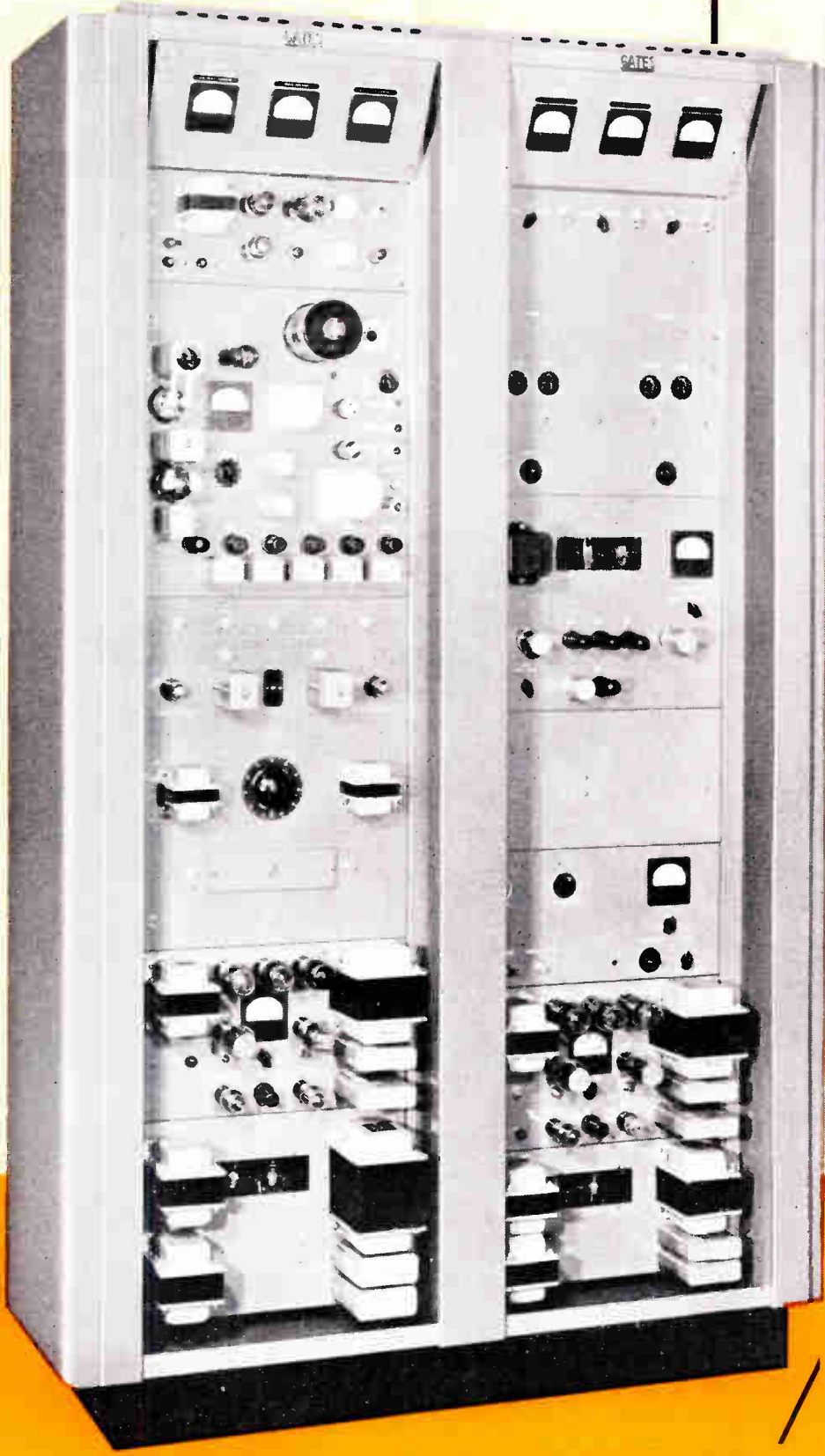
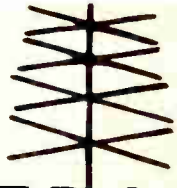
BISMARCK: (Ch. 5, 12—, 18, *24)—Operating: ch. 5 KFYY-TV. Granted: ch. 12 North Dakota Bestg. Co. Channels available: 18, *24.
 BOTTINEAU: (Ch. 16+)
 CARRINGTON: (Ch. 26—)
 DEVILS LAKE: (Ch. 8+, 14—)
 DICKINSON: (Ch. 2+, 4, *17)
 FARGO: (Ch. 6, 11—, *34—, 40)—Operating: ch. 6 WDAY-TV. Channels available: 11, *34, 40.
 GRAFTON: (Ch. 17)
 GRAND FORKS: (Ch. *2, 10)—Granted: ch. 10 KNOX-TV. Channel available: *2.
 HARVEY: (Ch. 22+)
 JAMESTOWN: (Ch. 7—, 42)
 LISBON: (Ch. 23)
 MINOT: (Ch. *6+, 10—, 13+)—Operating: ch. 13 KCJB-TV. Channels available: *6, 10.
 NEW ROCKFORD: (Ch. 20+)
 RUGBY: (Ch. 38—)
 VALLEY CITY: (Ch. 4—, 32—)—Operating: ch. 4 KXJB-TV. Channel available: 32.
 WAHPETON: (Ch. 45+)
 WILLISTON: (Ch. 8—, 11—, *34+)

OHIO

AKRON: (Ch. 49+, *55—, 61+)—Operating: ch. 49 WAKR-TV. Channels available: *55, 61.
 ASHTABULA: (Ch. 15)—Operating: ch. 15 WICA-TV.
 ATHENS: (Ch. 62—). Pending: Ohio U.
 BELLEFONTAINE: (Ch. 63)
 BOWLING GREEN: (Ch. *70)
 CAMBRIDGE: (Ch. 26)
 CANTON: (Ch. 29)—In hearing: ch. 29—Brush-Moore Newspapers Inc. (WHBC), Stark Broadcasting Corp. (WCMW), Tri-Cities Telecasting Inc.
 CHILLICOTHE: (Ch. 56+)

MODEL BT100A

TELEVISION TRANSMITTER



**100/50
WATTS**



For low power TV broadcasting and satellite operation from Channels 2-13. Prompt delivery. Complete descriptive brochure on request.

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.

OFFICES IN

NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

CINCINNATI: (Ch. 5—, 9, 12, *48—, 54—, 74—)—Operating: ch. 5 WLWT (TV), ch. 9 WCPO-TV, ch. 12 WKRC-TV, ch. *48 WCET (TV). Granted: ch. 54 WQXN-TV. Channel available: 74.
 CLEVELAND: (Ch. 3, 5+, 8, 19, *25+, 65+)—Operating: ch. 3 WNBK (TV), ch. 5 WEWS (TV), ch. 8 WXEL (TV). Granted: ch. 19 WHK-TV, ch. 65 WERE-TV. Channel available: *25.
 COLUMBUS: (Ch. 4—, 6+, 10+, *34, 40—)—Operating: ch. 4 WLWC (TV), ch. 6 WTVN-TV, ch. 10 WBNS-TV. Granted: ch. *34 WOSU-TV. Channel available: 40.
 COSHOCTON: (Ch. 20)
 DAYTON: (Ch. 2, 7—, *16+, 22+)—Operating: ch. 2 WLWD (TV), ch. 7 WHIO-TV. Granted: ch. 22 WIFE (TV). Channel available: *16.
 DEFIANCE: (Ch. 43)
 ELYRIA—Granted: ch. 31 WEOL-TV (assigned to Lorain).
 FINDLAY: (Ch. 53)
 FREMONT: (Ch. 59+)
 GALLIPOLIS: (Ch. 72)
 HAMILTON-MIDDLETOWN: (Ch. 65)
 LANCASTER: (Ch. 28—)
 LIMA: (Ch. 35—, 73)—Operating: ch. 35 WIMA-TV.
 LORAIN: (Ch. 31—)—Granted: ch. 31 WEOL-TV at Elyria.
 MANSFIELD: (Ch. 36+)—Granted: ch. 36 WTVG (TV).
 MARION: (Ch. 17—)
 MASSILLON: (Ch. 23+)—Granted: ch. 23 WMAC-TV.
 MOUNT VERNON: (Ch. 58)
 NEWARK: (Ch. 60—)
 OXFORD: (Ch. *14+)
 PIQUA: (Ch. 44—)
 PORTSMOUTH: (Ch. 30)
 SANDUSKY: (Ch. 42+)
 SPRINGFIELD: (Ch. 52—, 76)
 STEUBENVILLE: (see Wheeling, W. Va.)—Operating: ch. 7 WTRF-TV Wheeling, ch. 9 WSTV-TV. Tiffin: (Ch. 47+)
 TOLEDO: (Ch. 11—, 13, *30+, 79)—Operating: ch. 13 WSPD-TV. Granted: ch. 79 WTOH-TV. In hearing: ch. 11—Toledo Blade Co. Community Broadcasting Co. (WTOL), Unity Corp. Inc. (WTOD), Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., Anthony Wayne Tv Corp. Channel available: *30.
 WARREN: (Ch. 67+)
 YOUNGSTOWN: (Ch. 21—, 27, 73—)—Operating: ch. 21 WFMJ-TV, ch. 27 WKBN-TV. Channel available: 73.
 ZANESVILLE: (Ch. 18—, 50+)—Operating: ch. 18 WHIZ-TV. Channel available: 50.

OKLAHOMA

ADA: (Ch. 10+, 50+)—Operating: ch. 10 KTEN (TV). Channel available: 50.
 ALTUS: (Ch. 36)
 ALVA: (Ch. 30)
 ANADARKO: (Ch. 58—)
 ARDMORE: (Ch. 12—, 55—)—Granted: ch. 12 KVSO-TV. Channel available: 55.
 BARTLESVILLE: (Ch. 62—)
 BLACKWELL: (Ch. 51—)
 CHICKASHA: (Ch. 64)
 CLAREMORE: (Ch. 15)
 CLINTON: (Ch. 32—)
 DUNCAN: (Ch. 39—)
 DURANT: (Ch. 27—)
 ELK CITY: (Ch. 15+, 26+)
 EL RENO: (Ch. 56+)
 ENID: (Ch. 5, 21, *27+)—Operating: ch. 5 KGEO-TV. Channels available: 21, *27.
 FREDERICK: (Ch. 44)
 GUTHRIE: (Ch. 48)
 GUYMON: (Ch. 20+)
 HOBART: (Ch. 23+)
 HOLDENVILLE: (Ch. 14—)
 HUGO: (Ch. 21+)
 LAWTON: (Ch. 7+, *28+, 34—)—Operating: ch. 7 KSWO-TV. Channels available: *28, 34.
 McALESTER: (Ch. 47)
 MIAMI: (Ch. 58+)
 MUSKOGEE: (Ch. 8—, *45+, 66+)—Operating: ch. 8 KTVX (TV). Channels available: *45, 66.
 NORMAN: (Ch. 31—, *37—)
 OKLAHOMA CITY: (Ch. 4—, 9—, *13, 19+, 25—)—Operating: ch. 4 WKY-TV, ch. 9 KWTW (TV), ch. 25 KTVQ (TV). Granted: ch. *13 KETA (TV), ch. 19 KMPT (TV).
 OKMULGEE: (Ch. 26)
 PAULS VALLEY: (Ch. 61)
 PONCA CITY: (Ch. 40—)
 PRYOR CREEK: (Ch. 54)
 SAPULPA: (Ch. 42—)
 SEMINOLE: (Ch. 59)
 SHAWNEE: (Ch. 53—)
 STILLWATER: (Ch. 29—, *69)
 TULSA: (Ch. 2+, 6, *11—, 17+, 23)—Operating: ch. 2 KVOO-TV, ch. 6 KOTV (TV). Granted: ch. *11 KOED-TV, ch. 17 KSPG (TV), ch. 23 KCEB (TV).
 VINITA: (Ch. 28—)
 WOODWARD: (Ch. 8+)

OREGON

ALBANY: (Ch. 55+)
 ASHLAND: (Ch. 14—)
 ASTORIA: (Ch. 30—)
 BAKER: (Ch. 37+)
 BEND: (Ch. 15—)
 BURNS: (Ch. 16)
 CORVALLIS: (Ch. *7—, 49—)
 EUGENE: (Ch. *9+, 13, 20+, 26)—Operating: ch. 13 KVAL-TV. Channels available: *9, 20, 26.
 GRANTS PASS: (Ch. 30)
 KLAMATH FALLS: (Ch. 2—, 17)—Granted: ch. 2 KFJI-TV. Channel available: 17.
 LA GRANDE: (Ch. 13+)
 LEBANON: (Ch. 43+)
 McMinnville: (Ch. 46—)

MEDFORD: (Ch. 5)—Operating: ch. 5 KBES-TV.
 NORTH BEND: (Ch. 16+)
 PENDLETON: (Ch. 28)
 PORTLAND: (Ch. 6+, 8—, *10, 12, 21—, 27+)—Operating: ch. 6 KOIN-TV, ch. 12 KFOR (TV), ch. 27 KPVT (TV). Granted: ch. 21 KVAN-TV at Vancouver. In hearing: ch. 8—Westinghouse Radio Stations (KEX), Portland Tv Inc., North Pacific Tv Inc., Cascade Television Co. Channel available: *10.
 ROSEBURG: (Ch. 4+, 28+)—Granted: ch. 4 South West Tv Bestg. Corp.
 SALEM: (Ch. 3+, *18—, 24+, 66)—Granted: ch. 3 KSLM-TV. Channels available: *18, 24, 66.
 SPRINGFIELD: (Ch. 37—)
 THE DALLES: (Ch. 32)

PENNSYLVANIA

ALLENTOWN: (Ch. 39, 67)—Granted: ch. 39 WQCY (TV), ch. 67 WFMZ-TV.
 ALTOONA: (Ch. 10—, 19+, 25—)—Operating: ch. 10 WFBG-TV. Channels available: 19, 25.
 BETHLEHEM: (Ch. 51—)—Operating: ch. 51 WLEV-TV.
 BRADFORD: (Ch. 70—)
 BUTLER: (Ch. 43—)
 CHAMBERSBURG: (Ch. 46—)
 DU BOIS: (Ch. 31+)
 EASTON: (Ch. 57—)—Operating: ch. 57 WGLV (TV).
 EMPORIUM: (Ch. 42—)
 ERIE: (Ch. 12, 35+, *41—, 66+)—Operating: ch. 12 WICU (TV), ch. 35 WSEE (TV). Channels available: *41, 66.
 HARRISBURG: (Ch. 27—, 55+, 71+)—Operating: ch. 27 WCMB-TV, ch. 55 WHP-TV, ch. 71 WTPA (TV).
 HAZELTON: (Ch. 63)—Granted: ch. 63 WAZL-TV.
 IRWIN (PITTSBURGH): (Ch. 4+)—In hearing: ch. 4—Allegheny Broadcasting Corp. (KQV), WCAE Inc. (WCAE), Matta Enterprises, Wespen Tv Inc., Irwin Community Tv.
 JOHNSTOWN: (Ch. 6, 56—)—Operating: ch. 6 WJAC-TV, ch. 56 WARD-TV.
 LANCASTER: (Ch. 8—, 21+)—Operating: ch. 8 WGAL-TV. Granted: ch. 21 WWLA (TV).
 LEBANON: (Ch. 15+)—Granted: ch. 15 WLBR-TV.
 LEWISTOWN: (Ch. 74—)
 LOCK HAVEN: (Ch. 32—)
 MEADVILLE: (Ch. 37)
 NEW CASTLE: (Ch. 45—)—Granted: ch. 45 WKST-TV.
 OIL CITY: (Ch. 64)
 PHILADELPHIA: (Ch. 3, 6—, 10, 17—, 23+, 29, *35—)—Operating: ch. 3 WPTZ (TV), ch. 6 WFIL-TV, ch. 10 WCAU-TV. Pending: ch. *35—Delaware Valley Educational Tv Corp. Channels available: 17, 23, 29, *35.
 PITTSBURGH: (Ch. 2—, 11, *13—, 16, 47—, 53+)—Operating: ch. 2 KDKA-TV, ch. *13 WQED (TV), ch. 16 WENS (TV). Granted: ch. 47 WTVQ (TV), ch. 53 WKJF-TV, ch. 11 WWSW Inc. [Also see ch. 4 at Irwin].
 READING: (Ch. 33+, 61—)—Operating: ch. 33 WEEU-TV, ch. 61 WHUM-TV.
 SCRANTON: (Ch. 16—, 22—, 44)—Operating: ch. 16 WARM-TV, ch. 22 WGBI-TV, ch. 73 WTVU (TV).
 SHAMOKIN: (Ch. 65)
 SHARON: (Ch. 39+)—Granted: ch. 39 WSHA (TV).
 STATE COLLEGE: (Ch. *48)
 SUNBURY: (Ch. 38)—Granted: ch. 38 WKOK-TV.
 UNIONTOWN: (Ch. 14)
 WASHINGTON: (Ch. 63+)
 WILKES-BARRE: (Ch. 28, 34)—Operating: ch. 28 WBRE-TV, ch. 34 WILK-TV.
 WILLIAMSPORT: (Ch. 36—)—Granted: ch. 36 WRAC-TV.
 YORK: (Ch. 43, 49)—Operating: ch. 43 WSBA-TV, ch. 49 WNOW-TV.

RHODE ISLAND

PROVIDENCE: (Ch. 10+, 12+, 16, *36+)—Operating: ch. 10 WJAR-TV, ch. 12 WPRO-TV, ch. 16 WNET (TV). Channel available: *22.

SOUTH CAROLINA

AIKEN: (Ch. 54)
 ANDERSON: (Ch. 40, 58—)—Operating: ch. 40 WAIM-TV. Channel available: 58.
 CAMDEN: (Ch. 14)—Granted: ch. 14 WACA-TV.
 CHARLESTON: (Ch. 2+, 5+, *13, 17+)—Operating: ch. 2 WUSN-TV, ch. 5 WCSC-TV. Channels available: *13, 17.
 CLEMSON: (Ch. *68)
 COLUMBIA: (Ch. 10—, *19+, 25—, 67+)—Operating: ch. 10 WIS-TV, ch. 25 WCOS-TV, ch. 67 WNOK-TV. Channel available: *19.
 CONWAY: (Ch. 23—)
 FLORENCE: (Ch. 8—, 60)—Granted: ch. 8 WBTW (TV). Channel available: 60.
 GEORGETOWN: (Ch. 27—)
 GREENVILLE: (Ch. 4—, 23+, *29)—Operating: ch. 4 WFBC-TV, ch. 23 WGVL (TV). Channel available: *29.
 GREENWOOD: (Ch. 21—)
 LAKE CITY: (Ch. 55+)
 LANCASTER: (Ch. 31—)
 LAURENS: (Ch. 45—)
 MARION: (Ch. 43—)
 NEWBERRY: (Ch. 70)
 ORANGEBURG: (Ch. 44—)
 ROCK HILL: (Ch. 61—)
 SPARTANBURG: (Ch. 7+, 17—, 74—)—Granted: ch. 7 WSPA-TV. Channels available: 17, 74.
 SUMTER: (Ch. 47)
 UNION: (Ch. 65—)

SOUTH DAKOTA

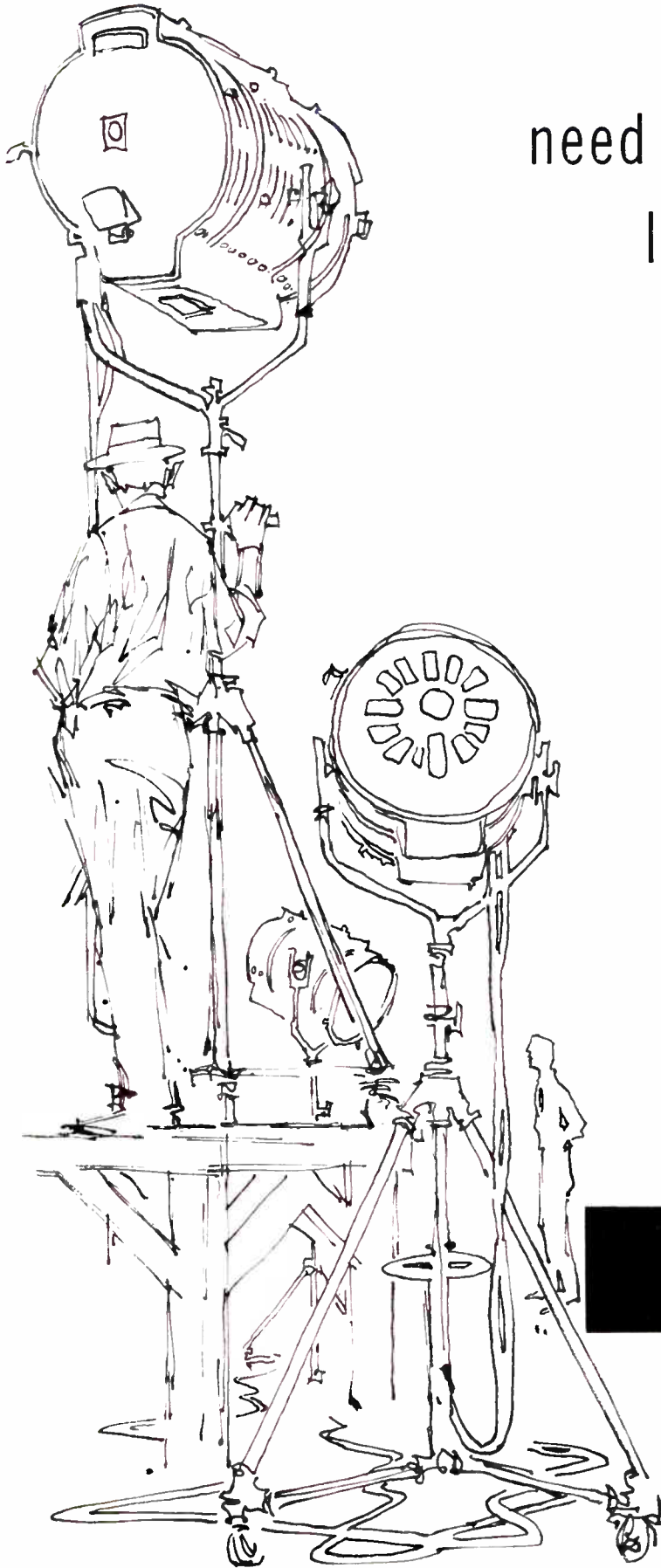
ABERDEEN: (Ch. 9—, 17+)
 BELLE FOURCHE: (Ch. 23+)
 BROOKINGS: (Ch. *8, 25)
 FLORENCE—Granted: ch. 3 KDLO-TV (assigned to Watertown).
 HOT SPRINGS: (Ch. 17+)
 HURON: (Ch. 12+, 15+)
 LEAD: (Ch. 5—, 26)
 MADISON: (Ch. 46)
 MITCHELL: (Ch. 5+, 20—)
 MOBRIDGE: (Ch. 27—)
 PIERRE: (Ch. 6—, 10—, *22+)
 RAPID CITY: (Ch. 3+, 7+, 15—)—Granted: ch. 3 KOTA-TV. Channels available: 7, 15.
 SIOUX FALLS: (Ch. 11, 13+, 38+, *44—)—Operating: ch. 11 KELO-TV. Channels available: 13, 38, *44.
 STURGIS: (Ch. 20)
 VERMILLION: (Ch. *2+, 41)
 WATERTOWN: (Ch. 3—, 35+)—Granted: ch. 3 KDLO-TV at Florence.
 WINNER: (Ch. 18—)
 YANKTON: (Ch. 17—)

TENNESSEE

ATHENS: (Ch. 14+)
 BRISTOL, Tenn.-BRISTOL, Va.: (Ch. 5+, 46—). In hearing: ch. 5—Appalachian Broadcasting Co. (WCYB), Tri-Cities Tv Corp. (WOPI).
 CHATTANOOGA: (Ch. 3+, 12—, 43+, 49+, *55—)—Operating: ch. 12 WDEF-TV. In hearing: ch. 3—WDDO Broadcasting Corp. (WDDO), Mountain City Tv Inc. (WAPO). Channels available: 43, 49, *55.
 CLARKSVILLE: (Ch. 53)
 CLEVELAND: (Ch. 38+)
 COLUMBIA: (Ch. 39—)
 COOKEVILLE: (Ch. 29, *69)
 COVINGTON: (Ch. 19—)
 DYERSBURG: (Ch. 46+)
 ELIZABETHTON: (Ch. 22+)
 FAYETTEVILLE: (Ch. 27+)
 GALLATIN: (Ch. 48+)
 HARRIMAN: (Ch. 67)
 HUMBOLDT: (Ch. 25)
 JACKSON: (Ch. 7—, 16+)—Granted: ch. 7 WDXI-TV. Channel available: 16.
 JOHNSON CITY: (Ch. 11—, 34+)—Operating: ch. 11 WJHL-TV. Channel available: 34.
 KINGSPORT: (Ch. 28)
 KNOXVILLE: (Ch. 6, 10+, *20+, 26—)—Operating: ch. 6 WATE (TV), ch. 26 WTSK (TV). In hearing: ch. 10—Scripps-Howard Radio Inc. (WNOX), Tennessee Tv Inc., Radio Station WBIR Inc. (WBIR). Channel available: *20.
 LAWRENCEBURG: (Ch. 50+)
 LEBANON: (Ch. 58)
 McMinnville: (Ch. 46)
 MARYVILLE: (Ch. 51)
 MEMPHIS: (Ch. 3, 5+, *10+, 13+, 42—, 48—)—Operating: ch. 5 WMCB-TV, ch. 13 WHBQ-TV. Granted: ch. 3 WREC Broadcasting Service. Pending: ch. *10—Memphis Community Tv Foundation. Channels available: *10, 42, 48.
 MORRISTOWN: (Ch. 54+)
 MURFREESBORO: (Ch. 18—)
 NASHVILLE: (Ch. *2—, 4+, 8+, 30+, 36+)—Operating: ch. 4 WSM-TV, ch. 8 WSIX-TV. Pending: ch. *2—Nashville Educational Tv Foundation. Channels available: *2, 30, 36. [Also see ch. 5 at Old Hickory].
 OAK RIDGE: (Ch. 32+)
 OLD HICKORY (NASHVILLE): (Ch. 5)—Operating: ch. 5 WLAC-TV.
 PARIS: (Ch. 51+)
 PULASKI: (Ch. 44—)
 SHELBYVILLE: (Ch. 62—)
 SNEEDVILLE: (Ch. *2+)
 SPRINGFIELD: (Ch. 42)
 TULLAHOMA: (Ch. 68—)
 UNION CITY: (Ch. 55)

TEXAS

ABILENE: (Ch. 9—, 33—)—Operating: ch. 9 KRBC-TV. Channel available: 33.
 ALICE: (Ch. 34+)
 ALPINE: (Ch. 12—)
 AMARILLO: (Ch. *2—, 4, 7, 10)—Operating: ch. 4 KGNC-TV, ch. 10 KFDA-TV. Channels available: *2, 7.
 ATHENS: (Ch. 25+)
 AUSTIN: (Ch. 7+, 18—, 24, *70—)—Operating: ch. 7 KTBC-TV. Channels available: 18, 24, *70.
 BALINGER: (Ch. 25)
 BAY CITY: (Ch. 33)
 BEAUMONT-PORT ARTHUR: (Ch. 4—, 6—, 31+, *37)—Operating: ch. 6 KFOM-TV, ch. 31 KBMT (TV). In hearing: ch. 4—Port Arthur College (KPAC), Smith Radio Co. Channel available: *37.
 BEEVILLE: (Ch. 38—)
 BIG SPRING: (Ch. 4—, 34+)—Granted: ch. 4 KBST-TV. Channel available: 34.
 BONHAM: (Ch. 43)
 BORGER: (Ch. 33)
 BRADY: (Ch. 15—)
 BRECKENRIDGE: (Ch. 14+)
 BRENHAM: (Ch. 52—)
 BROWNFIELD: (Ch. 15)
 BROWNSVILLE: (also see Brownsville-Harlingen-Westlaco): (Ch. 36)
 BROWNSVILLE - HARLINGEN - WESLACO: (Ch. 4+, 5—)—Operating: ch. 4 KGBT-TV (Harlingen), ch. 5 KRGV-TV (Westlaco).
 BROWNWOOD: (Ch. 19)



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 CLEBURNE: (Ch. 57)
 COLEMAN: (Ch. 21—)
 COLLEGE STATION: (Ch. *3+, 48—)
 CONROE: (Ch. 20+)
 CORPUS CHRISTI: (Ch. 6+, 10—, *16+, 22, 43)—
 Operating: ch. 22 KVDO-TV. In hearing: ch. 6—
 Gulf Coast Broadcasting Co. (KRIS), ch. 10—Superior
 Tv Inc., Keys-Tv Inc. (KEYS), K-Six Tv Inc. (KSIX).
 Channel available: *16, 43.
 CORSICANA: (Ch. 47+)
 CROCKETT: (Ch. 56)
 CRYSTAL CITY: (Ch. 28+)
 CUERO: (Ch. 25—)
 DELHART: (Ch. 16)
 DALLAS: (Ch. 4+, 8, *13+, 23, 29, 73)—Operating:
 ch. 4 KRLD-TV, ch. 8 WFAA-TV. Granted: ch. 29
 KLIF-TV. Channels available: *13, 23, 73.
 DEL RIO: (Ch. 16—)
 DENISON: (Ch. 52)
 DENTON: (Ch. *2, 17)
 EAGLE PASS: (Ch. 26)
 EDINBURGH: (Ch. 26—)
 EL CAMPO: (Ch. 27)
 EL PASO: (Ch. 4, *7, 9, 13, 20+, 26+)—Operating:
 ch. 4 KROD-TV, ch. 9 KTSM-TV. Granted: ch. 13
 KOKE (TV). Channels available: *7, 20, 26.
 FALFURRIAS: (Ch. 52)
 FLOYDADA: (Ch. 45)
 FORT STOCKTON: (Ch. 22)
 FORT WORTH: (Ch. 5+, 11—, 20—, *26—)—Oper-
 ating: ch. 5 WBAP-TV. Granted: ch. 11 KFJZ-TV.
 Channels available: 20, *26.
 GAINESVILLE: (Ch. 49—)
 GALVESTON: (Ch. 11+, 35—, 41—, *47—)—Oper-
 ating: ch. 11 KGUL-TV. Channels available: 35,
 41, *47.
 GONZALES: (Ch. 64+)
 GREENVILLE: (Ch. 69—)
 HARLINGEN: (Ch. 23). (Also see Brownsville-
 Harlingen-Weslaco): Operating: ch. 4 KGBT-TV.
 HEBBRONVILLE: (Ch. 58)
 HENDERSON: (Ch. 42+)
 HEREFORD: (Ch. 19—)
 HILLSBORO: (Ch. 63)
 HOUSTON: (Ch. 2—, *8—, 13—, 23+, 29—, 39—)
 Operating: ch. 2 KPRC-TV, ch. *8 KUHT (TV), ch.
 13 KTRK (TV). Granted: ch. 29 KXYZ-TV, ch. 39
 KNUZ-TV.
 HUNTSVILLE: (Ch. 15)
 JACKSONVILLE: (Ch. 36)
 JASPER: (Ch. 49+)
 KERMIT: (Ch. 14)

KILGORE: (Ch. 59—)
 KINGSVILLE: (Ch. 40)
 LAMESA: (Ch. 28)
 LAMPASAS: (Ch. 40—)
 LAREDO: (Ch. 8, 13, *15+)
 LEVELL: (Ch. 38—)
 LITTLEFIELD: (Ch. 32)
 LONGVIEW: (Ch. 32, 38+)—Operating: ch. 32
 KTVE (TV).
 LUBBOCK: (Ch. 5—, 11, 13—, *20, 26)—Operating:
 ch. 11 KCBD-TV, ch. 13 KDUB-TV. Channels avail-
 able: 5, *20, 26.
 LUFKIN: (Ch. 9, 46—)—Granted: ch. 9 KTRE-TV.
 McALLEN: (Ch. 20—)
 MCKINNEY: (Ch. 65—)
 MARFA: (Ch. 19+)
 MARSHALL: (Ch. 16—)
 MERCED: (Ch. 32)
 MEXIA: (Ch. 50—)
 MIDLAND: (Ch. 2+, 18)—Operating: ch. 2 KMID-
 TV. Channel available: 18.
 MINERAL WELLS: (Ch. 38)
 MISSION: (Ch. 14)
 MONAHANS: (Ch. 9—)
 MOUNT PLEASANT: (Ch. 35)
 NASOGDOCHES: (Ch. 40+)
 NEW BRAUNFELS: (Ch. 62—)
 ODESSA: (Ch. 7—, 24—)—In hearing: ch. 7—The
 Odessa Tv Co. Channel available: 24.
 ORANGE: (Ch. 43—)
 PAMPA: (Ch. 17—)
 PARIS: (Ch. 33+)
 PEARSBALL: (Ch. 31)
 PECOS: (Ch. 16+)
 PERRYTON: (Ch. 22)
 PLAINVIEW: (Ch. 29+)
 PORT ARTHUR: (See Beaumont).
 QUANAH: (Ch. 42)
 RAYMONDVILLE: (Ch. 42)
 ROSENBERG: (Ch. 17—)
 SAN ANGELO: (Ch. 3—, 8+, 17+, *23—)—Oper-
 ating: ch. 8 KTXL-TV. Channels available: 3, 17, *23.
 SAN ANTONIO: (Ch. 4, 5, *9—, 12+, 35+, 41+)
 Operating: ch. 4 WOAI-TV, ch. 5 KENS-TV.
 Granted: ch. 35 KALA (TV), ch. 41 KCOR-TV. In
 hearing: ch. 12—Mission Telecasting Corp. (KONO),
 The Walmar G. Co. (KMAC). Pending: ch. *9—
 San Antonio Council for Educational Tv.
 SAN BENITO: (Ch. 48)
 SAN MARCOS: (Ch. 53+)
 SEGUIN: (Ch. 14—)
 SEYMOUR: (Ch. 24+)
 SHERMAN: (Ch. 46+)
 SNYDER: (Ch. 30+)

STEPHENVILLE: (Ch. 32+)
 SULPHUR SPRINGS: (Ch. 41)
 SWEETWATER: (Ch. 12)—Granted: ch. 12 KPAR-
 TV.
 TAYLOR: (Ch. 58+)
 TEMPLE: (Ch. 6, 16, 22+)—Operating: ch. 6
 KCEN-TV. Channels available: 16, 22.
 TERRELL: (Ch. 53)
 TEXARKANA: (Ch. 6+, *18, 24—)—Operating: ch.
 6 KCMC-TV. Channels available: *18, 24.
 TYLER: (Ch. 7, 19—, 72)—Operating: ch. 7 KLTV
 (TV). Granted: ch. 19 KETX (TV). Channel avail-
 able: 72.
 UVALDE: (Ch. 20)
 VERNON: (Ch. 18+)
 VICTORIA: (Ch. 19+)
 WACO: (Ch. 10+, *28—, 34)—Operating: ch. 10
 KWTX-TV, ch. 34 KANG-TV. Channel available:
 *28.
 WAXAHACHIE: (Ch. 45—)
 WEATHERFORD: (Ch. 51)
 WESLACO (see Brownsville-Harlingen-Weslaco)
 —Operating: ch. 5 KRGV-TV.
 WICHITA FALLS: (Ch. 3, 6—, *16+, 22)—Oper-
 ating: ch. 3 KFDX-TV, ch. 6 KWFT-TV. Channels
 available: *16, 22.
UTAH
 BRIGHAM: (Ch. 36—)
 CEDAR CITY: (Ch. 5)
 LOGAN: (Ch. 12—, 30, *46)
 OGDEN: (Ch. 9+, *18—, 24)—In hearing: ch. 9—
 United Broadcasting Co. (KVOG). Channels avail-
 able: *18, 24.
 PRICE: (Ch. 6)
 PROVO: (Ch. 11+, 22, *28)—Channels available:
 11, 22, *28.
 RICHFIELD: (Ch. 13+)
 ST. GEORGE: (Ch. 18+)
 SALT LAKE CITY: (Ch. 2—, 4—, 5+, *7—, 20+, 26)
 —Operating: ch. 2 KUTV (TV), ch. 4 KTVT (TV),
 ch. 5 KSL-TV. Channels available: *7, 20, 26.
 TOOELE: (Ch. 44)
 VERNAL: (Ch. 3+)
VERMONT
 BENNINGTON: (Ch. 33, 74+)
 BRATTLEBORO: (Ch. 77+)
 BURLINGTON: (Ch. 3+, *16+, 22+)—Operating:
 ch. 3 WMVT (TV).
 MONTPELIER: (Ch. 40)
 NEWPORT: (Ch. 46)
 RUTLAND: (Ch. 49+)
 ST. ALBANS: (Ch. 34—)
 ST. JOHNSBURY: (Ch. 30)
VIRGINIA
 BLACKSBURG: (Ch. *60+)
 BRISTOL: (see Bristol, Tenn.)
 CHARLOTTEVILLE: (Ch. *45+, 64+)
 COVINGTON: (Ch. 44+)
 DANVILLE: (Ch. 24—)—Granted: ch. 24 WBTM-
 TV.
 EMPORIA: (Ch. 25+)
 FARMVILLE: (Ch. 19)
 FREDERICKSBURG: (Ch. 47)
 FRONT ROYAL: (Ch. 39—)
 HAMPTON: Operating: ch. 15 WVEC-TV (as-
 signed to Norfolk).
 HARRISONBURG: (Ch. 3—, 34—)—Operating: ch.
 3 WSA-TV. Channel available: 34.
 LEXINGTON: (Ch. 54)
 LYNCHBURG: (Ch. 13, 16—)—Operating: ch. 13
 WLVA-TV. Channel available: 16.
 MARION: (Ch. 50)
 MARTINSVILLE: (Ch. 35—)
 NORFOLK - PORTSMOUTH - NEWPORT NEWS:
 (Ch. 3+, 10+, 15, *21—, 27, 33)—Operating: ch. 3
 WTAR-TV (Norfolk), ch. 15 WVEC-TV (Hampton),
 ch. 33 WACH-TV (Newport News). Granted: ch.
 27 WTOV-TV. In hearing: ch. 10—Beachview
 Broadcasting Corp., Portsmouth Radio Corp.
 (WAVY).
 NORTON: (Ch. 52+)
 PETERSBURG: (Ch. 8, 41)—Granted: ch. 8
 WXEV-TV. Channel available: 41.
 PULASKI: (Ch. 37—)
 RICHMOND: (Ch. 6+, 12—, *23, 29+)—Operating:
 ch. 6 WTVR (TV). Granted: ch. 29 KOTV (TV). In
 hearing: ch. 12—Richmond Newspapers Inc.
 (WRNL), Richmond Tv Corp. Channel available:
 *23.
 ROANOKE: (Ch. 7—, 10, 27+, *33—)—Operating:
 ch. 10 WSLV-TV. Granted: ch. 7 WDBJ-TV. Chan-
 nels available: 27, *33.
 SOUTH BOSTON: (Ch. 14+)
 STAUNTON: (Ch. 36)
 WAYNESBORO: (Ch. 42)
 WILLIAMSBURG: (Ch. 17)
 WINCHESTER: (Ch. 28+)
WASHINGTON
 ABERDEEN: (Ch. 58)
 ANACORTES: (Ch. 34)
 BELLINGHAM: (Ch. 12+, 18+, 24—)—Operating:
 ch. 12 KVOS-TV. Channels available: 18, 24.
 CENTRALIA: (Ch. 17)
 ELLENBURG: (Ch. 49, *65)
 EPHRATA: (Ch. 43)—Granted: ch. 43 KBAS-TV.
 EVERETT: (Ch. 22—, 28—)
 GRAND COULEE: (Ch. 37)
 HOQUIAM: (Ch. 52)
 KELSO: (Ch. 39)
 KENNEWICK: (also see Kennewick-Richland-
 Pasco): (Ch. 25)
 KENNEWICK-RICHLAND-PASCO: (Ch. *41)
 LONGVIEW: (Ch. 33)
 OKANOGAN: (See Omak)
 OLYMPIA: (Ch. 60)
 OMAK-OKANOGAN: (Ch. *35—)
 PASCO: (also see Kennewick-Richland-Pasco):
 (Ch. 19—)—Operating: ch. 19 KEPR-TV.
 PORT ANGELES: (Ch. 16—)
 PULLMAN: (Ch. *10, 24)
 RICHLAND (also see Kennewick-Richland-Pas-
 co): (Ch. 31)

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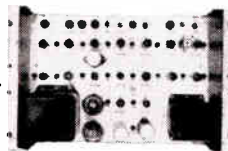
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Use—Testing frequency response of one equipment or entire broadcast system without disabling clamp circuits; testing resolving power of monitors directly; time measurements; differential gain tests with V-5A and V-12A. Tests entire frequency range. No accessory equipment or power supply needed. Response—Flat to 10 mc.

Use—A blanked dot pattern signal either white or black dots on contrasting background is generated for use in testing (a) convergence of tri-color tubes in receivers and studio monitors; and (b) linearity of scan of monitors, receivers and cameras (when used with a test slide or opaque supplied with unit).



V-6A LINEARITY &
 CONVERGENCE DOT
 GENERATOR



LINEARITY TESTER
 V-5A AMPLITUDE

The video component of the composite signal is a linear saw-tooth phase-locked to input sync or trigger. The V-5A is used for: (a) Direct amplitude distortion measurement of amplifiers, etc. (b) Use with V-3A and V-12A for measurements of differential gain & phase of amplifiers.

Channels—2—Signals may be combined at input or at output. Level—Input 0 to 3V. p-p (video) 3.5 to 4.5 v. p-p (Sync) if used. Gain—Adjustable from 0.5 to 1.5 Load Impedance—75 ohms Source Impedance—Either 2 k. or 75 ohms (chosen by switch). High Frequency Response—Flat to 10 mc. (1db.). Bandwidth 13 mc. (3 db.)



V-1A 2 CHANNEL
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 AMPLIFIER AND MIXER

V-14A VIDEO LINE AMPLIFIER—10 mc. response—gain 3.2—includes power supply in 3 1/4" space.
 V-4A 5-CHANNEL SYNC DISTRIBUTION AMPLIFIER

V-7A 525-LINE TV SYNC GENERATOR with time-proven binary frequency divider—utmost in stability.

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ation—includes a bias supply at -150V.

V-10A 225 MA. 250 to 300 V DC. REGULATED LOW VOLTAGE SUPPLY

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SEATTLE: (Ch. 4, 5+, 7, *9, 20, 26+)—Operating: ch. 4 KOMO-TV, ch. 5 KING-TV, ch. *9 KCTS (TV). Granted: ch. 20 KCTL (TV). In hearing: ch. 7—Queen City Bestg. Co. (KIRO), KXA Inc. (KXA). Puget Sound Broadcasting Co. (KVI). Channel available: 26.
 SPOKANE: (Ch. 2—, 4—, 6—, *7+)—Operating: ch. 2 KREM-TV, ch. 4 KXLY-TV, ch. 6 KHQ-TV. Channel available: *7.
 TACOMA: (Ch. 11+, 13—, *56, 62)—Operating: ch. 11 KTNT-TV, ch. 13 KTVW (TV). Channels available: *56, 62.
 VANCOUVER—Granted: ch. 21 KVAN-TV (assigned to Portland, Ore.).
 WALLA WALLA: (Ch. 5—, 3, *22)
 WENATCHEE: (Ch. *45, 55, 67)
 YAKIMA: (Ch. 23+, 29+, *47)—Operating: ch. 29 KIMA-TV. Granted: ch. 23 KRSM (TV). Channel available: *47.

WEST VIRGINIA

BECKLEY: (Ch. 4, 21, 66)—Granted: ch. 4 WOAY-TV at Oak Hill. Channels available: 21, 66.
 BLUEFIELD: (Ch. 6—, 41+)—Granted: ch. 6 WHIS-TV. Channel available: 41.
 CHARLESTON: (Ch. 8+, *43+, 49—)—Operating: ch. 8 WCHS-TV. Granted: ch. 49 WKNA-TV. Channel available: *43.
 CLARKSBURG: (Ch. 12+, 22, 69)—Granted: ch. 12 WBLK-TV. Channel available: 22, 69.
 ELKINS: (Ch. 40+)
 FAIRMONT: (Ch. 35)—Granted: ch. 35 WJPB-TV.
 HINTON: (Ch. 31)
 HUNTINGTON: (Ch. 3+, 13+, *53)—Operating: ch. 3 WSAZ-TV. Granted: ch. 13 WHTN-TV. Channel available: *53.
 LOGAN: (Ch. 23—)
 MARTINSBURG: (Ch. 58—)
 MORGANTOWN: (Ch. *24)
 OAK HILL—Granted: ch. 4 WOAY-TV (assigned to Beckley).
 PARKERSBURG: (Ch. 15—)—Operating: ch. 15 WTPA (TV).
 WELCH: (Ch. 25)
 WESTON: (Ch. *5, 32)
 WHEELING: (also see Wheeling-Steubenville, Ohio): (Ch. *57+)
 WHEELING-STEUBENVILLE, OHIO: (Ch. 7, 9+, 51+)—Operating: ch. 7 WTRF-TV, ch. 9 WSTV-TV at Steubenville. Granted: ch. 51 WLTV (TV).
 WILLIAMSON: (Ch. 17)

WISCONSIN

ADAMS: (Ch. *58+)
 APPLETON: (Ch. 42+)

ASHLAND: (Ch. 15+)
 BEAVER DAM: (Ch. 37)
 BELOIT: (Ch. 57)
 CHILTON: (Ch. *24+)
 EAU CLAIRE: (Ch. 13, *19, 25+)—Operating: ch. 13 WEAU-TV. Channels available: *19, 25.
 FOND DU LAC: (Ch. 54+)
 GREEN BAY: (Ch. 2+, 5+, 70+)—Operating: ch. 2 WBAY-TV, ch. 5 WFRV-TV. Channel available: 70.
 JANESVILLE: (Ch. 63+)
 KENOSHA: (Ch. 61—)
 LA CROSSE: (Ch. 8+, *32+, 38—, 72)—Operating: ch. 8 WKBT (TV). Channels available: *32, 38, 72.
 MADISON: (Ch. 3, *21—, 27—, 33+)—Operating: ch. *21 WHA-TV, ch. 27 WKOW-TV, ch. 33 WMTV (TV). In hearing: ch. 3—Radio Wisconsin Inc. (WISC), Badger Tv Co. (WIBA).
 MANITOWOC: (Ch. 65)
 MARINETTE: (Ch. 11+, 32—, *38+)—Operating: ch. 11 WMBV-TV. Channels available: 32, *38.
 MILWAUKEE: (Ch. 4—, *10+, 12, 19—, 25, 31+)—Operating: ch. 4 WTMJ-TV, ch. 19 WXIX (TV), ch. 12 WTVW (TV). Granted: ch. 25 WCAN-TV, ch. 3 WFOU-TV. Pending: ch. *10—Wisconsin State Radio Council, Board of Vocational and Adult Education. Channel available: *10. [Also see ch. 6 at Whitefish Bay.]
 OSHKOSH: (Ch. 48—)
 PARK FALLS: (Ch. *18)
 PORTAGE: (Ch. 17—)
 PRAIRIE DU CHIEN: (Ch. 34)
 RACINE: (Ch. 49—, 55)
 RHINELANDER: (Ch. 22)
 RICE LAKE: (Ch. 21+)
 RICHLAND CENTER: (Ch. 15, *66—)
 SHEBOYGAN: (Ch. 59—)
 SHELL LAKE: (Ch. *30—)
 SPARTA: (Ch. 50—)
 STEVENS POINT: (Ch. 20+, 26—)
 STURGEON BAY: (Ch. 44—)
 SUPERIOR (see Duluth, Minn.)
 WAUSAU: (Ch. 7—, 16+, *46—)—Operating: ch. 7 WSAU-TV. Channels available: 16, *46.
 WHITEFISH BAY: (Ch. 6)—Granted: ch. 6 WITI-TV.
 WISCONSIN RAPIDS: (Ch. 14—)

WYOMING

BUFFALO: (Ch. 29)
 CASPER: (Ch. 2+, 6+)
 CHEYENNE: (Ch. 3, 5+)—Operating: ch. 5 KFBC-TV. Channel available: 3.
 CODY: (Ch. 24—)
 DOUGLAS: (Ch. 14)
 EVANSTON: (Ch. 14—)

GILLETTE: (Ch. 31—)
 GREEN RIVER: (Ch. 16)
 GREYBULL: (Ch. 40)
 LANDER: (Ch. 17—)
 LARAMIE: (Ch. *8+, 18+)
 LOVELL: (Ch. 36+)
 LUSK: (Ch. 19—)
 NEWCASTLE: (Ch. 28+)
 POWELL: (Ch. 30+)
 RAWLINS: (Ch. 11—)
 RIVERTON: (Ch. 10+)
 ROCK SPRINGS: (Ch. 13)
 SHERIDAN: (Ch. 9—, 12+)
 THERMOPOLIS: (Ch. 15+)
 TORRINGTON: (Ch. 27)
 WHEATLAND: (Ch. 24+)
 WORLAND: (Ch. 34)

ALASKA

ANCHORAGE: (Ch. 2—, *7—, 11, 13—)—Operating: ch. 2 KENI-TV, ch. 11 KTVA (TV). Channels available: *7, 13—.
 FAIRBANKS: (Ch. 2+, 4+, 7+, *9+, 11+, 13+)—Operating: ch. 2 KFAR-TV, ch. 11 KTVF (TV). Channels available: 4+, 7+, *9+, 13+—.
 JUNEAU: (Ch. *3, 8, 10).
 KETCHIKAN: (Ch. 2, 4, *9).
 SEWARD: (Ch. 4—, 9—).
 SITKA: (Ch. 13).

HAWAII

HILO: (Ch. 2, *4, 7, 9, 11, 13)—Operating: ch. 9 KHBC-TV. Channels available: 2, *4, 7, 11, 13.
 HONOLULU: (Ch. 2+, 4—, *7+, 9—, 11+, 13—). Operating: ch. 2 KONA (TV), ch. 4 KULA-TV, ch. 9 KGMB-TV. Channels available: *7+, 11+, 13—.
 LIHUE: (Ch. 3+, *8—, 10—, 12—).
 WAILUKU: (Ch. 3, 8, *10, 12)—Operating: ch. 12 KMVI-TV. Granted: ch. 3 KMAU (TV). Channels available: 8, *10.

PUERTO RICO

ARECIBO: (Ch. 13+).
 CAGUAS: (Ch. 11—). In hearing: American Colonial Bestg. Corp., and Supreme Bestg. Co.
 MAYAGUEZ: (Ch. 3+, 5—)—Granted: ch. 5 WORA-TV. In hearing: ch. 3, El Mundo Inc., Supreme Bestg. Co., Ponce de Leon Bestg. Co.
 PONCE: (Ch. 7+, 9—).
 SAN JUAN: (Ch. 2+, 4—, *6+)—Operating: ch. 2 WKAQ-TV, ch. 4 WAPA-TV. Granted: ch. *6 WUTV.

VIRGIN ISLANDS

CHARLOTTE AMALIE: (Ch. 10—, 12+).
 CHRISTIANSTED: (Ch. 8+).

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors, see Listing, page 436.)

SYMBOLS

Denotes Type of Services Offered.

A—live tv programs; B—tv film shows; C—tv film commercials; D—soundies; E—educational shorts; F—industrial shorts; G—slides; H—animation, black & white; I—animation, color; K—music effects; L—package tv shows, live; M—package tv shows, film; N—tv talent; O—tv scripts; P—syndicate tv film; Q—sound effects, other library services; R—process film; S—sound services; T—laboratory services.

A

ACADEMY FILMS
 800 N. Seward St., Hollywood 38. Tel.: Hollywood 2-0741. James A. Larsen, pres.
 Services: BCEFHMKQRST.
 ACADEMY FILM PRODUCTIONS INC.
 123 W. Chestnut St., Chicago 10. Tel.: Michigan 2-0128. Bernard Howard, pres.
 Services: BCEFGHIMOPQ.
 JOHN ADASKIN PRODUCTIONS
 67 Yonge St., Toronto, Ontario, Canada. Tel.: Empire 4-9296. John Adaskin, own.
 Services: ABC.
 ADVERTISER'S TV PROGRAM SERVICE INC.
 9100 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 6-7496. Maurice H. Gresham, vp.-gen. mgr.
 Services: ABCFLMPRST.
 New York—15 E. 48th St. Allan Jeffreys.
 Dallas—211 S. Pearl Expressway, William Butts.
 Atlanta—101 Walton St. N.W. Ed Stearns.
 Miami, Fla.—9536 N. East 22d Ave. Devirux Besslieu.
 Nashville—416-A Broad St. Bob Davis.
 Richmond, Va.—19 W. Main. Martin Hogan.
 AFFILIATED ARTISTS REPRESENTATIVES
 730 Fifth Ave., New York. Tel.: Circle 5-8410. Irene Etkin, Robert Mayberry, ptrns.
 Services: ABLN.
 Hollywood—8776 Sunset Blvd. Tel.: Crestview 6-4652. Louis Artigue.
 AFFILIATED PROGRAM SERVICE INC.
 535 5th Ave., New York 17. Tel.: Murray Hill 7-1881. Paul F. Adler, pres.
 Services: BC.
 ALADDIN TELEVISION PRODUCTIONS INC.
 346 N. Larchmont Blvd., Los Angeles 4. Tel.: Hollywood 2-6686. Julius F. Tuchler, vp.
 Services: B.
 ALTON ALEXANDER PRODUCTIONS INC.
 595 Madison Ave., New York 22. Tel.: Plaza 9-6778. Alton Alexander, pres.
 Services: ACFKLMNO.

ALEXANDER FILM CO.
 Alexander Film Bldg., Colorado Springs 1. Tel.: Melrose 3-1771. Don M. Alexander, exec. vp.
 Services: CHIRST.
 Chicago 11—435 N. Michigan Ave. Tel.: Michigan 2-5636. C. C. Alexander.
 Branch Offices: Represented in all principal cities.
 M & A ALEXANDER PRODUCTIONS INC.
 6040 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-3414. Arthur Alexander, pres.
 Services: BP.
 ALL-CANADA TELEVISION
 80 Richmond St. W., Toronto, Ont. Tel.: Empire 6-9236. Reo Thompson, mgr.
 Services: P: film editing & shipping.
 Montreal—922 Dominion Sq. Tel.: University 6-9868. Burt Hall, mgr.
 Winnipeg, Man.—706 Electric Railway Chambers Bldg. Tel.: 926-861. M. V. Chestnut, mgr.
 Calgary, Alta.—Taylor, Pearson & Carson Bldg. Tel.: 2-5791. J. E. Cavanaugh, mgr.
 Vancouver, B. C.—1161 Melville St. Tel.: Tatlow 7461. J. E. Baldwin, mgr.
 ALLENDOR PRODUCTIONS INC.
 607 N. La Brea Ave., Los Angeles 36. Tel.: Webster 8-2191. Algernon G. Walker, pres. & gen. mgr.
 Services: CE; editorial service.
 ALL-SCOPE PICTURES INC.
 9040 Sunset Blvd., Hollywood 46. Tel.: Crestview 4-6943. Gordon S. Mitchell, pres.
 Services: BCEFGHKM.
 AMERICAN FILM CO.
 1329 Vine St., Philadelphia 7. Tel.: Walnut 2-1800; Ben Harris, mgr.
 Service: Film service.
 AMERICAN FILM PRODUCERS
 1600 Broadway, New York 19. Tel.: Plaza 7-5915. Robert Gross, exec. prod.
 Services: BCDEFHIM; film inserts for live shows.
 AMERICAN JEWISH BROADCASTING CO.
 150 Broadway, New York 38. Tel.: Worth 2-3322. Herman Youngleib, mgr.
 Services: Jewish programs.
 AMERICAN PUPPETRY WORKSHOP
 439 E. 76th St., New York, N. Y. Tel.: Regent 4-6900.
 ANDERSON & ANDERSON INC.
 53 W. Jackson St., Chicago 4. Tel.: Harrison 7-1072. George B. & James E. Anderson.
 Services: ABCFLMOP.
 CLYDE ANDERSON MOTION PICTURES
 334 "A" St., Salt Lake City 3. Tel.: 3-5337. Clyde Anderson, own.-mgr.
 Services: CDEHIS.
 TOBY ANGUISH MOTION PICTURE PRODUCTIONS
 8470 Melrose Ave., Los Angeles, Calif. Tel.: Webster 3-8301. Toby Anguish, gen. mgr.
 Services: Q

ANIMATED ARTS
 4001 Nichols Ave., S.W., Washington 24. Tel.: Johnson 2-9424. C. Wes Doty, prod.
 Services: CGHI.
 ANIMATION INC.
 843 N. LaCienega Blvd., Hollywood 46. Tel.: Olympia 2-1418. Earl Klein, pres.
 Services: CFHI.
 Detroit—1504 Broadway. Tel.: Woodward 2-4548. Ted Petok.
 San Francisco—488 Pine St. Tel.: Yukon 2-0665. Dick Danner.
 ANIMATION SERVICE CO.
 (Subsidiary of Victor Kayfetz Productions Inc.)
 1780 Broadway, New York 19. Tel.: Circle 5-4830. Douglas Baker, gen. sls. mgr.
 Services: GHIT.
 ARCO FILM PRODUCTIONS INC.
 666 Fifth Ave., New York 19. Tel.: Plaza 3-6757. R. J. Oulmann, pres.
 Services: EFHI, multiplane photography & stop motion for filmed commercials.
 Paris, France—20 Rue de la Paix. Tel.: Opera 99-55. Pierre Gradwohl, vp.
 J. ARMSTRONG & CO.
 19 W. 44th St., New York 36. Tel.: Murray Hill 7-0669. Joseph Armstrong, own.
 Services: C.
 ARROWHEAD PRODUCTIONS
 (See Harriscope Inc.)
 355 N. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 6-3728. Burt I. Harris & Edmund Beloin.
 Services: ABC.
 ARROW PRODUCTIONS INC.
 5746 Sunset Place. Tel.: Hollywood 2-6071. Leon Fromkess, prod.
 Services: BM.
 ASSOCIATED ENTERPRISES
 735 N. Vine St., Hollywood 38; Tel.: Hollywood 4-0249; R. B. Struble, pres.
 Services: B, general advertising for accounts.
 ARTISTS PRODUCTIONS INC.
 9125 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crestview 4-7057. Arthur S. Lyons, pres.
 Services: ABCDEFLMP.
 ARTISTS RECORDING STUDIOS
 818 Grand Ave., Kansas City, Mo. Tel.: Harrison 6109. Bill L. Godden, pres.
 Services: S.
 ASSOCIATED BROADCASTING CO.
 1139 Bay St., Toronto, Ont., Can. Tel.: Princess 1111. Gordon Allen, dir. broadcast-tv div.
 Services: BC, timebuying.
 ASSOCIATED PRESS
 50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. John A. Aspinwall, radio news ed.
 Services: News wire, wire photo service.

ASSOCIATED PROGRAM SERVICE

(Div. of Muzak Corp.)
221 Fourth Ave., New York 3. Tel.: Orchard 4-7400.
Edward Hochhauser, vp.-gen. mgr.
Services: BEFGMPS.

ASSOCIATED SCREEN NEWS LTD.

2000 Northcliffe Ave., Montreal, Que. Tel.: Dexter 1186. Murray Briskin, exec. asst. to pres.
Services: BCEFGHIKMNORST.
Toronto—108 Peter St. Tel.: Empire 6-3054. J. J. Chisholm.
Vancouver, B. C.—579 Granville St. Ross Beesley.

ATLAS FILM CORP.

1111 S. Blvd., Oak Park, Ill. Tel.: Austin 7-8620.
L. P. Mominee, vp.-gen. mgr.
Services: BCDEFGHIKMNORST.
Washington—501 13th St. N.W. Tel.: Republic 7-2230.
R. C. Barrett.
Hollywood—1931 Rodney Dr. Tel.: Normandy 1-7680.
L. Marlowe.
Chicago—228 N. LaSalle St. Tel.: Andover 3-5672.
N. C. Lindquist, tv dir.-vp

ATLAS TELEVISION CORP.

15 W. 44th St., New York 36. Tel.: Murray Hill 7-5535. Dr. Henry Brown, pres.
Services: BDMPQ.
Hollywood—5746 Sunset Blvd. Thomas Carradine, western sls. rep.

AUTHORS PLAYHOUSE INC.

650 N. Bronson Ave., Los Angeles 4. Tel.: Hollywood 9-8321. Brewster B. Morgan, pres.
Services: B.

ATV FILM PRODUCTIONS INC.

1600 Broadway, New York 19. Tel.: Circle 7-6434.
Mickey Schwarz, pres.
Services: BCM.
Long Island City, N. Y.—37-15 35th St. Tel.: Stillwell 6-5825. Milton Cohen, prod. mgr.

AUDIO-MASTER CORP.

17 E. 45th St., New York 17. Tel.: Oxford 7-0725.
Herbert Rosen, pres.
Services: BPMK.

AUDIO PICTURES LTD.

310 Lakeshore Rd., Toronto 14, Ontario, Can. Tel.: Clifford 1-5211. Murray Briskin, asst. to pres.
Services: BR.

AUDIO PRODUCTIONS INC.

630 Ninth Ave., New York 36. Tel.: Plaza 7-0760.
Harold R. Lipman, mgr. tv dept.
Services: CF.

AUSLENDER PRODUCTIONS

139 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 1-2131. Leland I. Auslander, exec. dir.
Services: ABOL.

AVIS FILMS INC.

904 E. Palm Ave., Burbank, Calif. Tel.: Thornwall 8-1666. Leslie Helhena, pres.
Services: ET.

A-V TAPE LIBRARIES INC.

730 Fifth Ave., New York 19. Tel.: Plaza 7-3091.
Ray Rand, vp. in chg. of sls. & sls. mgr.
Services: produces recorded programs on own tape.

B

PAUL W. BACON & ASSOC.

46 Sherman Ave., Glenn Falls, N. Y. Tel.: 2-4219.
Frank A. Sause, gen. mgr.
Services: BDH.

WILLIAM J. BAILEY CO.

2500 Q St., N.W., Washington 7, D. C. Tel.: Dupont 7-0953. William J. Bailey, own.
Services: ABLM.

BOB BAKER MARIONETTE PRODUCTIONS

6087 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-2045. Robert Baker and Alton Wood, co-mgr.
Services: Puppets.

THOS. J. BARBRE PRODUCTIONS

1215 E. Virginia Ave., Denver 9. Tel.: Race 2-4605.
Thomas J. Barbre, own.-mgr.
Services: BCFS.

BARRY, ENRIGHT & FRIENDLY INC.

667 Madison Ave., New York 21. Tel.: Templeton 2-8600. Jack Barry, pres.
Services: ABLM.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877.
Charles J. Basch Jr., ptrn.
Services: ABLP.

BEACON TELEVISION FEATURES INC.

118 Newbury St., Boston 16. Tel.: Commonwealth 6-6881. J. L. Sanderson, pres.
Services: BCEFGHIMP; creative production consultants on radio-tv commercials.

IRENE BEASLEY RADIO PRODUCTION SERVICE

Heatherdell Rd., Ardsley, N. Y. Tel.: Dobbs Ferry 3-3578. Irene Beasley, own.
Services: AL.

V. S. BECKER PRODUCTIONS

551 Fifth Ave., New York 17. Tel.: Murray Hill 2-0777. Viola S. Becker, own.
Services: ABCEHILMNOP; radio programs & commercials.

BEMILLER PRODUCTIONS

2350 Hyperion Ave., Hollywood 27, Calif. Tel.: Normandy 5-5137. Robert H. Bemiller, mgr.
Services: CDH

BENGAL PICTURES

3833 Brunswick, Los Angeles 39. Tel.: Normandy 2-7808. Phil E. Cantonwine, prod.
Services: CEFNGHI; tv spots.
Hollywood—7904 Santa Monica Blvd. Tel.: 9-5458. Harvy Pergament.

BERKELEY MARIONETTES Inc.

1123 Broadway, New York, N. Y. Tel.: Chelsea 3-9476.
Services: Puppets.

GUY BIDDICK

1151 S. Broadway, Los Angeles 15. Tel.: Richmond 6184. Guy Biddick, mgr.
Services: CGHIKM.



the **surprise**
tv film show
of the year
CHILDREN

AND
ADULT
APPEAL

with the ratings and
sales results as proof positive

CAPTAIN ZERO

... rated EIGHTH in the nation's TOP TELEVISION PROGRAMS* ... The exciting adventure, thrilling suspense and breathtaking drama of the greatest historic events wrapped into a supercharged package of startling science fiction reality. ... FAMILY ENTERTAINMENT endorsed by leading educators— Applauded by Sponsors and Stations.

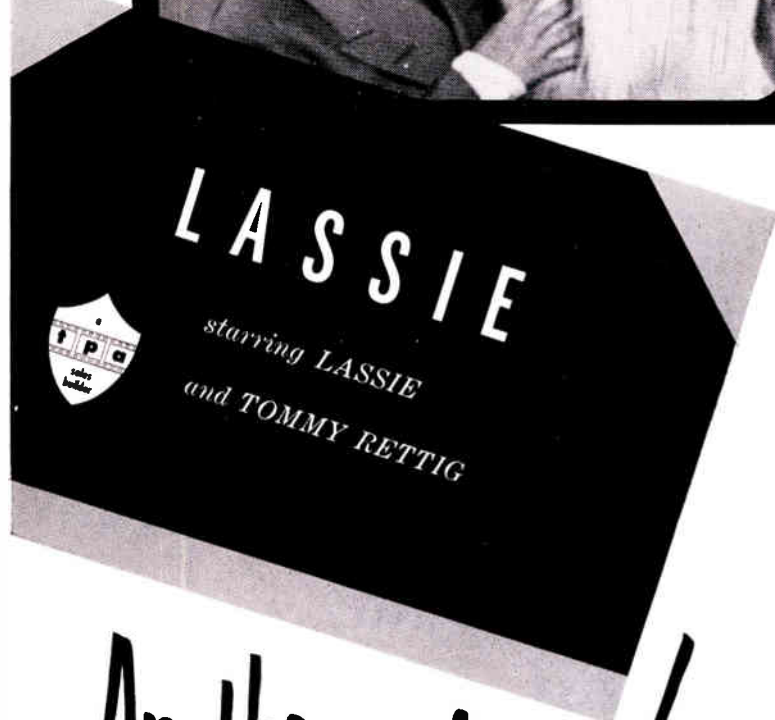
open **NATIONALLY** or **REGIONALLY**
or **SPOT MARKET**

phone - wire - write ... **NOW!**

Atlas Television Corporation

* Billboard, June 11, 1955

15 W. 44th St., MURRAY HILL 7-5535, New York 36, N.Y.



Another winner!

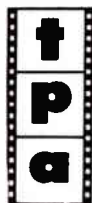
from the portfolio of **TPA** Sales Builders

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 City: 477 Madison Ave.
Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

BIG D PICTURES INC.
4211 Gaston Ave., Dallas, Tex. Tel.: Victor 1341.
Charles H. Edwards, pres.
Services: ABCDEFGHIKLMNOPQRST.

FRITZ BLOCKI PRODUCTIONS
7266¹/₄ Fountain Ave., Hollywood 46. Tel.: Holly-
wood 2-8971. Fritz Blocki, mgr.
Services: AL.

BONDED TV FILM SERVICE INC.
904 N. La Cienega Blvd., Los Angeles 46. Tel.:
Oleander 5-7506. Stanley Halperin, gen. mgr.
Services: After-production services for tv film.
New York—630 Ninth Ave. Tel.: Judson 6-1030.
Manny Kandel, vp.-gen. mgr.

BOOSE-HAYNES & ASSOC.
325 32d Ave. N., St. Petersburg 4, Fla. Tel.: 7-2995.
Dana Boose, pres.
Services: ABCGHLO.

BORIES CO.
608 Fifth Ave., New York 20. Tel.: Judson 6-7600
Robert A. Bories, gen. mgr.
Services: AN (for food merchandising).

BRAMSON ENTERTAINMENT BUREAU INC.
1440 Broadway, New York 18. Tel.: Circle 6-9860.
Nat M. Abramson.
Services: BLN.

BRAY STUDIOS INC.
729 Seventh Ave., New York. Tel.: Circle 5-4582.
B. D. Hess, film distr. mgr.
Services: BE.

BRISCOE & GOLDSMITH INC.
522 5th Ave., New York 18. Tel.: Murray Hill 2-6244.
Johnson Briscoe & George Goldsmith.
Services: Actor's agent.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20. Tel.: Circle
6-5100. Lester Schoenfield, distribution mgr. &
Jack Aistrop, radio-tv officer.
Services: Film rental & sales.

BROADCAST PRODUCTIONS INC.
350 Madison, Detroit 26. Tel.: Woodward 5-0909.
Lois Michels, pres.

**BROADCASTING & FILM COMMISSION, NA-
TIONAL COUNCIL OF CHURCHES OF CHRIST
IN USA**
220 Fifth Ave., New York 1. Tel.: Oregon 9-2968.
S. Franklin Mack, exec. dir.
Services: ABLMNOP.

Hollywood—5746 Sunset Blvd. Tel.: 7464. George
Heimrich, dir.

BERNARD S. BRODY & ASSOC.
120 El Camino, Beverly Hills, Calif. Tel.: Crestview
4-4077. Bernard S. Brody, owner.
Services: Music clearance service for tv films.

WILLIAM F. BROIDY PRODUCTIONS INC.
5746 Sunset Blvd., Hollywood 28. Tel.: Hollywood
3-6844. William F. Broidy, pres.
Services: BCEFHIM.

BYRON INC.
1226 Wisconsin Ave., Washington 7. Tel.: DuPont
7-1800. Byron Roudabush, pres.
Services: BCEFHJKRST.

BYRON PRODUCTIONS CO.
8 E. 52d St., New York 22. Tel.: Plaza 3-6930.
Edward A. Byron, pres.
Services: L.

C

S. W. CALDWELL LTD.
447 Jarvis St., Toronto 5, Ont., Canada. Tel.: Walnut
2-2103. S. W. Caldwell, pres.
Services: BCFGHPQRT.

CALIFORNIA INTERNATIONAL PRODUCTIONS
6710 Melrose Ave., Hollywood 38. Tel.: Webster
9-1491. H. F. O'Donnell.
Services: BF.

CAMPBELL PRODUCTIONS
6 E. 46th St., New York 17. Tel.: Murray Hill 2-2995.
Muriel Campbell, dir.
Services: LMO; consultant.

CAMPUS FILM PRODUCTIONS INC.
14 E. 53d St., New York 22. Tel.: Plaza 3-3280. Nat
Campus, pres.-exec. prod.
Services: EFG.

CANADIAN TELEVISION FILMS

15 Oakland St., Beverly Hills P. O., Toronto, Ont.
Tel.: Cherry 4-0219. Bill Poulis.
Services: ABCEFKLM; newsreels.

CANYON FILMS OF ARIZONA

834 N. 7th Ave., Phoenix. Tel.: Alpine 8-5292. Ray Boley, prod. dir. Robert Allen, photography dir.
Services: CEF GH.

CARAVEL FILMS INC.

730 Fifth Ave., New York 19. Tel.: Circle 7-6110.
Calhoun McKean, tv dept. vp.
Services: C.

CARSON-STEMPEL ENTERPRISES

717 N. LaCienega Blvd., Hollywood 46. Tel.: Olympia 2-1404. Frank Stempel, ptnr.
Services: AB

CAPITAL FILM LABS INC.

1905 Fairview Ave., N.E., Washington 2, D. C. Tel.: Lawrence 6-4634. James A. Barker, pres.
Services: KRST.

CAPITAL FILM SERVICE

224 Abbott Rd., East Lansing, Mich. Tel.: Edgewood 2-3544. James Robert Hunter, pres.
Services: BCDEFGRST; radio transcriptions.

CAPITAL FILM STUDIOS

(Operated by National Video Productions Inc.)
105 11th St., S.E., Washington, D. C. Tel.: Lincoln 6-8822. F. William Hart, vp.-gen. mgr.
Services: BCEF.

CAPITOL RECORDS DISTRIBUTING CORP.

(Custom Services Dept.; Capitol "Q" Library)
5515 Melrose Ave., Hollywood 38. Tel.: Hollywood 3-7114. John Seely, mgr.
Services: K; syndicate disc & 1/4" tape music libraries; music & sound effects demonstration; 1/4" tape recording & editing.

PHILLIPS CARLIN

1270 Ave. of Americas, New York 20. Tel.: Judson 6-3534. Phil Carlin, own.
Services: Consultant and representative for out-of-town agencies. C (live & film).

CASCADE PICTURES OF CALIFORNIA INC.

1027 North Seward St., Hollywood 38. Tel.: Hollywood 2-6481. Bernard J. Carr, pres.
Services: CEGHIKNOPQ.

CAVALIER PRODUCTIONS

P. O. Box 7, New Hyde Park, Long Island, N. Y. Tel.: Pioneer 2-0500. Dr. J. L. Levit, exec. prod.
Services: EFMN; news service.

New York—1164 Sixth Ave. Tel.: Circle 7-8466.
Phillip St. Clair.

CENTRAL SERVICE STUDIOS INC.

329 E. 47th St., New York 17. Tel.: Murray Hill 8-9351.
Services: BCDEFGHIKOS.

C & G FILM EFFECTS

1600 Broadway, New York 19. Tel.: Plaza 7-2098.
Hugo Casolaro & Milton M. Gottlieb, ptnrs.
Services: CHI; titles, artwork; photography.

HU CHAIN ASSOCIATES

40 E. 40th St., New York 16. Tel.: Murray Hill 5-7220.
Hubert V. Chain.
Services: BCDEFHIMO.

BRUCE CHAPMAN CO.

55 W. 42d St., New York 36. Tel.: Wisconsin 7-9244.
Bruce Chapman, pres.
Services: BCFMP.

Paris, France—30 Rue Chalgrin. Tel.: 70-44. Michael Alexander, mgr.

CHARTER OAK TELE-PICTURES

846 Seventh Ave., New York, N. Y. Tel.: Circle 6-2508. Lewis Cavrell, pres.
Services: B.

LEW CHATHAM ASSOC.

Chatham Bldg., Claremore, Okla. Tel.: 1122. L. A. Chatham, gen. mgr.
Services: ABNO.

CHERTOK TELEVISION INC.

1040 N. Las Palmas Ave., Hollywood 38. Tel.: Hollywood 3-5106. Jack Chertok, pres.
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CHESHIRE & ASSOCIATES

6606 Selma Ave., Hollywood 28, Calif. Tel.: Hollywood 2-6048. Robert Reichenbach, gen. mgr.
Services: ABKMPQST.

CHETWYND FILMS LTD.

423 Sherbourne St., Toronto, Ont. Tel.: Walnut 4-8329. Arthur Chetwynd, pres.
Services: BEFPS.

CHICAGO FILM LAB INC.

56 E. Superior St., Chicago 11. Tel.: Whitehall 4-6971.
A. G. Dunlap, pres.
Services: CFRST.

CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE INC.

220 E. 42d St., New York 17. Tel.: Murray Hill 2-1234. Mollie Slott, mgr.
Services: Newspaper features adaptable to telecasting.

CINEMA SERVICE CORP.

106 West End Ave., New York 23. Tel.: Trafalgar 3-1411. Joseph Seiden, pres.
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CINEQUE COLORFILM LABS INC.

424 E. 89th St., New York 28. Tel.: Sacramento 2-5837. Sam Marcus, pres.
Services: FGRT.



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Services: BG.
CINE-TELE PRODUCTIONS
6325 Santa Monica Blvd., Hollywood 38. Tel.: Hollywood 5-3376. Harry J. Lehman, pres.
Services: BCEFMQ.
CLAIRMONT FILMS
1973 Palmerston Pl., Hollywood 27. Tel.: Hollywood 2-4732. Leonard Clairmont, own.
Services: BCEF.
BOB CLAMPETT ENTERPRISES
5821 Sunset Blvd., Hollywood 28. Tel.: Hollywood 2-6661. John R. Jacobs Jr., gen. mgr.
Services: ABCELM.
COASTAL RECORDING CO.
Coastal "52"—136 W. 52nd St., New York 19, N. Y. Tel.: Circle 6-3900; Coastal "40"—80 W. 40th St., New York 18. Tel.: Circle 6-3900. Arthur Shaer, managing dir.
Services: Sync tape recording for transfer to film.
GEORGE W. COLBURN LAB INC.
164 N. Wacker Dr., Chicago 6. Tel.: State 2-7316.
Henry Ushijima, prod. dir.
Services: BCEFGHIMRST.

TED COLLINS CORP.
500 Fifth Ave., New York 36. Tel.: Chickering 4-5036. Ted Collins, mgr.
Services: AN.
COLOR REPRODUCTION CO.
7936 Santa Monica Blvd., Hollywood 46, Calif. Tel.: Hollywood 4-8225. Larry E. Layos.
Services: T.
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Humphrey Dulens, vp.
Services: Talent booker.
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Harry Beall.
Los Angeles—427 W. Fifth St. Tel.: Madison 6-2327.
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COMMODORE PRODUCTIONS & ARTISTS INC.
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Services: ABF.
COMMONWEALTH FILM & TELEVISION INC.
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Services: ABLP.
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Services: BCHIM.
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9-1441. Sidney P. Solow, vp.-gen. mgr.
Services: RT.
Fort Lee, N. J.—Consolidated Park. Tel.: 8-3400.
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New York—653-659 11th Ave. Tel.: Circle 6-6950.
A. J. Howard.
FRANK COOPER ASSOC.
521 Fifth Ave., New York 17. Tel.: Vanderbilt 6-5661.
Sy Fischer, mgr.
Services: ABLMNO; agent for talent, directors, producers, writers.
Hollywood—6277 Selma Ave. Tel.: 4-7258. Frank Cooper, own.
CORNELL FILMS INC.
1501 Broadway, New York 36. Tel.: Wisconsin 7-6651. Milton Salzberg, pres.; Dave Dash, vp.
Services: BP.
CORONET FILMS
Coronet Bldg., Chicago 1. Tel.: Dearborn 2-7676.
Ellsworth C. Dent, dir.
Services: E.
JERRY COURNEYA PRODUCTIONS & UNITED PRODUCERS DISTRIBUTORS
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Services: BCDEFHIKMPQ; Synchro-Vox lip animation process.
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Chicago—8 S. Michigan Ave. Tel.: Randolph 6-2022.
John Lewellen, vp.
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Services: ABO, talent.
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Services: CEFQ; tv film production equipment rented.
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Services: BCEFGHIKNORST.
Toronto—21 Dundas Sq. Tel.: Empire 4-5283. Quentin Brown, tv div. mgr.
Montreal—1467 Mansfield St. Tel.: Avenue 8-2264.
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Services: MP.
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Services: LNO.
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Services: BCEFHIS.
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Services: ABCEFGLMNO; research.
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Services: BCDEFHIK.
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John Hans, pres.
Services: BLN.
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Services: BCM.
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Services: CGP.

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Services: CEF.

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Services: BCEFGHIPQ.
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Services: ABCEF.

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1514 Crossroads-of-the-World, Hollywood 28. Tel.: Hollywood 5-1577. Philip B. Duncan, pres. & gen. mgr.
Services: H

CAL DUNN STUDIOS
159 E. Chicago Ave., Chicago 11. Tel.: Whitehall 3-2424. Cal Dunn, pres.
Services: CEFCHI.

DYNAMIC FILMS INC.
112 W. 89th St., New York 24. Tel.: Trafalgar 3-6221.
Henry Morley & Nathan Zucker, ptrns.
Services: BCEFHIMPS.

Houston, Tex.—1714 Huldy. Tel.: Jackson 6701. Barbara Attwell.

Los Angeles—8272 Sunset Blvd. Tel.: Hollywood 2-7461. George Zucker.

E

EDUCATIONAL FILMS CORP. OF AMERICA
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New York—221 W. 57th St. Tel.: Judson 6-6800.
John Prockter, treas.

RALPH EDWARDS PRODUCTIONS
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Services: AL.

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Services: BCDEFGKMNQ.

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Services: B.

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1150 Wilmette Ave., Wilmette, Ill. Tel. 6404. Maurice B. Mitchell, pres.
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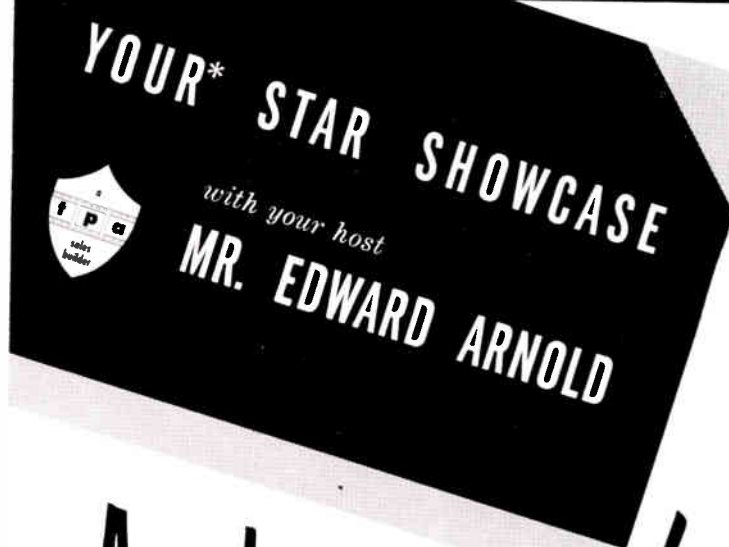
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prod.
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F

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Services: BM.

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New York—40 E. 40th St. Tel.: Lexington 2-2384.

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Services: CGHIKRST.

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Mack, tv sls. dir.

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2-2026. West Hooker, pres.
Services: BMP.

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Nox Lempert, exec. prod.
Services: ABCEF.

FRIEDA FISHBEIN
353 W. 57th St., New York 19. Tel.: Circle 7-4398.
Frieda Fishbein, own.
Services: O.

FIVE STAR PRODUCTIONS INC.
6530 Sunset Blvd., Hollywood 28. Tel.: Hollywood
3-4807. Chet Glassley, pres.
Services: C; produces institutional films.

FLYING A PRODUCTIONS
6920 Sunset Blvd., Hollywood 28. Tel.: Hollywood
9-1425. Armand L. Schaefer, exec. in chg. of prod.
Services: BC.

FORDELL FILMS INC.
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8-5100. Gordon Hessler, vp.
Services: BCDEFGHIKQST.

FOREIGN SERVICE FILM CORP.
6671 Sunset Blvd., Los Angeles 28. Tel.: Hollywood
5-5963. J. Carner Ribalta, pres.
Service: Stock material for productions.

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Services: CGMP.

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Dorothy S. Brown.
Services: LMNOQST.

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6-2649. John Bolen & Eldon L. Eby.
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6-5227. Allen A. Funt, pres.
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G

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Services: ACL; station program consultant.

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Gale, pres.
Services: ABLNO.

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Services: ABLMP; sell local time for stations.
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die 4-5721. Stuart O'Brien, mgr.
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Services: S.

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5-4146. Gordon Levoy, pres.
Services: BM.

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4-5491. Mitchell Gertz, own.
Services: BKLN.

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Services: ABLNO.

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Marion Gering, pres.
Services: B.

GLENAR PRODUCTIONS
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Hollywood 4-0406. Sid Glenar, gen. mgr.

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Services: LMNOQP.

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Services: C.

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Services: ABCLNP.

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Services: ABLM.

Beverly Hills, Calif.—449 S. Beverly Dr. Tel.: Crest-
view 4-7357. Harris Katleman.

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 Celebrity Playhouse... National TV Spot
 Father Knows Best... NBC-TV... Wed., 8:30 p. m.
 Ford Theatre... NBC-TV... Thurs., 9:30 p. m.
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Chicago—430 N. Michigan Ave. Tel.: Delaware 7-1100. John Rohrs, vp.

Pittsburgh—550 Grant St. Tel.: Grant 1-9995. Gene Adam, dist. mgr.

Dallas—2102 N. Akard St. Tel.: Prospect 7536. Ray Wild, dist. mgr.

St. Louis—1700 Liggett Dr. Tel.: Woodland 2-3083. Henry Luhrman, dist. mgr.

Kansas City—1615 Baltimore Ave. Tel.: Harrison 7500. Jim Necessary, dist. mgr.

Atlanta—515 Glenn Bldg. Tel.: Lamar 6750. Crenshaw Bonner, dist. mgr.

New Orleans—504 Delta Bldg. Tel.: Raymond 8378. Ross McCausland, dist. mgr.

San Francisco—105 Montgomery St. Tel.: Exbrook 2-8922. Ed Simmel, dist. mgr.

Boston—45 Newbury St. Tel.: Copley 7-5830. Jack King, dist. mgr.

Buffalo—136 Victoria Blvd. Tel.: Victoria 8456. Hal Golden, dist. mgr.

Cincinnati—3790 Gardner Ave. Tel.: Sycamore 9149. Fred Harner, dist. mgr.

Cleveland—1172 Union Commerce Bldg. Tel.: Cherry 1-6010. DeArv Barton, dist. mgr.

Detroit—837 Book Tower. Tel.: Woodward 2-2604. Ernest Montgomery, dist. mgr.

Minneapolis—1048 N. Western Bank Bldg. Tel.: Lincoln 7863. Charles Richter, dist. mgr.

Roanoke—116A W. Kirk Ave. Tel.: Roanoke 3-4344. Ed Owens, dist. mgr.

Salt Lake City—212 Beeson Bldg. Tel.: 3-4657. George Carlson, dist. mgr.

Seattle—203 Light Bldg. Tel.: Mutual 4567. John vonHerberg, dist. mgr.

Houston—2404 So. Macgregor Way. Tel.: Jackson 3-3176. Keith Godfrey, dist. mgr.

Indianapolis—325 Bankers Trust Bldg. Tel.: Melrose 2-1461. Frank Willis, dist. mgr.

MEDALLION PRODUCTIONS
6000 Sunset Blvd., Hollywood 28, Calif. Tel.: Hollywood 2-6635. John A. Ettlinger, pres.
Services: ABLMP.

New York—444 Madison Ave. Tel.: Eldorado 5-4335. Alfred Ettlinger.

Memphis, Tenn.—M & M Bldg. Tel.: 5-5060. Fred Myers.

Chicago—2326 S. Michigan Ave. Tel.: Victory 2-5454. Ben Barry.

Cincinnati—1632 Central Pkwy. Tel.: Main 4-8523. Jay Goldberg.

Washington—1001 New Jersey Ave. Tel.: Sterling 3-8938. Ross Wheeler.

Minneapolis—1009 Currie Ave. Tel.: Lincoln 7013. Don Swartz.

MEDIC TV PRODUCTIONS
7324 Santa Monica Blvd., Hollywood 46. Tel.: Oldfield 4-3126. James E. Moser, gen. prod. exec.
Services: B

RAY MERCER & CO.
4241 Normal Ave., Los Angeles 29. Tel.: Normandie 3-9331. Ray D. Mercer, pres.
Services: Special effects, titles, miniatures.

MERCURY INTERNATIONAL PICTURES INC.
6611 Santa Monica Blvd., Hollywood 38. Tel.: Hollywood 5-1101. V. E. Ellsworth, pres.
Services: BCDEFHIKMOQRS.

Chicago 11—Tempo Inc., 251 E. Grand Ave. Tel.: Delaware 7-3934. Walter Wentzel, pres.

MERIDIAN PRODUCTIONS CORP. LTD.
192 Bay St., Toronto 1, Ont. Tel.: Empire 4-8274. Ralph Foster, pres.
Services: CHI.

MERIDIAN PRODUCTIONS INC.
1041 N. Formosa Ave., Hollywood 46. Tel.: Hollywood 7-5111. William Self, pres.
Services: B.

MERIT PRODUCTIONS INC.
40 E. 49th St., New York 17. Tel.: Plaza 8-0117. E. J. Spiro, pres.
Services: BCDEFGM; home economist service.

MESTON'S TRAVELS INC.
3801 N. Piedras, El Paso, Tex. Tel.: 5-7850. Harvey Meston, pres.
Services: G; package travel show with sound.

CHARLES MICHELSON INC.
45 W. 47th St., New York 36. Tel.: Plaza 7-0695. Charles Michelson, pres.
Services: BKMPQS.

MILES FILM LIBRARY
729 Seventh Ave., New York City, N. Y. Tel.: Columbus 5-5400.

MINOT TV INC.
509 Madison Ave., New York 5. Tel.: Plaza 9-7380. Charles Amory, pres.
Services: BMPST.

MODE-ART PICTURES INC.
1022 Forbes St., Pittsburgh 19, Pa. Tel.: Express 1-1846. James L. Baker, pres. & bd. chmn.
Services: BCEFMPS.

Hollywood, Calif.—6063 Sunset Blvd. Tel.: Hollywood 4-3183.

Cleveland—Western Reserve Bldg. Tel.: Superior 1-3333.

MODERN TALKING PICTURE SERVICE INC.
(Tv Div.)
219 E. 44th St., New York. Tel.: Oxford 7-2753. J. R. Ritenour, vp.; Thomas J. Loughlin, off. mgr.
Services: Print procurement, positive editing and trafficking of tv film programs and spot commercials.

Chicago—420 N. Michigan Ave. Tel.: Delaware 7-3761. Peter Markovich, off. mgr.

Los Angeles—3450 Wilshire Blvd. Tel.: Dunkirk 4-2511. John Lipsky, off. mgr.

EMIL MOGUL CO.
250 W. 57th St., New York 19. Tel.: Judson 2-5200. Nat B. Eisenberg, dir., tv production.
Services: ACGLNO.

MOGULL'S FILM CO.
112-114 West 48th St., New York 19. Tel.: Plaza 7-1414. Charles Mogull, pres.
Service: Rights of copyrighted features and shorts.

CARLTON E. MORSE ENTERPRISES
1680 N. Vine St., Hollywood 28, Calif. Tel.: Hollywood 9-6161. Carlton E. Morse, pres.
Services: ALO.

MORTON TELEVISION PRODUCTIONS INC.
64 E. Lake St., Chicago 1. Tel.: Central 6-4144. Morton Jacobson, pres.
Services: B.

Hollywood, Calif.—Tom Corradine & Assoc., 5746 Sunset Blvd. Tel.: Hollywood 2-4448. Tom Corradine.

HERBERT M. MOSS PRODUCTIONS
2 W. 46th St., New York 36. Tel.: Judson 6-5577. Herbert M. Moss, pres.
Services: ABLM.

MOTION PICTURE ADVERTISING SERVICE INC.
P. O. Box 550, New Orleans 1, La. Tel.: Raymond 2253. C. J. Mabry, pres.
Services: BCFHIRST.

MOTION PICTURE PRODUCTIONS INC.
Western Reserve Bldg., Cleveland 13. Tel.: Superior 1-3333. Donald C. Jones, pres.
Services: BCGMS; public relations campaigns.

MOTION PICTURE SERVICE CO.
125 Hyde St., San Francisco 2, Calif. Tel.: Ordway 3-9162. Gerald L. Karski, pres.
Services: BCHIKRST.

MOTION PICTURE STAGES INC.
3 E. 57th St., New York 22. Tel.: Plaza 3-4840. Charles F. Vetter Jr., pres.
Services: Complete film production services. Specialists in stop motion & insert photography.

MOTION PICTURES FOR INDUSTRY
2543 Keltan Ave., Los Angeles 64. Tel.: Brighton 0-4757. Harry O. Hoyt, pres.
Services: ABCIMOP.

San Francisco—Monadnock Bldg. Tel.: Exbrook 2-0377. George I. Lynn.

New York—101 W. 57th St. Tel.: Circle 6-1500. Ira H. Simmons.

MOTION PICTURES FOR TELEVISION INC.
655 Madison Ave., New York 21. Tel.: Templeton 8-2000. Edward D. Madden, vp.-mgr.; E. H. Ezzes, vp. & gen. sls. mgr.
Services: BHIMPQ.

MOVIELAB FILM LABS INC.
619 W. 54th St., New York 19. Tel.: Judson 6-0360. Frank Berman, prod. dept.
Services: RST; all phases of lab processing.

MPA-TV MOTION PICTURE ADV. SERVICE CO.
P. O. Box 550, 1032 Carondelet St., New Orleans, La. Tel.: Raymond 2253. R. P. Karrigan, production; Don Schueler, sls.; C. J. Mabry, pres.
Services: BCFHIMPQRST.

MRS. AMERICA INC.
152 W. 42d St., New York 36. Tel.: Wisconsin 7-9715. Bert Nevins, pres.
Services: Package tv local contest promotion and syndicate Mrs. America tv film series.

OWEN MURPHY PRODUCTIONS INC.
723 Seventh Ave., New York 19. Tel.: Plaza 7-8144. Owen Murphy, pres.
Services: CFHIKS.

MUSIC CORP. OF AMERICA CANADA LTD.
180 University Ave., Toronto 2, Ont. Tel.: Empire 3-5025. S. B. Smith, vp.
Services: MP.

MUTUAL-WOR RECORDING STUDIOS
1440 Broadway, New York 18. Tel.: Longacre 4-8000. John B. Hayes, mgr.
Services: S.

N

NASSOUR STUDIOS INC.
8460 W. Third St., Los Angeles 48, Calif. Tel.: Olive 3-0400. William Nassour, pres.
Services: BCHIMP.

NATIONAL AUDUBON SOCIETY
1130 Fifth Ave., New York 28, N. Y. Tel.: Enright 9-2100. Rea King, radio & tv dir.
Services: Q

NATIONAL CONCERT & ARTISTS CORP.
711 Fifth Ave., New York 22. Tel.: Plaza 9-6000. Stephen Rose, radio-tv dir.
Services: LN.

Chicago—Bankers Bldg., 105 W. Adams St. Tel.: Dearborn 2-5813. Robert Kuhlmand.

Los Angeles—Philharmonic Auditorium Bldg. Tel.: Madison 9-1241. Alexander Haas.

NATIONAL FILM BOARD
71 Bank St., Ottawa 4, Ont. Tel.: 2-8211. W. S. Jobbin, chief, commercial div.
Services: BE.

Vancouver, B. C.—535 W. Georgia St. J. Patterson.

Edmonton, Alta.—South Side Post Office Bldg. C. W. Gray.

St. John's, Nfld.—Centre Bldg. Ben Drew.

Charlottetown, P.E.I.—Prince of Wales College. B. Chandler.

Halifax, N. S.—144 Hollis St. Glen Eyford.

Fredericton, N. B.—Teacher's College.

Montreal, Que.—1423 Atwater Ave. Irene Bonnier.

Winnipeg, Man.—Child's Bldg. Arthur Knowles.

Regina, Sask.—1950 Broad St. R. E. Johnson.

NATIONAL PRODUCTIONS
1001 Connecticut Ave., N.W., Washington 6. Tel.: Sterling 3-2222. R. L. Friend, film dir.
Services: ABMNOPR.

NATIONAL RETAIL RADIO SPOTS INC.
6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-1989. Philip B. Singer, sls.; Jack Ross, production.
Services: C.

NATIONAL SAFETY COUNCIL
425 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-4800. Ned H. Dearborn, pres.
Services: (public interest) CEGHMO.

NATIONAL SCREEN SERVICE CORP.
1600 Broadway, New York 19. Tel.: Circle 6-5700. Harold L. Danson, dir of adv. publ. & tv.
Services: CHIK.

Hollywood, Calif.—7026 Santa Monica Blvd. Ben Ashe.

Branch Offices in 31 key cities.

NATIONAL TELEVISION FILMS
300 W. Third St. (P. O. Box 1342), Charlotte, N. C. Tel.: Franklin 4-6426. Scott Lett, gen. sls. mgr.
Services: BP.

NATIONAL VIDEO PRODUCTIONS INC.
105 11th St., S.E., Washington. Tel.: Lincoln 6-8822. F. William Hart, prod. dir.
Services: BCDEFHIMNOST.

NATIONWIDE PICTURES
222 E. 46th St., New York. Tel.: Murray Hill 7-2913. H. K. Carrington.
Services: BCEF.

NBC TV FILM DIVISION
30 Rockefeller Plaza, New York 20. Tel.: Circle 7-8300. Carl M. Stanton, vp. in chg.; Edgar G. Sisson Jr., dir.; H. Wheeler Keever, nat. sls. mgr.
Services: MQ.

New York—Eastern Division, 30 Rockefeller Plaza. Tel.: Circle 7-8300. Leonard Warager.

Chicago—Central Division, Merchandise Mart. Tel.: Superior 7-8300. Daniel Curtis.

Hollywood, Calif.—Western Division, Sunset and Vine. Tel.: Hollywood 9-6161. Clifford Ogden.

HARRIET B. NEILL
217 East 26 St., New York 10, N.Y. Tel.: Murray Hill 4-6447.
Services: Marionettes, miniatures.

TED NELSON ASSOC.
730 Fifth Ave., New York 19. Tel.: Circle 6-8470. Ted Nelson, dir.
Services: ALNO.

NELSON IDEAS INC.
208 State St., Schenectady 5, N. Y. Tel.: 4-4135. George R. Nelson, pres.
Services: ACO; musical announcement material for tv commercials.

TED NEMETH STUDIOS
729 Seventh Ave., New York 19. Tel.: Circle 5-5147. Ted Nemeth, prod.-dir.
Services: BM.

NETHERLANDS INFORMATION SERVICE
10 Rockefeller Plaza, New York 20. Tel.: Columbus 5-6216. Ann Buurman, radio dir.
Services: B.

San Francisco—Mills Bldg. Julie G. Lynch.

Holland, Mich.—Willard C. Wichers.

NICKANELLE MARIONETTES
 446 Lyric Ave., Los Angeles. Tel.: Normandy 1-6038.
 Services: Marionettes.

OLIVER W. NICOLL PRODUCTIONS
 37 W. 46th St., New York 36. Tel.: Judson 2-5130.
 Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
 Services: ABLMNO; consultation.

NORBERT'S PUPPETS
 107 Brooklyn Ave., Brooklyn 16, N. Y. Tel.: President 2-3805. Nat Norbert, gen. mgr.
 Services: Marionettes.

JOHN NORMAN PRODUCTIONS
 3414 W. Dallas, Houston 9, Tex. Tel.: Jackson 9-7336.
 John Norman, mgr.
 Services: ABCEFGHILMNOP.

MEYER B. NORTH
 1564 Broadway, New York 36. Tel.: Plaza 7-3445.
 Meyer B. North, own.
 Services: ABLN.

NORTHERN MOTION PICTURE LABS INC.
 10 Dell Park Ave., Toronto 10, Ont. Tel.: Redfern 5218. S. L. Clemson.
 Services: RS; print & edit film.

O

LILIAN OKUN INC.
 50 W. 72d St., New York 23. Tel.: Susquehanna 7-0500. Lilian Okun, pres.
 Services: AL; specialize in children's teenage programs.

JOHN J. O'CONNOR
 1697 Broadway, New York 19. Tel.: Circle 5-4920.
 John J. O'Connor.
 Services: AKLNO.

DEL OWEN PRODUCTIONS
 333 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-4811. Del Owen, pres.
 Services: CFL.

HARRY OWENS TELEVISION PRODUCTIONS
 6710 Melrose Ave., Hollywood 38, Calif. Tel.: Webster 9-1491. Harry Owens, owner.
 Services: B.

P

PACIFIC COLORFILM
 332 N. La Brea Ave., Hollywood 36, Calif. Tel.: Webster 1-1511. Betty Cox, mgr.
 Services: Q

PACKAGED PROGRAMS INC.
 634 Penn Ave., Pittsburgh 22, Pa. Tel.: Grant 1-4756.
 M. E. Fierst, gen. mgr.
 Services: ABCDEFGHILMOPRST.

PARAMOUNT TELEVISION PRODUCTIONS
 1501 Broadway, New York 36. Tel.: Bryant 9-8700.
 Paul Raibourn, pres.; Bernard Goodwin, vp.; Y. Frank Freeman, vp.
 Services: Syndicates film through KTLA(TV) to other stations.
 Los Angeles—KTLA(TV) 5451 Marathon St. Tel.: Hollywood 9-3181. Klaus Landsberg, vp.

JACK PARKER PRODUCTIONS
 Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918.
 Jack Parker, exec. prod.
 Services: ABCDEFGKLMOP.

PAUL PARRY PRODUCTIONS
 7557 Sunset Blvd., Hollywood 46, Calif. Tel.: Hollywood 7-4774. Paul Parry, pres.
 Services: CEFGMPT; sales promotion, training films.

LINDSLEY PARSONS PRODUCTIONS INC.
 c/o Kling Studio, 1416 N. LaBrea, Hollywood 28, Calif. Tel.: Hollywood 3-2142. Lindsley Parsons, pres.
 Services: BC; feature motion pictures.

PATHESCOPE CO. OF AMERICA
 580 Fifth Ave., New York 36. Tel.: Plaza 7-5200.
 Edward J. Lamm, pres.
 Services: CEFGLH.

PEARSON & LUCE PRODUCTIONS
 26 O'Farrell St., San Francisco. Tel.: Prospect 6-6335.
 Lloyd K. Pearson.
 Services: BCEFGHIKMQS.
 San Francisco—Bellevue Hotel. Tel.: Prospect 6-6335. Ralph W. Luce.

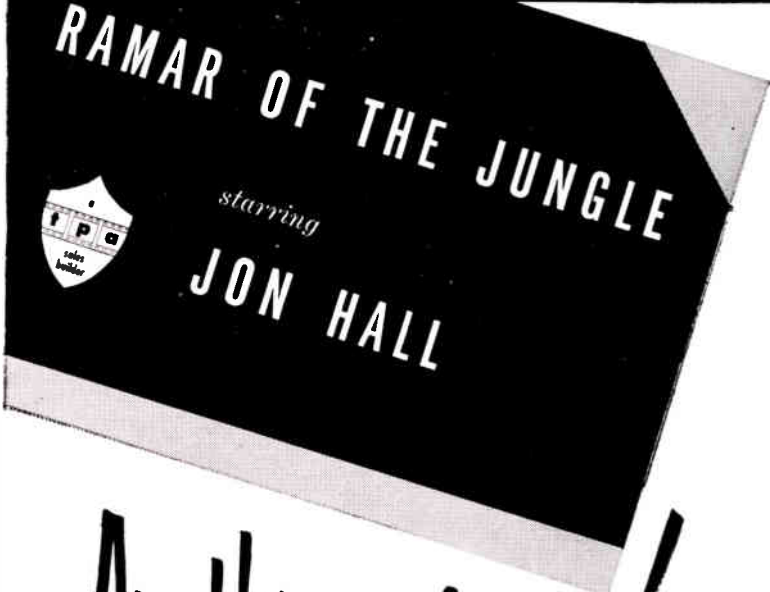
PEERLESS FILM PROCESSING CORP.
 165 W. 46th St., New York 36. Tel.: Plaza 7-3630.
 Kern Moyses, pres.
 Services: Peerless Film treatment to safeguard films; Peer-Renu treatment to stretch shrunken negatives; film cleaning, inspection & reconditioning; film distribution and library servicing; film shipping service to tv stations, distributor of reels, cans, shipping cases.
 New York—130 W. 46th St. Tel.: Judson 2-0052. Val Gedulis, plant mgr.
 Hollywood, Calif.—969 Seward St. Tel.: Hollywood 7-9223. Victor C. Krupa, vp.

PETERSON PRODUCTIONS
 337 King St. West, Toronto, Ont. S. Dean Peterson.
 Services: C.

PICTORIAL FILMS INC.
 1501 Broadway, New York 36. Tel.: Pennsylvania 6-3756. J. Milton Salzburg, pres.
 Services: BCDEFMOPS.

PLAYHOUSE PICTURES
 749 N. Highland Ave., Hollywood 38, Calif. Tel.: Webster 8-2331. Adrian Woolery, owner; Le Ora Thompson, dir. of sls.
 Services: C.

POLISH PROGRAM SERVICE INC.
 P. O. Box 485, Passaic, N. J. John V. Nowak, gen. mgr. & exec. dir.
 Services: ABCDEFGHIKLMNOPQ; tv programs in Polish.
 Hamtramck, Mich.—2509 Goodsoon; Eugene Brominski.



Another winner!

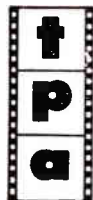
from the portfolio of **TPA** Sales Builders

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 even 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 City: 477 Madison Ave.
 Chicago: 360 North Michigan Ave.
 Hollywood: 5746 Sunset Boulevard

JULES POWER PRODUCTIONS INC.
1020 N. Rush St., Chicago 11. Tel.: Delaware 7-7422.
Jules Power, pres.
Services: ABCLMNO.
New York—9 E. 75th St. Tel.: Regent 4-1370. Danny Wilson.
Cleveland—2734 Southerton Rd., Shaker Heights. Bill Ryan.

LELAND POWERS SCHOOL INC.
31 Evans Way, Boston 15. Tel.: Aspinwall 7-2900.
Haven M. Powers, principal.
Services: N.

PRECISION FILM LABORATORIES INC.
21 W. 46th St., New York 36. Tel.: Judson 2-3970.
Russell C. Holslag, vp., gnl. mgr.
Services: Processing.

PREMIER FILM & RECORDING CORP.
3033 Locust St., St. Louis 3. Tel.: Jefferson 1-3555.
Theodore P. Desloge, pres.
Services: CDEFGHIKLM.

PRINCESS PICTURES INC.
11 W. 42d St., New York 36. Tel.: Longacre 5-1535.
Burt Balaban, pres. & exec. prod.
Services: BM.

PRINCETON FILM CENTER INC.
Carter Rd., Princeton, N. J. Tel.: 1-3550. Gordon Knox, pres.
Services: BCEFGMOS; distribute film to tv stations.
New York—270 Park Ave. Tel.: Plaza 5-0322. Bradford K. Cross, sls. mgr.

PRODUCTION AIDS LTD.
624 Madison Ave., New York. Tel.: Plaza 3-3267.
Charles Irving, pres.
Services: ABCDEFGHILMO.

PUBLIC SERVICE PRODUCTIONS INC.
3400 Newark St., N.W., Washington, D. C. Tel.: Woodley 6-5070. Patricia J. Beall, pres.
Services: ABCDEFGML; specialize in informational materials.

PUPPET PLAYS Inc.
1674 Broadway, New York, N. Y. Tel.: Circle 5-4684.

PYRAMID-PTE INC.
1 E. 57th St., New York 19. Tel.: Plaza 1-0430.
Everett Rosenthal, pres. Pyramid; Leonard Loewenthal, pres., PTE.
Services: ABLMP.

Q

QUINTET PRODUCTIONS INC.
15 W. 44th St., New York 36. Tel.: Murray Hill 7-5011. Peter H. Piech, pres.
Services: BCMP.
Hollywood, Calif.—6052 Sunset Blvd. Tel.: Hollywood 2-1101. Russell Hayden, vp-exec. prod.
Chicago—203 N. Wabash Ave. Tel.: State 2-2818. Jack Russell, sls. vp.

R

RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36. Tel.: Judson 2-5130.
Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc. dir.
Services: ABCLMNO; consultation.
New York—Production Unit. Hotel New Weston, Madison Ave. at 49th St. Tel.: Plaza 3-4800. John Henry MacDonnell, mgng dir.; Eileen Ellis, prog. coordinator.

RAM PRODUCTIONS
661 West End Ave., New York 25. Tel.: Monument 2-5111. Ed Lindner, dir.
Services: ABCEFGHIKLMNO; special dept. for medical subjects treatment.

RAPID GRIP & BATTEN LTD.
1640 The Queensway, Toronto 14, Ont. Tel.: Clifford 9-7641. Emil Harvard, prod. mgr.
Services: BCEFGHIMNOPRST.

RARIG MOTION PICTURE CO.
5514 University Way, Seattle 5. Tel.: Kenwood 0707.
Edith A. Rarig, vp-gen. mgr.
Services: BCEFGHIKM.

RAVIN PRODUCTIONS LTD.
509 Madison Ave., New York 22. Tel.: Eldorado 5-0734. Chick Vincent, pres.
Services: ABCDHLMNOR.

RAWLINS-GRANT PRODUCTIONS
650 N. Bronson Ave., Los Angeles 4, Calif. Tel.: Hollywood 9-8321. Jack Rawlins, Marshall Grant, ptnrs.
Services: B.

RAY & BERGER
1471 N. Tamarind Ave., Hollywood 28, Calif. Tel.: Hollywood 2-4202. Howard Ray & Jack Berger, ptnrs.
Services: Prizes for radio & tv programs.

RAYDIC CORP.
c/o Hal Roach Studios, Culver City, Calif. Tel.: Vermont 9-2311. Ray Singer & Dick Chevillat, producers.
Services: BM.

RCA RECORDED PROGRAM SERVICES
A. B. Sambrook, sls. mgr.; William F. Reilly, Central sls. mgr. (Chicago); William C. Gartland, Western sls. mgr. (Hollywood); George Field, Northeastern sls. rep. (New York); Wallace D. Cochran, Southeastern sls. rep. (Atlanta); Gus Hagenah, Central sls. rep. (Chicago); Robert E. Fender, Southwestern sls. rep. (Dallas); Charles A. Broderick, mgr. of sls. service; Donald D. Axt, mgr. of commercial reseach.
Services: Thesaurus (musical program service); RCA syndicated radio programs (recorded dra-

matic, variety, musical shows); tv film libraries; feature length films for tv; half-hour & quarter-hour syndicated tv film programs.
New York—630 Fifth Ave. Tel.: Judson 2-5011.
Chicago—445 N. Lake Shore Dr. Tel.: Recorded Program Services: Whitehall 4-3530.
Tel.: Custom Record Division: Whitehall 4-3215.
Hollywood, Calif.—1016 N. Sycamore Ave., Oldfield 4-1660.
Atlanta—522 Forsyth Bldg. Tel.: Lamar 7703.
Dallas, Tex.—1907-11 McKinney Ave. Tel.: Riverside 1371.

RCA VICTOR DIVISION
(RCA Victor Record Dept.)
630 Fifth Ave., New York 20. Tel.: Judson 2-5011.
Emanuel Sacks, vp. & gen. mgr.; Lawrence W. Kanaga, vp. & operations mgr.

RCA Victor Custom Record Sales Div.—James P. Davis, mgr.; Ben B. Selvin, artist & repertoire mgr.; Frank J. O'Donnell, adv. & prom. mgr.
Custom Record Sales Section—D. J. Finn, mgr.; A. E. Hindle, Chicago mgr.; Richard C. Bucholz, Hollywood mgr.; Geoffrey B. Bennett, Nashville mgr.; Richard E. Bylandt, New York mgr. of orders & service; Ralph C. Williams, New York sls. rep.; Marjorie B. Tahaney, New York sls. rep.; Peter M. Rogers, New York sls. rep.; James R. Cunnison, New York sls. rep.; William C. Leonard, Chicago sls. rep.
Services: Recording; pressing; transcriptions; slide-film & promotion records.

RECORDED PUBLICATIONS LABORATORIES
(Div. of Recorded Publications Mfg. Co.)
1558-1570 Pierce Ave., Camden 5, N. J. Tel.: Woodlawn 3-3000. D. H. Goodman, vp. sls.
Services: Studio and nationwide remote recording; tape to disc transfer, transcriptions, records. Tape mass duplication syndication packaging and mailing service.

ROLAND REED PRODUCTIONS INC.
3822 W. Washington Blvd., Culver City, Calif. Tel.: Texas 0-3361. Roland D. Reed, pres.
Services: BCEFGHIKMPQR.

REEVES SOUND STUDIOS INC.
304 E. 44th St., New York 17. Tel.: Oregon 9-3550.
Chester L. Stewart, exec. vp-gen. mgr.
Services: ST.

REID H. RAY FILM INDUSTRIES INC.
2269 Ford Parkway, St. Paul 1. Tel.: Emerson 1393.
Reid H. Ray, pres.
Services: BCEFHIST.
Chicago—208 S. LaSalle St. Tel.: Financial 6-1949.
Frank Balkin, mgr.
Hollywood, Calif.—8762 Holloway Dr. Tel.: Crestview 1-4080.

REPUBLIC TELEVISION FEATURES
64 E. Lake St., Chicago 1. Tel.: State 2-0460. Capico Kapps, pres.
Services: ABCDEFGHILMNOPQ.

REVUE PRODUCTIONS INC.
9370 Santa Monica Blvd., Beverly Hills, Calif. Tel.: Crestview 6-2001. Taft Schreiber, vp.
Services: BP.

STUART REYNOLDS PRODUCTIONS
9120 Sunset Blvd., Los Angeles 46. Tel.: Crestview 4-7863. Stuart Reynolds, pres.
Services: ABCLMP.

MARION RIDDICK PRODUCTIONS
815 Stuart St., Houston 6, Tex. Tel.: Linden 9653.
M. Riddick, mgng. dir.
Services: ABCEFGINO.

RIVIERA PRODUCTIONS
1713 Via El Prado, Redondo Beach, Calif. Tel.: Frontier 5-4592. F. W. Zens, exec. prod.
Services: BCEFGHIKMOPS.

RKO-PATHE INC.
1270 Park Ave., New York 20. Tel.: Judson 6-5050.
Sidney Kramer, gen. sls. mgr.
Services: BCEFIMS.

HAL ROACH STUDIOS INC.
3822 W. Washington Blvd., Culver City, Calif. Tel.: Texas 0-3361. S. S. Van Keuren, vp.
Services: BC.
New York—729 Seventh Ave. Tel.: Circle 5-4135.
Herbert R. Gelbspan, vp.

ROBBINS BROS.
67 W. 44th St., New York 36. Tel.: Murray Hill 7-2033. Fred Robbins, gen. mgr.
Service: AL; artist booker.

ROCKET PICTURES INC.
6108 Santa Monica Blvd., Hollywood 38. Tel.: Hollywood 7-7131. Dick Westen, pres.
Services: CFG; sales & personnel training films.

ROCKHILL PRODUCTIONS INC.
18 E. 50th St., New York 22. Tel.: Plaza 9-7979. Janet Taylor, pres.
Services: ABCLM.

RICHARD H. ROFFMAN ASSOC.
675 West End Ave., New York 25. Tel.: Riverside 9-3647. Richard H. Roffman, pres.
Services: ABCDEFGHIKLMNOPQRST; public relations; publicity; legal work; quiz questions & prizes; fashions.
Los Angeles—c/o Alan Winston Productions, 7755 Hollywood Blvd.
Miami Beach—c/o Louise Driben, 763 41st St.
Denver, Colo.—c/o Frances Shooker, 1535 Locust St.

RALPH A. ROGERS & ASSOCIATES AGENCY
6533 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-0944.
Services: ABCEGHKLMNOST.

ROY ROGERS PRODUCTIONS
1418 N. Highland Ave., Hollywood 28, Calif. Tel.: Hollywood 4-7379. Roy Rogers, owner.
Services: E.

MICKEY ROONEY ENTERPRISES
4020 Carpenter Ave., North Hollywood, Calif. Tel.: Sunset 3-8411. Mickey Rooney, exec. prod.
Services: BC.

MILT ROSNER AGENCY
9119 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 6-7023. Milt Rosner, own.
Services: HINO.

JACK ROSS ADV.
6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-4019. Jack Ross, pres.
Services: C.

ROSS-DANZIG PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 2-6464. Frank K. Danzig & Bart Ross, ptnrs.
Services: ABLM.

LESLIE ROUSH PRODUCTIONS INC.
New York—35 W. 53rd St., New York 19. Tel.: Columbus 5-6430. Leslie M. Roush, pres.
Mineola, Long Island—(Studios and Shops) 130 Herichs Rd. Tel.: Pioneer 2-8130. Jules K. Sincic, studio mgr. & vp.
Services: BMF; package tv.

DANNY ROUZER STUDIO
7022 Melrose Ave., Hollywood 38, Calif. Tel.: Webster 6-2494. Danny Rouzer, own.
Services: BC; kinescoping.

JACK RUSSELL & ASSOC.
203 N. Wabash Ave., Chicago 1. Tel.: State 2-2818.
Jack Russell, pres.
Services: NOP.

S

SAM SAMUELS
1564 Broadway, New York 36. Tel.: Judson 6-9012.
Sam Samuels.
Services: LN.

JAMES L. SAPHIER AGENCY INC.
9538 Brighton Way., Beverly Hills, Calif. Tel.: Crestview 1-7231. James L. Saphier, pres.
Services: ABLMNO.
New York—6 E. 45th St. Tel.: Murray Hill 7-8370.
James A. Schulke, mgr.

SARRA INC.
16 E. Ontario St., Chicago 11. Tel.: Whitehall 4-5151.
H. W. Lange, mgr.
New York 22—200 E. 56th St. Tel.: Murray Hill 8-0085. Jack Henderson, sls. mgr. for tv.
Services: BCEFGHIKMO; process film; lab services.

SCOPE PRODUCTIONS INC.
4557-59 Marcy Lane, Indianapolis 5, Ind. Tel.: Humboldt 5546. Robert L. Perine, sls. mgr.
Services: BEFGS.

BERNARD L. SCHUBERT INC.
509 Madison Ave., New York 22. Tel.: Murray Hill 8-0940. Bernard L. Schubert, pres.
Services: M.

ROBERT SCHULTZ ASSOC.
22 E. 67th St., New York 21. Tel.: Lehigh 5-4542. Robert Schultz, own.
Services: ABCEFGHILMNO.

WALTER SCHWIMMER CO.
75 E. Wacker Dr., Chicago 1. Tel.: Franklin 2-4392.
Walter Schwimmer, pres.
Services: ABLMP; distributors.
New York—16 E. 41st St. Tel.: Lexington 2-1791.
Howard Henkin, eastern sls. mgr.
Toronto, Ont.—447 Jarvis St. Tel.: Walnut 2-2103.
S. W. Caldwell Ltd.

SCREEN GEMS INC.
(Tv subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York 19. Tel.: Circle 5-5044.
Ralph Cohn, vp & gen. mgr.
Services: CHIMP.
Chicago—230 N. Michigan Ave. Tel.: Franklin 2-3696.
John Nilson.

San Francisco—995 Market St. Tel.: Douglas 2-1060.
Richard Dinsmore.
Detroit—16603 E. Warren Rd. Tel.: Tuxedo 5-5811.
Ernest Montgomery.
Atlanta—3130 Maple Dr., N.E. Tel.: Exchange 6100.
Henry Gillespie.
Dallas—4745 N. Central Expressway. Tel.: Justin 3150, John Nilson.
Salt Lake City—212 Beason Bldg. Tel.: 3-3903.
Thomas Seehof.

SCREEN-TELEVIDEO PRODUCTIONS INC.
333 S. Beverly Dr., Beverly Hills, Calif. Tel.: Crestview 1-6131. Robert Lord, vp-exec. prod.
Services: B.

SELLERS CO.
905½ Main, Dallas. Tel.: Randolph 5978. J. E. Sellers, mgr.
Services: BS.

SELS PRODUCTIONS
 3906 Amber Lane, Burbank, Calif. Tel.: Thornwall 2-8668.
 Services: ABHKLMNORT.
 Los Angeles 35-1458 Shenandoah St. Tel.: Crestview 6-2426. Bob Clamage, mgr.

SESAC INC.
 475 5th Ave., New York 17. Tel.: Murray Hill 5-5365.
 Robert S. Stone, prod. mgr.
 Services: KO; performance licensing.

STEPHEN SHARFF PRODUCTIONS
 P. O. Box 408, Katonah, N. Y. Tel.: 4-0107. Stephen L. Sharff, pres.
 Services: BCEFMS.
 New York-450 W. 56th St. Stephen L. Sharff, pres.

JACK SHAFTON PUPPET PRODUCTIONS
 2368 Stanley Hills Drive, Hollywood 46, Calif. Tel.: Hollywood 5-5229.

DON W. SHARPE AGENCY
 1048 Carol Dr., Los Angeles 46. Tel.: Crestview 6-2044.
 Don W. Sharpe, own.
 Services: BMN.
 New York-220 Madison Ave. Tel.: Murray Hill 5-5683. Murray Aldrich, mgr.

SIMMEL-MESERVEY INC.
 9113 W. Pico Blvd., Los Angeles 35. Tel.: Crestview 4-6156. Louis C. Simmel, pres.
 Services: EM.

AL SIMONS PRODUCTIONS
 1040 N. Las Palmas, Hollywood 38, Calif. Tel.: Hollywood 4-2141. Al Simons, own.
 Services: BCM.

SIXTEEN SCREEN SERVICE CO.
 6710 Melrose Ave., Hollywood 38, Calif. Tel.: Webster 9-1491. Homer O'Donnell, own.
 Services: BCF, services for motion picture producers.

CHARLES E. SKINNER PRODUCTIONS INC.
 6230 Yucca St., Hollywood 28, Calif. Tel.: Hollywood 2-6555. Charles E. Skinner, exec-prod.
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STEPHEN SLESINGER INC.
 247 Park Ave., New York 17. Tel.: Eldorado 5-2544.
 Hugh Sears, pres.
 Services: B.

FLETCHER SMITH STUDIOS INC.
 321 E. 44th St., New York 17. Tel.: Murray Hill 5-9010. Fletcher Smith, pres.
 Services: BCEFGHIKMP.

WARREN R. SMITH INC.
 117 Fourth Ave., Pittsburgh 22, Pa. Tel.: Express 1-4410. Warren R. Smith, pres.
 Services: BCDEFHIKMNORST.

SNADER TELESCRIPTIIONS CORP.
 (Also Snader Productions Inc.)
 9130 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 4-6651. Louis D. Snader pres.
 Services: BIMPST.

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 165 W. 91st St., New York 24. Tel.: Susquehanna 7-1797. Joseph I. Sonnenreich, pres.
 Services: ALMN.

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 6331 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 9-2151. John T. Abbott, gen. mgr.
 Services: Talking and singing sound.

SOUND MASTERS INC.
 165 W. 46th St., New York 36. Tel.: Plaza 7-6600.
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 Services: BCDEFGHIS.

SOUNDAC PRODUCTIONS INC.
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 Buffalo-295 Delaware Ave. Tel.: Cleveland 2055.
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 Chatham Bldg., Charlotte 1, N. C. Tel.: Franklin 5-8474. T. D. Kemp Jr., pres.
 Services: ABLMNOST.

SIGMUND SPAETH
 400 E. 58th St., New York 22. Tel.: Plaza 8-0879. Sigmund Spaeth, pres.
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SPECIALTY TELEVISION FILMS INC.
 1501 Broadway, New York 36. Tel.: Longacre 4-5592.
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 Services: BDEKMP.

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 Services: O; splice, clean, inspect, edit tv film; insert film commercials.

SPORTSVISION INC.
 233 Sansome St., San Francisco 4. Tel.: Exbrook 2-3837. Al J. Madden, pres.-gen. mgr.
 Services: BP.

SQUARE DEAL PICTURES CORP.
 Pines Bridge Rd., Ossining, N. Y. Tel.: 2-2617. Donn Marvin, vp.
 Services: BDEFLOP.

STAGE FIVE PRODUCTIONS
 1040 N. Las Palmas Ave., Hollywood 38, Calif. Tel.: Hollywood 7-3111. Ozzie Nelson, exec. prod.
 Services: BC.

WILBER STARK-JERRY LAYTON INC.
 270 Park Ave., New York 17. Tel.: Plaza 4-1742. Wilbur Stark, pres.
 Services: ABL.

WAYNE STEFFNER PRODUCTIONS
 6223 Selma Ave., Hollywood 28, Calif. Tel.: Hollywood 3-4173. Wayne Steffner, own.
 Services: ABCDLMNPST.

STERLING TELEVISION CO.
 205 E. 43d St., New York 17. Tel.: Oxford 7-2520.
 Saul J. Turell, pres.
 Services: BDEFGHILMP.

Cincinnati-205 E. Sixth St. Tel.: Main 2810. Elliott Abrams.

Dallas-311 S. Akard St. Tel.: Prospect 2834. John Mendonca.

Chicago-30 N. LaSalle St. Tel.: Dearborn 2-4455. Carl Russell.

Hollywood, Calif.-6715 Hollywood Blvd. Tel.: Hollywood 4-6111. Lee Orgel.

STOCK SHOTS UNLIMITED INC.
 1600 Broadway, New York City, N. Y. Tel.: Plaza 7-0878.

IRV STOLL CO.
 2821 Gunckel Blvd., Toledo 6, Ohio. Tel.: Klondike 3385. Irv Stoll, pres.
 Services: ABLM.

JOHN G. STRATFORD
 342 Madison Ave., New York 17. Tel.: Murray Hill 2-5527. John G. Stratford, own.
 Services: BEHIM.

WILBUR STREECH PRODUCTIONS
 135 W. 52d St., New York 19. Tel.: Judson 2-3816.
 Wilbur J. Streech, own.
 Services: CDEFGHI.

STRICKLAND FILMS INC.
 220 Pharr Rd., N. E., Atlanta. Tel.: Cherokee 5317.
 C. L. Strickland, pres.
 Services: ABCRST.

RICHARD STROUT PRODUCTIONS LTD.
 7501 Santa Monica Blvd., Los Angeles 46, Calif. Tel.: Hollywood 7-9091. Richard Strout, pres.
 Services: P; feature films; short subjects.

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Services: BC.

STUDIO FILMS INC.
380 Madison Ave., New York 17. Tel.: Oxford 7-2590.
Ben Frye, exec. vp.
Services: ABLMPQ.

STUDIOS & ARTISTS RECORDERS
6087 Sunset Blvd., Hollywood 28, Calif. Tel.: Holly-
wood 4-8241. N. Lewis, mgr.-ch. eng.
Services: CFKQ.

BILL STURM STUDIOS INC.
723 Seventh Ave., New York 19. Tel.: Judson 6-1650.
William A. Sturm, prod. mgr.
Services: BCFGHI.

SUN DIAL FILMS INC.
341 E. 43d St., New York 17. Tel.: Murray Hill 6-2046.
Samuel A. Datlowe, pres.
Services: CEFHG; special effects motion picture
photography.

SUNSET PRODUCTIONS INC.
Home office at parent company Warner Bros. Pic-
tures Inc., Burbank, Calif. Tel.: Hollywood 9-1251.
Jack Warner, prod. vp.
Services: BC.

SUPERMAN INC.
650 N. Bronson Ave., Los Angeles 4, Calif. Tel.:
Hollywood 9-8321. Whitney Ellsworth, exec. prod.
Services: B.

JOHN SUTHERLAND PRODUCTIONS INC.
201 N. Occidental Blvd., Los Angeles 26. Tel.: Dun-
kirk 8-5121. John Sutherland, pres. & gen. mgr.
Services: ABCEPHI.

New York—404 Fourth Ave., Tel.: Murray Hill
6-4590. Ross Sutherland, exec. vp.

SUZARI MARIONETTES
77 Irving Place, New York 3, N. Y. Tel.: Gramercy
3-6699. Dorothy Zaconick, dir.

SWANK FILMS INC.
627 Salem Ave., Dayton 6, Ohio. Tel.: Taylor 4192.
Jerrold A. Swank, pres.
Services: CG; filmstrips.

H. N. SWANSON INC.
8523 Sunset Blvd., West Hollywood 46, Calif. Tel.:
Crestview 1-5115. H. N. Swanson, pres.
Services: NO.

SWIFT-CHAPLIN PRODUCTIONS INC.
1136 N. Highland Ave., Hollywood 38, Calif. Tel.:
Hollywood 2-0761. Charles Chaplin, pres.
Services: CHI.

TAHOE PICTURES INC.
P. O. Box 66, Corona del Mar, Calif. Tel.: Harbor
0789J. Web Terwilliger, exec. prod.
Services: B.

TCF TELEVISION PRODUCTIONS INC.
1417 N. Western Ave., Hollywood 27, Calif. Tel.:
Hollywood 2-6231. Sid Rogell, tv prod. vp.
Services: B.

TECHNISONIC STUDIOS INC.
1201 Brentwood Blvd., St. Louis 17. Tel.: Parkview
7-1055. Charles E. Harrison, pres.
Services: BCEFHIS.

THE TEEVEE CO.
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view 5-1076. Ludlow Flower Jr., vp.-gen. mgr.
Services: BM.

New York 19—666 Fifth Ave. Tel.: Plaza 1-0236.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2. Tel.: Kingsley 6-4140.
W. Wallace Orr, prod.
Services: ABMNPR.

TELE-ANIMATION INC.
7142 Sunset Blvd., Hollywood 46, Calif. Tel.: Holly-
wood 4-8136. Jack Denove, pres.
Services: C.

TELECAST FILMS INC.
112 W. 46th St., New York 36. Gordon W. Hedweg,
sec.-treas.
Services: EMPQ; rental of feature, serial & short
subject material to stations & agencies.

TELECINE RECORDING STUDIOS INC.
100 S. Northwest Highway, Park Ridge, Ill. Tel.:
Talcot 3-1418. Byron L. Friend, pres.
Services: BCDEFHIMOST.

TELEFILM ENTERPRISES
38 E. 57th St., New York 22. Tel.: Plaza 8-3360. Char-
les Wick, gen. ptrn.
Services: B.

Chicago: 134 N. LaSalle St. Tel.: Central 6-9433.
Si Zunamon.

TELEFILM INC.
6039 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 9-7205. J. A. Thomas, pres. & gen. mgr.
Services: BCDEFHIKMRST.

TELEMATED CARTOONS
70 E. 45th St., New York 17. Tel.: Murray Hill 6-8933.
Saul S. Taffet, prod.-dir.
Services: CEFHG; special effects films; tv program
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TELEMOUNT PICTURES INC.
P. O. Box 24555, Los Angeles 24. Henry B. Donovan,
prod.-writer.
Services: B.

New York—Flamingo Films Inc., 509 Madison Ave.,
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TELENEWS FILM CORP.
630 Ninth Ave., New York 36. Tel.: Judson 6-2450.
Norman S. Livingston, exec. vp.
Services: BCFMPQ; special newfilm releases.

TELEPIX CORP.
1515 N. Western Ave., Hollywood 27, Calif. Tel.:
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Services: CEFHIMQS.

TELE-POOL CORP.
Blanchard Bldg., Southbridge, Mass. Tel.: 4-2982.
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Services: ABL; sales promotion; live & film tv
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TELEPIX MOVIES LTD.
108 Peter St., Toronto 2, Ont. Tel.: Empire 3-4096.
Jos. Dunkleman, pres.
Services: EFP.

Montreal, Que.—1224 St. Catherine St. W. Tel.:
University 6-9451. Norman Bell.

Vancouver, B. C.—425 Howe St. H. S. Watson.
New York—66 W. 87th St. Tel.: Trafalgar 7-7664.
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TELESCENE FILM PRODUCTIONS CO.
287 Tenth Ave., New York 1. Tel.: CL 4-0122. Rob-
ert D. Tobias, own.
Services: AP.

TELEVISION CENTER
230 Maryland Ave., N.E., Washington. Tel.: Lincoln
3-6300.
Services: BMNO, film processing.

Atlantic City (N. J.)—803 Atlantic Ave., Leo Masucci,
gen. mgr.

TELEVISION CORP. OF AMERICA
230 Maryland Ave., N.E., Washington. Tel.: Lincoln
3-6300. J. Connerly.
Services: BCDPFP.

TELEVISION EVENTS LTD.
Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918.
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Services: ABC, newsreels.

TELEVISION EXPLOITATION
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Milton Gettinger.
Services: B.

TELEVISION FEATURES OF AMERICA
37 W. 46th St., New York 36. Tel.: Judson 2-5130.
Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc.
dir.
Services: ABCEFLMNOP; consultation.

TELEVISION FILMS OF AMERICA (TFA)
Box 1006, Beverly Hills, Calif. Tel.: Dunkirk 3-2918.
Jack Parker, exec. prod., vp.
Services: BCEFGKMP.

Hollywood, Calif.—Box 2222. Tel.: Dunkirk 3-2918.
Jack Parker, vp.
Los Angeles—109 S. Grand Ave. Tel.: Mutual 5456.
Hortense Reed, mgr.

TELEVISION GRAPHICS INC.
245 W. 55th St., New York 19. Tel.: Judson 6-1922.
Bernard Rubin, pres.
Services: CEFHIS.

TELEVISION GUILD PRODUCTIONS INC.
210 N. Larchmont Blvd., Los Angeles 4. Tel.: Holly-
wood 9-2895. Jack Miles, pres.
Services: BCDM.

TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 36. Tel.: Plaza 7-3450. Paul
N. Robbins, mgng. dir.
Services: E.

TELEVISION LIBRARY INC.
3 E. 57th St., New York 22. Tel.: Plaza 3-4840.
Marvin Grieve.
Services: BP.

TELEVISION PROGRAMS OF AMERICA
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Edward Small, bd. chmn.; Milton A. Gordon, pres.;
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Services: B.

Hollywood—5746 Sunset Blvd. Tel.: Hollywood 2-6071.
Bruce Eells, vp.

Chicago—360 N. Michigan Ave. (Suite 810). Tel.:
Dearborn 2-0123. Jim Eells, mgr.

TELEVISION SCREEN PRODUCTIONS INC.
17 E. 45th St., New York 17. Tel.: Murray Hill 2-8877.
Charles J. Basch Jr., pres.
Services: BCEFGHIMP.

TELEVISION & RADIO FEATURES OF AMERICA
37 W. 46th St., New York 36. Tel.: Judson 2-5130.
Oliver W. Nicoll, exec. dir.; Sandra Munsell, assoc.
dir.
Services: ABCLMNOP; consultation.

TERRYTOONS INC.
38 Centre Ave., New Rochelle, N. Y. Tel.: 2-3466.
Paul H. Terry, pres.
Services: BHI.

TEXAS RASSLIN FILMS INC.
Cadiz & Industrial Blvd., Dallas, Tex. Tel.: Sterling
2083. Maurice Beck, gen. mgr.
Services: AC.

THE THEATRE GUILD
23 W. 53d St., New York 19. Tel.: Columbus 5-6170.
Armina Marshall, prod.
Services: AL.

T-I PRODUCTIONS
8732 Sunset Blvd., Los Angeles 46, Calif. Tel.: Crest-
view 6-1610. Bernard Tabakin, William Loeb,
ptrns.
Services: BM.

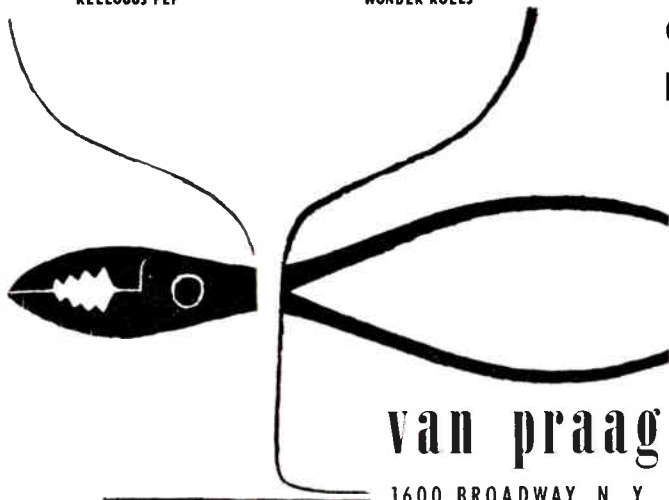
BENOIT de TONNANCOUR FILMS
1231 St. Catherine St. W., Montreal, Que.
Services: BC; French language film production.

TOMLIN FILM PRODUCTIONS INC.
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Services: GHI.

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Services: CHINO.

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Services: CHIK.

TV UNLIMITED INC.
17 E. 45th St., New York 17. Tel.: Oxford 7-0725.
Herbert Rosen, pres.
Services: BCEFKLMPQ.

U & V

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8979 Sunset Blvd., Los Angeles 46. Tel.: Crestview
4-5238. George Ullman, pres.; Jack Easton, radio-
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Services: LMNO.

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Services: CMP.
Kansas City, Mo.—2449 Charlotte. Tel.: Baltimore
5100. Neale H. Oliver, mgr., tv div.
New Orleans—1032 Carondelet. Tel.: Raymond 2253.
Donald Schueler, mgr., tv div.

UNIFILMS INC.
146 E. 47th St., New York 17. Tel.: Murray Hill
8-9325. Charles E. Gallagher, pres.
Services: BCDEFGHIKMS.

UNITED FILM & RECORDING STUDIOS
301 E. Erie St., Chicago 11. Tel.: Superior 7-9114.
William L. Klein, pres.
Services: BCDFGKM.

UNITED FILM SERVICE INC.
(Associated with Motion Picture Adv. Service Inc.,
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2449 Charlotte St., Kansas City 8, Mo. Tel.: Balti-
more 5100. W. H. Hendren, pres.
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4440 Lakeside Drive, Burbank, Calif. Tel.: Thorn-
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New York—670 Fifth Ave. Tel.: Plaza 3-1672. Don
McCormick, mgr.
Services: H.

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1-2570. James V. Syracuse, pres.
Services: S.

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Paris, France—52 Ave. Duqueane. Golda Antignac,
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THOMAS J. VALENTINO INC.
150 W. 46th St., New York 36. Tel.: Circle 6-4675.
T. J. Valentino, pres.
Services: KS.

VAN PRAAG PRODUCTIONS
1600 Broadway, New York 19, N. Y. Tel.: Plaza
7-2687. William Van Praag, pres.
Services: BCEFGHIKMS.
Detroit—2301 Dime Bldg. Tel.: Woodward 2-4896.
Robert Woodburn, vp.

VAVIN INC.
134 E. 57th St., New York 22. Tel.: Murray Hill
8-5897. Richard de Rochemont, bd. chmn.
Services: BCEFM.

VICTOR RADIO & TELEVISION ENTERPRISES
P. O. Box 485, Passaic 1, N. J. John V. Nowak,
pres.-gen. mgr.
Services: ABCDEFGHIKLMNOPQ.

VIDEO FILMS
1004 E. Jefferson Ave., Detroit 7, Mich. Tel.: Wood-
ward 2-3400. Clifford Hanna, gen. mgr.
Services: CFHIS.

VIDEO PICTURES INC.
500 Fifth Ave., New York 36. Tel.: Lackawanna
4-2912. Martin Henry, pres.
Services: BCDEFGHIKST.
Los Angeles—736 N. Doheny Dr. Tel.: Crestview
1-0188. George W. Gorman, vp.
New York—510 W. 57th St. Tel.: Circle 7-2062. Mar-
tin P. Henry, pres.

VIDEO VIEW INC.
7557 Sunset Blvd., Hollywood 46, Calif. Tel.: Holly-
wood 3-4179. Bradley Kemp., pres.
Services: BCEF.

VIDEO VITTLES INC.
135 E. 95th St., New York 28, N. Y. Tel.: Trafalgar
6-0826. Charles Edward Sigety, pres.
Services: Tv commercials.

VIDICAM PICTURES CORP.
240 E. Fifth St., New York 16. Tel.: Algonquin 4-7102.
Al Justin, pres.
Services: BCF.

VILLAGE DANCE & PUPPET CENTER
329 W. 21st St., New York, N. Y. Tel.: Watkins
9-0485.

OWEN VINSON & CO.
803 19th St., Santa Monica, Calif. Tel.: Exbrook
5-1305. Owen Vinson, own.
Services: ABLO; story editing; custom program
building.

J. FRANKLIN VIOLA & CO.
Room 801, 152 W. 42d St., New York 18, N. Y. Tel.:
Chickering 4-3254. J. Franklin Viola, pres.
Services: ABCDM.

VISUAL DRAMA INC.
1440 Broadway, New York 18. Tel.: Longacre 4-8000.
T. F. O'Neil, pres.
Services: BPST.

VISUAL MEDIA INC.
2129 45th Rd., Long Island City, N. Y. Tel.: Stillwell
4-2941. William M. Nelson, pres.
Services: BCDEFGHIO.

VITATONE FILM PRODUCTIONS
736 $\frac{1}{2}$ S. Atlantic, Los Angeles. Tel.: Angelus 0584.
Jack Helstowski, own.
Services: BCEFGHKM.

VOGUE-WRIGHT STUDIOS
469 E. Ohio St., Chicago 11. Tel.: Mohawk 4-5600.
J. E. Holmes, gen. mgr.
Services: BCDEFGHIKMOPS.

VOLCANO PRODUCTIONS INC.
1040 N. Las Palmas, Los Angeles 38. Tel.: Hollywood
7-3111. Robert H. Angus, pres.
Services: BCFHIM.

VONNA PRODUCTIONS INC.
1040 N. Las Palmas, Hollywood 38, Calif. Tel.: Holly-
wood 4-0814. Eddison von Ottenfeld, pres.
Services: CEFGKNOQ.
Washington—1121 Vermont Ave., N. W. Tel.: Lincoln
3-2705. Win Adams.

W, Y & Z

ROGER WADE PRODUCTIONS
15 W. 46th St., New York 36. Tel.: Circle 7-6797.
Roger Wade, own.
Services: CDEFGHIKM.

ARTHUR B. WEBER PRODUCTIONS LTD.
6338 Wilshire Blvd., Los Angeles 48, Calif. Tel.:
Webster 3-8401. Martyn Eli Schiff, exec. prod.
Services: B.

ADRIAN WEISS PRODUCTIONS
655 N. Fairfax Ave., Los Angeles 36. Tel.: Webster
8-5287. Adrian Weiss, prod.-dir.
Services: BCDEFMP.

WELGOT TRAILER SERVICE
630 Ninth Ave., New York 36. Tel.: Circle 6-6450.
Martin Gottlieb, Charles L. Welsh.
Services: CEFGHRT; title cards, special announce-
ments, spots on 35mm or 16mm films.

RUPE WERLING
Hidden Haven, Chalfont, Pa. Tel.: Lexington 707.
Rupe Werling.
Services: CO.

WEST COAST SOUND STUDIOS
(Affiliate of Video Pictures Inc.)
500 Fifth Ave., New York 36. Tel.: Lackawanna
4-2912. Martin P. Henry, pres.
Services: BCEFGHIST.

Los Angeles—736 N. Doheny Dr. Tel.: Crestview
1-0188. George W. Goman, vp.
New York—510 W. 57th St. Tel.: Circle 7-2062. Mar-
tin P. Henry, pres.

WESTERN CINE SERVICE INC.
114 E. Eighth Ave., Denver 3, Colo. Tel.: Tabor
5-2812. Noel L. Jordan, pres.
Services: CFHIPST.

WFAA-TV
3000 Harry Hines Blvd., Dallas 4, Tex. Tel.: River-
side 3315. Ralph W. Nimmons, mgr.
Services: AGKLNLR.

CHARLES WICK CO.
38 E. 57th St., New York. Plaza 8-3360. Charles
Wick, pres.
Services: ABLM.

WICKHAM FILM PRODUCTIONS
1648 W. Glenoaks Blvd., Glendale 1, Calif. Tel.:
Citrus 4-7203. George R. Wickham, own.
Services: BCEM; travelogues & documentaries.

WILD LIFE FILM CO.
5151 Strohm, North Hollywood, Calif. Tel.: Stanley
7-5845.

WILDING PICTURE PRODUCTIONS INC.
1345 Argyle St., Chicago 40. Tel.: Longbeach 1-8410.
C. H. Bradford Jr., pres.; Hal W. Fish, exec. vp.;
A. Kellock, prod. vp.; L. S. Thompson, sls. vp.;
Jack Rheinstrom, vp., Chicago sls.
Services: BCFGHI.

New York—385 Madison Ave. Tel.: Plaza 9-0854.
Ted Westermann, vp.
Detroit—4925 Cadieux Rd. Tel.: Tuxedo 2-3740. Don
Calhoun, vp.
Cleveland—1010 Euclid Ave. Tel.: Tower 1-6440.
Dean Coffin.

Cincinnati—617 Vine St. Tel.: Garfield 0477. R. L.
McMillan.

Pittsburgh—429 Fourth Ave. Tel.: Grant 1-6240.
Ralph Maitland.

St. Louis—3940 Lindell Blvd. Tel.: Jefferson 5-7422.
Jack Robertson.

Hollywood—5981 Venice Blvd. Tel.: Webster 8-0183.
John Oser.

DON WILSON PRODUCTIONS INC.
c/o KTTV(TV) Los Angeles studios, 5746 Sunset
Blvd., Los Angeles 28. Tel.: Hollywood 2-7111. Don
Wilson, exec. prod.
Services: BCF.

WINIK FILMS CORP.
250 W. 57th St., New York 19. Tel.: Circle 6-7360.
Leslie Winik, pres.
Services: BCDFLOP.

Chicago—20 N. Wacker Dr. Tel.: Central 6-8955. Al
LeVine.

Portland, Ore.—611 N. Tillamook St. Tel.: Murdock
4255. Merriman Holz.

San Francisco—233 Sansome St. Tel.: Exbrook 2-3337.
Al Madden.

WLS ARTIST BUREAU
1230 W. Washington Blvd., Chicago. Tel.: Monroe
6-9700. George Ferguson, Earl Kurtze.
Services: (Represents WLS talent) ABCDLMN.

WOLF ASSOC. INC.
420 Madison Ave., New York 17. Tel.: Plaza 5-2050.
Edward Wolf, pres.
Services: ALO.

RAPHAEL G. WOLFF STUDIOS
5631 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 7-6126. Raphael G. Wolff, pres.
Services: CHI; business, industrial public relations;
sales, sales training; personnel relations films.

New York—330 Park Ave. Tel.: Plaza 5-5386. Dicran
Nahigian.

Chicago—2103 Orrington Ave., Evanston. Tel.: Davis
8-7236. Carl Wester.

Detroit—19741 James Couzens Highway. Tel.: Broad-
way 3-6020. Harold R. Troy.

WORLD BROADCASTING SYSTEM INC.
488 Madison Ave., New York 22. Tel.: Murray Hill
8-4700. Robert W. Friedheim, vp; Pierre Weis, gen.
mgr.; Dick Lawrence, sls. mgr.

Services: World television service of production
music and sound (transcribed for tv themes, back-
ground, etc.)

Cincinnati—1529 Madison Rd. Tel.: Plaza 1323. Leo
Gutman, prom. dir.

Los Angeles—7324 Santa Monica Blvd. Tel.: Old-
field 4-2800. James Weathers, mgr.

WYNN WRIGHT ASSOC.
17 W. 57th St., New York 19. Tel.: Plaza 3-4417.
Charles Granzow, mgr.
Services: LM.

WRITECRAFTERS AGENCY
5617 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 9-2111. Carl Coolidge, dir.
Services: O.

CARTER WRIGHT ENTERPRISES
6533 Hollywood Blvd., Hollywood 28, Calif. Tel.:
Hollywood 9-0944. Carter Wright, pres.
Services: ABCDKLMNS; musical commercials.

EMERSON YORKE STUDIOS
245 W. 55th St., New York 19. Tel.: Judson 2-2988.
Emerson Yorke.
Services: ABCDEFHIKN.

YOUNG AMERICA FILMS INC.
18 E. 41st St., New York 17. Tel.: Lexington 2-4111.
James R. Brewster, prod. vp.
Services: E.

ZAHLER FILMS INC.
8420 Fountain Avenue, Hollywood 46, Calif. Tel.:
Oldfield 4-3799.
Services: BCEFKM.

ZAHLER MUSIC LIBRARY
8420 Fountain Ave., Hollywood 46, Calif. Tel.: Old-
field 4-3799. Gordon R. Zohler, pres.
Services: KQ.

MAURICE H. ZOULARY TV PRODUCTIONS
129 W. 52d St., New York 19. Tel.: Circle 6-6323.
Maurice H. Zouary, pres.
Services: ABCFGLM.

ZIV TELEVISION PROGRAMS INC.
488 Madison Ave., New York 22. Tel.: Murray Hill
8-4700. M. J. Rifkin, sls. vp; Burt Lambert, New
York spot sls. mgr.; Albert Goustin, eastern sls.
mgr.
Services: BMP.

Cincinnati—1529 Madison Rd. Tel.: Plaza 1323. Ed-
ward Broman, central div. sls. mgr.

Los Angeles—7324 Santa Monica Blvd. Tel.: Oldfield
4-2800. Walt Kingsley, western div. sls. mgr.

N. J. ZUBKO PRODUCTIONS
10626 114 St., Edmonton, Alta. Tel.: 4-4464.
Services: C.

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DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 418)

A

ABC FILM SYNDICATING INC.
10 E. 44th St., New York 17; Tel.: Susquehanna 7-5000; George T. Shupert, pres.; Donald L. Kearney, sls. vp.
Services: Distributes filmed TV shows.
Chicago 6-20 N. Wacker Dr.; Tel.: Andover 3-0800; John B. Burns, midwest mgr.
Hollywood—1539 N. Vine St.; Tel.: Normandy 3-3311; William L. Clark, western mgr.
Dallas—3123 McKinney Ave.; Tel.: Randolph 6302; Howard Anderson, mgr.
Atlanta—264 Colonial Homes Dr., N.W.; Tel.: Atwood 3885; G. Joseph Porter, mgr.
ACADEMY FILM PRODUCTIONS Inc.
123 W. Chestnut St., Chicago 10; Tel.: Michigan 2-0128; Bernard Howard, pres. & exec. prod.
Services: Packaging and distributing own shows, commercials.
ACUS PICTURES Corp.
165 W. 46th St., New York 36; Tel.: Plaza 7-265; Patrick E. Shanahan, pres.
Services: Feature film rental.
New York 36—Hygo Television Films Inc., 60 W. 46th St.; Tel.: Plaza 7-2265; Jerry Hyams.
JOHN ADASKIN PRODUCTIONS
67 Young St., Toronto, Ont., Canada; Tel.: Empire 4-9296; John Adaskin, own.
Service: Film library.
AFFILIATED PROGRAM SERVICE Inc.
535 Park Ave., New York 17; Tel.: Murray Hill 7-1882; Paul F. Adler, pres.
Services: Distribute Cooking show.
ALEXANDER FILM CO.
Alexander Film Bldg., Colorado Springs 1; Tel.: Melrose 3-1771; Don M. Alexander, exec. vp.
Services: Producers and distributors of commercials.
Chicago 11—435 N. Michigan Ave.; Tel.: Michigan 2-5636; C. C. Alexander, mgr.
Dallas 1—312½ S. Harwood St.; Tel.: Riverside 4558; J. A. McInaney, mgr.
New York 36—500 Fifth Ave.; Tel.: Pennsylvania 6-3028; Les E. Wysons, mgr.
San Francisco 2—125 Hyde St.; Tel.: Graystone 4-2213; A. Lyle Bramson, mgr.
Hollywood 46—8484 Harold Way; Tel.: Hollywood 9-7396; C. J. Dexter.
M & A ALEXANDER PRODUCTIONS Inc.
6040 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-3414; Arthur Alexander, pres.; Max Alexander, vp.-sec.
Service: Distributor of films.
ALL-CANADA TELEVISION (Film Div.)
80 Richmond St. W., Toronto 2, Ont.; Tel.: Empire 6-9236; William O. Steer.
Services: Distributors for F. W. Ziv Co., Studio Films Inc.
Montreal, Que.—922 Dominion Sq. Bldg.; Tel.: University 6-9868; Burt Hall, mgr.
Winnipeg, Man.—Electric Railway Chambers Bldg.; Tel.: 926-861; M. V. Chestnut, mgr.
Calgary, Alta.—Taylor, Pearson & Carson Bldg.; Tel.: 2-5791; J. E. Cavanaugh, mgr.
Vancouver, B.C.—1161 Melville St.; Tel.: Tatlow 7461; J. E. Baldwin, mgr.
ARTISTS DISTRIBUTORS Inc.
9125 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Crestview 4-7057; Arthur S. Lyons, vp.
Services: Distribute feature films and short subjects.
ASSOCIATED ARTISTS PRODUCTIONS Inc.
345 Madison Ave., New York 17; Tel.: Murray Hill 6-2323; Elliot Hyman.
Services: Distributes film for tv.
Los Angeles 7, Calif.—1908 S. Vermont Ave.; Tel.: Republic 2-2016; Robert I. Kronenberg.
Dallas—310 So. Harwood St.; Tel.: Randolph 7736.
Chicago—203 No. Wabash; Tel.: Dearborn 2-4040.
Atlanta—Barbizon Towers, 35 Lombardy Way N.E.; Tel.: Elgin 3028.

ASSOCIATED PROGRAM SERVICE

(A division of Muzak Corp.)
221 4th Ave., New York 3; Tel.: Orchard 4-7400; Edward Hochhauser, Jr., vp. & gen. mgr.
Services: Distribute Encyclopaedia Britannica films, film leases, package film leases, annual film library leases, film clips, slides, lousps, TV Production Music Transcription library.
ASSOCIATION FILMS Inc.
347 Madison Ave., New York 17; Tel.: Murray Hill 5-8573; Robert Finehout, adv. & prom. dir.
Services: Distributors of free and rental films.
Ridgefield, N. J.—Broad at Elm St.; Tel.: Morsemere 6-8200; E. K. Pearson, mgr.
LaGrange, Ill.—561 Hillgrove St.; Tel.: Fleetwood 4-0576; M. G. Weiland, mgr.
San Francisco 2—351 Turk St.; Tel.: Prospect 5-2800; W. O. Siler, mgr.
Dallas 2—1108 Jackson St.; Tel.: Randolph 3144; Carl Stahl, mgr.

ATHENA FILMS

165 W. 46th St., New York 19; Tel.: Plaza 7-2320; Milton Perlman.
Services: Distributes film.
ATLANTIC TELEVISION Corp.
130 W. 46th St., New York 36; Tel.: Judson 2-1287; David A. Bader, vp.
Services: Distributors of features and westerns for television.
Chicago 16—2326 S. Michigan Ave.; Tel.: Victory 2-5454; Ben Barry, mgr.
Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine, mgr.
Houston 4—1109 Binz; Nate Zelikow, mgr.

ATLAS TELEVISION Corp.

15 W. 44th St., New York 36; Tel.: Murray Hill 7-5535; Robert B. Brown, vp.
Services: Distribute film.
Hollywood—1350 N. Highland Ave.; Tel.: Hollywood 4-0840; Jack London, West Coast sls. repr.
A.T.V. FILM PRODUCTIONS Inc.
1600 Broadway, New York 19, N.Y.; Tel.: Circle 7-6434; Mickey Schwarz, pres.
Services: Distributors of film.
AVIS FILMS Inc.
904 E. Palm Ave., Burbank, Calif.; Tel.: Thornwall 8-1666; Leslie Helhena, pres.
Services: Distributes film.
AWARD TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6650; Milton J. Salzburg, pres.
Services: Distributes and produces films.
San Francisco—Sportsvision Inc., 233 Sansome; Norrie West.
Chicago—Sportsvision Inc., 20 N. Wacker Dr.; Al LeVine.

B

GEORGE BAGNALL & Assoc.
8827 Olympic Blvd.; Beverly Hills, Calif.; Tel.: Crestview 1-5133; George Bagnall, pres.
Services: Distributes features, one-hour, half-hour and quarter-hour films; cartoons.
New York 17—25 Vanderbilt Ave.; Tel.: Murray Hill 6-7543; Anthony Azzato, sls. rep.
Chicago 11—530 N. Michigan Ave.; Tel.: Michigan 2-5231; Frank Maun, sls. rep.
Miami—PO Box 164, Little River Station; Tel.: 7-4645; Les Anthony, sls. rep.
BARRY, ENRIGHT & FRIENDLY Inc.
667 Madison Ave., New York 21; Tel.: Templeton 2-8600; Jack Barry, pres.
Services: Package producer & sales agent.
BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., ptnr.
Services: Distributes film and package tv programs.
ZACH BAYM FILMS
60 E. 42d St., New York 17; Tel.: Murray Hill 2-4813; Zach Baym, mgr.
Services: Distributors of film for tv.

BEACON TELEVISION FEATURES Inc.

118 Newbury St., Boston 16; Tel.: Commonwealth 6-6881; J. Leonard Sanderson, pres.
Services: Syndicates TV film; produce & package Tv programs.

BELL PICTURES Corp.

107-20 Continental Ave., Forest Hills, L.I.; Tel.: Liggett 4-0439; Frances Frank.
Services: Distributors of film.

BENGAL PICTURES

3833 Brunswick, Los Angeles 39; Tel.: Normandy 2-7808; Phil E. Cantonwine, prod.
Service: Sponsored pictures, historical travelogues, Tv spots.
Hollywood 46—7904 Santa Monica Blvd.; Tel.: Hollywood 9-5458; Harvey Pergament.

BRANDON FILMS Inc.

200 W. 57th St., New York 19; Tel.: Circle 6-4868; Thomas J. Brandon, pres.
Service: Supply motion pictures for Tv.

BRAY STUDIOS Inc.

729 Seventh Ave., New York 19; Tel.: Circle 5-4582; B. D. Hess, film distr. mgr.
Services: Distributes features and short subjects.

BRITISH INFORMATION SERVICE

30 Rockefeller Plaza, New York 20; Tel.: Circle 6-5100; Lester Schoenfeld, distr. mgr.
Service: Distributes documentary films for Tv on Great Britain and Commonwealth.

Chicago 11—720 N. Michigan Ave.; Tel.: Whitehall 3-1480; Miss L. Johnston, film off.
Los Angeles 13—448 S. Hill St.; Tel.: Madison 6-4411; Basil Bleck, film off.

Washington 4—903 Nat'l Press Bldg.; Tel.: Executive 3-8525; Janet Locke, film off.

San Francisco 4—310 Sansome St.; Tel.: Sutter 1-4383. Houston—3103 Fannin St.; Tel.: Jackson 4231.

WILLIAM F. BROIDY PRODUCTIONS Inc.
5746 Sunset Blvd., Bldg. "C", Hollywood 28; Tel.: Hollywood 2-6844; Wm. F. Broidy, pres.
Services: Distributes own television productions.

C

S. W. CALDWELL Ltd.
447 Jarvis St., Toronto 5, Ont., Canada; Tel.: Walnut 2-2103; Norris Mackenzie, vp.

Services: Distribute feature films, commercials, equipment, Teleprompter; distributes film for CBS, Guild Film Inc., Walt Schwimmer, Harry S. Goodman, Harry A. Towers, BBC.

Winnipeg, Man., Canada—171 McDermott Ave.; Tel.: 92-2531; A. L. Garside.

Vancouver, B.C., Canada—1111 W. Georgia St.; Tel.: Marine 8733; Florence Asson.

CANADIAN PACIFIC RAILWAY
581 Fifth Ave., New York 9; Tel.: Plaza 9-4433; P. T. Cole, pub. rel. off.

Services: Free films on Canadian travel, outdoor sports.

CAPITAL FILM SERVICE
224 Abbott Rd., East Lansing, Mich.; Tel.: Edgewood 2-3544; J. R. Hunter, pres.

Lansing, Mich.—Capital Audio-Visual Aids, 1615 E. Michigan; Tel.: Ivanhoe 9-1541; J. E. Ceterski, sls. mgr.

CAVALCADE TELEVISION PROGRAMS
7904 Santa Monica Blvd., Hollywood 46; Tel.: Hollywood 4-3556; Harvey Pergament, pres.

Services: General distributor of motion picture films.
CBS TELEVISION FILM SALES
485 Madison Ave., New York 22; Tel.: Plaza 1-2345; Leslie Harris, vp. & gen. mgr.; Fred J. Mahlstedt, opns. dir.; Wilbur S. Edwards, gen. sls. mgr.

Services: Distributes filmed Tv shows.
Chicago—410 N. Michigan; Tel.: Whitehall 4-6000; William Perkinson.

Hollywood—1313 N. Vine St.; Tel.: Hollywood 9-1212; Thomas Moore.

Atlanta—800 Peachtree St., N.E.; Tel.: Elgin 0727; James McCormick.

San Francisco—Palace Hotel; Tel.: Yukon 2-7003; Glen Ticer.

Dallas—1000 Fidelity Union Life Bldg.; Tel.: Sterling 4996; Carter Ringlep.

Detroit—902 Fisher Bldg.; Tel.: Trinity 2-5500; George U. Lyons.

Boston—Statler Office Bldg.; Tel.: Hubbard 2-2323; H. Roy Marks.

St. Louis—401 S. 12th Blvd.; Tel.: Central 240; John Weidmer.

Toronto—S. W. Caldwell Ltd. (Representatives), 447 Jarvis St.; Tel.: Walnut 2-2103; Spence Caldwell.

LEW CHATHAM ASSOCIATES
Chatham Building, Claremore, Okla.; Tel.: 1122; L. A. Chatham, gen. mgr.

Services: Distribute and produce Tv film.
CHERYL TV Corp.
442 N. LaCienega Blvd., Los Angeles 48; Tel.: Oleander 5-7436; Jack Broder, vp.

Services: Distributes motion pictures.
New York—620 9th Ave.; Tel.: Circle 6-1717; Simon Lipson, pres.

CINEFFECTS Inc.
115 W. 45th St., New York 36; Tel.: Circle 6-0951; Nathan Sobel, pres.

CINEQUE COLORFILM LAB. Inc.
424 E. 89th St., New York 28; Tel.: Sacramento 2-5837; Sam Marcus, pres.

Services: Distributes slides and film-strips.
GEORGE W. COLBURN LAB. Inc.
164 N. Wacker Dr., Chicago 6; Tel.: State 2-7316; John E. Colburn, exec. vp.

Services: Distribute complete 16mm recordings, studios & printing service.
COLSON & CO. Inc.
3846 Meredith Dr., Dallas; Tel.: Sterling 3878; Harrison D. Colson, pres.

Services: Distribute film and package Tv programs.

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Dearborn 2-4040

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Randolph 7736

LOS ANGELES
1908 South Vermont Ave.
Republic 2-3016

ATLANTA
Barbizon Towers, 35 Lombardy Way N.E.
Elgin 3028



FILM DISTRIBUTORS

COMMONWEALTH FILM & TELEVISION Inc.
723 Seventh Ave., New York 19; Tel.: Circle 5-6456; Mort Sackett, pres.
Services: Distribute motion picture theatrical features, westerns, cartoons, etc.
Atlanta—101 Walton St.; Tel.: Walnut 3479; Ed Stevens.
Dallas—211 S. Expressway; Tel.: Sterling 2306; William Butz.
Minneapolis—1109 Curie Ave. N.; Tel.: Lincoln 7103; Don Swarz.
San Francisco—821 Market St.; Tel.: Exbrook 2-5203; Sam Elkins.
Chicago—203 N. Wabash Ave.; Tel.: State 2-2818; Jack Russell.
Washington—922 New Jersey Ave.; Tel.: Republic 7-0776; Myron Mills.
Montreal, Que.—1434 St. Catherine; Tel.: Union 6-9255; N. Vaillancourt.

CORNELL FILMS Inc.
1501 Broadway, New York 36; Tel.: Wisconsin 7-6650; Milton Salzburg, pres.; Dave Dash, vp.
Services: Tv film production, syndication, distribution.

CORONET FILMS
65 E. South Water St., Chicago 1; Tel.: Dearborn 2-7676; Ellsworth C. Dent, dir.
Services: Distribute prints of educational films.

TOM CORRADINE ASSOC. INC.
5646 Sunset Blvd., Hollywood 28; Tel.: Hollywood 2-4448; Tom J. Corradine, pres.
Services: Distributes films.

JERRY COURNEYA PRODUCTIONS & UNITED PRODUCERS-DISTRIBUTORS
633 N. Almont Dr., W. Hollywood 46; Tel.: Crestview 4-5621; Jerry Courneya, pres.
Services: Distribute own films and film series.

CREST FILMS
P.O. BOX 1006, Beverly Hills, Calif.; Tel.: Dunkirk 3-2918; Jack Parker, exec. prod.
Services: Distribute films; sales service.

CRYSTAL PICTURES Inc.
1564 Broadway, New York 36; Tel.: Plaza 7-5130; Melvin M. Hirsh.

D

DELBRIDGE & O'HALLORAN 6
302 Fox Theatre Bldg., Detroit 1; Tel.: Woodward 3-6990; Bill O'Halloran.

DEMBY PRODUCTIONS Inc.
Hotel Plaza, 1 W. 58th St., New York 19; Tel.: Plaza 9-2495; Emanuel Demby, pres.
Services: Distribute own film and package tv programs, publicity & exploitation for programs, coordinated merchandising, service, premium dept.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston 15; Tel.: Beacon 2-5722; Joseph DePhoure, own.
Services: Regional film distribution.

LOUIS de ROCHEMONT Assoc.
380 Madison Ave., New York; Tel.: Oxford 7-0350; Louis de Rochemont.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-7035; Harry S. Dube, pres.
Services: Distribute film and package Tv programs.

DUDLEY TELEVISION Corp.
9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-7258; Don McNamara, exec. vp.
Services: Distribute film and package Tv programs.
New York 22—501 Madison Ave.; Tel.: Eldorado 5-1076; Carl Dudley, pres.

E

EDUCATIONAL FILMS CORP. OF AMERICA
1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; Earl W. Hammons; 1 E. 57th St.; Tel.: Plaza 1-0430.

ESPAÑA MEXICO ARGENTINA, S. A. de C. V.
Calle de Barcelona No. 15, Mexico, D. F. 6; Tel.: 35-10-44; General Juan F. Azcarate, dir-pres.
Services: Distributors of films.

EXPLORERS PICTURES Inc.
1501 Broadway, New York; Tel.: Longacre 4-5592; Jules Weill, pres.
Services: Films for television.
Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine & Assoc.

F

FAIR DEAL MOTION PICTURE SERVICE
2040 Chatterton Ave., New York; Tel.: Talmadge 9-6728. Louis Colson.
Services: Cartoons, serials, newsreels and features.

FAMILY THEATRE Inc.
Hollywood 46—7201 Sunset Blvd.; Tel.: Hollywood 2-1317; Rev. Patrick Peyton, C. S. C., exec. prod.
Services: Distribute films.
Albany—773 Madison Ave.; Tel.: Albany 4-0806; Rev. John Murphy, C. S. C., mgr.

FILM CLASSIC EXCHANGE
1611 N. La Brea Ave., Hollywood 28, Calif. Tel.: Hollywood 7-4255; Charles H. Tarbox, gen. mgr.
Services: Distribute feature films, sound and silent; westerns sound and silent; old time comedies, Newsreels, cartoons; stock shots from 1895 to 1930.
Fredonia, N. Y.—Tel.: 2-7256. James FitzGerald, rep.

FILM NETWORK Inc.
224 E. 38th St., New York; Tel.: Murray Hill 2-2026; Wes Hooker, pres.
Services: Distribute films for Tv.

FILM STUDIOS OF CHICAGO
135 S. LaSalle St., Chicago 3; Tel.: Central 6-8147; H. A. Spanuth, gen. mgr.
Service: Motion picture films and package shows.
FILM VISION Corp.
247 W. 46th St., New York 19; Tel.: Circle 6-3734; Jerome Balsam, vp.
Services: Distributes motion pictures for tv.

FILMS OF THE NATIONS DISTRIBUTORS Inc.
62 W. 45th St., New York 36; Tel.: Murray Hill 2-0040; Ernst Fischel, vp.
Services: Rental of educational films; free films; stock footage library.

GEORGE F. FOLEY Inc.
550 Fifth Ave., New York 36; Tel.: Plaza 7-6454; George F. Foley, pres.
Services: Distribute film and package Tv programs.

FORTUNE FEATURES Inc.
1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, own.
Services: Distributes film.

FRANKLIN TELEVISION PRODUCTIONS Inc.
635 Acanto St., Los Angeles 49; John Jay Franklin, prod.
Services: Distribute film and package Tv programs.

G

GALLAGHER FILMS Inc.
854 Shawano Ave., Green Bay, Wis.; Tel.: Hemlock 7-1307; James C. Gallagher, pres.
Services: Distributes films.
Milwaukee 3—639 N. 7th St.; Tel.: Uptown 3-9932; Lowell Ramse, mgr.
Hollywood 29—4920 Santa Monica Blvd.; Tel.: Normandie 4-5721; Stuart O'Brien.

GATEWAY PRODUCTIONS Inc.
1859 Powell St., San Francisco 11; Tel.: Sutter 1-8464; Alvin J. Gordon, pres.
Services: Distributes educational films for educational tv stations.

GOLDSTONE-TOBIAS AGENCY
404 N. Roxbury Dr., Beverly Hills, Calif.; Tel.: Crestview 6-1071; Nat C. Goldstone, Herb Tobias.
Services: Distribute film.

HARRY S. GOODMAN PRODUCTIONS
19 E. 53rd St., New York 22; Tel.: Plaza 5-6131; Harry S. Goodman, pres.
Services: Distribute film.
Toronto, Ont.—Spencer, Caldwell Ltd., 447 Jarvis; Tel.: WA 2-2103; Gordon MacKenzie, sls. mgr.
Chicago—Howard Grafman, 203 N. Wabash Ave.; Tel.: Central 6-1805; Howard Grafman, mgr.

GOVERNOR TELEVISION ATTRACTIONS Inc.
151 W. 46th St., New York 36; Tel.: Judson 6-4221; Arthur Kerman, pres.
Service: Distributors of films for television.
Boston 16—Regal Pictures, 246 Stuart St.; Tel.: Hancock 6-3411; Mac Farber.
Chicago 5—MAC Studios, Congress Hotel; Tel.: Harrison 7-9660; Phil Filed.
Chicago 1—203 N. Wabash Ave.; Tel.: Central 6-1805; Howard Grafman.
Pittsburgh 22—920 Ft. Duquesne Blvd.; Tel.: Atlantic 1-0122; Jack Shrader.
Atlanta 3—Stevens Pictures, 101 Walton St. N.W.; Tel.: WA 3479; Ed Stevens.
Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom J. Corradine.
Toronto, Ont.—Astral Films, 130 Carlton St.; Tel.: Walnut 2-3163; Jerry Solway.

JOHN GUEDEL PRODUCTIONS
8321 Beverly Blvd., Los Angeles 48; Tel.: Webster 6-6291; John Guedel, vp.
Services: Distribute film.
Sherman Oaks, Calif.—6040 Bellingham; Tel.: Popular 6-1169; Dick Pettit, vp.; 15418 Sutton St.; Tel.: State 9-2676; Martin Hill, vp.

GUILD FILMS CO., Inc.
460 Park Ave., New York 22; Tel.: Murray Hill 8-5365; Reub Kaufman, pres.
Services: Production and distribution of tv film shows.
Chicago 4—20 E. Jackson Blvd.; Tel.: Wabash 2-1803; Robert C. DeViny.
Detroit—Book Bldg.; Tel.: Woodward 1-9085; W. A. Pomeroy.
Dallas—3023 Routh St.; Tel.: Sterling 40C9; Bruce Collier, Irv. Feld.
Cleveland—Leader Bldg.; Tel.: Superior 1-8388; George Fisher.
Kansas City, Mo.—7609 Sni-A-Bar Terrace; Tel.: Armour 4310; Vic Peck.
Hollywood 46—9100 Sunset Blvd.; Tel.: Crestview 6-5896; John Cole.

Minneapolis—NW Bank Bldg.; Tel.: Atlantic 3374; Marv Lowe.
Portland, Ore.—611 N. Tillamook St.; Tel.: Murdock 4255; Merriman Holtz Sr.
Atlanta—20 Collier Rd.; Tel.: Elgin 7266; Bob Mooney.
Melrose, Mass.—85 East St.; Tel.: 4-3232; Fred Yardley.
St. Louis—Arcade Bldg.; Tel.: Main 1-5019; Richard Feiner.
Philadelphia—Land Title Bldg.; Tel.: Locust 7-6659; Dalton Danon.
Buffalo—Prudential Bldg.; Tel.: Mohawk 3510; Ted Swift.
Toronto—447 Jarvis St.; Tel.: Walnut 2-2103; S. W. Caldwell Ltd., rep.

H

JAM HANDY ORGANIZATION
2821 E. Grand Blvd., Detroit 11, Tel.: Trinity 5-2450; Elmer Voltz, studio business mgr.
Service: Produce tv commercials.
New York 19—1031-33 G. M. Bldg., 1775 Broadway; Tel.: Judson 2-4060; Herman Goetz Jr., mgr.
Chicago—230 N. Michigan Ave.; Tel.: State 2-6757; Henry Watts.

Dayton 2—310 Talbott Bldg.; Tel.: Adams 6289; A. Merritt Simpson.
Hollywood 28—5746 Sunset Blvd.; Tel.: Hollywood 3-5809; Thomas Curtis.
Pittsburgh 22—Col. Henry Bouquet Bldg.; Tel.: Express 1-1840; James M. McCollum.

HARRISCOPE Inc.
355 N. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-4632; Burt I. Harris, pres.
Services: Film distribution.
Chicago—2326 S. Michigan Ave.; Tel.: Victory 2-5454; Ben Barry.

Brookline, Mass.—60 Columbia St.; Eliot Alter.
New York—358 W. 44th St.; Tel.: Judson 6-2258; Julius Sack.
San Francisco—821 Market St.; Tel.: Exbrook 2-5203; Sam Elkins.

HAWLEY-LORD Inc.
205 E. 43rd St., New York 17; Oxford 7-2520. Lewis Abbott.

HOLLYWOOD FILM ENTERPRISES
6060 Sunset Blvd., Hollywood 28; Tel.: Hollywood 4-2181; T. H. Emmett, sls. mgr.
Services: Distributes, processes motion pictures to tv.

HOLLYWOOD TELEVISION SERVICE Inc.
4020 Carpenter St., North Hollywood, Calif.; Tel.: Sunset 3-8807; Earl R. Collins, pres.
Services: Distributes motion pictures for tv.

HOLLYWOOD TELEVISION SERVICE OF CANADA Ltd.
400 Jarvis St., Toronto 5, Ont.; Tel.: Walnut 2-2868; Walter H. Manley, vp. & gen. mgr.
Services: Distributes films.

HYGO TELEVISION FILMS Inc.
60 W. 46th St., New York; Tel.: Circle 6-4347; Jerome Hyams, pres.
Services: Distributes films.
Hollywood—812 1/2-14 N. LaBrea; Tel.: Hollywood 2-1151; L. Goldstein.
Detroit—Fox Bldg.; Tel.: Woodward 1-3979; Stan Dudelson.

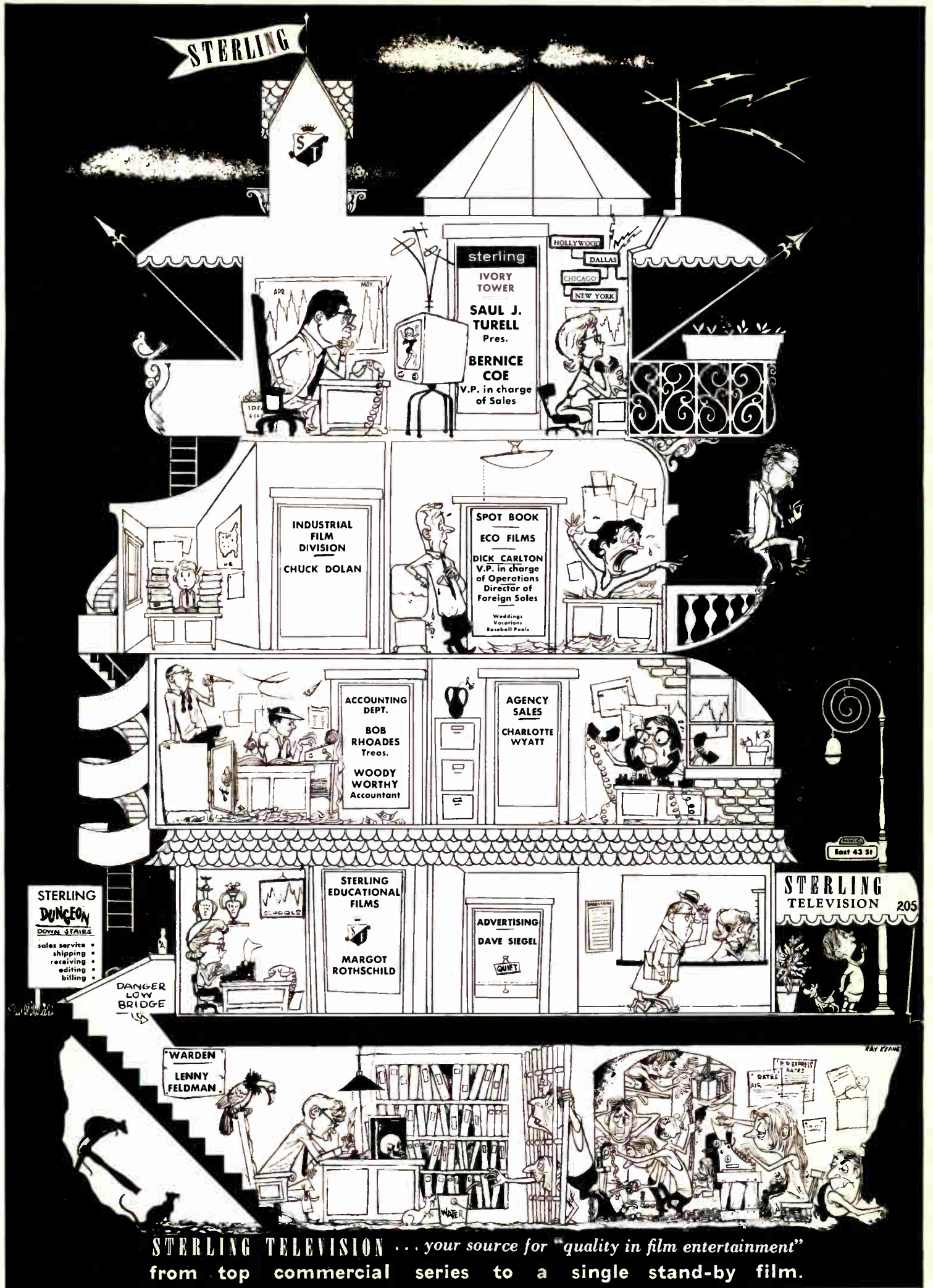
IDEAL PICTURES Corp.
58 E. South Water St., Chicago 1; Tel.: Financial 6-5480; Paul R. Foght, pres.
Services: Distribution and rental of films.
Offices in New York, Pittsburgh, Chicago, Memphis, Los Angeles.

IMPERIAL WORLD FILMS INC.
49 E. Oak St., Chicago 11; Tel.: Michigan 2-6200; Sylvia Davis, pres.; Gene Lukas, gen. sls. mgr.
Services: Distributes films, commercials, documentaries, slides.

INSTITUTE OF VISUAL TRAINING Inc.
40 E. 49th St., New York 17; Tel.: Eldorado 5-1443; Herbert R. Dietz, gen. mgr.
Services: Distributes free-loan sponsored films.

INTERNATIONAL FILM BUREAU Inc.
57 E. Jackson Blvd., Chicago 4; Tel.: Wabash 2-1648; Wesley Greene, pres.
Service: Distributes gardening film series.
New York—20 W. 55th St.; Tel.: Columbus 5-3665; Luther Greene.

INTERNATIONAL NEWS SERVICE
235 E. 45th St., New York; Tel.: Murray Hill 7-8800; Robert H. Reid.
Services: Distributes daily news film service, weekly news review, weekly sports reel, International News Facsimile TV wire circuit sending both sport news and photos.
Atlanta—1010 Glenn Bldg.; Tel.: Walnut 4244; Robert Denley.



Boston—5 Winthrop Sq.; Tel.: Liberty 2-5090; Herbert Caryl.
Chicago—415 Hearst Bldg.; Tel.: Andover 3-1234; Gene Roguski.
Dallas—1217 Texas Bank Bldg.; Tel.: Riverside 3421; Ray Baumgardner.
San Francisco—864 Howard St.; Tel.: Sutter 1-2487; John D. Hanley.
Washington—425 13th St. N.W.; Tel.: National 8-1733; William K. Hutchinson.

INTERNATIONAL 16mm Corp.
 165 W. 46th St., New York 36; Tel.: Plaza 7-2265; Patrick E. Shanahan, pres.
 Service: Rent films, short subjects, classical music played by symphonic orchestras.

INTERSTATE TELEVISION Corp.
 4376 Sunset Dr., Hollywood 27; Tel.: NO. 2-9181; G. Ralph Branton, pres.
 Services: Package shows, western and feature pictures.

K

KLING FILM PRODUCTIONS
 1058 W. Washington Blvd., Chicago 7; Tel.: Seeley 8-4181; Fred Niles, vp.
 Services: Tv film distribution, production.
Hollywood—1416 N. La Brea; Tel.: Hollywood 3-2141; Lee Blevins, vp.

L

LAKESIDE TELEVISION Co. Inc.
 1465 Broadway, New York 36; Tel.: Longacre 5-4582; Bernard Schulman, exec. vp.
 Services: Distributes film series, features, shorts, stock shots.

LEWIS & MARTIN FILMS Inc.
 218 S. Wabash Ave., Chicago 4; Tel.: Webster 9-6434; H. G. Lewis, sec.-treas.
 Services: Distributes commercials, industrial films, sound slide films, training films, stills.

LIBRA FILM PRODUCERS-DISTRIBUTORS
 6325 Sunset Blvd., HAC Building, Hollywood 28; Tel.: Hollywood 3-1161; Charles M. McCoy, vp.
 Services: Distributor of films.

LION TELEVISION PICTURES Corp.
 1501 Broadway, New York 36; Tel.: Pennsylvania 6-1780; E. W. Hammons, pres.
 Services: Distribute and finance film.

M

MAJOR TELEVISION PRODUCTIONS Inc.
 1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving Lesser, pres.
 Services: Distribute film for tv.

MAC STUDIOS
 (subsidiary of McConkey Artists Corp.)
 Congress Hotel, 540 S. Michigan Ave., Chicago 5; Tel.: Harrison 7-9660; Phil Field, vp.
 Services: Distributes tv films.
Kansas City—12th & Walnut Sts.; Tel.: Victor 3346; Ken Jones.
New York—1780 Broadway; Tel.: Columbus 5-7720; Lloyd Labrie.
Hollywood—Roosevelt Hotel; Tel.: Hemstead 7141; Mack McConkey.

MARATHON TV NEWSREEL Inc.
 10 E. 49th St., New York 17; Tel.: Murray Hill 8-0985; Konstantin Kalsner, exec. prod. & pres.
 Services: Distributors public information films, world news & special events; consultants for tv news setups.

M.C. PICTURES Inc.
 1501 Broadway, New York 36; Tel.: Longacre 3-6187; Jerome Balsam, vp.
 Services: Distributes film.

MCA TV Ltd.
 598 Madison Ave., New York 22; Tel.: Plaza 9-7500; Wynn Nathan, sls. vp.; Aaron Beckwith.
 Services: Distributor of films.
Beverly Hills, Calif.—9370 Santa Monica Blvd.; Tel.: Crestview 6-2001; Wynn Nathan.
Chicago—430 N. Michigan Ave.; Tel.: Delaware 7-1100; John Rohrs.
San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922.
Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010.
Dallas—2102 N. Akard St.; Tel.: Prospect 7536; Ray Wild.

Detroit—Book Tower; Tel.: Woodward 2-2604.
Atlanta—515 Glenn Bldg.; Tel.: Lamar 6750.
Boston—45 Newbury St.; Tel.: Copley 7-5830.
Cincinnati—3790 Gardner Ave.; Tel.: Sycamore 9149.
Seattle—Jones Bldg.; Tel.: Muatual 4567.
Roanoke—3110 Yardley Dr. N.W.; Tel.: Roanoke 2-4857.
New Orleans—Delta Bldg.; Tel.: Raymond 8378.
Buffalo—136 Victoria Blvd.; Tel.: Victoria 8456.
Kansas City—1615 Baltimore Ave.; Tel.: Harrison 7500.
Minneapolis—Northwestern Bank Bldg.; Tel.: Lincoln 7863.
Pittsburgh—550 Grant St.; Tel.: Grant 1-9995.
Salt Lake City—Beason Bldg.; Tel.: Utah 3-4501.
St. Louis—Chemical Bldg.; Tel.: Central 1-8230.
Toronto, Ont.—180 University Ave.; Tel.: Empire 3-4031.
London W 1—139 Piccadilly; Tel.: Mayfair 7211.
Paris—49 Bis Avenue Hoche; Tel.: Wagram 92-41.
Indianapolis—4—Bankers Trust Bldg.; Tel.: Melrcse 2-1461.

McCONKEY ARTISTS
 1822 N. Wilcox Ave., Hollywood 28; Tel.: Hollywood 3-7141; Jay S. McConkey, pres.
 Service: Distributor of films.
Chicago 2—Congress Hotel; Tel.: Harrison 7-9660; Dick Shelton, mgr.
Cleveland—Hippodrome Bldg.; Tel.: Cherr. 1-4778; Cliff Myers, mgr.
Kansas City 6—12th & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, mgr.
New York 19—1780 Broadway; Tel.: Columbus 5-7720; Loyd LaBrie, mgr.
Tampa—Thomas Jefferson Hotel; Tel.: 3-3680X; Bob Florio, mgr.

RALPH McFEELY Co.
 714 Hartman Theatre Bldg., Columbus 15, Ohio; Tel.: Capital 4-4116; Ralph S. McFeely.
 Services: Distributors of film.

CHARLES MICHELSON Inc.
 45 W. 45th St., New York 36; Tel.: Plaza 7-0695; Charles Michelson, pres.
 Service: Distributors of films, background and mood music library.
Hollywood 28—6606 Selma Ave.; Tel.: Hollywood 9-4580; Bob Reichenbach.
London N.W. 8—3 Abbey Rd.; Tel.: Cunningham 1161; Syd Barrell.
Sydney, Australia—60 Hunter St.; Tel.: BW 4681; Grace Gibson.

MODE-ART PICTURES Inc.
 1022 Forbes St., Pittsburgh 19; Tel.: Express 1-1846; James L. Baker, pres.
 Services: Producer and distributor of films.
Cleveland 13—Western Reserve Bldg.; Tel.: Superior 1-3333; Donald C. Jones, vp.
Hollywood 28—6063 Sunset Blvd.; Tel.: Hollywood 4-3183.

MORTON TELEVISION PRODUCTIONS Inc.
 64 E. Lake St., Chicago 1; Tel.: Central 6-4144; Morton Jacobson, pres.
 Services: Distributor of own shows.
Hollywood 28—Tom Corradine & Assoc., 5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine.

MOTION PICTURES FOR TELEVISION INC. (MPTV)
 655 Madison Ave., New York 21; Tel.: Templeton 8-2000; Edward D. Madden, vp.
 Service: Distribution of filmed programs.

N

NATIONAL TELEFILM ASSOC. Inc.
 60 W. 55th St., New York 19; Tel.: Murray Hill 7-2100; Ely A. Landua, pres.
 Services: Distributors syndicated programs and feature films.
Boston—Statler Office Bldg.; Tel.: Liberty 2-9633; N.W. Russo.
Chicago—430 N. Michigan Ave.; Tel.: Whitehall 4-3540; E. Jonny Graff.
Denver—2081 Broadway; Tel.: Alpine 1769; Robert Patrick.
Hollywood—8732 Sunset Blvd.; Tel.: Crestview 1-1191; Ed Gray, Bernard Tabakin.
Miami—PO Box 4085; Tel.: Miami 87-7111; Frank Stone.
Minneapolis—1109 Currie Ave.; Tel.: Lincoln 7013; Don Swartz, Gerald Corwin.
Montreal, Que.—1434 St. Catherine St.; Tel.: University 6-9255; N. Vaillancourt.

NATIONAL TELEVISION FILMS
 300 W. 3d St. (Box 1342), Charlotte 1, N. C.; Tel.: Edison 4-6426; Scott Lett, sls. mgr.
 Services: Tv film distribution.
New York 17—Sterling Tv Co., 205 E. 43d st.; Tel.: Oxford 7-2520; Saul J. Turell.
Chicago 1—203 N. Wabash Ave.; Tel.: Central 6-1805; Howard Grafman.
Hollywood 46—1693 Marmont Ave.; Tel.: Hollywood 4-1958; Phil Cooper.

NATIONWIDE TELEVISION Corp.
 1501 Broadway, New York 36; Tel.: Longacre 4-8234; Irving Shapiro, pres.
 Services: Distribute film for tv.

NBC TV FILM DIVISION
 30 Rockefeller Plaza, New York 20; Tel.: Circle 7-8300; Carl M. Stanton, vp. in chg.; Edgar G. Sisson Jr., dir.; Jake Keever, nat'l. sls. mgr.
 Services: Film syndication. Film stock library, film exchange.
New York 20—30 Rockefeller Plaza; Tel.: Circle 7-8300; Leonard C. Warager, eastern sls. mgr.
Chicago 54—Central Division, Merchandise Mart, Tel.: Superior 7-8300; Daniel Curtis, central sls. mgr.
Hollywood 28—Western Division, Sunset & Vine; Tel.: Hollywood 9-6161; Clifford Ogden, western sls. mgr.

MORT NEFF PRODUCTIONS
 783 Harcourt Rd., Gross Pointe, Mich.; Tel.: Valley 2-7383; Mort Neff, own.
 Service: Outdoor and wildlife film packages.
TED NEMETH STUDIOS
 729 7th Ave., New York 19; Tel.: Circle 5-5147; Ted Nemeth, pres.
 Services: Produce and distribute tv film commercials.

NETHERLANDS INFORMATION SERVICE
 10 Rockefeller Plaza, New York 20; Tel.: Columbus 5-6216; R. C. Pekelharing, dir.
 Services: Distributor of films.

O

OFFICIAL FILMS Inc.
 25 W. 45th St., New York 36; Tel.: Plaza 7-0100; Harold Hackett, pres.; Herb Jaffe, sls. vp.
 Services: Distributors of films.
Minneapolis—Calhoun Beach Hotel; Tel.: Kenwood 8-6000; Art Breecher.
Philadelphia—1420 Walnut St.; Tel.: Pennypacker 5-3701; Robert Conn.
Atlanta—Candler Bldg.; Tel.: Alpine 4013; Jeff Davis.
St. Louis—415 N. 12th Blvd.; Tel.: Maine 1-9350; Jack Garrison.
Dallas 2—Second Unit, Santa Fe Bldg., Tel.: Randolph 5997; Ray Junkin.
Beverly Hills, Calif.—121 S. Lapeer Dr.; Tel.: Crestview 6-3528; Jerry Lee, Herman Rush.
Chicago—360 N. Michigan Ave.; Tel.: Dearborn 2-5246; Phil Mergener.
Baltimore—2301 N. Charles St.; Tel.: Belmont 5-4161; Barry Winton.
Cleveland 18—2459 Fenwick Rd.; Everett Jarrett.
Denver—1535 Hudson St.; Tel.: Florida 5-6984; Bernard Mackall.

P

PACKAGED PROGRAMS Inc.
 634 Penn. Ave., Pittsburgh 22; Tel.: Grant 1-4756; M. E. Fierst, gen. mgr.
 Services: Distributors of films.

PARAMOUNT TELEVISION PRODUCTIONS Inc.
 1501 Broadway, New York 36; Tel.: Bryant 9-8700; Paul Raibourn, board chairman; Richard Hodgson, pres.
 Services: Distribution of film.
Hollywood 38—5451 Marathon St.; Tel.: Hollywood 9-3181; Bob Forbes, transcription sls. dir.

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1501 Broadway, New York 36; Tel.: Pennsylvania 6-3756; J. Milton Salzberg, pres.
Services: Distribute films for tv.

POLARIS PICTURES Inc.

5859 W. 3rd St., Los Angeles 36; Tel.: Webster 8-2181; Perry King, pres.
Services: Custom production, distribution of films.
New York 22—520 5th Ave.; Tel.: Murray Hill 2-5844; Mark H. Hawley.

PRODUCERS REPRESENTATIVES

1270 Ave. of the Americas, New York 20; Tel.: Plaza 7-6990; Irving M. Lesser.

PUBLIC SERVICE PRODUCTIONS Inc.

3400 Newark St. N.W. Washington, D.C.; Tel.: Woodley 6-5070; Patricia Beall, pres.
Service: Distributes public service films for tv.

Q

QUALITY FILMS Inc.

1040 N. Las Palmas, Hollywood 38; Tel.: Hollywood 9-7147; Charles Weintraub, pres.
Services: Distributes motion pictures for tv.

R

REGAL TELEVISION PICTURES Corp.

151 W. 46th St., New York 36; Tel.: Judson 2-1877; Moe Kerman, pres.
Services: Distributes films for tv.

REPUBLIC TELEVISION FEATURES

64 E. Lake St., Chicago 1; Tel.: State 2-0460; Capico Kapps, pres.
Services: Distributors, representatives, and producers.

SHELDON REYNOLDS PRODUCTIONS Inc.

1740 Broadway, New York 19, N.Y.; Tel.: Judson 6-5100; Robert A. Cinader.
Services: Distributes films for tv.

MARION RIDDICK PRODUCTIONS Ltd.

815 Stuart St., Houston 6; Tel.: Linden 9653; Wm. M. Riddick, mgr. distrib.
Service: Film programs, shorts, serials for children.

S

SACK TELEVISION ENTERPRISES

Film Exchange Bldg., Dallas, Tex.; Tel.: Judson 6-2258; Alfred Sack.
Services: Distribution of films.

ABE SAPERSTEIN TV ENTERPRISES

127 N. Dearborn St., Chicago 2; Tel.: Dearborn 2-2427; Abe Saperstein, pres.
Services: Distributes children's tv film shows.
New York 1—7614 Empire State Bldg.; Tel.: Longacre 3-4677; Walter Kennedy.
Hollywood 46—8506 Sunset Blvd; Tel.: Crestview 4-2602; Samuel Rosen, vp.

WALTER SCHWIMMER Co.

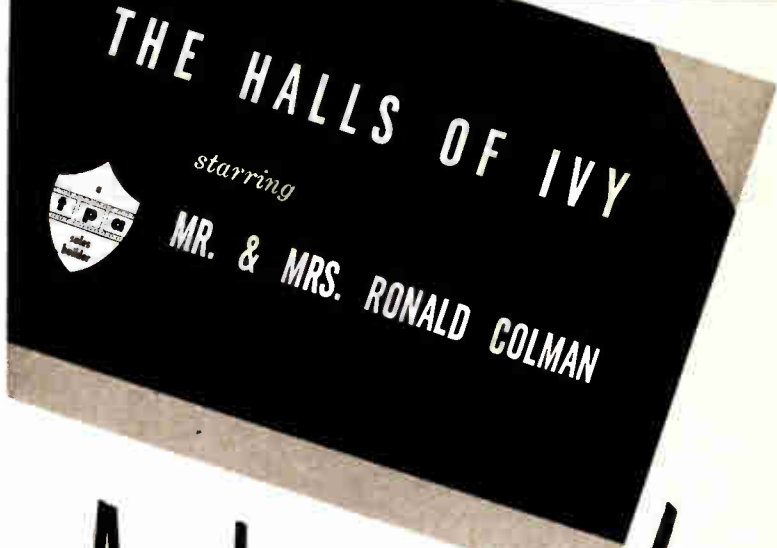
75 E. Wacker Dr., Chicago 1; Tel.: Franklin 2-4392; Walter Schwimmer, pres.
Services: Distributor and packager of film.
New York 17—16 E. 41st St.; Tel.: Lexington 2-1791; Howard Henkin, eastern sls. mgr.
Toronto, Ont.—447 Jarvis St.; WA 2-2103; S. W. Caldwell.

SCREENCRAFT PICTURES Inc.

15 W. 44th St., New York 36; Tel.: Murray Hill 7-5011; Edward Berkson, tv vp.; Peter M. Piech, Natl. tv sls. mgr.; Cy Eichman, east coast repr.
Services: Distributes features, westerns.
Los Angeles—5746 Sunset Blvd.; Tel.: Hollywood 2-4448; Tom Corradine.
Chicago—203 N. Wabash Ave.; Tel.: State 2-2818; Jack Russell.
Washington—922 New Jersey Ave.; Tel.: Republic 7-0776; Myron Mills.

SCREEN GEMS Inc.

233 W. 49th St., New York 19; Tel.: Circle 5-5044; Ralph Cohn, vp. & gen. mgr.
Services: Syndicates programs; complete film service for programs and commercials.
Chicago—230 N. Michigan Ave.; Tel.: Franklin 2-3696; John Nilson.
San Francisco—995 Market St.; Tel. Douglas 2-1060; Richard Dinsmore.
Detroit—16603 E. Warren Rd.; Tel.: Tuxedo 5-5811; Ernest Montgomery.
Atlanta—3130 Maple Dr., N.E.; Tel.: Exchange 6100; Henry Gillespie.
Dallas—4745 N. Central Expressway; Tel.: Justin 3150; John Wilson.
Salt Lake City—Benson Bldg.; Tel.: 3-3903; Thomas Seehof.



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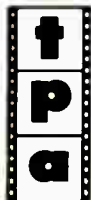
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Chicago: 360 North Michigan Ave.
Hollywood: 5746 Sunset Boulevard

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9113 W. Pico Blvd. Los Angeles 35, Calif.; Tel.: Bradshaw 2-3874; Louis C. Simmel, pres.
Service: Production and distribution of films.
SNADER RELEASES Inc.
9130 Sunset Blvd., Hollywood 46; Tel.: Crestview 4-6651; Louis D. Snader, pres.
Service: Distributes film.
SOUTHERN ATTRACTIONS Inc.
Chatham Bldg., Charlotte, N. C.; Tel.: Franklin 5-8474; T. D. Kemp Jr., pres.
Services: Tv film distribution, production, talent.
SPECIALTY TELEVISION FILMS Inc.
1501 Broadway, New York 36; Tel.: Longacre 4-5592; Jules B. Weill, pres.
Services: Distribute feature films.
SPORTSVISION Inc.
233 Sansome St., San Francisco 4; Tel.: Exbrook 2-3837; Al J. Madden, pres. & gen. mgr.
Services: Distribute sports and general films for tv.
Hollywood 38—1161 N. Highland; Tel.: Hollywood 4-9205; Don Joannes, slsman.
Chicago 6—20 N. Wacker Dr.; Tel.: Central 6-8955; Alfred D. LeVine, midwest sls. mgr.
Seattle 4—Central Bldg.; Tel.: Elliott 4489; Hugh Feltis, slsman.
SQUARE DEAL PICTURES Corp.
Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining 2-2617; Donn Marvin, vp.
Services: Distribution of own pictures.
STANDARD TELEVISION
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 4-6869; Bob Berger, pres.
Services: Distributes tv films.
STANDARD TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Irvin Shapiro, pres.
Services: Distributor of films.
STATION DISTRIBUTORS Inc.
(Div. of PC Corp.)
1450 Broadway, New York 19; Tel.: Wisconsin 7-2055.
Service: National, regional and local syndication of individual films and package film series.
STATION FILMS Inc.
30 Rockefeller Plaza, New York 20; Tel.: Circle 7-1279; Robert H. Salk, pres.
Services: Film buying service for tv stations.
STERLING TELEVISION CO. Inc.
205 E. 43d St., New York 17; Tel.: Oxford 7-2520; Saul J. Turell, pres.
Services: Distributes film.
Hollywood 28—6715 Hollywood Blvd.; Tel.: Hollywood 4-6111; Lee Orgel, mgr.
Chicago 2—30 N. LaSalle St.; Tel.: Dearborn 2-4455; Carl Russell, mgr.
Cincinnati 2—205 E. 6th St.; Tel.: Main 2810; Elliott Abrams.
Dallas 2—311 S. Akard St.; Tel.: Prospect 2834; John Mendonca.
STUDIO FILMS Inc.
380 Madison Ave., New York 17; Tel.: Oxford 7-2593; Ben Frye, exec. vp.
Services: Distributes musical and other type tv film shows; musical shorts.
SYNDICATED FILMS
1022 Forbes St., Pittsburgh 19, Pa.; Tel.: Express 1-1355; H. John Kemmerer, mgr.
Services: Sales and distribution of tv shows.
SYNDA-PIX
719 Liberty Ave., Pittsburgh 22; Tel.: Grant 1-5742; Peter Manners, John R. Shrader, principals.
Services: Distributes films.

T

THE TEEVEE CO.
211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1076; Ludlow Flower Jr., gen. mgr.
Services: Distribute own shows.
New York 19—666 5th Ave.; Tel.: Plaza 1-0236.
TELECAST FILMS Inc.
247 W. 46th St., New York 36; Tel.: Judson 6-5480; Gordon W. Hedwig, sls. mgr.
Services: Distribution of films; stock shots for producers.
TELEFILM OF CANADA
130 Carlton St., Toronto 5, Ont.; Tel.: Walnut 2-3163; Jerry Solway, pres. & managing dir.
Services: Distributes films.
Branch offices: Winnipeg, Man.; Vancouver, B.C.; St. John, Nfld.; Montreal, Que.; Calgary, Alta.
TELEFILM ENTERPRISES
38 E. 57th St., New York 22; Tel.: Plaza 8-3360; Charles Wick, pres.
Services: Distributes film, production.
TELE-PICTURES Inc.
145 N. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 5-4535; E. J. Baumgarten, pres.
Services: Distributes films.
New York—723 7th Ave.
TELESCENE FILM PRODUCTIONS CO.
287 16th Ave., New York 1; Tel.: Chickering 4-0122; Robert D. Tobias, sls. mgr.
Services: Distributes films.
TELEVISION EVENTS Ltd.
P.O. Box 1006 Beverly Hills, Calif.; Tel.: Dunkirk 3-2918; Jack Parker, vp. & exec. prod.
Services: Distributes films.
TELEVISION FILMS OF AMERICA
P.O. Box 1006, Beverly Hills, Calif.; Tel.: Dunkirk 3-2918; Jack Parker, vp. & exec. prod.
Services: Distributors of films.
Chicago 11—710 Lake Shore Dr.; A. F. Parker Jr., mgr.
TELEVISION LIBRARY Inc.
3 E. 57th St., New York 22; Tel.: Plaza 3-4840; Marvin Grieve, sls. vp.
Services: Distribute films for tv.
TELEVISION PROGRAMS OF AMERICA Inc.
477 Madison Ave., New York 22, N. Y.; Tel.: Plaza 5-2100; Edward Small, bd. chmn.; Milton A. Gordon, pres.; Michael M. Sillerman, exec. vp.
Services: Distribute tv film programs; production.

Hollywood—5746 Sunset Blvd.; Tel.: Hollywood 2-6071; Bruce Eells, vp.
Chicago—360 N. Michigan Ave. (Suite 810); Tel.: Dearborn 2-0123; Jim Eells, mgr.
TELEVISION SCREEN PRODUCTIONS
17 E. 45th St., New York 17; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., pres.
Services: Distribution of films; production.
TELEVISION LIBRARY Inc.
3 E. 57th St., New York 22; Tel.: Plaza 3-4840; Marvin M. Grieve, vp.
Services: Distributes tv films.
TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2; Tel.: Kingsley 6-4140; W. Wallace Orr, prod.
Services: Produce and distribute tv films.
TEXAS RASSLIN FILMS Inc.
Cadiz and Industrial Blvd., Dallas; Tel.: Sterling 2083; Maurice Beck, gen. mgr.
Services: Distribution of wrestling films.
TV-UNLIMITED Inc.
17 E. 45th St., New York 17; Tel.: Oxford 7-0725; Herbert Rosen, pres.
Services: Distributors of films.
TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS Inc.
444 W. 56th St., New York; Tel.: Columbus 5-3320; Lem Jones, TV sls. mgr.
Services: Tv film distribution, library footage.

U

RICHARD ULLMAN Inc.
295 Delaware Ave., Buffalo 2, N. Y.; Tel.: Cleveland 2066; Richard Ullman, pres.; Marvin A. Kempner, exec. vp.
Services: Distributes films.
Miami 37—2133 N.W. 11th Ave.; Tel.: 2-6355; Robert D. Buchanan.
UNITED ARTISTS Corp.
729 Seventh Ave., New York 18; Tel.: Circle 5-6000; William J. Heineman, distrib. vp.
Service: Distribution of programs for tv.
UNITED ARTISTS CORP.
1041 N. Formosa, Hollywood 46; Tel.: Hollywood 7-5111; Robert Blumofe, vp. in chg. west coast oper.
UNITED FEATURE SYNDICATE INC.
220 E. 42d St., New York 17; Tel.: Murray Hill 2-3020; James Hennessy, bus. mgr.
Services: Syndicates film.
UNITED PRESS ASSNS.
220 E. 42d St., New York 17; Tel.: Murray Hill 2-0400; Frank H. Bartholomew, pres. & gen. mgr.
Services: Motion picture news coverage prepared jointly by 20th Century-Fox and United Press. UP has bureaus in 84 cities in the U.S. and in 76 abroad.
UNITED PRODUCERS DISTRIBUTORS
633 N. Almont Dr., West Hollywood 46, Calif.; Tel.: Crestview 4-5821; Jerry Courneya.
Services: Distributes films, package films, produce tv commercials.
Boston—Statler Bldg.; Tel.: Liberty 2-9633; N. W. Russo.
UNITED WORLD FILMS Inc.
445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vp.
Service: Produce tv film commercials, package programs, rent film shows.
Chicago—542 S. Dearborn St.; Tel.: Wabash 2-7840; Frank Mannarelli.
Los Angeles—6608 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington.

Atlanta—287 Techwood Dr., N.W.; Tel.: Cypress 6201; L. Berch, mgr.
Dallas—2227 Bryan St.; Tel.: Sterling 4277; Norman Speigel.
Miami, Fla.—1311 NE Bayshore Dr.; Tel.: 3-2464, Al Myles.
Portland, Ore.—5023 NE Sandy Blvd.; Tel.: Garfield 9732; Herman Block.
UNITY TELEVISION Corp.
1501 Broadway, New York 36; Tel.: Longacre 4-8234; Archie A. Mayers, gen. mgr.
Services: Distributors of motion pictures for television.
Los Angeles—Unity Television Corp. of California, 851 Sunset Blvd.; Tel.: Crestview 4-6955; Jerry Weisfeldt.
UNIVERSITY OF CALIFORNIA (University Extension Div.)
Educational Film Sales Dept., University of California, Los Angeles 24; Tel.: Bradshaw 2-6161 Ext. 721; William E. Jordan, educational film sls. dept. head.
Services: Distributes educational films.

V

VIDEO PICTURES INC.
500 Fifth Ave., New York 36; Tel.: Lackawanna 4-2912; Martin Henry, pres.
Studios: 510 W. 57th St.; Tel.: Circle 7-2062.
VITAPIX Corp.
46C Park Ave., New York 22; Tel.: Plaza 8-3013; Edward E. Hall, vp. & gen. mgr.
Services: Tv film syndication.

W

LOUIS WEISS & CO.
655 N. Fairfax Ave., Los Angeles 36; Tel.: Webster 8-5287; Adrian Weiss, sls. mgr.
Services: Distributes film.
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Detroit—Fox Bldg.; Tel.: Woodward 3-5925; Stan E. Dudelson.
Denver—2081 Broadway; Tel.: Alpine 5-0110; Robert Patrick.
San Francisco—821 Market St.; Tel.: Exbrook 2-5203; Sam Elkins.
Vancouver, B.C.—800 Main St.; Tel.: Pacific 3847; Max Miller.
Washington—1737 F St. N.W.; Tel.: Sterling 3-8550; Alvin Epstein.
Pittsburgh 22—920 Ft. Duquesne Blvd.; Tel.: Atlantic 1-2553; John R. Shrader.
New York—19 E. 53d St.; Tel.: Plaza 5-6131; Harry Goodman.

Z

ZAHLER FILMS Inc.
8420 Fountain Ave., Hollywood 46; Tel.: Oldfield 4-3799; Gordon R. Zahler, pres.
ZIV TELEVISION PROGRAMS Inc.
488 Madison Ave., New York; Tel.: Murray Hill 8-4700; John L. Sinn, pres.
Service: Sales and distribution of films.
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Hollywood—7324 Santa Monica Blvd.; Tel.: Oldfield 4-2800; Maurice Unger, West Coast mgr.

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Starring
RALPH RICHARDSON
TREVOR HOWARD
ROBERT MORLEY
WENDY HILLER
GEORGE COULOURIS

followed...

THE MAN WHO WAS SQUARED

CAROL REED

Starring
AMIES MASON
AURE BLOOM
EDEGARDE NIEFF

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