

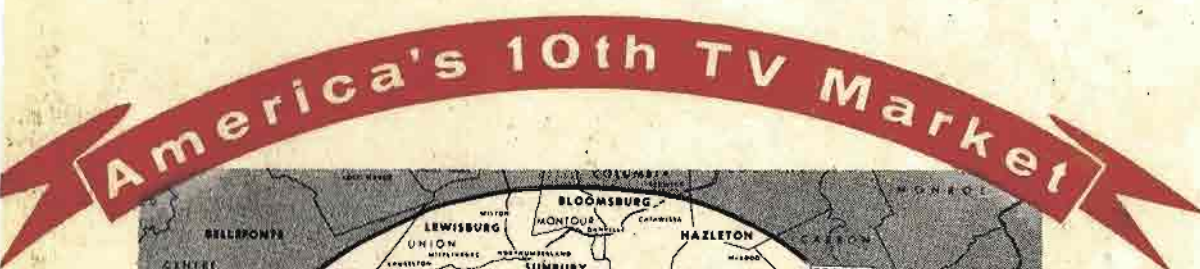
# BROADCASTING TELECASTING



**1957-58  
TELECASTING  
YEARBOOK-  
MARKETBOOK  
ISSUE**

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# WGAL-TV

## Channel 8

MULTI-CITY MARKET

LANCASTER, PENNA.

NBC and CBS

**917,320 TV sets**



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**PROVE IT!**

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## ABC AFFILIATE ...

CHANNEL 2  
Buffalo, New York

## RATINGS ...

We've got plenty  
of 'em - check Pulse  
or ARB.

## CONTACT ...

PETERS,  
GRIFFIN, WOODWARD,  
INC.

right now. Thanks

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**TELECASTING®**

## 1957-58 TELECASTING YEARBOOK-MARKETBOOK ISSUE

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Telephone: Metropolitan 8-1022

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**THE AMERICAN TOBACCO COMPANY**

*Lucky Strike Cigarettes*  
 "Top Show" (beginning Sept.)  
 "The Jack Benny Program"  
*Wilt Parade Cigarettes*  
 "Your Hit Parade" (beginning Sept.)  
 "Bachelor Father" (beginning Sept.)

**ARMSTRONG CORN COMPANY**

*Rayolene Flour*  
 "Armstrong Circus Theatre"

**BRISTOL-MYERS COMPANY**

"Ben" Doodman - Truskey  
 "Arthur Godfrey Time"  
 "Playhouse 90"  
 "Arthur Murray Party" (to date)

**CAMPBELL SOUP COMPANY**

"Lesse"  
 "Jason Carter Show" (to date)  
 "Get It" (beginning Sept.)

**DE SOTO-PLYMOUTH DEALERS OF AMERICA**

"You Bet Your Life" starting  
 "Graduate Male"

**E. J. SOFOT DE REMUEDE & CO. (INC.)**

"On Foot Show of the Month" (beginning Sept.)

**GENERAL ELECTRIC COMPANY**

"The General Electric Theater"  
 "Crayon"

**THE B. F. GOODRICH COMPANY**

"Life-Saver" Tubaless Tires  
 "The George Burns & Gracie Allen Show" (to date)

**GENERAL MILLS, INC.**

*Best Cracker Mixes, and other General Mills Products*  
 "Dot-Cracker Show" (to date)  
 "Our Miss Brooks"  
 "Wheat Ears"  
 "Burns and Allen" (beginning Oct.)  
 "Lone Ranger"  
 "Coneyard" (beginning Sept.)

**LEVY BROTHERS COMPANY**

"Art Linkletter's House Party"  
 "Joseph Carter Show" (to date)  
 "Comedy Time"  
 "The Price Is Right"  
 "Truth or Consequences"  
 "Life of Howard"  
 "Father Knows Best"  
 "Howl Out, Wild Tamer" (beginning Sept.)

**WINNEGOTA MINING**

"Mickey Mouse Club"  
 "Andy's Gang"  
 "To Ten Tough"  
 "Queen for a Day"  
 "The Price Is Right" (beginning Sept.)  
 "Bride and Groom" (beginning Sept.)

**REVLON PRODUCTS CORP.**

*"Satin-Air," "Touch-and-Gloss," Lipsticks and "Futurama," and Nail Enamel*  
 "The \$14,000 Question"  
 "The \$14,000 Challenge"  
 "20th Century-Fox Hour" (to date)  
 "Water Witcher" (beginning Oct.)

**TIMKEN ROLLER BEARING CO.**

"Televents" (beginning in Sept.)

**UNITED STATES STEEL CORP.**

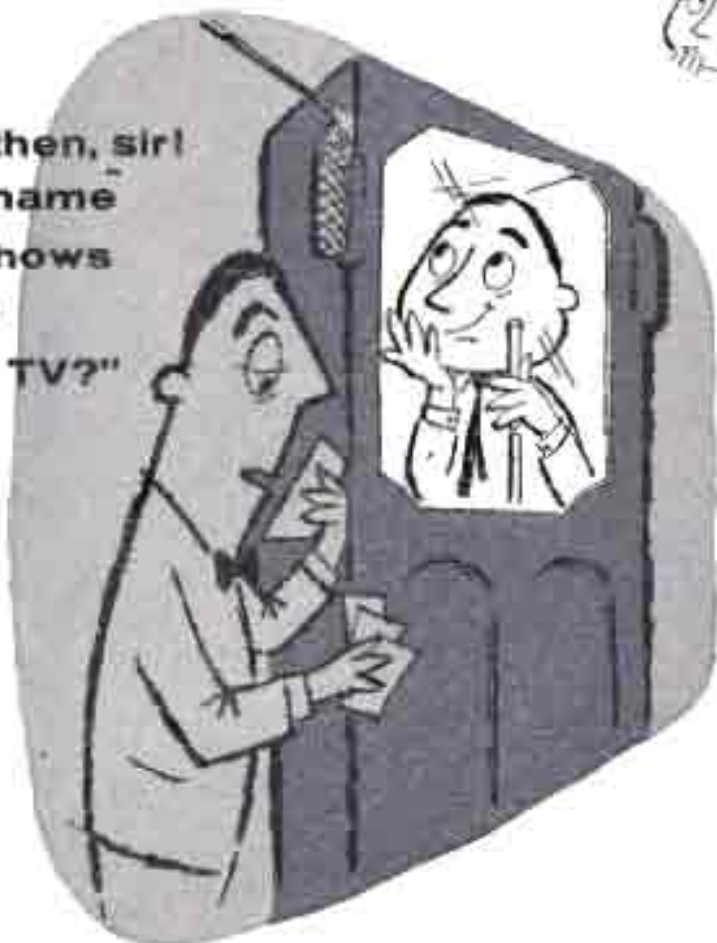
"United States Steel Hour"

**WILCOX COMPANY, INC.**

*Wildcat Cream-Oil Hair Tonic*  
 "The Adventures of Robin Hood"  
 "All-Star Gal" (beginning Oct.)



"Now then, sir!  
 can you name  
 all the shows  
 on BBDO  
 network TV?"



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BROADCASTING • TELECASTING

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“Let us  
raise a standard to which  
the wise and honest  
can repair”

*G. Washington*

1787.



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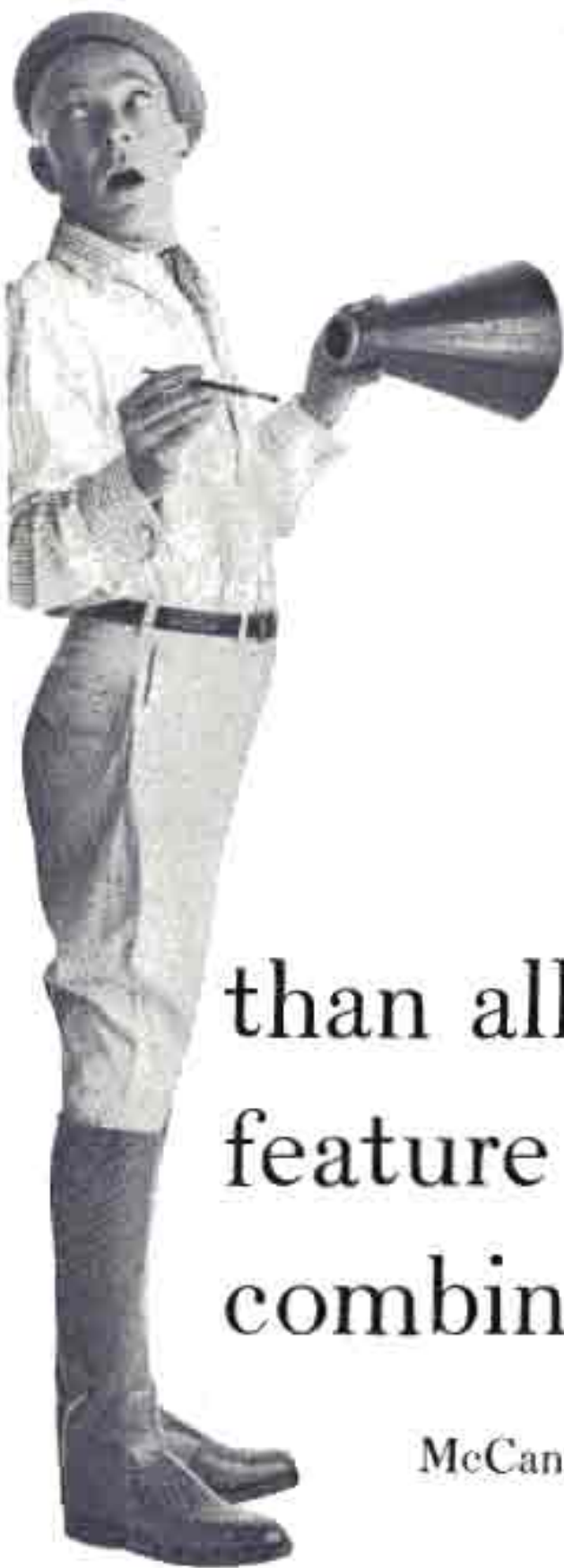
NEW YORK • DETROIT • LOS ANGELES

SAN FRANCISCO • WASHINGTON

Hour for hour  
McCann-Erickson  
clients are now  
providing America  
with more entertainment...



\* All the feature length motion pictures produced in 1957 will total 486 hours of entertainment. During 1957 our clients are sponsoring 531 hours of TV entertainment. Thanks . . . to all the producers, the talent, networks and stations who have had a part in the presentation of our 16 hour-and-a-half spectaculars, the hour, half-hour and quarter-hour shows too numerous to list, as well as thousands of TV spots. Thanks . . . for helping us achieve higher ratings and more efficient sell for our clients. More efficient television, in fact, than any other top agency.



than all the Hollywood  
feature film producers  
combined\*

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**YEARBOOK ABBREVIATIONS**

Account Executive—acct. exec.	Educational—educ.	Public Relations Director—pub. rel. dir.
Administrative Assistant—adm. asst.	Engineer—engr.	Publicity Director—publicity dir.
Advertising—adv.	Equipment—equip.	Publication—publ.
Assistant—asst.	Executive—exec.	Publishing—pub.
Associate—Assn.	Facility—fac.	Regional—reg.
Association—Assn.	General Manager—gen. mgr.	Representative—rep.
Avenue—Ave.	Government—Gov.	Resident Manager—res. mgr.
Board—bd.	Highway—Hwy.	Sales—sls.
Bookkeeper—bkpr.	Kilowatt—kw.	Secretary—sec.
Boulevard—Blvd.	Local—loc.	Service—serv.
Broadcast—Bcast.	Manager—mgr.	Special Events Director—sp. events dir.
Broadcasting—Bcastg.	Managing—mgng.	Sports Director—sports dir.
Business—bus.	Manufacturer—mfr.	Station—sta.
Buyer—buy.	Manufacturing—mfg.	Street—St.
Channel—ch.	Merchandising—merc.	Superintendent—suptnd.
Chairman of the Board—chmn. of bd.	National—natl.	Supervising Engineer—sup. engr.
Charge—chg.	Office—off.	Supervisor—supvr.
Chief—ch.	Office—offcr.	Technical—tech.
Commercial—com.	Operations—ops.	Telephone—tel.
Contributor—comp.	Owner—own.	Television—tv.
Continuity—cont.	Partner—ptrnr.	Township—Twp.
Controller—controller.	President—pres.	Traffic—traff.
Coordinator—coor.	Producer—prcdr.	Transmitter Supervisor—trans. supvr.
Co-Owner—co-own.	Production—prod.	Treasurer—treas.
Corporation—Corp.	Program—pgm.	Vice President—vp.
Director—dir.	Promotion—prom.	Watt—w.
Editor—ed.	Public Affairs Director—pub. aff. dir.	Women's Director—women's dir.





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in these  
4 key markets

**SYRACUSE  
OMAHA  
KANSAS CITY  
PHOENIX**

because Meredith stations are  
"One of the Family"

**MEREDITH RADIO and TELEVISION STATIONS**

KANSAS CITY  
SYRACUSE  
PHOENIX  
OMAHA

KCMO  
WHEN  
KPHO  
WOW

KCMO-TV  
WHEN-TV  
KPHO-TV  
WOW-TV

The Katz Agency  
The Katz Agency  
The Katz Agency  
John Blair & Co. Blair-TV

Meredith Stations Are Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

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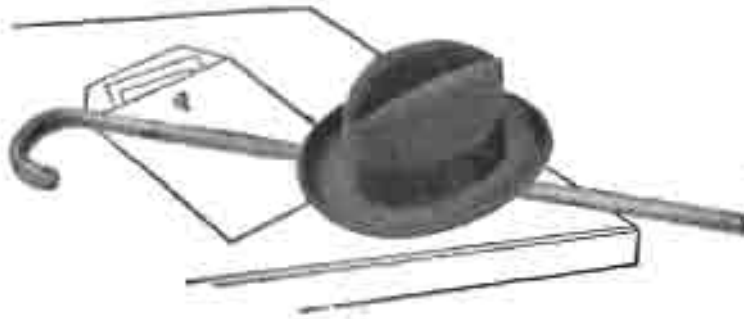


# ASCAP... THE MUSIC OF AMERICA

**POPULAR SONGS** . . . the hits of today and the enduring standards of tomorrow. **PRODUCTION NUMBERS** . . . hit tunes from the top Broadway shows, past and present, and notable Hollywood musical films. **RHYTHM AND BLUES** . . . world favorite blues, syncopation and jazz—all unmistakably American. **FOLK SONGS** . . . work songs, play songs, regional songs, mirroring the history of the American people. **SACRED MUSIC** . . . liturgical music, songs of faith, hymns expressing the religious beliefs of Americans. **SYMPHONIC AND CONCERT WORKS** . . . works of distinguished composers of great classics, daring innovators as well as creators in traditional patterns. *More than 4,000 writers and publishers are constantly adding new works to the extensive ASCAP repertory.*

**AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS**  
575 MADISON AVENUE, NEW YORK 22, NEW YORK





*He has all the facts...with him*

**EAST**

WEZ-TV  
WGB-TV  
KTYW-TV  
WWJ-TV  
WJBL-TV  
WRX  
EDKA-TV  
WRCC-TV

Boston  
Buffalo  
Cleveland  
Detroit  
Lansing  
New York  
Pittsburgh  
Rochester, N. Y.

DIAHNE	PRIMARY
4	NBC
2	ABC
3	NBC
4	NBC
6	ALL
11	IND
2	CBS
2	NBC

**SOUTHEAST**

WCSC-TV  
WIS-TV  
WSVA-TV  
WFGA-TV  
WTVJ  
WDBJ-TV

Charleston, S. C.  
Columbia, S. C.  
Harrisonburg, Va.  
Jacksonville  
Miami  
Raleigh

3	CBS
10	NBC
2	ALL
12	NBC
4	CBS
7	CBS

**MIDWEST**

WHG-TV  
WOC-TV  
WDSM-TV  
WDAY-TV  
KMBC-TV  
WISC-TV  
WCCO-TV

Des Moines  
Davenport  
Duluth—Superior  
Fargo  
Kansas City  
Madison, Wis.  
Minneapolis—St. Paul

13	NBC
6	NBC
6	NBC
6	NBC-ABC
9	ABC
3	CBS
4	CBS

**SOUTHWEST**

XFDL-TV  
KRIS-TV  
WBAP-TV  
KENS-TV

Beaumont  
Corpus Christi  
Fort Worth—Dallas  
San Antonio

6	CBS
6	NBC
5	ABC-NBC
3	CBS

**WEST**

KSOL-TV  
KSTV  
KGMB-TV  
KSAZ-TV  
KRON-TV

Seattle  
Denver  
Hawaii  
San Francisco

2	CBS
3	ABC
8	CBS
4	NBC

*...ask your Colonel*



**PETERS, GRIFFIN, WOODWARD, INC.**

*Pioneer Station Representatives Since 1932*

**NEW YORK**  
250 Park Ave.  
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**CHICAGO**  
Prairie State Plaza  
Franklin 2-6373

**DETROIT**  
Pinebush Bldg.  
Wauward 7-4255

**ATLANTA**  
Glenn Bldg.  
Murray 6-5667

**FORT WORTH**  
406 W. Seventh St.  
Edison 6-3149

**HOLLYWOOD**  
1750 N. Vine St.  
Hollywood 9-1686

**SAN FRANCISCO**  
Egan Building  
Sutter 3-3798



## \$1.3 BILLION IS PREDICTED FOR TV ADVERTISING IN 1957

ADVERTISING expenditures for television time and programs, which topped the \$1.2 billion mark in 1956, are expected to surpass that figure by more than \$100 million this year.

In a midyear forecast, which Television Bureau of Advertising termed as a "very conservative estimate," TvB said it expected a total of \$1,315.9 million to be spent in network, spot and local business. This would represent an 8.7% increase over the \$1,209.9 million which TvB reported as the final figure for 1956.

TvB expects the gain this year to be distributed in this fashion (1956 figures are final TvB compilations):

Network: \$675.8 million, up \$44.1 million (7%) over last year's \$629.7 million.

Spot: \$361.2 million, an increase of \$36.2 million (11.3%) over 1956's \$325 million.

Local: \$280.7 million, a gain of \$25.5 million (10%) over last year's \$255.2 million.

Supporting TvB's optimistic outlook are tv station operators themselves. Three out of every five (60%) told the NARTB in a survey completed just a few weeks ago that they expect to make more money this year than in 1956. No change is anticipated by 16% of the stations and 24% expect the profit margin to be whittled.

These same stations expect that a 4.5% average gain will be recorded this year in revenue (time sales plus incidental broadcast revenue minus agency and representative commission and payments to networks for sale of time). Markets under 25,000 population look for the largest revenue gain, 19.8%. At the same time, tv outlets envision a 2.2% rise nationally in expense.

NARTB further stated that in the under-25,000 markets sales are expected to make the sharpest upswing: 20% in network (national network affiliates only), 20% in spot, and 16.3% in local.

Numerically, commercial tv outlets registered a substantial gain in the past 12

months. As of July 1, there were 389 vhs and 88 uhfs for a total of 477 stations as compared to 358 commercial outlets at the midyear mark in 1956.

Educational outlets over the same span increased from 20 (15 v's and 5 u's) to 23 (18 v's, 5 u's).

These 500 U.S. television stations were located in 817 cities.

Also on the upswing: total hours of programming offered by stations. A B•T survey showed that this spring the average station was programming 102 hours, 21 minutes weekly.

And who's watching all this fare? As 1957 got underway B•T estimated that there were 38.7 million television homes, basing its figure on latest Census figures and a 78% tv saturation factor previously established by the U. S. Census Bureau in a survey conducted for the Advertising Research Foundation.

According to ARF, a fourth national survey of television is being undertaken this year.

A look at the most recent tv network and spot compilations during 1957 indicates that Procter & Gamble will continue to reign as kingpin advertiser in those classifications. A most recent criterion is P&G network expenditures for May alone, when, according to Publishers Information Bureau compilations released a few weeks ago, P&G spent \$4.18 million in tv network during that month.

P&G easily outdistanced the field in tv

network and spot during 1956 with a shopping \$60,971,527. Of this \$43,449,027 went into network, \$17,522,500 was spent in spot. Nearest to P&G last year was Colgate-Palmolive which combined \$19,880,282 in network buys with \$7,314,700 in tv spot to rack up \$27,194,982.

Though not one of the top spenders in tv networks during 1956, Brown & Williamson still earned the No. 7 tv spot ranking with its \$11,288,600 expenditures in spot.

The three networks themselves are looking toward a banner 1957-58 season with indications that advertisers this fall will be putting close to \$5 million into network nighttime programming, aside from time. The pace of buying and selling has all three networks well ahead in fall sales as compared to last year and the SRO sign may get prominent display this autumn.

Outside the United States, television is also undergoing a remarkable rise in stature. Principal areas of development are in Canada, Cuba, Great Britain, West Germany, Italy, Japan and Mexico where both commercial and non-commercial governmental television co-exist.

Canada expects to have 55 stations by 1958 with a three million set circulation. Japan plans a complement of 35 tv stations with one million sets by 1958.

On the European continent, West Germany is rapidly developing its television with expectations that it will have 45 stations by next year. As of now, there are 700,000 receivers with set sales averaging 60,000 per month.

Indicative of the dollar volume in foreign tv are the 1956 statistics compiled by the International Advertising Assn. showing that in the United Kingdom commercial tv last year accounted for \$37.8 million; in Japan, \$3.4 million and in Argentina, \$1.6 million. These figures, though modest, should be weighed against the fact that commercial television outside the North American continent is still in relative infancy.

### \$100 MILLION MORE

Here are Television Bureau of Advertising estimates for tv billings in 1957 with percent increase over 1956:

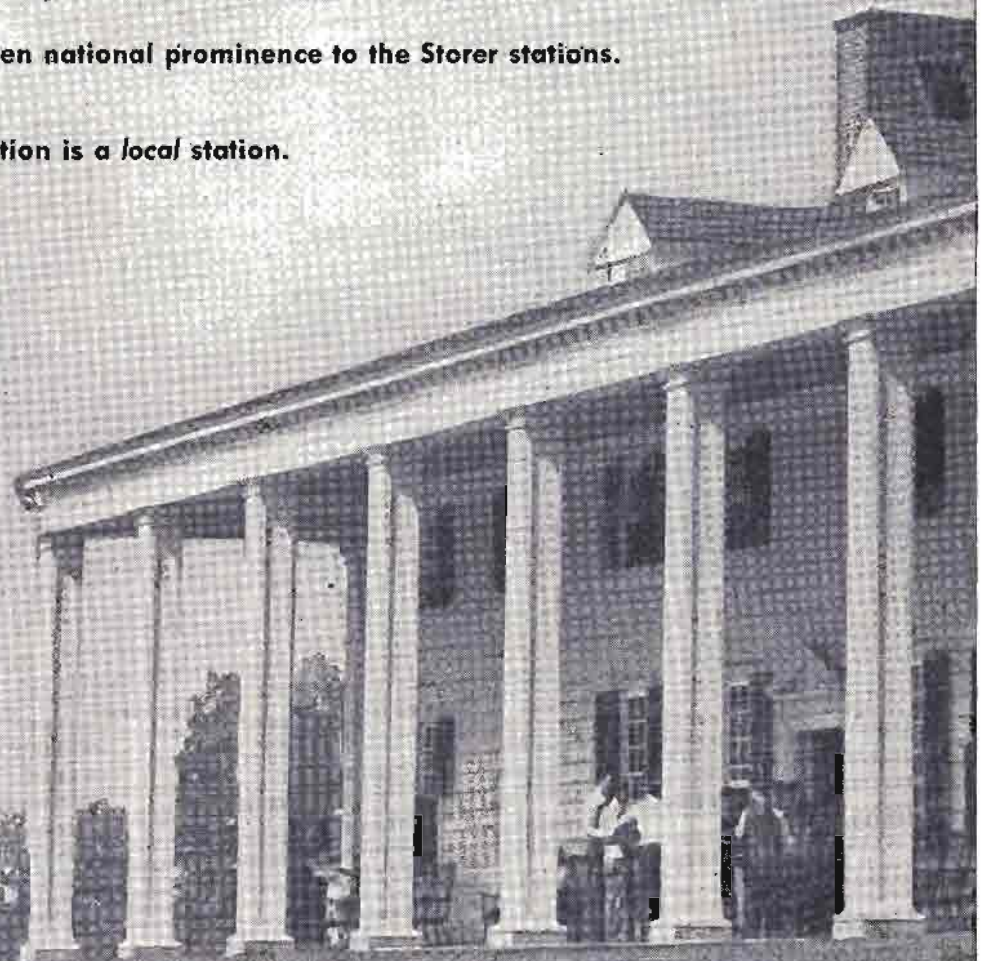
Network	\$673,800,000	+ 7.0%
Spot	\$361,200,000	+ 11.1%
Local	\$255,200,000	+ 10.0%

## ***Famous on the local scene...***

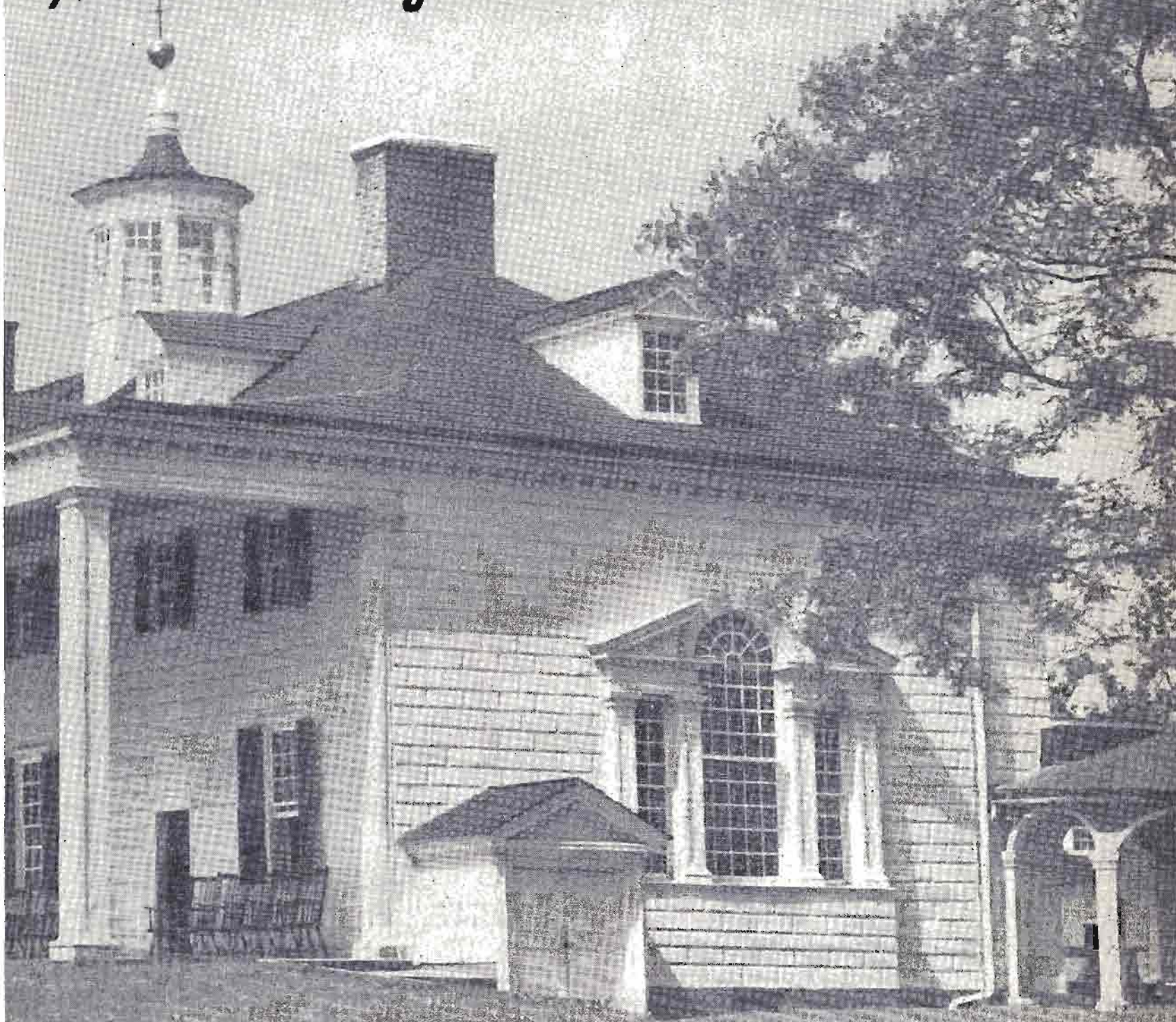
**It was the leadership and inspiration of George Washington that changed  
Mount Vernon from a quiet country home into the country's number one shrine.**

**And it is the leadership in community activities that  
has given national prominence to the Storer stations.**

**A Storer station is a local station.**



*yet known throughout the nation.*



## STORER BROADCASTING COMPANY



**WSPD-TV**  
Toledo, Ohio

**WSPD**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJW**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WJBK**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WAGA**  
Atlanta, Ga.

**WVUE**  
Wilmington, Del.

**WIBG**  
Philadelphia, Pa.

**WVVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

NEW YORK — 625 Madison Avenue, New York 22, Plaza 1-3940

SALES OFFICES CHICAGO — 230 N. Michigan Avenue, Chicago 1, Franklin 2-6498

SAN FRANCISCO — 411 Sutter Street, San Francisco, Sutter 1-8689

# THE WOMAN VIEWER IS MOVING TARGET

New research isolates women in the television audience, finds variations between general tune-in and their individual viewing.

By James W. Seiler

Director, American Research Bureau

EVERY woman who has access to a television set, whether she views tv from her armchair or is only passively attentive while busily engaged in housework, is a member of the aggregate female population which forms the backbone of the television audience. Still more important is the recognized fact that each female member of this audience controls or influences better than 80% of the family unit's total purchases.

Putting these two basic facts together results in a conclusion that even the most skeptical advertiser must accept, namely, that television provides perhaps the best of all media for reaching the bulk of his potential consumer market.

From the recently released ARB annual study of Composition of the National Television Audience, we can trace the movement of the typical woman in the typical television home, first as she switches on her tv set, then as she leaves the room with the set still turned on, and eventually as she turns off the set. In other words, we can examine the viewing habits of the female audience from the standpoint of when, and perhaps even why, their tv set is turned on.

Such a study could, of course, be subjected to further analysis by means of various data breakdowns, but for the purposes of ready comparability with ARB Sets in Use reports and at the same time to achieve some degree of geographical division, our National Television Audience Composition data have been prepared by time zones.

To be sure, we cannot always account in isolating the factors that cause the fluctuations evidenced in the charts reproduced here, but, to the extent that this can be done, it is quite possible that the effect of known conditions can be equated against apparent trends in survey data.

In the Far West (Pacific Time Zone), we see that the changes in women per set occur more rapidly and are more pronounced than elsewhere. This is characteristic not only of evening viewing, but of daytime and weekend viewing as well. The abrupt and erratic nature of the changes in the Pacific Zone curve indicates that perhaps the factors causing these marked changes in the women per set levels are affecting the entire zone at approximately the same time and that their effect upon the zone is more uniform, by contrast with, for example, the Eastern Zone.

An interesting correlation of data is apparent from the chart of composite Monday through Friday daytime viewing. These data represent a compilation of individual weekday reports. A comparison of women viewers per set at mealtimes in all three time zones shows a marked comparability of data—not only as to the level of women per set, but also as to the coincident

time ranges during which the low level of women per set occurs. At 12:15 p.m., women per set levels in all three time zones simultaneously dip to within .02 of each other. Between 5 p.m. and 5:45 p.m., another dip occurs during which the maximum range of women per set is .12 between all time zones.

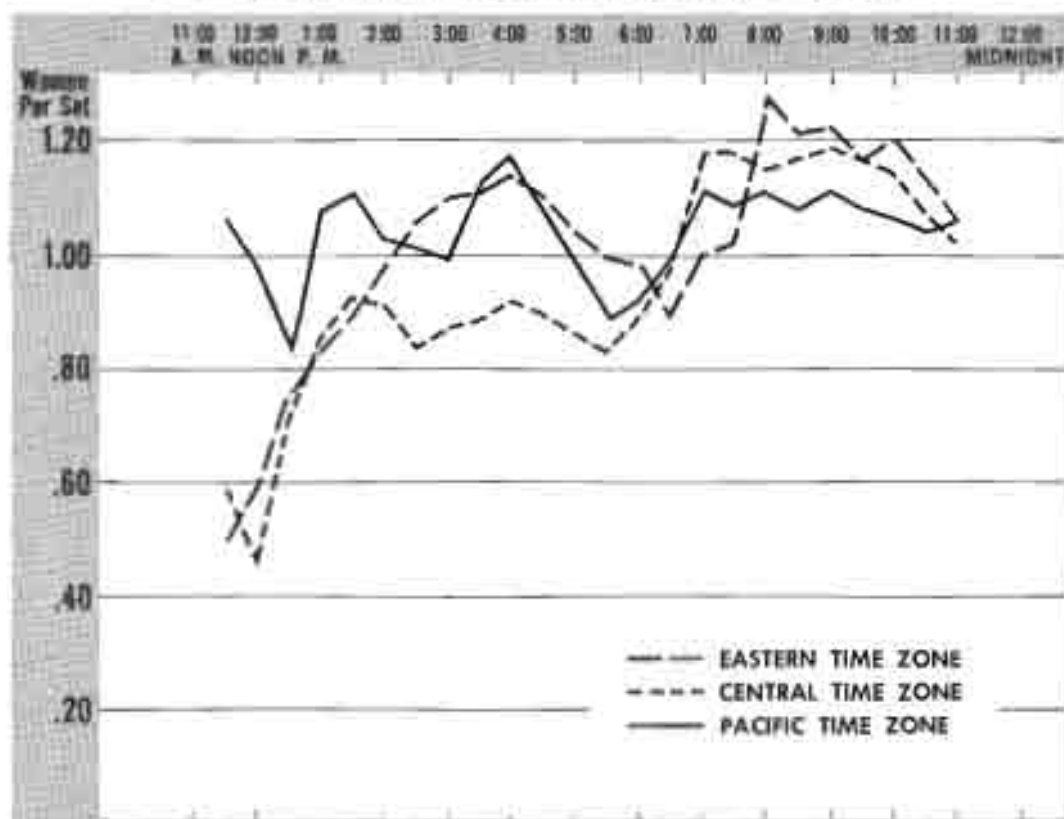
This consistency is not only encouraging from the standpoint of empirical research, but also as being an indication that valid regional (or time zone) measures of women per set in use yield not only divergent patterns but very similar patterns as well.

Another conclusion which may be derived

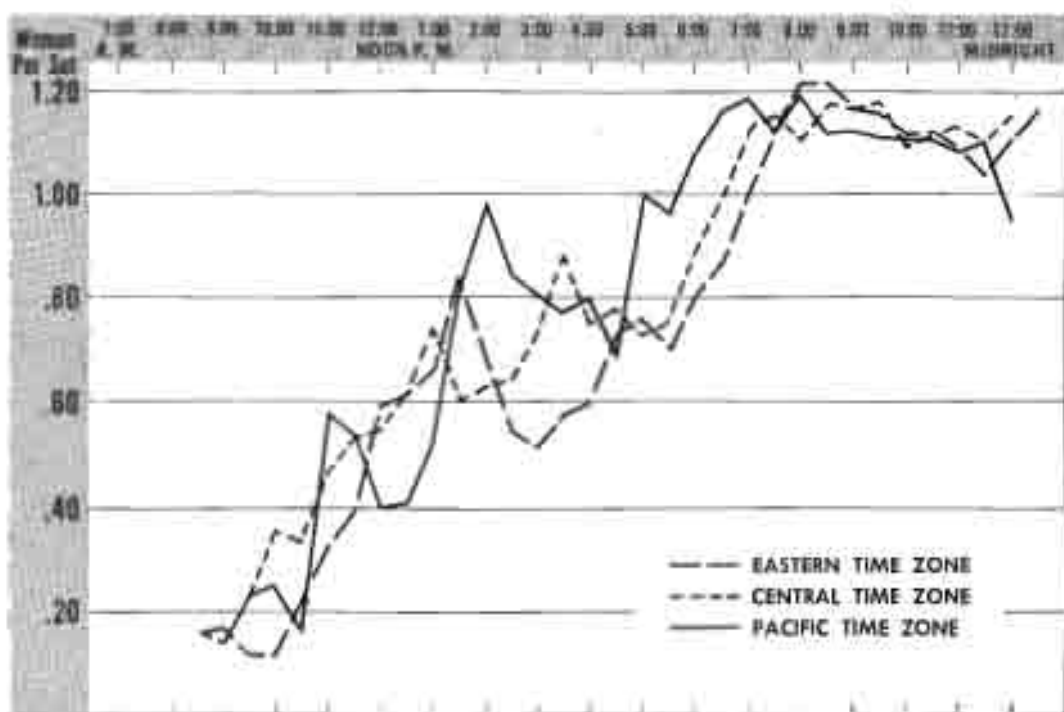
from this data is that in the Eastern Time Zone, women tend to leave or turn off their tv sets at mealtimes somewhat sooner than women in the Central and Pacific Time Zones. It is of interest to note that the gradual loss of women from the audience is at the same time offset by a sufficiently steady female audience (either continuously viewing or concurrently returning to the audience) to maintain a level of approximately one woman viewer for each two sets in use.

However, as can be seen on the chart of Sets in Use, the expanding audience of children during the late weekday afternoon maintains the

Women Per Set in Use • March 1957 • Sunday



Women Per Set in Use • March 1957 • Saturday





Sets in Use level despite the rapid and concurrent loss of women from the audience. Thus, it would be a grave error to assume a constant relationship existing between Sets in Use percentages and women per set in use.

Saturday and Sunday daytime viewing tends to show an accentuation of the normal variation which may exist between women per set in the various time zones. Much of this is a reflection of weekend programming variation, e.g., sports events, special features, and local programs.

The influence of network programming is vividly illustrated by the chart showing a com-

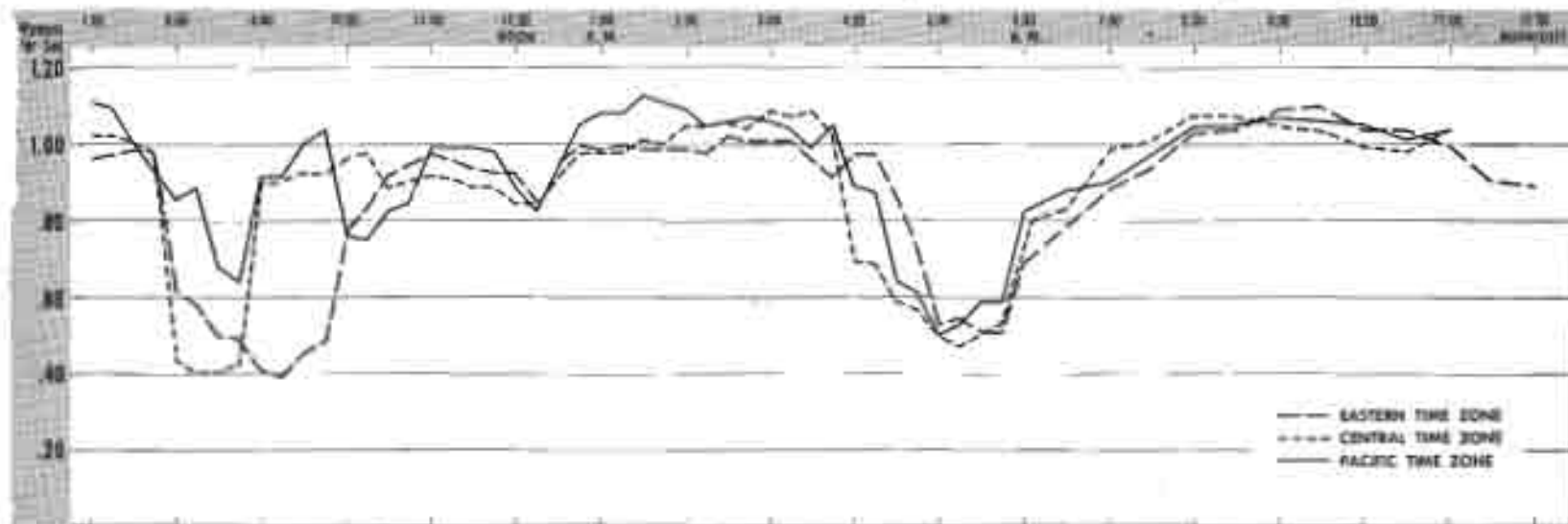
posite summary of Monday through Friday daytime viewing. The time periods between 8 a.m. and 11 a.m. provide an excellent comparison of wide variations in women per set in use between time zones. While children's programs can be received live in the Eastern and Central Time Zones, the women per set figures dip sharply. At the same time periods in the Pacific Zone, where women's programs are telecast during these same time periods, the level of women per set is considerably higher and does not reflect the accentuated decrease evident in the other zones.

Examining audience composition data there-

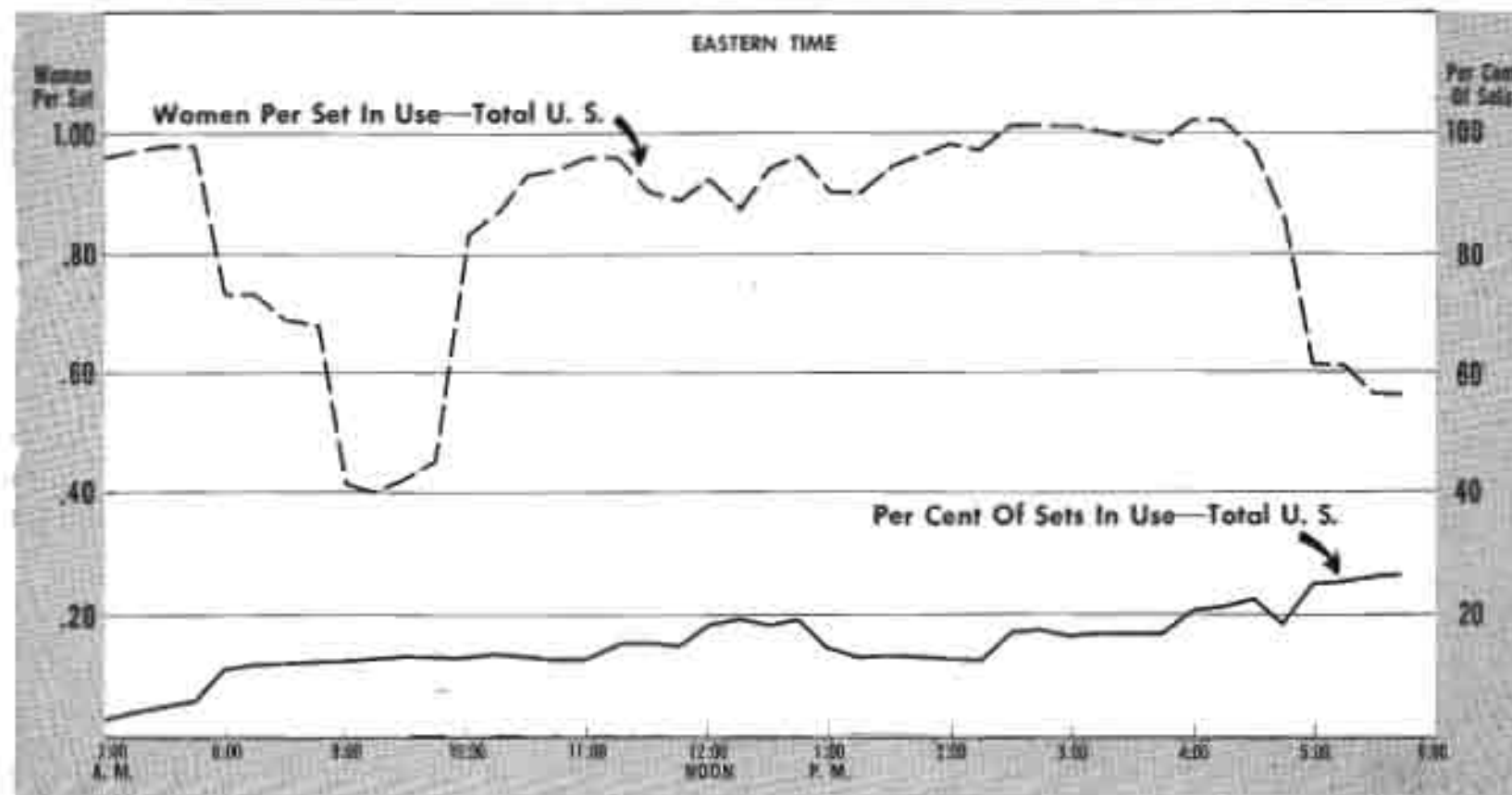
fore, requires much more than merely a consideration of ratings and audience alone. Rather, it demands simultaneous analysis of sets-in use, the influence of time zones, variation by geographical areas, and the effect of the variables in both network and local programming.

That "little woman" in front of the tv set is the target a moving target. To keep airood in on this target requires the use of adequate research data, and the equally important "know-how" of interpretation and analysis. The costly near miss can become a successful hit by a balanced application of these tools.

**Women Per Set in Use • March 1957 • Composite Monday Through Friday**



**Women Per Set in Use and Percent of Sets in Use • March 1957 • Daytime (Total U. S. for Monday Thru Friday)**

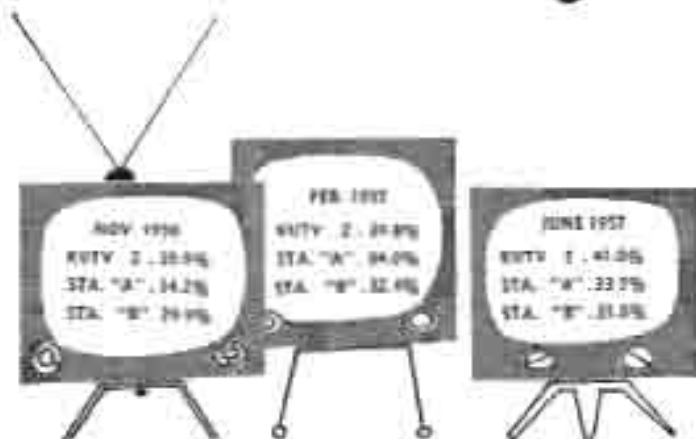


In STANDARD three  
station markets,  
KUTV, Channel 2  
Salt Lake City is the

# HIGHEST RATED ABC STATION IN AMERICA

And, in the highly competitive  
Salt Lake Intermountain Market  
where all three networks  
have separate affiliates . . .  
Every season of the year . . .  
Every way you look at it . . .

## KUTV is the No-1 station in the Salt Lake, Ogden, Provo Market!



These facts are based upon  
the American Research Bureau  
Television Audience Reports . . .  
November, 1956; February, 1957;  
June, 1957; only service ordered  
by all three Salt Lake TV Stations  
serving 212,000 television homes.

*Brent Kirk, Station Mgr. • Robert Smith, Nat'l Sales Mgr. • Represented nationally by Avery-Knodel, Inc.*

# AMERICAN BROADCASTING—PARAMOUNT THEATRES INC.

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

Number of Stations Affiliated with ABC-TV as of June, 1957: 215

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James L. Brown, comp. & asst. treas.  
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Mortimer Weinbach, asst. sec.  
Omar Elder, asst. sec.

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

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James W. Beach, vp.  
Alfred Beckman, vp.  
Eloann Chagnin, vp.  
Donald W. Coyle, vp.  
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Thomas Velotta, vp.  
Mortimer Weinbach, vp. and gen. counsel  
Omar Elder, sec. and asst. gen. counsel  
Michael F. Roland, asst. treas.  
J. Russell Garcia, asst. treas.

### NEW YORK

1 W. 66th St.  
New York 23, N. Y.

Oliver Treys, vp. in charge of network

### Engineering

Frank Marx, vp. in charge  
George Milne, dir. traf. and communications  
Richard Hamilton, sup. of communications  
Clare Owen, asst. asst.  
John Preston, dir. enging. facilities  
Lawrence A. Riddell, recording dir.  
William Tavarishan, dir. enging. ops.  
Reginald Wilcocks, traf. mgr.  
Merle Worster, eastern enging. in ops. mgr.

### Continuity Acceptance

Grace Johnson, dir.  
Margaret Eldredge, mgr., literary rights

### Finance, Personnel & General Services

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Michael F. Roland, asst. treas.  
Joseph Fitzpatrick, internal auditor  
J. Russell Garcia, asst. treas.  
Edward Gransell, mgr., treasury of.  
Marie McWilliams, dir. of personnel  
Edmund R. Samuels, purchasing agent  
Joseph Z. Spagnola, dir., office & studio serv.

### Legal and Labor Relations

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Omar Elder, sec. and asst. gen. counsel  
Richard L. Freund, dir., labor rel.

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Theodore Fetter, pgm. dir.  
Armand Grant, exec. prod. for daytime pgm.  
John H. Green, mgr., pgm. dept.  
Frederick P. Laffey, asst. mgr. and budget ofcr. for  
programming  
Leonard Martin, asst. mgr. for tv prod. serv.  
James McLaughlin, exec. ofr. dir.  
Daniel Medlock, pgm. development mgr.  
Bernard Pappas, mgr., prod. serv.  
Frederick Schulman, studio serv. coord.  
William Seaman, pgm. prod. mgr.

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John Daly, vp. in chg., news, sp. events, sports, and  
pub. aff.  
Thomas Velotta, vp. and asst. office, news, sp.  
events, sports, and pub. aff.  
Donald G. Cox, asst. in chg. of news & sp.  
Ruth Crawford, librarian  
Wiley Hanch, mgr., pub. aff.  
Francis R. Littlejohn, dir., news and pub. aff.  
William Whittonish, dir., sports

### Press Information and Advertising

Michael J. Foster, vp. in charge  
John E. Eckstein, dir., ads. and prom.  
Robert Grobe, trade news editor  
Ellen Hengerty, super. of business information  
Stephon Strassberg, asst. dir., press information  
Sidney R. Washburn, dir. of syndication projects  
Frank Warner, dir., press information

### Sales

Eloann Chagnin, vp. in charge of network sa.  
Henry W. Cox, asst. pgm. sa. mgr.  
John E. Fitzgerald, dir. sa. serv.  
Henry T. Hede, eastern sa. mgr.  
William F. Mullen, sa. mgr., Detroit div.  
Eugene F. Wyatt, asst. sa. mgr.

### Station Clearance

Donald Shaw, dir., sta. clearance  
Joseph Giacinto, mgr., sta. clearance

### Station Relations

Alfred Backman, vp. in charge

### Research and Sales Development

Donald W. Coyle, vp. in charge  
Julius Bernstein, mgr. of research  
Bert Bricker, mgr. of sa. div.

### ABC FILM SYNDICATION INC.

1585 Broadway, N. Y., N. Y.—LAcrawera 4-5888

George T. Shupert, pres.  
William L. Clark, vp. & dir. of western sa. div.  
Don L. Kearney, vp. in chg. of sa.  
Richard Morgan, vp. in chg. business affairs  
Lee Francis, asst. & prom. mgr.  
Joseph F. Greene, asst. in chg. of sa.  
John B. Burns, vp., dir., sa. div.

### CHICAGO

108 N. State St.  
Chicago

Sterling C. Quinlan, vp. in chg., WBBK (TV)  
Ralph Andrews, mgr., WBBK (TV) film dept.  
James W. Beach, vp. and dir., Tv Network—Central  
Div.  
Manuel Proppert, controller of WBBK (TV)  
John Fitzpatrick, prod. mgr., WBBK (TV)  
James W. Beach, vp. and dir., Tv Network, Central  
Div.  
Char Bender, asst. prod. sa. mgr.  
Elmer W. Henry Jr., dir., publicity & prom.  
William F. Kusack, mgr., eng. dept.  
Bex Maughn, dir. of music, WBBK (TV) & ABC  
Central Div.  
Con O'Lea, mgr. news & sp. events  
Daniel Schulman, pgm. mgr., WBBK (TV)  
Matthew Vietscher, pres. mgr. of WBBK (TV)  
Harold Wattersten, sa. mgr., Tv Network, Central  
Div.

### ABC TELEVISION NETWORK RATES

Connected Network (178 stations)	Gross Class "A" Time Charges as of July 1		
	1 Hour	½ Hour	¼ Hour
Connected Network (178 stations)	\$20,000	\$10,285	\$4,280
Non-Connected Net- work (17 stations)	2,500	1,100	1,400
Non-Connected Non-Territorial (4 stations)	575	265	225
Total (199 stations)	\$23,075	\$11,650	\$5,905

### DETROIT

1700 Stroh Bldg.  
Detroit 26

James G. Riddell, pres. & gen. mgr.  
John Pival, vp. for tv  
Elizabeth Ashby, traf. mgr.  
Joseph C. Cassel, controller  
Harold Christian, vp. in chg. of news & research  
Ralph Dawson, asst. mgr.  
Hal Gordon, musical dir.  
Charles Kothler, asst. eng.  
Pete Heldenbrand, prod. mgr.  
John Lee, tv studio mgr.  
Peter Strand, tv exec. prod.

### HOLLYWOOD

ABC Television Center  
Hollywood 27

Earl J. Hudson, vp., Western Div.  
Robert Adams, exec. prod.  
Elliot F. Alexander, mgr., ads. & prom., Tv Network,  
Western Div.  
J. Clifford Anderson, dir., labor relations  
Jack F. Brantlock, prod. mgr., KABC-TV  
Dorothy L. Brown, cont. acceptance editor, Western  
Div.  
Stanford C. Cummings, mgr., tv pgm. dept.  
Eugene S. Green, ABC-Desney exec.  
Theodore Greenes, ch. eng., Western Div.  
Elizabeth P. Hartman, asst. technical mgr.  
Howard H. Lipstone, film dir.—KABC-TV  
Richard Lowen, mgr. of production serv.—KABC-TV  
Thomas M. Lufkin, pgm. serv. mgr., Western Div.  
Courtney McLeod, dir., network traf., sta. clearance  
& in. sa. serv., Western Div.  
James J. Mandulay, prod. mgr., KABC-TV  
Alan E. Maynard, asst. gen. mgr.  
Robert P. Myers, Pacific Coast counsel—ABC  
Norma T. Olson, dir., tv pgm. ops.  
Daniel P. O'Rourke, news dir.  
Frank G. Ralston, dir., network film dept.  
Peter G. Robinson, program director—KABC-TV  
Ellen B. Rose, sa. mgr., KABC-TV  
Florence T. Schiro, personnel dir.  
Bert J. Seltman, gen. mgr., KABC-TV  
Norman H. Sliama, sales service mgr. & eff. mgr.—  
KABC-TV  
Ernest E. Stern, dir., publicity & prom., Western  
Div., Tv Network  
John C. Wagner, controller, Western Div.

### SAN FRANCISCO

771 Golden Gate Ave.  
San Francisco 7

John H. Mitchell, vp. in chg., San Francisco office  
Vincent Francis, Western div. sa. mgr.—Tv Network  
David Macka, sa. mgr., KGO & KGO-TV  
Alan W. Gilman, asst. sa. mgr.—KGO-TV  
Harry Jacobs, ch. eng. & bldg. maintenance mgr.  
Edith Kirby, traf. mgr.  
Chandler E. Maloy, in sa. mgr.  
Robert Mitchell, film editor  
Richard V. Parks, asst. ch. eng.  
Lorraine Padernan, cont. acceptance editor  
Victor Reed, mgr. news & sp. events & mgr. sta.,  
prom. & publicity dept.  
George Rice, pgm. mgr.  
Henry Sarnyan, controller & purchasing agent  
Edward Smith, prod. mgr.  
Note: The above personnel handle both radio and  
tv, except where stated.

### WABC-TV NEW YORK

1 W. 66th St.  
New York 23

Robert L. Stone, vp. in charge  
Emario Calabrese, art. dir.  
Barbara Cass, asst. prod. sa. mgr.  
John H. Curtis, asst. sa. mgr. and research  
Rayward Durich, publicity dir.  
G. Edward Hamilton, ch. engr.  
Alvin L. Hullander Jr., pgm. dir.  
Takashi Kaku, film dir.  
Gordon King, prod. mgr.  
Donald Pelt, asst. mgr.  
Joseph Shuster, sa. mgr.

### WASHINGTON

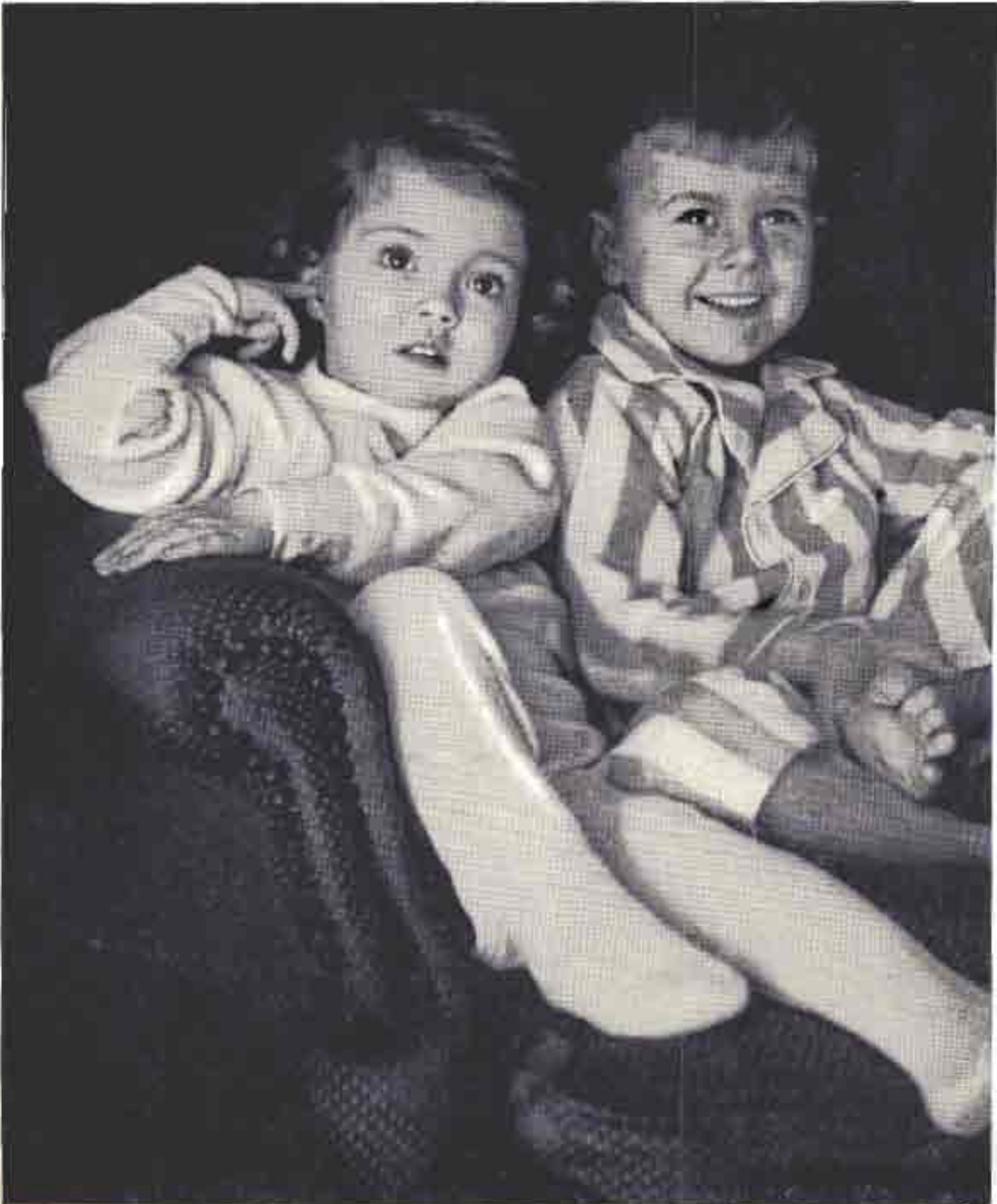
1133 DeSales St., N.W.  
Washington 4, D. C.

Robert H. Hinckley, vp. in chg., Washington office

### ABC-TV Stations Affiliates Association

Frederick Hauwink, WKAL-TV Washington, D. C.,  
pres.  
Harry Letrus, WLVA (TV) Atlanta, Ga., vice  
pres.  
Joseph Hadley, KCRG-TV Cedar Rapids, Iowa, sec.  
Joseph Drilling, KJZZ-TV Fresno, Calif., prod.  
Joseph Bernard, KTVI (TV) St. Louis, Mo.  
Donald Davis, KMCB-TV Kansas City, Mo.  
Joseph Harsick, KSTV (TV) Denver, Colo.  
J. W. McGeough, WTVN-TV Columbus, Ohio  
Wilard Wallbridge, KYEK-TV Houston, Tex.

# what they watch



# needs watching

"Every day is a school day. The things Johnny learns from TV—really remarkable."

"Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!"

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.



# COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Ave., New York 22, N. Y. Tel.: Plaza 1-2345

(For Executives of CBS Television Division, see below)

## Board of Directors

William S. Paley, chmn.; Leon Levy, Samuel Paley, J. A. W. Lighthart, Ralph F. Collins, Frank Stanton, J. L. Van Volkenburg, Robert A. Lovett, Arthur Hull Hayes, Henry C. Bonfig, Mrs. Rustin McIntosh, Goddard Lieberson, Merle S. Jones, Arthur L. Chapman.

## Officers

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Frank Stanton, pres.  
Henry C. Bonfig, vp.  
Arthur L. Chapman, vp.  
L. Byron Cherry, vp.  
Louis G. Cowan, vp.  
William C. Pitts Jr., vp.  
Peter C. Goldmark, vp.  
Lewis Gordon, vp.  
Arthur Hull Hayes, vp.  
Clarence H. Hopper, vp.  
Merle S. Jones, vp.  
Goddard Lieberson, vp.  
Lawrence W. Lowman, vp.  
Sig Mickelson, vp.  
Richard S. Salant, vp.  
Julius F. Brauner, sec.  
Samuel R. Dean, treas.  
Harold C. Lang, asst. treas.  
Walter J. Hungerford, asst. sec.  
Richard W. Jencks, asst. sec.  
Milton Neaman, asst. sec.

## CBS INTERNATIONAL

488 Madison Ave., New York 17, N. Y.  
Telephone Plaza 1-2345

Lewis Gordon, pres.

## CBS LABORATORIES

### Officers

Dr. Peter C. Goldmark, pres.  
John W. Christensen, vp. and asst. dir. of research

## CBS RADIO

### Officers

Arthur Hull Hayes, pres.  
James M. Seward, exec. vp.  
H. Leslie Atlas, vp. in chg., central div.  
Howard G. Barnes, vp. in chg., network pgsms.  
I. S. Becker, vp. in chg., bus. affairs.  
Jules Dundas, vp. in chg., sta. administration  
Harvey R. Gullotte, vp. in chg. ops.  
Louis Hausman, vp. in chg., adv. and prom.  
John Karel, vp. in chg., network sls.  
William A. Schutt Jr., vp. in chg., sta. rel.  
Geraldine B. Zorbaugh, vp. and gen. atty.

## CBS TELEVISION

### Officers

Merle S. Jones, pres.  
Hubbell Robinson Jr., exec. vp., network pgsms.  
H. V. Akerberg, vp., sta. rel.  
H. Leslie Atlas, vp. in chg., central div.  
Thomas Dawson, vp. in chg., network sls.  
Thomas K. Fisher, vp. and gen. counsel.  
W. Spencer Harrison, vp. and bus. mgr., talent and contract properties.  
William H. Hylan, vp. in chg., sls. administration.  
Oscar Katz, vp. in chg., daytime pgsms.  
Craig Lawrence, vp. in chg., CBS-owned stas. and Spot Sales.  
William H. Lodge, vp. in chg., sta. rel. and engineering.

Howard S. Meighan, vp., West Coast servs.  
Harry Ommertle, vp. in chg., network pgsms., New York.  
Edward L. Saxe, vp., prod.  
Alfred J. Scalpone, vp. in chg., network pgsms., Hollywood.  
Edward P. Shurick, vp. and dir., sta. rel.  
Robert M. Weitman, vp. in chg., pgsms. development.  
William J. Flynn, controller.

## COLUMBIA RECORDS

798 Seventh Ave., New York 19, N. Y.  
Telephone Circle 3-7300

### Officers

Goddard Lieberson, pres.  
Herbert M. Greenspan, vp. in chg., ops.  
Albert B. East, vp., administration.  
Hal B. Cook, vp., Columbia Records Sales Corp.  
Norman A. Adler, vp. and gen. mgr., Columbia Lp. Record Club.  
Alfred B. Lorber, vp. in chg., legal and bus. affairs.  
A. J. Schrade, vp. in chg., West Coast ops.  
Kenneth E. Ratne, exec. dir., Bridgeport ops. and industrial rel.  
W. G. Wilkins, controller.

## CBS-HYTRON

100 Endicott St.  
Danvers, Mass.  
Telephone 2360

### Officers

Arthur L. Chapman, pres.  
John Q. Adams, vp. in chg., sls.  
Michael P. Callahan, vp. in chg., mfg.  
Robert G. Marchisio, vp.  
Walter J. Hungerford, controller.

## CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM INC.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345

Production Center, 524 W. 57th St., New York 19, N. Y. Telephone: Judson 6-6000

Number of Stations Affiliated with CBS-TV as of June, 1957: 225

(For Executives of Parent Company, Columbia Broadcasting System Inc., see above)

## OFFICERS

Merle S. Jones, pres.  
Hubbell Robinson Jr., exec. vp.  
William Hylan, vp., sls. administration  
Thos. H. Dawson, vp., network sls.  
Harry G. Ommertle, vp. in charge network pgsms., New York.  
Alfred J. Scalpone, vp. in charge network pgsms., Hollywood.  
Robert M. Weitman, vp. in charge pgsms. development.  
Oscar Katz, vp. in charge daytime pgsms.  
H. Leslie Atlas, vp. in charge Central Div.  
Edward L. Saxe, vp., prod.  
Herbert V. Akerberg, vp. in charge sta. rel.  
William H. Lodge, vp. of sta. rel. & engng.  
Leslie Harris, vp. & gen. mgr., CBS Television Film Sales Inc.  
Howard S. Meighan, vp. in charge, CBS-TV, Western Div.  
W. Spencer Harrison, vp. & bus. mgr., talent & contract properties.  
Philip Feldman, vp. & bus. mgr., talent & contract properties, Hollywood.  
Thos. K. Fisher, vp. & gen. attorney.  
Edw. P. Shurick, vp. & dir. of sta. rel.  
Craig Lawrence, vp. in charge owned tv stations.  
William J. Flynn, comp.

## NETWORK SALES

William H. Hylan, vp. of sls. administration  
Thomas H. Dawson, vp., network sls.  
George E. Klager, sls. mgr.  
Sam Maxwell, Eastern sls. mgr.  
Robert Livingston, Pacific sls. mgr.  
Charles R. Sterritt, Detroit sls. mgr.  
William J. Fagan, bus. mgr.  
Edward F. Lathan Jr., dir. network sls. development.  
Robert F. Jamieson, sls. serv. mgr.  
George A. Kolpin, contract mgr.  
Terrence McGuirk, sls. mgr., extended market plan.

## PROGRAMS

Hubbell Robinson Jr., exec. vp.  
Harry G. Ommertle, vp. in charge network pgsms., New York.  
Alfred J. Scalpone, vp. in charge network pgsms., Hollywood.  
Robert M. Weitman, vp. in charge program development.  
Lester Gottlieb, gen. exec.  
Oscar Katz, vp. in charge daytime pgsms.  
Bertram Bertram, dir., daytime pgsms. development.  
Edwin S. Friendly Jr., dir., daytime pgsms.  
Guy della Cioppa, dir. tv network programs, Hollywood.  
Gilbert A. Ralston, exec. producer, drama pgsms.  
Mario Lewis, exec. producer, music & variety pgsms.  
Nat Perrin, exec. producer, Hollywood.  
Robert Dale Martin, talent & casting dir., New York.

Richard Lewine, exec. producer, color.  
E. Carlton Wisniewski, prod. mgr.  
John Hundley, mgr., pgsms. servs.  
Edward Montagne, prod. mgr., film pgsms.  
Robert Milford, associate mgr.

## OPERATIONS

Edward L. Saxe, vp., production  
Henry Grossman, dir., facilities ops.  
R. G. Thompson, dir. of tech. ops.  
H. C. Meier, mgr., network ops.  
H. Grant Thies, dir. tv ops., Hollywood.  
Gordon Shadwick, mgr. film services ops.  
Lee Hon, asst. mgr.  
Walter R. Pierson, mgr. of prod. ops.  
Anthony Boschetti, mgr. of procurement.  
George Olden, mgr., graphic arts.  
George Lehmann, mgr. scenery construction.  
Albert J. Raymond, mgr. theatres and stage ops.  
M. Clay Adams, mgr. film prod. ops.  
Clement Stigdon, asst. mgr.  
Paul Wittlig, mgr. new effects development.  
Orville Sather, mgr. tech. ops.  
Lawrence B. Gumbinner, traffic mgr.

## STATION RELATIONS

William H. Lodge, vp., sta. rel. & engng.  
Herbert V. Akerberg, vp. in charge sta. rel.  
Edward P. Shurick, vp. & dir., sta. rel.  
Carl Ward, nat'l mgr.  
Robert Wood, asst. dir. sta. rel.  
Bert Low, western mgr.  
Ed Scovill, midwest mgr.  
David R. Williams, eastern mgr.  
Donald Clancy, bus. mgr.

## ADVERTISING & SALES PROMOTION

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

## PRESS INFORMATION

Charles J. Oppenheim, dir. information services.  
Larry Lowenstein, dir. press info., New York.  
James J. Kara, dir. press info., Hollywood.  
Dorothy Laffer, mgr. magazine dir.  
Robert F. Blake, dir. of exploitation, Hollywood.  
Harry J. Feeney, mgr., bus. & trade news.

## RESEARCH

Jay Ehasberg, dir.  
Leonard DeNouyer, mgr. of coverage.  
Rose Marie O'Reilly, mgr. of ratings.  
Tore Hallonquist, dir. prog. analysis.

## ENGINEERING

William B. Lodge, vp. of sta. rel. & engng.  
A. B. Chamberlain, ch. exp.  
H. A. Chinn, ch. audio-visual eng.  
J. D. Parker, ch. radio eng.

## EDITING

Herbert A. Carlberg, dir.  
William Tankersley, mgr. of editing, Hollywood.

## BUSINESS AFFAIRS

W. Spencer Harrison, vp. & bus. mgr., talent & contract properties.  
Philip Feldman, vp. & bus. mgr., talent & contract properties, Hollywood.  
Merritt H. Coleman, dir. bus. affairs.  
Geoffrey Barr, bus. mgr., story dept.

## ACCOUNTING

Norman C. Harley, 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 Githin, dir. pub. affairs.  
Elmer Lower, dir. of special projects.  
George Crothers, dir. educational & religious broadcasts.  
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.  
William MacPhail, dir. sports.  
Helen Slosser, dir. of talks.  
James Connors, budget control officer.  
Robert Lang, dir. program sls.

## CONSTRUCTION & BUILDING OPERATIONS

Louis R. La Porte, gen. mgr.  
H. W. Van Wageningen, mgr. construction ops.  
James Swenson, mgr. bldg. ops.  
Jack Page, mgr. bldg. servs.

## REAL ESTATE

Milton Maler, gen. mgr.

**GENERAL PURCHASING**

John E. Fossander, dir. of purchases  
Edward Innesen, purchasing agent

**OFFICE SERVICES**

A. H. Brown, mgr.  
Laurette Denker, sup. ticket bureau

**PERSONNEL RELATIONS**

Robert Halaszjan, 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. Selgal, mgr.

**REFERENCE**

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

**CBS TELEVISION SPOT SALES**

John Schneider, gen. sls. mgr.  
Ben Margolis, bar. mgr.  
Robert Davis, research mgr.  
B. Colvig, 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. Bulchogger, Atlanta sls. mgr.

**CBS TELEVISION FILM SALES INC.**

Leslie Harris, sp. & gen. mgr.  
Fred Mahalstedt, dir. of ops.  
Eugene Moss, sls. prom. mgr.  
Walter Scamlin, pers. mgr.

**CBS TELEVISION NETWORK RATES**

	Class "A" Time Charges as of July 1, 1951		
	1 Hour	1/2 Hour	1/4 Hour
Day Network (38 stations)	\$70.50	\$41.00	\$21.50
Full U.S. Network (126 stations, exclusive of EBP stations)	118.00	75.00	48.50
Full U.S. International Network (126 stations, exclusive of EBP)	102.50	61.50	41.50
Extended Market (734 (EBP) (34 stations)	2.50	1.50	90c

**CBS OWNED TELEVISION STATIONS**

Craig Lawrence, sp. in charge

**WCBS-TV, 485 Madison Ave., New York 17, N. Y.**  
Sam Cook Digges, gen. mgr.  
Clayton Warden, asst. to gen. mgr.  
Frank Sinkovics Jr., sls. mgr.  
Hal Hough, prod. dir.  
Robert Felt, prom. mgr.  
William C. Lacey, film mgr.  
Robert Fuller, publicity dir.

**KNXT, 1313 N. Vine St., Los Angeles 38, Calif.**  
Clark George, gen. mgr.  
George Matheson, exec. asst.  
Robert D. Wood, sls. mgr.  
Donald R. Hine, prod. dir.  
Dean Lester, dir. sls. prom. & publicity  
Donald R. Rosengren, mgr., operations and traffic

**WBNS-TV, 620 N. McClurg Court, Chicago 11, Ill.**

H. Leslie Atlas, m. Central Div.  
George J. Arkoftis, sls. mgr.  
Eugene McClure, sls. prom. mgr.  
William Ryan, prod. dir.  
Lee Westcott, exec. producer  
Luther Pierce, mgr. of tech. ops.

**WKIX, 345 N. 7th St., Milwaukee, Wis.**

Edmond C. Bunker, gen. mgr.  
John L. Drew, prod. dir.  
John L. Vienneuer, bus. mgr.  
Arthur F. Schenckert, sp. of ops.  
William Knox, prom.-publicity dir.

**CBS Television Affiliates Assn.**

**BOARD OF DIRECTORS**

Howard Linn, KOIN-TV Portland, Ore., chair.  
Paul Adams, WHEN-TV Syracuse  
Richard Burel, WBNS-TV Columbus, Ohio  
Glenn Marshall Jr., WMBS-TV Jacksonville, Fla.  
T. B. Lanford, WTV (TV) Jackson, Miss.  
Lettie C. Johnson, WBFB-TV, Rock Island, Ill.  
William Quarles, WMT-TV Cedar Rapids, Iowa  
James Russell, KKTU Colorado Springs  
Clyde Rambert, KRLL-TV Dallas  
Rex Howell, KPXJ-TV Grand Junction, Colo.  
P. E. Babby, WTVY Dulles, Ala.

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

Headquarters Office: 1711 N Street, N.W., Washington 5, D. C. Phone DEcatur 2-9300

**DIRECTORY OF PERSONNEL**

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Harold E. Fellows  
Howard H. Bell, asst. to pres. and state assn. chair.

**Secretary-Treasurer**  
Florence Mitchell, adm. asst.

**Vice President for Radio**  
John F. Meagher  
Thomas B. Coulter, asst.

**Vice President for Television**  
Thad E. Brown Jr.  
Dan W. Shields, asst.

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James H. Hulbert, asst. mgr.  
Harold Ross, labor committee

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A. Prose Walker, mgr.  
George L. Bargett, asst. mgr.

**Government Relations**  
Vincent T. Waslewski, mgr.  
Jerome P. McGinnis, asst.

**Legal**  
Douglas A. Anello, chief attorney  
Walter B. Powell Jr., ally.

**Organizational Services**  
Fredrick H. Gortigu, mgr.

**Production**  
Lafayette M. Courson, mgr.

**Public Relations Service**  
Donald Martin, asst. in pres. in charge of pub. rel.  
John G. Treasvant, mgr., news & publications  
John M. Course, chief writer

**Research**  
Richard M. Altepian, mgr.  
Louise K. Aldrich, librarian

**Station Relations**  
William Carlisle, mgr.  
Al King, field rep.  
Russ Sevensen, field rep.  
Gordon L. Ward, field rep.

**Television Code Affairs**  
Edward H. Brunson, dir.  
Charles Cady, asst. dir.

**PRESIDENTS**

Eugene F. McDonald Jr. (WJAZ)	1929-1933
Frank W. Elliott (WEO)	1933-1939
Earle C. Anthony (KFI)	1939-1950
William S. Rediger (WMAQ)	1939-1950
Walter J. Damon (WMAZ)	1939-1951
Harry Shaw (WMT)	1951-1952
Alfred J. McCosker (WOM)	1952-1954
J. Truman Ward (WLAC)	1954-1955
Lee J. Fitzpatrick (WTR)	1955-1956
Charles W. Moore (KOIN)	1956-1957
John Elmer (WCEB)	5-25-57 - 5-12-58
Mark Ehrhardt (WRAI)	5-30-58 - 7-1-59
Neville Miller	1-1-59 - 3-1-59
J. Harold Ryan (WSPD)	4-15-59 - 9-30-59
Justin Miller	10-1-59 - 9-4-61
Harold E. Fellows (WEEI)	6-4-61-

\* Deceased

Dist. 8-William Holm, WLFD LaSalle, Ill.	1955
Dist. 10-Ben Sanders, KICD Spencer, Iowa	1956
Dist. 11-Ray Eppel, KORN Mitchell, S. D.	1959
Dist. 12-Robert L. Pratt, KGGF Coffeyville, Kan.	1958
Dist. 13-Alex Keese, WFAA Dallas, Tex.	1959
Dist. 14-George C. Hahn, KALL Salt Lake City, Utah	1959
Dist. 15-J. G. Patridge, KROW Oakland, Calif.	1959
Dist. 16-R. O. Reynolds, KMPC Los Angeles, Calif.	1959
Dist. 17-Tom Hostie, KIMA Yakima, Wash.	1959
<b>Directors-at-Large</b>	
Large Stations	Harold Hough, WBAP Fort Worth
	John W. Outler, Jr., WSB Atlanta, Ga.
Station Stations	J. Frank Jarmen, WDNC Durham, N. C.
	Todd Stern, KOWE Omaha, Neb.
Small Stations	William C. Grove, KFEC Cheyenne, Wyo.
	J. R. Liveness, WLER Macon, Ill.
FM Stations	Ben Brown, WFDC-FM Washington
	Merrill Lindsay, WSOY-FM Decatur, Ill.
Network	Robert Eganman, ABC-Radio New York
	Arthur Ells Hayes, CBS-Radio New York
	MBS New York (vacant)
	Charles R. Denny, NBC-Radio New York

**TELEVISION BOARD**

John E. Fetzer, WKZO-TV Kalamazoo, Mich. (Board Chmn.)

W. D. Rogers, Jr., KDUB-TV Lubbock, Tex. (Board Vice-Chmn.)	1958
Henry B. Clay, KTHV-TV Little Rock, Ark.	1959
C. Wanda Petermeyer, KOTV-TV Tulsa, Okla.	1959
J. J. Bernard, KTVI-TV St. Louis	1959
Willard E. Wallbridge, KRTE-TV Houston	1959
Joseph E. Handlin, Westinghouse Broadcasting Co. Washington, D. C.	1959
Payson Hall, Meredith Pub. Co. Radio and Television Div. Des Moines, Iowa	1959
Howard Lane, KOIN-TV Portland, Ore.	1958
Harold F. Bee, KRON-TV San Francisco, Calif.	1958
James D. Russell, KKTU-TV Colorado Springs, Colo.	1958

**Network**

Alfred Backman, ABC-TV New York, N. Y.	1958
William R. Lodge, CBS-TV New York, N. Y.	1958
Frank M. Russell, NBC-TV Washington, D. C.	1958

**BOARD COMMITTEES**

**General Fund Finance Committee**—Alex Keese, WFAA Dallas, chairman; Raymond V. Eppel, KORN Mitchell, S. D.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Portland, Ore.; Robert T. Mason, WBNS-TV Columbus, Ohio; James H. Moore, WELB Norfolk, Va.; John M. Outler Jr., WEB Atlanta; and Donald W. Thornburgh, WCAU Philadelphia.

**Television Finance Committee**—C. Howard Lane, KOIN-TV Portland, Ore. chairman; Joseph J. Bernard, KTVI (TV) St. Louis; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co. and C. Wanda Petermeyer, KOTV (TV) Tulsa, Okla.

**By-Laws Committee**—Joseph E. Handlin, Westinghouse Broadcasting Co. chairman; J. R. Liveness, WLER Macon, Ill.; Robert O. Reynolds, KMPC Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Harold F. Bee, KRON-TV San Francisco; and Hugh M. Smith, WCOV Montgomery, Ala.

**Membership Committee**—J. Frank Jarmen, WDNC Durham, N. C. and W. D. Rogers Jr., KDUB-TV Lubbock, Tex., co-chairmen; Thomas C. Rudin, KIMA Yakima, Wash.; Henry B. Clay, KTHV (TV) Little Rock, Ark.; William Holm, WLFD LaSalle, Ill.; Donald W. Kopp, WAVZ New Haven, Conn.; Robert L. Pratt, KGGF Coffeyville, Kan.; James D. Russell, KKTU (TV) Colorado Springs, Colo.; Ben H. Sanders, KICD Spencer, Iowa; and Willard E. Wallbridge, KRTE-TV Houston.

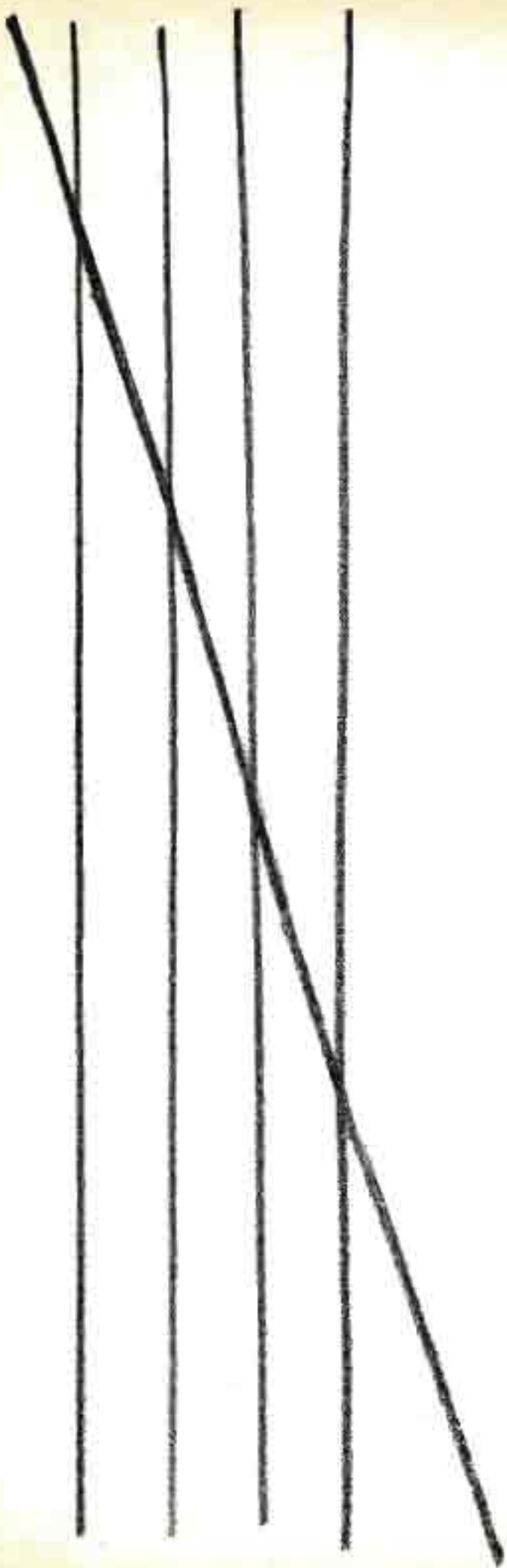
**TELEVISION CODE REVIEW BOARD**

William B. Quarles, WMT-TV Cedar Rapids, Iowa, chair.; Mrs. Hugh McClung, KRLL-TV, Dallas, Calif.; Roger W. Cline, Triangle Station, Philadelphia; Richard A. Burt, WBNS-TV, Columbus, Ohio; Donald R. McGinnis, Westinghouse Broadcasting Co.

**BOARD OF DIRECTORS 1957-1958**

**RADIO BOARD**

Dist.	Name	Term Expires
Dist. 1-Daniel W. Ross, WAVZ New Haven, Conn.	1959	
Dist. 2-Russ Goldstein, WFTM Jameson, N. Y.	1958	
Dist. 3-Donald W. Thornburgh, WCAU Philadelphia	1958	
Dist. 4-James H. Moore, WELB Norfolk, Va.	1958	
Dist. 5-Rugh M. Smith, WCOV Montgomery, Ala.	1958	
Dist. 6-F. C. Howell, WLAC Nashville, Tenn.	1958	
Dist. 7-Robert F. Mason, WMEN Marion, O.	1958	
Dist. 8-Edward F. Russell, WPAJ Ann Arbor, Mich.	1958	







# Annual Report

As television's most rewarding season came to an end, two events clearly summarized the scope of CBS Television's contribution to this young and growing medium.

The final Nielsen report of the October-May season found CBS Television broadcasting all of the 10 most popular programs. The final honors of the year—the two Robert E. Sherwood Awards for network programs "dealing with freedom and justice"—were both given to CBS Television.

This achievement climaxed a season which saw intense network competition for a nationwide television audience that reached a new peak of over 40 million families.

It was a season which found the average family spending even more time watching television than the year before. And because most of this time was spent looking at CBS Television, the network consistently maintained a position of leadership throughout the year:

*It gathered the largest audience for a single entertainment program in the history of television.*

*It won a total of 122 programming awards for entertainment and public service programs.*

*It had a monthly average of 8 of the 10 most popular nighttime programs and 7 of the 10 most popular daytime programs.*

*It delivered 25 per cent larger average nighttime audiences and 30 per cent larger average daytime audiences than its closest competitor.*

*It earned a 20 per cent larger investment from advertisers than the second leading network.*

Television brought more Americans the entertainment they enjoyed most and the information necessary for a clear understanding of the issues of our time. And it offered American business its most effective advertising medium.

## CBS TELEVISION

## DAYTIME

### **WSAZ-TV**

**DELIVERS 1000 HOMES  
BETWEEN 9 AND 5 PM  
FOR \$1.31**

**The Second Station's Cost per Thousand Homes is \$1.96  
50% Higher**

**The Third Station's Cost per Thousand Homes is \$8.49  
548% Higher**

## **AND ANY TIME**

**WSAZ-TV delivers  
total homes than  
HUNTINGTON-CHARLES  
COM**

Source: June, 1957 ARB

All figures based on 360-line frequency



## NIGHTTIME

### **WSAZ-TV**

**DELIVERS 1000 HOMES  
BETWEEN 7:30 AND 10:30 PM  
FOR \$1.30**

**The Second Station's Cost per Thousand Homes is \$2.39  
84% Higher**

**The Third Station's Cost per Thousand Homes is \$5.42  
317% Higher**

**ONE-THIRD more  
both other  
TON stations  
BINED**



**NOW CALL YOUR KATZ MAN!**

## RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza, New York 20, N. Y. Tel.: Columbus 2-5900

(For NBC Listing, see below)

### BOARD OF DIRECTORS

David Sarnoff, *chair.*

John L. Barnum, John T. Cahill, Elmer W. Engstrom, Frank M. Folson, Harry C. Hagerly, John Hays Hammond Jr., George L. Harrison, Mrs. Douglas Horton, Harry C. Ingle, Charles H. Joffe, Edward F. McGrady, William E. Robinson, Walter B. Smith.

### OFFICERS

David Sarnoff, *chair. of bd.*  
 John L. Barnum, *pres.*  
 Frank M. Folson, *chair. of exec. committee of board.*  
 Elmer W. Engstrom, *vr. exec. mgr.*  
 Owen C. Anderson, *exec. vp. and gen. mgr.*  
 Charles M. Odert, *exec. vp. and gen. mgr.*  
 Robert A. Seidel, *exec. vp. consumer products.*  
 Theodore A. Smith, *exec. vp. defense electronic products.*  
 W. Walter Watts, *exec. vp. electronic components.*  
 Charles F. Deane, *vp. and gen. mgr., RCA Victor Co. Inc.*  
 Martin F. Burnett, *vp. in charge.*  
 Meade Brunet, *vp. and assoc. dir., RCA International Div.*  
 Herbert T. Brown, *vp., administration, RCA International Div.*  
 John S. Carter, *vp., finance admin.*  
 Conway F. Cox, *vp., patents.*  
 Raleigh H. Coffin, *vp., adv. & sales prom.*  
 Rudolfo A. Correa, *vp., com. dept.*  
 Orrin E. Dunlap Jr., *vp., press rel. & institutional adv.*  
 Douglas H. Ewing, *vp., research & engineering.*  
 E. Dorsey Foster, *vp., economic planning.*  
 Ernest B. Gorth, *vp., and press.*  
 Vincent dePaul Goubeau, *vp., materials.*  
 O. S. Hansen, *vp., eng. services.*  
 Charles H. Joffe, *vp. and tech. dir.*  
 George H. March, *vp. and gen. mgr., RCA Victor Record Div.*  
 Harold G. Meigs, *vp. and western mgr.*  
 Arthur L. Malenkey, *vp. and gen. mgr., commercial electronic products.*  
 Edmund Backs, *staff vp.*  
 Dominic F. Schacht, *vp., product mg.*  
 Douglas V. Smith, *vp. and gen. mgr., RCA Eastern Tube Div.*  
 Frank Spector, *vp., rts. systems.*  
 Lindsey W. Tompkins, *vp., dist. div.*  
 James M. Tracy, *vp. and gen. mgr., RCA Victor Radio and "Victrola" Div.*  
 Edward M. Tull, *vp., personal.*  
 Albert F. Walters, *vp. and gen. mgr., RCA International Div.*  
 Robert L. Werner, *vp. and gen. advisory.*  
 George Y. Wheeler, *II, staff vp., Washington office.*  
 Irving Wolff, *vp., research, RCA Lab.*  
 Thomas P. Wynkoop Jr., *vp., com. marine distribution.*  
 V. K. Zworykin, *honorary vp.*  
 John Q. Cannon, *sec.*  
 Walter B. Hudson Jr., *controller.*

**RCA LABORATORIES—PRINCETON, N. J.**  
 Dr. James Hilder, *gen. mgr., RCA Lab.*  
 Dr. I. Wolf, *vp., research.*

### Consumer Products

Robert A. Seidel, *exec. vp.*  
**RCA VICTOR TELEVISION DIVISION**  
 Cherry Hill, Delaware Tp., Camden 5, N. J.  
 Charles F. Baxter, *vp. and gen. mgr.*

**RCA Victor Radio and "Victrola" Division**  
 Cherry Hill, Delaware Tp., Camden 5, N. J.  
 James M. Tracy, *vp. and gen. mgr.*

**RCA Victor Record Division**  
 133 East 24th St., New York 10, N. Y.  
 George H. March, *vp. and gen. mgr.*

**Consumer Products Manufacturing Plants**  
 Bloomington, Ind., 1200 S. Bagans St., tv receivers.  
 Cambridge, Ohio, record players, receiver parts, tape recorders.  
 Canonsburg, Pa., Adams Ave., radio receivers, "Victrola" phonographs.  
 Hollywood, Calif., 105 N. Seymour Ave., custom record pressing, film recording.  
 Indianapolis, Ind., 393 N. LaSalle St., tv receivers, phonograph records.  
 Monticello, Ind., Box 242, Hayward Rd., tv cabinets.  
 Rockaway, N. J., phonograph records.

**Electronic Components**  
 W. Walter Watts, *exec. vp.*

**RCA Electron Tube Division**  
 415 South Fifth St., Harrison, N. J.  
 Douglas V. Smith, *vp. and gen. mgr.*

**RCA Radio-Transistor Division**  
 415 South Fifth Street, Harrison, N. J.  
 Dr. Alan M. Glover, *gen. mgr.*

**RCA Components Division**  
 Front and Cooper Sts., Camden, N. J.  
 William T. Warrander, *gen. mgr.*

**ELECTRONIC COMPONENTS MANUFACTURING PLANTS**  
 Camden, N. J., Front & Cooper Sts., component parts.  
 Cincinnati, Ohio, 2940 Lester Rd., miniature electron tubes.  
 Florida, Ohio, Box 242, Fairport Rd., electronic component parts.  
 Harrison, N. J., 415 South Fifth St., electron receiving tubes and transistors.  
 Indianapolis, Ind., 393 North LaSalle St., electronic receiving tubes.  
 Lancaster, Pa., Box 118, New Holland Pike, kinescopes, power tubes, tv camera and special purpose tubes.  
 Marion, Ind., 281 South Adams St., kinescope and kenchment powder.  
 Somerville, N. J., audio-components.  
 Woodbridge, N. J., electron receiving tubes.

**RCA DEFENSE ELECTRONIC PRODUCTS**  
 Front & Cooper Sts., Camden, N. J.  
 T. A. Smith, *exec. vp.*

**DEFENSE ELECTRONIC PRODUCTS MANUFACTURING PLANTS**  
 Camden, N. J., Front and Cooper Sts., gov't communications and special equip.  
 Los Angeles, Calif., 11611 W. Olympic Blvd., gov't communications equip.

Minnetonka, N. J., Marine Hwy., aviation, radar and associated equipment.  
 New York, N. Y., 11 Wall St., marine radio communications equipment and navigational devices.

**RCA COMMERCIAL ELECTRONIC PRODUCTS**  
 Front and Cooper Sts., Camden, N. J.  
 A. L. Malenkey, *vp. and gen. mgr.*

**COMMERCIAL ELECTRONIC PRODUCTS MANUFACTURING PLANTS**  
 Camden, N. J., Front and Cooper Sts., communications equip., broadcasting, theatre, sound and industrial equip., tv apparatus, Elzmic equip.  
 Detroit, Mich., 6445 St. Antoine St., film projectors.

**SALES AND SERVICES**  
 Charles M. Oberlin, *exec. vp.*

**RCA INTERNATIONAL DIVISION**  
 20 Westfield Plaza, New York 20, N. Y.  
 Meade Brunet, *vp. and gen. mgr.*  
 Albert F. Walters, *vp. and gen. mgr.*  
 Herbert T. Brown, *vp., administration.*

**Associated Companies in Other Countries:**  
 RCA Victor Argentina, S.A., in Buenos Aires.  
 RCA of Australia, Pty. Ltd., in Sydney.  
 RCA Victor Brazil, S.A., in Rio de Janeiro.  
 RCA Victor Canada, Ltd., in Montreal.  
 Corporation de Radio de Chile, in Santiago.  
 RCA Great Britain Ltd., in Middlesex, England.  
 American Radio Television (Holland) S.A., in Athens.  
 Phonophone Equipments Ltd., in Bombay.  
 RCA Italiana, S. p.A., in Rome.  
 RCA Victor Mexico, S.A. de C.V., in Mexico City.  
 RCA España, S.A., in Madrid.  
 American Electronic Enterprises Ltd., in Tokyo.  
 Radio Fernseh Elektro G.m.b.H. in Frankfurt/Main.  
 Laboratorios RCA Ltd., in Zurich.  
 RCA de Venezuela, C.A., in Caracas.

**RCA COMMUNICATIONS INC.**  
 81 Broad St., New York City  
 Telephone Hanover 3-1811  
 Thompson H. Mitchell, *pres.*

**RCA Service Company Inc.**  
 Cherry Hill, Delaware Tp., Camden 5, N. J.  
 E. C. Cahill, *pres.*

**RCA VICTOR DISTRIBUTING CORP.**  
 1100 Merchandise Mart Plaza  
 Chicago 24, Ill.  
 W. M. Norton, *pres.*

**Distribution Offices:**  
 Buffalo 20, N. Y., 1000 Washburn Ave.  
 Chicago 24, Ill., 200 E. Wacker Ave.  
 Danburyport, Iowa, 1230 W. Fifth St.  
 Detroit 1, Mich., 7400 Intersville Ave.  
 Kansas City 13, Kan., Fairfax and Foshell Streets.  
 Los Angeles 1, Calif., 3227 S. Figueroa St.  
 Wichita, Kan., Lincoln and Meade Sts. (Branch)

**RCA Institutes Inc.**  
 220 West 4th St., New York 14, N. Y.  
 George F. Muehl, *pres.*

**RCA Exhibition Hall**  
 40 West 4th St., New York, N. Y.  
 H. P. O'Brien, *mgr.*

## NATIONAL BROADCASTING COMPANY, INC.

RCA Building, New York 20—Telephone: Circle 1-8300  
 Registered Telegraphic Address: NARBROCAST, New York  
 Number of Stations Affiliated with NBC-TV as of June 1, 1957: 208  
 (For Executives of Parent, Radio Corp. of America, see above)

### BOARD OF DIRECTORS

John T. Cahill, Charles B. Denny, Frank M. Folson, Harry C. Hagerly, George L. Harrison, Joseph V. Heffernan, Mrs. Douglas Horton, Harry C. Ingle, Charles H. Joffe, Robert E. Kintner, Edward F. McGrady, Emanuel Seidel, David Sarnoff, Robert W. Sarnoff, Walter Bedell Smith, John K. West.

### OFFICERS

Robert W. Sarnoff, *pres.*  
 David C. Adams, *exec. vp.*  
 Harry Bannister, *vp.*  
 Hugh M. Beville Jr., *vp.*  
 Kenneth W. Hilby, *vp.*  
 J. M. Clifford, *exec. vp.*  
 Charles B. Colledge, *vp.*  
 Matthew J. Culligan, *vp.*  
 Michael H. Dunn, *vp.*  
 Jerry A. Dunning, *vp.*  
 Charles B. Denny, *exec. vp.*  
 James E. Dunning, *vp.*  
 Don Duerig, *vp.*  
 Sydney H. Elges, *vp.*  
 Thomas E. Flynn, *vp.*  
 William E. Goodisman Jr., *vp.*  
 Richard H. Graham, *vp.*  
 Andrew J. Hansonschmidt, *vp.*  
 William A. Helges, *vp.*  
 Joseph V. Heffernan, *vp.*  
 Julia Hecheyere, *vp.*  
 Edward H. Holt, *vp.*  
 Robert E. Kintner, *exec. vp.*

Thomas E. Kinne, *vp.*  
 Edward L. Latta, *vp.*  
 Robert F. Lester, *vp.*  
 Alan W. Livingston, *vp.*  
 Thomas A. McAvity, *exec. vp.*  
 Thomas C. McCray, *vp.*  
 William K. McDaniel, *vp.*  
 Thomas H. McFadden, *vp.*  
 H. Karl Nettig, *vp. and treas.*  
 Frank M. Russell, *vp.*  
 Emanuel Seidel, *vp.*  
 Thomas W. Sarnoff, *vp.*

Walter D. Scott, *vp.*  
 Cameron D. Smith, *vp.*  
 Carl M. Skolow, *vp.*  
 Davidson Taylor, *vp.*  
 John H. West, *vp.*  
 Lewis E. Yoder, *vp.*  
 William A. Williams, *asst. treas.*  
 George D. Watson, *controller.*  
 John Q. Cannon, *sec.*  
 Paul H. Leitch, *asst. sec.*  
 John V. Shute, *asst. sec.*  
 Raymond E. Shumate, *asst. sec.*

### DIVISIONS AND DEPARTMENTS

#### EXECUTIVE

Robert W. Sarnoff, *pres.*  
 Joseph V. Heffernan, *staff vp.*  
 Thomas A. McAvity, *exec. staff vp.*

#### ADMINISTRATION

J. H. Clifford, *exec. vp., administration.*  
**Controllers**  
 George D. Watson, *controller.*  
 James Fort, *asst., audits and systems.*  
 Charles J. Obermayer, *cont., electronic systems.*  
 Edward J. Sakurs Jr., *ch. accountant.*  
 Agnes Rubin, *asst. controller.*

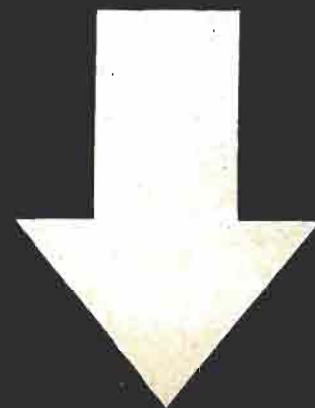
NBC-TV NETWORK RATES		
Gross Class "A" Time		
Charges as of July 1, 1957		
	1 Hr.	½ Hr. ¼ Hr.
Basic Interconnected Stations (28) .....	\$ 19,286	\$ 47,426 \$ 21,626
Optional Interconnected Stations (130) .....	6,225	15,111 15,074
Optional Non-Interconnected Stations (28) .....	2,490	1,882 885
<b>Total 286 Stations .....</b>	<b>\$ 27,999</b>	<b>\$ 78,433 \$ 48,631</b>



NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.

SOURCE: NIELSEN TELEVISION INDEX AVERAGE AUDIENCE RATING-7 A.M.-6 P.M.

The average audience rating of each  
of the other two networks decreased.



MON.-FRI. AND 6-11 P.M., SUN.-SAT.; OCT.-DEC., 1956 VS. APRIL-JUNE 1, 1957.

**Engineering and Facilities Administration**  
 Andrew L. Elmerichmidt, *sup.*, engineering  
 William A. Clarke, *dir.*, facilities administration  
 William S. Duttes, *mgr.*, educational engineering  
 Raymond F. Guy, *senior staff engr.*  
 George M. Nixon, *dir.*, engineering development  
 Charles A. Riskey, *dir.*, facilities engineering  
 James L. Wilson, *mgr.*, engineering administration and *ser.*

**LAW**  
 Thomas E. Evans, *sup.*, and *gen. coun.*  
 Joseph A. McDonald, *asst. gen. coun.*  
 Benjamin D. Raub, *asst. gen. coun.*  
 John V. Shute, *asst. gen. coun.*

**Personnel**  
 B. Lowell Jacobson, *dir.*, personnel  
 George Fuchs, *mgr.*, labor rel.  
 H. O. Lamb, *mgr.*, personnel

**Talent**  
 James E. Denning, *sup.*, talent and *gen. contract administration*  
 Martin J. Begley, *controlling dir.*  
 Thomas H. Barlow, *mgr.*, music and literary rights  
 Charles J. Mine, *mgr.*, talent and *gen. contract adm.*  
 James A. Statton, *mgr.*, talent negotiations

**Treasurer's**  
 H. Earl Helling, *sup.*, and *treas.*  
 William A. Williams, *asst. treas.*  
 Harry F. McKee, *dir. tax office*

**CORPORATE RELATIONS**

Dwight Adams, *asst. sup.*, corporate relations  
**Planning**  
 Ruth M. Deville Jr., *sup.*, planning and research  
 Dr. Thomas E. Coffin, *dir.*, research  
 Allen B. Cooper, *dir.*, corporate planning  
 James Corbett, *staff asst.*, *gen. planning*  
 Barry Ruppala, *mgr.*, plans development

**Station Relations**  
 Harry Sommer, *sup.*, *sta. rel.*  
 Thomas R. Knorr, *sup.*  
 Donald J. Moros, *dir.*, *sta. rel.*

**OPERATIONS**

**NBC International Ltd**  
 Alfred Stern, *bd. ch.*  
 Ramsey Wheeler, *pres.*

**Facilities Operations**  
 Charles H. Coledge, *sup.*, *fac. ops.*  
 Sherman Hillwood, *dir.*, *fac. ops.*

**Production**  
 Anthony M. Henning, *dir.*, *prod.*  
 Norman H. Grant, *dir.*, *color prod.*

**Film Operations**  
 James Glenn, *sup.*, *film ops.*  
 Frank C. Laporte, *mgr.*, *film serv.*  
 Stanley Perkin, *mgr.*, *film editing*

**Technical Operations**  
 George McEzruth, *mgr.*, *tech. ops.*  
 Noel H. Davis, *mgr.*, *tv tech. ops.*  
 William H. Albern, *administrator*, *tv tech. ops.*

**Production Operations**  
 Ernest V. Thalia, *sup.*, *prod. ops.*  
 Edward A. Williams, *sup.*, *post. ops.*

**Studio and Theatre Operations**  
 Humbert Rodomiska, *mgr.*

**Studio and Plans Planning**  
 Ed Coorsberg, *dir.*

**Design, Art and scenic Productions**  
 Walter Ghidellausk, *sup.*, *design, art and scenic prod.*  
 Richard Adams, *sup.*, *sc. effects ops.*  
 John L. Kelly, *mgr.*, *prod. serv.*  
 Robert Markichan, *sup.*, *designs and art*

**Integrated Services**  
 William E. Hodges, *sup.*, *integrated serv.*  
 Edwin L. Dunham, *sup.*, *music library and serv.*  
 Mildred Jay, *ch. librarian*

**PUBLIC RELATIONS**

Kenneth W. Silby, *sup.*

**Continuity Acceptance**  
 Stockton Haffrich, *dir.*  
 Carl Walann, *mgr.*

**Advertising**  
 J. Donald Foley, *mgr.*, *trade and NBC owned sta. ads.*  
 John Graham, *art dir.*  
 Murray Halliwell, *mgr.*, *merc.*  
 John H. Porter, *dir.*, *ads.*  
 Alexander S. Rylander, *dir.*, *exploitation*  
 Peter M. Tricia, *mgr.*, *quest rel.*  
 Edwin Vane, *mgr.*, *audience adv.* and *prom.*

**Press and Publicity**  
 Robert H. Elger, *sup.*, *press and publicity*  
 William E. Anderson, *mgr.*, *bus. and trade publicity*

Millon Brown, *mgr.*, *pub. info.*  
 Kathryn Cole, *mgr.*, *correspondent*  
 Sidney Desfor, *mgr.*, *photo unit*  
 Charles A. Henderson, *mgr.*, *publicity, on network, NBC owned sta., and NBC spot sales*  
 Mike Horton, *dir.*, *information*  
 William Burke Miller, *mgr.*, *press conf.*  
 Edie Moore, *dir.*, *press dept.*  
 Cornelius K. Sullivan, *pub. rel. rep.*

**TELEVISION NETWORK PROGRAMS AND SALES**

Robert E. Kehler, *asst. sup.*, *tv network prog. and sta.*  
 Howard L. Letts, *sup.*, *bus. aff.*, *tv network prog. and sta.*  
 Carl M. Stanton, *sup.*, *color tv coordination*

**News Department**  
 William R. McAndrew, *dir.*

**Sports Department**  
 Thomas E. Gaffery, *dir.*

**Public Affairs**  
 Devonish Taylor, *sup.*, *pub. aff.*  
 John W. Kilmister, *dir.*, *administration*  
 Donald H. Hyatt, *prod. super.*, *sp. div. unit*  
 James H. Nelson, *mgr.*, *sp. div.*, *sp. div. and Arch Hall, mgr. sp. events*  
 Edward Blundell, *sup.*, *pub. serv. prog.*  
 Lucile C. Vaughan, *asst. mgr.*, *pub. aff.*  
 Barry Wood, *asst. prod.*

**Television Network Programs**  
 Emanuel Senter, *sup.*, *tv network prog.*

**Television Daytime Programs**  
 Richard Jackson, *sup.*, *day*  
 Carl Lindemann Jr., *dir.*, *daytime prog.*  
 Sidney Fairman, *mgr.*, *pub. talent*

**Television Nighttime Programs**  
 Robert F. Lawrence, *sup.*, *nighttime prog.*  
 John R. Colley, *mgr.*, *pub. serv.*  
 Alvin Cooperman, *dir.*, *tv nighttime prog.*  
 Perry Cross, *dir.*, *tv nighttime prog.*  
 Joseph F. Cunniff, *dir.*, *tv nighttime prog.*  
 Rom Donaldson, *mgr.*, *writing serv.*  
 William Hammastad, *dir.*, *pub. submissions*  
 Lakay Pappasian, *mgr.*, *pub. administration*  
 David Tabet, *mgr.*, *sp. prog.*

**Music**  
 Samuel Chapiroff, *gen. music dir.*

**Special Projects**  
 Henry W. Salomon Jr., *dir.*

**Television Network Sales**  
 William B. Goodheart Jr., *sup.*, *tv network sta.*  
 Charles B. Aber, *mgr.*, *eastern sta.*  
 Michael H. Brann, *sup.*, *tv prog. sta.*  
 Don Durgin, *sup.*, *sta. planning*  
 Walter D. Pratt, *sup.*, *asst. sta. mgr.*  
 Edward S. Hill, *sup.*, *tv sta.*, *Central Div.*  
 Stephen Flynn, *dir.*, *tv sta. traf. mgr.*  
 Walter Gross, *sup.*, *tv sta.*, *Detroit*  
 David Hedley, *sup.*, *tv sta. presentations*  
 Robert McAdams, *dir.*, *sta. development and presen-tation*  
 Marvle Rittenberg, *sup.*, *sp. prog. sta.*  
 Hamilton Robinson, *mgr.*, *of. serv.*  
 Gerald A. Vernon, *dir.*, *sta. serv.*  
 John T. Williams, *mgr.*, *to sta.*, *Western Div.*

**NBC OWNED STATIONS AND NBC SPOT SALES**

Thomas B. McPadden, *sup.*, *NBC owned sta. and NBC spot sales*  
 Donald E. Bishop, *sup.*, *community serv.*  
 George A. Heismann, *dir.*, *pub. planning and development*  
 Thomas J. O'Brien, *dir.*, *bus. aff.*  
 Harold W. Shepard, *dir.*, *sp. projects*

**NBC Spot Sales**  
 John H. Butler, *dir.*, *NBC spot sales*  
 Richard Close, *dir.*, *representation*  
 Walter B. Davidson, *sup.*, *sellery to local sta.*  
 Marjorie Gallo, *dir.*, *new bus. and press*  
 Edwin T. Jamison, *dir.*, *tv spot sta.*  
 Anthony C. Krzyer, *sup.*, *mgr.*  
 John W. Mulholland, *mgr.*, *tv spot sta.*, *central aff.*  
 John J. Ryan, *mgr.*, *eastern tv spot sta.*  
 John C. Treacy, *dir.*, *sta. rep.*, *tv spot sta.*

**WRCA, WRCA-TV—New York**  
 William N. Davidson, *gen. mgr.*  
 (For details see station listing)

**WBDF (TV)—Buffalo**  
 Charles C. Bevis, *gen. mgr.*  
 (For details see station listing)

**WMAQ, WNBQ (TV)—Chicago**  
 Jules Herbouvaux, *sup.*, and *gen. mgr.*  
 (For details see station listing)

**WRCA (TV)—Hollywood**  
 Thomas C. McCoy, *sup.*, and *gen. mgr.*  
 (For details see station listing)

**WRCV, WRCV-TV—Philadelphia**  
 Lloyd E. Yoder, *sup.*, and *gen. mgr.*  
 (For details see station listing)

**WEL, WBC-FM, WBC-TV—Washington**  
 Carleton D. Smith, *sup.*, and *gen. mgr.*  
 (For details see station listing)

**WBNB, WNBC (TV)—New Britain, Conn.**  
 Peter B. Kenney, *sup.*, and *gen. mgr.*  
 (For details see station listing)

**PACIFIC DIVISION**

John K. West, *sup.*, *Pacific Div.*  
 Alan W. Livingston, *sup.*, *tv network prog.*, *Pacific Div.*  
 Blake Chatfield, *mgr.*, *air prom.*  
 Fenton Cox, *dir.*, *film prod.*  
 Maurice J. Corwin, *mgr.*, *best ops.*  
 Paul Gale, *mgr.*, *prod.*  
 Richard H. Graham, *sup.*, *line*  
 Hiram Hall, *mgr.*, *adv. and prom.*  
 Sheldon B. Nixon Jr., *dir.*, *sta. rel.*  
 Harold Kenna, *gen. prod. super.*  
 Henry Mass, *sup.*, *sp. prog. serv.*  
 Malcolm E. Mulilan, *mgr.*, *prod. serv.*  
 John W. Nelson, *sup.*, *pub. exec.*  
 Edward Rosenberg, *sup.*, *contract administration*  
 Thomas W. Sarnoff, *sup.*, *prod. and bus. aff.*  
 Robert T. Sherman, *sup.*, *press and publicity*  
 John H. Thompson, *sup.*, *news and sp. events*  
 Robert D. Thompson, *sup.*, *gen. serv.*  
 Oscar Tupper, *sup.*, *personnel and labor rel.*  
 Richard C. Welch, *dir.*, *prod.*  
 Robert Wood, *sup.*, *cont. assistance*

**CALIFORNIA NATIONAL PRODUCTIONS Inc.**

(Wholly owned subsidiary of NBC)  
 681 Fifth Ave., New York 22, N.Y.  
 Telephone: Circle 1-6888

Robert D. Levitt, *pres.*  
 Gerald Adair, *dir.*, *European prog.*  
 Robert A. Anderson, *dir.*, *bus. aff.*  
 Robert Cinader, *sup.*, *prog.*  
 Robert Finney, *dir.*, *pub. planning and development, West Coast*  
 Norman Ginstberg, *mgr.*, *adv. and prom.*  
 Heywood Glinski, *mgr.*, *press and publicity*  
 Arthur Paries, *dir.*, *prom.*  
 Warren J. Stalder, *mgr.*, *exploitation*  
 Robert H. Max, *mgr.*, *merc.*  
 David Curtis, *mgr.*, *regional sta.*  
 H. Weller Keevey, *sup.*, *sta.*  
 John F. Tolan, *sup.*, *editors' dir.*  
 Edward Montague, *sup.*, *control sta.*  
 Clifford Ogden, *sup.*, *writers' dir.*  
 Louis B. Ayles, *dir.*, *theatrical dir.*  
 Chandler Cowles, *gen. mgr.*, *NBC Opera Co.*  
 Theodore Markovitz, *sup.*, *film serv. sta.*

**WASHINGTON EXECUTIVE OFFICE**

Fred M. Bennett, *sup.*—Washington

**NBC-TV Affiliate Executive Committee**

Walter Damon, *WTMI-TV* Milwaukee, *chair.*  
 Lawrence B. (Bud) Rogers II, *WJAZ-TV*, *Sanjour, W. Va.*, *asst. chair.*  
 Edwin R. Wheeler, *WWJ-TV* Detroit, *asst. chair.*  
 Joe H. Bryant, *KCHD-TV* Lubbock, *Tex.*  
 John H. DeWitt, *WHDH-TV* Nashville, *Tenn.*  
 Harold Owen, *WJFS-TV* Winston-Salem, *N.C.*  
 Ralph Evans, *WOC-TV* Davenport, *Iowa*  
 Joe Floyd, *KILO-TV* Sioux Falls, *S.D.*  
 Dwight C. Kelly, *KCRA-TV* Sacramento, *Calif.*

**FOREIGN REPRESENTATIVES**

**England**

National Broadcasting Co. Inc.  
 2 Mansfield St., London W. 1, England

**France**

Paul Archinard  
 85 Avenue des Champs Elysees, Room 303, Paris 8, France

**Japan-Korea**

James G. Battison  
 Mikatoku Bldg., Number 1-1 Yara Bunko Chiyodaku, Tokyo, Japan

**Germany**

Frank Baurhoffer  
 Press Center (American)  
 APO 93, c/o PSC  
 New York, New York

**Rome**

Roberto A. Beccia  
 Secondo Piano AF  
 Piazza Gezzani 5  
 Rome, Italy

**FIGARO INC.**

(NBC owns 50% of Figaro Inc.)  
 1270 Sixth Ave., New York 26  
 Telephone: Plaza 1-4198

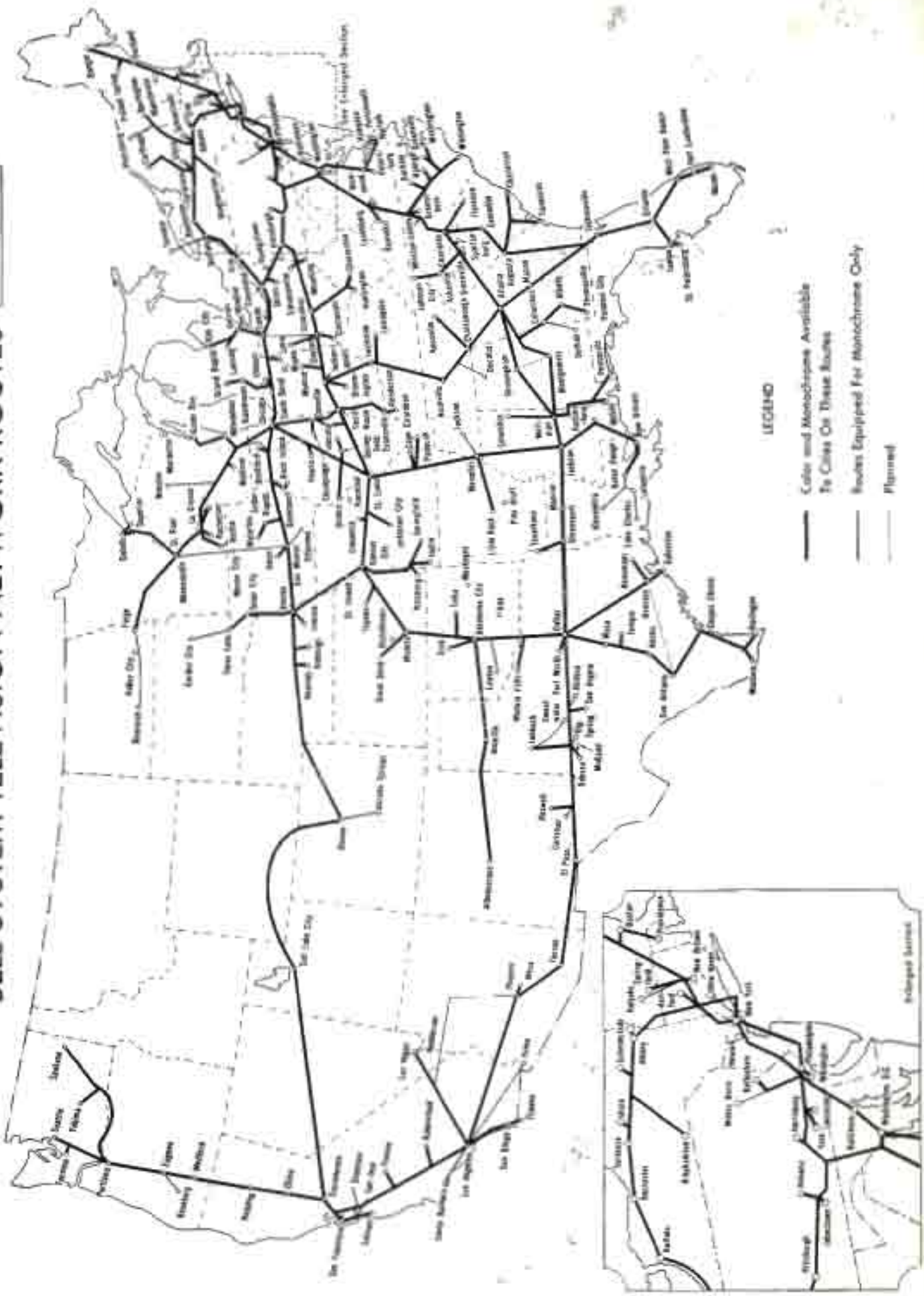
**BOARD OF DIRECTORS**

Joseph L. Mankiewicz, *chair.*, Robert Lamb, *Emmanuel Sacks*, *Bert Albenberg*, *Abraham L. Bismontok*, *Earl Rettig*, *James E. Denning*, *Alan Livingston*

**OFFICERS**

Joseph L. Mankiewicz, *pres.*  
 Emmanuel Sacks, *exec. vp.*  
 Robert Lamb, *vp.*  
 Earl Rettig, *treas.*  
 Richard Hays, *sec.*

BELL SYSTEM TELEVISION NETWORK ROUTES JULY, 1957





**"HIGHWAY PATROL"**  
 starring  
**BRODERICK CRAWFORD**

*RECORD-BREAKING FACTS*

**23,000**

**VIEWERS IN JUST**

**"HIGHWAY**



THIS ARR 29.0 IS HIGHER THAN THE ARR NATIONAL RATING FOR THESE SHOWS (MARCH, 1957):

Playhouse 90 .....	27.4	Adventures Of Jim Bowie .....	23.0
Bob Cummings .....	27.4	20th Century Fox .....	23.0
Zane Grey Theatre .....	27.2	Lux Video Theatre .....	22.9
Live It! .....	27.0	Broken Arrow .....	22.9
Life Of Riley .....	26.6	Cavaliers Of Sports .....	22.6
Robert Hood .....	25.5	Five Log .....	21.8
Studio City .....	25.0	Ozark and Harriet .....	20.9
Loretta Young .....	25.2	Walt's Top Tunes .....	20.4
Peoplers Chorus .....	25.1	Coedice .....	20.0
George Gobel .....	24.7	Big Story .....	19.9
Mt. Ararat and Co. ....	23.1	Big Surprise .....	18.5

AMERICAN RESEARCH BUREAU, INC.  
 500 Madison Ave., New York 17, N.Y.  
 83921-77

ZIV TELEVISION PROGRAMS, INC.  
 1529 Madison Road  
 Cincinnati 6, Ohio

DESCRIPTION: National rating and persons for Highway Patrol - ratings by individual markets surveyed in March '57.

Results: "HIGHWAY PATROL"  
 National Rating  
 29.0  
 Persons (add 000)  
 23,640

Preparation from: ARR Nat'l TV Survey, Mar-'57  
 Ordered by: See Top Office.

AMERICAN RESEARCH BUREAU, INC.  
*E. J. Waters*  
 E. J. Waters, Project Director



THE PULSE, Inc.  
 May 14, 1957

Ziv Television Programs, Inc.  
 1529 Madison Road  
 Cincinnati 6, Ohio

SPECIAL ANALYSIS - SPRING 1957

TELEPULSE NATIONAL RATING  
 "HIGHWAY PATROL"

Results: Rating  
 25.8  
 Persons (add 000)  
 23,200

THE PULSE, INC.



DISCLOSED BY NATIONAL RATING ANALYSES . . .

# 0,000 ONE WEEK FOR PATROL!

ARB  
NATIONAL  
RATING

**29.0**

PULSE  
NATIONAL  
RATING

**25.8**

**TV**

**1**

TIME  
AFTER  
TIME...  
**ZIV**  
**SHOWS**  
**RATE**  
**GREAT**  
IN CITY  
AFTER  
CITY!



**THE UNQUESTIONED  
#1 SYNDICATED  
SHOW IN THE U.S.A.**



On Trial	19.3
Bid Contest	19.3
Paris	19.2
Ford Theatre	17.9
Alcoa Hour	17.8
Wanted	17.8
Robert Montgomery Presents	16.7
Producers Showcase	16.0
Kraft TV Theatre	15.8
Treasure Hunt	15.1
DuPont Cavalcade Theatre	13.5
Wife Service	12.1
Danny Thomas	10.9

ARB National March, 1957



DR. STOKES NELSON  
DIRECTOR OF PULSE  
INC. created the new  
method of the special  
part proving that Ziv  
was #1 in the  
and leading TV show

# 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 listing so indicates. Dagger (†) indicates firm also is a newspaper representative.)

## AIRSPOT SALES

Chicago 1-64 E. Lake St. Tel. State 2-0480. Mgr.: Joseph Kapps.  
(Stations represented not reported.)

## ALASKA-RADIO-TV SALES CORP.

New York 18-280 Madison Ave. Tel. Murray Hill 4-4284. Nat'l. Sls. Mgr.: Roy V. Smith.  
Seattle 1-Securities Bldg. Tel. Seneca 6232.  
Los Angeles 5-Wilshire Blvd. Tel. Dunkirk 8-4101.  
San Francisco 4-Mills Bldg. Tel. Garfield 1-7095.

Represents:  
KTVA (TV) Anchorage  
KHUR-TV Honolulu, Hawaii  
KTVP (TV) Fairbanks

## AMERICAN SALES AND SERVICING AGENCY

New York 17-370 Lexington Ave. Tel.: Murray Hill 5-1306. Pres.: Guy Bolan.

Represents:  
Telexcommunications

## JAMES S. AYERS CO.

Atlanta 3-Glen Bldg. Tel.: Jackson 8-0408. Owner: James S. Ayers.  
Charlotte, N. C.-So. Church St. Bldg. Tel.: Franklin 5-4148. Mgr.: Guy Vaughan Jr.

Represents Southeastern States for:  
WALB-TV Albany, Ga.  
WLOS-TV Asheville, N.C.  
WCOV-TV Montgomery, Ala.  
WDAK-TV Columbus, Ga.  
WODN-TV Jackson, Tenn.

## WILLIAM A. AYRES CO.

San Francisco 2-23 Sansome St. Tel.: Yukon 2-2841. Own. Mgr.: William A. Ayres.  
Beverly Hills-111 E. LaCienega Blvd. Tel.: Olympia 2-1324.  
(Stations represented not reported.)

## EVERY-KNODEL INC.

New York 18-128 Fifth Ave. Tel.: Judson 8-6338. Mgr.: Lewis H. Avery.  
Chicago 1-244 S. Dearborn St. Tel.: Whitehall 4-4889. Mgr.: J. W. Knodel.  
San Francisco 4-230 Montgomery St. Tel.: Yukon 2-2662. Mgr.: David B. Hahlin.  
Los Angeles 5-222 Wilshire Blvd. Tel.: Dunkirk 1-6294. Mgr.: Douglas MacLachlin.  
Atlanta 2-41 Marietta St. N.W. Tel.: Jackson 2-2843. Mgr.: Charles C. Cooper.  
Dallas 1-Fidelity Union Life Bldg. Tel.: Riverside 1-7338. Mgr.: Wade S. Ivy Jr., Georgia A. Stevens.  
Detroit-National Bank Bldg. Tel.: Woodward 1-6807. Mgr.: Glenn W. Gilbert.

Represents:  
KIEB-TV Chico, Calif.  
KDAL-TV Duluth, Superior  
WYBC-TV Hampton, Norfolk, Va.  
WKZO-TV Kalamazoo, Grand Rapids  
WATE-TV Knoxville, Tenn.  
KOLR-TV Lincoln, Neb.  
WMAZ-TV Macon, Ga.  
KEYD-TV Minneapolis-St. Paul  
WKHO-TV Mobile, Ala.  
KTVX (TV) Muskogee-Tulsa, Okla.  
KWTV (TV) Oklahoma City  
KATV (TV) Pine Bluff-Little Rock-Hot Springs, Ark.

## CHARLES BERNARD & CO.

New York 18-128 Fifth Ave. Tel.: Circle 6-7242. Charles Bernard.  
Baltimore 1-New Howard Hotel. Tel.: Lexington 9-1880. Miss L. Wentworth.  
Kansas City 6, Mo.-601 Merchandise Mart. Tel.: Baltimore 1-5773. Miss M. Marian.  
Dallas-1000 Main St., Room 424. Tel.: Riverside 2-0605. Stu Barondens.  
Los Angeles 11-4030 Montecito Dr. Tel.: Capitol 5-0339. Joyce Evans.

Represents:  
KVVO (TV) Fresno-Tulare, Calif.

## WALTER BIDDICK CO.

Los Angeles 13-1040 E. Olive St. Tel. Richmond 9-6144. Mgr.: Guy Biddick.

Represents:  
WDBW-TV Topeka, Kan.

## BLAIR-TV

New York 17-415 Madison Ave. Tel.: Templeton 8-5009. Pres.: William H. Weldon; Sls. Mgr.: Jack Denninger.  
Chicago 1-333 N. Michigan Ave. Tel.: Franklin 2-3312. Mgr.: John W. Davis.  
Detroit 18-Bank Bldg. Tel.: Woodward 1-6020. Mgr.: Gabe Dye.

St. Louis 1-Paul Brown Bldg. Tel.: Chestnut 1-3884. Mgr.: Richard Quigley Jr.  
San Francisco 4-Buss Bldg. Tel.: Yukon 2-7098. Mgr.: Lindsey H. Spight.  
Los Angeles 5-1416 Wilshire. Tel.: Dunsmuir 1-3811. Mgr.: Frank Moreland.  
Dallas-Rio Grande Nat'l Bldg. Tel.: Riverside 4228. Mgr.: Stephen Beard.  
Jacksonville 3-Barnett Bank Bldg. Tel.: Elgin 6-5712. Mgr.: Harry E. Cummings.  
Boston 18-4 St. James Ave. Tel.: Hubbard 2-3183. Mgr.: Bruce Pattison.  
Seattle-White-Henry-Stuart Bldg. Tel.: Elliott 6270. Mgr.: John Burr.

Represents:  
KTIV (TV) Los Angeles  
WTVR (TV) Richmond, Va.  
WDSB-TV New Orleans  
WTKR (TV) Chicago  
WBCV (TV) Memphis  
WOW-TV Omaha, Neb.  
KING-TV Seattle  
KQWT (TV) Portland  
KTIV (TV) St. Louis  
WAAM (TV) Baltimore  
WKYE-TV Detroit  
WWEW (TV) Cleveland  
WCPO-TV Cincinnati  
WIBC (TV) Pittsburgh  
KGO-TV San Francisco  
WABC-TV New York  
WFBG-TV Allentown, Pa.  
KPRR-TV Fresno  
KFJZ-TV Dallas-Ft. Worth  
WHP-TV Birmingham, N.Y.

## BLAIR-TV ASSOC. INC.

New York 17-422 Madison Ave. Tel.: Plaza 1-0222. Exec. Vp.-Gen. Mgr.: Richard L. Foote.  
Chicago 11-731 N. Michigan Ave. Tel.: Delaware 1-3145. Arthur Stinger.  
Detroit 20-Bank Bldg. Tel.: Woodward 1-6020. Gabe Dye.  
Jacksonville 3-Barnett Bank Bldg. Tel.: Elgin 6-5712. Harry E. Cummings.  
St. Louis 1-Paul Brown Bldg. Tel.: Chestnut 1-3682. Richard Quigley.  
San Francisco-Buss Bldg. Tel.: Yukon 2-7098. Lindsey Spight.  
Los Angeles 5-1416 Wilshire Blvd. Tel.: Dunkirk 1-3811. Frank Moreland.  
Dallas 1-Rio Grande Bldg. Tel.: Riverside 4128. Steve Beard.  
Boston 18-4 St. James Ave. Tel.: Hubbard 2-3183. Bruce Pattison.  
Seattle-White-Henry-Stuart Bldg. Tel.: Elliott 6270. John Burr.

Represents:  
KFDA-TV Amarillo, Tex.  
KFYB-TV Bismarck, N.D.  
KTVE (TV) Denver, Colo.  
KFRN-TV Great Falls, Mont.  
KOTI (TV) Klamath Falls, Ore.  
WDBO-TV Orlando, Fla.  
KFEQ-TV St. Joseph, Mo.  
WCTV (TV) Tallahassee, Fla.  
KCYD-TV Wichita Falls, Tex.

## THE BOLLING CO. INC.

New York 13-281 Park Ave. Tel.: Plaza 2-8156. Pres.: George W. Bolling; Vp.-Chg. of Tr.: G. Richard Swift.  
Chicago 11-488 N. Michigan Ave. Tel.: Whitehall 2-3640. Mgr.: John D. Stubbins.  
Los Angeles-301 S. Beverly Dr. Tel.: Bradshaw 2-6541. Mgr.: George W. Bolling III.  
San Francisco 1-3 Third St. Tel.: Garfield 1-4740. Mgr.: John T. Coy.  
Boston 18-4 St. James St. Tel.: Hubbard 2-0248. Mgr.: Richard A. Keating.

Represents:  
WISE-TV Asheville, N.C.  
WHP-TV Harrisburg, Pa.  
KCKT (TV) Great Bend, Kan.  
KXTV (TV) Colorado Springs, Colo.  
WLEK-TV Lexington, Ky.  
WARM-TV Scranton, Pa.  
KIVO (TV) Ottumwa, N.Y.  
WISB-TV Indianapolis  
WEEC-TV WVET-TV Rochester, N.Y.  
WTHI-TV Terre Haute, Ind.

## THE BRANHAM CO.

New York-85 Park Ave. Tel.: Murray Hill 2-4504. Chmn. of Bd.: Monroe H. Long; Exec. Vp.: Joseph F. Timlin.  
Chicago-360 N. Michigan Ave. Tel.: Central 6-2298. Pres.: Eugene F. Corcoran; Vp.-Treas.: Lewis E. Greenberg; Mgr.: Dudley Brewer.  
Atlanta-Rhodes-Haverty Bldg. Tel.: Walnut 222. Mgr.: H. L. Ballo.  
St. Louis-706 Chestnut St. Tel.: Chestnut 1-4282. Mgr.: John J. Schwarz.  
Dallas-1065 Fidelity Union Life Bldg. Tel.: Sterling 5381. Mgr.: George Harding.  
Detroit-General Motors Bldg. Tel.: Trinity 1-0480. Mgr.: Fyod Weber.  
Charlotte 2, N. C.-Liberty Life Bldg. Tel.: 2-4838. Mgr.: E. C. Finch.  
Memphis-Sterick Bldg. Tel.: 2-2944. Mgr.: Sidney Nichols.  
Miami-456 N. East 25th Terrace. Tel.: 9-6855. Mgr.: Dan Galloni.  
San Francisco-708 Market St. Tel.: Yukon 2-1282. Mgr.: James M. Lawman.  
Los Angeles-5395 Wilshire Blvd. Tel.: Webster 1-1861. Mgr.: Norman E. Hayes.

Represents:  
KIEO-TV Fresno, Calif.  
WHVN-TV Springfield, Mass.  
KOB-TV Albuquerque, N.M.  
KVOA-TV Tucson, Ariz.  
KTHV (TV) Little Rock, Ark.  
WRDW-TV Augusta, Ga.  
WENS-TV Pittsburgh  
WDEF-TV Chattanooga, Tenn.  
KELD-TV Dallas, Tex.  
KROD-TV El Paso, Tex.  
WCHS-TV Charleston, W. Va.  
KDUS-TV Lubbock, Tex.  
KPAR-TV Sweetwater, Tex.  
WITI-TV Milwaukee  
KVIP-TV Redding, Calif.  
KMGM-TV Minneapolis, Minn.  
KAVE-TV Carlsbad, N. Mex.  
KEDY-TV Big Spring, Tex.

## MARY A. HILEY ADVERTISING SALES

Denver-645 Marion. Tel.: Avenue 2-7048.

Represents:  
KKTU (TV) Colorado Springs, Colo.  
KSPS-TV Casper, Wyo.

## CLARKE BROWN CO.

Dallas 4-310 Grande National Bldg. Tel.: Riverside 1-3142. Pres.: Clarke B. Brown; Vp.: Robert E. Stuart; Secy.-Treas.: Andrew E. Peranni.  
Houston 6-325 Lovett Blvd., No. 1 D. Tel.: Jackson 8-1401. Mgr.: Jack Escher.  
Atlanta-Marietta St. Blvd. Tel.: Jackson 2-7397. Vp.: Bill McRae.  
New Orleans-210 Royal St. Tel.: Canal 2817. Mgr.: Thomas J. Craig.  
Miami-Pan American Bldg. Tel.: Franklin 2-7722. Sls.: Alex Campbell.

Represents:  
KTAG-TV Lake Charles, La.  
KKTU-TV Colorado Springs, Colo.  
KTSN-TV El Paso, Tex.  
KGBT-TV Harlingen, Tex.  
KMID-TV Midland, Tex.  
KLPY-TV Lafayette, La.  
WTYY (TV) Dothan, Ala.  
KOAT-TV Albuquerque, N. M.  
KTEM-TV Ada, Okla.  
KRRS-TV El Dorado, Ark.  
KSLX-TV Corpus Christi, Tex.  
KONO-TV San Antonio, Tex.  
KQUN-TV Tamm, Ark.

## BULMER & JOHNSON INC.

Minneapolis 2-520 Rasmussen Bldg. Tel.: Federal 8-7017. Pres.: Vivian H. Bulmer; Treas.: Eda Mae Johnson.

Represents in Minneapolis-St. Paul:  
KELO-TV Sioux Falls, S.D.  
KULO-TV Florence, S.D.  
(satellite of KELO-TV)  
KNOX-TV Grand Forks, N.D.  
WDRM-TV Duluth-Superior, Minn.

## BURKE-STUART CO. INC.

New York-379 Park Ave. Tel.: Plaza 1-4646. Pres.: Ted Oberfelder; Vp.: Jack Magda.  
Chicago-38 E. Wacker Dr. Tel.: Dearborn 8-0858 Vp. & Midwest Mgr.: Edward W. Pars.  
Beverly Hills-111 N. La Cienega Blvd. Tel.: Olympia 2-1321. Lee O'Connell.  
San Francisco-223 Sansome St. Tel.: Yukon 8-8801. Bill Ayers.

Represents:  
WATR-TV Hartford, Conn.

## BURN-SMITH CO. INC.

New York-270 Park Ave. Tel.: Plaza 1-4044 Vp.-Gen. Mgr.: Allen Kerr; Vp.: Jack Magda.  
Chicago 1-301 N. Michigan Ave. Tel.: Central 2-4431. Mgr.: John A. Toobill.  
Los Angeles 4-412 E. Lafayette Park Pl. Tel.: Dunkirk 2-3200. Mgr.: Barlow G. Oakes.  
San Francisco 4-119 Sutter St. Tel.: Sutter 1-7971. Mgr.: Norman Cunningham.

Represents:  
WFLB-TV Fayetteville, N. C.

## CARIBBEAN NETWORKS INC.

New York 18-200 W. 57th St. Tel.: Circle 1-8224. Pres.: Jose Ramon Quinones; Exec. Vp.: A. M. Martinez; Vp.: Juan J. Cerna; Sec.-Treas.: Mildred E. Chaley.

Represents:  
CMQ-TV Network, Cuba  
CMRT-TV Network, Cuba  
YSER-TV El Salvador  
EPC-TV Panama, Panama (CPI)  
BPC-TV Colon, Panama (CPI)  
WAPA-TV San Juan, P.R.

## CBS TELEVISION SPOT SALES

New York 12-483 Madison Ave. Tel.: Plaza 1-2348. Gen. Mgr.: John A. Schneider; Eastern Sls. Mgr.: Bruce H. Bryant.  
Chicago 11-456 N. McClurg Ct. Tel.: Whitehall 4-0000. Midwestern Sls. Mgr.: Arthur C. Elliot.  
Los Angeles 12-132 N. Vine St. Tel.: Webster 2-3211. Mgr.: Edward A. Larkin.  
San Francisco 5-Palace Hotel. Tel.: Yukon 1-2660. Mgr.: John H. White.  
Detroit 2-422 France Bldg. Tel.: Trinity 2-5500. Mgr.: Richard R. Loftus.  
Atlanta 3-Perimeter Bldg., N.E. Tel.: Elgin 622. Mgr.: H. B. Robinson.

Represents:  
WCBS-TV New York  
KSL-TV Salt Lake City

(Continued on page 34)



NEW YORK  
CHICAGO  
DETROIT  
DALLAS  
ATLANTA  
CHARLOTTE  
ST. LOUIS  
MIAMI  
MEMPHIS  
LOS ANGELES  
SAN FRANCISCO

*representing*  
**RADIO**  
*representing*  
**TELEVISION**

**BRANHAM**

*national*  
*advertising*  
*representatives*

11 OFFICES  
FROM COAST  
TO COAST....

# STATION REPRESENTATIVES

KXKY-TV Los Angeles  
WCAU-TV Philadelphia  
WBYV-TV Charlotte, N.C.  
WBYW-TV Florence, S.C.  
WBER-TV Jacksonville, Fla.  
WTOP-TV Washington

WBEM-TV Chicago  
KQUL-TV Galveston-Houston  
CBS Television Pacific Network  
KOIN-TV Portland, Ore.  
WKIX-TV Milwaukee  
WHCT-TV Hartford, Conn.

## DONALD COOKE INC.

New York 37-331 Madison Ave. Tel.: Murray Hill 3-7225. Mgr.: Donald Cooke.  
Chicago 1-300 W. Wacker Dr. Tel.: State 2-5028. Mgr.: Fred H. Jones.  
Los Angeles 18-111 N. La Cienega Blvd. Tel.: Crestview 1-3232. Mgr.: Lee F. O'Connell.  
San Francisco 4-115 Sutter St. Mgr.: John Palmer.

### Represents:

WKTV-TV Utica, N.Y.  
KGEZ-TV Kalispell, Mont.

## H QUENTON COX & ASSOC.

(Associated with Hugh Felts & Assoc., Seattle)  
Portland 3-421 Terminal Sales Bldg. Tel.: Capital 2-5191. Mgr.: H. Quenton Cox.

### Represents:

KRQ-TV Spokane, Wash.  
KOMO-TV Seattle, Wash.  
KGVO-TV Minot, Mont.

## CROSLY BROADCASTING CORP.

New York—Three E. 54th St. Tel.: Plaza 1-5533. Vp. in Chg. Sls.: H. Peter Laeker.  
Chicago—369 N. Michigan Ave. Tel.: State 2-6823. Vp. in Chg. Central Division: Harry F. Albrecht.

### Represents Owned Stations:

WLWT-TV Cincinnati, Ohio  
WLWC-TV Columbus, Ohio  
WLWI-TV Indianapolis, Ind.  
WLWD-TV Dayton, Ohio  
WLWA-TV Atlanta, Ga.

## DEL DAY

Seattle—424 Vance Bldg. Tel.: Mutual 6935

### Represents:

KFAB-TV Fairbanks, Alaska  
KENI-TV Anchorage, Alaska

## DIXIELAND STATIONS INC.

Atlanta, Ga.—Green Bldg. Tel.: Jackson 2-3871  
Pres.-Gen. Mgr.: Gene Tibbetti.

### Represents:

WCBI-TV Columbus, Miss. (In South)

## DORA-CLAYTON AGENCY INC.

Atlanta 3-Mortgage Guarantee Bldg. Tel.: Jackson 2-3841. Doris C. Cohen, Clayton J. Cohen.  
(Stations represented not reported.)

## EVERETT-MCKINNEY INC.

New York 12-40 E. 42nd St. Tel.: Plaza 2-6222. Exec. Vp.: Powell Engler.  
Chicago 12-420 N. Michigan Ave. Tel.: Superior 2-0252. Midwest Sls. Mgr.: John E. Stanton.  
Beverly Hills—111 N. La Cienega Blvd. Tel.: Olympia 2-1122. Mgr.: Lee F. O'Connell.  
San Francisco—222 Sausalito St. Tel.: Yucca 4-3208. Mgr.: William A. Ayres.

### Represents:

WPAG-TV Ann Arbor, Mich.  
WDAN-TV Danville, Ill.  
WOST-TV New Castle, Pa.  
WBAK-TV Williamsport, Pa.  
WHBC-TV Rochester, N.Y.  
WVZ-TV Rochester, N.Y.

## HUGH FELTS & ASSOC.

Seattle 1-Tower Bldg. Tel.: Ellet 1222. Mgrs.: Hugh Felts & John Mowbray

### Represents:

KOYO-TV Minot, Mont.  
KPHL-TV Chico, Calif.  
KPHM-TV Eureka, Calif.  
KPTV-TV Santa Barbara, Calif.  
KOVN-TV Stockton, Calif.  
KQUL-TV Milwaukee, Mont.  
KQAT-TV Albuquerque, N.M.  
KUTV-TV Salt Lake City, Utah  
KPTV-TV Portland, Ore.  
KREB-TV Spokane, Wash.  
KQOL-TV Phoenix, Ariz.  
KOLD-TV Tucson, Ariz.  
KFPC-TV Cheyenne, Wyo.

## JAMES C. FLETCHER JR.

New York 15-46 W. 46th St. Tel.: Circle 4-4084.

### Represents:

KENI-TV Anchorage, Alaska  
KFAB-TV Fairbanks, Alaska

## FORJOE-TV INC.

New York 38-380 Fifth Ave. Tel.: Judson 4-3100. Pres.: Joseph Brown, Sls. Dir.: Kenneth H. Goldblatt. Vp. Sls. Dir.: Tom Edwards. Account Execs.: Jeanne Pyle, Howard Rothenberg, Leonard Ostrow, Frank Carlson, Paul Campbell, Irwin S. Lamm, Ruth Bid.  
Chicago 11-48 N. Michigan Ave. Tribune Tower. Tel.: Delaware 7-2204. Gen. Mgr.: Tom Cingulna. Account Execs.: Wilbur Bauer, Robert McCarthy.  
Los Angeles 48-481 N. La Cienega Blvd. Tel.: Casador 1-7332. Gen. Mgr.: Lawrence Kramer.

San Francisco 3-303 Market St. Tel.: Sutter 1-7368. Gen. Mgr.: Charles P. Huddie.  
Atlanta 3-Glenn Bldg. Tel.: Cypress 0318. Gen. Mgr.: Charles Tralton.  
Philadelphia 18-310 W. Glen Echo Rd. Tel.: Chestnut Hill 7-4510. Gen. Mgr.: Morton Lowenstein.

### Represents:

KVGB-TV Bellingham, Wash.  
KNSC-TV Las Vegas, Nev.  
WATV-TV Newark, N.J. (except New York)  
WTV-TV Miami, Fla.  
WJRH-TV Manchester, N.H.  
WXEX-TV Richmond, Va. (except New York)

## FOSTER & CREED

Boston—Stuller Office Bldg. Tel.: Hubbard 2-4847.  
H. C. Foster, William A. Creed

### Represents in the Northeast:

WGAN-TV Portland, Me.

## GILL-PERNA INC.

New York 11-404 Madison Ave. Tel.: Templeton 2-4700. Pres.: Helen Gill. Exec. Vp.: John J. Perna Jr.

Chicago—75 E. Wacker Dr. Tel.: Franklin 2-8825. Mgr.: Walter Beaudin.

Los Angeles—330 S. Western Ave. Tel.: Dunkirk 7-4228.  
San Francisco—31 Post St. Tel.: Sutter 1-4888.

### Represents:

WIPB-TV Fairmont, W. Va.  
WCMB-TV Harrisburg, Pa.  
WTVZ-TV Springsted-Decatur, Ill.  
KID-TV Idaho Falls, Idaho  
KGVO-TV Minot, Mont.  
WKNX-TV Saginaw, Mich.  
KID-TV Twin Falls, Idaho

## W. S. GRANT CO. INC.

San Francisco—323 Market St. Tel.: Exchange 2-4884. Gen. Mgr.: Sam Blum. Vp.: Herb Blum.  
Los Angeles 28-4886 Selma Ave. Tel.: Hollywood 2-7125.  
New York—23 W. 52nd St. Tel.: Oakland 1-4882.  
Chicago—412 N. Michigan Ave. Tel.: Superior 1-4877.

(Stations represented not reported.)

## MELCHOR GUZMAN CO.

New York—45 Rockefeller Plaza. Tel.: Circle 1-9924. Pres.: Melchor Guzman.

### Represents:

Television—VV-LV-TV "LaCadena" (Las Cadenas), Caracas, Venezuela.

## HARRINGTON, BIGHTER & PARSONS INC.

New York 12-385 Fifth Ave. Tel.: Murray Hill 2-2226. Pres.: John E. Harrington Jr. Vp.-Treas.: Volney Bighter. Vp.-Sec.: James O. Parsons Jr.  
Chicago 12-Tribune Tower. Tel.: Whitehall 8-1111. Mgr.: Corral Larson.  
San Francisco 4-225 Montgomery St. Tel.: Sutter 1-4122. Mgr.: Frank Dougherty.  
Atlanta 2-126 W. Peachtree St. N.W. Tel.: Trinity 2-3422. Mgr.: Frank H. Rice.  
Boston—29 Baystate St. Tel.: Liberty 1-7321.

### Represents:

WFMY-TV Greensboro, N.C.  
WAAH-TV Baltimore, Md.  
WHEAS-TV Louisville, Ky.  
WDAF-TV Kansas City  
WBEN-TV Buffalo, N.Y.  
WJET-TV Flint, Mich.  
WABT-TV Birmingham, Ala.  
WTEC-TV Hartford, Conn.  
WJVA-TV Richmond, Va.  
WTFM-TV Milwaukee  
WMTW-TV Mt. Washington, N.H.  
WBYR-TV Syracuse, N.Y.  
WTPA-TV Harrisburg, Pa.

## HEADLEY-KEED TV

### (Division of Headley-Keed)

New York 17-420 Lexington Ave. Tel.: Murray Hill 2-4700. Chmn.: Frank W. Miller Sr.; Dir.: Frank W. Miller Jr.; Pres.: Sterling B. Bason; Vp.-Ty.: Jack Hardingham.

Chicago 1-230 N. Michigan Ave. Tel.: Franklin 2-4688. Exec. Vp.-Mgr.: John H. Wrath.  
Atlanta 4-306 Peachtree St. Bldg. Tel.: Trinity 4-2726. Mgr.: E. W. Sweetman Jr.  
San Francisco 4-110 Sutter St. Tel.: Yucca 2-8812. Mgr.: Fred Adair.  
Hollywood 38-Taft Bldg. Tel.: Hollywood 4-7728. Mgr.: Clark N. Barnes.  
Philadelphia 7-Phila. National Bank Bldg. Tel.: Locust 4-8227.

### Represents:

WDAK-TV Columbia, Ga.  
WEEK-TV Peoria, Ill.  
WTVQ-TV Rockford, Ill.  
WTOK-TV Meridian, Miss.  
KOTA-TV Rapid City, S.D.  
TG-BOL Guatemala City, Guatemala  
WSSS-TV Winston-Salem, N.C.  
WFMJ-TV Youngstown, Ohio  
WOLV-TV Easton, Pa.  
KQUN-TV Tucson, Ariz.  
KFVS-TV Cape Girardeau, Mo.  
KOOK-TV Bilings, Mont.  
WBOC-TV Salisbury, Md.  
WITN-TV Washington, N.C.  
WBRE-TV White-Barrre, Pa.  
WASM-TV Anderson, S.C.  
WFBY-TV Green Bay, Wis.  
WKOW-TV Madison, Wis.

## GEORGE P. HOLLINGBERRY CO.

Chicago 1-307 N. Michigan Ave. Tel.: Dearborn 2-8060. Mgr.: George P. Hollingberry. Chg. of Ty.: Warren Nelson.

New York 24-306 Fifth Ave. Tel.: Oxford 2-5222. Mgr.: F. E. Switzer Jr.; Vp. in Chg. Ty.: Harry W. Wine Jr.

Atlanta 3-134 Peachtree St. Tel.: Jackson 4-2718. Mgr.: Richard N. Hunter.

Detroit 26-Guardian Bldg. Tel.: Woodward 1-2202. Mgr.: Joseph D. Payne.

Los Angeles 12-2221 Wilshire Blvd. Tel.: Dunsmuir 1-2711. Mgr.: Roy S. Edwards Jr.

Minneapolis 1-Boscawne Bldg. Tel.: Federal 2-2212. Mgr.: J. E. Anderson.  
San Francisco 4-417 Montgomery St. Tel.: Douglas 2-2941. Mgr.: George E. Lindman.  
Seattle 1-Tower Bldg. Tel.: Ellet 1222. Mgr.: Hugh Felts.

### Represents:

KOAT-TV Albuquerque, N.M.  
WJRH-TV Augusta, Ga.  
WASH-TV Bangor, Me.  
WBBZ-TV Boston  
WGLA-TV Champaign, Ill.  
KFPC-TV Cheyenne, Wyo.  
WQUL-TV Columbus, Wis.  
WDDO-TV Dayton, Ohio  
WEAU-TV Eau Claire, Wis.  
KTRM-TV El Paso, Tex.  
KVAL-TV Eugene, Ore.  
KTRK-TV Houston, Tex.  
WLSZ-TV Jackson, Miss.  
WJVA-TV Lynchburg, Va.  
WISC-TV Madison, Wis.  
WSEK-TV Nashville, Tenn.  
WEAB-TV Panama, Fla.  
KQOL-TV Phoenix, Ariz.  
KEYT-TV Santa Barbara, Calif.  
KTVW-TV Seattle-Tacoma, Wash.  
KTVB-TV Sioux City, Iowa  
WSPA-TV Spartanburg, S.C.  
WWLP-TV Springfield, Mass.  
KTVV-TV Springfield, Mo.  
KQEN-TV Temple-Waco, Tex.  
WIRP-TV Wheeling, W. Va.  
KPTV-TV Portland, Ore.  
KOLD-TV Tucson, Ariz.  
WTVW-TV Evansville, Ind.  
WNCI-TV Greenville-Washington, N.C.

## HAL HOLMAN CO.

Chicago 1-44 East Lake St. Tel.: Franklin 2-0016. Own.: Hal Holman.

New York 11-388 Madison Ave. Tel.: Murray Hill 1-2225. Mgr.: Edward J. Devney.

Los Angeles 28-4881 Hollywood Blvd. Tel.: Hollywood 2-4881. Mgr.: Tracy Moore.

San Francisco 2-280 Kearny St. Tel.: Ksbrook 2-4444. Mgr.: John Funk.

### Represents:

KHEX-TV Grand Junction, Colo.  
KFXJ-TV Montrose, Colo.  
WPHN-TV Traverse City, Mich.  
WLSB-TV Muncie, Ind.  
KDXV-TV Dickinson, N.D.

## H-R TELEVISION INC.

New York 11-380 Madison Ave. Tel.: Oxford 7-1310. Pres.-Treas.: Frank M. Hoadley; Vp.-Sec.: Frank E. Pedegrin; Vp.: Paul H. Weeks, Art Bels, Cal. Cass, Herb Chapman, Bob Mandeville, Jerry Maltese, Al Ritter, Ray Simms, Walter R. Dunt, James W. Latham.

Chicago 1-38 E. Wacker Dr. Tel.: Randolph 4-6222. Exec. Vp.: Dwight S. Reed; Arthur D. Kelley; Grant M. Smith.

Hollywood 28-Squibb Bldg. Tel.: Hollywood 2-4023. Vp.: Harold Lindley; James C. McCormick.

San Francisco 4-128 Montgomery St. Tel.: Yucca 2-3827. James M. Alexander; John T. Bradley.

Atlanta 3-101 Marietta St. Bldg. Tel.: Jackson 2-7297. Bill H. Molles, John A. Binks.

Dallas 2-418 Rio Grande Natl. Bldg. Tel.: Riverfront 2-5148. Clarke H. Brown, Andrew E. Perantoni, Robert E. Stuart.

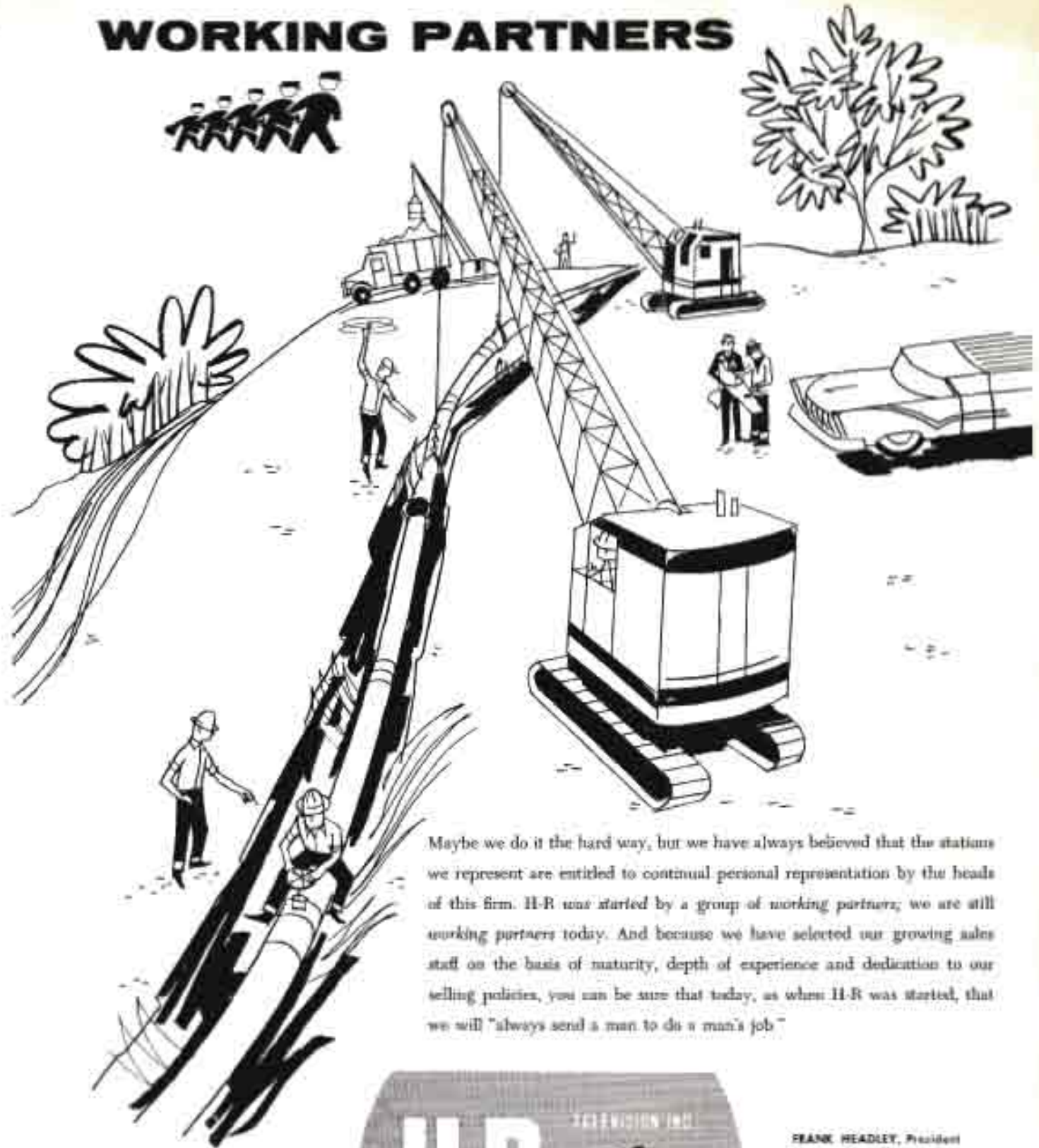
Houston 4-220 Lovett Blvd. Tel.: Jackson 2-1822. Jack Lee.

Miami 32-322 Pan American Bank Bldg. Tel.: Franklin 2-7225. Alvin Campbell Jr.  
New Orleans—618 Royal St. Tel.: Canal 2017. Thomas J. Craig.

### Represents:

WAVY-TV Norfolk, Va.  
WOL-TV New York, N.Y.  
KFTV-TV Omaha, Neb.  
WVAL-TV Raleigh, N.C.  
WREX-TV Rockford, Ill.  
KBET-TV Sacramento, Calif.  
KSNW-TV Salinas-Monterey, Calif.  
KONO-TV San Antonio, Tex.  
KVEC-TV San Luis Obispo, Calif.  
WDAU-TV Saratoga-Wilkes-Barre, Pa.  
KXLO-TV Sioux Falls, S.D.  
KJLO-TV Florence, S.D. (affiliate of KJLO-TV)  
WSJV-TV South Bend-Eliot, Ind.  
KLTW-TV Tyler, Tex.  
WVAL-TV Washington, D.C.  
KTVH-TV Wichita-Richmond, Kans.  
WNAO-TV Dothan, Mass.  
WBOC-TV Charlotte, N.C.  
WDFP-TV Chattanooga, Tenn.  
KOMO-TV Columbia, Mo.  
KEX-TV Corpus Christi, Tex.  
KNAC-TV Fort Smith, Ark.  
KBET-TV Harrison, Tex.  
WLSH-TV LaCrosse, Wis.  
WIMA-TV Lima, Ohio  
KID-TV Los Angeles, Calif.  
WHIQ-TV Memphis, Tenn.  
WPHI-TV Miami, Fla.  
WALA-TV Mobile, Ala.  
KNOE-TV Monroe, La.

# WORKING PARTNERS



Maybe we do it the hard way, but we have always believed that the stations we represent are entitled to continual personal representation by the heads of this firm. H-R was started by a group of working partners; we are still working partners today. And because we have selected our growing sales staff on the basis of maturity, depth of experience and dedication to our selling policies, you can be sure that today, as when H-R was started, that we will "always send a man to do a man's job."



FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK FELLORIN, Vice President  
 PAUL WEEKS, Vice President

380 Madison Ave.  
 New York 17, N. Y.  
 ORland 7-2120

33 E. Wacker Drive  
 Chicago 1, Illinois  
 BRanch 9-4431

4232 Hollywood Boulevard  
 Hollywood 38, Calif.  
 HOLlywood 2-6433

121 Montgomery Street  
 San Francisco, Calif.  
 FOLker 3-5837

418 Rio Grande Blvd.  
 Dallas, Texas  
 BRivside 3-5148

121 North Main Street  
 Atlanta, Georgia  
 ATLANTA 2-7767

120 Leavelle Boulevard  
 Room No. 10  
 Houston, Texas  
 HOUSton 5-1801

170 Bienville Street  
 Coast 2417  
 New Orleans, La.

121 Fox American Bank  
 Bldg.  
 Miami, Florida  
 MIAMI 3-7723



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- PURCHASING
- SELLING
- APPRAISALS
- REFINANCING
- MERGERS
- FINANCIAL CONSULTING

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## WASHINGTON, D. C.

Wm. T. Stubblefield  
1737 DeSales St., N.W.  
EX 3-1456

## CHICAGO, ILL.

Ray V. Hamilton  
Tribune Tower  
DE 7-3755

## ATLANTA, GA.

Jack L. Burton  
1815 Peachtree Bldg.  
JA 3-3437

## DALLAS, TEX.

Dewitt (Judge) Lewis  
Fidelity Union Life Bldg.  
RI 8-1178

## SAN FRANCISCO

W. R. (Ike) Twining  
111 Sutter St.  
EX 2-8471

## STATION REPRESENTATIVES

### HARRY S. HYETT CO.

Mississippi—Baker Bldg. Tel.: Federal 2-5626  
Own. Mgr.: Harry S. Hyett.

Represents (Mississippi only)

KDAL-TV Duluth, Minn. WDMJ-TV Marquette,  
Mich.  
KROC-TV Rochester, Minn. WEAY-TV Green Bay,  
Wis.  
KCYR-TV St. Joseph, Mo. WKDT (TV) La Crosse,  
Wis.  
WHPF-TV Rock Island, Ill. WBAU-TV Wausau, Wis.

### INDIE SALES INC.

New York 17—80 E. 42d St. Tel.: Murray Hill 2-8513  
Pres.: Jack Kozin  
Chicago 4—205 W. Wacker Dr. Tel.: State 2-3886  
Detroit 25—Parz Avenue Bldg. Tel.: Woodward  
3-7208  
Beverly Hills—111 N. La Cienega Blvd. Tel.  
Oleander 2-8226  
Atlanta—P. O. Box 8102. Tel.: Exchange 1981  
(Stations represented not reported.)

INTER-AMERICAN PUBLICATIONS INC.  
New York 17—41 E. 43d St. Tel.: Murray Hill 2-0891  
Pres.: Angel Ramos; Vp.: Yrausa; Jose Oviedo;  
Sec.: Frank Navarro.

Represents  
WRAG-TV San Juan, P. R.

### FRED R. JONES & SON

Chicago 11—300 W. Wacker Dr. Tel.: State 2-5086  
Mgr.: Hooper Jones; Sls. Rep.: Phyl Duncan.

Represents

WKTV (TV) Utica, N. Y. WNOW-TV York, Pa.

### THE KATZ AGENCY

New York 22—417 Madison Ave. Tel.: Plaza 2-4450  
Nat. Tv. Sls. Mgr.: Scott Donahue Jr.; Tv. Dir.:  
Edward Codel  
Chicago 1—Prudential Plaza. Tel.: Mohawk 4-3130  
Mgr.: Gerald H. Quinn  
Detroit 26—Pershing Bldg. Tel.: Woodward 3-8420  
Mgr.: Arthur J. Underwood Jr.  
Atlanta 3—Fulton Bank Bldg. Tel.: Jackson 3-1537  
Mgr.: Keith Sperry  
Dallas 1—308 Bryon St. Tel.: Riverside 4038. Mgr.:  
David Rutledge  
San Francisco 4—Rosa Bldg. Tel.: Douglas 2-7838  
Mgr.: Stanley J. Reutman  
Los Angeles 14—322 Wilshire Blvd. Tel.: Dunkirk  
3-6284. Mgr.: Richard Haybrook  
St. Louis 1—511 Olive St. Tel.: Central 1-1888. Mgr.:  
Alan Axelil.

Represents

WOOD-TV Grand Rapids, Mich.  
WJAC-TV Johnstown, Pa.  
WNSC-TV Hartsville, S.C.  
WAGA-TV Atlanta, Ga.  
WFBM-TV Indianapolis  
KPHO-TV Phoenix, Ariz.  
KCMO-TV Kansas City, Mo.  
KLTZ-TV Denver, Colo.  
KQRC-TV Amarillo, Tex.  
WBRG-TV Birmingham, Ala.  
WLAC-TV Nashville, Tenn.  
KRAM-TV Pittsburgh, Pa.  
KWK-TV Ft. Lauderdale, Fla.  
WSPD-TV Toledo, Ohio  
WKYC-TV Oklahoma City  
KPIX (TV) San Francisco  
WBAZ-TV Huntington-Charleston, W. Va.  
WMAH (TV) Baltimore  
WIBK-TV Detroit  
WIRN-TV Syracuse, N.Y.  
WTVY (TV) Tampa, Fla.  
WICR-TV Cincinnati

WJW-TV Cleveland  
WTVN (TV) Columbus, Ohio  
KYTV (TV) Cincinnati, Ohio  
KJHQ-TV Spokane, Wash.  
WMT-TV Cedar Rapids, Waterloo, Iowa  
KFSD-TV San Diego  
KSTV (TV) Salt Lake City, Utah  
WSPA-TV Montgomery, Ala.  
WVL-TV (CP) New Orleans, La.  
WTCN-TV Minneapolis-St. Paul, Minn.  
WHIS-TV Bluefield, W. Va.  
KRPT-TV Des Moines, Iowa  
KAKE-TV Wichita, Kan.  
WHEC-TV Memphis, Tenn.  
WJTV (TV) Jackson, Miss.  
KABC-TV Los Angeles  
WBRN-TV Knoxville, Tenn.

### ROBERT S. KELLER INC.

New York 14—72 Barrow St. Tel.: Waltham 4-6398  
Pres.: Bob Keller  
Chicago 4—205 W. Wacker Dr. Tel.: State 2-5086  
Represents  
WPAG-TV Ann Arbor, Mich. WNOW-TV York, Pa.

### KETTELL-CARTER

Boston 14—112 Newbury St. Tel.: Kenmore 5-1966  
Pres.: Elmer Kettell, Marjorie Carter  
Represents in New England  
WABI-TV Bangor, Me. WMTW (TV) Poland  
WWLP (TV) Springfield, Mass. Spring, Me.

### NONA KIRBY CO.

Boston 14—Shafter Office Bldg. Tel.: Hubbard 2-4117  
Pres.: Nona Kirby; Vp.: Kay Chille  
(Stations represented not reported.)

### BOMAR LOWRANCE & ASSOC. INC.

Atlanta—400 Peachtree N.E. Tel.: Trinity 6-4728  
Mgr.: William M. Scruggs Jr.  
Dallas—Fidelity Union Life Bldg. Tel.: Riverside  
2-6298. Mgr.: Robert F. Koeh  
Charlotte—P. O. Box 4256. Tel.: Franklin 6-6881  
Pres.: Homer A. Lowrance  
Represents  
NBC Sport Sales Crowley Broadcasting

### JACK MASLA & CO.

New York 17—251 Fifth Ave. Tel.: Yukon 4-7778  
Pres.: Jack Masla  
Chicago 11—418 N. Michigan Ave. Tel.: Superior  
1-3042. Mgr.: Seymour Thomas  
Beverly Hills—111 N. La Cienega Blvd. Tel.: Olymp  
2-5222. Lee F. O'Connell  
Represents

WMSL-TV Dothan, Ala. WTUV (TV) Tupelo, Miss.

### McGAVREN-QUINN CO.

San Francisco—129 Sutter St. Tel.: Yuman 4-4112  
Darrin McGavren  
Hollywood—1741 Year Ave. Tel.: Hollywood 4-6886  
Donald J. Quinn  
New York 21—W. 52d St. Tel.: Bryant 4-4374. Mgr.:  
Jack Davis  
Chicago—20 N. Michigan Ave. Tel.: Randolph  
6-2552. Barney Clark  
(Stations represented not reported.)

### JOSEPH HERSHEY MCGILLYRA INC.

New York 17—368 Madison Ave. Tel.: Murray Hill  
2-8122. Gen. Mgr.: E. J. Donnan  
Chicago 1—188 N. Wabash Ave. Tel.: State 2-6222  
Mgr.: Rudolph S. Nelson Jr.  
Boston—419 Boylston St. Tel.: Commonwealth 4-0712  
Mgr.: Louis J. Bergall  
Los Angeles—612 S. Serrano Ave. Tel.: Dunsmuir  
4-7322. Mgr.: Fred E. Crawford Jr.  
San Francisco 4—468 Market St. Tel.: Yuman 2-8864  
Mgr.: A. S. Harwood  
Bedford, Ind.—P. O. Box 127. Tel.: 4421. Mgr.:  
Joseph Hershey McGillyra

Represents

WIRK-TV Fort Myers, Fla. WTOM-TV Lansing, Mich.  
WTOV-TV Hartshorn, Va.  
WROM-TV Rome, Ga. WBLN-TV Bloomington,  
WMSL-TV Dothan, Ala.

### JOHN L. McGUIRE & CO.

Denver 2—Guaranty Bank Bldg. Tel.: Cherry 4-8101  
Mgr.: John L. McGuire

Represents

KCSJ-TV Pueblo, Colo. KBEX-TV Grand  
KRDO-TV Colorado Junction, Colo.  
Springs, Colo. KPMJ-TV Montrose, Col.  
KOAT-TV Albuquerque, N.M. KTWO-TV Casper, Wyo.  
N.M.

### THE MERKER CO. INC.

New York 11—421 Fifth Ave. Tel.: Murray Hill  
2-2170. Pres.-Gen. Mgr.: Robert D. C. Meeker;  
Vp.-Tv. Dir.: Edgar D. Rubin; General Tv. Sls.  
Mgr.: Charles E. Standard; Prom. Dir.: Vp. (Radio)  
Research Dir.: Mimi Joy von Tolowitz; Louis F.  
Y. Moore; David A. Orman; Paul T. Murray  
Chicago 11—328 N. Michigan Ave. Tel.: Central  
4-7442. Vp.-Midwest Mgr.: Carlton P. Jewett;  
Tv. Sls. Mgr.: Norman B. Cusack; West Coast Mgr.:  
Les Thompson  
San Francisco 4—Rosa Bldg. Tel.: Yukon 2-8864  
Mgr.: Donald L. Postma  
Los Angeles 28—431 Hollywood Blvd. Tel.: Holly  
wood 2-5251. Mgr.: Tracy Moore, Jerry Moore  
Lancaster, Pa.—4 W. King St. Tel.: 562. Mgr.: Dick  
Sheets

Represents

WTVY (TV) Blount-  
ton-Indianapolis-  
Terry Hawk, Ind.  
WQAL-TV Lancaster,  
York-Harrisburg-  
Lancaster-Harrisburg, Pa.  
KROC-TV Rochester,  
Minn.  
KSWB-TV Newell,  
N.M.  
KTWO-TV Casper, Wyo.

WPTA (TV) Blount-  
ton-Fort Wayne, Ind. (CP)  
WBAU-TV Wausau, Wis.  
WHDL-TV Kearney-  
N. Omaha, Neb.  
KSPN-TV Hayes Center,  
Neb.  
WLEV-TV Springfield,  
Albany-Easton, Pa.  
WBAK-TV Williams-  
port, Pa. (CP)

### CLYDE MELVILLE CO.

Dallas—Mellie Bldg. Tel.: Riverside 4-5228. Pres.:  
Clyde B. Melville

Represents in Southwest

KGOM-TV Albuquerque, N.M. KCMC-TV Texarkana,  
Tex.-Ark.  
KTRE-TV Lubbock, Tex. KTXL-TV San Angelo,  
KSWB-TV Newell, N.M. Tex.  
KCEN-TV Temple- Waco, Tex. KVDO-TV Corpus  
Christi, Tex.

### MICHIGAN SPOT SALES INC.

Dearborn—1000 Michigan Ave. Tel.: Tiffany 2-2202  
Pres.: Charles J. Sills; Vp.: Fred A. Knorr; Sec.:  
Treas.: George M. Millar

Represents

WNEM-TV Bay City, Mich. WPPN-TV Traverse City,  
Mich.

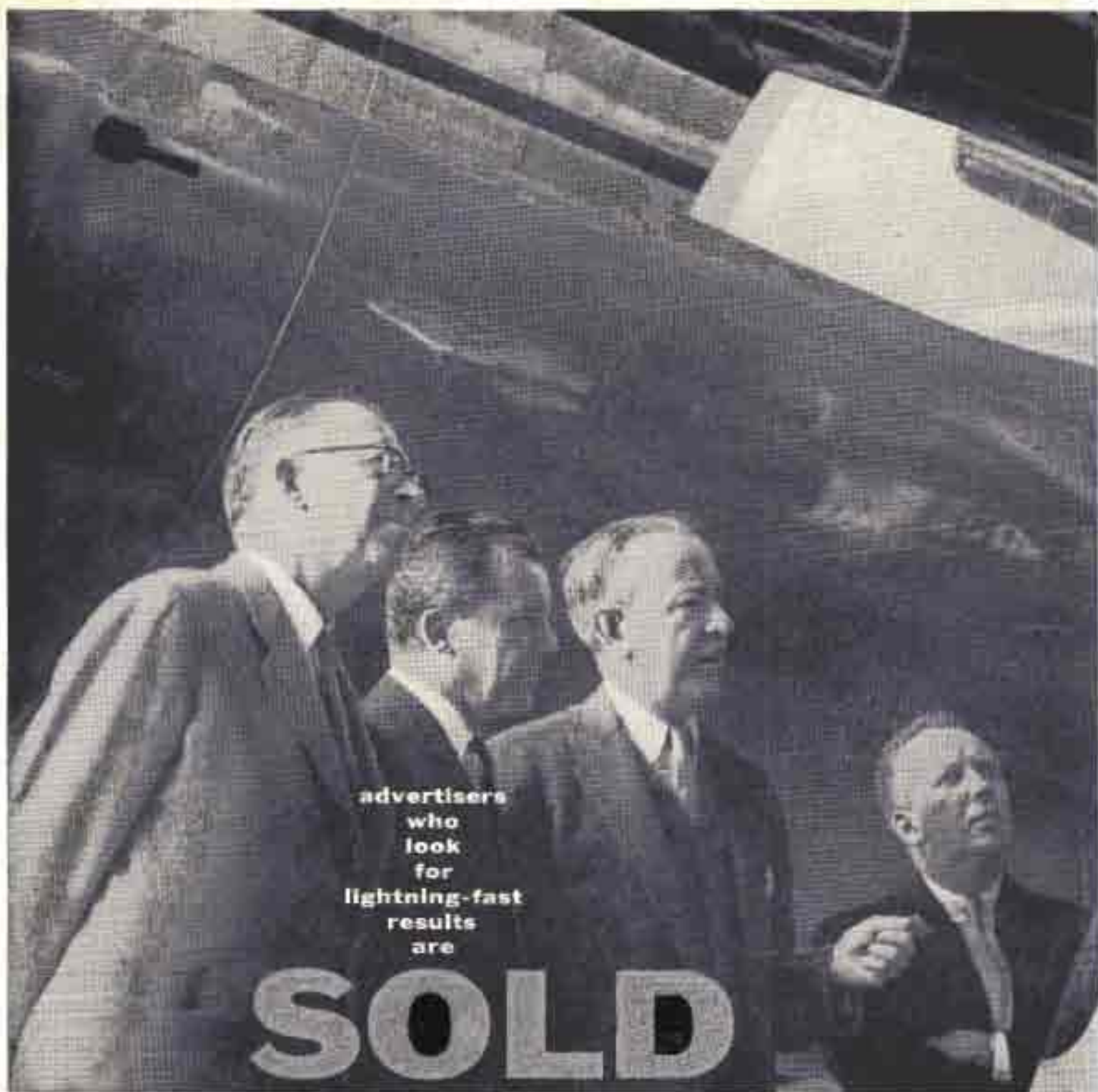
### ART MOORE & ASSOC. INC.

Seattle 1—Jones Bldg. Tel.: Mutual 377. Mgr.: Art  
Moore  
Portland 4—111 Cascade Bldg. Tel.: Capital 8-1284  
Mgr.: Ed Henry

Represents in Seattle and Portland

KTST-TV Tacoma-  
Seattle, Wash. KVAL-TV Eugene, Ore.  
KXLY-TV Spokane, Wash. KPIC-TV Roseburg, Ore.  
KIMA-TV Yakima, Wash. KBOI-TV Boise, Idaho  
KID-TV Idaho Falls, Idaho  
KFTS-TV Fresno-Kenner-  
wick-Richland, Wash. KLEW-TV Lewiston,  
Idaho  
KHAS-TV Ephrata-  
Moses Lake, Wash. KLIN-TV Twin Falls,  
Idaho  
KXLP-TV Butte, Mont.





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**Capital Airlines and its agency, Lewis Edwin Ryan, are Sold on Spot as a basic advertising medium.**

To get its fast-growing Viscount service off and winging in a new market, Capital Airlines relies on Spot Radio. Ten days before a new Viscount flight schedule goes into operation, Capital opens full blast with a six-week saturation schedule. A hard-hitting, year-round campaign follows, precision-timed to reach the businessman who must travel. Early in the morning, late in the afternoon, early and late in the evening, Spot sells the businessman on the economy, luxury and speed of Capital's Viscount flights.

Sells? In July, 1955, Capital inaugurated a new Viscount





Left to right:  
 Sam Hunsicker, Asst. Pres.,  
 Lewis Edson Ryan, Adv.  
 Joel S. Daniels, Jr., Adv. Mgr.,  
 Capital Airlines  
 James W. Austin, V.P., in charge of  
 Sales & Traffic, Capital Airlines,  
 William J. Brown, Director Radio-TV,  
 Lewis Edson Ryan, Adv.  
 Harry Phillips, Radio Sales  
 Representative, NBC Spot Sales

service between Washington and Chicago. By October, 1956, they had tripled the service and zoomed from less than 20% to more than a 50% share of a greatly-expanded market! In Washington, and in Chicago, as in every on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for your product or service, look to . . .

**NBC SPOT SALES**  
 representing these leadership stations

WASH DC-1000-1000  
 NEW YORK-1000-1000  
 CHICAGO-1000-1000  
 PHILADELPHIA-1000-1000  
 BOSTON-1000-1000  
 PITTSBURGH-1000-1000  
 CINCINNATI-1000-1000

ST. LOUIS-1000-1000  
 KANSAS CITY-1000-1000  
 CLEVELAND-1000-1000  
 COLUMBUS-1000-1000  
 INDIANAPOLIS-1000-1000  
 MEMPHIS-1000-1000  
 MILWAUKEE-1000-1000  
 MINNEAPOLIS-1000-1000  
 OMAHA-1000-1000  
 PORTLAND, ORE.-1000-1000  
 SAN FRANCISCO-1000-1000  
 SEATTLE-1000-1000



# Look at what NTA can put in your viewer this year!



A Few New Half-Hour Programs...  
from *Desilu* Productions...  
and 20<sup>th</sup> Century-Fox...  
plus great 20<sup>th</sup> feature films!

If you want to put top TV programming in focus this year, the place to go is NTA.

It's got great new half-hour film programs produced by those two masters of the camera—Desilu and 20th Century-Fox. And it's got great feature films from 20th Century-Fox, such as those in NTA's newest group of them, "The Big 50."

So for the best programming to project on TV screens in 1957 and 1958, develop a close-up relationship with NTA today. You'll get wonderful programs on film!

TODAY, PHONE, WIRE OR WRITE!



Harold Goldman,  
Vice President in charge of sales

*NATIONAL TELEFILM ASSOCIATES, INC.*

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS • TORONTO • ATLANTA • DALLAS

# THE TELEVISION CODE OF THE NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

(Effective March 1, 1933, Revised February 6, 1957)

## 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 to be properly 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 picture 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 consumer 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.

## Attainment 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 consistently to seek opportunities for introducing into television 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 worthy 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:

- Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
- 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.
- 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 engage the homes 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:

- (1) Profanity, obscenity 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 unde-

irable meanings, and telecasters should be alert to eliminate such words.

(2) 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.

(3) The Television Code Review Board (see Regulations and Procedures of the Code, V, Section 2, 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) (1) Attacks on religion and religious faiths are not allowed.

(2) Reverence is to mark any mention of the name of God, His attributes and powers.

(3) 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) (1) Contests may not constitute a lottery.

(2) 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 Code, page 46).

(3) 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.

d) 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 discussed.

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 injurious to nature. Telecasts of actual sports programs at which on-the-home 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 their 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 unprofitable. 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 appearance 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 their share of the world of 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 enabling the child to live 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 attraction 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 terms 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 authority 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 extreme or mystery episodes involving children or minors.

## Decency and Decorum in Production

1. The movements of all performers shall be within the bounds of propriety and shall avoid such exposure of such programs 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 business 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 reactions 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

- A television station's news schedule should be adequate and well-balanced.
- News reporting should be factual, fair and without bias.
- Commentary and analysis should be clearly identified as such.
- 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.

6. 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.

4. Pictorial material should be chosen with care and not presented in a misleading manner.
5. 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.
6. 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.
7. A television broadcaster should not present editorial 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. Explicits, 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 from him. 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 needs 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 unimpaired coverage as well as good taste in presentation.

#### Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on 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 the fellow citizen 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-informed 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-balanced 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 religions.
  - 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 his best efforts to apportion such time fairly among the representative faith groups of its community.

#### Presentations of Advertising

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unusual 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 message 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 aurally and vis-à-vis, before the sponsor's advertising material is first used, and should be signed off, both aurally and vis-à-vis, 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 to 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 outweigh 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.

#### Responsibility of Advertiser and Product—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 whose 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 words, 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 broadcast. 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 wine 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 promise of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of fireworks and fireworks is acceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, psychometry, palm-reading or character-reading is not acceptable.

f) Because of the personal nature of products which create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the sense 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 lip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Advertisements should be accepted by the station 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.

4. Split-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable.

#### Advertising of Medical Products

1. The advertising of medical products presents considerations of intrinsic and far-reaching importance to the consumer, and the following principles and procedures should apply to 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 affect 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 safeguards should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exhibition or sale of the sponsor's product or service, and all references in press or gifts offered in such connection should be considered a part of and included in the legal time allowances as herein provided. (See Time Standards for Advertising Copy, below.)

#### Premiums and Gifts

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 change their value in the minds of the viewers.

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 "luck-bearing" 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)	
	All Other Programs	All Other TVs
1	1:00	1:15
2	1:00	1:15
3	1:30	1:45
4	2:00	2:15
5	2:30	2:45
6	3:00	3:15
7	3:30	3:45
8	4:00	4:15
9	4:30	4:45
10	5:00	5:15

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



**REACH  
FOR THE  
STARS!**



*The swing  
is toward  
Leo!*



CLARK GABLE • INGRID BERGMAN • SPENCER TRACY • LANA TURNER • JOAN CRAWFORD • FRANK SINATRA  
GENE KELLY • JUDY GARLAND • JOHN WAYNE • ANN SOTHERN • AVA GARDNER • WILLIAM FOWELL • MYRNA LOY

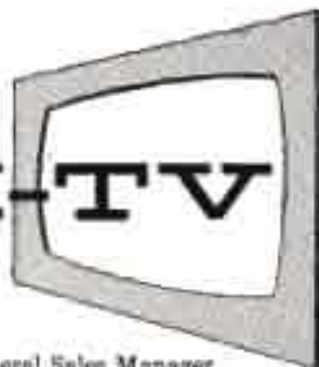


Up go the ratings when you reach for the stars! Greater audiences, increased billings, higher rate cards—all are attainable when you have the star-power that is available only in M-G-M features! Why not reach for the 'phone right now—and let the MGM-TV representative tell you how the big names can mean big business!



**MGM-TV**

A SERVICE OF  
LOEW'S INCORPORATED



RICHARD A. HARPER, General Sales Manager  
701 7th Ave., New York 36, N. Y., JUdson 2-2000

GRETA GARBO • HEDY LAMARR • JAMES STEWART • W. C. FIELDS • FRIDDIE BARTHOLOMEW • MICKEY ROONEY  
LEW AYRES • WALLACE BEERY • GREER GARSON • WALTER PIDGEON • VAN JOHNSON • JUNE ALLYSON • ROBERT TAYLOR

affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

- 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 2 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 procedure 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.
- 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.
- More than two back-to-back announcements plus the conventional sponsored 15-second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program.
- 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 special guest identifications, be condemned and discouraged.
- 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.

**Demanded Appeals and Advertising**

- Appeals to help sustain themselves in tele-

vision 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.

2. Dramatized advertising involving statements or purported statements by physicians, dentists, or nurses must be presented by accredited members of such professions or it must be made apparent that the material is dramatized by super-imposing the words "A Dramatization" in a highly visible manner during the initial 10 seconds of the scene. If the scene portraying such professional persons is less than 10 seconds, the words "A Dramatization" shall then be visible for the entire length of the subject scene.

**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, 1953 by the Television Board of Directors of the NARTR 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; (5) The administration of the Code is delegated to the Television Code Review Board, composed of five members appointed from among licensed licensees to two-year terms by the president of the NARTR, 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.

**CODE INTERPRETATION**

Following are official interpretations of language in the television code, issued by the NARTR Television Code Review Board:

**Constitution ("Peggy-Bowk") Announcements.**—The NARTR Television Code Review Board has reviewed a number of spot announcements advertising more than one product. The Board has decided that when unrelated products are advertised as separate and distinct messages within one announcement, they in effect constitute separate announcements.

The Board observes that it is an acceptable practice to advertise related (e.g., various frozen food products, or automobiles of one manufacturer) or compatible (e.g., pianos and organs, or furniture and carpeting) products within the framework of a single announcement, when integrated to form a single message.

**"Pitch" Programs.**—The "pitchman" technique of advertising on television is inconsistent with good broadcast practice and, generally, damages the reputation of the industry and the advertising profession. In the opinion of the members of the NARTR Television Code Review Board:

Recent monitoring operations by the Code staff indicate that the "pitchman" row has moved from the half and quarter-hour programming segments to shorter periods of time... three, four, and five minutes. Sponsored programs of this sort, whatever their length, consisting substantially of continuous demonstration or sales presentation, violate not only the time standards established in the Code, but the broad philosophy of improvement implicit in the voluntary Code operation. The Board requests that such programs be removed from the air as soon as contractual arrangements permit. If advertisers require assistance in classifying programs of this type, they should send inquiries to the NARTR Director of Television Code Affairs.

**Hollywood Film Promotion.**—The Television Code Review Board has formally concluded that the presentation of commentary or film excerpts from current theatrical releases in some instances may constitute "advertising copy" under section 1, "Time Standards for Advertising Copy." Specifically, for example, when such presentation, directly or by inference, urges viewers to attend, it shall be counted against the advertising copy time allowance for the program of which it is a part.

**Non-Acceptability of "Influently Personal Products."**—The Television Code Review Board has reviewed several advertisements in view of Paragraph 1 f) "Acceptability of Advertisements and Products—General" and in particular of the specific language "the advertising of intimately personal products which are generally regarded as unadvisable conversational topics in mixed social groups is not acceptable."

The Board has concluded that products for the treatment of hemorrhoids and for use in connection with feminine hygiene are not acceptable under the above stated language.

**Advertising Copy Defined.**—"Advertising Copy" for the purpose of the section entitled "Time Standards for Advertising Copy" is defined as follows: Reference (aural, visual, or both) to a commercial product or service, unless such reference is permissible under the provisions of paragraph No. 4 (awarding of prizes), No. 5 (guest identification) or No. 6 (visual sponsor or product display). Additionally, reference to commercial products or services in the form of program credits is permissible provided that the aggregate length of such credits does not exceed 10 percent of the permissible "Length of Advertising Message."

**STATE ASSOCIATIONS OF BROADCASTERS**

**Alabama Broadcasters Assn.**

P. O. Box 6134 University, Ala. Founded in 1946; meetings March and Oct.; elections March; no. of members 24. Officers: William W. Ford, WCOV-AM-TV Montgomery, pres.; Ed Carroll, WGVY Cantonville, vp.; Bill Mays, WGAD Dadeville, sec.-treas.; Mrs. Angie S. Youngson, Box 3174, University, exec. sec.

**Arizona Broadcasters Assn.**

Founded in 1938; meetings Jan.; elections Nov.; no. of members 25. Officers: Dick Lewis, KYAN Phoenix, pres.; Tom Wallace Sr., KTN Phoenix, vp.; Howard Lech, KRIS Phoenix, sec.-treas.

**Arkansas Broadcasters Assn.**

c/o pres. or sec. Founded 1942; meetings March and Sept.; elections in March; no. of members 45. Officers: Ted Hand, KDRS Paragould, pres.; E. J. Parrish, KOTN Pine Bluff, vp.; Bill Hart, KGHF Little Rock, sec.-treas.

**California State Radio & Television Broadcasters Assn.**

c/o pres. or sec. Founded 1947; meetings Nov.; no. of members 18. Officers: John H. Schaef, KVET-TV Sacramento, pres.; George Whitney, KFMS San Diego, vp.; Lynn Rogers, KMPC Los Angeles, radio vp.; Joe DeLing, KJEO-TV Fresno, tv vp.; J. C. Fairbridge, sec.-treas.

**Colorado Broadcasters & Television Assn.**

c/o pres. or sec. Founded in 1939; meetings semi-annual; elections June; no. of members 46. Officers: Harry Ruth, KRDO Colorado Springs, pres.; Robert R. Hix, KOA Denver, sec.-treas.; T. Elsworth Stopp, D. of Colorado, Boulder, exec. sec.

**Connecticut Broadcasters Assn.**

c/o pres. Founded in 1954; meetings and elections March; no. of members 24. Officers: Charles Bell Jr., WHAY New Britain, pres.; Julian Schwartz, WSTC Stamford, vp.; William J. O'Brien Jr., WCMX Middletown, sec.-treas.

**Delaware Assn. of Broadcasters**

c/o pres. Founded 1957. Officers: Harvey C. Smith, WDEL Wilmington, pres.; Wayne Rollins, WAMS Wilmington, vp.; Gordon Mathias, WTX Wilmington, sec.-treas.

**Florida Assn. of Broadcasters**

c/o pres. or sec. Founded in 1939; meetings May-June and Nov.; elections in May-June; no. of members 22. Officers: James L. Hines, WFLA Fort Pierce, pres.; Lee Swinton, WTUV TV, Miami, 1st vp.; Lawrence Rollins, WRBW Winter Haven, 2d vp.; Charles Fernandez, WKXY Sarasota, sec.-treas.; J. Kenneth Ballinger, 314 Center Bldg., Tallahassee, exec. sec.

**Georgia Assn. of Broadcasters**

c/o pres. or sec. Founded 1933; meetings Aug., last weekend Jan.; elections by mail after Jan. meeting; no. of members 34. Officers: L. H. Christian, WJPC Albany, pres.; W. N. Morris, WMLT Dublin, 1st vp.; John W. Jacobs Jr., WGNB Gainesville, 2d vp.; Robert Lawrence Patrick, D. of Georgia, sec.-treas.

**Hawaiian Assn. of Radio & Television Broadcasters**  
P. O. Box 1380, Honolulu, T. H. Founded in 1953; meetings on call; elections in May; no. of members 14. Officers: John D. Keating, KONA-TV Honolulu, pres.; Harry Chu, KAMU Waipahu, Oahu, vp.; Fu Halliwell, KPOA Honolulu, sec.-treas.

**Idaho Broadcasters Assn.**

c/o pres. or sec. Founded 1931; meetings spring and fall; elections in fall; no. of members 17. Officers: C. H. Layne, KID Idaho Falls, pres.; H. Clark, KBAR Burley, vp.; Eugene Grunata, KRXK Rexburg, sec.-treas.

**Illinois Broadcasters Assn.**

c/o pres. or sec. Founded 1948; meetings March and Oct.; elections Oct.; no. of members 31. Officers: George C. Blagoe, WLSN DeKalb, pres.; Harold L. Dewing, WCVS Springfield, vp.; Charles R. Cook, WIFF Harris, sec.-treas.

**Indiana Broadcasters Assn.**

c/o pres. or sec. Founded 1947; meetings March and elections March; no. of members 22. Officers: Lester G. Spencer, WKBY Richmond, pres.; Joseph Higgins, WTH Terre Haute, vp.-em.; Howard White, WCTW (FM) New Castle, vp.-fm.; Bernard Berth, WNDU-TV South Bend, vp.-tv.; Dennis Raher, WITZ Jasper, sec.-treas.; Roy L. Hickox, WLRP New Albany, sec. treas.

**Iowa Broadcasters Assn.**

c/o pres. or sec. Founded 1941; meetings semi-annually; elections annually; no. of members 42. Officers: Kenneth E. Gordon, KDTH Dubuque, pres.; George Volger, KWPC Muscatine, vp.; William White, KFJH Marshalltown, sec.-treas.

**Kansas Assn. of Radio Broadcasters**

c/o pres. Founded 1931; meetings April-May; elections April-May; no. of members 46. Officers: Robert Wells, KIII, Garden City, pres.; Alden Booth, KLWN Lawrence, vp.; Tom Bashaw, KFJ Wichita, sec.-treas.

**Kentucky Broadcasters Assn.**

c/o Hugh O. Potter, P. O. Box 236, Owensboro. Founded 1945; meetings Oct. and March; elections Oct.; no. of members 21. Officers: Arthur Eberman, WZL Covington, pres.; Dee Huddleston, WLL Elizabethtown, 1st vp.; Al Temple, WKCT Bowling Green, 2d vp.; Katherine Padon, WHOP Hopkinsville, sec.-treas.

**Louisiana Assn. of Broadcasters**

P. O. Box 379, Baton Rouge. Founded 1943; meetings spring and fall; elections fall; no. of members 26. Officers: Frank Ford Jr., KENT Shreveport, pres.; William Bailey, KNOC Natchitoches, radio vp.; Tom E. Gibbons, WAFB-TV Baton Rouge, tv vp.; W. E. Jones, KSLD Opelousas, sec.-treas.; Ladd McCallister, exec.-sec.

**Maine Radio & TV Broadcasters Assn.**

c/o pres. Founded 1947; meetings and elections Nov.; no. of members 19. Officers: Parker Roy, WLAM Lewiston, pres.; Eiden Shute Jr., WKTG South Paris, 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 64. Officers: Robert Cochrane, WMAR-TV Baltimore, pres.; William H. Paulgrove, WJZL Hagerstown, vp.; Fred Houwenk, WMAL Washington, sec.-treas.

**Massachusetts Broadcasters Assn.**

c/o pres. Founded 1954; meetings and elections in fall; no. of members 49. Officers: Sherwood J. Farlow, WHL Medford, pres.; Boy V. Whitman, WCOB Boston, vp.; Henry Schumac, WNHU New



Chief, sec.: George Joseph, WCCM Lawrence, Mo.

**Michigan Assn. of Broadcasters**

2/6 pres. or sec. Founded 1948; meetings June and Sept.; elections Sept.; no. of members 10. Officers: J. P. Scherer, WJPH Benton Harbor, pres.; Lester Gooderman, WFSB-TV Traverse City, vp.; George M. Miller, WCMH Dearborn, sec.-treas.

**Minnesota Assn. of Broadcasters**

2/6 pres. Reactivated 1968. Officers: Kenneth R. Hance, KSTP St. Paul, pres.; Miller C. Robertson, WTCN Minneapolis 1st vp.; Harry Linden, KWLW William 2d vp.; Robert Dellaven, KYSM Mankato, 3d vp.; Larrs Haug, WCCO Minneapolis, sec.-treas.

**Mississippi Broadcasters Assn.**

2/6 pres. Founded 1942; meetings and elections March or April; no. of members 28. Officers: William Guest, WHPH Pascagoula, pres.

**Missouri Broadcasters Assn.**

2/6 pres. Founded 1948; meetings April and Aug.; elections Aug.; no. of members 61. Officers: Earl Dougherty, KXKO Mexico, pres.; Bruce Harrington, WEW St. Louis, vp.; E. A. Richter, KWOL Jefferson City, sec.-treas.

**Montana Radio Station Inc.**

2/6 pres. Founded 1968; meetings and elections Sept.; no. of members 30. Officers: A. J. Mosby, KGVO-TV Missoula, pres.; Jeff Kitchin, KGHL Billings, vp.; Mrs. Charlotte H. Broder, KOJN Havre, sec.-treas.

**Nebraska Broadcasting Assn.**

2/6 pres. Founded 1938; meetings and elections May 1; no. of members 28. Officers: Virgil Sharpe, KOWH Omaha, pres.; Dave Young, KSID Sidney, vp.; Gordon C. Perts, KWBE Lincoln, sec.-treas.

**Nevada State Broadcasters Assn.**

(Inactive)

**New Hampshire Assn. of Broadcasting**

2/6 pres. or sec. Founded 1964; meetings and elections Sept.; no. of members 10. Officers: Frank B. Estes, WJHE Keene, pres.; A. J. K. Mads, WJNH Rochester, vp.; Warren Johnson, WOIS Manchester, sec.-treas.

**New Jersey Broadcasters Assn.**

2/6 pres. Founded 1947; meetings 2d week May and Oct.; elections Oct.; no. of members 21. Officers: Jerome P. McCarthy, WTOA (FM) Trenton, pres.; John C. Krockel, WJEE Vineland, vp.; Robert McDougall, WAAT Newark, sec.-treas.

**New Mexico Broadcasters Assn.**

2/6 pres. Founded 1951; meetings Sept. and March; elections March; no. of members 29. Officers: C. O. Kendrick, KVBC Farmington, pres.; Jim Duncan, KXEL Silver City, vp.; Jack Burroughs, KERN Pecos, sec.

**New York State Assn. of Radio & Television Broadcasters**

2/6 pres. or sec. Founded 1944; meetings April and Oct.; elections Feb.; no. of members 81. Officers: E. B. Vaddamuneti, WJTB Syracuse, pres.; William Deery, WBBK Buffalo, 1st vp.; Gordon Gray, WOR-TV New York, 2d vp.; Elliott Stewart, WJEX Utica, sec.; George Dunham, WNYF Binghamton, treas.

**North Carolina Assn. of Broadcasters**

2/6 pres. or sec. Founded 1932; meetings June and Nov.; elections Nov.; no. of members 118. Officers: Edmond H. Smith, WJNC Hickory, pres.; E. E. Jones, WRBB Burlington, radio vp.; Harold Speck, WJST-TV Winston-Salem, tv vp.; Cecil Beckus, WUNC Asheville, sec.-treas.

**North Dakota Broadcasters Assn.**

2/6 pres. Founded 1934; meetings and elections 2d wk Oct.; no. of members 18. Officers: Leslie Kleven, KNDC Bellingr, pres.; Charles G. Burles, KOGG Fargo, vp.; Leo Maupin, WJPM Minot, sec.-treas.

**Ohio Assn. of Radio & Television Broadcasters**

2/6 pres. or sec. Founded 1931; meetings March and Oct.; elections March; no. of members 81. Officers: Hubbard Hood, WKHC Cincinnati, pres.; Roger G. Beck, WAKH-TV Akron, tv vp.; Jay E. Wagner Jr., WLSC Sandusky radio vp.; Carlisle Darnstadt Jr., 25 E. High St., Columbus, sec.-treas.

**Oklahoma Assn. of Broadcasters**

2/6 pres. or sec. Meetings and elections Feb., no. of members 48. Officers: Leo H. Morris, WBBZ Pampa City, pres.; Pat Murphy, KJHC Enid, vp.; Bill Brubaker, KJND Duncan, sec.-treas.

**Oregon State Broadcasters Assn.**

2/6 R. E. Summers, mgr., Journalism Bldg., U of Oregon, Eugene. Founded 1940; meetings semi-annual; elections Feb.; no. of members 46. Officers: Dave Hoss, KSLM Salem, pres.; Carl O. Fisher, KUGN Eugene, vp.; Ray Johnson, KJED Medford, sec.-treas.; James W. Frost, Box 822, Eugene, gen. mgr.

**Pennsylvania Assn. of Broadcasters**

2/6 P. O. Box 666, Harrisburg. Founded 1922; meetings and elections April; no. of members 111. Officers: Ray Morgan, WJLK Wilkes-Barre, pres.; George Koshar, WFIL Philadelphia, 1st vp.; Cecil Woodland, WEJL Scranton, 2d vp.; Milton Gargstein, WMAJ State College, sec.; Tom Metzger, WHPH Lewistown, treas.; Kaye Withner, Box 88, Harrisburg, exec. sec.

**Puerto Rican Assn. of Broadcasters**

Box 1078, San Juan, Puerto Rico. Founded 1967; meetings 2d Mon. of each month; elections 2d Wed. of July; no. of members 18. Officers: Angel Ramos, WKAQ San Juan, pres.; Ralph Perez Perez, WJVM San Juan, vp.; Frederick E. Vassallo, WJUP Caguas, sec.; G. Gonzalez Gray, WTTA San Juan, sec.-treas.; Julio Morales, WIRO Rio Piedras, treas.; Carlos J. Post, exec.-sec.

**Rhode Island Broadcasters Assn.**

2/6 pres. Founded 1951; meetings 2d Mon. each month; elections June; no. of members 11. Officers: Milton E. Miller, WASK Newport, pres.; Edward Bagshaw, WJAR-TV Providence, vp.; Vel Levin, WVDN Woonsocket, sec.-treas.

**South Carolina Radio & Television Broadcasters Assn.**

2/6 pres. or sec. Founded 1961; meetings Jan. and July; elections Jan.; no. of members 22. Officers: Charles A. Batoon, WR-TV Columbia, pres.; W. Randall Davidson, WAKN Aiken, vp.; T. Doug Voughblood, WFIG Sumter, sec.-treas.

**South Dakota Broadcasters Assn.**

2/6 U. of South Dakota, Vermillion. Founded 1945; meetings and elections annual; no. of members 11. Officers: Evans Reed, KELO Sioux Falls, pres.; Nor Case, KWAT Watertown, vp.; James Alack, KURO Vermillion, sec.-treas.

**Southern California Broadcasters Assn.**

2/6 606 Hollywood Blvd., Hollywood 28. Officers: Lloyd Sigman, KMPC Los Angeles, chair.; Howard Gray, KOTL San Fernando, v. chair.; John Hansen, KABC Los Angeles, sec.; Robert J. McAndrew, KRIG Aviation, treas.

**Tennessee Assn. of Broadcasters**

2/6 pres. or sec. Founded 1948; meetings Nov.-Dec. and May-June; elections Nov.-Dec.; no. of members 16. Officers: Frank Corbett, WGAP Maryville, pres.; Paul Overbay, WKPT Kingsport, vp.; John H. Bess, WATE Knoxville, sec.-treas.

**Texas Assn. of Broadcasters**

2/6 222 Capitol West, Bank Bldg., Austin. Founded 1941; meetings spring, fall; elections fall; no. of members 150. Officers: Dave Morris, KNTZ Houston, pres.; M. F. Danton, KTHB Tyler, vp.; Al Johnson, KEDA San Antonio, sec.-treas.

**Utah Broadcasters Assn.**

2/6 pres. Founded 1931; meetings Feb. and June; elections Jan.; no. of members 15. Officers: Harold E. Van Wageningen, KJXX Provo, pres.; Jay W. Wright, KBL Salt Lake City, vp.; Arch G. Webb, KVOC Ogden, sec.-treas.

**Vermont Assn. of Radio & Television Broadcasters**

2/6 sec. Founded 1954; meetings quarterly; elections July; no. of members 14. Officers: J. Gordon Keyworth, KJTN Bennington, pres.; Frank Balch, WJCY Burlington, vp.; Craig S. Parker, WDEV Waterbury, treas.; Philip Wells, WYVB Rutland, sec.

**Virginia Assn. of Broadcasters**

2/6 pres. Founded 1937; meetings and elections Mar.-June; no. of members 63. Officers: Emerson J. Fryer, WDAV Danville, pres.; Carl L. Lindberg, WPKR Alexandria, vp.; Milton S. Hanson, WREL Lexington, sec.-treas.

**Washington State Assn. of Broadcasters**

2/6 pres. Founded 1925; meetings March and Sept.; elections July; no. of members 24. Officers: Leonard H. Higgins, KTNT (TV) Tacoma, pres.; James W. Wallace, KPQ Wenatchee, vp.; Allen Miller, KWSC Pullman, sec.-treas.

**West Virginia Broadcasters Assn.**

2/6 sec. Founded 1949; meetings spring and fall; elections spring; no. of members 12. Officers: C. Tom Gerten, WBAZ-AM-TV Huntington, pres.; Robert W. Ferguson, WTRF-TV Wheeling, vp.; C. Leslie Gatliffe, WEPH Martinsburg, sec.-treas.

**Wisconsin Broadcasters Assn.**

2/6 exec. sec. Founded 1938; meetings and elections 1st Tues. in Oct.; no. of members 48. Officers: Hugh Hotev Jr., WEMD Milwaukee, pres.; Paul Skinner, WMBL Sheboygan, vp.; Carl Kolata, WTTN Watertown, sec.; Mig Fiat, WAUX Watkeon, treas.

**Wyoming Assn. of Radio & Television Broadcasters**

2/6 sec. Founded 1935; meetings, elections between April-July; no. of members 18. Officers: Joe Ernel, KWOB Worland, pres.; Kenneth Rath, KGOB Torrington, vp.; Don Trenchill, KWYO Sheridan, sec.-treas.

**REGIONAL TELEVISION NETWORKS AND GROUPS OF THE UNITED STATES**

**ABC-TV WESTERN REGIONAL NETWORK**—Comprising (Count) KABC-TV Los Angeles, KGO-TV San Francisco, KSTV (TV) Santa Barbara, KVBC-TV San Luis Obispo, KGAK-TV Bakersfield, KJRO-TV Fresno, KSBW-TV Salinas, KOVR (TV) Sacramento, KHNL-TV Chico, KIEM-TV Eureka, KXTV (TV) San Diego, all Calif.; KOLR-TV Reno, Nev.; KSES-TV Medford, KVAL-TV Eugene, KQW-TV Portland, all Ore.; KIMA-TV Yakima, KING-TV Seattle, KREX-TV Spokane, all Wash. (Members: KUTV (TV) Salt Lake City, Utah; KSTV (TV) Denver, Colo.; KTVB (TV) Phoenix, KJRN-TV Tucson, both Ariz.; KJLP-TV El Paso, Tex.; KLEZ-TV Las Vegas, Nev.; KRTV (TV) Colorado Springs, Colo.; KERS-TV Butte, KOAT-TV Alamosa, both N.M.; KIDO-TV Bismarck, KID-TV Idaho Falls, both Idaho; KFBC-TV Cheyenne, Wyo.; KSLP-TV Butte, KFRB-TV Great Falls, KOOK-TV Billings, all Mont.; KTWO-TV Casper, Wyo. (Territorial KULA-TV Honolulu, KPAR-TV Fairbanks, KENT-TV Anchorage. Headquarters: ABC Television Center, Present & Telecast, Hollywood 21, Calif. Tel. NAWA-2-3311) Earl J. Holman, vp. Western Div. Joseph L. Markle regional mgr.; station relations, ABC-TV 1 W 880 St., New York. Tel.: SUpperchance 7-300.

**ALASKA TELEVISION NETWORK**—Comprising KTVB (TV) Anchorage, KTVF (TV) Fairbanks and KINY-TV Juneau, all Alaska. Headquarters: Recorder Bldg., Seattle 1, Wash. Tel.: Jensen 8311. William J. Wagner, pres. Represented by Alaska Radio-TV Sales Corp. (Roy V. Smith Assoc.)

**ARIZONA TELECASTING SYSTEM**—Comprising KVAB (TV) Phoenix and KIVA (TV) Yuma, both Arizona. Headquarters: 1111 N. Central Ave., Phoenix. Tel. ALone 4-1191. Bill Harvey, sum. mgr. Represented by Paul H. Rayner Co.

**CALIFORNIA-OREGON TELEVISION**—Comprising KIPM-TV Karpis, Calif.; KRES-TV Medford, Ore.; and KOTI (TV) Klamath Falls, Ore. Headquarters: P. O. Box 1061, Karpis, Calif. HILsde 2-2123. TWX SK14. W. D. Swellish, gen. mgr.; Don Telford, mgr. Represented by Blair Television Assoc.

**CBS TELEVISION PACIFIC NETWORK**—Comprising KERT-TV Sacramento, KPAR-TV Bakersfield, KIEM-TV Eureka, KFRB-TV Fresno, KNCT (TV) Los Angeles, KSBW-TV Salinas-Monterey, KFRB-TV San Diego, KFTV (TV) San Francisco, KVEO-TV San Luis Obispo, KFTV (TV) Santa Barbara, KREB-TV Chico, all Calif.; KIVA (TV) Yuma, KCOL-TV Phoenix, KOLD-TV Tucson, all Ariz.; KGOB-TV Albuquerque, N.M.; KIMA-TV Yakima, KVOB-TV Billings, KTNT-TV Seattle-Tacoma, KXLY-TV Stockton, all Wash.; KOOK-TV Billings, KPBB-TV Great Falls, KMSO-TV Missoula, all Mont.; KSOI-TV Boise, KID-TV Idaho Falls, KJLX-TV Twin Falls, Idaho; KFBC-TV Cheyenne, Wyo.; KRTV (TV) Colorado Springs, KJZ-TV Denver, KREX-TV Grand Junction, all Colo.; KRCD-TV El Paso, Tex.; KLAS-TV Las Vegas, KOLD-TV Reno, both Nev.; KRES-TV Medford, KOKR-TV Portland, both Ore.; KSL-TV Salt Lake City, Utah; KTVB (TV) Anchorage, sec. KTVF (TV) Fairbanks, both Alaska; KGBR-TV Honolulu, T. H. Headquarters: 1313 N. Vine St., Los Angeles. Tel. WAnsler 8-1009. Clark B. George, 196, mgr.; Robert Wood, 616, mgr.

**LESLIE BROADCASTING CORP.**—Comprising WLVA (TV) Atlanta, Ga.; WLWC (TV) Columbia, WLWD (TV) Dayton, and WLWT (TV) Cincinnati, all Ohio; and WLVI (TV) Indianapolis, Ind. (Oct. 1, 1967). Gen. sh. headquarters: 630 Fifth Ave., New York City; H. P. Leaker, vp. in charge of sh. Television s's. headquarters: 140 W. Ninth St., Cincinnati.

**GULF COASTINATION**—Comprising WJAR-TV Pensacola and WJBL-TV Panama City, both Florida. Headquarters: WJAR-TV, U. S. Hwy. 90, west of Panama. Tel. Winesap, gen. mgr.; Bill de Rayna, sec. gen. mgr. and natl. sh. mgr. Represented by George P. Hollingsworth Co.

**MARKET MAKER STATIONS**—Comprising KJLH-TV Miami, KJRH-TV Valley City and KJMG-TV Elmore, all N. D. Headquarters: P. O. Box 21, Fargo, N. D. Tel. Fargo 461. Sales office: Baker Bldg., Minneapolis. Tel. Federal 8-1341. John W. Butler, pres.; William L. Hurley, vp. in charge of sh. Represented by West TV Co.

**SILVER DOLLAR STATIONS**—Comprising KCSJ-TV Pueblo and KRDO-TV Colorado Springs, both Colo. Headquarters: Tv Lane, Pueblo. Jim Crawford, sec. mgr. Represented nationally by John E. Pearson Co.; Denver representative, John L. McGuire & Co.

**WEST TEXAS TV NETWORK**—Comprising KJBL-TV Lubbock, KPAR-TV Sweetwater-Arlene and KEDY-TV Big Spring, all Tex. (Incorporated by statute with KODU-TV, originating station). Headquarters: 700 College Ave., Lubbock. W. H. Bowers, pres.-gen. mgr.; E. A. Bassett, natl. sh. mgr. Represented by The Branham Co.

# FINANCING

## KIDDER, PEABODY & CO.—

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## KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
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# UNITED STATES TELEVISION STATIONS AND MARKET DATA

(For directory of radio stations see BROADCASTING Yearbook)

## ALABAMA

### ALABAMA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Autauga	4,100	35	1,420	6,039	1,817	234
Baldwin	11,500	62	7,120	33,568	8,933	1,105
Barbour	6,400	32	2,050	14,962	3,753	527
Bibb	3,800	46	1,740	9,461	2,530	125
Blount	6,700	58	3,910	15,469	3,299	293
Bullock	3,500	39	1,350	6,071	1,846	205
Butler	6,400	35	2,240	15,509	4,484	438
Calhoun	22,600	58	13,140	73,958	18,898	1,622
Chambers	9,400	46	4,300	14,735	5,888	486
Cherokee	3,800	51	1,920	7,192	1,169	105
Chilton	6,400	48	3,070	15,602	4,476	371
Choctaw	4,200	31	1,320	8,838	829	44
Clarke	6,200	34	2,120	21,791	4,552	646
Clay	2,900	42	1,220	7,177	2,104	207
Cleburne	2,600	51	1,320	5,654	1,058	108
Coffee	7,100	30	2,120	21,528	5,321	563
Colbert	11,300	26	2,920	36,387	10,012	1,032
Conecuh	4,400	28	1,250	8,779	2,355	238
Coosa	2,500	42	1,060	2,739	995	172
Covington	9,900	30	2,960	27,893	7,380	1,293
Crenshaw	4,400	39	1,720	7,226	1,742	77
Cullman	11,600	73	8,490	33,892	4,783	764
Dale	4,700	36	1,680	11,504	4,505	453
Dallas	14,200	40	5,680	41,824	10,262	1,525
De Kalb	11,000	37	4,040	23,162	4,924	709
Elmore	7,100	45	3,170	14,120	3,681	297
Escambia	7,300	45	3,280	27,385	5,769	891
Etowah	27,700	57	15,830	86,161	23,745	2,594
Fayette	4,300	43	1,860	9,398	2,075	231
Franklin	6,000	38	2,290	13,526	2,846	389
Geneva	5,900	24	1,390	16,171	5,140	418
Greene	3,400	29	990	6,771	1,052	138
Hale	4,500	29	1,300	6,622	1,395	133
Henry	3,700	36	1,330	11,017	2,648	277
Houston	12,300	47	5,820	49,727	10,635	1,294
Jackson	8,500	39	3,320	16,630	4,188	526
Jefferson	170,500	78	133,390	596,345	142,735	16,902
Lamar	3,500	43	1,520	7,317	1,450	267
Lauderdale	15,000	27	4,070	46,337	10,215	1,447
Lawrence	6,100	41	2,510	8,625	2,362	423
Lee	11,000	44	4,800	29,106	8,383	1,071
Limestone	8,200	40	3,300	20,582	5,346	423
Lowndes	3,500	35	1,210	5,449	634	63
Macon	6,600	34	2,240	10,550	3,560	225
Madison	20,700	42	8,590	77,082	18,605	2,234
Marengo	6,700	36	2,430	15,360	3,879	404
Marion	6,400	38	2,450	12,728	2,680	365
Marshall	11,500	47	5,350	42,206	7,962	1,185
Mobile	72,700	61	44,570	271,029	68,131	12,460
Monroe	5,300	31	1,650	12,514	3,193	227
Montgomery	42,900	72	30,830	176,821	33,663	5,013
Morgan	14,300	56	7,950	46,075	11,710	1,333
Perry	4,000	46	1,840	9,150	2,166	245
Pickens	5,000	31	1,530	11,755	2,804	509
Pike	7,200	35	2,500	17,851	4,102	653
Randolph	4,900	46	2,230	9,805	2,291	271
Russell	10,500	46	4,790	17,224	8,358	474
Saint Clair	6,300	58	3,680	12,023	3,760	340
Shelby	7,500	71	5,320	15,790	4,834	342
Sumter	5,100	36	1,850	7,545	1,533	202
Talladega	16,100	60	9,660	42,958	12,284	1,282
Tallapoosa	8,700	45	3,920	25,170	7,319	890
Tuscaloosa	23,700	58	13,800	87,898	16,747	2,541
Walker	15,200	75	11,280	30,541	9,024	925
Washington	3,300	31	1,040	5,562	1,530	92
Wilcox	4,600	31	1,440	6,012	1,274	73
Winston	3,900	41	1,610	8,492	1,566	306
Total	803,200	55%	444,070	\$2,392,130	\$583,189	\$73,744

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

### ANDALUSIA

(Covington County)

#### WAIQ-TV\*

(\*Non-Commercial Educational)

**LICENSEE:** Alabama Educational Television Commission. Address: Protective Life Bldg., Birmingham. Postal Zone: 3. Phone: 4-2741 (Birmingham).

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 6950 ft; above ground 571 ft.

**OPERATION:** Began Aug. 8, 1956.

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

**PRINCIPAL STOCKHOLDER:** State of Alabama (see WBIQ Birmingham).

#### EXECUTIVES:

Raymond D. Hurlbert, gen. mgr. Al Renfro, ch. engr.

BROADCASTING • TELECASTING

### BIRMINGHAM

(Jefferson County)

#### WABT (TV)

**LICENSEE:** Alabama Broadcasting System Inc. Address: P.O. Box 2553. Phone: Fairfax 2-2486. TWX No.: FRX.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 302 kw, Aural 151 kw. Present Operating Pow.: Visual 302 kw, Aural 151 kw. Antenna Height: Above average terrain 840 ft; above ground 505 ft.

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

**OPERATION:** Began May, 1949.

**AFFILIATIONS:** Tv networks, NBC, ABC, Stations, Am, WAPI; Fm, WAFM (FM)

**REPRESENTATIVES:** Sales, Harrington, Righter & Parsons; Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Gautney & Jones.

**PRINCIPAL STOCKHOLDER:** Remoc Publishing Co. owns Birmingham News Co. (Birmingham News), parent company of licensee. Birmingham News also owns WHBS-AM-FM, Huntsville, Ala. (Huntsville Times). Remoc is owned by Samuel I. Newhouse and family. For Newhouse holdings, see WSYR-TV Syracuse, N. Y.

#### EXECUTIVES:

Henry P. Johnston, pres. & gen. mgr. J. V. Sanderson, ch. engr.  
James B. Chenoweth, prom. mgr.  
Charles F. Grisham, vp., & mgr. of tv sls. Charles E. Davis, news ed.  
Ray A. Furr, vp., dir. of pgrmmg. & pgrmm. dev. & film buy.

#### SUMMARY OF RATES (Card No. 10, Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class AA (7-10 p.m., daily)	\$800.00	\$480.00	\$320.00	\$280.00	\$260.00	\$250.00
Class A (8:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat., Sun.; 10-10:30 p.m., daily)	\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$180.00
Class B (5-6:30 p.m., Mon.-Fri.; 2-6 p.m., Sat., Sun.)	\$488.00	\$293.00	\$195.00	\$171.00	\$145.00	\$98.00
Class C (Noon-5p.m., Mon.-Fri.; noon-2 p.m., Sat., Sun.; 10:30 p.m.-sign-off, daily)	\$325.00	\$195.00	\$130.00	\$114.00	\$98.00	\$65.00
Class D (Sign-on-noon, daily)	\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

#### WBIQ (TV)\*

(\*Non-Commercial Educational)

**LICENSEE:** Alabama Educational Television Commission. Address: 807 Protective Life Bldg. Postal Zone: 3. Phone: 4-2741.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 30.9 kw, Aural 15.5 kw. Present Operating Pow.: Visual 30.9 kw, Aural 15.5 kw. Antenna Height: Above average terrain 530 ft; above ground 187 ft.

**OPERATION:** Began Apr. 28, 1955.

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

**PRINCIPAL STOCKHOLDER:** State of Alabama, which also owns WAIQ (TV) Andalusia, and WTIQ (TV) Munford, both Ala.

#### EXECUTIVES:

Raymond D. Hurlbert, gen. mgr. Albert H. Renfro Jr., ch. engr.  
Lou Peneguy, pgm. coord.

#### WBMG (TV)

(Target Date, Unknown)

**LICENSEE:** Birmingham Television Corp. Address: Room 642, 190 N. State St., Chicago 1, Ill.

**FACILITIES:** Ch. 42. Authorized Eff. Rad. Pow.: Visual 16.8 kw, Aural 8.91 kw. Antenna Height: Above average terrain 770 ft; above ground 589 ft.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Walter F. Kean.

**PRINCIPAL STOCKHOLDERS:** Owned jointly by H. & E. Balaban Corp. (see WICS [TV] Springfield, Ill.) and Winston-Salem Broadcasting Co. (see WTOB-TV Winston-Salem, N. C.)

#### EXECUTIVES:

Harry Balaban, pres. Otto Zeman, sec.-treas.  
Elmer Balaban, vp.

#### WBRC-TV

**LICENSEE:** WBRC Inc. Address: Atop Red Mountain. Postal Zone: 9. Phone: 4-4701. TWX No.: BH 260.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 900 ft; above ground 546 ft.

**EQUIPPED TO COLORCAST:** network programs.

**OPERATION:** Began June 4, 1949.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, WBRC.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Koteen & Burt.

**PRINCIPAL STOCKHOLDER:** Radio Cincinnati Inc. (see WKRC-TV Cincinnati, Ohio).

**BIRMINGHAM (Cont.)**

**WBRC-TV (Cont.)**

**EXECUTIVES:**

Hulbert Taft Jr., pres. Robert L. DuPriest, ch. engr.  
 Robert T. Schlunkert, gen. mgr. Jerry Thompson, prom. mgr.  
 Oliver Naylor, com. mgr. Leo Willette, news ed.  
 M. D. Smith III, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 9, Feb. 2, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily)	\$850.00	\$510.00	\$340.00	\$300.00	\$270.00	\$250.00
Class A (6:30-7 p.m., 10-10:30 p.m., Mon.-Fri.; 6-7 p.m., 10-10:30 p.m., Sat., Sun.)	\$700.00	\$420.00	\$280.00	\$245.00	\$210.00	\$180.00
Class B (5:30-6:30 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)	\$450.00	\$270.00	\$180.00	\$160.00	\$135.00	\$120.00
Class C (9 a.m.-5:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; 10:30-11:15 p.m., Sat.; 9 a.m.-1 p.m., 10:30-11:15 p.m., Sun.)	\$325.00	\$195.00	\$130.00	\$115.00	\$98.00	\$70.00
Class D (Sign-on-9 a.m.; 11:15 p.m.-sign-off, Sun.-Fri.; Sign-on-1 p.m., 11:15 p.m.-sign-off, Sat.)	\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**DECATUR**

(Morgan County)

**WMSL-TV**

**LICENSEE:** Tennessee Valley Radio & Television Co. Address: P. O. Box 411. Phone: 802. TWX No.: 571.

**FACILITIES:** Ch. 23. Authorized Eff. Rad. Pow.: Visual 9.33 kw, Aural 5.01 kw. Present Operating Pow.: Visual 9.33 kw, Aural 5.01 kw. Antenna Height: Above average terrain 350 ft.; above ground 383 ft.

**OPERATION:** Began July 4, 1954.

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

**REPRESENTATIVES:** Sales, Jack Masla & Co., Dora Clayton (South); Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.

**PRINCIPAL STOCKHOLDERS:** Frank Whisenant, 63.24% and approximately 30 others.

**EXECUTIVES:**

Frank Whisenant, pres. & film buy. Alice Whisenant, pgm. dir.  
 Louis Blizard, sta. mgr., com. mgr. Alvin Millwood, ch. engr.  
 & prom. mgr.

**SUMMARY OF RATES (Card No. 1, May 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10:30 p.m., Mon.-Sat.; 1-10:30 p.m., Sun.)	\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$35.00
Class B (5-6 p.m., Mon.-Sat.; after 10:30 p.m., daily)	\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$29.00
Class C (Sign-on-5 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.)	\$80.00	\$48.00	\$32.00	\$28.00	\$24.00	\$21.00

Above are one-time rates. Frequency discounts allowed.

**DOTHAN**

(Houston County)

**WTVY (TV)**

**LICENSEE:** WTVY Inc. Address: Cottonwood Rd. Phone: 5-2810. TWX No.: TLX 461.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 550 ft.; above ground 457 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 12, 1955.

**AFFILIATIONS:** Tv Networks, CBS, ABC, NTA.

**REPRESENTATIVES:** Sales, Young Television, Clarke Brown Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Claude M. Gray.

**PRINCIPAL STOCKHOLDERS:** Charles Woods, 19.61%; J. T. Thrower and wife, 10.78%; Dr. Paul Flowers, 14.71%; F. E. Busby, 10.47%; Alto V. Lee, .98%; H. L. Holman Jr., 2.94%. has minority interest in WOZK Ozark, Ala.

**EXECUTIVES:**

Charles Woods, pres. Ellis Anderson, ch. engr.  
 F. E. Busby, exec. vp. & gen. mgr. Warren Jones II, prom. mgr.  
 Arthur Creamer, com. mgr.  
 Daryl D. Griffin, pgm. dir., film buy. & news ed.

**SUMMARY OF RATES (Card No. 3, April 1, 1957)**

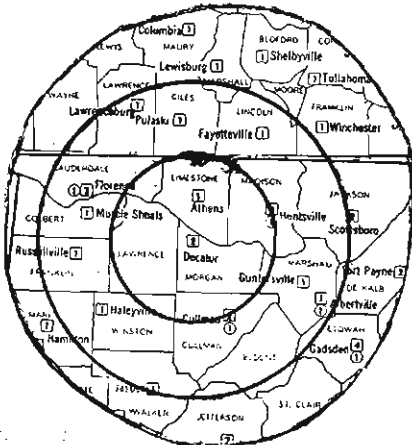
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7-10 p.m., Mon.-Sun.)	\$150.00	\$90.00	\$60.00	\$45.00	\$37.50	\$30.00
Class A (6-7 p.m., 10-10:30 p.m., Mon.-Sun.)	\$127.50	\$76.50	\$51.00	\$38.25	\$31.88	\$25.50
Class B 5-6 p.m., Mon.-Fri.; 10:30-11:30 p.m., Mon.-Sun.; 1-6 p.m., Sat., Sun.)	\$102.00	\$61.20	\$40.80	\$30.60	\$25.50	\$20.40
Class C (9 a.m.-5 p.m., Mon.-Fri.; after 11:30 p.m., Mon.-Sun.)	\$78.50	\$45.90	\$30.60	\$22.95	\$19.13	\$15.30
Class D (Sign-on-9 a.m., Mon.-Sun.)	\$60.00	\$36.00	\$24.00	\$21.00	\$18.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

DECATUR—HUNTSVILLE—TRI-CITIES (FLORENCE—SHEFFIELD—TUSCUMBIA)

**WMSL-TV DECATUR ALA.**  
**NOW 189,000 WATTS**

**3 in 1 MARKET**



ON THE AIR SINCE JULY 1954

WMSL-TV—Only Station Delivering Grade B Coverage to the Rich North Alabama & Southern Tennessee Markets.

WMSL-TV Delivers 21 Counties—2 Metropolitan Markets.

TV HOUSEHOLDS—82,659

TOTAL HOUSEHOLDS—187,310

TOTAL RETAIL SALES \$479, 010, 000.00

TOTAL POPULATION—687,700

LOW COST PER THOUSAND

**WMSL-TV Channel 23**  
**NBC—CBS—ABC**

NATIONAL REP: JACK MASLA—NEW YORK—CHICAGO  
 SOUTHEASTERN: DORA CLAYTON—ATLANTA

TWX 571

**FLORENCE**

(Lauderdale County)

**WOWL-TV**

(Target Date, Sept. 1, 1957)

**LICENSEE:** Television Muscle Shoals Inc. Address: 801 Cypress Rd. Phone: Atwater 2-7711.

**FACILITIES:** Ch. 41 Authorized Eff. Rad. Pow.: Visual 15.8 kw, Aural 7.94 kw. Antenna Height: Above average terrain 390 ft.; above ground 343 ft.

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

**AFFILIATION:** Station, Am. WOWL.

**REPRESENTATIVE:** Sales, William G. Rambeau Co.

**PRINCIPAL STOCKHOLDERS:** Richard B. Biddle, 25%; Radio Muscle Shoals Inc. (WOWL Florence Ala.), 25%; and the following with 12.5% each: O. B. Miley, C. V. Green, James B. Gambill, George W. McBurney Messrs. Biddle and Miley are associated in the ownership of WOWL. Hr. Biddle owns 25% of WCAD Gadsden, Ala

**EXECUTIVES:**  
Richard B. Biddle, pres, gen. mgr., Larry Rohling, ch. engr.  
film buy. & prom. mgr.

**MOBILE**

(Mobile County)

**WALA-TV**

**LICENSEE:** Pape Television Co. Inc. Address: 210 Government St. Postal Zone: —. Phone: Hemlock 3-3756. TWX No.: MO 185.

**FACILITIES:** Ch. 10. Authorized Eff.: Rad. Pow.: Visual 316 kw, Aural 191 kw. Present Operating Pow.: Visual 316 kw, Aural 191 kw. Antenna Height: Above average terrain 620 ft.; above ground 573 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 14, 1953.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, WALA

**REPRESENTATIVES:** Sales, H-R Representatives Inc.: Washington Attorney, Dow, Lohnes & Albertson.

**PRINCIPAL STOCKHOLDERS:** William O. Pape (99.8%), and Wadsworth B. Pape (.2%).

**EXECUTIVES:**  
W. O. Pape, pres. Raymond Hurley, ch. engr  
W. B. Pape, gen. mgr. John Dixon, film buy.  
James V. McNamara, com mgr. Charles Badger, prom. mgr. &  
Richard V. McMullen, pgm. dir. news ed.

**SUMMARY OF RATES (Card No. 4, Dec. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class AA (7-9:30 p.m., Mon.-Sat.: 6 p.m.-9:30 p.m., Sun.)						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class A (6-7 p.m., Mon.-Sat.: 9:30 p.m.-10:30 p.m., Mon.-Sun.)						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class B (5-6 p.m., Mon.-Fri.: 1-6 p.m., Sat., Sun.)						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class C (Sign-on-5 p.m., Mon.-Fri.: sign-on-1 p.m., Sat.-Sun.: 1:30 p.m.-sign-off, Mon.-Sun.)						
\$200.00	\$120.00	\$80.00	\$56.00	\$40.00	\$35.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

**WHAT IS LAGNIAPPE?\***

**Dominate the MOBILE market!**

**BUY**

**WALA-TV CHANNEL 10**

**AND GET**

**PENSACOLA FREE**

ONLY WALA-TV channel 10 Mobile delivers BOTH

LATEST PULSE (MAR. 1957) SAYS CHANNEL 10 STILL FIRST IN MOBILE  
CALL H-R

**\*SOMETHING GIVEN BY WALA-TV TO "SWEETEN" THE PURCHASE FOR THE TIME BUYER**

# Mark this market

**on your list...**

**CENTRAL AND SOUTHERN ALABAMA** is the home of 1,000,000 people in 35 counties—*one-third* of Alabama's population and retail sales!

You reach this big and growing market *only* through WSFA-TV's maximum-power VHF signal. You cannot cover it with any other TV station or combination of stations!

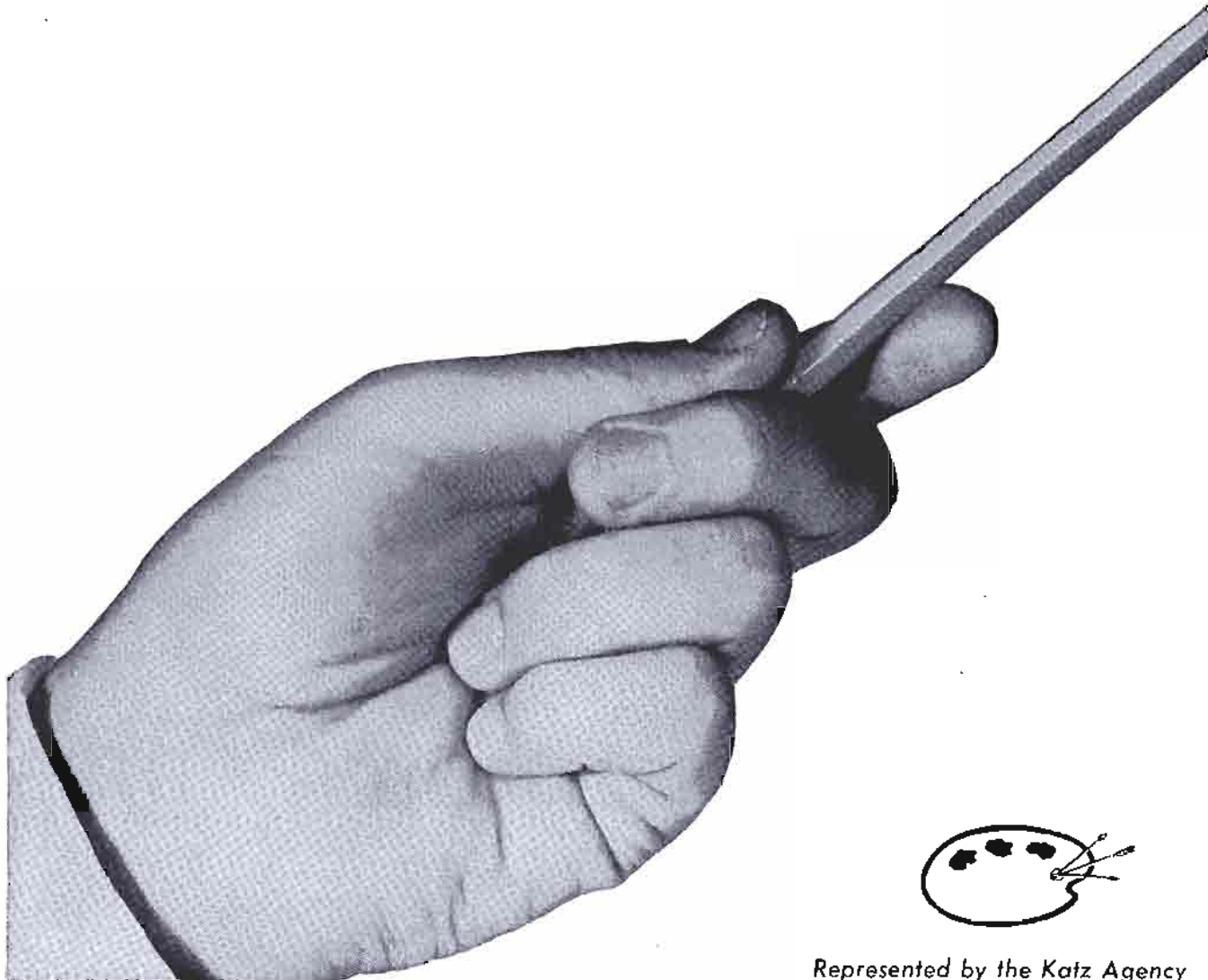
Mark Central and Southern Alabama on your list...and *buy* it with WSFA-TV!

## *WSFA-TV's 35 Alabama counties\**

Population.....	1,093,100
Retail Sales.....	\$ 741,637,000
Food Store Sales.....	\$ 184,927,000
Drug Store Sales.....	\$ 21,859,000
Effective Buying Income.....	\$1,062,690,000

*\* Does not include 3 Georgia and 3 Florida bonus counties*

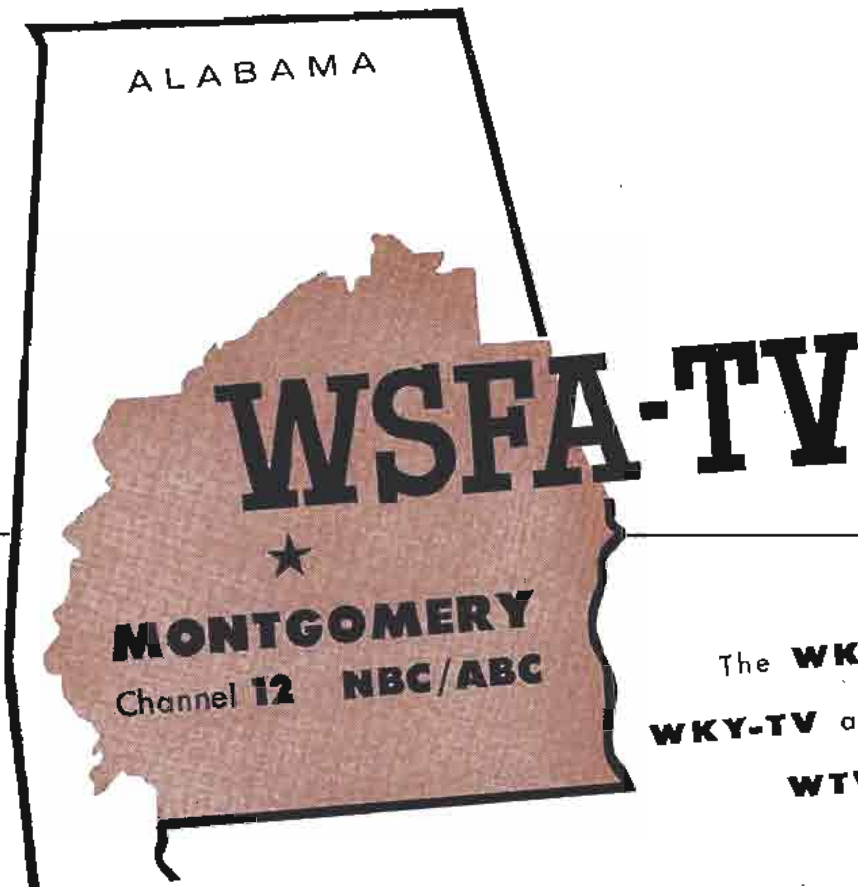
Source: Sales Management Survey of Buying Power, May 1957.



Represented by the Katz Agency

MAJOR MARKET LIST

New York - New Jersey - Connecticut	New York City
Central and Northern Texas	Dallas - Fort Worth
Southern California	Los Angeles
Oklahoma	Oklahoma City
<b>CENTRAL AND SOUTHERN ALABAMA</b>	<b>MONTGOMERY</b>
Central - West Coast Florida	Tampa - St. Petersburg
Ohio - Indiana - Kentucky	Cincinnati
Illinois - Wisconsin - Indiana	Chicago
Pennsylvania - New Jersey	Philadelphia



# In Mobile ...



## GETS STILL BIGGER IN ALL 3 DIMENSIONS!

A.R.B. WKRG-TV sets a new record in A.R.B., leading 281 to 150 in quarter-hours when both VHF's are on the air . . . with a record new night time lead, too . . . 139 to 59!

NIELSEN Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.

PULSE Telepulse shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night-time lead was even more one-sided, 117 to 48.

# 5 WKRG-TV

**CBS Channel 5 in Mobile**  
**Representatives: Avery-Knodel**

## ALABAMA

### MOBILE (Cont.)

#### WKRG-TV

LICENSEE: WKRG-TV Inc. Address: 162 St. Louis St. Phone: Hemlock 2-5505. TWX No.: MO 97.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 530 ft.; above ground 459 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 5, 1955.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio & Equipment Co.

PRINCIPAL STOCKHOLDERS: Kenneth R. Giddens, 20%; Shirley Rester Konrad, 10%, and her brother T. J. Rester Jr., 10%; Spring Hill College, 6.67%, voted by Rev. Andrew C. Smith; Alfred F. Delchamps, 4.44%; Louie Branan, 6.67%; Joe H. Little, 6.67%; William H. Ambrecht Jr., 4%; T. K. Jackson Jr., 8.44% and Frank Conwell, 1.33%.

EXECUTIVES:  
Kenneth R. Giddens, pres. James Evans, ch. engr.  
C. P. Persons Jr., v.p., gen. mgr., Wanda E. Tate, prom. mgr.  
com. mgr. & film buy.  
George Layne, pgm. dir. & news ed.

#### SUMMARY OF RATES (Card No. 2, April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00
Class A (6:30-7 p.m., Mon.-Fri.; 10-10:30 p.m., daily)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily)	\$200.00	\$120.00	\$80.00	\$56.00	\$40.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

### MONTGOMERY

(Montgomery County)

#### WCOV-TV

LICENSEE: Capitol Broadcasting Co. Address: P.O. Box 2505. Phone: Amherst 5-3561. TWX No.: MG 98.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 440 ft.; above ground 460 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 22, 1953.

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

REPRESENTATIVES: Sales, Young Tv; Washington Attorney, Smith & Pepper.

PRINCIPAL STOCKHOLDERS: Oscar P. Covington and family, 91%; Hugh M. Smith, 9%. Same ownership as WGWC Selma, Ala.

EXECUTIVES:  
Oscar P. Covington, pres. Henry Amerson, ops. mgr.  
Hugh M. Smith, gen. mgr., nat'l W. D. Westherly, ch. engr.  
sls. mgr. & film buy. Martha Hall, prom. mgr.  
Morris South, loc. sls. mgr. Bob Underwood, news ed.

#### SUMMARY OF RATES (Card No. 4, Feb. 4, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class A (6:29-10:01 p.m., daily)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class B (6-6:29 p.m., Mon.-Fri.; 2-6:29 p.m., Sat., Sun.; 10:01 p.m.-sign-off)	\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$30.00
Class C (10 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat., Sun.)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00
Class D (Sign-on-10 a.m., daily)	\$75.00	\$45.00	\$30.00		\$22.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

#### WSFA-TV

LICENSEE: WKY Television System, Inc. Address: Box 2566. Postal Zone 6. Phone: Amherst 5-1251. TWX No.: MC 90.

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

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 25, 1954.

AFFILIATIONS: Tv Networks, NBC, ABC.

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

PRINCIPAL STOCKHOLDER: Oklahoma Publishing Co. (Daily Oklahoman, Oklahoma City Times, Farmer-Stockman), 100%. It also owns WKY-AM-TV Oklahoma City, and WTVT (TV) Tampa, Fla.

EXECUTIVES:  
Eugene B. Dodson, vp. & sta. mgr. Robt. M. Hayward, ch. engr.  
Carler Hardwick, com. mgr. Robert L. Tuttle, prom. mgr.  
Gene Jacobsen, pgm. dir. & film buy. Crawford Rice, news ed.



SUMMARY OF RATES (Card No. 3, April 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class A (7-10 p.m., Mon.-Fri.; 5-7 p.m., 10-10:30 p.m., Sat., Sun.)	\$450.00	\$270.00	\$180.00	\$144.00	\$112.50	\$100.00
Class B (6-7 p.m.; 10-10:30 p.m., Mon.-Fri.; 10 a.m.-5 p.m.; 10:30 p.m.-sign-off, Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$96.00	\$75.00	\$60.00
Class C (10 a.m.-6 p.m.; 10:30 p.m.-sign-off, Mon.-Fri.; ? ? ?)	\$250.00	\$150.00	\$100.00	\$80.00	\$62.50	\$50.00
Class D (Before 10 a.m.)	\$125.00	\$75.00	\$50.00	\$40.00	\$32.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

MUNFORD

(Talladega County)

WTIQ (TV)\*

(\*Non-Commercial Educational)

LICENSEE: Alabama Educational Television Commission. Address: Protective Life Bldg. Postal Zone: 3. Phone: 54-241.

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

OPERATION: Began Jan. 7, 1955.

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

PRINCIPAL STOCKHOLDER: State of Alabama (see WBIQ (TV) Birmingham, Ala.).

EXECUTIVES: Raymond D. Hurlbert, gen. mgr. Albert H. Renfro Jr., ch. engr. Lou Peneguy, pgm. coor.

SELMA

(Dallas County)

WSLA (TV)

(Target Date, Unknown)

LICENSEE: Deep South Broadcasting Co. Address: P.O. Box 1447, Montgomery. FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 2.51 kw. Aural 1.26 kw. Antenna Height: Above average terrain 360 ft.; above ground 387 ft.

AFFILIATION: Station, Am, WBAM, Montgomery.

REPRESENTATIVES: Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, William E. Bennis Jr.

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

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

ARIZONA

ARIZONA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Apache	5,900	11	630	11,435	1,725	183
Cochise	12,300	21	2,560	55,724	12,609	2,463
Coconino	7,800	20	1,580	40,819	5,620	950
Gila	7,600	38	2,920	43,082	9,941	1,597
Graham	3,600	27	960	12,124	2,365	410
Greenlee	4,100	27	1,100	15,111	1,912	497
Maricopa	143,600	71	101,840	583,344	134,193	23,105
Mohave	2,200	11	240	12,277	1,562	391
Navajo	7,500	12	880	31,834	5,139	748
Pima	61,400	63	38,610	253,940	62,318	9,558
Pinal	15,000	61	9,140	58,291	18,064	1,553
Santa Cruz	2,600	31	810	17,527	4,136	431
Yavapai	6,800	21	1,440	28,092	6,056	1,157
Yuma	11,600	50	5,750	53,835	13,480	2,052
Total	292,200	58%	168,460	\$1,217,435	\$279,120	\$45,095

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

FLAGSTAFF

(Coconino County)

KOLF-TV

(Target Date, Unknown)

LICENSEE: Flagstaff Telecasting Co. Address: 911 St. Joseph St., Dallas, Tex.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 525 kw. Aural 269 kw. Antenna Height: Above average terrain -60 ft.; above ground 300 ft.

REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Electronics Corp.

PRINCIPAL STOCKHOLDER: O. L. Nelms, 100%; Mr. Nelms also owns KNBT-TV Brownwood and KAMT-TV Alpine, both Tex.

MESA

(Maricopa County)

KVAR (TV) (PHOENIX)

LICENSEE: KTAR Broadcasting Co. Address: 1101 N. Central Ave., Phoenix. Phone: Alpine 4-4161. TWX No.: 158.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 31.6 kw. Aural 15.8 kw. Present Operating Pow.: Visual 31.6 kw. Aural 15.8 kw. Antenna Height: Above average terrain 1,550 ft.; above ground 97 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 2, 1953.

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

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

PRINCIPAL STOCKHOLDERS: John J. Louis and family, 58.23%; Richard O. Lewis, 17.7%; Sam Kahan, 7.4%; former Arizona Gov. J. Howard Pyle (now White House aide), 1.2%, and others. Licensee owns 98% of KYUM Yuma and 95.2% of KYCA Prescott, both Ariz.

EXECUTIVES: John J. Louis, ehmn. of bd. William Robb, pgm. dir. Richard O. Lewis, pres., gen. mgr. John Beck, ch. engr. & film buy. Hal Ackerman, prom. mgr. E. W. Harvey, com. mgr. John Harrington, news ed.

SUMMARY OF RATES (Card No. 2-A, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class A (6-10:30 p.m., Mon.-Fri.; 3-10:30 p.m., Sat., Sun.)	\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$90.00
Class B (All other times)	\$270.00	\$162.00	\$108.00	\$95.00	\$66.00	\$54.00

Above are one-time rates. Frequency discounts allowed.

PHOENIX

(Maricopa County)

KOOL-TV

LICENSEE: KOOL Radio-TV Inc. Address: 511 W. Adams St. Phone: Alpine 3-3121. TWX No.: PX 171.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 302 kw. Aural 151 kw. Present Operating Pow.: Visual 302 kw. Aural 151 kw. Antenna Height: Above average terrain 1,700 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 24, 1953.

AFFILIATIONS: Tv Network, CBS. Station, Am, KOOL.

REPRESENTATIVES: Sales, George P. Hollingbery Co.; Washington Attorney, Barnes & Neilson; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDERS: Gene Autry, 55.38%; Tom Chauncey, 20.19%; Thomas L. Kerney, 19.47%; Frank W. Beer, 4.96%. Mr. Autry also owns 51% of KMPC Los Angeles, 50% of KSFO San Francisco, and 46.16% of KOLD-AM-TV Tucson, Ariz. Messrs. Chauncey and Kerney own 20% each of KOLD-AM-TV. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

EXECUTIVES: Gene Autry, ehmn. of bd. Jack Murphy, pgm. dir. Tom Chauncey, pres. & gen. mgr. Blake Ramsey, ch. engr. Homer L. Lane, asst. gen. mgr. Paul Gribben, news ed. Kenneth Morton, sta. mgr.

SUMMARY OF RATES (Card No. 5, Jan. 1, 1956)

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$150.00	\$100.00
Class A (5:59-6:59 p.m.; 10-10:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10-10:59 p.m., Sat.; 2:59-4:59 p.m., 10-10:59 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$135.00	\$96.00
Class B (All other times)	\$300.00	\$180.00	\$120.00	\$90.00	\$57.60

Above are one-time rates. Frequency discounts allowed.

KPHO-TV

LICENSEE: Meredith Publishing Co. Address: 631 N. First Ave. Phone: Alpine 8-4511. TWX No.: PX 70KPHO.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 14.4 kw. Aural 7.24 kw. Present Operating Pow.: Visual 14.4 kw. Aural 7.24 kw. Antenna Height: Above average terrain 400 ft.; above ground 497 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 4, 1949.

AFFILIATION: Station, Am, KPHO.

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

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

EXECUTIVES: Fred Bohan, pres. Robert Martin, pgm. dir. Richard B. Rawls, gen. mgr. George McClanathan, ch. engr. Howard Stalnaker, asst. sta. mgr., Stephen Q. Shannon Jr., prom. mgr. com. mgr. & film buy. Johnny Green, news ed.

SUMMARY OF RATES (Card No. 10, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7-10 p.m., Sun.-Sat.)	\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$100.00
Class B (6-7 p.m. & 10-10:30 p.m., Mon.-Fri.; 6-7 p.m. & 10 p.m.-Sign-off, Sat., Sun.)	\$360.00	\$216.00	\$144.00	\$126.00	\$90.00	\$72.00
Class C (4-6 p.m.; 10:30-Sign-off, Mon.-Fri.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class D (Sign-on-4 p.m., Mon.-Fri.; sign-on-6 p.m., Sat. & Sun.)	\$270.00	\$162.00	\$108.00	\$95.00	\$68.00	\$54.00

Above are one-time rates. Frequency discounts allowed.

**PHOENIX (Cont.)**

**KTVK (TV)**

**LICENSEE:** Arizona Television Co. Address: 3435 N. 16th St. Phone: Amherst 6-5691. TWX No.: PX353.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,670 ft.; above ground 228 ft.

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

**OPERATION:** Began Mar. 1, 1955.

**AFFILIATION:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Weed Tv; Washington Attorney, Welch, Mott & Morgan.

**PRINCIPAL STOCKHOLDERS:** Arizona Gov. Ernest W. McFarland, 40%; Leon W. Nowell, 20%; Ralph A. Watkins, 20%; Delbert R. Lewis, 12.5%, and Henry R. Larson, 5%, and others.

**EXECUTIVES:**

Ernest W. McFarland, pres.      Burton B. LaDow, com. mgr. & prom. mgr.  
Leon M. Nowell, exec. vp.      Don Tuckwood, pgm. dir. & news ed.  
Roger Van Duzer, gen. mgr.      George McLouth, ch. engr.  
& film buy.

**SUMMARY OF RATES (Card No. 2, Sept. 1, 1955)**

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7-10:30 p.m., Mon.-Sat.; 2-10:30 p.m., Sun.)	\$400.00	\$240.00	\$160.00	\$120.00	\$80.00
Class B (All other times)	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**KVAR (TV) (MESA)**

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

**TUCSON (Pima County)**

**KGUN-TV**

**LICENSEE:** Tucson Television Co. Inc. Address: 2175 N. Sixth Ave. Phone: Main 3-3633. TWX No.: TS 5971.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 63.1 kw, Aural 31.6 kw. Present Operating Pow.: Visual 63.1 kw, Aural 31.6 kw. Antenna Height: Above average terrain 3,660 ft.; above ground 237 ft.

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

**OPERATION:** Began June 6, 1956.

**AFFILIATION:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Headley-Reed Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, E. E. Benham.

**PRINCIPAL STOCKHOLDERS:** H. U. Garrett, 40%; Taylor Milton, 15%; W. E. Dyché Jr., 11%; Tom E. Foster, 10%; Tolbert Foster, 10%; C. M. Peters, 8%, and D. E. Whittenberg, 6%. Tom E. and Tolbert Foster own KDET Center, Tex.

**EXECUTIVES:**

Tom E. Foster, pres.      James W. Hays, sta. mgr. & pgm. dir.  
Tolbert Foster, vp., gen. mgr.      Robert D. Peterson, engr. dir.  
& film buy.      Carl E. Riblet Jr., news ed.  
Irvin Kipnes, com. mgr.

**SUMMARY OF RATES (Card No. 1, May 15, 1956)**

Hour	30 Min.	15 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.; 5-10 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$90.00	\$30.00
Class A (8-6:30 p.m., Mon.-Fri.; 10-10:30 p.m. Sun.-Sat.)	\$250.00	\$150.00	\$100.00	\$75.00	\$25.00
Class B (All other times)	\$150.00	\$90.00	\$60.00	\$40.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KOLD-TV**

**LICENSEE:** Old Pueblo Broadcasting Co. Address: 115 W. Drachman St. Postal Zone: 10. Phone: Main 4-2511. TWX No.: TS 3401.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Present Operating Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 0 ft.; above ground 205 ft.

**OPERATION:** Began Jan. 13, 1953.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KOLD.

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

**PRINCIPAL STOCKHOLDERS:** Gene Autry, 48.16%; Tom Chauncey, 20.07% Thomas L. Kerney, 20.06%, and Harold C. Tovrea, 10.03%. Mr. Autry also owns 55.33% of KOOL-AM-TV Phoenix, 51% of KMPC Los Angeles and 50% of KSFO San Francisco; Messrs. Chauncey and Kerney own 20.19% and 19.47% of KOOL-AM-TV, respectively. Messrs. Autry and Kerney together own 25% of Phoenix Republic and Gazette.

**EXECUTIVES:**

Tom Chauncey, mgng. dir.      Paul Plunkett, asst. gen. mgr.  
E. S. Mittendorf, gen. mgr.      Bernard Perlin, com. mgr.

**SUMMARY OF RATES (Card No. 4, Jan. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat.; 4:59-10 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00
Class A (5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 2:59-5:59 p.m., 10-10:59 p.m., Sat.; 2:59-4:59 p.m., 10-10:59 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$25.00
Class B (4-5:59 p.m., 11-11:29 p.m., Mon.-Fri.; all other times, Sat., Sun.)	\$162.50	\$97.50	\$65.00	\$48.75	\$32.50	\$16.25
Class C (Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Fri.)	\$100.00	\$60.00	\$40.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**KVOA-TV**

**LICENSEE:** Arizona Broadcasting Co. Address: 209 W. Elm St. Phone: Main 3-2555. TWX No.: TSN 1961.

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

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 27, 1953.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KVOA.

**REPRESENTATIVES:** Sales, The Branham Co.; Washington Attorney, Cohn & Marks.

**PRINCIPAL STOCKHOLDERS:** Clinton D. McKinnon, 25%; Bernard Weinberg, 25%; Arthur A. Desser, 25%; Harold B. Garfield, 25%. Mr. McKinnon owns KOAT-TV Albuquerque, N.M.; San Diego North Shores Sentinel and Coronado (Calif.) Journal, both weeklies.

**EXECUTIVES:**

Clinton D. McKinnon, pres.      Henry Hubbard, pgm. dir.  
Otis Cowan, sta. mgr.      Raymond H. Holsclaw, ch. engr.  
W. R. DuBois, com. mgr.

**SUMMARY OF RATES (Card No. 2, Jan. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (6:59-10 p.m., Mon.-Fri.; 5:59-10 p.m., Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class A (5:59-6:59 p.m., 10-10:59 p.m., Mon.-Fri.; 3-5:59 p.m., 10-11 p.m., Sat., Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class B (4-5:59 p.m., 11-11:29 p.m., Mon.-Fri.; all other times, Sat., Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class C (Sign-on-4 p.m., 11:30 p.m.-sign-off, Mon.-Fri.)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**YUMA (Yuma County)**

**KIVA (TV)**

**LICENSEE:** Harry C. Butcher. Address: P.O. Box 1671. Phone: State 6-8311.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Present Operating Pow.: Visual 28.8 kw, Aural 14.4 kw. Antenna Height: Above average terrain 440 ft.; above ground 485 ft.

**OPERATION:** Began Oct. 8, 1953.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC.

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

**PRINCIPAL STOCKHOLDER:** Harry C. Butcher.

**EXECUTIVES:**

Harry C. Butcher, pres.      Len Burkland, com. mgr.  
Ray C. Smucker, gen. mgr. & film buy.      Russ Siner, pgm. dir.  
Leavenworth Wheeler, sta. mgr.      Eugene Guerra, ch. engr.  
& prom. mgr.      Hayes Stewart, news ed.

**SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$50.00	\$40.00	\$20.00
Class B (6-7 p.m., 10:30-11 p.m., Mon.-Sat.; 7 a.m.-5 p.m., Sun.)	\$130.00	\$78.00	\$52.00	\$32.00	\$26.00	\$13.00
Class C (All other times)	\$85.00	\$50.50	\$34.00	\$21.00	\$16.00	\$8.00

Above are one-time rates. Frequency discounts allowed.

**KYAT (TV)**

**LICENSEE:** Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave., San Diego, Calif.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 620 ft.; above ground 667 ft.

**REPRESENTATIVES:** Washington Attorney, Welch, Mott & Morgan.

**PRINCIPAL STOCKHOLDER:** For other Wrather-Alvarez holdings see KFMB-TV San Diego, Calif.

**EXECUTIVES:**

J. D. Wrather Jr., pres.      Maria Helen Alvarez, vp., & treas.



**JONESBORO**

(Craighead County)

**KBTM-TV (Satellite of KATV(TV) Pine Bluff)**

(Target Date, Unknown)

**LICENSEE:** Central South Sales Co. Address: 100 Williams Road, Pine Bluff, Ark.  
**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 25 kw. Antenna Height: Above average terrain 720 ft.; above ground 624 ft.

**REPRESENTATIVES:** Washington Attorney, Spearman & Roberson; Consulting Engineer, Paul Godley Co.

**PRINCIPAL STOCKHOLDERS:** John T. Griffin, 45%; James C. Leake, 45%, and others (see KATV(TV) Pine Bluff, Ark.)

**EXECUTIVES:**

John T. Griffin, pres. James C. Leake, vp.

**LITTLE ROCK**

(Pulaski County)

**KARK-TV**

**LICENSEE:** Arkansas Radio & Equipment Co. Address: 10th & Spring Sts. Phone: Franklin 6-2481. TWX No.: LR 141.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1650 ft.; above ground 1175 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Mar. 24, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KARK.

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

**PRINCIPAL STOCKHOLDERS:** T. H. Barton, 80%, and son T. K. Barton, 20%. R. E. Melnerl (vice president and director, no holdings) owns 5% of KELD El Dorado, Ark.

**EXECUTIVES:**

T. H. Barton, pres. Fred Schmutz, pgm. dir.  
 T. K. Barton, exec. vp. Champ Smith, ch. engr.  
 Douglas J. Romine, gen. mgr. & Shirley R. Kennedy, prom. mgr.  
 film buy. Bob Kemp, news. ed.  
 Lee Bryant, com. mgr.

**SUMMARY OF RATES (Card No. 3, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$100.00
Class B (5-6:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10-11 p.m. daily)	\$338.00	\$203.00	\$135.00	\$118.00	\$85.00	\$75.00

Class C (12 noon-5 p.m.; 11-midnight, daily)	\$225.00	\$135.00	\$90.00	\$79.00	\$56.00	\$50.00	\$25.00
Class D (Midnight-noon, daily)	\$113.00	\$68.00	\$45.00	\$40.00	\$28.00	\$25.00	\$13.00

Above are one-time rates. Frequency discounts allowed.

**KATV(TV) (PINE BLUFF)**

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

**KTHV(TV)**

**LICENSEE:** Arkansas Television Co. Address: 720 Izard St. Phone: Franklin 4-3764. TWX No.: LR 85.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1760 ft.; above ground 1175 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Nov. 28, 1955.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KTHS.

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

**PRINCIPAL STOCKHOLDERS:** Arkansas Democrat Co. (Arkansas Democrat), 32%; K. A. Engel (publisher of Arkansas Democrat), 10%; KTHS Little Rock, 42%; National Equity Life Insurance Co., 16%. KTHS has same ownership as KWKH-AM-FM Shreveport, La. (Shreveport Times).

**EXECUTIVES:**

K. A. Engel, pres. Cecil Suitt, ch. engr.  
 B. C. Robertson, gen. mgr. Robert E. Brown, prom. mgr.  
 William V. Hutt, com. mgr. Bill Neal, news dir.  
 Jack Bonnar, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 2, Mar. 11, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:30-10 p.m., daily)	\$450.00	\$270.00	\$180.00	\$158.00	\$113.00	\$100.00
Class B (5:30-6:30 p.m.; 10-10:30 p.m., daily)	\$338.00	\$203.00	\$135.00	\$118.00	\$85.00	\$75.00
Class C (Noon-5:30 p.m.; 10:30 p.m.-midnight, daily)	\$225.00	\$135.00	\$90.00	\$79.00	\$56.00	\$50.00
Class D (Midnight-noon, daily)	\$113.00	\$68.00	\$45.00	\$40.00	\$28.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**When You Spend Your Dollar, Get The *Most* 246,350 TV SETS**

***Most* CONSUMERS**

Any way you measure it, the *most* Arkansas families live in KATVland. Whether you measure by NCS, ARB, Area Survey, or just plain engineering data, you'll find that KATV covers more Arkansas homes than any other Arkansas television station.

***Most* POTENT PROGRAMS**

Cash in on the zooming popularity of ABC-TV's programming... supplemented by KATV's powerful local line-up.

***Most* RESULTS**

After all, that's what advertising is for... and the cash registers of KATV advertisers are ringing merrily! That's the reason the *most* local advertisers (*most* by far), use KATV!



**KATV**  
Channel 7

Represented by Avery-Knodel  
620 Beech Street — Little Rock, Arkansas

**PINE BLUFF**  
(Jefferson County)

**KATV(TV)**

LICENSEE: Central-South Sales Co. Address: 100 Williams Rd. Phone: Jefferson 4-2051. TWX No.: LR 572.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Present Operating Pow.: Visual 170 kw, Aural 91.2 kw. Antenna Height Above average terrain 1,010 ft.; above ground 922 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 19, 1953.

AFFILIATION: Tv Network, ABC.

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

PRINCIPAL STOCKHOLDERS: John T. Griffin, 45%; James C. Leake, 45%; and Bryan Mathes, 10%. They also are principal stockholders of KFPW Ft. Smith, KTUL Tulsa, KTVX(TV) Muskogee, Okla.; KBTM-TV Jonesboro, Ark., and own 50% of KWTW(TV) Oklahoma City.

**EXECUTIVES:**

John T. Griffin, chmn. bd. A. R. Garrett, ch. engr.  
James C. Leake, pres. Jimmy Cowser, film buy.  
Mike Shapiro, mgng. dir. Joe Myers, prom. mgr.  
John H. Fugate, gen. mgr. Bill Hadley, news ed.

**SUMMARY OF RATES (Card No. 4A, Oct. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7-10 p.m., Sun.-Sat.)	\$450.00	\$270.00	\$180.00	\$150.00	\$112.50	\$90.00
Class A (6-7 p.m., Mon.-Sat.; 4-7 p.m., Sun.)	\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00
Class B (5-6 p.m., Mon.-Sat.; 10-11 p.m., Sun.-Sat.)	\$250.00	\$150.00	\$100.00	\$80.00	\$60.00	\$50.00
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00

Above are one-time rates. Frequency discounts allowed.

**TEXARKANA**  
(Miller County)

**KCMC-TV (TEXARKANA, TEX.)**

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

CALIFORNIA

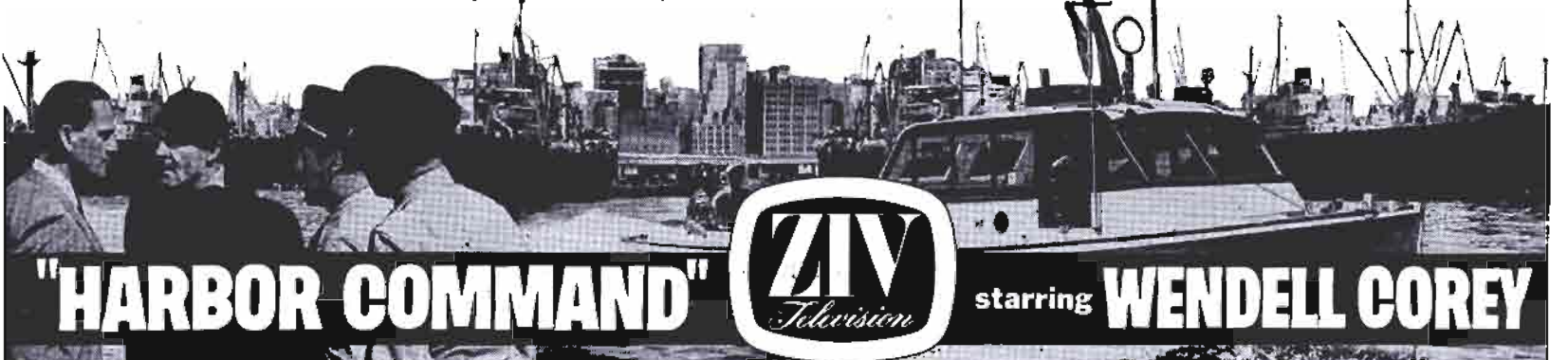
**CALIFORNIA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$'000)	Food Sales 1956(\$'000)	Drug Sales 1956(\$'000)
Alameda	284,800	76	215,730	1,166,660	288,735	41,853
Alpine	200	48	90	1,050	140	...
Amador	2,500	47	1,160	8,418	2,292	303
Butte	22,000	53	11,610	106,113	27,129	3,248
Calaveras	2,900	47	1,350	7,551	2,248	298
Colusa	3,500	47	1,650	17,678	3,404	380
Contra Costa	89,300	72	71,870	400,716	121,771	12,677
Del Norte	6,400	29	1,880	25,619	5,967	651
Eldorado	5,700	47	2,650	25,676	7,205	530
Fresno	94,100	66	62,490	438,858	110,338	15,289
Glenn	4,700	47	2,210	22,461	4,404	570
Humboldt	30,600	61	18,570	162,684	41,413	3,622
Imperial	18,000	45	8,100	101,628	21,156	2,798
Inyo	3,900	20	790	21,888	4,741	627
Kern	75,700	70	52,620	343,932	81,652	10,221
Kings	13,700	73	10,050	58,194	12,805	1,830
Lake	3,800	47	1,790	16,299	4,499	450
Lassen	5,400	14	730	18,839	7,829	469
Los Angeles	1,799,600	79	1,421,680	7,943,003	1,861,050	268,917
Madera	10,600	71	7,540	39,312	11,325	959
Marin	34,900	73	25,300	146,553	41,629	4,412

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**NEVER BEFORE DRAMATIZED ON TV!**

Ready to work for you in Ziv's spectacular new **IMPACT** series!



**"HARBOR COMMAND"**



starring **WENDELL COREY**

**BAKERSFIELD (Cont.)**

**KERO-TV**

**LICENSEE:** Wrather-Alvarez Broadcasting Inc. Address: 1420 Truxtun Ave. Phone: Fairview 7-1441. TWX No.: BK 47.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 39.8 kw, Aural 21.9 kw. Present Operating Pow.: Visual 39.8 kw, Aural 21.9 kw. Antenna Height: Above average terrain 3,710 ft.; above ground 183 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 26, 1953.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Welch, Molt & Morgan.

**PRINCIPAL STOCKHOLDERS:** See KFMB-TV San Diego.

**EXECUTIVES:**  
J. D. Wrather, pres.

**SUMMARY OF RATES (Card No. 8, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10:30 p.m., daily)	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00
Class A (10:30-10:59 p.m., daily; 5-7 p.m. Sun.; 6-7 p.m., Mon.-Sat.)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B (4-6 p.m. Mon.-Fri.; noon-5 p.m., Sun.; 11-midnight, daily)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class C (7 a.m.-4 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.)	\$187.50	\$112.50	\$75.00	\$66.00	\$47.00	\$19.00

Above are one-time rates. Frequency discounts allowed.

**CHICO (Butte County)**

**KHSL-TV**

**LICENSEE:** Golden Empire Broadcasting Co. Address: 180 E. 4th St. Phone: Fireside 2-0141. TWX No.: CZ 71.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 284 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 29, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, KHSL.

**REPRESENTATIVES:** Sales, Avery Knodel; Washington Attorney, Haley, Woltenberg & Kenenan; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Mrs. Hugh McClung, 91%; Hugh McClung Jr., 6%, and Martha McClung Roberts, 3%. Licensee also owns KVCV Redding, Calif.

**EXECUTIVES:**  
Mrs. Hugh McClung, pres. & gen. mgr. M. F. Woodling, film buy.  
J. A. Pero, com. mgr. Douglas Sundby, prom. mgr.  
Martin Jacobsen, pgm. dir. Terry Nolan, news ed.  
Russell B. Pope, ch. engr.

**SUMMARY OF RATES (Card No. 3, Sept. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 min.	Min.	ID.
Class AA (7:30-9:30 p.m., daily)	\$250.00	\$150.00	\$100.00	....	....	\$42.50 \$22.50
Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily)	\$225.00	\$140.00	\$90.00	....	\$60.00	\$37.50 \$20.00
Class B (5-6:30 p.m.; 10:30-11 p.m., daily)	\$175.00	\$100.00	\$60.00	\$50.00	\$40.00	\$22.50 \$12.00
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$39.00	\$30.00	\$17.00 \$8.00

Above are one-time rates. Frequency discounts allowed.

**EUREKA (Humboldt County)**  
(Target Date, Oct. 1, 1957)

**KHUM-TV**

**LICENSEE:** Carroll R. Hauser. Address: P. O. Box 1015. Phone: Hillside 2-5744. TWX No.: EK 70.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 3.98 kw, Aural 2.4 kw. Antenna Height: Above average terrain -70 ft.; above ground 214 ft.

**AFFILIATION:** Station, Am, KHUM.

**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen; Lester W. Spillane, (San Francisco); Consulting Engineer, Alfred E. Towne Assoc.; Robert L. Hammelt.

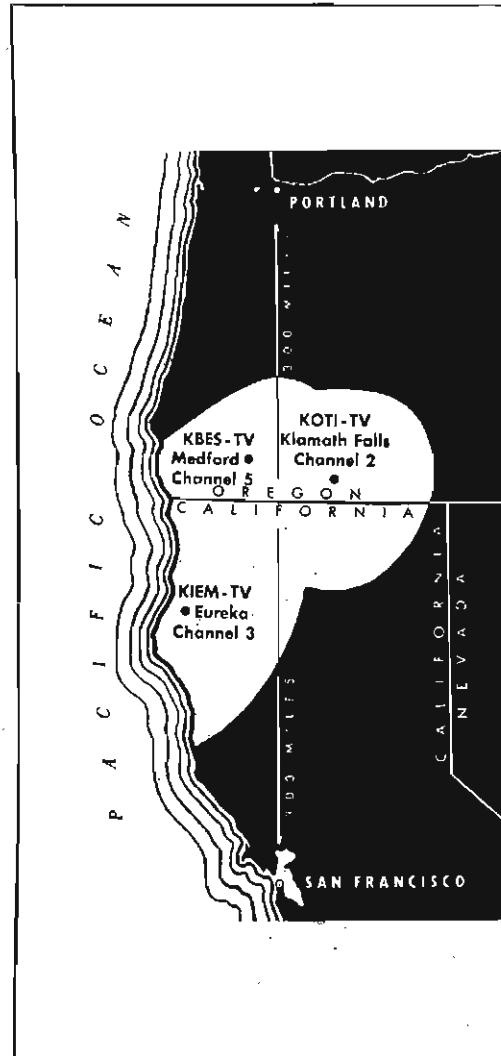
**PRINCIPAL STOCKHOLDER:** Carroll R. Hauser (100%), also has 45.3% of KVEN Ventura, Calif.

**EXECUTIVES:**  
Carroll R. Hauser, pres. & gen. mgr. Frank R. Brown, pgm. dir.

**KIEM-TV**

**LICENSEE:** California-Oregon Television Inc. Address: P.O. Box 1021. Phone: Hillside 3-3123. TWX No.: EK 16.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 14.6 kw, Aural 7.3 kw. Antenna Height: Above average terrain 1,650 ft.; above ground 249 ft.



**CALIF.-ORE. TV TRIO... the SMULLIN TV stations**  
bridge the gap between San Francisco and Portland  
with **EXCLUSIVE VHF** coverage on Channels 2, 3 & 5

**THREE MARKETS**  
**ONE BILLING**

<b>KIEM</b> CBS ABC TV 3—Calif. Eureka	<b>KBES</b> CBS ABC TV 5—Oregon Medford	<b>KOTI</b> CBS ABC TV 2—Oregon Klamath Falls
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for CALIF.-ORE. TV TRIO call **DON TELFORD**, Mgr.  
Phone Eureka, Hillside 3-3123, TWX EK 16

**MARKET FACTS**

Consumer Spendable Income .....	\$651,366,000
Population .....	356,330
Families .....	115,760
Estimated projection on TV Families .....	88,106
Retail Sales .....	\$487,976,000

(Source: 1956 SRDS estimates of consumer markets.)

... or ask **BLAIR Television ASSOCIATES INC.**

national representatives  
New York Chicago San Francisco  
Seattle Los Angeles Dallas Detroit  
Jacksonville St. Louis Boston

**OPERATION:** Began Oct. 25, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC. Stations, Am, KTEM; Fm, KRED(FM).  
**REPRESENTATIVES:** Sales, Blair-TV Assoc.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDER:** Redwood Broadcasting Co. owns 100% of the stock. Redwood ownership: William B. Smullin, 80%; C. Edward Goodwin, 5%; Donald H. Telford, 5%; John C. Bauredjedel, 5%. Redwood also owns 50% of KUIN and KGPO(FM), Grants Pass, Ore.; 50% of KBES-TV Medford, and of KOTI(TV) Klamath Falls, Ore.; and 25% of KPIC(TV) Roseburg, Ore.  
**EXECUTIVES:**  
 William B. Smullin, pres. & film buy. Donald R. King, ch. engr.  
 Donald H. Telford, gen. mgr. W. John Mortimer, III, prom. mgr.  
 W. Edwin Smith, pgm. dir. Newton L. Steward, news ed.

**SUMMARY OF RATES (Card No. 3, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
<b>Class A (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.)</b>						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
<b>Class B (noon-1 p.m.; 5-6:30 p.m.; 10-11 p.m., Mon.-Fri.; noon-6 p.m., 10-11 p.m., Sat., Sun.)</b>						
\$180.00	\$108.00	\$72.00	\$63.00	\$45.00	\$36.00	\$18.00
<b>Class C (All other times)</b>						
\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**FRESNO**  
(Fresno County)

**KBID-TV†**

**LICENSEE:** John H. Poole Broadcasting Co. Address: 6540 Sunset Blvd., Hollywood, Calif. Postal Zone: 28. Phone: Hollywood 3-3205.  
**FACILITIES:** Ch. 53. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 8.32 kw. Antenna Height: Above average terrain 380 ft.; above ground 400 ft.  
**OPERATION:** Began Feb. 13, 1954.  
**AFFILIATION:** Station, Am, KBIF.  
**PRINCIPAL STOCKHOLDER:** John H. Poole, 100%. Mr. Poole also owns KBIC-TV Los Angeles, KBIG Avalon, all Calif.  
**EXECUTIVES:**  
 John H. Poole, pres.

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

**KFRE-TV**

**LICENSEE:** California Inland Broadcasting Co. Address: 733 L St. Postal Zone: 21. Phone: Amherst 8-6444. TWX No.: FR 58.  
**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 219 kw, Aural 112 kw. Present Operating Pow.: Visual 219 kw, Aural 112 kw. Antenna Height: Above average terrain 2,000 ft.; above ground 241 ft. Ordered moved to Santa Barbara.  
**EQUIPPED TO COLORCAST** network programs, local films, local slides.  
**OPERATION:** Began May 10, 1956.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am, KFRE; Fm, KRFM(FM).

**REPRESENTATIVES:** Sales, Blair Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDERS:** Paul R. Bartlett, 55%; William C. Crossland, 38%; Keith L. Mealey, 2.38%; Ed J. Frech, 2.38%, and Helen Johnson 2.24%.  
**EXECUTIVES:**  
 Paul R. Bartlett, pres. Hal O'Donnell, pgm. dir.  
 Ed J. Frech, sta. mgr. & film buy Keith Mealey, dir. of ops.  
 Bob Klein, gen. sls. mgr. Russell M. Powell, news ed.

**SUMMARY OF RATES (Card No. 1, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
<b>Class AA (7-10:30 p.m., daily)</b>						
\$850.00	\$390.00	\$260.00	....	\$195.00	\$150.00	\$75.00
<b>Class A (6-7 p.m.; 10:30-11 p.m., daily)</b>						
\$500.00	\$300.00	\$200.00	....	\$150.00	\$100.00	\$50.00
<b>Class B (noon-6 p.m.; 11 p.m.-midnight, daily)</b>						
\$300.00	\$180.00	\$120.00	....	\$90.00	\$60.00	\$30.00
<b>Class C (All other times)</b>						
\$250.00	\$150.00	\$100.00	....	\$75.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**KJEO(TV)**

**LICENSEE:** O'Neill Broadcasting Co. Address: P.O. Box 1708. Phone: Baldwin 2-2411. TWX No.: FR 271.  
**FACILITIES:** Ch. 47. Authorized Eff. Rad. Pow.: Visual 380 kw, Aural 191 kw. Present Operating Pow.: Visual 178 kw, Aural 91.2 kw. Antenna Height: Above average terrain 1,789 ft.; above ground 138 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs.  
**OPERATION:** Began Sept. 20, 1953.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, Branham Co.; Attorney, Joseph Brenner, Beverly Hills, Calif.; Consulting Engineer, Charles Theodore.  
**PRINCIPAL STOCKHOLDER:** J. E. O'Neill, 100%.  
**EXECUTIVES:**  
 J. E. O'Neill, pres. Ray Jacobs, pgm. dir.  
 Joe Drilling, vp., gen. mgr. Jack McElwain, ch. engr.  
 & film buy. Patti Johns, prom. mgr.  
 W. O. Edholm, com. mgr. Phil McPherson, news ed.

**SUMMARY OF RATES (Card No. 6, May 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)</b>						
\$600.00	\$360.00	\$240.00	....	\$180.00	\$150.00	\$75.00
<b>Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-6 p.m., Sun.)</b>						
\$450.00	\$270.00	\$180.00	....	\$135.00	\$90.00	\$45.00
<b>Class C (10:30 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily; sign-on-5 p.m., Sat.; sign-on-noon, Sun.)</b>						
\$200.00	\$120.00	\$80.00	....	\$60.00	\$50.00	\$25.00
<b>Class D (Sign-on-10:30 a.m., Mon.-Fri.)</b>						
\$100.00	\$60.00	\$40.00	....	\$30.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.



**EXCITEMENT UNLIMITED!**

**ASHORE! AT SEA! IN THE AIR!**

**ZIV'S SPECTACULAR NEW IMPACT SERIES!**

**"HARBOR COMMAND"**  
starring **WENDELL COREY**



**FRESNO (Cont.)**

**KMJ-TV**

**LICENSEE:** McClatchy Broadcasting Co. Address: 1117 N St. Postal Zone: 21. Phone: Amherst 8-6666. TWX No.: FR 221.

**FACILITIES:** Ch. 24. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 91.2 kw. Present Operating Pow.: Visual 170 kw, Aural 91.2 kw. Antenna Height: Above average terrain 2,290 ft.; above ground 241 ft.

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

**OPERATION:** Began June 1, 1953.

**AFFILIATIONS:** 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.

**PRINCIPAL STOCKHOLDER:** McClatchy Newspapers Inc., 100%. McClatchy also owns KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto and KERN-AM-FM Bakersfield, all Calif., and publishes the Sacramento Bee, Modesto Bee and Fresno Bee.

**EXECUTIVES:**

Eleanor McClatchy, pres.                      Orbie Sullivan, loc. sls. mgr.  
Perry Nelson, sta. mgr. & film buy.        James Hancock, ch. engr.  
Wilson Lefter, nat'l. sls. serv. mgr.        Dean Mell, news ed.

**SUMMARY OF RATES (Card No. 7, Dec. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7:30-10:30 p.m., daily (except 7:30 p.m. spot takes Class A rate))</b>						
\$550.00	\$330.00	\$220.00	\$192.50	\$165.00	\$150.00	\$75.00
<b>Class A (6:30-7:30 p.m., daily [including 7:30 p.m. spots])</b>						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$100.00	\$50.00
<b>Class BB (4:30-6:30 p.m., 10:30-11 p.m., daily)</b>						
\$375.00	\$225.00	\$150.00	\$131.25	\$112.50	\$75.00	\$37.50
<b>Class B (Noon-4:30 p.m., 11-11:30 p.m., daily)</b>						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$60.00	\$30.00
<b>Class C (7 a.m.-noon, 11:30-sign-off, daily)</b>						
\$125.00	\$75.00	\$50.00	\$43.75	\$37.50	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KVVG (TV) (TULARE)**

**LICENSEE:** UHF Telecasting Corp. Address: 1385 E. Tulare St., Tulare. Phone: 6-6703. (For full listing see Tulare, Calif.)

**LOS ANGELES**

(Los Angeles County)

**KABC-TV**

**LICENSEE:** American Broadcasting-Paramount Theatres Inc. Address: ABC Television Center. Postal Zone: 27. Phone: Normandy 3-3311. TWX No.: LA 353.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Present Operating Pow.: Visual 129 kw, Aural 64.6 kw. Antenna Height: Above average terrain 2,970 ft.; above ground 234 ft.

**OPERATION:** Began Sept. 16, 1949.

**AFFILIATIONS:** Tv Network, ABC. Stations, Am, KABC; Fm, KABC-FM.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** See WABC-TV, New York.

**EXECUTIVES:**

Earl J. Hudson, vp., chg. Western Div.        Theodore Grenier, ch. engr.  
Selig J. Seligman, gen. mgr.                    Howard Lipstone, film buy.  
Elton H. Rule, gen. sls. mgr.                 Jack Brembeck, prom. mgr.  
Peter Robinson, pgm. dir.                     Pat O'Reilly, news ed.

**SUMMARY OF RATES (Card No. 8, Mar. 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
<b>Class AA (7:29-10 p.m., daily—not subject to frequency discount)</b>						
.....	.....	.....	.....	.....	\$600.00	\$300.00
<b>Class A (Program Units—7-10:30 p.m., daily. Announcements—6:59-7:29 p.m., 10-10:30 p.m., daily)</b>						
\$2,300.00	\$1,380.00	\$920.00	.....	.....	\$500.00	\$250.00
<b>Class B (Program Units—5-7 p.m., 10:30-11 p.m., daily. Announcements—4:59-6:59 p.m., 10:30-11 p.m., daily.)</b>						
\$1,600.00	\$960.00	\$640.00	\$535.00	\$425.00	\$300.00	\$150.00
<b>Class C (All other times)</b>						
\$800.00	\$480.00	\$320.00	\$265.00	\$215.00	\$125.00	\$65.00

Above are one-time rates. Frequency discounts allowed.

**KBIC-TV†**

**LICENSEE:** John H. Poole Broadcasting Co. Address: 6540 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 3-3205.

**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 540 kw, Aural 320 kw. Present Operating Pow.: Visual 180 kw, Aural 60 kw. Antenna Height: Above average terrain 2930 ft.; above ground 146 ft.

**OPERATION:** See footnote.

**AFFILIATION:** Station, Am, KBIG Avalon, Calif.

**PRINCIPAL STOCKHOLDER:** John H. Poole, 100%. Mr. Poole also owns KBIF and KBID-TV Fresno and KBIG Avalon, both Calif.

**EXECUTIVES:**

John H. Poole, pres.

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

*TV in Fresno—  
the big inland California  
market—means  
K M J • T V  
• Best local programs  
• Basic NBC-TV affiliate*

Paul H. Raymer Co., Notional Representative





**KCOP(TV)**

**LICENSEE:** The Copley Press Inc. Address: 1000 Cahuenga Blvd. Postal Zone: 38. Phone: Hollywood 2-7311. TWX No.: LA 1479.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 83.2 kw. Present Operating Pow.: Visual 162 kw, Aural 83.2 kw. Antenna Height: Above average terrain 2,920 ft.; above ground 203 ft.  
**REPRESENTATIVES:** Sales, Edward Peiry & Co.; Attorney, John Hearne.  
**PRINCIPAL STOCKHOLDER:** Copley Press owns Aurora Beacon-Press, Elgin Courier-News, Joliet Herald-News, all Ill.; San Diego Union and Tribune, Alhambra Post Advocate, Burbank Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard and 60% of San Pedro News-Pilot, all Calif. Also publishes Springfield (Ill.) State Journal and Register under lease. (Station has been sold to Kenyon Brown, Bing Crosby, George L. Coleman and Joseph A. Thomas for \$4 million, pending FCC approval.)  
**EXECUTIVES:**  
 Jack Heinz, vp. & gen. mgr. Alexander Browdy, ch. engr.  
 Amos Baron, com. mgr. Hal Blard, prom. mgr.  
 Alvin Flanagan, asst. mgr. & film buy. Baxter Ward, news ed.

**SUMMARY OF RATES (Card No. 3, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:30-10:30 p.m., Mon.-Sun.)	\$1,350.00	\$810.00	\$540.00		\$350.00	\$150.00
Class B (5-6:30 p.m., Mon.-Fri.; 10:30 p.m.-midnight, Mon.-Sun.; sign-on-6:30 p.m., Sat., Sun.)	\$875.00	\$525.00	\$350.00	\$262.50	\$218.75	\$100.00
Class C (All time not designated as A or B time)	\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**KHJ-TV**

**LICENSEE:** RKO Teleradio Pictures Inc. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Hollywood 2-2133. TWX No.: LA 64.  
**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 81.3 kw. Present Operating Pow.: Visual 162 kw, Aural 81.3 kw. Antenna Height: Above average terrain 2,960 ft.; above ground 199 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Aug. 1948.  
**AFFILIATIONS:** Stations, Am, KHJ; Fm, KHJ-FM.  
**REPRESENTATIVES:** Sales, H-R Television.  
**PRINCIPAL STOCKHOLDERS:** See WOR-TV New York.

**EXECUTIVES:**  
 Thomas F. O'Neil, pres., James D. Higson, pgm. dir. & film buy.  
 RKO Teleradio Pictures, Inc. Robert Arne, ch. engr.  
 John T. Reynolds, vp. & gen. mgr. Robert M. Light, prom. mgr.  
 mgr., KHJ-TV Les Mawhinney, news ed.  
 Howard L. Wheeler, sls. mgr.

**SUMMARY OF RATES (Card No. 4, Oct. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., daily)	\$1,500.00	\$900.00	\$600.00	\$525.00	\$375.00	\$300.00
Class B (5-7 p.m., Mon.-Sat.; 10:30 p.m.-midnight, daily; noon-7 p.m., Sun.)	\$1,000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$200.00
Class C (Sign-on-5 p.m., Mon.-Sat.; sign-on-noon, Sun.)	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**KNXT(TV)**

**LICENSEE:** Columbia Broadcasting System. Address: 1313 N. Vine St. Postal Zone: 28. Phone: Webster 8-3000. TWX No.: LA 7252.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.6 kw, Aural 23.4 kw. Present Operating Pow.: Visual 46.8 kw, Aural 23.4 kw. Antenna 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.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am, KNX; Fm, KNX-FM.  
**REPRESENTATIVES:** Sales, CBS Tv Spot Sales.  
**PRINCIPAL STOCKHOLDERS:** See WCBS-TV New York.

**EXECUTIVES:**  
 Merle S. Jones, pres. CBS Tv. Herbert Pangborn, mgr., tech. ops.  
 Clark B. George, gen. mgr. Dean D. Linger, prom. mgr.  
 Robert D. Wood, gen. sls. mgr. Sam Zelman, news ed.  
 Donald M. Hine, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 7, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7:29-10 p.m., Mon.-Sat.; 6:59-10 p.m., Sun.)					\$800.00	\$400.00
Class A (Program Units—6:30-10 p.m., Mon.-Sat.; 6-11 p.m., Sun. Announcements—6:59-7:29 p.m., 10-10:30 p.m., Mon.-Sat.; 5:59-6:59 p.m., 10:30-11 p.m., Sun.)	\$3,500.00	\$2,100.00	\$1,400.00		\$600.00	\$300.00
Class B (Program Units—6-6:30 p.m., 10-11 p.m., Mon.-Sat. Announcements—6:59-6:59 p.m., 10:30-11 p.m., Mon.-Sat.; 4:59-5:59 p.m., Sun.)	\$2,200.00	\$1,320.00	\$880.00	\$733.33	\$660.00	\$400.00
Class C (Program Units—9 a.m.-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 11 a.m.-6 p.m., Sat., Sun. Announcements—7 a.m.-5:59 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 8:59 a.m.-5:59 p.m., Sat.; 10:59 a.m.-4:59 p.m., Sun.)	\$1,750.00	\$1,050.00	\$700.00	\$583.33	\$525.00	\$210.00
Class D (Program Units—Sign-on-9 a.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-11 a.m., Sat., Sun. Announcements—Sign-on-7 a.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-8:59 a.m., Sat.; sign-on-10:59 a.m., Sun.)	\$875.00	\$525.00	\$350.00	\$291.67	\$262.50	\$62.50

Above are one-time rates. Frequency discounts allowed.

**KRCA(TV)**

**LICENSEE:** National Broadcasting Co. Address: Sunset & Vine. Postal Zone: 28. Phone: Thornwall 5-7000. TWX No.: LA 790, 791, 792.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 42.7 kw, Aural 21.4 kw. Present Operating Pow.: Visual 42.7 kw, Aural 21.4 kw. Antenna Height: Above average terrain 3,200 ft.; above ground 492 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**OPERATION:** Began Jan. 16, 1949.  
**AFFILIATION:** Tv Network, NBC.  
**REPRESENTATIVES:** Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindell & Ohl, New York.  
**PRINCIPAL STOCKHOLDERS:** See WRCA-TV New York.

**EXECUTIVES:**  
 Robert W. Sarnoff, pres., NBC Dean Craig, pgm. dir.  
 John K. West, vp. in chg. John Knight, ch. engr.  
 Western Div. George Burke, film buy.  
 Thomas C. McCray, vp. & Jack Kenaston, prom. mgr.  
 gen. mgr., KRCA(TV) John Thompson, news ed.  
 James Parks, sls. mgr. John Wehrheim, bus. mgr.

**SUMMARY OF RATES (Card No. 12, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun. Announcements—7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)	\$3,600.00	\$2,160.00	\$1,440.00	\$1,260.00	\$900.00	\$800.00
Class A (Program Units—10:30-11 p.m., daily. Announcements—6:59-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily)	\$3,200.00	\$1,920.00	\$1,280.00	\$1,120.00	\$800.00	\$450.00
Class B (Program Units—6-7:30 p.m., Mon.-Sat. Announcements—6-6:59 p.m., Mon.-Sat.; 5-6 p.m., Sun.)	\$1,700.00	\$1,020.00	\$680.00	\$595.00	\$425.00	\$250.00
Class C (Program Units—9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; 9 a.m.-5 p.m., Sun. Announcements—9 a.m.-6 p.m.)	\$1,600.00	\$960.00	\$640.00	\$560.00	\$400.00	\$175.00
Class D (Program Units & Announcements—all other times)	\$825.00	\$495.00	\$330.00	\$288.75	\$206.25	\$125.00

Above are one-time rates. Frequency discounts allowed.

**KTLA(TV)**

**LICENSEE:** Paramount Television Productions Inc. Address: 5800 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 9-3181. TWX No.: LA 3161.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 50.1 kw, Aural 25.1 kw. Present Operating Pow.: Visual 50 kw, Aural 25 kw. Antenna 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.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co.; Washington Attorney, Arnold, Fortas & Porter.  
**PRINCIPAL STOCKHOLDER:** Paramount Pictures Inc., 100%. Paramount also owns 26.5% of DuMont Broadcasting Co., which in turn owns WNEW-WABD(TV) New York and WTTG(TV) Washington.

**EXECUTIVES:**  
 Paul Raibourn, pres. (New York) John Silva, ch. engr.  
 Lew Arnold, vp. & gen. mgr. Jerry Rogers, film buy.  
 Henry Flynn, asst. gen. mgr. James J. Rue, prom. mgr.  
 Lela Reagan, com. mgr. Gil Martyn, news ed.  
 Ray Lukshis, pgm. dir.

**SUMMARY OF RATES (Card No. 7, Oct. 15, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., daily)	\$1,500.00	\$900.00	\$600.00	\$450.00	\$375.00	\$300.00
Class B (6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10:30-11 p.m., Sun.-Thurs.; 10:30 p.m.-midnight, Fri. & Sat.)	\$1,000.00	\$600.00	\$400.00	\$300.00	\$250.00	\$200.00
Class C (Noon-6 p.m., Mon.-Sat.; 9 a.m.-5 p.m., Sun.; 11 p.m.-2 a.m., Sun.-Thurs.; midnight-2 a.m., Fri., Sat.)	\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$120.00
Class D (2 a.m.-noon, Mon.-Fri.; 2 a.m.-9 a.m., Sat., Sun.)	\$500.00	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00

Above are one-time rates. Frequency discounts allowed.

**KTTV(TV)**

**LICENSEE:** KTTV Inc. Address: 5746 Sunset Blvd. Postal Zone: 28. Phone: Hollywood 2-7111. TWX No.: LA 228.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 135 kw, Aural 69.2 kw. Present Operating Pow.: Visual 135 kw, Aural 69.2 kw. Antenna Height: Above average terrain 2,940 ft.; above ground 237 ft.  
**OPERATION:** Began Jan. 1, 1949.  
**REPRESENTATIVES:** Sales, Blair Tv; Washington Attorney, Elliot C. Lovett; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDERS:** Times-Mirror Co. (publisher of the Los Angeles Times and Mirror), 75%, Loew's Inc. (MGM), 25%. Loew's also owns 25% of KMGM-TV Minneapolis and KTVR(TV) Denver.

**EXECUTIVES:**  
 Richard A. Moore, pres. & gen. mgr. Richard Woollen, film buy.  
 John R. Vrba, vp. in chge. sls. Jack O'Mara, dir. merc. & prom.  
 Robert Breckner, vp. in chg. pgm. Leonard Blondheim, news ed.  
 Edward Benham, ch. engr.

**LOS ANGELES (Cont.)**

**KTTV (TV) (Cont.)**

SUMMARY OF RATES (Card No. 9, Oct. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (Program Units—7-10 p.m., daily. Announcements—6:59-10:15 p.m., Mon.-Fri.; 6:59-10 p.m., Sat., Sun.)						
\$2,000.00	\$1,200.00	\$800.00	....	....	\$600.00	\$290.00
Class A (Program Units—6-7 p.m., 10-11:15 p.m., daily. Announcements—5:59-6:59 p.m., daily; 10:15-11:45 p.m., Mon.-Fri.; 10-11:15 p.m., Sat., Sun.)						
\$1,500.00	\$900.00	\$600.00	....	....	\$400.00	\$200.00
Class B (Program Units—5-5:59 p.m., 11:15-midnight, daily. Announcements—4:49-5:59 p.m., daily; 11:45 p.m.-1 a.m., Mon.-Fri.; 11:15 p.m.-midnight, Sat., Sun.)						
\$1,000.00	\$600.00	\$400.00	....	....	\$300.00	\$125.00
Class C (Program Units & Announcements—all other times, daily)						
\$600.00	\$360.00	\$240.00	....	....	\$200.00	\$75.00

Above are one-time rates. Frequency discounts allowed.

**MODESTO**

(Stanislaus County)

**KTRB-TV**

(Target Date, Unknown)

**LICENSEE:** KTRB Broadcasting Co. Address: P. O. Box 593, Phone: 3-0737  
**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 13.2 kw. Antenna Height: Above average terrain 1,950 ft.; above ground 80 ft.  
**AFFILIATIONS:** Stations, Am, KTRB; Fm, KTRS-FM.  
**REPRESENTATIVES:** Washington Attorney, Eliot C. Lovett; Consulting Engineer, Gautney & Jones.  
**PRINCIPAL STOCKHOLDERS:** William H. Bates Jr., 80%; and Margie W. Cleary, 20%.  
**EXECUTIVES:** William H. Batés, pres. & treas.

**MONTEREY**

(Stanislaus County)

**KSBW-TV (SALINAS)**

**LICENSEE:** Salinas Valley Broadcasting Co. Address: 238 John St., Salinas, Calif. Phone: Harrison 2-6422. (For full listing see Salinas.)

**OAKLAND**

(SAN FRANCISCO)

(Alameda County)

(Target Date, January 1958)

**LICENSEE:** San Francisco - Oakland Television Inc. Address: 609 Central Bank Bldg.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above terrain 1,174 ft.; above ground 181 ft.  
**REPRESENTATIVES:** Washington Attorney, Pierson, Ball & Dowd, Consulting Engineer, Harry R. Lubcke.  
**PRINCIPAL STOCKHOLDERS:** Ward D. Ingram, 47.5%; Wilham D. Pabst, 47.5%; Harry R. Lubcke, 5%. Mr. Ingram is general manager, Don Lee Network; Mr. Pabst is general manager, KPBC San Francisco; Mr. Lubcke is a consulting engineer. Merger agreement with other applicants envisages revised ownership which would comprise Messrs. Ingram and Pabst, 51%; Edwin W. Pauley, 25%; Stoddard J. Johnston, 5%; Mr. Lubcke, 1% and Willet D. Brown (president, Don Lee Network), 18%.  
**EXECUTIVES:** Ward D. Ingram, pres. treas. & Harry R. Lubcke, vp. & ch. engr. asst. gen. mgr. William D. Pabst, exec. vp., sec. & gen. mgr.

**REDDING**

(Shasta County)

**KVIP (TV)**

**LICENSEE:** Shasta Telecasting Corp. Address: 2770 Pioneer Dr. Phone: Chestnut 1-1414. TWX No.: RG 75.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 117 kw, Aural 50.9 kw, Present Operating Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 3,600 ft.; above ground 97 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Aug. 1, 1956.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, KRLH (CP).  
**REPRESENTATIVES:** Sales, Branham Co.; Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, Robert L. Hammett.  
**PRINCIPAL STOCKHOLDERS:** Laurence W. Carr, 19.37%; Morris K. Cohen, 19.37%; George C. Fleharty, 19.37%; Robert L. Hammett, 9.37%; Carl R. McConnell, 9.37%; William B. Nystrom, 14.37%; Clay D. Ross, 9.37%; George H. Voorles, 9.37%. Mr. Fleharty publishes weekly Anderson Valley News.

**EXECUTIVES:** George C. Fleharty, pres., gen. mgr. & film buy. Russell K. Olsen, vp., asst. mgr., ch. engr., ops. mgr. John Dadiw, sls. mgr. Ted Dooley, pgn. dir. & prom. mgr.

SUMMARY OF RATES (Card No. 1, Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily)						
\$225.00	\$125.00	\$80.00	....	\$50.00	\$35.00	\$19.00
Class A (5:30-7 p.m.; 10-10:30 p.m., daily)						
\$200.00	\$120.00	\$70.00	....	\$40.00	\$22.00	\$10.00
Class B (4-5:30 p.m.; 10:30-11 p.m., daily)						
\$150.00	\$90.00	\$60.00	....	\$35.00	\$18.00	\$9.50
Class C (All other times)						
\$100.00	\$65.00	\$45.00	....	\$30.00	\$15.00	\$9.00

Above are one-time rates. Frequency discounts allowed.

**SACRAMENTO**

(Sacramento County)

**KBET-TV**

**LICENSEE:** Sacramento Telecasters Inc. Address: 601 7th Ave. Phone: Gilbert 1-4041. TWX No.: SC 27.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna 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.  
**AFFILIATION:** Tv Network, CBS.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Halcy, Woltenberg & Kenahan.

**PRINCIPAL STOCKHOLDERS:** W. C. Wright and sons, 20.55%; John H. Schacht, 15.48%; A. R. Galloway and sons, 6.87%; Charles C. James Jr., and Russell R. Inks, 10.98%; Robert A. Clarence and William R. Breuner and family, 10.97%; A. M. Henderson Jr., 5.48%; Thomas H. Richards Jr., 5.48%; Henry Teichert, 5.01%; Nelson B. Morse, 5.48%; and Alan Pollock 5.48%. Mr. Pollock also owns KVIN Coeur d'Alene, Idaho.

**EXECUTIVES:** William P. Wright, pres. Peter K. Onnigian, ch. engr. John H. Schacht, vp. & gen. mgr. Clarence Wasserman, film buy. George J. Kapcl, com. mgr. Harvey Tepfer, prom. mgr. George Greaves, sta. mgr. Henry W. Thornley, news ed.

SUMMARY OF RATES (Card No. 4, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (Program Units—7-10:30 p.m., Mon.-Sat.; 5-10:29 p.m., Sun. Announcements—7-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.; 5-10:29 p.m., Sun.)						
\$850.00	\$510.00	\$340.00	\$297.50	\$255.00	\$200.00	\$100.00
Class B (6-7 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10:30 p.m.-midnight, Sat.; 3:30-5 p.m., 10:30-11 p.m., Sun.)						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$150.00	\$75.00
Class C (Sign-on-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-6 p.m., midnight-sign-off, Sat.; sign-on-3:30 p.m., 11 p.m.-sign-off, Sun.)						
\$275.00	\$165.00	\$110.00	\$96.25	\$82.50	\$55.00	\$27.50

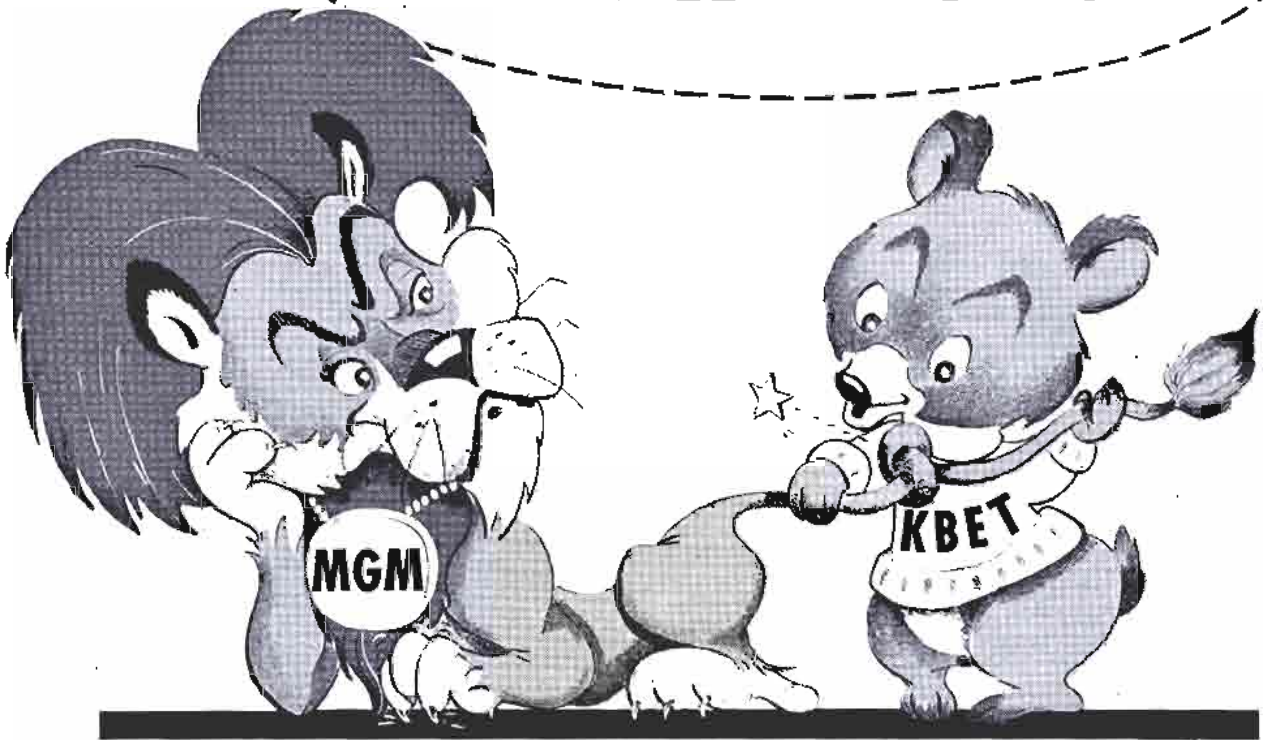
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**"HARBOR COMMAND"**  
 starring **WENDELL COREY**  
 at the helm of each half-hour adventure.



**KBET TV & "LEO"**  
*(forgive the 2nd billing, M-G-M)*  
**ARE READY TO ROAR!**



KBET-TV is now the only station capable of bringing the greatest proven movies to California's Central Valley, 52 weeks every year...

... with exclusivity on MGM pictures in KBET's entire coverage area! The first and only Northern California station to buy the entire huge MGM film package.  
 ... PLUS exclusivity on almost 800 RKO features.  
 ... PLUS hundreds from Warner Bros., Columbia,

20th Century-Fox, David O. Selznick, United Artists and other major film companies.  
 A total of over 1700 tremendous motion pictures not yet shown in the Sacramento-Stockton market — more than twice as many as all of KBET's competitors combined!

\*"GREAT MOVIE"  
 nightly at 10:00 and  
 Sunday afternoons

	<b>TOTAL AREA SET COUNT</b> 401,097
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\*MOVIE MATINEE  
 Monday through  
 Friday, 4:00 p.m.

**KBET-TV**                      **CHANNEL 10**  
**SACRAMENTO**                     **CALIFORNIA**  
BASIC                      CBS OUTLET

*Call H-R Television, Inc. for Current Avails*

**SACRAMENTO (Cont.)**

**KCRA-TV**

**LICENSEE:** KCRA Inc. Address: 310 10th St. Postal Zone: 14. Phone: Gilbert 1-4631. TWX No.: SC 111.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 490 ft.; above ground 553 ft.

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

**OPERATION:** Began Sept. 2, 1955.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, KCRA; Fm, KCRA-FM.

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

**PRINCIPAL STOCKHOLDERS:** Ewing C. Kelly, 50%; C. Vernon, Gerald, and Kenneth W. Hansen, 16.66% each.

**EXECUTIVES:**  
 Ewing C. Kelly, pres. & gen. mgr. Tom Breen, ops. dir. & film buy.  
 Howard J. Smiley, sta. mgr. Ted Hardy, prom. mgr.  
 Robert E. Kelly, com. mgr. & pgm. dir. Ed Jeffery, news ed.  
 W. Herbert Hartman, ch. engr.

**SUMMARY OF RATES (Card No. 3, Mar. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)	\$800.00	\$480.00	\$320.00	\$280.00	\$220.00	\$200.00
Class B (6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily)	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00
Class C (Noon-6 p.m., daily; 11 p.m.-sign-off, daily)	\$425.00	\$255.00	\$170.00	\$148.75	\$106.25	\$100.00
Class D (Sign-on-noon, daily)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**KGMS-TV**

(Target Date, Fall 1957)

**LICENSEE:** Capitol Radio Enterprises. Address: Hotel Senator. Postal Zone: 14. Phone: Gilbert 1-3133.

**FACILITIES:** Ch. 46. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Antenna Height: Above average terrain 300 ft.; above ground 338 ft.

**AFFILIATION:** Station, Am, KGMS.

**REPRESENTATIVES:** Sales, Forjoe & Co.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, E. E. Towne Assoc.

**PRINCIPAL STOCKHOLDERS:** Owned 33 1/3% by Irving J. Schwartz, William Stephen George, and John Matranga.

**EXECUTIVES:**  
 Irving J. Schwartz, gen. mgr. Jack Matranga, pgm. dir.  
 Steve George, com. mgr. Logan Z. Edwards, ch. engr.

**SALINAS**

(Monterey County)

**KSBW-TV (MONTEREY)**

**LICENSEE:** Salinas Valley Broadcasting Corp. Address: 238 John St. Phone: Harrison 2-6422. TWX No.: ZL 89.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 2,330 ft.; above ground 251 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Sept. 11, 1953.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC. Station, Am, KSBW.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Robert Hammett.

**PRINCIPAL STOCKHOLDERS:** John C. Cohan, 31.88%, William M. Oates, 25.6%, and others. Mr. Cohan also owns 50% of KVEC-AM-TV San Luis Obispo, Calif.

**EXECUTIVES:**  
 John C. Cohan, pres. gen. mgr. Bill Hargan, ch. engr.  
 Graham Moore, com. mgr. A. Richard Robertson, prom. mgr.  
 Gary Ferlist, pgm. dir. & film buy. Michael Morisoli, news ed.

**SUMMARY OF RATES (Card No. 4, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-9:30 p.m., daily)	\$425.00	\$260.00	\$170.00	\$150.00	\$128.00	\$90.00
Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00
Class B (5:30-6:30 p.m., 10:30-11 p.m., daily)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class C (All other times)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

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**with Ziv's spectacular new IMPACT series!**



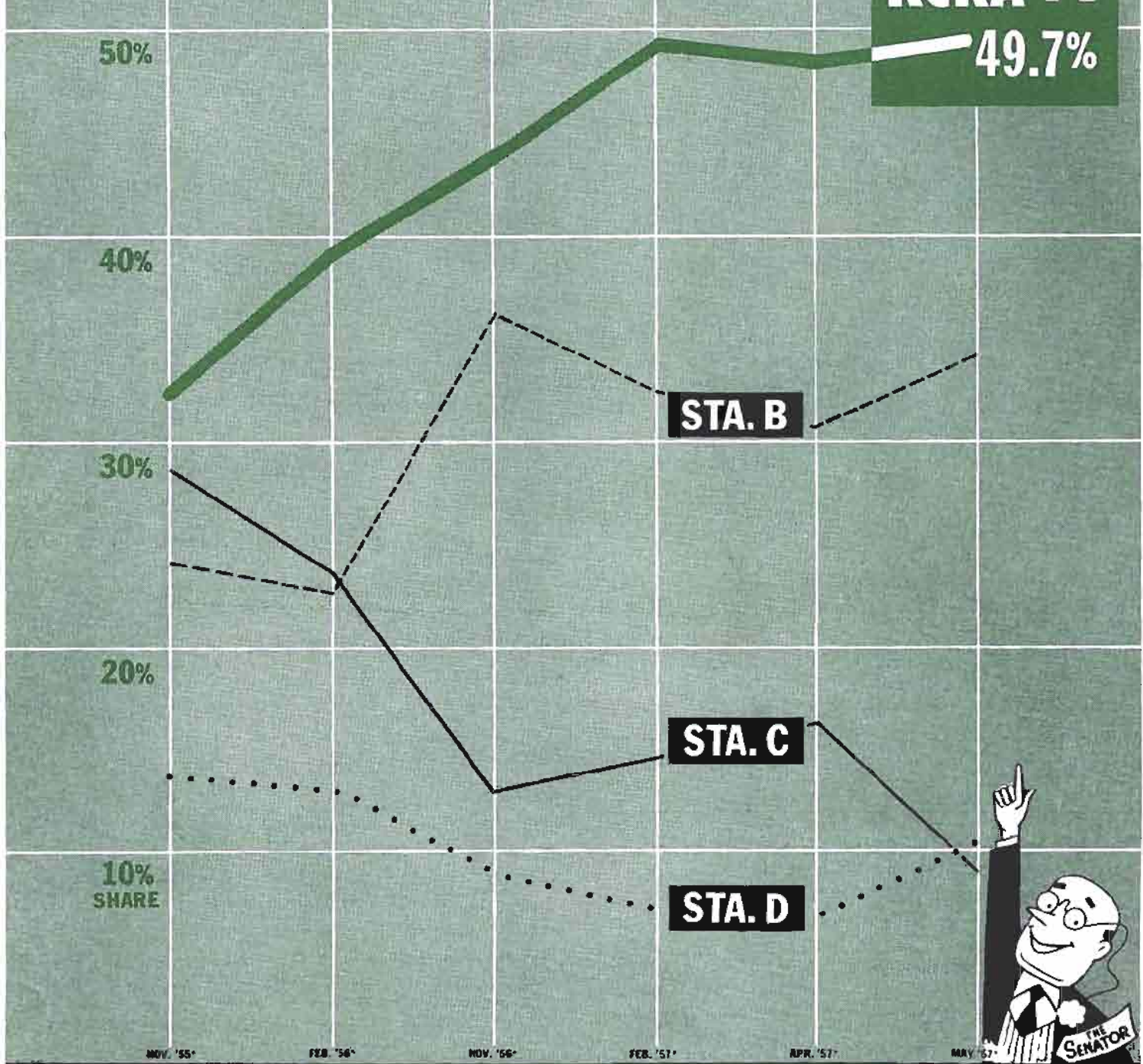
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**THRILLING ADVENTURES OF AMERICA'S HARBOR POLICE!**

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## KCRA-TV

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Serving 28 Northern California  
and Nevada Counties

CLEAR

# 3

CHANNEL

**SAN DIEGO**  
(San Diego County)

**KFMB-TV**

LICENSEE: Wrather-Alvarez Broadcasting Inc. Address: 1405 Fifth Ave. Postal Zone: 12. Phone Belmont 2-2114. TWX No.: SD 6277.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 123 kw. Present Operating Pow.: Visual 245 kw, Aural 123 kw. Antenna Height: Above average terrain 760 ft.; above ground 284 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1949.

AFFILIATIONS: Tv Network, CBS. Stations, Am, KFMB.

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDERS: Jack D. Wrather, 38.9%; Maria Helen Alvarez, 38.9%; Edward Petry & Co., 22.2%. Licensee also owns KYAT(TV) Yuma, Ariz., and KERO-TV Bakersfield, Calif. Mr. Wrather owns 100% of WJDW(TV) Boston, Mass.

EXECUTIVES:  
J. D. Wrather, pres. Charles Abel, ch. engr.  
George Whitney, vp. & gen. mgr. Dan Bellus, prom. dir.  
Bill Fox, gen. sls. mgr. Stu Batt, news ed.  
Byron Dowty, pgm. mgr. Ray Wilson, news dir.

SUMMARY OF RATES (Card No. 12A, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 min.	Min.	ID.
Class AA (7-10 p.m., Mon.-Fri.; 7-10 p.m., Sat.; 6-10 p.m., Sun.)	\$900.00	\$540.00	\$360.00	\$315.00	\$270.00	\$230.00
Class A (10-10:30 p.m., daily; 6-7 p.m., Sat.)	\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$200.00
Class B (6-7 p.m., Mon.-Fri.; 5-6 p.m., Sun.)	\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$140.00
Class C (Sign-on-6 p.m., Mon.-Sat.; 10-30 p.m.-sign-off, daily; sign-on-5 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$140.00

Above are one-time rates. Frequency discounts allowed.

**KFSD-TV**

LICENSEE: KFSD Inc. Address: 3642 Enterprise St. Postal Zone: 10. Phone: Cypress 8-7151. TWX No.: San Diego 6309.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Present Operating Pow.: Visual 214 kw, Aural 107 kw. Antenna Height: Above average terrain 750 ft.; above ground 252 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 12, 1953.

AFFILIATIONS: Tv Network, NBC. Stations, Am, KFSD; Fm, KFSD-FM.

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<b>DALLAS, TEX.</b> Dewitt [Judge] Landis Fidelity Union Life Bldg. RI 8-1175	<b>SAN FRANCISCO</b> W. R. (Ike) Twining 111 Sutter St. EX 2-5671
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SEE PAGES 80, 94, 100, 236

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lundgren, Lincoln & McDaniel; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDERS: Fox, Wells & Co., 76.6%; James G. Rogers, 10.1%; Elliott Cushman, 5.6%; Glen McDaniel, 3.1%; William E. Goetze, 1.7%; William T. Lane, 1.4%; W. R. Tucker, 1.1%; Jaquin A. Grill, 0.4%. Fox, Wells & Co. also owns 27% of WWOL Worcester, Mass., and community antenna systems in Clarksburg, Bluefield, Fairmont, W. Va., and Muscle Shoals, Ala. (46% of station has been sold to Weekly Publications Inc. [Newsweek magazine]. Upon FCC approval, Fox, Wells & Co. will own 54%, Weekly Publications Inc., 46%.)

EXECUTIVES:  
James G. Rogers, pres. James Wade, pgm. dir.  
William E. Goetz, exec. vp. LeRoy Bellwood, ch. engr.  
& gen. mgr. Grant Recksteck, prom. & publicity mgr.  
Jay Grill, sls. mgr. & film buy. Lionel Van Deerlin, news ed.

SUMMARY OF RATES (Card No. 7, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10 p.m., daily)	\$850.00	\$500.00	\$340.00	\$260.00	\$200.00	\$90.00
Class A (7-8 p.m., 10-10:30 p.m., Mon.-Fri.; 6-8 p.m., 10-10:30 p.m., Sat., Sun.)	\$650.00	\$390.00	\$260.00	\$230.00	\$200.00	\$70.00
Class B (6-7 p.m., 10-30-11 p.m., Mon.-Fri.; 5-6 p.m., 10-30-11 p.m., Sat., Sun.)	\$450.00	\$270.00	\$180.00	\$160.00	\$140.00	\$50.00
Class C (noon-6 p.m., 11 p.m.-midnight, Mon.-Fri.; noon-5 p.m., 11-midnight, Sat., Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$40.00
Class D (Sign-on-noon; midnight-sign-off, daily)	\$250.00	\$150.00	\$100.00	\$90.00	\$80.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**XETV(TV) (TIJUANA, MEXICO)**

(For full listing see Foreign Stations)

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

**SAN FRANCISCO**

(San Francisco County)

**KBAY-TV**

(Target Date, Unknown)

LICENSEE: Bay Television. Address: 122 S. Robertson Blvd., Los Angeles.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 81.3 kw. Antenna Height: Above average terrain 1,070 ft.; above ground 370 ft.

PRINCIPAL STOCKHOLDER: Sherrill C. Corwin is 100% owner. Mr. Corwin has minor interests in KAKE-AM-TV Wichita, Kan., and in Imperial Broadcasting System (KPBE Riverside, KPBP Blythe, KYOR Brawley and KREO Indio, all Calif.).

EXECUTIVES:  
Sherrill C. Corwin, own.

**KGO-TV**

LICENSEE: American Broadcasting-Paramount Theaters Inc. Address: 277 Golden Gate Ave. Postal Zone: 2. Phone: Underhill 3-0077. TWX No.: SF 147.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 156 kw. Present Operating Pow.: Visual 316 kw, Aural 156 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 517 ft.

OPERATION: Began May 5, 1949.

AFFILIATIONS: Tv Network, ABC. Stations, Am, KGO; Fm, KGO-FM.

REPRESENTATIVES: Sales, Blair Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: See WABC-TV, New York.

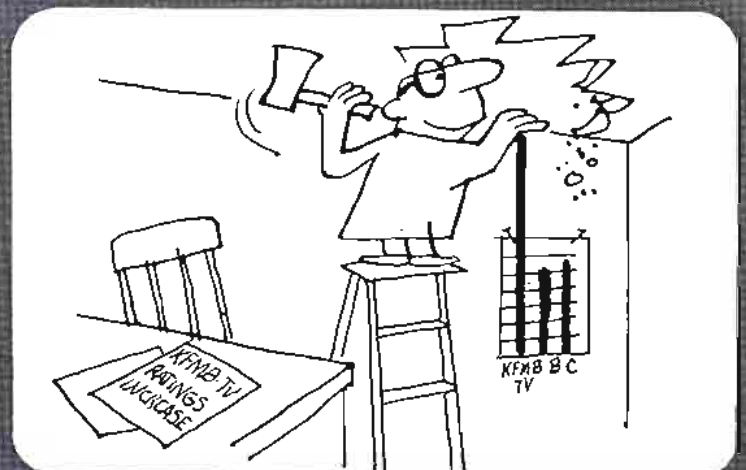
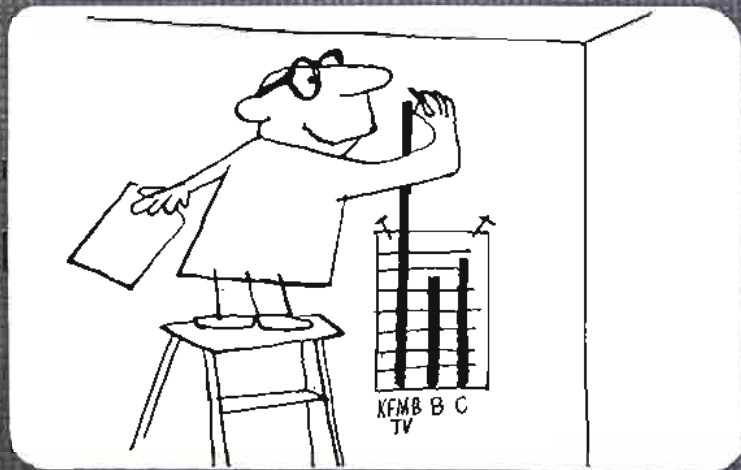
EXECUTIVES:  
Leonard Goldenson, pres., AB-PT Inc. Harry N. Jacobs, ch. engr.  
John H. Mitchell, vp. & gen. mgr. Robert Mitchell, film buy.  
David Sacks, com. mgr. Victor P. Reed, prom. mgr. & news ed.  
George Rice, pgm. dir.

SUMMARY OF RATES (Card No. 11, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA (7:29-10:01 p.m., daily)	\$1,700.00	\$1,020.00	\$680.00	\$595.00	\$510.00	\$375.00
Class A (7-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.; 10-11 p.m., daily)	\$1,250.00	\$750.00	\$500.00	\$417.00	\$334.00	\$270.00
Class B (6-7 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 4-6 p.m., Sat.; noon-4 p.m., Sun.)	\$800.00	\$480.00	\$320.00	\$264.00	\$216.00	\$160.00
Class C (All other times)	\$500.00	\$300.00	\$200.00	\$167.00	\$134.00	\$100.00

Above are one-time rates. Frequency discounts allowed.

Our ratings are higher in saturated San Diego!



Of the top 50 shows in the San Diego Market, 49 are on KFMB-TV. Eight of the top 50 are Channel 8 produced local programs. The 33rd show in the market is on Station A. Channel 8's top program has the highest Nielsen rating recorded on the West Coast in the December report.\*

In San Diego there are more people, watching Channel 8 more, than ever before.

\* Nielsen, Dec. 1956

**KFMB 8 TV**  
WRATHER ALVAREZ BROADCASTING, INC.  
Represented by  
**Edward Petry & Co., Inc.**  
**SAN DIEGO**  
America's more market

**SAN FRANCISCO (Cont.)**

**KPIX(TV)**

**LICENSEE:** Westinghouse Broadcasting Co. Inc. Address: 2655 Van Ness Ave. Postal Zone: 9. Phone: Prospect 6-5100. TWX No.: SF 168.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 529 ft.

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

**OPERATION:** Began Dec. 22, 1948.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, John W. Steen, New York; Consulting Engineer, Ralph N. Harmon.

**PRINCIPAL STOCKHOLDER:** See KDKA-TV Pittsburgh.

**EXECUTIVES:**

Donald H. McGannon, pres. William C. Dempsey, pgm. dir. & film buy.  
(New York) Thomas T. Ely, ch. engr.  
Philip G. Lasky, gen. mgr. William H. Ryan, prom. mgr.  
Louis S. Simon, com. mgr. Jere Witter, news ed.

**SUMMARY OF RATES (Card No. 12, Mar. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
<b>Class AA (7-10:01 p.m., Mon.-Sun.)</b>						
\$1,700.00	\$1,020.00	\$680.00	\$595.00	\$510.00	\$500.00	\$250.00
<b>Class A (6:30-7 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sun.; 6-7 p.m., Sat.; 4-7 p.m., Sun.)</b>						
\$1,250.00	\$750.00	\$500.00	\$438.00	\$375.00	\$300.00	\$150.00
<b>Class B (6-6:30 p.m., Mon.-Fri.; 11-11:30 p.m., Mon.-Sun.; 4-6 p.m., Sat.; noon-4 p.m., Sun.)</b>						
\$850.00	\$510.00	\$340.00	\$298.00	\$255.00	\$180.00	\$90.00
<b>Class C (11 a.m.-6 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, Mon., Sun.; sign-on-4 p.m., Sat.; sign-on-noon, Sun.)</b>						
\$600.00	\$380.00	\$240.00	\$210.00	\$180.00	\$130.00	\$65.00
<b>Class D (sign-on-11 a.m., Mon.-Fri.)</b>						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$95.00	\$48.00

Above are one-time rates. Frequency discounts allowed.

**KPRT(TV)**

(Target Date, Unknown)

**LICENSEE:** Plaza Radio & Television Co. Address: 551 Fifth Ave., New York, N.Y.

**FACILITIES:** Ch. 26. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 132 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 250 ft.

**REPRESENTATIVES:** Washington Attorney, Philip M. Baker; Consulting Engineer, John H. Mullaney.

**PRINCIPAL STOCKHOLDERS:** Alex Rosenman, 50%; Eliot Hyman, 25%; David Harris, 25%. Mr. Hyman is president of Associated Artists Productions Inc., film distributors, and general manager of AAP Corp.

**EXECUTIVES:**

Alex Rosenman, pres. David M. Harris, sec.-treas.  
Eliot Hyman, vp.

**KRON-TV**

**LICENSEE:** Chronicle Publishing Co. Address: 929 Mission St. Postal Zone: 3. Phone: Garfield 1-1100. TWX No.: 283.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna 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.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Attorney, John P. Hearne, San Francisco; Consulting Engineer, Robert L. Hammett.

**PRINCIPAL STOCKHOLDER:** The Chronicle Publishing Co., also own 97 1/2 of KBAK-TV Bakersfield.

**EXECUTIVES:**

Charles Thieriot, pres. Lee Berryhill, ch. engr.  
Harold P. See, gen. mgr. James Bentley, film buy.  
Norman Louvau, sls. mgr. Roland D. Irving, prom. mgr.  
Douglas Elleson, pgm. dir.

**SUMMARY OF RATES (Card No. 12, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
<b>Class AA (7:30-10:30 p.m., daily)</b>						
\$1,700.00	\$1,020.00	\$680.00	\$595.00	\$510.00	\$425.00	\$212.50
<b>Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 6-7:30 p.m., Sat.; 4-7:30 p.m., Sun.)</b>						
\$1,250.00	\$750.00	\$500.00	\$437.50	\$375.00	\$275.00	\$137.50
<b>Class B (6-7 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 4-6 p.m., Sat.; noon-4 p.m., Sun.)</b>						
\$850.00	\$510.00	\$340.00	\$297.00	\$255.00	\$180.00	\$90.00
<b>Class C (Program Units—all other times. Announcements—noon-midnight)</b>						
\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$120.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**KSAN-TV**

**LICENSEE:** S. H. Patterson. Address: 1111 Market St. Postal Zone: 3. Phone: Market 1-8171.

**FACILITIES:** Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Present Operating Pow.: Visual 200 kw, Aural 105 kw. Antenna Height: Above average terrain 1,090 ft.; above ground 372 ft.

**OPERATION:** Began March 1, 1954.

**AFFILIATION:** Station, Am, KSAN-AM.

**REPRESENTATIVES:** Sales, Stars National; Tracy Moore & Assoc. (West Coast); Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Radio Engineering Co.

**PRINCIPAL STOCKHOLDER:** S. H. Patterson is sole owner.

**EXECUTIVES:**

S. H. Patterson, pres. Link DiMario, pgm. dir. & film buy.  
Norwood J. Patterson, exec. dir. John Rolih, ch. engr.  
Richard Bott, gen. & com. mgr. Shirley Paulson, prom. mgr.

**SUMMARY OF RATES (Card No. 6, Oct. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class A (6:30-10:01 p.m., daily)</b>						
\$115.00	\$65.00	\$40.00	\$30.00	\$23.00	\$15.00	\$9.00
<b>Class B (All other times)</b>						
\$108.00	\$60.00	\$37.00	\$27.00	\$20.00	\$13.00	\$7.50

Above are one-time rates. Frequency discounts allowed.

**KQED (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** Bay Area Educational Television Assn. Address: 525 Fourth St. Postal Zone: 7. Phone: Sutter 1-8861.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 31.6 kw, Aural 18.6 kw. Present Operating Pow.: Visual 31.6 kw, Aural 18.6 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 187 ft.

**OPERATION:** Began June 10, 1954.

**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen; Consulting Engineer, R. A. Isberg.

**EXECUTIVES:**

Mortimer Fleishhacker Jr., pres. Robert Katz, film supvr.  
James Day, gen. mgr. Marianne Goldman, publicity dir.  
Jonathan C. Rlee, pgm. mgr.

**(OAKLAND)**

(Target Date, January, 1958)

**LICENSEE:** San Francisco - Oakland Television Inc. Address: 609 Central Bank Bldg., Oakland. (For full listing see Oakland)



# KRON is TV in SF



*San Franciscans are sold on KRON-TV*



• SAN FRANCISCO CHRONICLE • PETERS, GRIFFIN, WOODWARD •

**SAN JOSE**  
(Santa Clara County)

**KNTV(TV)**

**LICENSEE:** Standard Radio & Television Co. Address: 645 Park Ave. Postal Zone: 10. Phone: Cypress 7-5577. TWX No.: SJ97.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 5.37 kw, Aural 2.69 kw. Present Operating Pow.: Visual 5.37 kw, Aural 2.69 kw. Antenna Height: Above average terrain 2,770 ft.; above ground 291 ft.  
**OPERATION:** Began Sept. 12, 1955.  
**REPRESENTATIVES:** Sales, Weed Tv.; Washington Attorney, Krieger & Jorgensen; Consulting Engineer, George P. Adair Engineering Co.  
**PRINCIPAL STOCKHOLDER:** Wholly owned by Sunlit Bakery, which in turn is owned by A. T. Gilliland and son.  
**EXECUTIVES:**  
 A. T. Gilliland, pres. Robert Guy, pgm. mgr. & film buy.  
 Fran Conrad, gen. mgr. Bruce Joyner, ch. engr.

**SUMMARY OF RATES (Card No. 5, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class A (7-10:30 p.m., daily)	\$250.00	\$150.00	\$100.00	\$85.00	\$75.00	\$60.00
Class B (All other times)	\$175.00	\$105.00	\$70.00	\$60.00	\$55.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**SAN LUIS OBISPO**  
(San Luis Obispo County)

**KSBY-TV**

**LICENSEE:** Valley Enterprises Co. Address: P.O. Box 286. Phone: Liberty 2-0920.  
**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Present Operating Pow.: Visual 15.5 kw, Aural 7.76 kw. Antenna Height: Above average terrain 1,260 ft.; above ground 140 ft.  
**OPERATION:** Began May 25, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, Station, Am, KVEC.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Dow, Lohnes & Alberston; Consulting Engineer, Robert L. Hammett.  
**PRINCIPAL STOCKHOLDERS:** Equally owned by John C. Cohan and Jerome Kantro. Mr. Cohan controls KSBW-AM-TV Salinas-Monterey, Calif.  
**EXECUTIVES:**  
 John C. Cohan, pres. & gen. mgr. Willard Hargan, ch. engr.  
 Rowena Kimzey, res. mgr. Lew Jones, res. engr.  
 Graham Moore, com. mgr. Gary Ferlist, film buy.  
 Ted Warner, pgm. dir. & news ed. A. R. Robertson, prom. mgr.

**SUMMARY OF RATES (Card No. 4, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-9:30 p.m., daily)	\$220.00	\$132.00	\$88.00	\$77.00	\$55.00	\$44.00
Class A (6:30-7:30 p.m., 9:30-10:30 p.m., daily)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00
Class B (5:30-6:30 p.m., 10:30-11 p.m., daily)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**SANTA BARBARA**  
(Santa Barbara County)

**KEYT(TV)**

**LICENSEE:** Key Television Inc. Address: 730 Miramonte Drive. Phone: Woodland 5-8533. TWX No.: ZB8998.  
**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow. Visual 50 kw, Aural 25 kw. Present Operating Pow.: Visual 50 kw, Aural 25 kw. Antenna Height: Above average terrain 3,010 ft.; above ground 201 ft.  
**OPERATION:** Began July 26, 1957.  
**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC.  
**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Leo Resnick; Consulting Engineer, Alfred E. Towne Assoc.  
**PRINCIPAL STOCKHOLDERS:** William F. Lutan and wife, 83 1/2%; Richard C. D. Bell, 16 1/2%. Mr. Lutan has minor interests in KRAK Stockton, Calif.  
**EXECUTIVES:**  
 Richard C. D. Bell, pres. & gen. mgr. Lloyd Jones, ch. engr.  
 Thomas Chace, com. mgr. Dick Sinclair, prom. mgr.  
 Mary Ann Casey, pgm. dir. & film buy. William P. Huddy, news ed.

**SUMMARY OF RATES (Card No. 3, Oct. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA (7:29-9:59 p.m., daily)	\$450.00	\$270.00	\$225.00	\$157.50	\$112.50	\$90.00
Class A (6:29-7:29 p.m., 9:59-10:59 p.m., Mon.-Fri.; 5:59-7:29 p.m., 9:59-10:59 p.m., Sat., Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B (4:59-6:29 p.m., Mon.-Fri.; 10:59-midnight, daily; 12:59-5:59 p.m., Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class C (Sign-on-4:59 p.m., Mon.-Fri.; midnight-sign-off, daily; sign-on-12:59 p.m., Sat., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**STOCKTON**  
(San Joaquin County)

**KOVR(TV)**

**LICENSEE:** Television Diablo Inc. Address: 225 East Miner Ave. Postal Zone: 1. Phone: Howard 6-6981. TWX No.: SK8.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 50 kw. Present Operating Pow.: Visual 97.7 kw, Aural 50 kw. Antenna Height: Above average terrain 3,240 ft.; above ground 399 ft.  
**OPERATION:** Began Sept. 6, 1954.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.  
**PRINCIPAL STOCKHOLDERS:** H. L. Hoffman, 69.4%; J. A. McCullough, 3.7%, and others. Mr. Hoffman is president of Hoffman Radio Co., manufacturer of radio and tv receivers. Lincoln Dellar (owner of former KCCC-TV Sacramento, Calif.) holds option to acquire 18% interest in KOVR. (Sale to Hudson Valley Broadcasters Co. pending.)  
**EXECUTIVES:**  
 Terry H. Lee, pres., gen. mgr. Bel Lange, prod. supvr.  
 & film buy. Richard J. Anderson, ch. engr.  
 E. Jay Watson, sls. mgr. Jerry Jensen, news ed.

**SUMMARY OF RATES (Card No. 4-A, Mar. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)	\$650.00	\$390.00	\$260.00	\$230.00	\$160.00	\$135.00
Class B (5-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily)	\$490.00	\$300.00	\$200.00	\$170.00	\$125.00	\$100.00
Class C (All other times)	\$250.00	\$150.00	\$100.00	\$90.00	\$65.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**TULARE**  
(Tulare County)

**KVVG(TV) (FRESNO)**

**LICENSEE:** U. H. F. Telecasting Corp. Address: 1352 E. Tulare St. Phone: 6-4703.  
**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 87.1 kw. Present Operating Pow.: Visual 174 kw, Aural 87.1 kw. Antenna Height: Above average terrain 820 ft.; above ground 147 ft.  
**OPERATION:** Began Nov. 16, 1953.  
**REPRESENTATIVES:** Sales, Lee F. O'Connell Co., Charles F. Bernard Co.; Washington Attorney, John P. Hearne & Spillane; Consulting Engineer, Ron Oakley.  
**PRINCIPAL STOCKHOLDER:** James Stacy, 100%. Mr. Stacy is independent film producer.  
**EXECUTIVES:**  
 James Stacy, pres. Bob Lee, pgm. dir., prom. mgr. & news ed.  
 Ron Freeman, gen. mgr., com. mgr. & film buy. Hurschedl McKenzie, ch. engr.

**SUMMARY OF RATES (Card No. 2, March 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	20 Sec.
Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.)	\$325.00	\$195.00	\$130.00	\$97.50	\$81.25	\$65.00
Class B (All other times)	\$250.00	\$250.00	\$100.00	\$75.00	\$62.50	\$45.00

Above are one-time rates. Frequency discounts allowed.

**COLORADO**

**COLORADO MARKET DATA BY COUNTIES**

County	Total Households	Television Households %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Adams	17,000	78	13,280	57,798	11,870	3,648
Alamosa	2,700	13	360	11,812	2,561	404
Arapahoe	22,300	68	15,130	98,227	29,733	3,837
Archuleta	700	20	140	3,077	467	251
Baca	2,500	18	460	4,546	779	204
Bent	2,100	18	390	4,393	1,075	125
Boulder	15,900	69	11,030	68,264	15,152	2,778
Chaffee	2,100	34	720	9,971	2,168	256
Cheyenne	1,100	17	190	2,133	517	139
Clear Creek	1,200	44	530	4,948	721	171
Conejos	2,300	13	310	4,154	726	210
Costilla	1,200	23	270	1,684	159	83
Crowley	1,400	46	640	2,695	479	113
Custer	600	39	240	585	231	58
Delta	5,400	24	1,320	15,052	3,868	582
Denver	159,100	75	118,800	794,597	153,264	40,670
Dolores	600	13	80	1,380	132	282
Douglas	1,200	37	450	3,866	599	65
Eagle	1,100	28	310	3,047	868	194
Elbert	1,100	37	410	1,644	556	43
El Paso	33,800	54	18,250	172,443	33,022	7,065
Fremont	5,400	39	2,110	16,651	3,664	605
Garfield	3,700	9	340	15,233	2,852	727
Gilpin	200	44	80	1,018	133	64
Grand	1,100	28	310	6,234	983	470
Gunnison	1,600	13	210	6,369	1,432	172
Hinsdale	100	20	20	100	...	...
Huerfano	2,900	23	650	6,548	1,812	306
Jackson	700	28	200	1,605	215	196
Jefferson	25,500	73	18,520	91,771	32,033	4,304
Kiowa	900	17	150	2,750	787	89
Kit Carson	2,600	17	440	7,519	1,222	341
Lake	1,700	34	590	8,886	2,206	345
La Plata	4,100	13	520	24,508	5,292	759
Larimer	14,600	63	9,200	51,185	10,974	1,965
Las Animas	6,800	23	1,540	17,302	3,613	563
Lincoln	1,800	37	670	6,613	748	279
Logan	5,300	48	2,550	26,093	4,478	695
Mesa	13,800	45	6,180	73,831	15,300	2,343
Mineral	200	20	40	414	79	...
Moffat	1,700	13	220	9,451	1,998	312

Hozay tells  
 what every time buyer should know about



**CALIFORNIA'S 4TH TV MARKET**

**SAN JOSE**

KNTV, San Jose, boasts 206,820 households in the 4-county area

That's a bit less than in San Francisco, but San Joseans  
 have remarkable buymanship. Study this statistic:

	*San Jose 4-County	San Francisco
<b>Filling Station Sales</b>	<b>\$76,559,000</b>	<b>\$50,824,000</b>

\*Santa Clara, Santa Cruz, Monterey, San Benito

San Jose 4-county area, where almost \$2 billion of  
 consumer income is waiting to be spent. Only KNTV, San Jose,  
 delivers the whole 4-county area.

*Lower cost-per-1000* **KNTV**  
 CHANNEL 11  
 SAN JOSE

*P.S. The Weed Television Corporation can tell you the whole San Jose Story.*

**HOZAY**

MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Montezuma	2,900	13	370	16,013	3,111	607
Montrose	4,400	21	940	17,189	3,757	902
Morgan	5,300	53	2,780	28,120	5,293	989
Otero	7,600	46	3,470	24,128	6,631	864
Ouray	600	21	130	1,578	402	243
Park	500	34	170	1,695	317	76
Phillips	1,500	19	290	6,518	1,283	281
Pitkin	500	13	70	2,396	342	111
Prowers	5,000	18	920	13,831	2,495	557
Pueblo	29,200	55	16,120	114,425	29,249	3,433
Rio Blanco	1,700	9	160	5,407	1,328	316
Rio Grande	3,500	13	460	10,947	2,588	459
Routt	2,600	13	340	6,842	1,783	368
Saguache	1,400	13	180	2,752	439	193
San Juan	400	13	50	569	184	58
San Miguel	700	21	150	1,943	387	59
Sedgwick	1,500	19	290	6,201	1,040	190
Summit	400	28	110	1,063	125	91
Teller	600	34	210	1,921	635	190
Washington	2,400	48	1,150	6,751	1,257	247
Weld	20,000	71	14,240	66,430	13,300	1,960
Yuma	3,100	19	590	9,231	1,892	445
Total	465,900	58%	271,050	\$1,983,948	\$426,616	\$88,355

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

COLORADO SPRINGS

(El Paso County)

KKTV(TV)

LICENSEE: Tv Colorado Inc. Address: 512 S. Tejon St. Phone: Melrose 4-2844. TWX No.: Col SP 581.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.8 kw. Present Operating Pow.: Visual 37.1 kw, Aural 18.8 kw. Antenna Height: Above average terrain 1,740 ft.; above ground 197 ft.

OPERATION: Began Dec. 7, 1952

AFFILIATIONS: Tv Networks, CBS, ABC.

REPRESENTATIVES: Sales, The Bolling Co., Clarke Brown Co. (Southern); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

PRINCIPAL STOCKHOLDERS: Gifford Phillips, 50%; James D. and Betty Z. Russell, 50%. Mr. Phillips owns KGHF Pueblo, Colo.

EXECUTIVES:

James D. Russell, pres. & gen. mgr. H. C. Strang, ch. engr.  
Robert D. Ellis, com. mgr. & film buy. Jack East, prom. mgr.  
Carl Pehlman, pgm. dir. Hal Kennedy, news ed.

SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.)	\$250.00	\$150.00	\$100.00	\$80.00	\$70.00	\$60.00
Class A (6-6:30 p.m., Mon.-Fri.; 10-10:30 p.m., Mon.-Sun.; 1-6 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$50.00
Class B (5-6 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.; 10:30 p.m.-sign-off, daily)	\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$37.50
Class C (Sign-on-5 p.m., Mon.-Sat.)	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$25.00

Above are one-time rates. Frequency discounts allowed

KRDO-TV

LICENSEE: Pikes Peak Broadcasting Co. Address: 399 S. 8th St. Phone: Melrose 2-1515. TWX No.: SP515.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Present Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Antenna Height: Above average terrain 630 ft.; above ground 468 ft.

OPERATION: Began Oct. 1, 1953.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, John E. Pearson Tv.; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.

PRINCIPAL STOCKHOLDERS: Harry C. Hoth and son, Harry W. Hoth and wife, 53.9%; estate of William J. Gregory, 42.1%, and others.

EXECUTIVES:

Harry W. Hoth Jr., pres., gen. mgr. & film buy. Jay Cook, prod. mgr.  
Herbert Schubarth, ch. engr. Ted McKee, news ed.

SUMMARY OF RATES (Card No. 5, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10:30 p.m., Mon.-Sat.; 3-10:30 p.m., Sun.)	\$175.00	\$105.00	\$70.00	\$61.25	\$43.75	\$35.00
Class B (2-6 p.m., 10:30-sign-off, Mon.-Sat.; noon-3 p.m., 10:30 p.m.-sign-off, Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class C (Sign-on-2 p.m., Mon.-Sat.)					\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

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 144 kw. Present Operating Pow.: Visual 282 kw, Aural 144 kw. Antenna Height: Above average terrain 950 ft.; above ground 273 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Oct. 12, 1952.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Haley, Doty, Wollenberg & Kenehan; Consulting Engineer, A. Earl Cul-lum Jr.

PRINCIPAL STOCKHOLDERS: John C. Mullins, 50%; Webb & Knapp (William Zeekendorf, president) 50%.

EXECUTIVES:

John C. Mullins, pres. John Henry, nat'l. sls. mgr.  
Joseph Herold, gen. mgr. Ross Kundert, prod. mgr.  
Gil Lee, asst. to mgr., pgm. dir. Jim Butts, ch. engr.  
& film buy. Donald Mumford, film dir.  
Mann Reed, pgm. mgr. William G. Walker, prom. mgr.  
R. W. Dupree, bus. mgr. Jill Ferris, dir. women's pgm.  
Thomas Young, com. mgr.

SUMMARY OF RATES (Card No. 6, Sept. 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA (7:30-9:30 p.m., daily)					\$175.00	\$88.00
Class A (Program Units—6-10 p.m., daily. Announcements—6-7:30 p.m., 9:30-10 p.m., daily)	\$650.00	\$390.00	\$260.00	\$227.00	\$195.00	\$145.00
Class B (5-6 p.m., 10-11 p.m., daily)	\$390.00	\$234.00	\$156.00	\$135.00	\$117.00	\$90.00
Class C (All other times)	\$230.00	\$138.00	\$92.00	\$81.00	\$69.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

KLZ-TV

LICENSEE: Aladdin Broadcasting Corp. Address: 131 Speer Blvd. Postal Zone 3. Phone: Main 2-4271. TWX No.: DN 302

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Present Operating Pow.: Visual 269 kw, Aural 135 kw. Antenna Height: Above average terrain 1,010 ft.; above ground 285 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1953

AFFILIATIONS: Tv Network, CBS. Station, Am. KLZ.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: TLF Broadcasters Inc., owned by Time Inc. Time also owns 80% of KTVT(TV) and KDYL-AM-FM Salt Lake City, and 100% of WFPM-AM-TV Indianapolis, Ind.; WTCN-AM-TV Minneapolis, Minn.; WOOD-AM-TV Grand Rapids, Mich. Time publishes Time, Life, Fortune and Sports Illustrated magazines.

EXECUTIVES:

Hugh B. Terry, pres. & gen. mgr. Paul Blue, pgm. dir. & film buy.  
Clayton H. Brace, asst. to pres. Eugene F. Jenkins, ch. engr.  
Jack Tipton, sta. mgr. & dir. sls. John Connors, prom. mgr.

SUMMARY OF RATES (Card No. 6, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$750.00	\$450.00	\$300.00	\$270.00	\$235.00	\$200.00
Class B (10-11 p.m., Mon.-Sat.; 3-5 p.m., 10-11 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$155.00	\$135.00	\$120.00
Class C (Sign-on-6 p.m., 11 p.m.-sign-off, Mon.-Sat., sign-on-3 p.m., 11 p.m.-sign-off, Sun.)	\$300.00	\$180.00	\$120.00	\$110.00	\$95.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**KOA-TV**

**LICENSEE:** Metropolitan Television Co. Address: 1625 California St. Postal Zone: 2. Phone: Main 3-6211. TWX No.: DN 207.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow. Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1,480 ft.; above ground 833 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 24, 1953.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, KOA; Fm, KOA-FM.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Class A stockholders are William Grant, 10.89%; Thomas B Campbell, 7.32%; Quigg Newton, 6.31%; Hendrie & Bolthoff Co., 25.54%, and others. Class B stockholders are Bob Hope, 80.75%; James L. Saphier, 9.5%, and others. Both groups have varying holdings of Class C stock. Don Searle (Town & Home Stations) owns 7% of Class A and 5% of Class B stock.

**EXECUTIVES:**

William Grant, pres. & gen. mgr. J. A. Slusser, dir. engrng.  
 Ralph Radetsky, mgr. James H. Butts, ops. supvr.  
 Dick Harris, gen. sls. mgr. Del Greenwood, prom. mgr.  
 Heyward Siddens, pgm. dir. & film buy. John Henry, news dir.

**SUMMARY OF RATES (Card No. 4, Jan. 1, 1937)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$750.00	\$420.00	\$280.00	....	....	\$175.00 \$87.50
Class B (10-11 p.m., daily; 3-5 p.m., Sun.)	\$420.00	\$250.00	\$170.00	\$145.00	\$125.00	\$110.00 \$55.00
Class C (Sign-on 6 p.m., Mon.-Sat.; sign-on 3 p.m., Sun.; 11 p.m.-sign-off, daily)	\$280.00	\$170.00	\$110.00	\$100.00	\$88.00	\$55.00 \$27.50

Above are one-time rates. Frequency discounts allowed.

**KRMA-TV\***

(\*Non-Commercial Educational)

**LICENSEE:** School District No. 1, City & County of Denver, and State of Colorado. Address: 12th & Welton Sts. Postal Zone: 4. Phone Acoma 2-4561.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 15.5 kw. Aural 8.51 kw. Present Operating Pow.: Visual 15.5 kw. Aural 8.51 kw. Antenna Height: Above average terrain 880 ft.; above ground 210 ft.

**OPERATION:** Began Jan. 30, 1956.

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

**EXECUTIVES:**

Howard L. Johnson, exec. ofcr. John G. Cullen, ch. engr.  
 James W. Case, pgm. dir.

**KTVR (TV)**

**LICENSEE:** KTVR Inc. Address: 550 Lincoln St. Postal Zone: 2. Phone: Keystone 4-8281. TWX No.: DN 367.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50.1 kw. Present Operating Pow.: Visual 100 kw. Aural 50.1 kw. Antenna Height: Above average terrain 780 ft.; above ground 201 ft.

**OPERATION:** Began July 18, 1952.

**REPRESENTATIVES:** Sales, Blair Tv Assoc; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Gotham Broadcasting Corp. (WINS New York), 50%; Radio Hawaii Inc. (KPOA Honolulu), 50%. Gotham Broadcasting is 75% owned by J. Elroy McCaw and 25% by John D. Keating. For other McCaw-Keating holdings, see KTVW (TV) Seattle, Wash. Radio Hawaii also owns WTAC Flint, Mich., and WFBL Syracuse, N.Y.; is a wholly owned subsidiary of Founders Corp. (John M. Shaheen, 61.2% owner). Loew's Inc. (MGM) holds option to purchase 25% in return for leasing of MGM film library to station.

**EXECUTIVES:**

J. Elroy McCaw, pres. Ray Gallagher, pgm. dir. & prom. mgr.  
 Hugh Ben LaRue, gen. mgr. & film buy. Robert Artman, ch. engr.  
 Ralph Davison Jr., com. mgr.

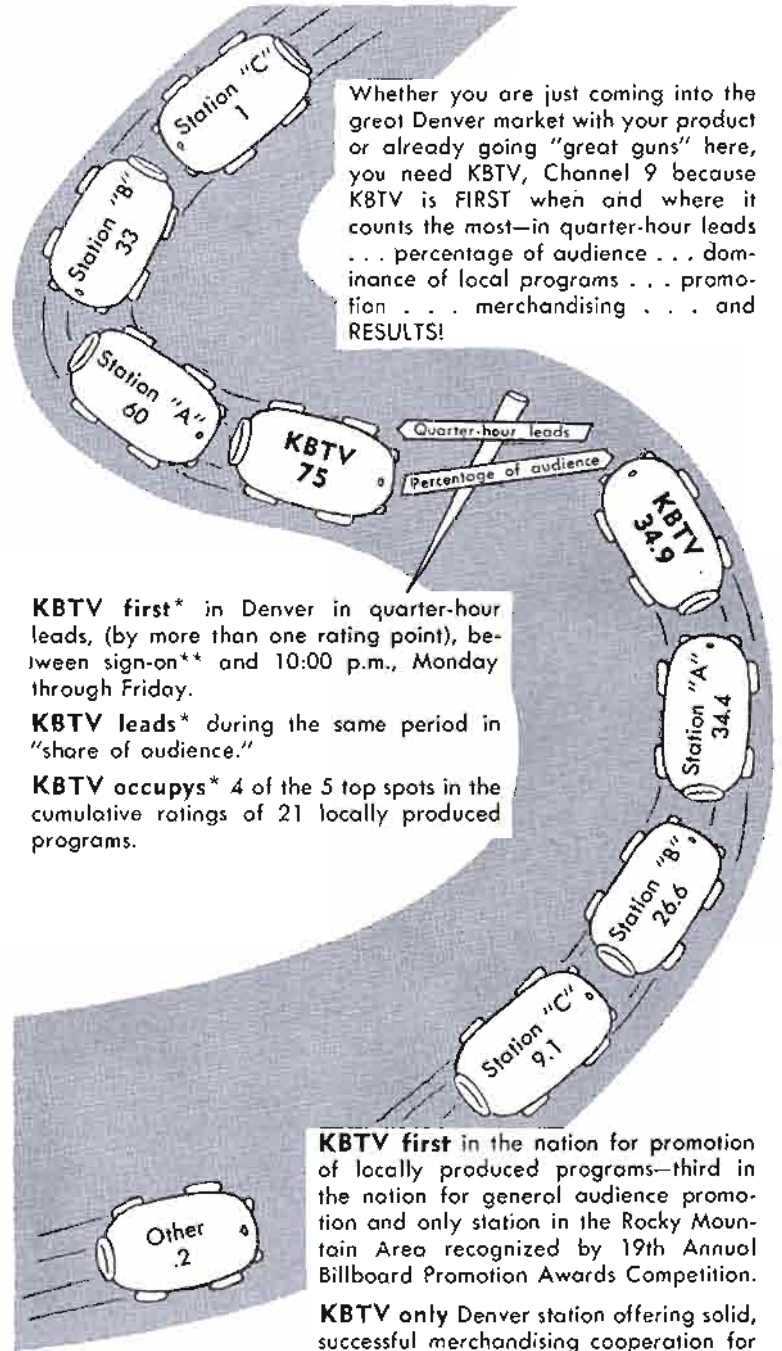
**SUMMARY OF RATES (Card No. 5, Oct. 1, 1936)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10:30 p.m., daily)	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00 \$50.00
Class B (All other times)	\$375.00	\$225.00	\$150.00	\$130.25	\$93.75	\$75.00 \$37.50

Above are one-time rates. Frequency discounts allowed.

BROADCASTING • TELECASTING

# Coming or Going KBTV is leader in DENVER TV



Whether you are just coming into the great Denver market with your product or already going "great guns" here, you need KBTV, Channel 9 because KBTV is FIRST when and where it counts the most—in quarter-hour leads . . . percentage of audience . . . dominance of local programs . . . promotion . . . merchandising . . . and RESULTS!

**KBTV first\*** in Denver in quarter-hour leads, (by more than one rating point), between sign-on\*\* and 10:00 p.m., Monday through Friday.

**KBTV leads\*** during the same period in "share of audience."

**KBTV occupies\*** 4 of the 5 top spots in the cumulative ratings of 21 locally produced programs.

**KBTV first** in the nation for promotion of locally produced programs—third in the nation for general audience promotion and only station in the Rocky Mountain Area recognized by 19th Annual Billboard Promotion Awards Competition.

**KBTV only** Denver station offering solid, successful merchandising cooperation for its advertisers in the form of the MAP Plan.

\*ARB Denver Survey—May, 1957  
 \*\*KBTV sign-on 10.30 a.m.

**KBTV** has loads of success stories. Call your P.G.W. Colonel today. Buy the station in the rich Denver market that delivers People and PURSES . . . Impacts and RESULTS!

Write, Wire or Phone KBTV or Peters, Griffin, Woodward, Inc.

## KBTV channel 9

DENVER, COLORADO  
 JOHN C. MULLINS, president      JOSEPH HEROLD, station manager

**GRAND JUNCTION**

(Mesa County)

**KREX-TV (Parent Station of Satellite KFXJ-TV Montrose)**

**LICENSEE:** Western Slope Broadcasting Co. Address: P. O. Box 30. Phone: Chapel 2-5000.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 12.9 kw, Aural 6.46 kw. Present Operating Pow.: Visual 12.9 kw, Aural 6.46 kw. Antenna Height: Above average terrain -10 ft.; above ground 343 ft.

**OPERATION:** Began May 22, 1954.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, NTA. Station: Am, KREX.

**REPRESENTATIVES:** Sales, Hal Holman Co., John L. McGulre & Co. (Denver); Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Rex G. Howell and family, 100%. They also own KFXJ-TV Montrose, Colo and 51% of KGLN Glenwood Springs, Colo.

**EXECUTIVES:**  
Rex G. Howell, pres. & gen. mgr. Cecil Whitchurch, ch. engr.  
J. L. Robinson, sta. & com. mgr., Douglas Weikle, news ed.  
pgm. dir. & prom. mgr.

**SUMMARY OF RATES (Card No. 1, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00
Class B (All other times)	\$125.00	\$75.00	\$50.00	\$43.75	\$37.50	\$25.00

Above are one-time rates. Frequency discounts allowed.

**MONTROSE**

(Montrose County)

**KFXJ-TV (Satellite of KREX-TV Grand Junction)**

**LICENSEE:** Black Canyon Broadcasting Co. Address: P. O. Box 120. Phone: 2.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 6.16 kw, Aural 3.08 kw. Present Operating Pow.: Visual 6.17 kw, Aural 3.08 kw. Antenna Height: Above average terrain 85 ft.; above ground 112 ft.

**OPERATION:** Began Aug. 18, 1956.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, NTA. Station: Am, KREX, Grand Junction.

**REPRESENTATIVES:** Sales, Hal Holman Co., John L. McGuire & Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Rex G. Howell and family, 100%. They also own KREX-TV Grand Junction, Colo., and 51% of KGLN Glenwood Springs, Colo.

**EXECUTIVES:**  
Rex Howell, pres. & gen. mgr. Carl Q. Anderson, com. engr., pgm. dir. & ch. engr.

**SUMMARY OF RATES (Sold in combination with KREX-TV Grand Junction, Colo.)**

**PUEBLO**

(Pueblo County)

**KCSJ-TV**

**LICENSEE:** Star Broadcasting Co. Address: 2226 Television Lane. Phone: Lincoln 4-5782. TWX No.: PB 8276.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 13.5 kw, Aural 6.76 kw. Present Operating Pow.: Visual 13.5 kw, Aural 6.76 kw. Antenna Height: Above average terrain 400 ft.; above ground 470 ft.

**OPERATION:** Began June 29, 1953.

**AFFILIATIONS:** Tv Network, NBC. Station: Am, KCSJ.

**REPRESENTATIVES:** Sales, John E. Pearson Tv; Washington Attorney, Koteen & Burt; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Bankers Life & Casualty Co., 100%; which also owns KGA Spokane, Wash.

**EXECUTIVES:**  
Cliff Hendrix, exec. dir. Dick Kearney, bus. mgr.  
James Guy Croll, dir., tv sls. & pgm. Bill Bruce, pgm. mgr.  
Marion Cunningham, dir., prod. Jim Trout, prom. mgr.  
& engr. Jon Giguere, news ed.

**SUMMARY OF RATES (Card No. 11, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec. Min. or	10 Sec.
Class AA (6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$225.00	\$135.00	\$90.00	\$79.00	\$58.50	\$45.00
Class A (10-11 p.m., daily; 3-5 p.m., Sun.)	\$135.00	\$81.00	\$54.50	\$47.50	\$34.00	\$27.00
Class B (Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily)	\$90.00	\$54.00	\$36.000	\$31.50	\$22.50	\$18.00

Above are one-time rates. Frequency discounts allowed.

**CONNECTICUT**

**CONNECTICUT MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Fairfield	178,100	83	147,290	880,917	220,923	28,916
Hartford	185,800	82	152,270	877,258	187,701	33,059
Litchfield	34,400	83	28,480	144,655	37,865	4,856
Middlesex	21,800	83	17,990	97,275	21,379	3,485
New Haven	183,000	83	152,620	842,299	201,298	28,448
New London	49,200	76	37,170	215,321	48,819	5,575
Tolland	15,100	81	12,240	41,141	10,002	1,129
Windham	21,400	81	17,430	82,208	19,702	1,818
Total	688,800	82%	565,490	\$3,181,074	\$747,679	\$107,286

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**BRIDGEPORT**

(Fairfield County)

**WCTB (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. 71. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 110 kw. Antenna Height: Above average terrain 610 ft.; above ground 492 ft.

**REPRESENTATIVES:** Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

**WICC-TV**

**LICENSEE:** Bridgeport Broadcasting Co. Address: P.O. Box 9140. Postal Zone: 1. Phone: Amherst 8-1601. TWX No.: BPT 366.

**GRAND JUNCTION, COLORADO**

**KREX-TV**

CHANNEL 5

the ONLY television station for western colorado and eastern utah

CBS • NBC • ABC • NTA

FACILITIES: Ch. 43. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 91 kw. Present Operating Pow.: Visual 18.2 kw, Aural 9.12 kw. Antenna Height: Above average terrain 700 ft.; above ground 470 ft. OPERATION: Began March 29, 1953. AFFILIATIONS: Tv Network, ABC. Station, Am, WICC. REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt. PRINCIPAL STOCKHOLDERS: Philip Merryman, 39.85%; Manning Slater, 14.75%, and others. EXECUTIVES: Philip Merryman, pres. & gen. mgr. Alvin Andrus, ch. engr. Manning Slater, vp. & sls. mgr. Bill Whalen, news ed.

SUMMARY OF RATES (Card No. 2, June 1, 1953)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 10 Sec. and 7 rows of rate data.

Above are one-time rates. Frequency discounts allowed.

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: Jackson 7-6341.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 235 kw, Aural 120 kw. Antenna Height: Above average terrain 780 ft.; above ground 99 ft.

REPRESENTATIVES: Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

WHCT (TV)

LICENSEE: Columbia Broadcasting System. Address: 555 Asylum St. Postal Zone: 5. Phone: Jackson 5-2611. TWX No.: HF 198.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 158 kw, Aural 87.1 kw. Present Operating Pow.: Visual 158 kw, Aural 87.1 kw. Antenna Height: Above average terrain 640 ft.; above ground 291 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 4, 1954.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVE: Sales, CBS Spot Sales.

PRINCIPAL STOCKHOLDERS: See WCBS-TV New York.

EXECUTIVES:

Harvey J. Struthers, gen. mgr. Harold A. Dorschug, ch. engr. Lamont L. Thompson, com. mgr. Joseph P. Dowling, prom. mgr. J. F. Cundiff, sls. mgr. Charles Norwood, news ed. John O. Downey, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Oct. 15, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 20 Sec., 10 Sec. and 8 rows of rate data.

Above are one-time rates. Frequency discounts allowed.

WNBC (TV) (NEW BRITAIN)

LICENSEE: New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford, Conn. Postal Zone: 10. Phone: Adams 3-8551 (Hartford). (For full listing see New Britain, Conn.)

WTIC-TV

(Target Date, September, 1957)

LICENSEE: Travelers Broadcasting Service Corp. Address: 26 Grove St. Postal Zone: 15. Phone: Jackson 5-0801. TWX No.: 372.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 920 ft.; above ground 542 ft.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Stations, Am, WTIC; Fm, WTIC-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer: A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: Travelers Insurance Co.

EXECUTIVES:

Paul W. Morency, pres. Irwin C. Cowper, sls. mgr. Walter C. Johnson, vp. & gen mgr. Herman D. Taylor, ch. engr. Leonard J. Patricelli, vp. in chg. pgms. & plant mgr. & film buy. N. Thomas Eaton, news ed. Bernard Mullins, vp. in chg. pub. rel.

NEW BRITAIN (Hartford County)

WNBC (TV)

LICENSEE: New Britain Broadcasting Co. Address: 1422 New Britain Ave., West Hartford. Postal Zone: 10. Phone: Baldwin 3-3603. TWX No.: HF 560.

BROADCASTING • TELECASTING

FACILITIES: Ch. 30. Authorized Eff. Rad. Pow.: Visual 457 kw, Aural 251 kw. Present Operating Pow.: Visual 210.4 kw, Aural 113.5 kw. Antenna Height: Above average terrain 970 ft.; above ground 545 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Feb. 11, 1953.

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

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.

PRINCIPAL STOCKHOLDER: National Broadcasting Co., New York.

EXECUTIVES:

Thomas B. McFadden, pres. John P. Shipley, ch. engr. Peter B. Kenney, vp. & gen. mgr. Philip B. Hale, film buy. Erwin B. Needles, com. mgr. Francis A. Wooding, prom. mgr. Robert W. Bray, pgm. dir. Thomas F. Conway, news dir.

SUMMARY OF RATES (Card No. 6, Oct. 1, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., 10 Sec. and 10 rows of rate data.

Above are one-time rates. Frequency discounts allowed.

NEW HAVEN (New Haven County)

WELI-TV

(Target Date, Unknown)

LICENSEE: Conn. Radio Foundation Inc. Address: 221 Orange St. Postal Zone: 10.

FACILITIES: Ch. 59. Authorized Eff. Rad. Pow.: Visual 19.25 kw, Aural 10.2 kw. Antenna Height: Above average terrain 560 ft.; above ground 334 ft.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Richard W. Davis, 29.35%; William Horowitz, 21.36%; Rudy Frank, 3.88%; Edwin Schweitzer, 7.12% and others.

EXECUTIVES:

Richard W. Davis, pres.

WNHC-TV

LICENSEE: Triangle Publications Inc. Address: 1110 Chapel St. Postal Zone: 8. Phone: Spruce 7-3611. TWX No.: NH 87.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 720 ft.; above ground 326 ft.

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

OPERATION: Began June 15, 1948.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WNHC; Fm, WNHC-FM.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia.

EXECUTIVES:

Edward D. Taddei, gen. mgr. John J. Curran, prom. mgr. Edward C. Obrist, pgm. mgr. Edward H. Benedict, dir. nat'l sls. Vincent DeLaurentis, ch. engr. (New York)

SUMMARY OF RATES (Card No. 8, Dec. 1, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 min., Min., 10 Sec. and 10 rows of rate data.

Above are one-time rates. Frequency discounts allowed.

NEW LONDON (New London County)

WNLC-TV

(Target Date, Unknown)

LICENSEE: The Thames Broadcasting Corp. Address: 281 State St. Phone: Gibson 2-4385.

FACILITIES: Ch. 26. Authorized Eff. Rad. Pow.: Visual 19.1 kw, Aural 10.2 kw. Antenna Height: Above average terrain 700 ft.; above ground 468 ft.

AFFILIATION: Station, Am, WNLC.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson.

PRINCIPAL STOCKHOLDERS: Roderick L. Morey and family, 100%.

EXECUTIVES:

Gerald J. Morey, pres. & gen. mgr. Roderick L. Morey, vp. & sec.

**CONNECTICUT**

**NORWICH**

(New London County)

**WCTN (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: Jackson 7-6341.  
**FACILITIES:** Ch. 63. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Antenna Height: Above average terrain 590 ft.; above ground 520 ft.  
**REPRESENTATIVES:** Attorney, State Attorney General; Consulting Engineer, Lohnes & Culver.

**STAMFORD**

(Fairfield County)

**WSTF (TV)**

(Target Date, Unknown)

**LICENSEE:** Stamford-Norwalk Television Corp. Address: 900 Genessee Bldg., Buffalo 2, N. Y. Phone: (Buffalo) Mohawk 8480.  
**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 19.5 kw, Aural 11 kw. Antenna Height: Above average terrain 240 ft.; above ground 374 ft.  
**REPRESENTATIVES:** Attorney, Vincent M. Gaughan, Buffalo; Consulting Engineer, John H. Mullaney.  
**PRINCIPAL STOCKHOLDERS:** Prentiss M. Brown, 42.5%; Wendell Lund, 42.5%; and Vincent M. Gaughan, 15%.  
**EXECUTIVES:** Prentiss M. Gaughan, vp. Wendell Lund, sec.-treas.

**WATERBURY**

(New Haven County)

**WATR-TV**

**LICENSEE:** WATR Inc. Address: 440 Meadow St. Phone: Plaza 5-1121. TWX No.: Wby, 195.  
**FACILITIES:** Ch. 53. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 125 kw. Present Operating Pow.: Visual 24.5 kw, Aural 12.5 kw. Antenna Height: Above average terrain 800 ft.; above ground 1,100 ft.  
**OPERATION:** Began Sept. 4, 1953.  
**AFFILIATIONS:** Tv Network, ABC. Station, Am, WATR.  
**REPRESENTATIVES:** Sales, Burke-Stuart Co.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Garo Ray.  
**PRINCIPAL STOCKHOLDERS:** Harold and Lillian Thomas, 99.5%; B. J. Zucker, 5%. Mr. Thomas also owns WNAB Bridgeport.  
**EXECUTIVES:** Harold Thomas, pres. Andrew Toross, ch. engr. Sam E. Elman, gen. mgr. & com. mgr. Doc Morris, prom. mgr. Astrid Curtis, pgm. dir. & film buy. Robert Gillespie, news ed.

**SUMMARY OF RATES (Card No. 2, Jan. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.)	\$150.00	\$100.00	\$80.00	\$70.00	\$60.00	\$30.00
Class B (6-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.)	\$135.00	\$90.00	\$74.00	\$60.00	\$54.00	\$28.00
Class C (All other times)	\$75.00	\$50.00	\$43.00	\$31.00	\$22.50	\$10.00

Above are one-time rates. Frequency discounts allowed.

**DELAWARE**

**DELAWARE MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Kent	13,100	83	10,900	76,232	10,848	1,684
New Castle	73,100	87	63,540	366,092	75,851	12,097
Sussex	22,100	84	18,520	101,809	16,145	2,271
Total	108,300	86%	92,960	\$544,133	\$102,844	\$16,052

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**WILMINGTON**

(New Castle County)

**WVUE (TV)**

**LICENSEE:** Storer Broadcasting Co. Address: P. O. Box 867. Phone: Olympia 6-8171. TWX No.: PH 720.  
**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 190 kw. Present Operating Pow.: Visual 316 kw, Aural 190 kw. Antenna Height: Above average terrain 620 ft.; above ground 478 ft.  
**OPERATION:** Began June 30, 1949.  
**AFFILIATIONS:** Stations, Am, WIBG; Fm, WIBG-FM.  
**REPRESENTATIVES:** Sales, The Katz Agency.  
**PRINCIPAL STOCKHOLDER:** See WGBS-TV, Miami, Fla.

**DELAWARE**

**EXECUTIVES:**

George B. Storer, pres. Luther O. Piersol, ch. engr.  
J. Robert Kerns, vp. & mgng. dir. Marvin H. Fisher, prod. mgr.  
Glenn B. Lau, com. mgr. William J. Conran, prom. mgr.  
James S. McMurry, pgm. & ops. coord.

**SUMMARY OF RATES (Card No. 8, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00
Class A (7-8 p.m., 10-11 p.m., daily)	\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00
Class B (5-7 p.m., 11 p.m.-12:30 a.m., daily)	\$600.00	\$360.00	\$240.00	\$210.00	\$180.00	\$120.00
Class C (All other times)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00

Above are one-time rates. Frequency discounts allowed.

**DISTRICT OF COLUMBIA**

**DISTRICT OF COLUMBIA MARKET DATA**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Washington	253,000	83%	209,990	\$1,348,082	\$241,884	\$62,844

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**WASHINGTON**

**WMAL-TV**

**LICENSEE:** Evening Star Broadcasting Co. Address: 4461 Connecticut Ave. N.W. Postal Zone: 8. Phone: Kellogg 7-1100. TWX No.: WA 50.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 500 ft.; above ground 398 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Oct. 3, 1947.  
**AFFILIATIONS:** Tv Network, ABC. Stations, Am, WMAL; Fm, WMAL-FM.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.  
**PRINCIPAL STOCKHOLDER:** Owned by Evening Star Newspaper Co. (Washington Evening Star).  
**EXECUTIVES:** John W. Thompson Jr., pres. Theodore N. McDowell, pgm. dir. & film buy. Frederick S. Houwink, gen. mgr. Allan T. Powley, ch. engr. Neal J. Edwards, com. mgr. Haywood Meeks, prom. mgr.

**SUMMARY OF RATES (Card No. 10, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
Class AA (7:30-10:30 p.m., daily)	\$1,200.00	\$720.00	\$480.00	.....	\$240.00	\$120.00
Class A (10:30-11 p.m., daily; 6-7:30 p.m., Sun.)	\$700.00	\$420.00	\$280.00	.....	\$140.00	\$70.00
Class B (5-7:30 p.m., Mon.-Fri.; 6-7:30 p.m., Sat.)	\$550.00	\$330.00	\$220.00	\$165.00	\$137.50	\$55.00
Class C (11-11:15 p.m., Mon.-Fri.; 11-11:30 p.m., Sat., Sun.)	.....	\$144.00	\$108.00	\$90.00	\$72.00	\$36.00
Class D (Sign-on-5 p.m., 11:15 p.m.-sign-off, Mon.-Fri.; Sign-on-6 p.m., Sat., Sun.; 11:30 p.m.-sign-off, Sat., Sun.)	\$250.00	\$150.00	\$100.00	\$75.00	\$62.50	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WOOK-TV**

(Target Date, Unknown)

**LICENSEE:** United Broadcasting Co. Address: 5321 First Pl., N.E. Phone: Republic 7-8000.  
**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 162 kw. Antenna Height: Above average terrain 330 ft.; above ground 337 ft.  
**AFFILIATIONS:** Stations, Am, WOOK; Fm, WFAN (FM).  
**REPRESENTATIVES:** Washington Attorney: Cohn & Marks.  
**PRINCIPAL STOCKHOLDER:** Owned by Richard Eaton, who also owns WSID-AM-FM and WTLF(TV) Baltimore, WARK Hagerstown and WINX Rockville, all Maryland, and WJMO Cleveland, Ohio; WANT Richmond and WACH-TV Newport News, Va.  
**EXECUTIVES:** Richard Eaton, pres.

**WRC-TV**

**LICENSEE:** National Broadcasting Co. Address: Sheraton Park Hotel. Postal Zone: 8. Phone: Adams 4-5400. TWX No.: WA 89.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 500 ft.; above ground 538 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 27, 1947.  
**AFFILIATIONS:** Tv Network, NBC. Stations, Am, WRC; Fm, WRC-FM.  
**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Cahill, Gordon, Reindel & Ohl.  
**PRINCIPAL STOCKHOLDER:** See WRCA-TV New York, N. Y.  
**EXECUTIVES:** Robert W. Sarnoff, pres. John Rogers, engr. in chg. Carleton D. Smith, vp. & gen. mgr. William Grayson, radio & tv pgm. mgr. & film buy. Joseph Goodfellow, dir. sls. William E. Coyle, dir. prom., Charles de Lozier, sls. mgr. adv. & pub. rel. James E. Kovach, pgm. dir. L. A. McClelland, dir. ops. Cassius Keller, news ed.



**REVOLUTIONARY  
DEVELOPMENT  
FOR SPOT  
COMMERCIALS  
EXCLUSIVE ON  
WRC-TV IN  
WASHINGTON, D. C.**



WRC-TV's new "Magic Lens technique" brings to local live TV in Washington the eye-catching effects of expensive filmed commercials. Now you can get network-calibre production values for your live spot commercial—at no extra cost. Whirls, wipes and split screens, and unlimited types of intricate dissolves, make this new effects generator one of the most pronounced advances in local TV. Your trademark, for example, can now become the focal point of a live dissolve into your commercial message!

WRC-TV can also be your testing ground for new commercial ideas and forms—without costly pilot films and extra technical expenses. All you have to do is send your script.

The WRC-TV Commercial Production Service does the rest.

The "Magic Lens technique" is the latest service developed at WRC-TV, both for advertisers and viewers. Another major contribution will come this Fall with the opening of WRC-TV's new \$4 million color plant. For then, the "Magic Lens technique" will radiate your message in color as well as black-and-white. Find out now how WRC-TV's "Magic Lens technique" can work sales wonders for you in the nation's 9th largest market!

WASHINGTON, D. C.

SOLD BY  SPOT SALES

**WRC-TV-4**



**DAYTONA BEACH**  
(Volusia County)

**WESH-TV**

**LICENSEE:** Telrad Inc. Address: 6th & Center Sts. Phone: Clinton 3-6891.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 5 kw. Aural 2.5 kw. Present Operating Pow.: Visual 5 kw. Aural 2.5 kw. Antenna Height: Above average terrain 310 ft.; above ground 348 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 11, 1958.  
**AFFILIATIONS:** Tv Network, NBC. Stations, Am. WNDB; Fm, WNDB-FM.  
**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.  
**PRINCIPAL STOCKHOLDER:** Perry Enterprises Inc., 100%. For other Perry interests, see WJHP-TV Jacksonville.  
**EXECUTIVES:**  
 John H. Perry Jr., pres. Joe Smedley, pgm. dir. & news ed.  
 T. S. Gilchrist Jr., vp. & gen. mgr. Al Peck, ch. engr.  
 Walter Strouse, cum. mgr. & film buy.

**SUMMARY OF RATES (Card No. 2, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (6-10 p.m., daily)	\$200.00	\$100.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B (All other times)	\$100.00	\$50.00	\$35.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**FORT LAUDERDALE**  
(Broward County)

**WTV(TV) (MIAMI)**

**LICENSEE:** Gerico Investment Co. Address: 5300 Hallandale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1565. TWX No.: Hollywood 493.  
**FACILITIES:** Ch. 17. Authorized Eff. Rad. Pow.: Visual 304 kw. Aural 112 kw. Present Operating Pow.: Visual 264 kw. Aural 112 kw. Antenna Height: Above average terrain 730 ft.; above ground 752 ft.  
**OPERATION:** Began Nov. 25, 1953.  
**REPRESENTATIVES:** Sales, Forjoe-Tv; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Lohnsa & Culver.  
**PRINCIPAL STOCKHOLDERS:** L. Coleman Judd, 83%; E. J. Richardson, 11.34%; Mortimer W. Loewi, 15.35%; Russell E. Lowell, 14.1%; George W. English, 11.1%; Don McCullagh, 10.58%; James Kirkwood, 7.4%; Mr. Richardson owns 18% and Mr. English 4% of WBRD Fort Lauderdale, operated by owners of WIL St. Louis under lease.  
**EXECUTIVES:**  
 Mortimer W. Loewi, pres. William M. Latham, ch. engr.  
 & gen. mgr. John Murphy, film buy.  
 Mike Korman, cum. mgr. Louise Richards, prom. mgr.  
 Charles Azevedo, pgm. dir. William Bayey, news ed.

**SUMMARY OF RATES (Card No. 8, Mar. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class A (6-11 p.m., daily)	\$500.00	\$300.00	\$150.00	\$125.00	\$100.00	\$50.00
Class B (4-6 p.m., Mon.-Fri.; 11-midnight daily; 1-6 p.m., Sat., Sun.)	\$275.00	\$225.00	\$150.00	\$112.50	\$93.75	\$75.00
Class C (All other times)	\$275.00	\$185.00	\$110.00	\$96.25	\$68.75	\$55.00

Above are one-time rates. Frequency discounts allowed.  
 WTV(TV) Miami; Mr. Cohn owns WRHC Jacksonville.

**FORT MYERS**  
(Lee County)

**WINK-TV**

**LICENSEE:** Fort Myers Broadcasting Co. Address: 2824 Palm Beach Blvd. Phone: Edison 4-1331. TWX No.: 462.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 11.7 kw. Aural 5.80 kw. Present Operating Pow.: Visual 11.7 kw. Aural 5.80 kw. Antenna Height: Above average terrain 320 ft.; above ground 343 ft.  
**OPERATION:** Began Mar. 18, 1954.  
**AFFILIATIONS:** Tv Networks, ABC, CBS. Station, Am, WINK.  
**REPRESENTATIVES:** Sales, Joseph Bershey McGilvra; Washington Attorney, Cohn & Marks; Consulting Engineer, Russell May.  
**PRINCIPAL STOCKHOLDER:** United Garage & Service Corp., 100%. United is equally owned by Arthur B. McBride Jr. and Edward J. McBride.  
**EXECUTIVES:**  
 Edward McBride, pres. B. Bachman, ch. engr.  
 A. J. Bauer, gen. mgr. D. W. Howell, prom. mgr.  
 cum. mgr. & film buy. V. Lundquist, news ed.  
 J. Nodine, pgm. dir.

**SUMMARY OF RATES (Card No. 2, Dec. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	*10 Sec.
Class AA (7:30-10 p.m., daily)	\$100.00	\$100.00	\$72.00	\$52.00	\$45.00	\$30.00
Class A (6-7:30 p.m., Mon.-Sat.; 2-7:30 p.m., Sun.)	\$150.00	\$90.00	\$80.00	\$52.00	\$36.00	\$28.00
Class B (Sign-on-6 p.m., Mon.-Sat.; 10-sign-off, daily; sign-on-2 p.m., Sun.)	\$112.00	\$68.00	\$45.00	\$40.00	\$28.00	\$22.00

\*10 second ID—50% of applicable announcement rate.  
 Above are one-time rates. Frequency discounts allowed.

**FORT PIERCE**  
(Saint Lucie County)

**WTV(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. Antenna Height: Above average terrain 270 ft.; above ground 304 ft.  
**REPRESENTATIVES:** Washington Attorney, Haley, Wallenberg & Kenahan; Consulting Engineer, W. J. Holey.  
**PRINCIPAL STOCKHOLDER:** Mr. Dyer's wife, Evelyn, owns 10% of WQES Chicago.

**JACKSONVILLE**  
(Duval County)

**WFGA-TV**

(Target Date, September 1957)  
**LICENSEE:** Florida-Georgia Television Co. Address: 1076 East Adams St. Postal Zone 1. Phone: Egin 6-3361.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw. Aural 200 kw. Present Operating Pow.: Visual 316 kw. Aural 200 kw. Antenna Height: Above average terrain 940 ft.; above ground 995 ft.  
**AFFILIATION:** Tv Network, NBC.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Kosen & Burt; Consulting Engineer, Vandiver, Cohen & Wearn.  
**PRINCIPAL STOCKHOLDERS:** George H. Hodges, 35%; Alexander Brest, 25%; Harold S. Cohn, 18%; Mitchell Wolfson, 5%; Sidney Meyer, 5%; and Women's Tv & Theatre Co. (Wulfsun-Meyer), 10%. Women's owns 39.1% of WTV(TV) Miami; Mr. Cohn owns WRHC Jacksonville.



ALL THE  
**SEETHING DRAMA**  
 OF OUR SEAPORTS

... to captivate large and loyal audiences!

"HARBOR COMMAND" starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**WJHP-TV**  
Jacksonville  
ABC

**WESH-TV**  
Daytona Beach  
NBC



**THE PERRY STATIONS**

Represented by  
**Edward Petry & Co.**

**FLORIDA**

**JACKSONVILLE (Cont.)**

**WFGA-TV (Cont.)**

**EXECUTIVES:**

George H. Hodges, pres.  
Alexander Brest, sec. & treas.  
Jesse H. Crisp, sta. mgr.  
Ralph W. Nimmans, gen. asst. mgr.  
Willard Fraker, loc. asst. mgr.  
Mrs. John W. Donahoe,  
women's & children's dir.

Sherwood H. Smith, pub. serv. dir.  
H. L. Wingfield, ch. engr.  
J. P. Heidenbach, film ed.  
Bill Walker, prom. mgr.  
Harold E. Baker, dir., news &  
sp. events.

**WJCT (TV)\***

(\*Target Date, Fall, 1957)  
(\*Non-Commercial Educational)

**LICENSEE:** Educational Television Inc. Address: 403 Greenleaf Bldg. Postal Zone: 2. Phone: Eigh 6-4785.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow. Visual 14.8 kw, Aural 7.4 kw. Present Operating Pow.: Visual 14.8 kw, Aural 7.4 kw. Antenna Height: Above average terrain 840 ft.; above ground 396 ft.

**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen; Consulting Engineer, Vandivere, Cohen & Wear.

**EXECUTIVES:**

Dr. Heywood A. Dowling, pres.  
Dr. William K. Cumming, gen. mgr. & film buy.

**WJHP-TV**

**LICENSEE:** The Jacksonville Journal Co. Address: 4038 Phillips Hwy. Phone: Exbrook 8-0751, TWX No.: JK 375.

**FACILITIES:** Ch. 30. Authorized Eff. Rad. Pow. Visual 257 kw, Aural 144 kw. Present Operating Pow.: Visual 257 kw, Aural 144 kw. Antenna Height: Above average terrain 460 ft.; above ground 473 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 12, 1953.

**AFFILIATION:** Tv Network: ABC.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** Perry Enterprises Inc., 100%. All stock voted by John H. Perry Jr., through voting trusts. Perry interests also own WCOA Pensacola, WDLF-AM-FM Panama City, 40% of WNDB-AM-FM and 100% of WESH-TV 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, 40% of Daytona Beach Journal and News, and several weekly newspapers, all Florida; Kentucky State Journal (Frankfort, Ky.), Western Newspaper Union (newspaper syndicate).

**EXECUTIVES:**

John H. Perry Jr., pres.  
Thomas S. Glichtat Jr., gen. mgr.  
Jack Newson, sta. & com. mgr. & film buy.

Martha Thomas exec. sec.  
Beecher Hayford, ch. engr.  
Shirley Roussele, prom. mgr.  
Bob Dow, news ed.

**SUMMARY OF RATES (Card No. 7, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10 p.m., daily)	\$400.00	\$200.00	\$100.00	\$100.00	\$80.00	\$60.00
Class A (7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.; 10-11 p.m., daily)	\$350.00	\$210.00	\$130.00	\$122.50	\$87.50	\$70.00
Class B (5:30-7 p.m., Mon.-Fri.; 5-7 p.m., Sat.; 4-6 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$67.50	\$50.00
Class C (9 a.m.-5:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; 11 p.m.-sign-off, daily)	\$300.00	\$150.00	\$90.00	\$70.00	\$50.00	\$40.00
Class D (Sign-on-9 a.m., Mon.-Fri.; sign-on-1 p.m., Sun.)	\$120.00	\$72.00	\$48.00	\$42.00	\$30.00	\$24.00

Above are one-time rates. Frequency discounts allowed.

**WMBR-TV**

**LICENSEE:** Washington Post Co. Address: 605 S. Main St. Postal Zone: 7. Phone: Exbrook 8-0801.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 69.2 kw. Present Operating Pow.: Visual 100 kw, Aural 69.2 kw. Antenna Height: Above average terrain 830 ft.; above ground 396 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 15, 1949.

**AFFILIATIONS:** Tv Networks, CBS, ABC, Stations, Ani, WMBR; Fm, WMBR-FM.

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

**PRINCIPAL STOCKHOLDER:** Washington (D. C.) Post & Times Herald, 100%. Licensee also owns WTOP-AM-FM-TV Washington.

**EXECUTIVES:**

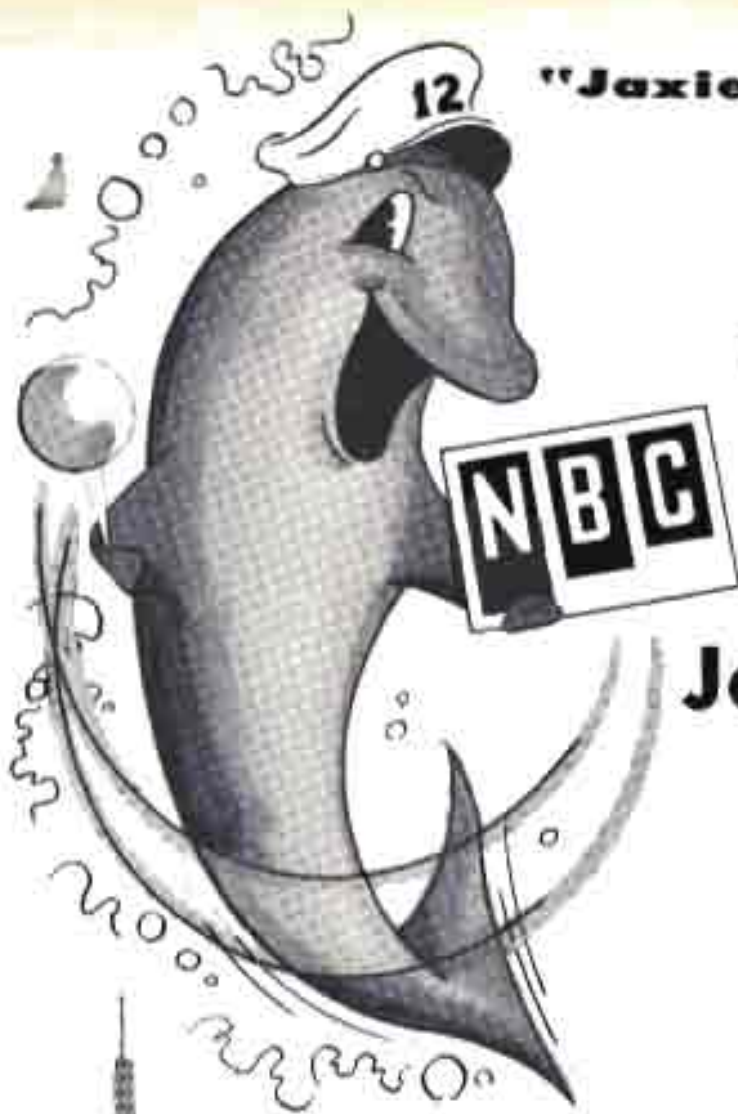
Philip L. Graham, pres.  
(Washington Post Co.)  
John S. Hayes, pres.  
(Washington Post Broadcast Div.)  
Olena Marshall Jr., pres., WMBR Div.  
Charles M. Stone, vp.

David H. Booher, com. mgr.  
Harry Kalkins, pgm. dir. & film buy.  
Ernest B. Vordermark, ch. engr.  
Kenneth N. McClure, prom. mgr.  
Bill Grove, news ed.

**SUMMARY OF RATES (Card No. 7, Nov. 13, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (Program Units—8-10 p.m., daily. Announcements—7:59-10:01 p.m., daily)	\$350.00	\$310.00	\$340.00	\$283.33	\$255.00	\$200.00
Class A (Program Units—7-8 p.m., Mon.-Fri.; 6-8 p.m., Sat., Sun.; 10-11 p.m., Sun.-Sat. Announcements—8:59-7:59 p.m., Mon.-Fri.; 5:59-7:59 p.m., Sat., Sun.; 10:01-10:59 p.m., Sun.-Sat.)	\$750.00	\$450.00	\$300.00	\$250.00	\$225.00	\$160.00
Class B (Program Units—5-7 p.m., Mon.-Fri.; 5-6 p.m., Sun.; 4-6 p.m., Sat. Announcements—4:59-6:59 p.m., Mon.-Fri.; 12:59-4:58 p.m., Sun.; 4:59-6:59 p.m., Sat.; 10:59-11:01 p.m., Sun.-Sat.)	\$625.00	\$375.00	\$250.00	\$208.33	\$187.50	\$90.00
Class C (Program Units—8 a.m.-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Sun.-Sat. Announcements—8:59 a.m.-4:59 p.m., Mon.-Sat.; 11:10 p.m.-sign-off, Sun.-Sat.)	\$425.00	\$255.00	\$170.00	\$141.67	\$127.50	\$65.00
Class D (Program Units—Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun. Announcements—Sign-on-8:39 a.m., Mon.-Sat.; sign-on-12:30 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$83.33	\$75.00	\$40.00

Above are one-time rates. Frequency discounts allowed.



"Jaxie" says . . .

# WFGA-TV

Jacksonville, Fla.

is basic

# NBC

For A Service Area of 64  
Florida - Georgia Counties

TV Sets	226,880 (1)
Population	1,511,300 (2)
Buying Power	\$1,785,944,000 (2)
Retail Sales	\$1,562,627,800 (2)

(1) Television Magazine, June, 1957.

(2) Sales Management Survey of Buying Power, 1957.

**WFGA-TV • Channel 12 • VHF**

equipped for **FULL COLOR** • 1000 ft. tower

Top Power 316,000 watts • **JACKSONVILLE, FLORIDA**

Represented by Peters, Griffin, Woodward, Inc.



**FLORIDA'S COLORFUL STATION!**

**JACKSONVILLE (Cont.)**

**WQIK-TV**

(Target Date, Unknown)

**LICENSEE:** Cartoon Mast. Address: 33 E. Forest St.

**FACILITIES:** Ch. 30. Authorized EP. Rad. Pow. Visual 11.2 kw, Aural 11 kw. Antenna Height: Above average terrain 430 ft., above ground 446 ft.

**AFFILIATION:** Station, Am, WQIK.

**REPRESENTATIVES:** Washington Attorney, McKenna & Williams; Consulting Engineer, W. J. Haley.

**PRINCIPAL STOCKHOLDER:** Cartoon Mast, 100%. Mr. Mast also owns WWOX Charlotte, N. C., and WFLZ Panama, Fla.

**EXECUTIVES:**  
Jim Mast, pres. & gen. mgr.

**MIAMI**

(Dade County)

**WCKT(TV)**

**LICENSEE:** Dacayon Television Corp. Address: P.O. Box 8, Little River Station, Postal Zone 38. Phone: Plaza 1-6962. TWK No.: 32M17.

**FACILITIES:** Ch. 7. Authorized EP. Rad. Pow. Visual 316 kw, Aural 156 kw. Present Operating Pow. Visual 316 kw, Aural 156 kw. Antenna Height: Above average terrain 550 ft., above ground 591 ft.

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

**OPERATION:** Began July 31, 1956.

**AFFILIATIONS:** Tv Network: NBC. Stations, Am, WCKT; Fm, WCRB-FM.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Heger & Hartson; Consulting Engineer, Page, Oswald, Steel & Waldschmidt.

**PRINCIPAL STOCKHOLDERS:** Niles Trammell, 33%. Knight interests, 42.5%. Cox interests, 45.5%. Knight interests (John S. Knight, 17.5%) James L. Knight, 19%; Leo Hill, 9%; Owen P. Uridge, 3%; C. Blake McDowell, 3% includes 86% of WARK-AM-FM-TV Akron, Ohio, and Chicago Daily News Detroit Free Press, Miami Herald, Akron Beacon-Journal and Charlotte (N.C.) Observer. Cox interests (James M. Cox Jr., 34%; J. Leonard Hannah, 5%; James M. LeCote, 1.5%; Milton C. Scott, 2.5%). WZZD-AM-FM-TV Dayton, Ohio. WBS-AM-FM-TV Atlanta, Ga., and Dayton (Ohio) News and Journal-Herald, Miami News, Springfield (Ohio) News and Sun, Atlanta Journal and Constitution. Mr. Trammell is former president of NBC.

**EXECUTIVES:**

Niles Trammell, pres. & gen. mgr.  
James M. LeCote, v. pres. mgr.  
Robert L. Vidler, v. pres. mgr.  
Charles L. Kelly, v. pres. mgr.  
M. C. Scott Jr., ch. engt.  
Frank L. Strazman, 3rd v. pres.  
Joe E. Arden, prod. mgr.  
Charles Harrison, news ed.  
Robert E. Gilbert, prod. mgr.  
Ruth Richardson, traf. mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	*15 Sec.
<b>Class AA (7:30-10:30 p.m., daily)</b>						
\$900.00	\$300.00	\$180.00	\$120.00	\$75.00	\$50.00	...
<b>Class A (8:30-11:30 p.m., Mon.-Sat.; 9-11:30 p.m., Sun.; 10:30-11:30 p.m., daily)</b>						
\$550.00	\$180.00	\$100.00	\$70.00	\$45.00	\$30.00	...
<b>Class B (5:30-8:30 p.m., Mon.-Sat.; 11-11:30 p.m., Mon.-Sun.)</b>						
\$310.00	\$100.00	\$60.00	\$45.00	\$30.00	\$20.00	...
<b>Class C (All other times)</b>						
\$120.00	\$40.00	\$25.00	\$18.00	\$12.00	\$8.00	...

\*15 second 15% - 30% of applicable announcement rate. Above are one-time rates. Frequency discounts allowed.



**MIAMI MIAMI**

... split personality  
packed with the **PURCHASING POWER**  
of \*385,000 TV-homes!

Consider these facts, WCKT operates from a new, ultra-modern \$2½ million plant. WCKT offers unsurpassed local programming with a tailored-to-fit South Florida appeal. WCKT backs up this programming with unprecedented local promotion. Consider the facts and you'll know why your best TV buy in Miami is Channel 7 . . . today and every day!

\*TV-Set Homes in WCKT Primary Coverage Area

**WCKT**

CHANNEL



MIAMI, FLORIDA

# TO REACH SOUTH FLORIDA'S \$2,000,000,000 MARKET



- 1,453,800 people representing 581,520 families
- 32,428 retail stores with a payroll of \$165,482,000
- Plus 1800 manufacturing plants
- Plus 3 1/2 million Tourists—  
more than 75 per cent of whom view TV during their stay

## WPST TV



BISCAYNE BOULEVARD AT 21st STREET, N.E., MIAMI, FLORIDA

TELEPHONE: FRANKLIN 1-6501

ABC NETWORK

NATIONALLY REPRESENTED BY H-R TELEVISION, INC.

MIAMI (Cont.)

WGBS-TV†

LICENSEE: Storer Broadcasting Co. Address: 1117 Kane Commerce, Miami Beach 54, Fla.

FACILITIES: Ch. 33. Authorized RF Rad. Pow.: Visual 126 kw, Aural 30.5 kw. Antenna Height: Above average terrain 320 ft., above ground 317 ft.

OPERATION: Began May 3, 1951.

AFFILIATION: Station, Am. WGBS; Pm. WGBS-FM.

REPRESENTATIVES: Washington Attorney, Dow, Linton & Albersheim, Consulting Engineer, Lohman & O'Neil.

PRINCIPAL STOCKHOLDERS: Storer Broadcasting Co. (George B. Storer) also owns WJIB-AM-FM-TV Detroit, WEPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WING-AM-FM Philadelphia, WVDU (TV) Wilmington (Del.), WJW-AM-FM-TV Cleveland, and WWVA-AM-FM Wheeling (W. Va.). Mr. Storer is president of Miami Beach Publishing Co. (Miami Beach 54).

EXECUTIVES: George B. Storer Sr., pres.

†WGBS-TV has suspended operation but has not returned its CP

WITV (TV) (FORT LAUDERDALE)

LICENSEE: Gerson Investments Co. Address: 2800 Hallandale Beach Blvd., Hollywood, Fla. Phone: Hollywood 3-1866. (For full listing see Fort Lauderdale.)

WMFL (TV)

(Target Date Unknown)

LICENSEE: Miami-Hialeah Television Corp. Address: Hialeah Terrace Hotel, Hialeah, Fla. Phone: 82-6641.

FACILITIES: Ch. 33. Authorized RF Rad. Pow.: Visual 181 kw, Aural 37.7 kw. Antenna Height: Above average terrain 480 ft., above ground 300 ft.

AFFILIATION: Station, Am, WITV.

REPRESENTATIVES: Washington Attorney, Cotts & Marks; Consulting Engineer, Robert M. Sullivan.

PRINCIPAL STOCKHOLDERS: Irving Kiparis, 20%; Nathaniel J. Klein, 20%; Ben Rand, 20%; and Edward Menner, 10%. Mr. Rand owns approximately 30% and Mr. Klein approximately 4% of WITV Hollywood-Miami.

EXECUTIVES: Ben Rand, pres.

WPST-TV

LICENSEE: Public Service Tv Inc. Address: Hialeah Blvd. at 21st St. N.E. Postal Zone, N. Phone: Franklin 1-6001, TWX No., MM 289.

FACILITIES: Ch. 16. Authorized RF Rad. Pow.: Visual 218 kw, Aural 121 kw. Present Operating Pow.: Visual 118 kw, Aural 121 kw. Antenna Height: Above average terrain 350 ft.; above ground 194 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Aug. 1, 1967.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, H-N Television; Washington Attorney, Krueger & Jorgensen; Consulting Engineer, George P. Adair.

PRINCIPAL STOCKHOLDER: National Airlines Inc., 100%.

EXECUTIVES: G. F. Baker, pres.; Walter M. Kossatz, gen. mgr.; Bob Hanna, Joe dir. mgr.; Jack Barry, prod. mgr.; William B. Needs, ch. engr.; John B. Murphy Jr., film buy.; Nat. Yachtman, prom. mgr.; John W. Malinowski, news ed.

SUMMARY OF RATES (Case No. 1, Aug. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	1 Min.	30 Sec.	1 Sec.
Class AAA (6-12 p.m., Mon.-Sun.)	\$225.00	\$450.00	\$300.00	\$225.00	\$225.00	\$112.50
Class AA (7:30-8 p.m., Mon.-Sat.; 10-12:30 p.m., Mon.-Sun.; 7-8 p.m., Sun.)	\$175.00	\$350.00	\$230.00	\$175.00	\$175.00	\$87.50
Class A (9:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 8-9 p.m., Sun.)	\$100.00	\$200.00	\$130.00	\$100.00	\$100.00	\$50.00
Class B (6-8:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 5-8 p.m., Sun.; 11-11:30 p.m., Mon.-Sun.)	\$60.00	\$120.00	\$80.00	\$60.00	\$60.00	\$30.00
Class C (9-9:30 p.m., Mon.-Fri.; 9-1 p.m., Sat.; 1-3 p.m., Sun.; 11:30 p.m.-sign-off, Mon.-Sun.)	\$30.00	\$60.00	\$40.00	\$30.00	\$30.00	\$15.00
Class D (Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.)	\$25.00	\$50.00	\$30.00	\$25.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

WTHS-TV\*

(\*Non-Commercial Educational)

LICENSEE: Dade County Board of Public Instruction, Address: 275 N. W. 2nd St. Postal Zone: N. Phone: Franklin 4-7221.

FACILITIES: Ch. 2. Authorized RF Rad. Pow.: Visual 3.55 kw, Aural 4.70 kw. Present Operating Pow.: Visual 0.58 kw, Aural 4.70 kw. Antenna Height: Above average terrain 280 ft.; above ground 300 ft.

OPERATION: Began Aug. 18, 1965.

AFFILIATION: Station, Pm, WTHS-FM.

REPRESENTATIVES: Washington Attorney, Krueger & Jorgensen.

EXECUTIVES: Vernon Brown, gen. mgr.; Herb Kenna, ch. engr.; John Felton, pgn. dir.

WTVJ (TV)

LICENSEE: WTVJ Inc. Address: 126 E. Miami Ave. Postal Zone: 31. Phone: Franklin 4-4252, TWX No., MM 28.

FACILITIES: Ch. 4. Authorized RF Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 350 ft.; above ground 300 ft.

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

OPERATION: Began Mar. 21, 1960.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Peters, Giffin, Woodward; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, Jomsky & Bailey.

PRINCIPAL STOCKHOLDERS: Wollman-Meyer Corp., principally owned by Mitchell Wollman and Sidney Meyer and families. Also engaged in motion picture theatre exhibition in south Florida. Messer, Wollman and Meyer have 20% interest in WFGA-TV Jacksonville, Fla., and controlling interest in WMTV-TV Macon, Ga.

EXECUTIVES: Mitchell Wollman, pres.; Earl Levin, ch. engr.; Lee Barwick, exec. vp. & gen. mgr.; Robert J. Ross, bus. mgr.; John Shan, vp. chf. ops.; Louis Wollman, film buy.; William E. Strout, nat'l. sis. dir.; Bart Torpus, prom. mgr.; Ted Elland, loc. sis. mgr.; Ralph Benich, news ed.; Lee Waller, dir. pgn. ops.; Ash Dawson, dir. prod. ops.; Joseph H. Klein, dir. engr. ops.; Richard Wollman, legal dir.

SUMMARY OF RATES (Case No. 11, May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	1 Min.	30 Sec.	1 Sec.
Class AAA (6-12 p.m., Mon.-Sun.)	\$1,100.00	\$2200.00	\$1400.00	\$1100.00	\$1100.00	\$550.00
Class AA (7:30-8 p.m., Mon.-Sat.; 10-12:30 p.m., Mon.-Sun.; 7-8 p.m., Sun.)	\$1,200.00	\$2400.00	\$1600.00	\$1200.00	\$1200.00	\$600.00
Class A (9:30-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 8-9 p.m., Sun.)	\$600.00	\$1200.00	\$800.00	\$600.00	\$600.00	\$300.00
Class B (6-8:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 5-8 p.m., Sun.; 11-11:30 p.m., Mon.-Sun.)	\$300.00	\$600.00	\$400.00	\$300.00	\$300.00	\$150.00
Class C (9 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.; 1-3 p.m., Sun.; 11:30 p.m.-sign-off, Mon.-Sun.)	\$150.00	\$300.00	\$200.00	\$150.00	\$150.00	\$75.00
Class D (Sign-on-9 a.m., Mon.-Sat.; Sign-on-1 p.m., Sun.)	\$100.00	\$200.00	\$130.00	\$100.00	\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

SHOWMANSHIP

... Filmed on locations NEW AND FRESH TO TV!

"HARBOR COMMAND" starring WENDELL COREY  
Ziv's spectacular new impact series!





# WTVJ

Miami

is the **ONLY** TV Station Giving Unduplicated Coverage of the Entire South Florida Area



1,000 ft. Tower and Full 100,000 watts Power, beaming maximum TV Signal to ALL South Florida Homes.



Represented Nationally by Peters, Griffin, Woodward, Inc.

# WTVJ

Channel 4  
MIAMI



Miami

# WTVJ

is Florida's **First** Television Station

## First

...with **VIEWERS**  
May 1957 ARB shows WTVJ leading in 364 out of 521 total quarter hour surveyed.

## First

...with **ADVERTISERS**  
An average of 173 National and 135 Local Advertisers invest in WTVJ TV every month, at South Florida's lowest cost per thousand.

## First

...in **COMMUNITY SERVICE**  
Over 1000 Awards and Citations for Community service makes WTVJ your prestige station.

# WTVJ

Channel 4  
MIAMI

**ORLANDO**  
(Orange County)

**WDBO-TV**

**LICENSEE:** Cherry Broadcasting Co. Address: 30 S. Ivanhoe Blvd., E. Phone: 5-0941, TWX: ORL 8480E

**FACILITIES:** Ch. 6, Authorized EH Rad. Pow.; Visual 100 kw, Aural 50 kw Present Operating Pow.; Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 584 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 1, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC, NBC, Stations, Am, WDBO, Fla, WDBO-FM.

**REPRESENTATIVES:** Sales, Blair Tv Assoc., Harry Cummings (Southeastern), Washington Attorney, Dow, Lukens & Albertson; Consulting Engineer, Lukens & Albertson.

**PRINCIPAL STOCKHOLDERS:** William S. Cherry, 35%; William H. Goodman, 15%; Arnold P. Schuen, 15%. Mr. Cherry is 44% owner of WPRO-AM-FM-TV. Providence, R.I. Messrs. Goodman and Schuen are associated in the operation of WPRO station.

**EXECUTIVES:**

William S. Cherry Jr., pres.  
Harold P. Dunforth, gen. mgr. & com. mgr.  
Walter Sackles, pgn. dir. & film buy.  
J. E. Yarbrough, ch. engr.  
Lellon Holt Patterson, prom. mgr.  
Philip Brook, news ed.  
Harold P. Dunforth Jr., film dir.  
Mark V. Barker, prod. dir.

**SUMMARY OF RATES (Card No. 4, April 13, 1957)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	30 Sec.	15 Sec.
Class AA (7:29-10 p.m., daily)	\$450.00	\$270.00	\$180.00	\$150.00	\$112.50	\$56.25
Class A (8:29-7:29 p.m., 10:01-11 p.m., daily)	\$375.00	\$225.00	\$150.00	\$125.00	\$93.75	\$46.88
Class B (4:30-5:30 p.m., Mon.-Fri.; after 11 p.m., daily; 7-8:30 p.m., Sat., Sun.)	\$200.00	\$120.00	\$80.00	\$66.67	\$50.00	\$25.00
Class C (11:30 a.m.-4:30 p.m., Mon.-Fri.; before 11:30 p.m., Sat., Sun.)	\$100.00	\$60.00	\$40.00	\$33.33	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**WEAL-TV**

(Target Date, Unknown)

**LICENSEE:** Orange County Broadcasters Inc. Address: P. O. Box 7947 Phone: 5-0531.

**FACILITIES:** Ch. 15, Authorized EE Rad. Pow.; Visual 20 kw, Aural 11.2 kw. Antenna Height: Above average terrain 250 ft.; above ground 286 ft.

**AFFILIATION:** Station, Am, WASH Winter Park.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, W. J. Holey.

**PRINCIPAL STOCKHOLDERS:** H. H. Gunkel Jr. 40%, James H. Sawyer, 40%. Licensee also owns WABR Winter Park, Fla. Mr. Sawyer owns WKXC Cocoa, Fla.

**EXECUTIVES:**

H. H. Gunkel Jr., pres.

**WLOF-TV**

(Target Date, Unknown)

**LICENSEE:** Mid-Florida Television Corp. Address: Broadland Park (WLOF), Phone: 5-8102.

**FACILITIES:** Ch. 5, Authorized EE Rad. Pow.; Visual 100 kw, Aural 51.7 kw. Antenna Height: Above average terrain 541 ft.; above ground 574 ft.

**AFFILIATION:** Station, Am, WLOF.

**REPRESENTATIVES:** Washington Attorney, Cain & Maple; Consulting Engineer, A. D. Bing & Assoc.

**PRINCIPAL STOCKHOLDERS:** Class A stockholders are local businessmen, including Herman N. Roth, 20%; Abraham H. Spivack, 10%; Alvin H. Savage, 10%; Don H. Coker, 5%. Class B stockholders are Joseph L. Brechner, 25%; John W. Kluge and wife, 35%; Vard Polyzos, 20%; Harris H. Thom-

son, 15%; Ernest Tannen, 1%. Class A stockholders elect two directors, Class B, three directors. Mr. Brechner owns 20%, Mr. Polyzos, 20% and Mr. Thomson, 40% of WLOF. Mr. Brechner owns 33% and Mr. Polyzos, 40% of WESC Inc., Inc. Mr. Brechner owns 30% and Mr. Kluge 60% of WJAY Silver Spring, Md.

**EXECUTIVES:**

Joseph L. Brechner, pres.  
John W. Kluge, sec.-gen.  
Don H. Coker, 49.

**PALM BEACH**

(Palm Beach County)

**WPTY(TV) (WEST PALM BEACH)**

**LICENSEE:** John H. Phillips, Address: 2 Coronado Row, Palm Beach, Phone: Temple 3-9471. (For full listing see West Palm Beach.)

**PANAMA CITY**

(Bay County)

**WJDM-TV**

**LICENSEE:** WJDM-TV Inc. Address: P. O. Box 458, Phone: Adams 4-2201.

**FACILITIES:** Ch. 7, Authorized EH Rad. Pow.; Visual 212 kw, Aural 437 kw. Present Operating Pow.; Visual 8.12 kw, Aural 437 kw. Antenna Height: Above average terrain 480 ft.; above ground 527.

**OPERATION:** Began Dec. 1, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, CBS.

**REPRESENTATIVES:** Sales, George P. Hollingsbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDER:** J. D. Manley, 100%.

**EXECUTIVES:**

Mel Wheeler, gen. mgr.  
Milo de Reyna, asst. gen. mgr. & nat'l. dir. mgr.  
Harry C. Babo Jr., v.p. mgr.  
Jerry Christopher, pgn. dir.  
Jim Smith, ch. engr.

**SUMMARY OF RATES (Card No. 3, Dec. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	30 Sec.	15 Sec.
Class AA (7:30-9:30 p.m., daily)	\$175.00	\$105.00	\$70.00	\$61.25	\$45.50	\$22.75
Class A (6:30-7:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.; 9:30-10:30 p.m., daily)	\$140.00	\$84.00	\$56.00	\$48.00	\$35.00	\$17.50
Class B (1-6 p.m., Sat., before 1 p.m., Sun.; 2-6 p.m., Mon.-Fri., 10:30 p.m.-midnight, daily)	\$108.00	\$64.80	\$43.20	\$36.00	\$26.40	\$13.20
Class C (8:30-9:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., after midnight, daily)	\$70.00	\$42.00	\$28.00	\$24.00	\$17.50	\$8.75

Above are one-time rates. Frequency discounts allowed.

**PENSACOLA**

(Escambia County)

**WEAR-TV**

**LICENSEE:** Gulfnet Broadcasting Co. Address: P.O. Box 421, Phone: Remick 3-8111, TWX No. 25 82.

**FACILITIES:** Ch. 1, Authorized EE Rad. Pow.; Visual 25 kw, Aural 13.1 kw. Present Operating Pow.; Visual 33 kw, Aural 131 kw. Antenna Height: Above average terrain 577 ft.; above ground 613 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 18, 1954.

**AFFILIATIONS:** Tv Networks, ABC, CBS, Station, Am, WEAR.

**REPRESENTATIVES:** Sales, George P. Hollingsbery Co.; Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Charles W. Smith, 51%; A. Clifton Johnson, 12%; F. M. Turner Jr., 12%; and Mel Wheeler, 25%. Mr. Wheeler is also general manager of WJDM-TV Panama City, Fla., and owns WFSM DeFuniak Springs, Fla., and WSCN Panama City, Fla.

Florida's 4<sup>th</sup> market with \$843,339,000. retail sales

**Cherry Broadcasting Co.**

Orlando, Florida

FIRST IN CENTRAL FLORIDA • SERVING THE SUN EMPIRE

**WDBO 580 KC • 5,000 WATTS • CBS**

**WDBO-FM 92.3 MC • 25,000 WATTS • CBS**

**WDBO-TV CH. 6 • 100,000 WATTS • CBS • ABC • NBC**

Serving 191,300 Radio homes and 174,500 TV homes in 17 counties.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc. (Southeastern); Harry Cummings



**EXECUTIVES:**

Bob Wheeler, gen. mgr.      Irv Welch, inv. & sbs. mgr.  
 Bill Johnson Jr., asst. mgr.      Jim Smith, ch. engr.  
 & asst. inv. mgr.

**SUMMARY OF RATES (Card No. 1, May 14, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	ID.
Class AA (7:30-9:30 p.m., daily)	\$200.00	\$120.00	\$100.00	\$80.00	\$60.00	\$30.00
Class A (5-7:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 9:30-10:30 p.m., daily)	\$150.00	\$90.00	\$75.00	\$60.00	\$45.00	\$24.00
Class B (1-4 p.m., Sat., before 1 p.m., Sun., 5-9 p.m., Mon.-Fri., 10:30 p.m., mid-week, daily)	\$100.00	\$60.00	\$50.00	\$40.00	\$30.00	\$18.00
Class C (Sign-on-2 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., after midnight, daily)	\$120.00	\$75.00	\$60.00	\$45.00	\$34.00	\$18.00
Class D (Sign-on-comm. Mon.-Fri.)	\$30.00	\$24.00	\$20.00	\$17.00	\$14.00	\$8.00

Above are one-time rates. Frequency discounts allowed.

**WPFA-TV†**

**LICENSEE:** Charles W. Lamar Jr., Address: P. O. Box 22, Phone: 333-1141.

**FACILITIES:** Ch. 15, Authorized Eff. Rad. Pow. Visual 204 kw, Aural 11 kw, Antenna Height: Above average terrain 250 ft.; above ground 322 ft.

**OPERATION:** Began Oct. 9, 1955.

**AFFILIATION:** Station, Am. WPFA.

**REPRESENTATIVES:** Washington Attorney, McRinda & Williamson, Consulting Engineer, Gaultney & Jones.

**PRINCIPAL STOCKHOLDERS:** Charles W. Lamar Jr., 100%. Mr. Lamar also owns 48.2% of KTAG-TV Lake Charles, La.

**EXECUTIVES:**

Charles W. Lamar Jr., ch. engr.

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

**ST. PETERSBURG**

(Pinellas County)

**WSUN-TV**

**LICENSEE:** City of St. Petersburg, Florida, Address: Municipal Plan, Postal Zone: 1, Phone: 2-1121, TWX No. 4-982.

**FACILITIES:** Ch. 38, Authorized Eff. Rad. Pow. Visual 200 kw, Aural 307 kw, Present Operating Pow. Visual 200 kw, Aural 100 kw, Antenna Height: Above average terrain 400 ft.; above ground 622 ft.

**OPERATION:** Began May 21, 1951.

**AFFILIATIONS:** Tv Network, ABC, Station, Am. WFUP.

**REPRESENTATIVES:** Sales, Vainard, Rutland & McConnell, Washington Attorney, Louie, Zoss, Young & Jansky; Consulting Engineer, James L. McNary.

**EXECUTIVES:**

Fred P. Shawn, gen. mgr.      Louis J. Link, ch. engr.  
 Barney Kohres, com. mgr.      Jerome Baker, prom. mgr.  
 Chad Mason, pgr. dir. & film buy

**SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (7:30-10:30 p.m., Mon.-Sat.; 9-10:30 p.m., Sun.)	\$400.00	\$240.00	\$190.00	\$135.00	\$100.00	\$40.00
Class B (4-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 2-3 p.m., Sun.)	\$300.00	\$180.00	\$150.00	\$100.00	\$70.00	\$30.00
Class C (Sign-on-6 p.m., Mon.-Sat.; sign-on-3 p.m., Sun.; 11 p.m.-sign-off, daily)	\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**TALLAHASSEE**

(Leon County)

**WCTV(TV) (THOMASVILLE, GA.)**

**LICENSEE:** John H. Plapp, Address: 225 North Monroe St., Phone: 2-3088 (Tallahassee). (For full listing see Thomasville, Ga.)

**TAMPA**

(Hillsborough County)

**WFLA-TV**

**LICENSEE:** The Young Co., Address: P.O. Box 1414, Postal Zone: 1, Phone: 2-1121, TWX No. 4-982.

**FACILITIES:** Ch. 8, Authorized Eff. Rad. Pow. Visual 302 kw, Aural 215 kw, Present Operating Pow. Visual 302 kw, Aural 215 kw, Antenna Height: Above average terrain 1,040 ft.; above ground 1,050 ft.

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

**OPERATION:** Began Feb. 14, 1955.

**AFFILIATIONS:** Tv Network, NBC, Station, Am. WFLA, Frn. WFLA-FM.

**REPRESENTATIVES:** Sales, Hair-Tv, Washington Attorney Segal, Smith & Hennessey; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** Same as Tampa Tviband. Owned mostly by members of the David Trauman Bryan family, which is also majority owner of the Richmond (Va.) Times-Dispatch and News-Leader (WRNL-AM-FM).

**EXECUTIVES:**

J. C. Campbell, pres.      Carl P. Bergquist, pgr. mgr. & film buy.  
 George W. Harvey, vp. & gen. mgr.      J. F. Faragton, pgr. dir.  
 William H. Fisher, sbs. mgr.      J. H. Mitchell, ch. engr.  
 Fred C. Worthington, news ed.

*You don't Need a Shot Gun\** TO HIT THIS SALES TARGET!

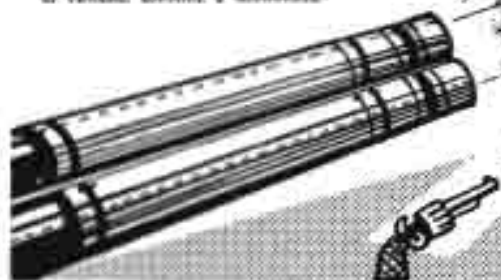
**Florida's 2nd Largest Market - The Nations Fastest Growing - 34th In The Nation Now!**

**FLORIDA'S WEST COAST CLUSTER POPULATION ZEROS-IN 200,000 TV HOMES A BILLION \$ TARGET WITHIN OUR PRIMARY FCC PROPAGATION CURVE**

**UHF WITH UHC (ULTRA-HIGH CONVERSION)**

- PIONEER STATION DOMINANCE
- 99% METROPOLITAN AREA CONVERSION
- 85% PRIMARY AREA CONVERSION (171,329 TV Homes)

Tel. Map. 1



Try a **38**

**WSUN-TV** ST. PETERSBURG-TAMPA FLORIDA  
 UNDUPLICATED ABC ON FLORIDA'S WEST COAST

Another reason why **WTVT** is your best buy in the **Twin Cities of the South!**

# NEWS-FROM SCENE TO



New sound-on-film cameras, with amplifiers and power-packs developed by the WKY Television System, enable WTVT news crews to shoot, develop film, and telecast news 30 minutes after it breaks!

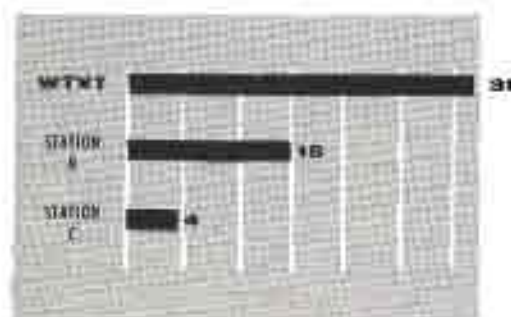
Swift coverage, complete coverage make the six daily **WTVT NEWSROOM** programs *top-rated* in Tampa - St. Petersburg —another reason why WTVT is your best buy in the Twin Cities of the South!



**TAMPA-ST. PETERSBURG** ranks 34th in retail sales among metropolitan markets\*, is a must on every modern market list! WTVT dominates the Twin Cities of the South, delivers bonus coverage of 239 prospering communities

*\*Sales Management Survey of Buying Power, May 1957*

# SCREEN IN 30 MINUTES!



## 31 OUT OF 50 TOP-RATED SHOWS ARE ON WTVT \*

WTVT dominates Tampa-St. Petersburg viewing not only with CBS programs, but with local shows, too! WTVT news, sports and weather dominate viewing in their time periods. \*Feb. '57 ARB



A remote a day was the dizzy pace set by WTVT camera crews during a recent month! Remote programs included network originations of The Garry Moore Show, Let's Take A Trip, I've Got a Secret, plus many local and regional events.

## TAMPA - ST. PETERSBURG UPS MARKET RANKING IN EVERY CATEGORY!

	1957 ranking	1956 ranking	Amount
Total Retail Sales	34	36	\$786,145,000
Food Store Sales	39	44	161,983,000
Automotive Sales	29	34	147,698,000
General Merchandise Sales	33	37	114,546,000

(Sales Management Survey of Buying Power, May 1957)



# WTVT

TAMPA - ST. PETERSBURG

The WKY Television System, Inc.

WKY-TV and WKY Oklahoma City

WSFA-TV Montgomery

REPRESENTED BY THE KATZ AGENCY

**TAMPA (Cont.)**

**WFLA-TV (Cont.)**

SUMMARY OF RATES (Card No. 4, Dec. 1, 1987)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., daily)					\$100.00	\$50.00
Class A (Program Units—6:30-11 p.m., Mon.-Sat.; 8-11 p.m., Sun., Announcements—4:30-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6-7:30 p.m., Sun.)	\$700.00	\$430.00	\$300.00	\$202.00	\$137.00	\$70.00
Class B (5-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.)	\$500.00	\$290.00	\$224.00	\$154.00	\$100.00	\$55.00
Class C (Sign-on-3 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; sign-on-3 p.m., Sun.)	\$215.00	\$225.00	\$109.00	\$111.00	\$56.00	\$21.00

Above are one-time rates. Frequency discounts allowed.

**WTVT(TV)**

**LICENSEE:** WKY Television System, Inc. Address: 2213 Grand Central Ave. Phone: 71115. TWX No.: TP 4114.

**FACILITIES:** Ch. 13, authorized Eff. Rad. Pow. Visual 416 kw, Aural 150 kw. Present Operating Pow. Visual 316 kw, Aural 130 kw. Antenna Height: Above average terrain 190 ft., above ground 228.

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

**OPERATION:** Began Apr. 1, 1985.

**AFFILIATIONS:** Tv Networks, CBS.

**REPRESENTATIVES:** Sales, The Kels Agency; Washington Attorney, Plesent, Ball & Dew; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** See WKY-TV Oklahoma City.

**EXECUTIVES:**

P. A. Sugg, exec. vp. & mgr.  
Norman Bagwell, adm. asst.  
John Haberman, com. mgr.  
Robert Olson, ops. mgr. & film buy.  
Robert Doty, pgm. dir.

William Wirt, ch. engr.  
Edwin Jay, prod. mgr.  
Dick John, news ed.  
Walter Rhoads, prod. mgr.  
Robert Hamrick, gen. dir.

SUMMARY OF RATES (Card No. 3, Feb. 1, 1987)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (Announcements—7:30-10:30 p.m., daily)					\$150.00	\$95.00
Class A (Program Units—7-11 p.m., daily; Announcements—5-7:30 p.m., 10:30-11 p.m., daily)	\$750.00	\$450.00	\$300.00	\$225.00	\$140.00	\$75.00
Class B (5-7 p.m., daily)	\$550.00	\$330.00	\$254.00	\$187.00	\$140.00	\$55.00
Class C (Sign-on-6 p.m.; 11 p.m.-sign-off, daily)	\$375.00	\$325.00	\$150.00	\$131.00	\$64.00	\$32.00

Above are one-time rates. Frequency discounts allowed.

**WEST PALM BEACH**

(Palm Beach County)

**WEAT-TV**

**LICENSEE:** WEAT-TV Inc. Address: P.O. Box 70. Phone: Temple 3-6884. TWX No.: WFB 37.

**FACILITIES:** Ch. 12, Authorized Eff. Rad. Pow. Visual 621 kw, Aural 323 kw. Present Operating Pow. Visual 451 kw, Aural 323 kw. Antenna Height: Above average terrain 320 ft., above ground 352 ft.

**OPERATION:** Began Jan. 1, 1985.

**AFFILIATIONS:** Tv Networks: ABC, CBS, Station, Am. WEAT.

**REPRESENTATIVES:** Sales, Vanguard, Richard & McCormick; Washington Attorney, Conn & Mack; Consulting Engineer, Lubina & Culver.

**PRINCIPAL STOCKHOLDERS:** Palm Beach Television Co., which in turn is 80% owned by Rand Broadcasting Co., which also owns WTKZ Miami and has an interest in WFTL-TV Miami. Principal officer of Rand are Ray Rand and Nathaniel J. Klein.

**EXECUTIVES:**

Ray Rand, pres.  
Bartram Leihar Jr., exec. vp. & gen. mgr.  
Edward J. Hennessy, gen. svs. mgr.  
C. C. Lewis, bus. svs. mgr.

J. Ross McPherson, ch. engr.  
Mary O'Connell, film buy.  
Jack Paine, pgm. mgr.  
Bob Mackin, news ed.

SUMMARY OF RATES (Card No. 4, Nov. 1, 1986)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-11 p.m., Mon.-Sat.; 8:30-11 p.m., Sun.)	\$200.00	\$130.00	\$100.00	\$60.00	\$40.00	\$25.00
Class A (5-7:30 p.m., Mon.-Sat.; 1-3:30 p.m., Sun.; 11 p.m.-sign-off, Mon.-Sun.)	\$200.00	\$120.00	\$90.00	\$60.00	\$40.00	\$30.00
Class B (All other times)	\$120.00	\$90.00	\$60.00	\$30.00	\$20.00	\$13.00

Above are one-time rates. Frequency discounts allowed.

**WPTY(TV) (PALM BEACH)**

**LICENSEE:** John H. Phipps. Address: 5 Crescent Row. Phone: Temple 3-2471. TWX No.: WPT 12.

**FACILITIES:** Ch. 3, Authorized Eff. Rad. Pow. Visual 100 kw, Aural 60.5 kw. Present Operating Pow. Visual 100 kw, Aural 60.5 kw. Antenna Height: Above average terrain 110 ft., above ground 544 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 22, 1984.

**AFFILIATIONS:** Tv Networks, NBC, CBS.

**REPRESENTATIVES:** Sales, Blair TV Assoc.; Washington Attorney, McKenna & Williamson.

**PRINCIPAL STOCKHOLDER:** John H. Phipps, 100%. See WCTV(TV) Thomasville, Ga. for other interests.

**EXECUTIVES:**

John H. Phipps, pres.  
L. Hershel Graves, mgng. dir.  
Stephen P. Willis, gen. mgr.  
film buy. & promo. mgr.

William J. Woods, nat'l. svs. mgr.  
Robert F. Carris, pgm. dir.  
W. Lewis Evenden, ch. engr.  
Bob Ray, news ed.

SUMMARY OF RATES (Card No. 6-N, April 1, 1987)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:00-10 p.m., daily)					\$60.00	
Class A (Program Units—6:10-9 p.m., daily; Announcements—6:30-7:30 p.m., 10-11 p.m., daily)	\$275.00	\$150.00	\$110.00	\$62.50	\$40.00	\$20.00
Class B (Program Units—5-6 p.m., Mon.-Sat.; 10:30-sign-off, daily; 1-4 p.m., Sun.; Announcements—4:30-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily; 12:30-3:30 p.m., Sun.)	\$250.00	\$120.00	\$90.00	\$50.00	\$35.00	\$40.00
Class C (Program Units—sign-on-8 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.; Announcements—all other times)	\$120.00	\$90.00	\$60.00	\$32.50	\$27.00	\$20.00

Above are one-time rates. Frequency discounts allowed. \*2 sec. (De-90% of applicable rate).

A COLORFUL LAW ENFORCEMENT AGENCY

**NEVER BEFORE DRAMATIZED ON TV!**

Ready to work for you in Ziv's spectacular new **IMPACT** series!



**"HARBOR COMMAND"**



starring **WENDELL COREY**



**ATLANTA**  
(Fulton County)

**WAGA-TV**

**LICENSEE:** Sinner Broadcasting Co. Address: 1018 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1503. TWX No.: AT 366.

**FACILITIES:** Ch. 5. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,279 ft.; above ground 1,160 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local adms.

**OPERATION:** Began March 9, 1942

**AFFILIATIONS:** Tv Network, CBS. Stations, Am. WAGA; Fm. WAGA-FM.

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

**PRINCIPAL STOCKHOLDERS:** See WQIS-TV Miami, Fla.

**EXECUTIVES:**

George H. Staver Jr., pres.  
Glenn C. Jackson, vp. & gen. mgr.  
Jack Collins, asst. gen. mgr.  
for ch.  
Don Taylor, gen. mgt. & film buy.  
Hugh Bondy, ch. engr.  
Robert H. Marshall, prom. mgr.  
Bob Clark, news ed.

**SUMMARY OF RATES** (Card No. 11, Mar. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$300.00	\$200.00	\$125.00
Class B (9:30-11 p.m., 10:30-11 p.m., daily)	\$700.00	\$450.00	\$300.00	\$200.00	\$150.00	\$75.00
Class C (11:30 a.m.-5:30 p.m., 11 p.m.-sign-off, daily)	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class D (Sign-on-5:30 a.m., daily)	\$200.00	\$150.00	\$100.00	\$75.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WATL-TV**

**LICENSEE:** Robert W. Rounsaville. Address: 2185 Madison Drive. Postal Zone: 1. Phone: Cedar 2-1156.

**FACILITIES:** Ch. 26. Authorized ET. Rad. Pow.: Visual 120 kw, Aural 117 kw. Antenna Height: Above average terrain 600 ft.; above ground 481 ft.

**AFFILIATION:** Station, Am. WQXI.

**REPRESENTATIVES:** Washington Attorney, Smith & Pepper; Consulting Engineer, John Mulvaney.

**PRINCIPAL STOCKHOLDER:** Robert W. Rounsaville, 1975. Mr. Rounsaville also owns WLOU and WQXI-TV Louisville, Ky.; WCIN and WGNX-TV Cincinnati, Ohio; WOIS Jacksonville, Fla.; WMMN Miami Beach and WFOK Tampa, all Fla.; WSOB Nashville, Tenn.

**EXECUTIVES:**

Robert W. Rounsaville, pres. & gen. mgr.

WATL-TV has suspended operation but has not returned its CP.

**NEGOTIATIONS • FINANCING • APPRAISALS**

**IN THE SOUTH . . .**

Jack L. Barton  
1515 Healy Bldg.  
Atlanta, Ga.  
JA 3-3431



or any office of

**HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES**

**WASHINGTON, D. C.** Wm T. Stubblefield  
1737 DeSales St., N.W.  
EX 3-3456

**CHICAGO, ILL.** Ray V. Hamilton  
Tribune Tower  
DE 7-7788

**ATLANTA, GA.** Jack L. Barton  
1515 Healy Bldg.  
JA 3-3431

**DALLAS, TEX.** Dwight (Judge) Landis  
Fidelity Union Life Bldg.  
RI 8-1178

**SAN FRANCISCO** W. R. (Ike) Twining  
111 Sutter St.  
EX 2-5671

SEE PAGES 68, 80, 100, 236

**WETV(TV)\***

(Target Date, September, 1957)  
(\*Non-Commercial Educational)

**LICENSEE:** Board of Education, City of Atlanta. Address: 740 Emory Rd. N.E. Postal Zone: 1. Phone: Trinity 2-1141. TWX No.: AT 197.

**FACILITIES:** Ch. 36. Authorized ET. Rad. Pow.: Visual 210 kw, Aural 150 kw. Antenna Height: Above average terrain 660 ft.; above ground 577 ft.

**AFFILIATION:** Station, Fm. WABE-FM.

**REPRESENTATIVES:** Washington Attorney, Krueger & Zorgebaum.

**EXECUTIVES:** Haskell Boyster, dir., radio & tv. Thomas W. Cowan Jr., ch. engr. education.

**WLWA(TV)**

**LICENSEE:** Crosley Broadcasting of Atlanta Inc. Address: 1811 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1141. TWX No.: AT 197.

**FACILITIES:** Ch. 11. Authorized ET. Rad. Pow.: Visual 210 kw, Aural 150 kw. Present Operating Pow.: Visual 110 kw, Aural 150 kw. Antenna Height: Above average terrain 660 ft.; above ground 585 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 30, 1955.

**AFFILIATIONS:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Crosley Broadcasting Sales office; NBC Spot Sales (West Coast); Homer Lawrence & Assoc. (Atlanta, Charlotte, Texas); Washington Attorney, Hogan & Hartson.

**PRINCIPAL STOCKHOLDERS:** See WLWT(TV) Cincinnati, Ohio.

**EXECUTIVES:**

Robert E. Dunville, pres.  
Harry Ledron, vp. & gen. mgr.  
J. P. Dwyer, vp. & comm.  
James H. Burgess, ch. mgr.  
Robert Hendrickson, gen. dir. & news ed.  
Harvey Adertold, ch. engr.  
Thomas Hitchcock, film buy.  
Howard Rowe, film serv. ch.

**SUMMARY OF RATES** (Card No. 4, Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., daily)	\$100.00	\$60.00	\$40.00	\$25.00	\$17.50	\$9.00
Class B (Program Units-8-9 p.m., 10:30-11 p.m., daily. Announcements-8-9 p.m., 10:30-11 p.m., daily)	\$75.00	\$45.00	\$30.00	\$20.25	\$11.00	\$5.50
Class C (Program Units-9:30 a.m.-9 p.m., daily. Announcements-9:30 a.m.-9 p.m., 11 p.m.-sign-off, daily)	\$40.00	\$25.00	\$18.00	\$12.50	\$11.25	\$6.00
Class D (Sign-on-8:30 a.m., daily)	\$20.00	\$15.00	\$10.00	\$6.25	\$6.00	\$3.00

Above are one-time rates. Frequency discounts allowed.

**WSB-TV**

**LICENSEE:** Atlanta Newspapers Inc. Address: 1801 W. Peachtree St. N. E. Postal Zone: 1. Phone: Trinity 2-1211. TWX No.: AT 301.

**FACILITIES:** Ch. 2. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 800 ft.; above ground 1,059 ft.

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

**OPERATION:** Began Sept. 29, 1948.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am. WSB; Fm. WSB-FM.

**REPRESENTATIVES:** Sales, Edward Petty & Co.; Washington Attorney, Dow, Lohnes & Albertson.

**PRINCIPAL STOCKHOLDER:** Licensee publishes Atlanta Journal and Constitution (Cos). For other Cos. interests see WHIO-TV Dayton, Ohio.

**EXECUTIVES:**

J. Leonard Egan, exec. dir.  
John M. Oakes, gen. mgr.  
Marion Bartlett, ch. mgr.  
M. E. Yuskow, prod. dir.  
R. A. Holbrook, ch. engr.  
Jean Hendrix, film buy.  
Walter Paschall, prom. mgr.

**SUMMARY OF RATES** (Card No. 15, Mar. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$300.00	\$200.00	\$125.00
Class B (9:30-11 p.m., 10:30-11 p.m., daily)	\$700.00	\$450.00	\$300.00	\$225.00	\$150.00	\$75.00
Class C (News-6:30 p.m., 11 p.m.-sign-off, daily)	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00
Class D (Sign-on-noon, daily)	\$200.00	\$150.00	\$100.00	\$75.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

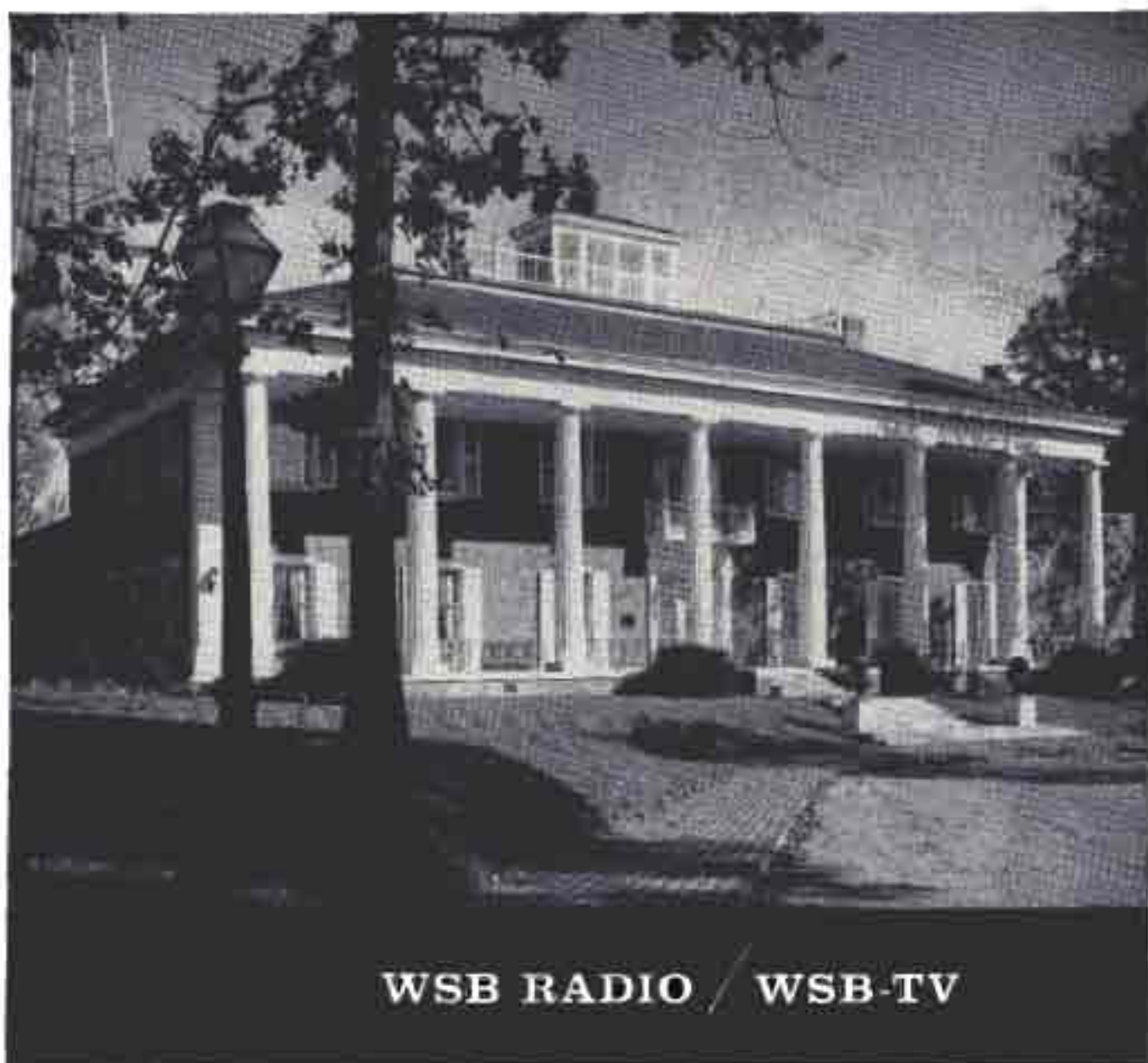


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"White Columns" is the home of WSB Radio and WSB-TV. To the people of this region, "White Columns" is more than a beautiful building. No other broadcast source, or combination, has such a vital influence in Atlanta and Georgia.

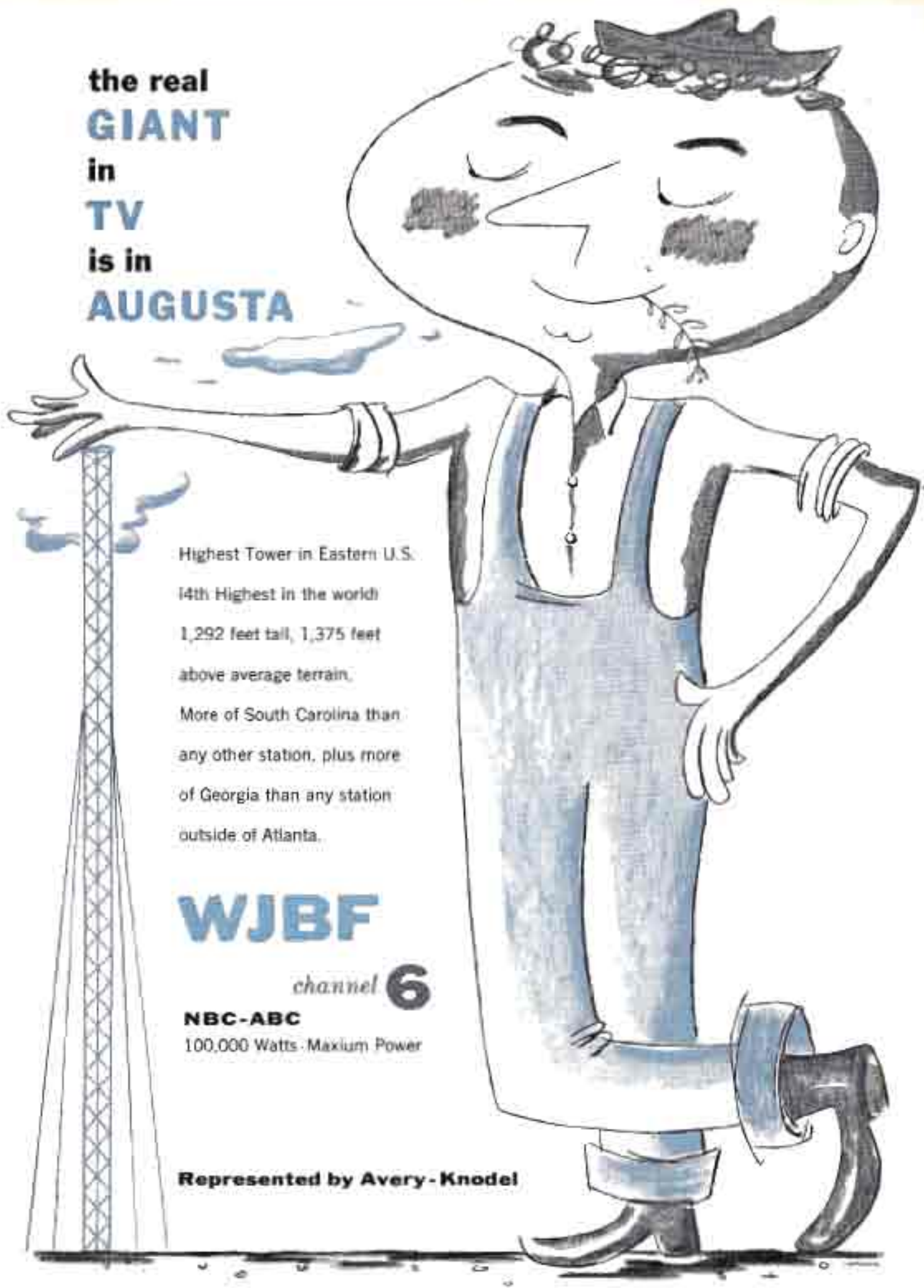
Thirty-five years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* ... with a record of higher-than-anticipated dividends paid to sponsors.



*Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petty & Co.*



the real  
**GIANT**  
in  
**TV**  
is in  
**AUGUSTA**



Highest Tower in Eastern U.S.  
14th Highest in the world!  
1,292 feet tall, 1,375 feet  
above average terrain.  
More of South Carolina than  
any other station, plus more  
of Georgia than any station  
outside of Atlanta.

**WJBF**

*channel* **6**

**NBC-ABC**

100,000 Watts - Maximum Power

**Represented by Avery-Knodel**



SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 1 Min., 10 Sec. Rows include Class AA, Class A, Class B, and Class C with their respective rates.

Above are one-time rates. Frequency discounts allowed.

IDAHO FALLS (Bannock County)

KID-TV (POCATELLO)

LICENSEE: Idaho Radio Corp. Address: P. O. Box 701. Phone: Jackson 2-5100. TWX No. 273

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 10.2 kw. Present Operating Pow. Visual 100 kw, Aural 10.2 kw. Antenna Height: Above average terrain 1,000 ft., above ground 390 ft.

OPERATION: Began Dec. 11, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, KIDD.

REPRESENTATIVES: Sales, Gid-Perna Inc., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Wilkinson, Cragan, Barker & Bowler; Consulting Engineer, Vandivick, Cohen & Weath.

PRINCIPAL STOCKHOLDERS: A. W. Schweider, 1.2%; Guy A. Foulson, 47%; Radio Service Corp. of Utah (KSL-AM-FM-TV Salt Lake City, Utah), 23.3%; Zion Securities Corp., Salt Lake City, 17%, and others.

EXECUTIVES: A. W. Schweider, pres.; Carol Ferral, tech. dir. & ch. engr.; C. N. Layna, gen. mgr. & film buy.; Claude Cain, as. mgr.; Roy Southwick, gen. mgr. & film buy.; Mel Richardson, prom. mgr.; Elaine Scott, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1954)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 1 Min., 10 Sec. Rows include Class A and Class B with their respective rates.

Above are one-time rates. Frequency discounts allowed.

LEWISTON

(New Perce County)

KLEW-TV (Satellite of KIMA-TV Yakima, Wash.)

LICENSEE: Lewiston Tv Co. Address: P. O. Box 322. Phone: Sherwood 2-3222.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow. Visual 15.8 kw, Aural 1.82 kw. Present Operating Pow. Visual 15.8 kw, Aural 1.82 kw. Antenna Height: Above average terrain 1,200 ft., above ground 380 ft.

OPERATION: Began Dec. 8, 1955.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC.

REPRESENTATIVES: Sales, Weed Tv., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Prinos, Taylor & Crompton; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDER: Owned by Cascade Botic Co. Inc. (KIMA-TV Yakima, Wash.).

EXECUTIVES: Tuen Botic, pres.; Pete Thomas, manager; Bob Edwards, prod. mgr.; Michael Batovich, ch. engr.

SUMMARY OF RATES: (Bought in combination with parent station KIMA-TV Yakima, Wash.)

POCATELLO

(Bannock County)

KID-TV (IDAHO FALLS)

LICENSEE: Idaho Radio Corp., P. O. Box 701, Idaho Falls. Address: Jackson 2-5100. (For full listing see Idaho Falls.)

KSEI-TV

(Target Date, Unknown)

LICENSEE: Radio Service Corp. Address: P. O. Box 21. Phone: 4000.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow. Visual 82 kw, Aural 14.1 kw. Antenna Height: Above average terrain 1,000 ft. above ground 171 ft.

AFFILIATION: Station, Asst, KSEI.

REPRESENTATIVES: Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Florence M. Gardner, 99%; Harry H. Fletcher and wife, 1%. Mrs. Gardner is principal owner of KTFI Twin Falls Idaho, which in turn owns 40% of KTFI-TV Twin Falls, Idaho.

EXECUTIVES: Harry H. Fletcher, prod. gen. mgr. & com. mgr.

BROADCASTING • TELECASTING

TWIN FALLS

(Twin Falls County)

(Target Date, Unknown)

KHTV(TV)

LICENSEE: Magic Valley Television Corp. Address: 708 Idaho St., Boise, Idaho. Phone: 2-4611.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow. Visual 20 kw, Aural 2.6 kw. Antenna Height: Above average terrain 600 ft.; above ground 226 ft.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Duvall & Southmnd; Consulting Engineer, H. W. Toedtmann.

PRINCIPAL STOCKHOLDERS: KIDO Inc. (KIDO-AM-TV Boise, Idaho), 80%; Radio Bostg. Corp. of Idaho (KTFI-AM-FM Twin Falls, Idaho), 20%. KIDO principals are Mrs. George M. Davidson, 90.40%; Walter E. Wagstaff, 0.30%; KTFI is 72.4% owned by Florence M. Gardner.

EXECUTIVES: Georgia M. Davidson, pres.; Walter E. Wagstaff, gen. mgr.

KLIX-TV

LICENSEE: Southern Idaho Broadcasting & Television Co. Address: Elizabeth Rd. Phone: Redwood 2-9446. TWX No.: Twin Falls 198.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow. Visual 30.3 kw, Aural 14.2 kw. Present Operating Pow. Visual 30.3 kw, Aural 14.2 kw. Antenna Height: Above average terrain 670 ft.; above ground 357 ft.

OPERATION: Began July, 1955.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC, Station, Am, KLIX.

REPRESENTATIVES: Sales, Gid-Perna Inc., Washington Attorney, Haley, Wolfenberg & Kennedy; Consulting Engineer, D'art Cazares.

PRINCIPAL STOCKHOLDERS: A. L. Glasmann, For Glasmann interests see KUTV-TV Salt Lake City, Utah.

EXECUTIVES: A. L. Glasmann, pres.; Dave Fox, gen. mgr.; Cecil Hefel, vp. & gen. mgr.; Don Cederstrom, ch. engr.; Joseph Gehner, com. mgr. & prom. mgr.; Sid Cohen, film buy.; John Edington, news ed.

SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

Table with 7 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 1 Min., 10 Sec. Rows include Class A, Class B, Class C, and Class D with their respective rates.

Above are one-time rates. Frequency discounts allowed.

ILLINOIS

ILLINOIS MARKET DATA BY COUNTIES

Large table with columns: County, Total Households, Television Households %, Retail Sales 1954(\$000), Food Sales 1954(\$000), Drug Sales 1954(\$000). Lists data for various Illinois counties.



## WBKB (TV)

**LICENSEE:** American Broadcasting-Paramount Theatres Inc. Address: 150 N. State St. Postal Zone: 1. Phone: Andover 3-8800. TWX No.: CG 1440

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 348 kw, Aural 120 kw. Present Operating Pow.: Visual 316 kw, Aural 120 kw. Antenna Height: Above average terrain 320 ft.; above ground 528 ft.

**OPERATION:** Began Sept. 17, 1948.

**AFFILIATIONS:** TV Network: ABC. Station: Fm, WBKB-FM.

**REPRESENTATIVES:** Sales: Blair-Ty Horace N. Stone & Co. (Canada); Wash. Inghin Attorney; McKenna & Wilkinson, Consulting Engineer; Keefe & Kennedy.

**PRINCIPAL STOCKHOLDERS:** See WABC-TV New York.

**EXECUTIVES:**

Leopold H. Goussman, pres.  
(AB-PT)  
Oliver Tracy, vp., ABC-TV.  
Sterling C. Quinlan, vp. & ch. mgr.  
Matthew E. Viscacher, gen. mgt.  
Doris Schaffman, gen. dir.

William P. Kinack, ch. engr.  
Edgar Andrews, film buy.  
Con O'Dea, news ed.  
Elliott W. Henry Jr., adv. prom. & publicity dir.

## SUMMARY OF RATES (Card No. 10, Oct. 1, 1964)

Hour	30 Min.	15 Min.	1 Min.	10 Sec.	10 Sec.
Class AA (Program Units—7-10 p.m., daily. Announcements—8:29-9:30 p.m., daily)	\$2,400.00	\$1,400.00	\$800.00	\$700.00	\$500.00
Class A (Program Units—8:30-1 p.m., Mon.-Sat.; 4-7 p.m., Sun.; 10-10:30 p.m., daily. Announcements—5:59-7:29 p.m., 9:30-10:30 p.m., daily)	\$1,200.00	\$1,100.00	\$600.00	\$500.00	\$300.00
Class B (Program Units—1-6 p.m., Sun.; 8-8:30 p.m., Mon.-Sat.; 10:35-11 p.m., daily. Announcements—8-8:30 p.m., Mon.-Sat.; 1-5:59 p.m., Sun.; 10:30-11 p.m., daily)	\$1,320.00	\$915.00	\$535.75	\$381.25	\$150.00
Class C (Program Units—1) a.m.-1 p.m., Sun.; noon-5 p.m., Mon.-Fri.; 11 p.m.-midnight, daily. Announcements—4-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily)	\$1,100.00	\$600.00	\$445.00	\$335.00	\$275.00
Class D (All other times)	\$900.00	\$540.00	\$390.00	\$315.00	\$190.00

Above are one-time rates. Frequency discounts allowed.

## WGN-TV

**LICENSEE:** WGN Inc. Address: 441 N. Michigan Ave. Postal Zone: 11. Phone: Michigan 2-7600. TWX No.: CG 361

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 150 kw. Present Operating Pow.: Visual 228 kw, Aural 150 kw. Antenna Height: Above average terrain 220 ft.; above ground 344 ft.

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

**OPERATION:** Began April 1, 1965.

**AFFILIATIONS:** Station, Am, WGN.

**REPRESENTATIVES:** Sales: Edward Peary & Co.; Washington Attorney, Kirland, Fleming, Green, Martin & Ellis; Consulting Engineers, A. D. King & Assoc.

**PRINCIPAL STOCKHOLDERS:** Owned by the Tribune Co. (Chicago Tribune). Same interest owns WPIX (TV) New York.

**EXECUTIVES:**

J. Howard Wood, pres.  
Ward J. Quinn, vp. & ch. mgr.  
Ted Weber, news mgr.  
Carl J. Meyers, ch. engr.

Robert Roberts, film buy.  
James G. Hancock, pub. rel. mgr.  
Charles A. Wilson, prom. super.  
Roland Eagle, news ed.

## SUMMARY OF RATES (Card No. 11, Mar. 1, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	10 Sec.	10 Sec.
Class A (Program Units—8-11 p.m., daily. Announcements—(Class B)—8-11 p.m., Sat.-Sun.; 7-11 p.m., Mon.-Fri.)	\$1,600.00	\$1,000.00	\$700.00	\$500.00	\$375.00	.....
Class B (Program Units—8-8 p.m., Mon.-Sat.; 2-4 p.m., Sun. Announcements—(Class D) all other times)	\$1,200.00	\$800.00	\$500.00	\$300.00	\$150.00	.....
Class C (Sign-on-8 p.m., Sun.; sign-on-8 p.m., Mon.-Sat.; 11 p.m.-midnight, daily)	\$800.00	\$500.00	\$300.00	\$225.00	.....	.....

\*10-second ID's—50% of applicable announcement rate. Above are one-time rates. Frequency discounts allowed.

## WHFC-TV

(Target Date, Unknown)

**LICENSEE:** WHFC Inc. Address: 350 S. Kedzie Ave.

**FACILITIES:** Ch. 36. Authorized Eff. Rad. Pow.: Visual 210 kw, Aural 110 kw. Antenna Height: Above average terrain 500 ft.; above ground 627 ft.

**AFFILIATIONS:** Stations: Am, WHFC; Fm, WERE (FM).

**REPRESENTATIVES:** Washington Attorney, Kirland, Fleming, Green, Martin & Ellis.

**PRINCIPAL STOCKHOLDERS:** Rep. Richard W. Hoffman (R-ILL), 100%, and Rose M. Hoffman, sister, 25%. Mr. Hoffman is also publisher of 12-weeklies: Cloer Life, Berwyn Life, Stickney Life, and Community Reporter (Chicago).

**EXECUTIVES:**

Richard W. Hoffman, pres. Rose M. Hoffman, sec.

## WIND-TV

(Target Date, Unknown)

**LICENSEE:** Westinghouse Broadcasting Co. Address: 400 N. Michigan Ave. Phone: Whitehall 4-2170.

**FACILITIES:** Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 200 kw. Antenna Height: Above average terrain 500 ft.; above ground 602 ft.

**AFFILIATION:** Station, Am, WIND.

**REPRESENTATIVES:** Washington Attorney, John W. Stein, New York.

**PRINCIPAL STOCKHOLDER:** See XDKA-TV Pittsburgh, Pa.

**EXECUTIVES:**

Donald H. McGinnis, pres.

## WNBQ (TV)

**LICENSEE:** National Broadcasting Co. Address: Merchandise Mart. Postal Zone: 34. Phone: Superior 7-8200. TWX No.: Chicago 7

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 110 ft.; above ground 144 ft.

**EQUIPPED TO COLORCAST:** network programs, local live programs, local films, & local slides.

**OPERATION:** Began Sept. 1966

**AFFILIATIONS:** TV Network: NBC. Stations: Am, WMAQ; Fm, WMAQ-FM.

**REPRESENTATIVES:** Sales: NBC Spot Sales; Washington Attorney, Cahill, Gordon, Zlotnick & Orl.

**PRINCIPAL STOCKHOLDER:** See WBCA-TV New York City.

**EXECUTIVES:**

Robert W. Barnoff, pres. NBC  
John Herbaveaux, vp. & gen. mgr.  
Harry T. Blagden, asst. gen. mgr.  
Burdell Stebbins, dir. sds.  
Harry Trigg, gen. dir.

Howard C. Lutgers, ch. engr.  
Isabelle Cooney, film buy.  
John M. Keys, prom. mgr.  
William Ray, news ed.

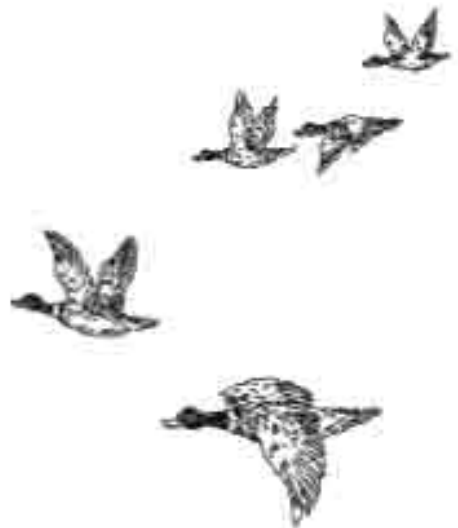
See pages 163, 175

From a mile and a half in the sky KXLF-TV4, MONTANA

serves most of the Nation's 3rd Largest State.

Represented: East—The Walker Co.

West—Pacific Northwest Broadcasters



THERE'S ONLY ONE LEADER...

**KXLF-TV4 MONTANA**

THE CONTINENTAL DIVIDE STATION, BUTTE

ILLINOIS

CHICAGO (Cont.)

WNBQ (TV) (Cont.)

SUMMARY OF RATES (Card No. 18, Jan. 1, 1957)

Hour	15 Min.	15 Min.	15 Min.	15 Min.	25 Sec.	15 Sec.
Class AAA (Announcements—7-10 p.m., daily)					\$60.00*	\$25.00*
Class AA (Program Units—4:20-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. Announcements—10-12:15 p.m., daily)	\$4,000.00	\$2,000.00	\$1,000.00	\$400.00	\$1,000.00	\$300.00*
Class A (Program Units—10-12:30 p.m., daily. Announcements—4:30-7 p.m., daily, 10-11:30 p.m., daily)	\$2,700.00	\$1,500.00	\$1,100.00	\$300.00	\$600.00	\$200.00*
Class B (Program Units—5-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. Announcements—7-8:30 p.m., 10:30-11:30 p.m., daily)	\$2,100.00	\$1,300.00	\$900.00	\$225.00	\$375.00	\$150.00
Class C (7 a.m.-5 p.m., Mon.-Fri.; 7 a.m.-5:30 p.m., Sat.; noon-3 p.m., Sun.; 11 p.m.-midnight daily. Announcements—All other times)	\$2,000.00	\$1,200.00	\$800.00	\$200.00	\$300.00	\$225.00
Class D (All other times)	\$1,000.00	\$500.00	\$300.00	\$200.00		

Above are one-time rates. Frequency discounts allowed.  
\*Net rate after deduction of applicable discount.

WOPT (TV)

(Target Date, Unknown)

**LICENSEE:** WOPA Inc. Address: 402 E. Oak Park Ave., Oak Park, Ill. Phone: Village 4-8900.  
**FACILITIES:** Ch. 44. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Present Operating Pow.: Visual 204 kw, Aural 110 kw. Antenna Height: Above average terrain 400 ft.; above ground 602 ft.  
**AFFILIATIONS:** Stations, Am. WOPA. Em. WOPA-FM.  
**REPRESENTATIVES:** Washington Attorney, A. Harry Becker; Consulting Engineer, Vandivere, Cohen & Weirn.  
**PRINCIPAL STOCKHOLDERS:** Egmont Soudersing, 25%; Richard Goodman, 35%; Mason Laundry, 20%; same interests own KXEL, Waterloo, Iowa.  
**EXECUTIVES:** Egmont Soudersing, pres. Richard Goodman, vp.

WTTW (TV)\*

(\*Non-Commercial Educational)

**LICENSEE:** Chicago Educational Television Assn. Address: 170 E. Museum Drive, Postal Zone: 37. Phone: Museum 4-3850.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Present Operating Pow.: Visual 275 kw, Aural 141 kw. Antenna Height: Above average terrain 590 ft.; above ground 877 ft.  
**OPERATION:** Began Sept. 18, 1955.  
**EXECUTIVES:** Edward L. Ryerson, pres. Jeannette Sarkisian, film dir. John W. Taylor, exec. dir. Joan Kohn, pub. rel. dir. James Robertson, pgm. mgr. Chalmers Marquis Jr., dir. pgm. dev. Duane M. Weiss, ch. engr.

DANVILLE

(Fermion County)

WDAN-TV

**LICENSEE:** Northwestern Publishing Co. Address: 1206 N. Washington Ave. Phone: 1700.  
**FACILITIES:** Ch. 34. Authorized Eff. Rad. Pow.: Visual 132 kw, Aural 7.08 kw. Present Operating Pow.: Visual 132 kw, Aural 7.08 kw. Antenna Height: Above average terrain 610 ft.; above ground 445 ft.  
**OPERATION:** Began Dec. 13, 1953.  
**AFFILIATIONS:** Tv Network, ABC Station, Am. WDAN.  
**REPRESENTATIVES:** Sales, Everett-McKinney; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Walter Keen.  
**PRINCIPAL STOCKHOLDER:** Licensee also publishes Danville Commercial News (Gannett). For other Gannett interests see WHEC-TV Rochester, N. Y.  
**EXECUTIVES:** Robert J. Burow, gen. mgr. Harold Bonan, pgm. dir. Max Shaffer, aka. mgr. Nortyn Dunsay, ch. engr.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	15 Sec.
Class A (5:30-10 p.m., Mon.-Sat.; 1-10 p.m., Sun.)	\$150.00	\$80.00	\$60.00	\$30.00	\$42.00	\$12.00
Class B (All other times)	\$90.00	\$54.00	\$36.00	\$18.00	\$15.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

DECATUR

(Macon County)

WTVP (TV)

**LICENSEE:** Prairie Television Co. Address: P.O. Box No. 108. Phone: 8-4034. TWX No.: DEC 8256.  
**FACILITIES:** Ch. 17. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 83.3 kw. Present Operating Pow.: Visual 174 kw, Aural 83.3 kw. Antenna Height: Above average terrain 540 ft.; above ground 402 ft.  
**OPERATION:** Began Aug. 4, 1953.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, Gill-Perna Inc.; Washington Attorney, Haley, Woltenberg & Keshan; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDER:** W. L. Shellabarger and family, 70%; and others.  
**EXECUTIVES:** W. L. Shellabarger, pres. Jack Kussart, pgm. dir. H. G. Wright, gen. mgr. Hugh Abtaller, ch. engr. B. K. West, com. mgr. Dale Coleman, news ed.

In Illinois  
**WTVP**

IS THE **ONLY** STATION  
WITH **2 in 1** GRADE "A"  
COVERAGE OF  
THIS BILLION DOLLAR  
**2 in 1** MARKET

**DECATUR-  
SPRINGFIELD**



WTVP reaches 160,000  
unduplicated ABC TV homes

CONTACT GILL-PERNA INC.





SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (7-10 p.m., Mon.-Sun.)	\$250.00	\$140.00	\$122.00	\$103.00	\$79.00	\$55.00
Class B (4-7 p.m., Mon.-Fri., 4-7 p.m., Sat., Sun., 11-11 p.m., Mon.-Sun.)	\$157.50	\$108.00	\$92.25	\$78.75	\$61.25	\$43.75
Class C (All other times)	\$125.00	\$88.00	\$75.25	\$64.00	\$49.00	\$34.00

Above are one-time rates. Frequency discounts allowed.

**EVANSTON**  
(Cook County)

**WTLE (TV)**

(Target Date, Unknown)

**LICENSEE:** Northwestern Television Broadcasting Corp. Address: 2201 Oakton St.

**FACILITIES:** Ch. 33. Authorized EM Rad. Pow.: Visual 30 kw, Aural 12 1/2 kw. Antenna Height: Above average terrain 100 ft., above ground 200 ft.

**REPRESENTATIVES:** Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Crowl, Stone & Washburnett.

**PRINCIPAL STOCKHOLDERS:** Angie D. Pfaff, 50%; Howard E. Martin, 50%. Mr. Pfaff also owns 13 1/4% of WBBM Evanston, Ill.

**EXECUTIVES:** Angie D. Pfaff, pres. & tram. Howard E. Martin, vp. & sec.

**HARRISBURG**  
(Saline County)

**WSIL-TV**

**LICENSEE:** Turner-Farrar Assn. Address: 21 W. Poplar St., Phone: 22. TWX No. 950 ILL 622.

**FACILITIES:** Ch. 22. Authorized EM Rad. Pow.: Visual 1.2 kw, Aural 1.0 kw. Present Operating Pow.: Visual 1.2 kw, Aural 1.0 kw. Antenna Height: Above average terrain 60 ft., above ground 340 ft.

**OPERATION:** Began Dec. 8, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Walker Tv; Washington Attorney, McKenna & Wilkinson.

**PRINCIPAL STOCKHOLDERS:** Oscar L. Turner and family, 70%; Charles D. Farrer, 30%; and Henry R. Hoehing, 5%. Some group owns Illinois Theatre chain.

**EXECUTIVES:** Oscar L. Turner, pres. Charles Gilliam, ch. engr. O. L. Turner, gen. mgr. & film buy. Jerry Beuter, news ed. Ed Plater, apm. dir.

SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10 p.m., daily)	\$100.00	\$60.00	\$48.00	\$40.00	\$30.00	\$22.00
Class B (All other times)	\$105.00	\$64.00	\$51.00	\$42.00	\$31.00	\$23.00

Above are one-time rates. Frequency discounts allowed.

**LA SALLE**  
(La Salle County)

**WEEQ-TV (Satellite of WEEK-TV Peoria)**

(Target Date, Summer, 1957)

**LICENSEE:** West Central Broadcasting Co. Address: 2601 Springfield Rd., East Peoria, Phone: 6-3981 (Peoria), TWX No. PE 825.

**FACILITIES:** Ch. 38. Authorized EM Rad. Pow.: Visual 12 1/2 kw, Aural 4.5 kw. Present Operating Pow.: Visual 12.1 kw, Aural 4.32 kw. Antenna Height: Above average terrain 90 ft., above ground 448 ft.

**AFFILIATION:** Tv Network, NBC. Station, Am. WEEK Peoria.

**REPRESENTATIVES:** Sales, Headley-Bead TV; Washington Attorney, Fry, Shuebruk, Blume & Gargano; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** See WEEK-TV Peoria, Ill.

**EXECUTIVES:** Son, Robert E. Kerr, pres. William Pendergraft, ch. engr. Fred C. Mueller, gen. mgr. William Maaga, prom. mgr. Edward Smith, asst. mgr. & film buy. Tom Klise, news ed.

**SUMMARY OF RATES:** (See WEEK-TV Peoria)

**PEKIN**  
(Tazewell County)

**WPKN (TV)**

(Target Date, Unknown)

**LICENSEE:** Mid Illinois Television Co. Address: Times Bldg.

**FACILITIES:** Ch. 40. Authorized EM Rad. Pow.: Visual 30 kw, Aural 11 1/2 kw. Antenna Height: Above average terrain 100 ft., above ground 330 ft.

**REPRESENTATIVES:** Washington Attorney, Harry J. Daly; Consulting Engineer, Ralph J. Blizek.

**PRINCIPAL STOCKHOLDERS:** Joseph E. McNaughton and family. Same interests own WCRA Effingham and WGMN Elgin, both Ill., and KXGG Fort Madison, Iowa; publish the Pekin Times and the Effingham News.

**EXECUTIVES:** William D. McNaughton, pres.

**PEORIA**  
(Peoria County)

**WEEK-TV**

**LICENSEE:** West Central Broadcasting Co. Address: 1907 Springfield Rd., E. Peoria, Phone: 6-3981, TWX No.: PE 603.

BROADCASTING • TELECASTING

**FACILITIES:** Ch. 43. Authorized EM Rad. Pow.: Visual 130 kw, Aural 38 kw. Present Operating Pow.: Visual 127 kw, Aural 36 kw. Antenna Height: Above average terrain 156 ft., above ground 422 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 1, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am. WEEK.

**REPRESENTATIVES:** Sales, Headley-Bead TV; Washington Attorney, Fry, Shuebruk, Blume & Gargano; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Son, Robert E. Kerr (D-Okla.) 50%; D. A. McClan, 15%; T. M. Kerr, 11%; and others. Same interests own WYOO-TV Tulsa, Okla.

**EXECUTIVES:** Robert E. Kerr, pres. Vic Fletcher, agrm. dir. Fred C. Mueller, gen. mgr. Wayne Lovely, ch. engr. William J. Flynn, com. mtg. & film buy. Alfred Knapp, prom. dir. Bob Arthur, news ed.

SUMMARY OF RATES (Card No. 3, May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7-10 p.m., daily)	\$475.00	\$270.00	\$246.00	\$213.00	\$165.00	\$118.00
Class A (7-10 p.m., Mon.-Sat., 10-12:30 p.m., daily; 6-7 p.m., Sun.)	\$425.00	\$250.00	\$220.00	\$195.00	\$155.00	\$110.00
Class B (7-10 p.m., Mon.-Sat., 10-11 p.m., daily; 5-6 p.m., Sun.)	\$220.00	\$131.50	\$117.50	\$101.50	\$80.00	\$58.00
Class C (Night-er-6 p.m., 11 p.m. - sign-off, daily)	\$100.00	\$130.00	\$85.00	\$76.00	\$60.00	\$40.00

Above are one-time rates. Frequency discounts allowed. \*10 second ID - 50% of minute rate.

**WIRL-TV**

(Target Date, Unknown)

**LICENSEE:** WIRL Television Co. Address: 111 N. Jefferson St.

**FACILITIES:** Ch. 6. Authorized EM Rad. Pow.: Visual 215 kw, Aural 108 kw. Antenna Height: Above average terrain 309 ft., above ground 651 ft. Ordered to change to ch. 22.

**AFFILIATION:** National, Am. WIRL.

**REPRESENTATIVES:** Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Robert M. Killiman.

**PRINCIPAL STOCKHOLDERS:** Timothy W. and Katherine A. Swain, 44%; John H. and Edward J. Altorf, 44%; Paul C. Brinos, 4%; Ralph Loutch, 7%; held by treasury, etc.

**EXECUTIVES:** Timothy W. Swain, pres. John H. Altorf, vp.

**WMBD-TV**

(Target Date, Jan. 22, 1956)

**LICENSEE:** WMBD Inc. Address: 212 S. W. Jefferson Ave.

**FACILITIES:** Ch. 31. Authorized EM Rad. Pow.: Visual 851 kw, Aural 380 kw. Antenna Height: Above average terrain 690 ft., above ground 690 ft.

**AFFILIATIONS:** Tv Network, CBS. Station, Am. WMBD.

**REPRESENTATIVES:** Washington Attorney, Dew, Lohme & Albertson; Washington Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Charles C. Caley, 83 1/2%; John E. Fitzer, 16 1/2%. Mr. Caley owns one-third of WIFE Davenport, Ill. Mr. Fitzer also owns WKZO-AM-TV Kalamazoo, Mich., and WJEP-AM-FM Grand Rapids, Mich.

**EXECUTIVES:** Charles C. Caley, pres. John E. Fitzer, vp.

**WTVH (TV)**

**LICENSEE:** Hilling Broadcasting Co. Address: 524 N. Madison Ave., Phone: 6-5501, TWX No.: PE 004.

**FACILITIES:** Ch. 10. Authorized EM Rad. Pow.: Visual 100 kw, Aural 100 kw. Present Operating Pow.: Visual 100 kw, Aural 100 kw. Antenna Height: Above average terrain 600 ft., above ground 600 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 15, 1955.

**AFFILIATIONS:** Tv Networks, ABC, CBS.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Cole & Macka; Consulting Engineer, George C. Dwyer.

**PRINCIPAL STOCKHOLDER:** Peoria Journal Star Co. (Peoria Star and Journal).

**EXECUTIVES:** Henry P. Shaw, pres. Wallace Wirtz, ch. engr. Harold V. Phillips, gen. mgr. Paul M. Froeber, prom. mgr. William P. Fisher, asst. mgr. Phil Wilson, news ed. Robert D. Holban, agrm. dir. & film buy.

SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7-10 p.m., daily)	\$200.00	\$120.00	\$102.00	\$84.00	\$66.00	\$48.00
Class A (4:30-7 p.m., 10-11:30 p.m., daily)	\$150.00	\$90.00	\$75.00	\$63.00	\$50.00	\$36.00
Class B (7-9:30 p.m., daily)	\$175.00	\$105.00	\$87.75	\$73.50	\$58.50	\$42.00
Class C (Eigh-er-6 - 9:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., Sun.)	\$100.00	\$150.00	\$100.00	\$97.50	\$77.50	\$57.50

Above are one-time rates. Frequency discounts allowed.



# ROCKFORD • ILLINOIS

*Area of*  
market power!

View the market in Illinois counties of Chicago and OREGONVILLE. Within the coverage area of WREX-TV are 400,000 homes—equating to 1,327,870 people viewing 235,915 television sets. The combined gross TV income is \$2,307,881,000, an average of \$6.37 per household.

It takes 17.5 hours to drive from Chicago to Rockford and 17.5 hours to drive from Rockford to Chicago.

WREX-TV  
Executive Office:  
Rockford, Ill.  
Broadcast Center:  
Rockford, Ill.  
Production Office:  
Rockford, Ill.  
Sales Office:  
Rockford, Ill.

General Manager:  
George J. Jones  
Sales Manager:  
John J. Jones  
Production Manager:  
John J. Jones  
Sales Office:  
Rockford, Ill.  
Sales Office:  
Rockford, Ill.



# WREX-TV channel 13

*Tops in*  
sales power!

WREX-TV—The Viewers Choice—RECEIVES over 100,000 calls from the top 100 in the area—indicates our quality of service.

The success that WREX-TV has achieved is due to the excellent programming and the outstanding quality of our production programs. The success that WREX-TV has achieved is due to the excellent programming and the outstanding quality of our production programs.

- **SURVEY after SURVEY** of 14 counties indicates uncontested dominance of Northern Illinois-Southern Wisconsin.
- **All of the top 15 once-a-week shows—all of the top 15 syndicated films—are part of the Power Packed Performance that makes WREX-TV The Viewers Choice.**
- **Combined rural and industrial following—ideal for test campaigns.**



**ABC AFFILIATIONS**



**WREX-TV channel 13 • ROCKFORD, ILLINOIS**

REPRESENTED BY H-E TELEVISION, INC.

ILLINOIS

URBANA

(Champaign County)

WILL-TV\*

(\*Non-Commercial Educational)

LICENSER: University of Illinois, Address: 2010 S. Wright St. Phone: 7-9611. TWX No.: 1983.

FACILITIES: Ch. 12, Authorized Ed. Rad. Pow.: Visual 48.7 kw, Aural 22.8 kw. Present Operating Pow.: Visual 45.1 kw, Aural 22.8 kw. Antenna Height: Above average terrain 100 ft.; above ground 177 ft.

OPERATION: Began Aug. 1, 1955.

AFFILIATION: Station, Am. WILL; Fm, WILL-FM.

REPRESENTATIVES: Consulting Engineer, Jursky & Bailey.

EXECUTIVES:

Dr. David O. Henry, pres., Ron B. Seldon, ch. mgr.,
Frank E. Schooley, gen. mgr., Marlowe Frahn, news ed.,
Howard L. Rider, pgn. dir.

INDIANA

Table with columns: County, Total Households, Television %, Households No., Retail Sales 1954 (\$000), Food Sales 1954 (\$000), Drug Sales 1954 (\$000). Rows include Wabash, Warren, Warrick, Washington, Wayne, Wells, White, Whitley, Total.

Note: Food, drug and retail sales copyright 1955 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956 show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ANDERSON

(Madison County)

WCBC-TV

(Target Date, Unknown)

LICENSER: Great Commission Schools Inc. Address: P. O. Box 327, Phone: 2-3011.

FACILITIES: Ch. 26, Authorized Ed. Rad. Pow.: Visual 20.5 kw, Aural 11.2 kw. Antenna Height: Above average terrain 306 ft.; above ground 321 ft.

AFFILIATION: Station, Am, WCBC

REPRESENTATIVES: Washington Attorney, Morris Hall, Consulting Engineer, A. E. Siller.

PRINCIPAL STOCKHOLDER: Paul E. Hillenmer and wife, 80%, and others.

EXECUTIVES:

Paul E. Hillenmer, pres., Jenny Hillenmer, sec.-treas.

BLOOMINGTON

(Marion County)

WTTV (TV) (INDIANAPOLIS)

LICENSER: Sarkes Tarran Inc. Address: E. Hillside Drive. Phone: 2-1497 TWX No.: 11-74.

FACILITIES: Ch. 4, Authorized Ed. Rad. Pow.: Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 20 kw. Antenna Height: Above average terrain 1000 ft.; above ground 873 ft.

EQUIPPED TO COLOGCAST network programs.

OPERATION: Began Nov. 11, 1950.

AFFILIATION: TV Networks, ABC, Station, Am, WTTV.

REPRESENTATIVES: Sales, Meeker Co., Washington Attorney, A. L. Smith; Consulting Engineer, Geo. P. Adams Engineering Co.

PRINCIPAL STOCKHOLDER: Sarkes Tarran and family, 100%. Licensee manufactures electronic components, holds grant for WPTA (TV) Bluebook, Ind.

EXECUTIVES:

Sarkes Tarran, pres., Jerry Davidson, dir. ops. (Indianapolis), Robert Peterson, pgn. dir., Carl Cohen, ch. mgr., Warren Perney, fin. buy., Keith Wilson, prom. mgr., Frank Edwards, news ed., Susan Sherman, traf. dir., Bill Anderson, gen. dir.

SUMMARY OF RATES (Card No. 2, Sept. 2, 1956)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 1 Min. or 30 Sec., 10 Sec. Rows include Class AA (7-10 p.m., daily), Class A (6-10 p.m., 30 p.m.-midnight, daily), Class B (5-8 p.m., Mon.-Fri., 2-4 p.m., Sat., Sun.), Class C (Sign-on-2 p.m., Mon.-Fri., sign-on-2 p.m., Sat., Sun.)

Above are one-time rates. Frequency discounts allowed.

ELKHART

(Elkhart County)

WSJV (TV) (SOUTH BEND)

LICENSER: Truth Publishing Co. Address: 3600 Oakland Rd. Phone: Elkhart 2-1212, Atlantic 1-4053 (South Bend). TWX No.: ELK 8113.

FACILITIES: Ch. 8, Authorized Ed. Rad. Pow.: Visual 204 kw, Aural 120 kw. Present Operating Pow.: Visual 224 kw, Aural 120 kw. Antenna Height: Above average terrain 410 ft.; above ground 442 ft.

EQUIPPED TO COLOGCAST network programs.

OPERATION: Began March 25, 1954.

AFFILIATIONS: Tv Networks, ABC, NTA, Station, Am, WTRC, Fm, WTRC-FM.

REPRESENTATIVES: Sales, H-B Television; Washington Attorney, Dow, Lobner & Aderton; Consulting Engineer, Lobner & Carter.

PRINCIPAL STOCKHOLDERS: Licensee publishes Elkhart Truth, Class A (pre-ferred), Carl D. and D. J. Greenleaf, 50%; Class B (pre-ferred), Walter B. Beardsley as trustee, 10%; Common, John F. Dille Jr., 5%; Walter B. Beardsley as trustee, 4%; Licensee and Mr. Beardsley own 100% of WKJC-TV Fort Wayne, Ind.

EXECUTIVES:

John F. Dille Jr., pres., W. Forrest Morrow, pgn. & prod. mgr., Paul C. Brinn, va. & gen. mgr. mgr., Edwin J. Laska,asst. mgr., pgn. dir., Vic. & film buy., Vincent T. Doyle, natl. ad. mgr., Don E. Fuller, reg. & loc. sta. mgr., Lester W. Zellmer, ch. mgr., Kenneth Owens, prom. mgr., John R. Hart, news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1956)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 1 Min. or 30 Sec., 10 Sec. Rows include Class A (6-10 p.m., daily), Class B (All other times)

Above are one-time rates. Frequency discounts allowed.

INDIANA MARKET DATA BY COUNTIES

Large table with columns: County, Total Households, Television %, Households No., Retail Sales 1954 (\$000), Food Sales 1954 (\$000), Drug Sales 1954 (\$000). Rows list all 92 Indiana counties from Adams to Vigo.

**Nothing but the TRUTH**  
**Covers Northern Indiana Like This!**  
 Better buy the 4 TRUTH Stations in Fort Wayne and South Bend - Elkhart!



# WKJG-TV

**FORT WAYNE'S FIRST STATION**  
 IN

- Network Shows\*
- Local Shows\*
- Spot Film Shows\*
- Spot Sales

Affiliated with  
**WKJG-RADIO**  
 1380 KC. 5000 Watts  
 NBC

\*Metropolitan ARB and Telepolls

**WKJG-TV**  
**CHANNEL 33**



**for FORT WAYNE**

*Represented by Raymer*

OPERATED  
 BY THE  
**TRUTH**  
 PUBLISHING  
 COMPANY, INC.  
 Newspaper  
 Publishers  
 Since  
 1892

Lowest  
 cost per  
 thousand  
 in  
 South Bend—  
 America's  
 10th  
 Market  
 for  
 E. B. I.\*



# WSJV-TV

**SOUTH BEND - ELKHART**



10th major metropolitan county  
 area in the land for Effective Buying In-  
 come, per family 1st in Indiana, per  
 family and per capita! And—WSJV-TV  
 offers you a stronger signal—and lower  
 rates—than any other station in this  
 big-money area!

PLUS the only NBC radio in  
 the South Bend-Elkhart Market!  
**WTRC-AM/FM**  
 1340 KC. 100.7 MG.  
 20th year on the air!

\*1957 Sales Management Survey of Buying Power

**WSJV-TV**  
**CHANNEL 52**



**for SOUTH BEND-ELKHART**

*Represented by H-R*

EVANSVILLE

WEHT (TV) (HENDERSON, KY.)

LICENSEE: WEHT Inc. Address: P. O. Box 395, Evansville, Ind. (For full listing see Henderson, Ky.)

WFIE-TV

LICENSEE: WFIE Inc. Address: 1111 Mt. Auburn Rd. Postal Zone 12, Phone: Harrison 5-4221, TWX No. 14.

FACILITIES: Ch. 12, Authorized EM Rad. Pow.: Visual 170 kw. Aural 22.3 kw. Present Operating Pow.: Visual 170 kw. Aural 22.3 kw. Antenna Height: Above average terrain 160 ft.; above ground 122 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 15, 1959.

AFFILIATION: Tv Network, NBC.

REPRESENTATIVES: Sales, Venard, Huston & McConnell, Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George P. Adair Engineer-300 Co.

PRINCIPAL STOCKHOLDER: Owned by WAVE Inc. (see WAVE-TV Louisville, Ky.)

EXECUTIVES:

Nathan Lord, pres.  
E. Berry Smith, vp. & gen. mgr.  
Lee Brownman, gen. chl. mgr.  
Chester T. Debrum, opn. dir. & film buy.  
Paul C. Kallay, ch. engr.  
Ed Yalowitz, prom. mgr.  
Floyd Bullison, news ed.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-11 p.m., Mon.-Fri.; 6-10 p.m., Sat., Sun.)	\$200.00	\$120.00	\$110.00	\$57.50	\$20.00	\$10.00
Class A (6-7 p.m., 10-11:30 p.m., daily)	\$100.00	\$50.00	\$40.00	\$22.50	\$10.00	\$5.00
Class B (5-6 p.m., 10:30-11 p.m., 1-4 p.m., Sat., Sun.)	\$75.00	\$35.00	\$30.00	\$16.25	\$6.25	\$3.10
Class C (All other times)	\$50.00	\$20.00	\$15.00	\$7.50	\$3.00	\$1.50

Above are one-time rates. Frequency discounts allowed.

WTVW (TV)

LICENSEE: Evansville Television Inc. Address: 405 Carpenter St. Phone: Harrison 5-1111, TWX No.: EV 40.

FACILITIES: Ch. 1, Authorized EM Rad. Pow.: Visual 235 kw. Aural 135 kw. Present Operating Pow.: Visual 235 kw. Aural 135 kw. Antenna Height: Above average terrain 174 ft.; above ground 160 ft.

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

OPERATION: Began Aug. 23, 1956.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hathornery Co.; Washington Attorney, Welsh, Mott & Morgan; Consulting Engineer, Vandvoers, Cohen & Weiss.

PRINCIPAL STOCKHOLDERS: Class A (voting), Rex Schupp and wife, Dr. B. F. Shopp, 50%; Freeman Hays, 5%; estate of George Haysard, 1%; Ferris Traylor, 14.4%; John Kreuger, 13.2%; John W. Spencer, 51%. Class B (non-voting), Ferris Traylor, 20.6%; Joe O'Daniel, 42%; John Kreuger, 25.6%; John Spencer, 2%; Van Owen, 6%; Hiram Logsdon, 6%. Mr. Kern is voting trustee for 30.5% of Class A stock.

EXECUTIVES:

Ferris E. Traylor, pres.  
Duck Shively, mgr. & film buy.  
Bill Spillman, news mgr.  
Bill Hill, gen. dir.  
Ed Welcome, ch. engr.  
Georgia Findell, prom. mgr.  
Jack Williams, news ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-11 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$250.00	\$160.00	\$150.00	\$81.50	\$25.00	\$12.50
Class A (6-7 p.m., Mon.-Sat.; 10-11:30 p.m., daily)	\$100.00	\$50.00	\$40.00	\$22.50	\$10.00	\$5.00
Class B (5-6 p.m., Mon.-Fri.; 1-4 p.m., Sat., Sun.; 10:30-11 p.m., daily)	\$75.00	\$35.00	\$30.00	\$16.25	\$6.25	\$3.10
Class C (All other times)	\$50.00	\$20.00	\$15.00	\$7.50	\$3.00	\$1.50

Above are one-time rates. Frequency discounts allowed.

FORT WAYNE

(Allen County)

WANE-TV

LICENSEE: Indiana Broadcasting Corp. Address: 200 Lincoln Tower Bldg. Postal Zone 1, Phone: Harrison 4-8111, TWX No.: FW 100.

FACILITIES: Ch. 12, Authorized EM Rad. Pow.: Visual 200 kw. Aural 110 kw. Present Operating Pow.: Visual 200 kw. Aural 110 kw. Antenna Height: Above average terrain 100 ft.; above ground 523 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 26, 1954.

AFFILIATION: Tv Network, CBS. Station, Am, WANE.

REPRESENTATIVES: Sales, Edward Petry & Co., Washington Attorney, Covington & Burling; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDERS: Licensee is owned by J. H. Whitney & Co. For other Whitney interests, see KOTV (TV) Tulsa, Okla.

EXECUTIVES:

C. Wrede Petrusmeyer, pres.  
E. Marla Platts, gen. mgr. & film buy.  
John Keenan, sb. dir.  
Franklin C. Mitchell, pm. dir.  
C. E. Wallace, ch. engr.  
Robert F. Keith, prom. mgr.  
Richard Hinton, news ed.

SUMMARY OF RATES (Card No. 2, Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.)	\$400.00	\$240.00	\$230.00	\$140.00	\$100.00	\$40.00
Class A (6-7 p.m., Mon.-Fri.)	\$200.00	\$100.00	\$90.00	\$47.50	\$20.00	\$10.00
Class B (5-6 p.m., Mon.-Fri.; noon-2 p.m., Sat., Sun.; 11-11:30 p.m., Sun.-Sat.)	\$150.00	\$75.00	\$70.00	\$37.50	\$15.00	\$7.50
Class C (Sign-on-3 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; 11:50-sign-off, Mon.-Sat.)	\$175.00	\$80.00	\$75.00	\$37.50	\$15.00	\$7.50

Above are one-time rates. Frequency discounts allowed.

WKJC-TV

LICENSEE: WKJC Inc. Address: 208 E. Jefferson. Postal Zone 1, Phone: Anthony 2222, TWX No.: FT W 80.

FACILITIES: Ch. 23, Authorized EM Rad. Pow.: Visual 263 kw. Aural 144 kw. Present Operating Pow.: Visual 263 kw. Aural 144 kw. Antenna Height: Above average terrain 279 ft.; above ground 292 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 21, 1953.

AFFILIATION: Tv Network, NBC. Station, Am, WKJC.

REPRESENTATIVES: Sales, Paul H. Baister Co.; Washington Attorney, Petrus, Bull & Dowd; Consulting Engineer, Gummey & Jones.

PRINCIPAL STOCKHOLDERS: Trum Publishing Co., 50%; Walter R. Boudrey, 40%. Some ownership as WJTV (TV) Elkhart, Ind.

EXECUTIVES:

John F. Dille Jr., pres.  
Edward G. Thomas, vp. & gen. mgr.  
Carlton B. Evans, news mgr.  
Cliff O. Mallock, gen. mgr. & film buy.  
Eugene A. Chast, ch. engr.  
Wood Schroeder, prom. mgr.  
Jack Gray, news ed.

SUMMARY OF RATES (Card No. 3, July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Sun.-Sat.)	\$400.00	\$270.00	\$108.00	\$118.00	\$112.00	\$56.00
Class A (6:30-7 p.m., 10-11:30 p.m., Sun.-Sat.)	\$100.00	\$50.00	\$40.00	\$20.00	\$10.00	\$5.00
Class B (5-6:30 p.m., 10:30-11:15 p.m., Mon.-Fri.; noon-6:30 p.m., 10:30-11 p.m., Sat., Sun.)	\$75.00	\$35.00	\$30.00	\$15.00	\$7.50	\$3.75
Class C (All other times)	\$50.00	\$20.00	\$15.00	\$7.50	\$3.75	\$1.87

Above are one-time rates. Frequency discounts allowed.

WPTA (TV) (ROANOKE, IND.)

(Target Date, September 1957)

LICENSEE: Surber-Turkin Inc. Address: Sidler Road, Fort Wayne, Phone: (For full listing see Roanoke, Ind.)

INDIANAPOLIS

(Marion County)

WFBM-TV

LICENSEE: Twin State Broadcasting Inc. Address: 1220 N. Meridian St. Postal Zone 1, Phone: Harrison 4-8111, TWX No.: IP 89.

FACILITIES: Ch. 5, Authorized EM Rad. Pow.: Visual 160 kw. Aural 90 kw. Present Operating Pow.: Visual 160 kw. Aural 90 kw. Antenna Height: Above average terrain 996 ft.; above ground 1,202 ft.

EQUIPPED TO COLORCAST network programs, local live programs.

OPERATION: Began May 30, 1949.

AFFILIATION: Tv Network, NBC. Station, Am, WFBM.

REPRESENTATIVES: Sales, The Kelt Agency, Washington Attorney, Dempsey & Kopoloff; Consulting Engineer, Kuntz & Kazandy.

PRINCIPAL STOCKHOLDER: Licensee owned by Time Inc. For other Time properties, see KLS-TV Denver, Colo.

EXECUTIVES:

Wayne Coy, pres.  
Eldon Campbell, gen. mgr.  
Dun Manes, ch. engr.  
Bill Paul, gen. dir.  
Bob Flinders, ch. engr.  
Hugh Gibbey, film buy.  
Escl. Freeman, prom. mgr.  
John F. Hurlbut, svls. rel. mgr.  
George Morrison, news dir.

SUMMARY OF RATES (Card No. 5, Sept. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-11 p.m., daily)	\$1,200.00	\$750.00	\$600.00	\$420.00	\$300.00	\$112.00
Class A (6-7 p.m., 10:30-11 p.m., daily)	\$500.00	\$250.00	\$200.00	\$120.00	\$100.00	\$40.00
Class B (10:30-6 p.m., Mon.-Fri.; 1-4 p.m., Sat.; noon-6 p.m., Sun.; 11:11:30 p.m., daily)	\$350.00	\$180.00	\$150.00	\$90.00	\$75.00	\$30.00
Class C (Sign-on-1:30 p.m., Mon.-Fri.; sign-on-5 p.m., Sat.; sign-on-noon, Sun.; 11:30 p.m.-sign-off, daily)	\$380.00	\$200.00	\$140.00	\$120.00	\$90.00	\$36.00

Above are one-time rates. Frequency discounts allowed.

**WISH-TV**

**LICENSEE:** Indiana Broadcasting Corp., Address: 1440 N. Meridian St., Postal Zone 2, Phone: Metros 4-9111, TWX No.: IP 278.  
**FACILITIES:** Ch. 3. Authorized EE Rad. Pow.: Visual 100 kw, Aural 100 kw. Present Operating Pow.: Visual 100 kw, Aural 100 kw. Antenna Height: Above average terrain 500 ft., above ground 397 ft.  
**EQUIPPED TO COLORCAST** network programs. Local Chms, local films.  
**OPERATION:** Began July 1, 1954.  
**AFFILIATIONS:** Tv Network, CBS, Station, Am. WISH.  
**REPRESENTATIVES:** Sales, The Bolding Co., Washington Attorney, Cincinnati & Darling, Consulting Engineers, A. D. Ring & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Licensee is owned by J. H. Whitney & Co. For other Whitney interests see KOV-TV, Tulsa, Okla.  
**EXECUTIVES:**  
 C. Wrede, Chairman, pres., Steve Briggs, gen. mgr.  
 Robert E. McConnell, v.p., gen. mgr., Stoker Greham Jr., ch. engr.  
 & film boy, James A. Buck, prom. dir.  
 Robert F. Chlaye, as. mgr. Vines Leonard, news dir.

**SUMMARY OF RATES (Card No. 2A, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7-11 p.m., Mon-Fri., 6-11 p.m., Sat., Sun.)	\$1,510.00	\$760.00	\$550.00	\$430.00	\$325.00	\$260.00
Class A (6-7 p.m., Mon-Fri.)	\$670.00	\$510.00	\$350.00	\$265.00	\$195.00	\$160.00
Class B (5-6 p.m., Mon-Fri., 1-4 p.m., Sat., Sun., 11-11:30 p.m., daily)	\$630.00	\$295.00	\$200.00	\$145.00	\$105.00	\$85.00
Class C (9 a.m.-5 p.m., Mon-Fri., 9 a.m.-1 p.m., Sat., Sun., 11:30 p.m.-12:30 a.m., daily)	\$430.00	\$270.00	\$180.00	\$115.00	\$80.00	\$65.00
Class D (12:30 a.m.-9 a.m., daily)	\$225.00	\$155.00	\$115.00	\$80.00	\$60.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WLWI (TV)**

(Target Date, Sept. 15, 1957)  
**LICENSEE:** Crosley Broadcasting Corp., Address: 714 Merchants Bank Bldg., Postal Zone 4, Phone: Metros 4-9902, TWX No.: IP 247.  
**FACILITIES:** Ch. 12. Authorized EE Rad. Pow.: Visual 215 kw, Aural 150 kw. Present Operating Pow.: Visual 100 kw, Aural 100 kw. Antenna Height: Above average terrain 993 ft., above ground 1,016 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, Crosley Bldg. Corp., ste. 600, NBC Spot Sales, Bonus Lawrence & Assoc.; Washington Attorney, Pherson, Hall & Dowd.  
**PRINCIPAL STOCKHOLDER:** See WLWT (TV) Cincinnati.  
**EXECUTIVES:**  
 James D. Shouse, chmn. bd., Robert E. Dunville, pres., John H. Babcock, asst. gen. mgr.  
 Robert L. Lamb, sb. mgr., Bruce B. Cox, sp. asst. pers. dir., J. W. Highberger, prom. dir., Howard Leppel, ch. engr.

**SUMMARY OF RATES (Card No. 1, Aug. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7-9:30 p.m., daily)	\$1,200.00	\$600.00	\$450.00	\$375.00	\$280.00	\$200.00
Class A (9:30-11 p.m., 1:30-10:30 p.m., daily)	\$800.00	\$520.00	\$350.00	\$260.00	\$190.00	\$160.00
Class B (9-9:30 p.m., 10:30-11 p.m., daily)	\$600.00	\$390.00	\$270.00	\$190.00	\$120.00	\$100.00
Class C (11 a.m.-9 p.m., 11 p.m.-midnight, daily)	\$400.00	\$260.00	\$180.00	\$130.00	\$90.00	\$75.00
Class D (Midnight-6 a.m., daily)	\$250.00	\$175.00	\$125.00	\$90.00	\$65.00	\$55.00

Above are one-time rates. Frequency discounts allowed.

**WTTV (TV) (BLOOMINGTON)**

**LICENSEE:** Sarkes Tuzman Inc., Address: E. Hillside Dr., Bloomington, Ind., Phone: 3-1407. (For full listing see Bloomington.)

**LAFAYETTE**  
(Tippecanoe County)

**WFAM-TV**

**LICENSEE:** WFAM Inc., Address: McCarty Lane, Phone: 3-4200, TWX No.: 611.  
**FACILITIES:** Ch. 30. Authorized EE Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 320 ft., above ground 607 ft.  
**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began May 8, 1955

**AFFILIATIONS:** Tv Networks, CBS, NBC, Station, Am. WASK.

**REPRESENTATIVES:** Sales, William G. Bambers & Co.

**PRINCIPAL STOCKHOLDERS:** Wholly owned by Lafayette Broadcasting Inc., which is 50% owned by D&B Equipment Co., 25% owned by Henry Rountell, and 25% owned by Alvin H. Ruth. D&B Equipment Co. is jointly owned by John M. Drysdale and E. J. Bammer.

**EXECUTIVES:**

E. Joseph Hatton, gen. mgr., Henry Rosenthal, gen. mgr., film boy & prom. mgr., Richard W. Long, com. mgr., James Mathis, pgn. dir., Richard Carlson, ch. engr.

**SUMMARY OF RATES (Card No. 2, Oct. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (8-10:30 p.m., daily)	\$500.00	\$120.00	\$90.00	\$70.00	\$50.00	\$30.00
Class B (All other times)	\$190.00	\$60.00	\$40.00	\$22.50	\$10.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**MUNCIE**

(Delaware County)

**WLBC-TV**

**LICENSEE:** Tri-City Radio Corp., Address: P. O. Box 221, Phone: Atlas 3-4602, TWX No.: MUN 187.  
**FACILITIES:** Ch. 61. Authorized EE Rad. Pow.: Visual 141 kw, Aural 130 kw. Present Operating Pow.: Visual 141 kw, Aural 130 kw. Antenna Height: Above average terrain 300 ft., above ground 345 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began May 8, 1954.  
**AFFILIATIONS:** Tv Network, CBS, NBC, ABC, Station, Am. WLBC; Fo. WYMN (FM).  
**REPRESENTATIVES:** Sales, Hal Hulman Co., Washington Attorney John H. Miller.  
**PRINCIPAL STOCKHOLDERS:** Donald A. Burton, H.S., William P. Craig, H.S.; Maurice M. Cream, S.S.; and Garnet M. Burton, L.S.  
**EXECUTIVES:**  
 Donald A. Burton, pres. & gen. mgr., Lee Allison, pgn. dir., Muffy Cain, v.p. in chg. engrs., Patrick B. Finnegan, ch. engr., William P. Craig, com. mgr. prom. mgr. & film boy, Fred M. Hinchew, news ed.

**SUMMARY OF RATES (Card No. 1, Nov. 13, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8:30-10:30 p.m., Mon-Fri., 5-10:30 p.m., Sat., Sun.)	\$225.00	\$120.00	\$90.00	\$75.00	\$60.00	\$22.50
Class B (5-8:30 p.m., Mon-Fri., 1-5 p.m., Sat., Sun., 10:30-11:30 p.m., Sun.-Sat.)	\$150.00	\$90.00	\$60.00	\$45.00	\$35.00	\$15.00
Class C (All other times)	\$120.00	\$75.00	\$45.00	\$32.50	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**PRINCETON**

(Gibson County)

**WRAY-TV**

**LICENSEE:** Southern Indiana Tele-Casting Inc., Address: Outer W. Broadway, Phone: 3-1407. (For full listing see Bloomington.)  
**FACILITIES:** Ch. 32. Authorized EE Rad. Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 430 ft., above ground 661 ft.  
**OPERATION:** Began Dec. 6, 1953.  
**PRINCIPAL STOCKHOLDERS:** M. R. Lanford, 92 3/4%. Mr. Lanford also owns WQGN DuQuoin, Ill. and WCBO Sarasota, Fla.  
**EXECUTIVES:**  
 M. R. Lanford, pres. & gen. mgr., Ray J. Lanford, sec. & pres.

TWRAY-TV has suspended operation but has not returned its CP.

**ROANOKE**

(Huntington County)

**WPTA (TV)**

(Target Date, September, 1957)  
**LICENSEE:** Sarkes Tuzman Inc., Address: Hillside Dr., Phone: 3-1407. (For full listing see Bloomington.)  
**FACILITIES:** Ch. 32. Authorized EE Rad. Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 330 ft., above ground 710 ft.  
**REPRESENTATIVES:** Sales, Messer Tv., Washington Attorney, A. L. Blevins, Consulting Engineer, Kiser & Kennedy.  
**PRINCIPAL STOCKHOLDERS:** See WTTV-TV, Bloomington, Ind.  
**EXECUTIVES:**  
 Sarkes Tuzman, pres., Donald B. Ross, gen. mgr.

**FOR IMPACT THAT BRINGS VIEWERS BACK!**

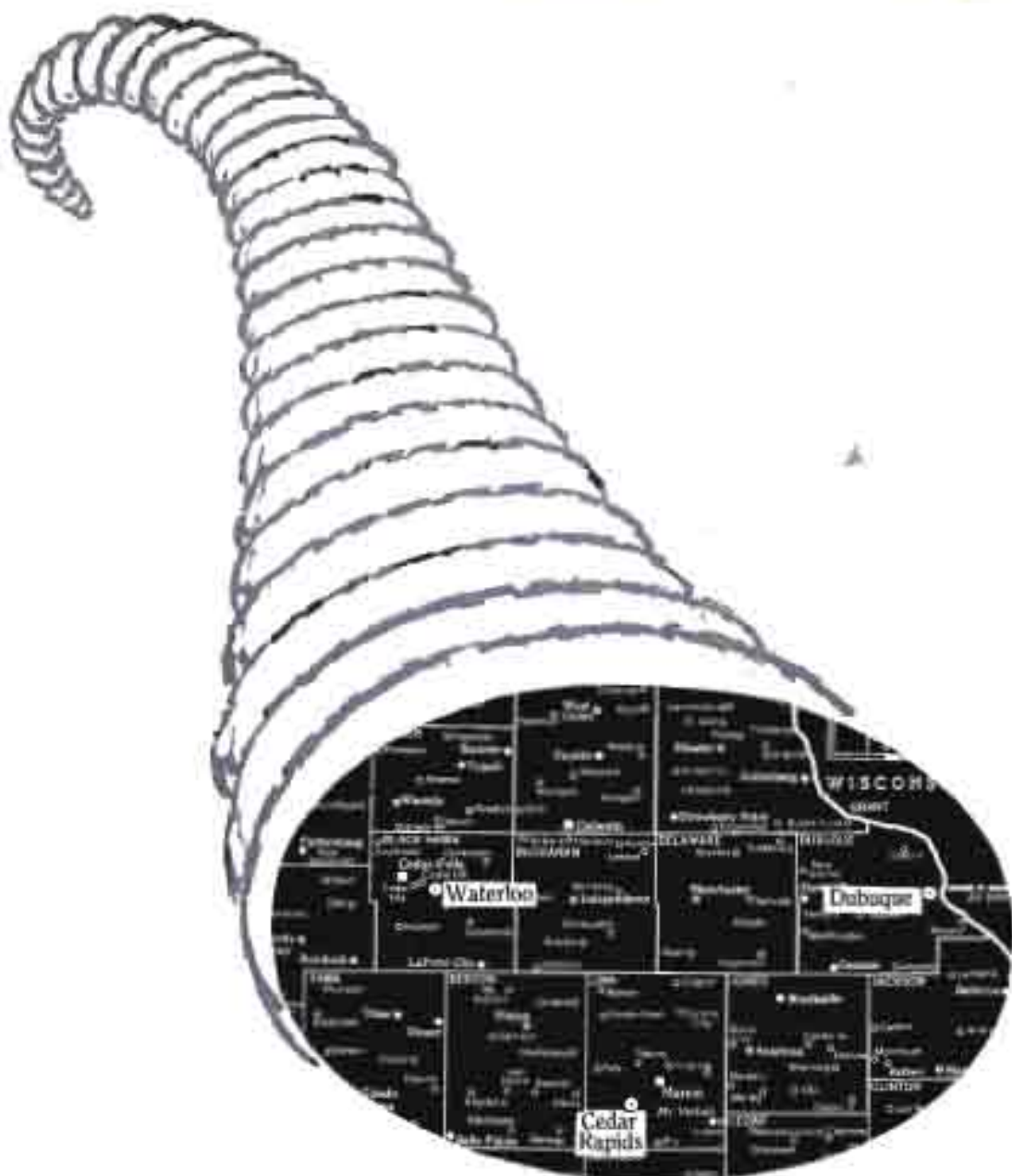
Get the facts on Ziv's spectacular new IMPACT series.



"HARBOR COMMAND"

Starring WENDELL COREY





## CORN UTOPIA

There are six metropolitan markets in Iowa and WMT-TV reaches three of them effectively.

Iowa is essentially an agricultural state, but agriculture is in good manufacturing company. In the industrialized Eastern half (WMT-land) two out of every three dollars of income are industry-derived.

Iowa statistics are unfailingly juicy. Aside from the fact that any we quoted would be out of date for about 11/12ths the life of a Yearbook, you'd probably forget them anyway. (Fresh data available upon request.)

Our fairly recent brag: ARB reported 18 once-a-week programs with ratings above 35.0 in a Cedar Rapids-Waterloo report; 14 of the 18 were on WMT-TV. We have more ad nauseum but they all boil down to this: In Eastern Iowa you want WMT-TV.

### WMT-TV

CBS for Eastern Iowa

Mail Address: Cedar Rapids

Channel 2 • Maximum power • The third highest tower in the world

National Representatives: The Katz Agency

Men © Katz Agency & Co. R.L. 17-9-54



**IOWA MARKET DATA BY COUNTIES (Cont.)**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$'000)	Food Sales 1956(\$'000)	Drug Sales 1956(\$'000)
Lyon	4,200	62	2,620	12,880	2,200	242
Madison	4,200	70	2,940	14,711	2,628	180
Mahaska	1,800	60	1,080	28,028	5,541	668
Marion	2,500	45	1,125	21,884	4,540	602
Marshall	1,200	60	720	22,320	9,880	1,012
Mills	2,000	51	1,020	8,852	1,977	288
Mitchell	4,100	70	2,870	15,284	2,944	324
Monroe	4,000	58	2,320	14,028	1,884	261
Monroe	2,100	52	1,092	18,818	2,486	288
Montgomery	2,100	51	1,071	18,180	1,700	208
Muscatine	10,000	68	6,800	44,377	8,882	812
O'Brien	8,000	62	5,760	24,050	4,209	388
Osceola	2,000	63	1,260	11,852	1,785	201
Page	2,200	64	1,408	26,281	5,110	628
Page	4,200	68	2,856	17,884	2,541	282
Plymouth	2,200	62	1,372	27,287	4,181	688
Pocahontas	4,000	52	2,080	18,288	2,777	377
Polk	22,200	66	14,724	242,288	47,288	12,888
Polk	22,200	62	13,764	18,821	21,281	2,810
Polk	22,200	60	13,320	18,282	4,706	484
Ringgold	2,000	60	1,200	5,601	1,047	181
See	2,400	62	1,488	20,812	1,210	248
Scott	32,800	68	22,256	108,078	21,289	8,480
Shelby	4,400	65	2,860	14,481	1,689	247
Shoak	2,200	62	1,372	28,888	3,782	543
Story	12,000	65	7,800	37,829	12,621	1,273
Tama	2,200	78	1,716	22,882	3,282	511
Taylor	2,200	62	1,372	4,782	1,288	201
Union	2,200	62	1,372	18,288	2,288	328
Van Buren	2,200	62	1,372	8,442	2,210	178
Wasson	12,200	57	6,954	21,888	12,281	2,044
Warren	2,200	70	1,540	18,221	2,218	188
Washington	2,200	60	1,320	28,882	2,282	288
Wayne	2,200	61	1,342	8,442	1,718	228
Webster	14,000	66	9,240	61,088	12,188	1,227
Winnebago	2,200	57	1,254	18,274	1,182	208
Winneshiek	2,200	61	1,342	18,748	2,208	284
Woodbury	16,400	68	11,152	104,282	27,248	8,182
Worth	2,200	70	1,540	6,288	1,081	128
Wright	2,200	74	1,628	22,277	4,428	582
Total	818,000	77%	622,188	\$1,224,644	\$284,222	\$48,882

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1960 and released in Sept. 1960, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**AMES (Story County)**

**WOI-TV**  
**LICENSEE:** Iowa State College of Agriculture & Mechanic Arts. Address: Service Bldg. Phone: Cedar 2-2400. TWX No., 806.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50.1 kw. Present Operating Pow.: Visual 200 kw. Aural 50.1 kw. Antenna Height: Above average terrain 358 ft.; above ground 838 ft.  
**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Feb. 21, 1958.  
**AFFILIATION:** Tv Network, ABC. Stations, Am, WOI; Fm, WOI-FM.  
**REPRESENTATIVES:** Sales, Wood Tv.; Washington Attorney, Cohn & Martin. Consulting Engineer, Janaky & Beiler.  
**EXECUTIVES:**  
 Dr. James Hilton, pres. Warren Boyer, Rim buy.  
 Robert C. Mulhall, gen. mgr. Doris Incewiler, prom. mgr.  
 Dan Norton, comm. mgr. & pgm. dir. Wally Bishop, news ed.  
 Keith K. Kuchum, ch. engr. Don Peterson, ch. serv. mgr.

**SUMMARY OF RATES (Card No. 4, Sept. 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	10 Sec.
Class A (8:30-10 p.m., daily)						
\$500-10	\$100.00	\$200.00	\$150.00	\$125.00	\$100.00	\$85.00
Class B (5-6:30 p.m., daily; 1-4:30 p.m., Sat. & Sun.; 10-10:30 p.m., daily)						
\$375.00	\$225.00	\$150.00	\$112.50	\$87.50	\$75.00	\$67.50
Class C (7:00-8 p.m., Mon.-Fri.; noon-1 p.m., Sat. & Sun.; 10:30-11 p.m., daily)						
\$275.00	\$165.00	\$110.00	\$82.50	\$68.75	\$55.00	\$47.50
Class D (Sign-on-stand, daily; 11 p.m. sign-off, daily)						
\$125.00	\$75.00	\$50.00	\$37.50	\$30.00	\$25.00	\$22.50

Above are one-time rates. Frequency discounts allowed.

**CEDAR RAPIDS (Linn County)**

**KCRG-TV**  
**LICENSEE:** Cedar Rapids Television Co. Address: 1st Ave. & 1st St. S. W. Phone: Empire 4-4134. TWX No.: CR 14.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 226 kw. Aural 118 kw. Present Operating Pow.: Visual 218 kw. Aural 158 kw. Antenna Height: Above average terrain 1380 ft.; above ground 1519 ft.  
**EQUIPPED TO COLORCAST** network programs  
**OPERATION:** Began Oct. 19, 1953.  
**AFFILIATION:** Tv Network, ABC. Station, Am, KCRG.  
**REPRESENTATIVES:** Sales, Wood Tv.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis. Consulting Engineer, Keas & Kennedy.  
**PRINCIPAL STOCKHOLDER:** The Gazette Co. (Cedar Rapids Gazette) 100%.  
**EXECUTIVES:**  
 Joseph F. Hladky Jr., pres. I. V. McDaniel, ch. engr.  
 Edna A. Herbst, gen. mgr. & rim buy. Howard Norland, dir. of press & publicity.  
 Ralph D. Wiley, pgm. dir. John K. Williams, news dir.

**SUMMARY OF RATES (Card No. 4, Dec. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	10 Sec.
Class A (8:30-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.)						
\$425.00	\$225.00	\$170.00	\$140.00	\$105.00	\$85.00	\$62.50
Class B (5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-4 p.m., 10-11 p.m., Sun.)						
\$225.00	\$135.00	\$112.50	\$112.50	\$60.00	\$45.00	\$35.00
Class C (all other times)						
\$201.50	\$120.90	\$80.60	\$70.50	\$38.50	\$41.00	\$27.00

Above are one-time rates. Frequency discounts allowed.

**GET WORD-OF-MOUTH ADVERTISING YOU CAN'T BUY... get Ziv's spectacular new IMPACT series!**

**"HARBOR COMMAND"** starring **WENDELL COREY**

**WMT-TV**

**LICENSEE:** WMT-TV Inc. Address: Paramount Theatre Bldg. Phone: Empire 4-0171. TWX No.: CR-11.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Present Operating Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above average terrain 1,450 ft.; above ground 1,355 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 30, 1953.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, WMT.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** American Broadcasting Stations Inc. (WMT Cedar Rapids, Iowa), 49%; William B. Dolph, 31%; William B. Quarton, 20%. ABS is controlled by Helen S. Mark and children (with Messrs. Dolph and Quarton as voting trustees for these holdings). Mr. Dolph also owns 31% of KJBS San Francisco and 43% of KMYR Denver. Mr. Quarton has a minority interest in KMYR.

**EXECUTIVES:**

William B. Dolph, pres.  
William B. Quarton, exec. vp. & gen. mgr.  
Lew Van Nostrand, vp., sls.  
Douglas B. Grant, vp., tv ops. & film buy.

George Hixenbaugh, ch. engr.  
Bob Kenney, prom. mgr.  
Charles Worcester, news ed.  
Leo F. Cole, bus. mgr.  
Bob Nance, farm dir.

**SUMMARY OF RATES (Card No. 4, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7:30-9:30 p.m., daily)</b>						
\$625.00	\$375.00	\$250.00	\$218.75	\$156.25	\$125.00	\$62.50
<b>Class A (6:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Sat.; 5-7:30 p.m., 9:30-10:30 p.m., Sun.)</b>						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
<b>Class B (5:30-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-5 p.m., 10:30-11 p.m., Sun.)</b>						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
<b>Class C (All other times)</b>						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.



# FOR SALE..ATTRACTIVELY PRICED

Here's a selection of TV viewers priced to meet the most budget conscious advertiser. This selection is very complete—over 1,000,000 to choose from—and very well heeled for maximum sales. These viewers have over \$1½ billion to spend yearly, and they spend \$1¼ billion in retail stores... **HURRY! ACT NOW!**

These viewers are available at these bargain prices for an unlimited time only. Contact Weed Television or KCRG-TV Cedar Rapids, Iowa, for complete details.

SPECIFICATIONS	
Population .....	1,052,100
TV Homes .....	322,000
Tower height .....	1,085 feet
Full power .....	316,000 watts

# KCRG-TV

Channel 9—  
Cedar Rapids—Waterloo, Iowa  
ABC-TV for Eastern Iowa  
The Cedar Rapids Gazette Station  
Represented Nationally by Weed Television

**DAVENPORT**  
(Scott County)

**WOC-TV**

**LICENSEE:** Central Broadcasting Co. Address: 805 Brady St. Phone: 3-3661. TWX No.: DV-82.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 600 ft.; above ground 625 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 31, 1949.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, WOC; Fm, WOC-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin & Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** See WHO-TV Des Moines, Iowa.

**EXECUTIVES:**

Col. B. J. Palmer, pres.	Mark Wodlinger, sls. mgr.
Ralph Evans, exec. vp.	Raymond E. Guth, pgm. dir.
D. D. Palmer, vp. & treas.	Paul Arvidson, ch. engr.
Paul Loyet, vp.	Ken Wagner, film buy.
William D. Wagner, sec.	Bob Frank, news dir.
Ernest C. Sanders, res. mgr.	

**SUMMARY OF RATES (Card No. 10, Nov. 4, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	8 Sec.
<b>Class AA (7-9:30 p.m., daily)</b>						
\$800.00	\$480.00	\$320.00	....	....	\$200.00	\$100.00
<b>Class A (6:30-7 p.m., 9:30-10:30 p.m., daily)</b>						
\$600.00	\$360.00	\$240.00	....	....	\$150.00	\$75.00
<b>Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6:30 p.m., 10:30-11 p.m., Sat., Sun.)</b>						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
<b>Class C (All other times)</b>						
\$200.00	\$132.00	\$88.00	\$80.00	\$70.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**DES MOINES**  
(Polk County)

**KDPS-TV\***

(Target Date, Feb. 12, 1958)  
(\*Non-Commercial Educational)

**LICENSEE:** Independent School District of Des Moines, Iowa. Address: 629 Third St.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 14.1 kw, Aural 8.52 kw. Antenna Height: Above average terrain 270 ft.; above ground 356 ft.

**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen; Consulting Engineer, H. P. Andreasen.

**EXECUTIVES:**

Clifton F. Schropp, dir., audio-visual education.

**KGTV(TV)†**

**LICENSEE:** Rib Mt. Television Inc. Address: 2nd Ave. & Hobson Dr.

**FACILITIES:** Ch. 17. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 87.1 kw. Antenna Height: Above average terrain 470 ft.; above ground 492 ft.

**OPERATION:** Began Nov. 15, 1953.

**REPRESENTATIVES:** Washington Attorney, Scharfeld & Baron; Consulting Engineer, Charles B. Pearsons.

**PRINCIPAL STOCKHOLDERS:** Morgan Murphy-Walter C. Bridges. For other ownership see WEAU-TV Eau Claire, Wis.

**EXECUTIVES**

W. C. Bridges, pres.

†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: Cherry 3-4141. TWX No.: 279.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Present Operating Pow.: Visual 316 kw, Aural 200 kw. Antenna Height: Above average terrain 610 ft.; above ground 705 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 31, 1955.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KRNT.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Cowles Broadcasting Co., 60%; Murphy Broadcasting Co. (estate of Kingsley H. Murphy), 40%. Cowles Broadcasting also owns KRNT Des Moines and KFTV(TV) Sioux City, both Iowa; WNAX Yankton, S. D. and WHTN-AM-FM-TV Huntington, W. Va. Members of the Cowles family have majority interest in the Minneapolis Star & Tribune Co., which owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH(TV) Hutchinson, Kan. Cowles newspapers are Des Moines Register and Tribune, and Minneapolis Tribune and Star. Cowles family also controls Look magazine.

**EXECUTIVES:**

Luther L. Hill, pres.	Joe Hudgens, asst. pgm. dir. & dir., prom. & adv.
Robert W. Dillon, vp. & gen. mgr.	Graham Jeambey, prom. mgr.
Paul M. Elliott, com. mgr.	Charles F. Quentin, ch. engr.
Bill Hippee, sls. mgr.	Russ Van Dyke, news dir.
Richard H. Covey, pgm. dir. & film buy.	

**SUMMARY OF RATES (Card No. 2, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (7-10 p.m., Mon.-Sat.; 6:30-10 p.m., Sun.)</b>						
\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$160.00	\$80.00
<b>Class B (6:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 5-6:30 p.m., 10-10:30 p.m., Sun.)</b>						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$130.00	\$65.00
<b>Class C (6-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.)</b>						
\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$100.00	\$50.00
<b>Class D (5-6 p.m., Mon.-Sat.; noon-5 p.m., Sun.)</b>						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
<b>Class E (9 a.m.-5 p.m., Mon.-Sat.; 9 a.m.-noon, Sun.)</b>						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$65.00	\$32.50
<b>Class F (11 p.m.-sign-off, daily)</b>						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
<b>Class G (Sign-on-9 a.m., daily)</b>						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WHO-TV**

**LICENSEE:** Central Broadcasting Co. Address: 1100 Walnut St. Postal Zone: 7. Phone: Atlantic 8-6511. TWX No.: DM 286.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 780 ft.; above ground 743 ft.

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

**OPERATION:** Began Apr. 15, 1954.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, WHO; Fm, WHO-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** B. J. and D. D. Palmer, 82.8%; Ralph Evans, 1.6%; P. A. Loyet, 2.6%; Herbert C. Hender, 2.5%; Hugh C. Chance, 2.5%. Same ownership as WOC-AM-TV Davenport, Iowa. Licensee owns 25% of KMA Shenandoah, Iowa, and of KMTV (TV) Omaha, Neb.

# LARGEST AUDIENCE

OF ANY STATION IN IOWA OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly . . . Weekly and Daily Daytime Circulation; Weekly and Daily Nighttime Circulation.

## WOC-TV COVERAGE DATA —

Population	1,583,800
Families	489,700
Retail Sales	1,934,984,000
Effective buying Income Source	2,686,413,000
	1957 Survey of Buying Income (Sales Management)
Number TV Homes Source	317,902
	Advertising Research Foundation



WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station —Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.



Col. B. J. Palmer,  
President  
Ernest C. Sanders,  
Res. Mgr.  
Mark Wodlinger,  
Res. Sales Manager  
PETERS, GRIFFIN,  
WOODWARD, INC.  
EXCLUSIVE  
NATIONAL  
REPRESENTATIVE

**DES MOINES (Cont.)**

**WHO-TV (Cont.)**

**EXECUTIVES:**

Col. B. J. Palmer, pres.	Robert H. Harter, sls. mgr.
Dr. D. D. Palmer, vp. & treas.	Jack Kerrigan, pgm. dir. & film buy.
Ralph Evans, exec. vp.	Reed E. Snyder, ch. engr.
Paul A. Loyet, vp. & res. mgr.	Kenneth Gfeller, prod. mgr.
William D. Wagner, sec. & controller	Jack Shelley, news bureau mgr.
W. W. Woods, asst. mgr.	

**SUMMARY OF RATES (Card No. 3, Mar. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:59-9:31 p.m., daily)						
\$700.00	\$420.00	\$280.00	\$240.00	\$210.00	\$150.00	\$75.00
Class A (6:20-6:59 p.m., 9:31-10:01 p.m., daily)						
\$650.00	\$390.00	\$260.00	\$227.50	\$195.00	\$140.00	\$70.00
Class B (10:01 p.m.-10:31 p.m., daily; 4:59-6:29 p.m., Sun.)						
\$550.00	\$330.00	\$220.00	\$192.50	\$165.00	\$120.00	\$60.00
Class C (4:59-6:29 p.m., Mon.-Sat.; noon-4:59 p.m., Sun.; 10:31-11:01 p.m., daily)						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00	\$50.00
Class D (Noon-4:59 p.m., Mon.-Sat.)						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$75.00	\$37.50
Class E (Sign-on-noon; 11:01 p.m., sign-off, daily)						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**FORT DODGE**

(Webster County)

**KQTV(TV)**

**LICENSEE:** Northwest Television Co. Address: Warden Bldg. Phone: 4-0351.

**FACILITIES:** Ch. 21. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 89.1 kw. Present Operating Pow.: Visual 170 kw, Aural 89.1 kw. Antenna Height: Above average terrain 630 ft.; above ground 651 ft.

**OPERATION:** Began Nov. 23, 1953.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KVFD.

**REPRESENTATIVES:** Sales, John E. Pearson TV.

**PRINCIPAL STOCKHOLDERS:** Edward Breen and wife and others.

**EXECUTIVES:**

Edward Breen, pres. & gen. mgr.	Stanley McCurdy, film buy.
Roland Camp, com. mgr.	Dick Johnson, prom. mgr.
Calvin Folkerts, pgm. dir.	William Higgins, news ed.
David Sinclair, ch. engr.	

**SUMMARY OF RATES (Card No. 2, Mar. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (6:59-10 p.m., daily)						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00
Class A (5:59-6:59 p.m., 10-10:30 p.m., daily)						
\$135.00	\$80.00	\$54.00	\$47.50	\$34.00	\$25.00	\$13.50
Class B (4:59-5:59 p.m., Mon.-Fri.; 1-5:59 p.m., Sat.-Sun.; 10:31-11 p.m., daily)						
\$90.00	\$54.00	\$34.00	\$30.00	\$25.00	\$20.00	\$10.00
Class C (All other times)						
\$75.00	\$45.00	\$30.00	\$24.75	\$18.75	\$15.00	\$7.50

Above are one-time rates. Frequency discounts allowed.

**MASON CITY**

(Cerro Gordo County)

**KGLO-TV**

**LICENSEE:** Lee Radio Inc. Address: 2d & Pennsylvania Ave. Phone: GA 3-2540. TWX No.: MY 83.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 460 ft.; above ground 500 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began May 15, 1954.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, KGLO; Fm, KGLO-FM.

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**REPRESENTATIVES:** Sales, Weed Tv.; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** Lee P. Loomis, 8.75%; Elizabeth Norris, 25.75%; Wanda Eighmey, 4.65%; Earl Hall, 5%; Laura Lee, 12%; Mrs. James F. Powell, 5.1%, and more than 50 other stockholders. KGLO-TV stockholders also have varying ownership in WTAD Quincy, Ill.; WIBA Madison, Wis.; KHQA-TV Hannibal, Mo.; WKBT (TV) LaCrosse, Wis.; KFAB Omaha; Mason City Globe-Gazette; Hannibal Courier-Post; LaCrosse Tribune; Davenport (Iowa) Democrat & Times; Ottuma (Iowa) Courier; Muscatine (Iowa) Journal; Wisconsin State Journal (Madison); Kewanee (Ill.) Star-Courier, and Lincoln (Neb.) Star.

**EXECUTIVES:**

Lee P. Loomis, pres.	Doug Sherwin, pgm. dir.
Herbert R. Ohrt, exec. vp. & gen. mgr.	Roger Sawyer, ch. engr.
Walter Rothschild, nat'l. sls. mgr.	Donald Harter, prom. mgr.
Lloyd D. Loers, com. mgr. & film buy.	Ken Kew, news ed.

**SUMMARY OF RATES (Card No. 4, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.)						
\$350.00	\$210.00	\$140.00	\$123.00	\$88.00	\$70.00	\$35.00
Class B (4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., daily)						
\$225.00	\$135.00	\$90.00	\$79.00	\$56.00	\$45.00	\$22.50
Class C (All other times)						
\$150.00	\$90.00	\$60.00	\$53.00	\$38.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**OTTUMWA**

(Wapello County)

**KTVO(TV) (KIRKSVILLE, MO.)**

**LICENSEE:** KBIZ Inc. Address: 209 E. Second St., Ottumwa. Phone: Murray 2-4535. TWX No.: OTUM 463. (For full listing see Kirksville, Mo.)

**SIOUX CITY**

(Woodbury County)

**KTIV(TV)**

**LICENSEE:** KTIV Television Co. Address: 10th & Grandview Blvd. Postal Zone: 3. Phone: 8-0545. TWX No.: 7257.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 770 ft.; above ground 633 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 10, 1954.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, KSCJ.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Miller & Schroeder; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Perkins Bros. Co., 50%; Dietrich Dirks and eight others, 50%. Perkins owns KSCJ Sioux City and is affiliated with the Sioux City Journal-Tribune.

**EXECUTIVES:**

Dietrich Dirks, pres., gen. mgr. & film buy.	Alvin Smith, ch. engr.
Gene Flaherty, com. mgr.	William Mote, prom. mgr.
Larry Kurtze, pgm. dir.	Ken Wayman, news ed.

**SUMMARY OF RATES (Card No. 3, April 1, 1956)**

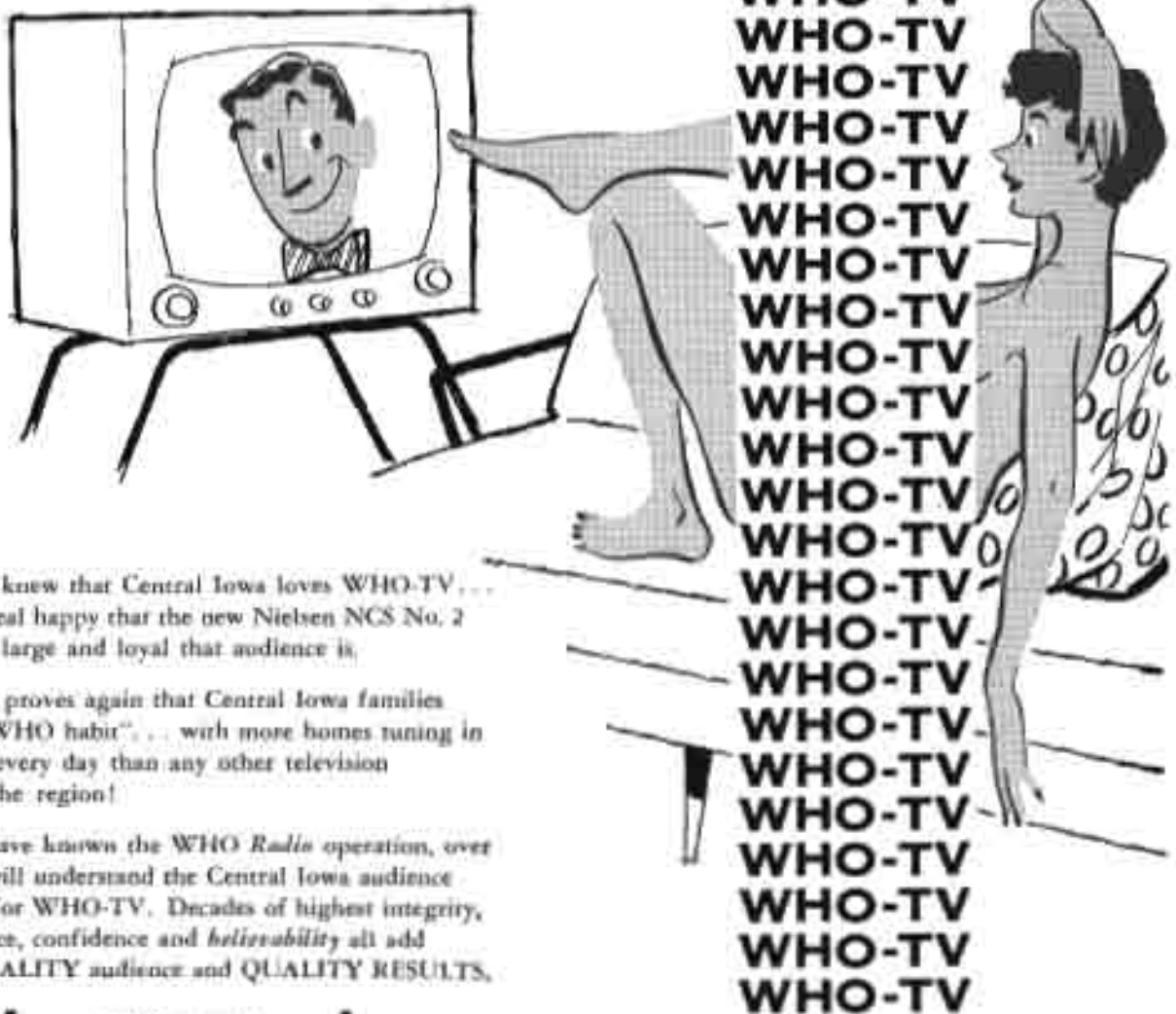
Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30 p.m.-10:30 p.m., daily)						
\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$75.00	\$37.50
Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.)						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class C (All other times)						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

# LOVIN' and LOYAL

## NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	131,620	211,500	166,460
Station B	175,650	123,430	204,280	163,970
Station C	176,340	104,930	218,690	148,320



We always knew that Central Iowa loves WHO-TV... and we're real happy that the new Nielsen NCS No. 2 shows how large and loyal that audience is.

NCS No. 2 proves again that Central Iowa families have the "WHO habit"... with more homes tuning in WHO-TV every day than any other television station in the region!

You who have known the WHO Radio operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV is part of  
Central Broadcasting Company,  
which also owns and operates  
WHO Radio, Des Moines  
WOC-TV, Des Moines

# WHO-TV

Channel 13 • Des Moines

Col. R. J. Palmer, President  
P. A. Lloyd, Resident Manager  
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc.  
National Representatives



SIUX CITY (Cont.)

KVTV (TV)

LICENSEE: Cowles Broadcasting Co. Address: 7th & Douglas Sts. Postal Zone: 1. Phone: 2-2711. TWX No.: SX 14.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 288 kw, Aural 144 kw. Present Operating Pow.: Visual 288 kw, Aural 144 kw. Antenna Height: Above average terrain 720 ft.; above ground 537 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 29, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC. Station, Am, WNAX.

REPRESENTATIVES: Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Lohns & Culver.

PRINCIPAL STOCKHOLDERS: See KRNT-TV Des Moines, Iowa.

EXECUTIVES:

Luther L. Hill, pres. George Hutchins, pgm. dir.
Donald D. Sullivan, vp. & gen. mgr. Jack Iverson, trans. supvr.
Arthur J. Smith, res. mgr. Charles Prohaska, studio supvr.
film buy. & news ed. Larry Coke, prom. mgr.
Robert B. Donovan, com. mgr.

SUMMARY OF RATES (Card No. 5, June 1, 1956)

Table with columns for Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., and 10 Sec. for Class AA, Class A, Class B, and Class D.

Above are one-time rates. Frequency discounts allowed.

WATERLOO

(Black Hawk County)

KWWL-TV

LICENSEE: Black Hawk Broadcasting Co. Address: Hotel Russell Lamson. Phone: Adams 4-4404. TWX No. WX 17.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 221 kw. Present Operating Pow.: Visual 316 kw, Aural 221 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,083 ft.

OPERATION: Began Nov. 15, 1953.

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

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Roberts & McInnis; Consulting Engineer, Robert M. Silliman.

PRINCIPAL STOCKHOLDERS: Ralph J. McElroy, 30.7%; Robert Buckmaster, 9.5%; William Bolster, 6.8%; Donald M. Graham, 4.7%, and others. Same group also purchasing KAUS-KMMT (TV) Ausnt, Minn.

EXECUTIVES:

Ralph J. McElroy, pres. & gen. mgr. Ed Falk, news dir.
Ronald E. Inman, sls. dir. T. W. Kirksey, dir., engrng.
Norman Tarbox, dlr., tv ops.

SUMMARY OF RATES (Card No. 7, Nov. 1, 1956)

Table with columns for Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min. or 20 Sec., and 10 Sec. for Class AA, Class A, Class B, and Class C.

Above are one-time rates. Frequency discounts allowed.

KANSAS MARKET DATA BY COUNTIES

Large table with columns: County, Total Households, Television Households %, Retail Sales 1956(\$000), Food Sales 1956(\$000), Drug Sales 1956(\$000). Lists 105 counties and a total.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**ENSIGN**  
(Gray County)

**KTVC (TV) (Satellite of KAKE-TV Wichita, Kan.)**

**LICENSEE:** Southwest Kansas Television Co. Address: Cimarron, Kan.  
**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain -717 ft.; above ground 886 ft.  
**OPERATION:** Began July 1957.  
**AFFILIATIONS:** Tv Networks, ABC, CBS.  
**REPRESENTATIVES:** Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** Dodge City Broadcasting Co. (KGNO Dodge City, Kan.) and Dodge City Globe, 15.5%; Wendell Elliott, 5.65%; Leigh Warner, 4.58%; F. C. Walker, 1.5%; J. C. Berryman, 2.55%; Alice Caves, 1%; W. E. Montgomery, 1.15% and more than 600 other stockholders. Mr. Elliott is general manager of KGNO.

**EXECUTIVES:**  
 Leigh Warner, pres. Wendell Elliott, vp. & gen. mgr.

**GARDEN CITY**  
(Finney County)

**KGLD (TV) (Satellite of KCKT [TV] Great Bend, Kan.)**

(Target Date, Unknown)

**LICENSEE:** Central Kansas Television Co. Address: P. O. Box 182, Great Bend, Kan. Phone: Gladstone 3-7868 (Great Bend).  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 31.6 kw. Antenna Height: Above average terrain 540 ft.; above ground 576 ft.  
**AFFILIATION:** Tv Network, NBC.  
**REPRESENTATIVES:** Sales, Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** See KCKT(TV) Great Bend, Kan.

**EXECUTIVES:**  
 E. C. Wedell, pres. Herman G. Haefele, ch. engr.  
 E. L. Kuhlman, ops. mgr., com. mgr., film buy. & prom. mgr.

**SUMMARY OF RATES** (See KCKT-TV Great Bend, Kan.)

**GOODLAND**  
(Sherman County)

**KWGB-TV**

(Target Date, Unknown)

**LICENSEE:** Goodland Broadcasting Co. Address: KWGB-TV & Radio Bldg. Phone: 331.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 770 ft.; above ground 788.5 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, KWGB.  
**REPRESENTATIVES:** Washington Attorney, Frank Stollenwerck; Consulting Engineer, Russell P. May.  
**PRINCIPAL STOCKHOLDER:** James E. Blair, 100%

**EXECUTIVES:**  
 James E. Blair, pres. & gen. mgr. Joyce Calkins, film buy.  
 Mrs. Bert Blair, com. mgr. Wade Hardwick, prom. mgr.  
 Robert McEvoy, pgm. dir. Jim Jarosz, news & sports ed.  
 Ted Brown, ch. engr.

**GREAT BEND**  
(Barton County)

**KCKT (TV)**

**LICENSEE:** Central Kansas Television Co. Address: P. O. Box 182. Phone: Gladstone 3-7868. TWX No.: CT 90.

BROADCASTING • TELECASTING

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 970 ft.; above ground 1,000 ft.

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

**OPERATION:** Began Nov. 28, 1954.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Bolling Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** E. C. Wedell and family, 27.5%; and over 50 others. Also owns KGLD(TV) Garden City, Kan.

**EXECUTIVES:**  
 E. C. Wedell, pres. Bonnie Perry, pgm. dir.  
 E. L. Kuhlman, ops. mgr., com. mgr., film buy. & prom. mgr. Herman G. Haefele, ch. engr.  
 Bill Brooks, news ed.

**SUMMARY OF RATES** (Card No. 2A, March 10, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class A (6-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.)						
\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class C (Noon-6 p.m., 10:30 p.m.-sign-off, Mon.-Sat.; 10:30 p.m.-sign-off, Sun.)						
\$200.00	\$120.00	\$60.00	\$80.00	\$40.00	\$30.00	\$15.00
Class D (Sign-on-noon, Mon.-Fri.; 9 a.m.-noon, Sat.)						
\$135.00	\$80.00	\$54.00	\$40.00	\$27.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**HAYS**  
(Ellis County)

**KAYS-TV**

(Target Date, Unknown)

**LICENSEE:** KAYS Inc. Address: 2450 Hall St. Phone: 4-2578.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 81.3 kw, Aural 44 kw. Antenna Height: Above average terrain 660 ft.; above ground 751 ft.  
**AFFILIATION:** Station, Am, KAYS.  
**REPRESENTATIVES:** Washington Attorney, Abe L. Stein; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** Ross Beach Sr., 50%; Robert E. Schmidt, 49%.

**EXECUTIVES:**  
 Ross Beach Sr., pres. Robert Schmidt, treas. & gen. mgr.  
 Ross Beach Jr., vp.

**HUTCHINSON**  
(Reno County)

**KAKE-TV (WICHITA)**

**LICENSEE:** KAKE-TV Inc. Address: 1500 N. West St., Wichita. Phone: (Wichita) Whitehall 3-4221. TWX No.: WI 228. (For full listing see Wichita.)

**KARD-TV (WICHITA)**

**LICENSEE:** Wichita Television Corp. Address: 833 North Main St., Wichita. Postal Zone: 5. Phone: (Wichita) Amherst 5-5633. TWX No.: WI 242. (For full listing see Wichita.)

**KTVH (TV) (WICHITA)**

**LICENSEE:** Wichita-Hutchinson Co. Address: 1800 North Plum. Postal Zone: 1. Phone: Mohawk 5-5503. TWX No.: HU 02.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 800 ft.; above ground 779 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 22, 1953.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey.



# KANSAS

## HUTCHINSON (Cont.)

### KTVH (TV) (Cont.)

**PRINCIPAL STOCKHOLDERS:** Minneapolis Star & Tribune Co. (Cowles interests), 80%; John P. Harris and family, 6.56%; W. D. P. Carey and family, 4.66%; Bess Marsh Rickard, 3.5%; Howard O. Peterson, 2.34%. For Cowles' holdings, see KRNT-TV Des Moines, Iowa. The Harrises own KSAL Salina and 80% of KIUL Garden City, both Kan., and publish the following newspapers: Hutchinson News-Herald, Garden City Telegram, Ottawa Herald, Chanute Tribune, Salina Journal, all Kan., and Burlington (Iowa) Hawkeye-Gazette. Mrs. Rickard owns KWBW Hutchinson, Kan.

#### EXECUTIVES:

Joyce A. Swan, pres.  
Howard O. Peterson, gen. mgr.  
E. W. Dallier, com. mgr.  
Dale Larsen, pgm. dir. & prom. mgr.

Kenneth Cook, ch. engr.  
Robert Snyder, film buy.  
Joe MacConkey, news ed.

#### SUMMARY OF RATES (Card No. 4, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.	
Class AA (7-10 p.m., daily)	\$575.00	\$345.00	\$235.00	\$200.00	\$155.00	\$135.00	\$67.50
Class A (6-7 p.m., Mon.-Fri.; 7-7 p.m., Sat.; 1:30-7 p.m., Sun.; 10-10:30 p.m., daily)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$90.00	\$45.00
Class B (Sign-on - 1:30 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$85.00	\$65.00	\$55.00	\$27.50
Class C (Sign-on - 6 p.m., Mon.-Fri.; sign-on - 5 p.m., Sat.; 10:30 p.m. - sign-off, daily.)	\$200.00	\$120.00	\$80.00	\$70.00	\$55.00	\$45.00	\$22.50

Above are one-time rates. Frequency discounts allowed.

## MANHATTAN

(Riley County)

### KSAC-TV\*

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** Kansas State College of Agriculture & Applied Science. Address: Kansas State College. Phone: Prescott 6-8811.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 52 kw, Aural 26 kw. Antenna Height: Above average terrain 450 ft.; above ground 273 ft.

**AFFILIATIONS:** Stations, Am, KSAC; Fm, KSDB-FM.

#### EXECUTIVES:

Dr. James A. McCain, pres.

## PITTSBURG

(Crawford County)

### KOAM-TV (JOPLIN, MO.)

**LICENSEE:** Mid-Continent Telecasting Inc. Address: P. O. Box 603. Phone: 2508. TWX No.: Tv City, Kans. 8195.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 245 kw, Aural 138 kw. Present Operating Pow.: Visual 245 kw, Aural 138 kw. Antenna Height: Above average terrain 550 ft.; above ground 573 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 13, 1953.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, KOAM.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, George O. Sutton.

**PRINCIPAL STOCKHOLDERS:** Pittsburg Broadcasting Co. (KOAM), 66%; and Joplin Globe Publishing Co. (Joplin Globe and News Herald), 33½%.

#### EXECUTIVES:

Lester E. Cox, pres.  
R. E. Wade, gen. mgr., com. mgr. & film buy.  
Louis R. Martin, pgm. dir.

Leo Stafford, ch. engr.  
Glen Harold, prom. mgr.  
Don Blythe, news ed.

#### SUMMARY OF RATES (Card No. 4, May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6-10:30 p.m., daily)	\$360.00	\$210.00	\$145.00	\$125.00	\$90.00	\$80.00	\$40.00
Class B (5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.)	\$270.00	\$160.00	\$105.00	\$95.00	\$87.00	\$55.00	\$28.00
Class C (All other times)	\$180.00	\$105.00	\$72.00	\$63.00	\$45.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

## TOPEKA

(Shawnee County)

### WIBW-TV

**LICENSEE:** Topeka Broadcasting Assn. Inc. Address: P.O. Box 119. Phone: Central 3-2377. TWX No.: TK 8605.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,010 ft.; above ground 949 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 24, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WIBW.

**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Scharfeld & Baron; Consulting Engineer, Pagc, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** Owned by Stauffer Publications Inc., which also owns KSOK Arkansas City and KSEK Pittsburg, both Kan., and KGFF Shawnee, Okla. Stauffer newspapers are Topeka Capital and State Journal, Kansas City Kansan, Arkansas City Traveler, Pittsburg Headlight and Sun, Newton Kansan, all Kan.; Shawnee (Okla.) News and Star; Grand Island Independent and York News-Times, both Neb.; Maryville Forum, Nevada Mail, Independence Examiner, all Mo.; Santa Maria (Calif.) Times; and Capper's Farmer and Household magazines.

#### EXECUTIVES:

O. S. Stauffer, pres.  
Thad M. Sandstrom, gen. mgr. & film buy.  
Ray Senate, sls. coor.

Hilton Hodges, sls. mgr.  
Charles Logas, pgm. dir.  
Gil Voiles, ch. engr.  
Olaf Soward, news ed.

#### SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class AA (6:59-9:30 p.m., daily)	\$550.00	\$330.00	\$220.00	\$192.50	\$165.00	\$110.00	\$55.00
Class A (5:59-6:59 p.m., Mon.-Sat.; 4:59-6:59 p.m., Sun.; 9:30-11 p.m., daily)	\$480.00	\$288.00	\$192.00	\$168.00	\$144.00	\$96.00	\$48.00
Class B (4:59-5:59 p.m., Mon.-Fri.; 12:59-4:59 p.m., Sun.; 1:50-5:59 p.m., Sat.)	\$360.00	\$216.00	\$144.00	\$126.00	\$108.00	\$72.00	\$36.00
Class C (All other times)	\$240.00	\$144.00	\$96.00	\$84.00	\$72.00	\$48.00	\$24.00

Above are one-time rates. Frequency discounts allowed.

## WICHITA

(Sedwick County)

### KAKE-TV

**LICENSEE:** KAKE-TV Inc. Address: 1500 N. West St. Postal Zone: 6. Phone: Whitehall 3-4221. TWX No.: WI 228.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 219 kw. Present Operating Pow.: Visual 316 kw, Aural 219 kw. Antenna Height: Above average terrain 1,030 ft.; above ground 1,079 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 19, 1954.

**AFFILIATIONS:** Tv Network, ABC. Station, Am, KAKE.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Mark Adams, 6.25%; Martin Umansky, 2.5%; Theodore Gore, 9.25%; Tom Palmer, 19.5%; H. E. Zoller and family, 14.5%; Owen C. McEwen, 7.5%; Ralph Gore, 9.25%; Charles E. Jones, 6.25%; Sherrill Corwin, 15%; and others. Mr. Corwin owns KBAY-TV San Francisco, and has a minority interest in Imperial Broadcasting System (KPRE Riverside, KROP Blythe, KYOR Brawley and KROE Indio, all Calif.).

#### EXECUTIVES:

Martin Umansky, vp. & gen. mgr.  
Harold Newby, vp. & ch. engr.  
Donivan Waldron, natl. sls. mgr.  
Bryce Benedict, loc. sls. mgr.  
Norman W. Larson, sls. serv. dir.  
Robert C. Payne, pgm., prom. & pub. serv. mgr.

Ethel Jane King, women's ed.  
John Froome, prod. & talent supvr.  
Keith Griggs, studio supvr.  
Gary Hultgren, film ed.  
Paul Threlfall, film prod.  
Claude Clevenger, trans. supvr.  
Arnold Wedel, off. mgr.

#### SUMMARY OF RATES (Card No. 3, Mar. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6:30-9:30 p.m., daily)	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$135.00	\$68.00
Class B (6-6:30 p.m., 9:30-10:30 p.m., daily)	\$420.00	\$252.00	\$168.00	\$147.00	\$105.00	\$90.00	\$45.00
Class C (5-6 p.m., Mon.-Sat.; 4-6 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$65.00	\$33.00
Class D (10:30 p.m. - sign-off, daily)	\$240.00	\$144.00	\$96.00	\$84.00	\$65.00	\$55.00	\$28.00
Class E (All other times)	\$180.00	\$108.00	\$72.00	\$63.00	\$45.00	\$36.00	\$18.00

Above are one-time rates. Frequency discounts allowed.



**ASHLAND**

(Boyd County)

**WALN-TV**

(Target Date, Unknown)

**LICENSEE:** Polan Industries. Address: 321 8th St., Huntington, W. Va.  
**FACILITIES:** Ch. 59. Authorized Eff. Rad. Pow.: Visual 250 kw, Aural 130 kw. Antenna Height: Above average terrain 470 ft.; above ground 234 ft.  
**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, A. D. Ring & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Equal owners are brothers Albert S., E. G., Lincoln M., Charles M. and Lake Polan Jr. The Polans also own WLTV (TV) Wheeling, W. Va., and E. G. Polan own 20% of WPLH Huntington, W. Va.

**HENDERSON**

(Henderson County)

**WEHT(TV) (EVANSVILLE, IND.)**

**LICENSEE:** WEHT Inc. Address: P. O. Box 395, Evansville, Ind. Postal Zone: 6. Phone: Harrison 4-9215. TWX No.: SLX 61.  
**FACILITIES:** Ch. 50. Authorized Eff. Rad. Pow.: Visual 155 kw, Aural 83.2 kw. Present Operating Pow.: Visual 155 kw, Aural 83.2 kw, Antenna Height: Above average terrain 590 ft.; above ground 537 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Sept. 27, 1953.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, WEOA.  
**REPRESENTATIVES:** Sales, Young Tv.; Washington Attorney, Koteen & Burt; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Edwin G. Richter Jr., 21.82%; Henry S. Hilberg and wife, 36.36%; Mary Jane B. Clark, 14.55%; and the following owning 5.45% each: Ernest Felix, Jane B. Buse, Raymond L. Buse Jr., Rosanne B. Brockman and J. Barrett Buse. Same interests also own WEOA Evansville, Ind.  
**EXECUTIVES:**  
 Edwin G. Richter Jr., pres., gen. mgr. & film buy.  
 Ernest Felix, vp. & pgn. dir.  
 Howard Duncan, com. mgr.  
 Robert M. Cleveland, ch. engr.  
 Lucille Gander, prom. mgr.  
 Ulysses Carlini, news ed.

**SUMMARY OF RATES (Card No. 6, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	ID.
Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.)						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class A (6-7 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.)						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
Class B (5-6 p.m., 10:30-11 p.m., Mon.-Sun.)						
\$225.00	\$135.00	\$90.00	\$75.00	\$60.00	\$45.00	\$22.50
Class C (All other times)						
\$150.00	\$90.00	\$60.00	\$52.00	\$37.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**LEXINGTON**

(Fayette County)

**WLAP-TV**

(Target Date, Unknown)

**LICENSEE:** Community Broadcasting Co. Address: Radio Bldg. Phone: 3-2727.  
**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 15.5 kw, Aural 7.76 kw. Antenna Height: Above average terrain 640 ft.; above ground 556 ft.  
**AFFILIATIONS:** Stations, Am, WLAP; Fm, WLAP-FM.  
**REPRESENTATIVES:** Washington Attorney, Pierson, Ball & Dowd.  
**PRINCIPAL STOCKHOLDERS:** Frederic Gregg Jr., Harry C. Feingold and Charles H. Wright each own 33 1/3%.  
**EXECUTIVES:**  
 Frederic Gregg Jr., co-own.  
 Charles H. Wright, co-own.  
 Harry C. Feingold, co-own.

**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. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 630 ft.; above ground 651 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began March 15, 1955.  
**AFFILIATIONS:** Tv Networks, NBC, ABC, CBS. Station, Am, WLEX.  
**REPRESENTATIVES:** Sales, The Bolling Co., Dora Clayton (Deep South); Washington Attorney, Spearman & Roberson; Consulting Engineer, Vandivere, Cohen & Wearn.  
**PRINCIPAL STOCKHOLDERS:** H. Guthrie Bell, 29.97%; Central Kentucky Broadcasting Co. (WLEX), 26.92%; J. Douglas Gay, 23.91%; and William B. Gess, 4.11%. Messrs. Bell and Gay own controlling interest in Central Kentucky.  
**EXECUTIVES:**  
 J. D. Gay Jr., pres.  
 Earl L. Boyles, vp., gen. mgr. & film buy.  
 Harry C. Barfield, sta. mgr. & film buy.  
 J. M. Pennock, com. mgr.  
 Alex B. Macauley, pgn. dir.  
 J. W. Robertson, ch. engr.  
 Sue Fenimore Wahlgren, news ed.

**SUMMARY OF RATES (Card No. 4, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:30-10:30 p.m., daily)						
\$218.50	\$131.10	\$73.05	\$64.40	\$50.89	\$35.65	\$21.85
Class B (10:30 p.m.-sign-off, daily)						
\$145.50	\$87.30	\$68.20	\$48.60	\$43.65	\$29.10	\$17.50
Class C (Sign-on-5:30 p.m., daily)						
\$126.50	\$75.90	\$50.60	\$44.30	\$37.95	\$25.30	\$15.20

Above are one-time rates. Frequency discounts allowed.



**EXCITEMENT UNLIMITED!**

**ASHORE! AT SEA! IN THE AIR!**

**ZIV'S SPECTACULAR NEW IMPACT SERIES!**

**"HARBOR COMMAND"**  
 starring **WENDELL COREY**



**LOUISVILLE**  
(Jefferson County)

**WAVE-TV**

LICENSEE: WAVE Inc. Address: 334 E. Broadway. Postal Zone: 2. Phone: Juniper 5-2201. TWX No.: LS 291.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 910 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 24, 1948.

AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am, WAVE.

REPRESENTATIVES: Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

PRINCIPAL STOCKHOLDER: George W. Norton Jr., 98.4%. WAVE Inc. also owns WFIE (TV) Evansville, Ind.

**EXECUTIVES:**

George W. Norton Jr., pres.	Wilbur Hudson, ch. engr.
Nathan Lord, gen. mgr.	James Caldwell, prom. mgr.
Ralph Jackson, com. mgr.	Rodney Ford, news ed.
George Patterson, pgm. dir. & film buy.	

**SUMMARY OF RATES (Card No. 13, Oct. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Sun. -Sat.)						
\$1,025.00	\$615.00	\$410.00	\$358.75	\$256.25	\$230.00	\$115.00
Class A (6:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sun., Sat.; 10-10:30 p.m., Sun.-Sat.)						
\$875.00	\$525.00	\$350.00	\$306.25	\$218.75	\$180.00	\$90.00

Class B (5-6:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-6 p.m., Sun.; 5-6 p.m., Sat.)	\$725.00	\$435.00	\$290.00	\$253.75	\$181.25	\$145.00	\$72.50
Class C (Noon-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, Sun.-Sat.; sign-on-noon, Sun.; sign-on-5 p.m., Sat.)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$90.00	\$45.00
Class D (9 a.m.-noon, Mon.-Fri.)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class E (Sign-on - 9 a.m., Mon.-Fri.)						\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**WHAS-TV**

LICENSEE: WHAS Inc. Address: 525 W. Broadway. Postal Zone: 2. Phone: Juniper 5-2211. TWX No.: LS 594.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 490 ft.; above ground 600 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Mar. 27, 1950.

AFFILIATIONS: Tv Network, CBS. Station, Am, WHAS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Miller & Schroeder.

PRINCIPAL STOCKHOLDERS: Courier-Journal and Louisville Times Co. (Barry Bingham and family), 100%.

**EXECUTIVES:**

Barry Bingham, pres.	Orrin W. Towner, dir., engrng.
Victor A. Sholis, vp. & dir.	Charles McDaniel, film buy.
Albert J. Gillen, sls. dir.	William F. Loader, prom. mgr.
Samuel D. Gifford, pgm. dir. & film buy.	William J. Small, news ed.

**WLEX-TV LEXINGTON, KENTUCKY**

*it adds up this way...*

TAKE CHANNEL **18**\* WITH  
 COVERAGE IN **34**\*\* COUNTIES  
 TO SELL KENTUCKY **52** WEEKS  
 OUT OF THE YEAR

\* Lexington's WLEX-TV, the ONLY station in the area and the ONLY consistently clear picture received! Outstanding local programing, with emphasis on sports (University of Kentucky coaches Adolph Rupp and Blanton Collier . . . . . Keeneland Races . . . . . Cincinnati Reds) and the best from the networks!

\*\* 34 central Kentucky counties included within the B.5 M.V. coverage area. 547,500 population . . . . . \$699,813,000 spendable income . . . . . \$422,134,000 retail sales. Located in Fayette County, one of the country's FASTEST growing areas with new, big industry booming sales past all previous highs!

**NBC ABC CBS**

**YOU CAN'T SELL KENTUCKY WITHOUT THE RICH BLUEGRASS AREA!  
 AND YOU CAN'T ADEQUATELY SELL THE BLUEGRASS WITHOUT WLEX-TV!**

REPRESENTED BY THE BOLLING CO., INC. - IN DEEP SOUTH BY THE DORA-CLAYTON AGENCY



*Louisville's FOREMOST and  
BEST KNOWN FIGURE*



The WHAS-TV Channel 11 figure is recognized at a glance. Day and night he is welcomed as part of the outstanding WHAS-TV programming that dominates Kentucky and Southern Indiana viewing.

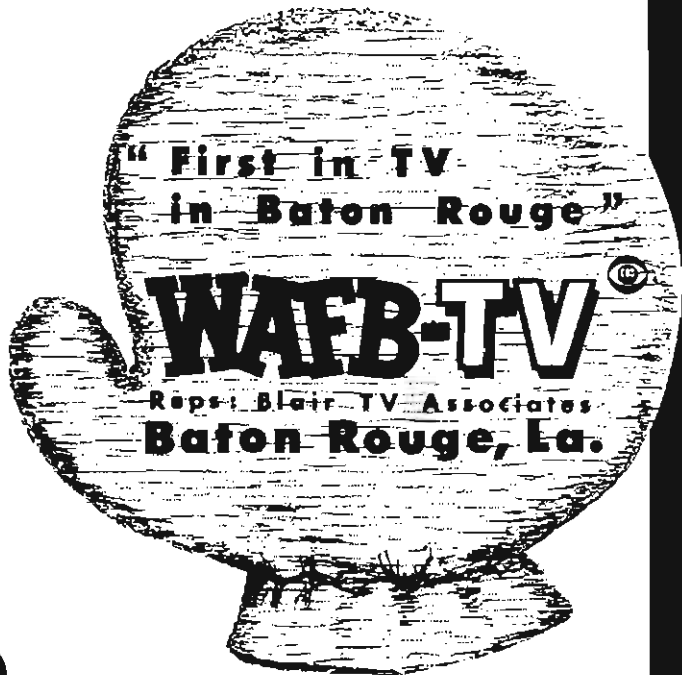
Just as the Channel 11 figure symbolizes excellence to the viewer, he should remind you that for selling results, your advertising deserves individual attention . . . and the ADDED IMPACT OF PROGRAMMING OF CHARACTER. In Louisville, WHAS-TV programming PAYS OFF!

*FOREMOST in Service—  
BEST in Entertainment!*

WHAS-TV CHANNEL 11 LOUISVILLE, KY.  
316,000 WATTS—BASIC CBS-TV NETWORK

VICTOR A. SHOLIS, Director  
Represented Nationally by Harrington, Richter & Parsons  
Associated with The Courier-Journal and Louisville Times

The Only TV STATION  
to win FOUR  
MAJOR AWARDS  
In One National  
PROMOTION CONTEST



**1** FIRST in the nation for promotion of network programs.\*

**1** FIRST in the nation for promotion of syndicated film programs.\*

**1** FIRST in Louisiana and third in the nation for general audience promotion.\*

**2** SECOND in the nation for promotion of local live programs.\*

WAFB-TV is tops in other merchandising contests . . . with 8 major awards in 8 national contests during 1956-57.

WAFB-TV is tops in ratings and entertainment, too . . . with 4 out of 5 top night-time shows, 8 out of 10 top morning shows and 16 out of 25 top week-day strips.

\* BILLBOARD'S 19th ANNUAL PROMOTION COMPETITION

" First in TV in Baton Rouge "

LOUISIANA

LOUISIANA MARKET DATA BY PARISHES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Tangipahoa	15,800	74	11,690	49,378	10,687	1,537
Tensas	3,200	47	1,510	6,269	1,059	320
Terrebonne	11,600	72	8,390	50,392	11,913	1,308
Union	4,700	42	1,950	9,557	2,011	241
Vermilion	10,000	28	2,830	29,120	5,979	1,019
Vernon	5,900	28	1,650	18,471	3,825	527
Washington	10,800	65	7,020	31,427	7,595	1,223
Webster	10,100	54	5,420	31,485	7,793	1,007
W. Baton Rouge	3,200	38	1,210	4,925	1,812	130
West Carroll	3,700	64	2,370	7,270	763	225
W. Feliciana	1,600	33	520	2,683	731	83
Winn	4,400	49	2,150	9,163	2,788	521
Total	804,400	61%	488,110	\$2,762,469	\$571,891	\$98,069

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**ALEXANDRIA**  
(Rapides Parish)

**KALB-TV**

**LICENSEE:** Lanford Telecasting Co. Address: 801 Washington St. Phone: 5-2456. TWX No.: 484.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 15.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 15.1 kw. Antenna Height: Above average terrain 560 ft.; above ground 585 ft.

**OPERATION:** Began Sept. 29, 1954.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, KALB; Fm, KALB-FM.

**REPRESENTATIVES:** Sales, Weed Tv.; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** T. B. Lanford, 51%; Bill L. Fox, 49%. Mr. Lanford also owns KALB-AM-FM Alexandria, 85% of KRMD Shreveport, and 33 1/3% of KPLC-AM-TV Lake Charles, all La.; 13.8% of WSLI and WJTV (TV) Jackson, Miss., and 98% of KRRV Sherman, Tex.

**EXECUTIVES:**

T. B. Lanford, pres. & film buy. Tom Erwin, pgm. dir.  
Willard L. Cobb, gen. mgr., Eugene Miller, ch. engr.  
nat'l. sls. mgr. Bibby Close, prom. mgr.  
Jesse R. Sexton, loc. sls. mgr. Ben Hubbard, news ed.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6:30-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B (6-6:30 p.m., Mon.-Sat.)	....	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class C (All other times)	\$175.00	\$105.00	\$72.00	\$54.00	\$46.00	\$35.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

**BATON ROUGE**  
(East Baton Rouge Parish)

**WAFB-TV**

**LICENSEE:** Modern Broadcasting Co. of Baton Rouge Inc. Address: 929 Government St. Phone: Dickens 4-8571.

**FACILITIES:** Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 97.7 kw. Present Operating Pow.: Visual 182 kw, Aural 97.7 kw. Antenna Height: Above average terrain 490 ft.; above ground 499 ft.

**OPERATION:** Began April 19, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Stations, Am, WAFB; Fm, WAFB-FM.

**REPRESENTATIVES:** Sales, Blair-Tv Assoc.; Washington Attorney, Pierson, Ball & Dowd. Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** WDSU Broadcasting Corp. (WDSU-TV New Orleans), 68.87%; following own 2.9% each: Tom E. Gibbens, Francis H. Lee, J. S. Burk, C. C. Barnard; Louis S. Prejean, 2%. For other WDSU-TV holdings, see WDSU-TV New Orleans, La.

**EXECUTIVES:**

Dwight W. Martin, chmn. of bd. Donald K. Allan, ch. engr.  
Tom E. Gibbens, pres. & gen. mgr. Grave McElveen, prom. mgr.  
Mervyn E. Rhys, com. mgr. Roland Daye, news ed.  
Don Hallmann, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 1, Mar. 10, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6-11 p.m., daily)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
Class B (Noon-5 p.m., Sat., Sun.; 5-6 p.m., 11 p.m.-sign-off, daily)	\$187.50	\$112.50	\$75.00	\$56.25	\$46.88	\$37.50	\$18.75
Class C (Noon-5 p.m., Mon.-Fri.)	\$125.00	\$75.00	\$50.00	\$43.75	\$31.25	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**WBRZ(TV)**

**LICENSEE:** Louisiana Television Broadcasting Corp. Address: 1650 Highland Rd. Phone: Dickens 8-1491. TWX No.: BR 01.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 97.7 kw. Aural 56.2 kw. Present Operating Pow.: Visual 97.7 kw. Aural 56.2 kw. Antenna Height: Above average terrain 890 ft.; above ground 954 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began April 14, 1955.  
**AFFILIATIONS:** Tv Network, NBC, ABC. Stations, Am, WJBO; Fm, WBRL (FM).  
**REPRESENTATIVES:** Sales, George P. Hollingsbery Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Baton Rouge Broadcasting Co., (WJBO), 49.33%; Louis Gottlieb, 9.4%; Percy E. Roberts, 6.9%; Roland Kizer, 9.07%; R. F. Cangelosi, 9.4%; Clint L. Pierson, 9%; Earl H. Smith, 3.33%; and D. L. and C. P. Manship Jr., .33% each. Manships own WJBO, WBRL-FM and Baton Rouge Advocate and State-Times.  
**EXECUTIVES:**  
 Douglas L. Manship, pres. John E. Ferguson, pgm. mgr. & film buy.  
 John H. Bone, gen. mgr. J. Patrick Weathersby, ch. engr.  
 Guy Corley, sls. mgr. Edward Hessel Jr., prom. mgr.

**SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily; 6-7 p.m., Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$65.00
Class A (5-8 p.m., daily; 6-7 p.m., Mon.-Fri.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class B (10-11 p.m., daily; noon-5 p.m., Sat., Sun.)	\$187.50	\$112.50	\$75.00	\$65.62	\$46.88	\$37.50
Class C (Noon-5 p.m., Mon.-Fri.)	\$125.00	\$75.00	\$50.00	\$43.75	\$31.25	\$25.00
Class D (7 a.m.-noon, 11 p.m.-sign-off, daily)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WCNS(TV)**

(Target Date, September, 1957)

**LICENSEE:** Bayou Broadcasting Corp. Address: P. O. Box 1387, Shreveport, La.  
**FACILITIES:** Ch. 40. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 77.6 kw. Antenna Height: Above average terrain 490 ft.; above ground 503 ft.  
**REPRESENTATIVES:** Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** Henry B. Clay, Gilmore N. Nunn and Frank M. Smith, 33 1/3% each. Mr. Clay also owns 15.6% of KTRE-AM-TV Lufkin, Tex. and is executive vice president of KWKH Shreveport, La. and of KTHS and KTHV (TV) Little Rock, Ark. Mr. Nunn owns 30% of WBR-AM-FM-TV Knoxville, Tenn. Mr. Smith owns 18.07% of Hudson Valley Broadcasting Co. (WCDA(TV) Albany and (WCDB(TV) Hagaman, both New York; and WCDC(TV) Adams, Mass.).  
**EXECUTIVES:**  
 Henry B. Clay, pres. & treas. Frank M. Smith, vp.  
 Gilmore N. Nunn, vp.

**LAFAYETTE**  
(Lafayette Parish)

**KLFY-TV**

**LICENSEE:** Camellia Broadcasting Co. Address: 1301 Oak Ave. Phone: Center 5-9494. TWX No.: IF88.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 440 ft.; above ground 457 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 3, 1955.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, KLFY.  
**REPRESENTATIVES:** Sales, Young Tv.; Washington Attorney, Cohn & Marks; Consulting Engineer, Guy C. Hutchinson.  
**PRINCIPAL STOCKHOLDERS:** Paul H. DeClouet, 18.75%; Thomas A. DeClouet, 18.75%; Harold J. Delhomme, 18.75%; John W. Mitchell, 18.75%; and others. Paul and Thomas DeClouet own 50% of KEUN Eunice and 40% of KPVI Ville Platte, both La.  
**EXECUTIVES:**  
 Paul H. DeClouet, pres. Sonny Baker, pgm. dir.  
 Dierrell Hamm, gen. mgr. Maurice Wynn, ch. engr.  
 Quitman Henley, com. mgr. Dudley Lastrape, news ed.

**SUMMARY OF RATES (Card No. 2, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10 p.m., daily)	\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00
Class B (5-6 p.m., 10-11 p.m., daily)	\$175.00	\$103.00	\$72.00	\$54.00	\$46.00	\$35.00
Class C (Sign-on-5 p.m., 11 p.m.-sign-off, daily)	\$122.50	\$73.50	\$50.40	\$37.80	\$32.20	\$24.50

Above are one-time rates. Frequency discounts allowed.

**LAKE CHARLES**  
(Calcasieu Parish)

**KPLC-TV**

**LICENSEE:** Calcasieu Broadcasting Co. Address: 320 Division St. Phone: Hemlock 6-3631. TWX No.: LH 96.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 440 ft.; above ground 474 ft.  
**OPERATION:** Began Sept. 29, 1954.  
**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, KPLC.

BROADCASTING • TELECASTING

America's dynamic new industrial empire...  
Baton Rouge - WBRZ area!



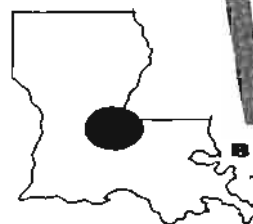
Spend more... where there's more to spend!

Twelve oil and chemical plants in Baton Rouge alone provide payrolls over \$100 million annually... per family buying income \$5947



(National Average \$5465)

**Baton Rouge is a "must" market... and only one TV station completely covers this great industrial empire.**



**WBRZ** Channel 2

BATON ROUGE, LOUISIANA

Tower: 1001 ft. Power: 100,000 watts

NBC-ABC

Represented by Hollingsbery

"Only sunshine reaches more homes in this BILLION DOLLAR MARKET"



# THERE'S MORE THAN ONE "Monroe" WITH A TERRIFIC FIGURE!

You've Seen Marilyn's Figure  
Now . . . Look at KNOE-TV's

KNOE-TV  
DELIVERS **99<sup>7</sup>/<sub>10</sub>%**

OF THE TV HOMES  
IN OUR VIEWING AREA

For as little as **92<sup>c</sup>** Per thousand  
Homes

Time Period	Cost per M homes
Sign on to 12 noon	\$1.57
12 noon to 4 p.m.	1.05
4 p.m. to 6 p.m.	1.48
6 p.m. to 7 p.m.	.93
7 p.m. to 10 p.m.	.92
10 p.m. to 11 p.m.	1.89

Based on National one-time spot rate  
Sources: March 1957 ARB, 1956 NCS

## LOOK AT THIS MARKET AREA

Population	1,664,500
Families	476,260
Spendable Income	\$1,591,352,000
Food Stores	\$ 238,625,000
General Merchandise Stores	\$ 154,806,000
Auto Stores	\$ 232,292,000
Service Stations	\$ 55,368,000
Restaurants, Drinks, etc.	\$ 53,985,000
Drug	\$ 35,906,000
Building Materials, Hardware	\$ 96,324,000
<b>TOTAL RETAIL SALES</b>	<b>\$1,063,415,000</b>
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070

# KNOE-TV

Paul H. Goldman, Vice President & General Manager

CHANNEL 8—MONROE, LA.

CBS NBC ABC

A James A. Noe Station

H-R Television, Inc.—National Rep.

## LOUISIANA

### LAKE CHARLES (Cont.)

#### KPLC-TV (Cont.)

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Robert M. Booth; Consulting Engineer, Commercial Radio Equipment Co.

PRINCIPAL STOCKHOLDERS: T. E. Lanford and L. M. Sepaugh, both 33<sup>1</sup>/<sub>2</sub>%; R. M. Dean and Viola Lipe Dean trust, 16% each; See KALB-TV Alexandria, La. for other Lanford interests. Mr. Sepaugh also owns 13.8% of WSLI-WJTV (TV) Jackson, Miss.

#### EXECUTIVES:

T. E. Lanford, pres. & film buy. Ed Barton, ch. engr.  
Pelham Mills Jr., gen. mgr. Gay St. Cyr, prom. mgr.  
Art Reuben, com. mgr. Karl von Leuwen, news ed.  
A. B. Craft Jr., pgm. dir.

#### SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-10:30 p.m., Mon.-Sat.; all day Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class B (5-6:30 p.m., daily)	\$175.00	\$105.00	\$72.00	\$54.00	\$46.00	\$35.00
Class C (Sign-on-5 p.m., 10:30 p.m.-sign-off, daily)	\$122.50	\$73.50	\$50.40	\$37.80	\$32.20	\$24.50

Above are one-time rates. Frequency discounts allowed.

#### KTAG (TV)

LICENSEE: KTAG Associates. Address: 645 15th St. Phone: Hemlock 9-9413. TWX No.: LH 83.

FACILITIES: Ch. 25. Authorized Eff. Rad. Pow.: Visual 20.4 kw, Aural 11 kw. Present Operating Pow.: Visual 20.4 kw, Aural 11 kw. Antenna Height: Above average terrain 330 ft.; above ground 348 ft.

OPERATION: Began Nov. 15, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Young Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Charles W. Lamar Jr., 46.5%; Warren Berwick, 32.4%; R. B. McCall Jr., 10.7%; and Harold Knox, 10.7%. Mr. Lamar owns WPFA-TV Pensacola, Fla.

#### EXECUTIVES:

Warren Berwick, pres. Lawrence Vicknair, ch. engr.  
Raymond Dorsey, gen. mgr. & film buy. Bob Pardue, prom. mgr.  
Harper Clark, com. mgr. Bill Smith, news ed.  
Nelda Barker, pgm. dir.

#### SUMMARY OF RATES (Card No. 2, Aug. 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$25.00
Class B (5-6:30 p.m., after 10 p.m., daily; noon-5 p.m., Sun.; noon-6:30 p.m., Sat.)	\$112.50	\$67.50	\$45.00	\$37.50	\$27.50	\$18.75
Class C (Noon-5 p.m., Mon.-Fri.)	\$75.00	\$45.00	\$30.00		\$25.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

## MONROE

(Ouachita Parish)

#### KLSE (TV)\*

(Target Date, Unknown)  
(\*Non-Commercial Educational)

LICENSEE: State Dept. of Education, State of Louisiana. Address: State Capitol Bldg., Baton Rouge.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 320 ft.; above ground 337 ft.

REPRESENTATIVES: Washington Attorney, Lippman, Woods, Tyler & Finley.

#### EXECUTIVES:

Shelby M. Jackson, State Supt. of Public Education

#### KNOE-TV

LICENSEE: James A. Noe. Address: P.O. Box 1472. Phone: Fairfax 2-8155. TWX No.: MRO LA 371.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 115 kw. Present Operating Pow.: Visual 229 kw, Aural 115 kw. Antenna Height: Above average terrain 750 ft.; above ground 774 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 27, 1953.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, KNOE.

REPRESENTATIVES: Sales, H. R. Television; Washington Attorney, Lippman, Woods, Tyler & Finley; Consulting Engineer, A. E. Cullum Jr.

PRINCIPAL STOCKHOLDER: Mr. Noe, also owns WNOE New Orleans.

**EXECUTIVES:**

James A. Noe, pres. Harry Arthur, asst. gen. mgr.,  
 Paul H. Goldman, vp. & gen. mgr. pgm. dir. & film buy.  
 Ray Boyd, vp. & dir., enging. Mae Ward, news ed.  
 Jack Ansell Jr., dir., sls. & prom.

**SUMMARY OF RATES (Card No. 3, Mar. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Mon.-Sun.)						
\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$80.00	\$40.00
Class A (6:30-7 p.m., Mon.-Fri.; 1-7 p.m., Sat., Sun.; 10-11 p.m., daily)						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
Class B (5-6:30 p.m., Mon.-Fri.; 10 a.m.-1 p.m., Sat., Sun.; 11 p.m.-midnight, daily)						
\$250.00	\$150.00	\$100.00	\$85.00	\$70.00	\$50.00	\$25.00
Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-10 a.m., Sat., Sun.; after midnight, Mon.-Sun.)						
\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**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. Antenna Height: Above average terrain 330 ft.; above ground 356 ft.

**AFFILIATIONS:** Station, Am, WMBY.

**REPRESENTATIVES:** Washington Attorney, A. L. Stein; Consulting Engineer, L. J. N. duTrell.

**PRINCIPAL STOCKHOLDERS:** Lester Kamin, 33 1/2%; Pat Coon, 33 1/2%; and Billy B. Goldberg, 33 1/2%. Each owns 20.5% of KCIJ Shreveport.

**EXECUTIVES:**  
 Lester Kamin, pres. Billy B. Goldberg, sec.-treas.  
 Pat Coon, vp.

**WDSU-TV**

**LICENSEE:** WDSU Broadcasting Corp. Address: 520 Royal St. Postal Zone: 10. Phone: Tulane 4371. TWX No.: NO 290.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 930 ft.; above ground 975 ft.

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

**OPERATION:** Began Dec. 18, 1948.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Stations, Am, WDSU; Fm, WDSU-FM.

**REPRESENTATIVES:** Sales, Blair-Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** Edgar B. Stern Jr., 67%; Robert D. Swezey, 20%; A. Louis Read, 10%; Lester E. Kabacoff, 3%. Licensee also owns 88.87% of WAFB-AM-FM-TV Baton Rouge, La., and 51% of WDAM-TV Hattiesburg, Miss.

**EXECUTIVES:**  
 Edgar B. Stern Jr., pres. Mel Leavitte, pgm. dir.  
 Robert D. Swezey, exec. vp. Lindsey Riddle, ch. engr.  
 & gen. mgr. Elaine Phillips, film buy.  
 A. Louis Read, vp. & com. mgr. Marion Annenberg, prom. mgr.  
 Tom Hicks, vp., chg. pgrng. Bill Monroe, news ed.

**SUMMARY OF RATES (Card No. 11, June 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7-10 p.m., daily)						
\$1,100.00	\$600.00	\$375.00	\$325.00	\$275.00	\$250.00	\$125.00
Class A (6-7 p.m., 10-10:30 p.m., daily)						
\$900.00	\$500.00	\$310.00	\$275.00	\$225.00	\$170.00	\$85.00
Class B (5-6 p.m., Mon.-Fri., 10:30-11:30 p.m., daily; 1-6 p.m., Sat.; 3-6 p.m., Sun.)						
\$700.00	\$400.00	\$260.00	\$230.00	\$190.00	\$140.00	\$70.00
Class C (Noon-5 p.m., Mon.-Fri.; 11:30-sign-off, daily; sign-on-1 p.m., Sat.; 9 a.m.-3 p.m., Sun.)						
\$500.00	\$300.00	\$190.00	\$175.00	\$150.00	\$80.00	\$40.00
Class D (9 a.m.-noon, Mon.-Fri.; sign-on-9 a.m., Sun.)						
\$400.00	\$240.00	\$150.00	\$140.00	\$120.00	\$70.00	\$35.00
Class E (Sign-on-9 a.m., Mon.-Fri.)						
\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WJMR-TV**

**LICENSEE:** Supreme Broadoasting Co. Inc. Address: 1500 Canal St. Phone: Express 3131.

**FACILITIES:** Ch. 20. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 501 kw. Present Operating Pow.: Visual 1,000 kw, Aural 501 kw. Antenna Height: Above average terrain 420 ft.; above ground 436 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Nov. 1, 1953.

**AFFILIATIONS:** Tv Networks, ABC, CBS. Stations, Am, WJMR; Fm, WRCM (FM).

**REPRESENTATIVES:** Sales, Weed Tv.; Clarke Brown Co. (South).

**PRINCIPAL STOCKHOLDERS:** Chester F. Owens and wife, 93%; George A. Mayoral, 5%; Robert E. Jeffers, 2%. Licensee owns 28% of WORA-TV Mayaguez, P. R. Mr. Mayoral owns one third of NEW Ponce, P. R.

**EXECUTIVES:**  
 Chester F. Owens, pres. Paul Beville, com. mgr.  
 George A. Mayoral, vp., gen. mgr., Tom Abbott, ops. & pgm. mgr.  
 & ch. engr. Jack Petrik, ch. engr.  
 Robert E. Jeffers, sec.-treas. & film buy.

**SUMMARY OF RATES (Card No. 4, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7-9:30 a.m., daily)						
\$400.00	\$230.00	\$145.00	\$105.00	\$90.00	....	\$40.00
Class A (6-7 p.m., 9:30-10:30 p.m., Mon.-Sat.; 3-7 p.m., 9:30-10:30 p.m., Sun.)						
\$300.00	\$180.00	\$120.00	\$95.00	\$85.00	\$60.00	\$35.00
Class B (4-6 p.m., Mon.-Sat.; 1-3 p.m., Sun.; 10:30 p.m.-sign-off, daily)						
\$165.00	\$100.00	\$65.00	\$55.00	\$50.00	\$40.00	\$18.00
Class C (9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.)						
\$120.00	\$85.00	\$50.00	\$45.00	\$40.00	\$20.00	\$12.00
Class D (6 a.m.-9 a.m., daily)						
\$85.00	\$50.00	\$45.00	\$40.00	\$35.00	\$16.00	\$8.00

Above are one-time rates. Frequency discounts allowed.

**WWEZ-TV**

(Target Date, Unknown)

**LICENSEE:** WWEZ Radio Inc. Address: Hotel New Orleans. Phone: Canal 3521.

**FACILITIES:** Ch. 32. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 126 kw. Antenna Height: Above average terrain 340 ft.; above ground 358 ft.

**AFFILIATION:** Station, Am, WWEZ.

**REPRESENTATIVES:** Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** A. L. Chilton and wife, 65.8%; A. Earl Cullum Jr., 22%; Joe A. Oswald, 12%. The Chiltons own KSKY Dallas, Tex. Mr. Cullum is a consulting engineer and owns 30% of KCNC Fort Worth and 2.8% of KFDM Beaumont, both Tex.

**EXECUTIVES:**  
 A. L. Chilton pres.

**WWL-TV**

(Target Date, September 1, 1957)

**LICENSEE:** Loyola University. Address: 1024 N. Rampart St. Phone: Express 4444.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 710 ft.; above ground 750 ft.

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

**AFFILIATIONS:** Tv Network, CBS. Station, Am, WWL.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Segal, Smith & Hennessey.

**EXECUTIVES:**  
 Rev. W. Patrick Donnelly, pres. J. D. Bloom, ch. engr.  
 W. H. Summerville, gen. mgr.

**WYES (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** Greater New Orleans Educational Television Foundation, Inc. Address: 916 Navarre Ave. Postal Zone: 24.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 50 kw, Aural 28.8 kw. Present Operating Pow.: Visual 50 kw, Aural 28.8 kw. Antenna Height: Above average terrain 400 ft.; above ground 428 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 1, 1957.

**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen.

**EXECUTIVES:**  
 Duff Browne, gen. mgr. William Hart, ch. engr.  
 Walter Ryan, prod. mgr.

**SHREVEPORT**  
(Caddo Parish)

**KSLA-TV**

**LICENSEE:** Shreveport Television Co. Address: Washington-Youree Hotel. Postal Zone: 2. Phone: 3-6151. TWX No.: SH 74.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,210 ft.; above ground 1,195 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 1, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co.; Washington Attorney, Weaver & Glassie; Consulting Engineer, Vandivere, Cohen & Wearn.

**PRINCIPAL STOCKHOLDERS:** Mrs. E. B. George, 43%; Henry E. Linam, 25%; Ben Beckham Jr., 25%; and Carter Henderson, 7%.

**EXECUTIVES:**

Ben Beckham Jr., gen. mgr.	John C. Renshaw, pgm. dir.
Winston B. Linam, sta. mgr.	Morris C. Barton Jr., ch. engr.
Deane Flett, com. mgr. & nat'l. sls. mgr.	Carol Vinson, prom. mgr.
	Don Owen, news dir.

**SUMMARY OF RATES (Card No. 5, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily)					\$125.00	\$62.50
Class A (Program Units—6-10 p.m., Mon.-Sat.; 5-10 p.m., Sun. and Announcements—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$165.00	\$150.00	\$100.00
Class B (5-6 p.m., Mon.-Sat.; 10-11 p.m., daily; 1-5 p.m., Sun.)	\$375.00	\$225.00	\$150.00	\$124.87	\$112.50	\$75.00
Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; noon-1 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$83.25	\$75.00	\$50.00
Class D (Midnight-noon, daily)	\$150.00	\$90.00	\$60.00	\$50.00	\$45.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**KTBS-TV**

**LICENSEE:** KTBS Inc. Address: 312 E. Kings Highway. Phone: 7-3644. TWX No.: SH92.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 69.2 kw. Present Operating Pow.: Visual 100 kw, Aural 69.2 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1,151 ft.

**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Sept. 3, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Stations, Am, KTBS; Fm, KTBS-FM, KTBS-FM.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring Assoc.

**PRINCIPAL STOCKHOLDERS:** George D. Wray Sr. and sons, 100%.

**EXECUTIVES:**

E. Newton Wray, pres.	Claude Scott, ch. engr.
Pat J. White, sta. mgr. & film buy.	Ruth August, prom. mgr.
Joe B. Foster, com. mgr.	Maury Wayne, news ed.
Vlada Dimac, pgm. dir.	

**SUMMARY OF RATES (Card No. 1, Sept. 3, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-10 p.m., Mon.-Sat.; 5-10 p.m., Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$100.00
Class B (5-6:30 p.m., 10-11 p.m., Mon.-Sat.; 1-5 p.m., Sun.)	\$260.00	\$156.00	\$104.00	\$91.00	\$78.00	\$52.00
Class C (1-5 p.m., Mon.-Sat.; 11 p.m.-midnight, daily)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00
Class D (Midnight-1 p.m., daily)	\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00

Above are one-time rates. Frequency discounts allowed.

**IN SHREVEPORT, LOUISIANA**  
**KTBS-TV CHANNEL 3 OFFERS**

*Bonus Coverage*

The latest NIELSEN SURVEY proves that KTBS-TV CHANNEL 3 offers BONUS COVERAGE in the rich 4-state area—North Louisiana, East Texas, South Oklahoma and South Arkansas.

\*316,400 HOMES in the KTBS-TV AREA . . . a BONUS of 31,900 over station B.

\*157,980 TELEVISION HOMES in KTBS-TV AREA . . . a BONUS of 13,120 over station B.

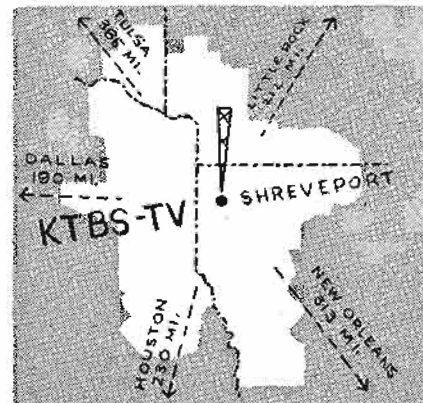
\*136,860 HOMES REACHED MONTHLY by KTBS-TV . . . a BONUS of 6,740 over station B.

\*131,870 HOMES REACHED WEEKLY by KTBS-TV . . . a BONUS of 5,120 over station B.

KTBS-TV with its maximum power is the place to be . . . there's MORE to see on Channel 3 . . . and MORE people see it.

\*Latest Nielsen Survey

**FROM THE HUB OF THIS 4-STATE AREA**



Represented by

**Edward Petry & Co., Inc.**

E. NEWTON WRAY, President & General Manager **NBC** and **ABC**

**MAINE MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Androscoggin ..	24,900	84	20,970	99,670	25,716	2,028
Aroostook .....	24,400	37	9,120	87,022	22,004	2,482
Cumberland .....	51,800	77	39,890	232,559	52,575	9,128
Franklin .....	5,700	63	3,600	15,631	4,707	470
Hancock .....	10,100	61	6,150	34,292	9,883	701
Kennebec .....	23,800	81	19,370	102,894	27,720	2,544
Knox .....	8,600	71	6,090	34,408	8,864	1,034
Lincoln .....	5,300	81	4,270	20,855	5,484	517
Oxford .....	12,100	73	8,810	41,991	11,120	1,009
Penobscot .....	30,000	78	23,520	138,692	33,425	2,990
Piscataquis .....	5,100	72	3,660	16,529	4,824	584
Sagadahoc .....	6,300	81	5,080	18,272	4,941	419
Somerset .....	11,200	49	5,470	35,151	10,403	1,137
Waldo .....	6,200	71	4,390	19,351	4,914	335
Washington .....	9,800	57	5,610	31,843	10,112	1,015
York .....	27,900	81	22,510	99,442	30,030	2,963
Total .....	263,200	72%	188,510	\$1,028,603	\$266,682	\$29,356

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**AUGUSTA**

(Kennebec County)

**WPTT (TV)**

(Target Date, Unknown)

LICENSEE: Pine Tree Telecasting Corp. Address: Park Square, Boston, Mass.  
 FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 560 ft.; above ground 497 ft.  
 REPRESENTATIVES: Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Commercial Radio Equipment Co.  
 PRINCIPAL STOCKHOLDER: Richard S. Robie is sole owner.  
 EXECUTIVES: Richard S. Robie, own.

**BANGOR**

(Penobscot County)

**WABI-TV**

LICENSEE: Community Telecasting Service. Address: 57 State St. Phone 6446. TWX No.: BG 84.  
 FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 17.8 kw. Present Operating Pow.: Visual 29.5 kw, Aural 17.8 kw. Antenna Height: Above average terrain 670 ft.; above ground 120 ft.  
 EQUIPPED TO COLORCAST network programs.  
 OPERATION: Began Jan. 25, 1953.  
 AFFILIATIONS: Tv Networks, ABC, NBC. Station, Am, WABI.  
 REPRESENTATIVES: Sales, George P. Hollingbery Co., Kettell-Carter (New England); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, George C. Davis.  
 PRINCIPAL STOCKHOLDERS: Owned by Community Bestg. Service (WABI Bangor). Community is 60% owned by Horace Hildredth, 32.4% by WPOR Portland, Me., and 5.7% by WTVL Waterville, Me. WPOR is owned by Mr. Hildredth and associates and Henry Oliver Rea and associates. These interests have varying holdings in WMTW (TV) Poland Spring, Me. Mr. Rea also has interests in WENS (TV) Pittsburgh and KMGM-TV Minneapolis. Purchase of WAGM-AM-TV. Presque Isle and WABM Houlton, both Maine, pending FCC approval.  
 EXECUTIVES: Horace A. Hildredth, pres. Walter L. Dickson, vp. in chg. of ops.  
 Leon P. Gorman Jr., cxec. vp.  
 Robert McCausland, loc. sls. mgr. Richard B. Bronson, prod. & prom. mgr.  
 Leon H. Nelson, pgm. dir.

**SUMMARY OF RATES (Card No. 2, Jan. 2, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:59-10:30 p.m., daily)	\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00
Class B (All other times)	\$150.00	\$120.00	\$70.00	\$60.00	\$45.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**WTWO (TV)**

LICENSEE: Murray Carpenter & Assoc. Address: 7 Main St. Phone: 2-4822.  
 FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 38.3 kw, Aural 18.6 kw. Present Operating Pow.: Visual 36.3 kw, Aural 18.6 kw. Antenna Height: Above average terrain 640 ft.; above ground 99 ft.  
 OPERATION: Began Sept. 12, 1954.  
 AFFILIATION: Tv Network, CBS.  
 REPRESENTATIVES: Sales, Venard, Rintoul, & McConnell, Louis J. Borgatti (Boston); Washington Attorney, Plerson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.  
 PRINCIPAL STOCKHOLDERS: Murray Carpenter and wife are sole owners.  
 EXECUTIVES: Murray Carpenter, pres. Rudolph Marcoux, vp., bus. mgr. & natl. adv. mgr.  
 William O. Clark, vp., ops. mgr. & ch. engr. James Robinson, pgm. dir.

**SUMMARY OF RATES (Card No. 3, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10:30 p.m., daily)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class B (9 a.m.-6 p.m., daily)	\$225.00	\$135.00	\$90.00	\$78.75	\$56.25	\$45.00
Class C (10:30-11:15 p.m., daily)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class D (11:15 p.m.-9 a.m., daily)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**POLAND SPRING**

(Androscoggin County)

**WMTW (TV)**

LICENSEE: Mt. Washington Tv Inc. Address: Riccar Inn. Phone: Poland 51. TWX No.: Poland 65.  
 FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 52.5 kw. Present Operating Pow.: Visual 105 kw, Aural 52.5 kw. Antenna Height: Above average terrain 3,850 ft.; above ground 93 ft.  
 OPERATION: Began Sept. 25, 1954.  
 AFFILIATIONS: Tv Networks, CBS, ABC.  
 REPRESENTATIVES: Sales, Harrington, Righter & Parsons Inc.; Washington Attorney, Fly, Shucbruk, Blume & Gaguine.  
 PRINCIPAL STOCKHOLDERS: Peter Anderson, 26%; E. Martin Anderson, 1.6%; Horace Hildredth and family 27%; John W. Guider, 10%; WTVL Waterville, Me.; 6.6%; Henry Oliver Rea and family, 5%; W. H. Rea (and Oliver-Tyrone Corp.), 14%; WPOR Portland, Me., 5.5%, and others. The Hildredths and the Reas own WPOR. The Hildredths, the Reas and WTVL own WAB1-AM-TV Bangor, Me. The Reas have interests in WENS (TV) Pittsburgh, Pa., and KMGM-TV Minneapolis. Mr. Guider owns WMOU Berlin and WJWC Conway, both, N. H., and one-third of Concert Network Inc. (WTMH[F]M) Providence, R. I.; WFMQ[F]M Hartford, Conn., and WFMX[F]M New York.)  
 EXECUTIVES: John W. Guider, pres. Parker Vincent, ch. engr.  
 John H. Norton Jr., gen. mgr. Brian Higgins, film buy.  
 Carter Knight, com. mgr. Richard Gove, prom. mgr.  
 John T. Madigan, pgm. dir. & news ed.

**SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:30-10:30 p.m., Mon.-Sat.; 5-10:30 p.m., Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B (5-6:30 p.m., Mon.-Sat.; 10:30-10:59 p.m., Sun.-Sat.; 1-5 p.m., Sun.)	\$300.00	\$160.00	\$120.00	\$105.00	\$75.00	\$60.00
Class C (All other times)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**PORTLAND**

(Cumberland County)

**WCSH-TV**

LICENSEE: Maine Radio & Television Co. Address: 157 High St. Postal Zone: 3. Phone: Spruce 2-0181. TWX No.: PO 86.  
 FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 70 kw. Present Operating Pow.: Visual 100 kw, Aural 70 kw. Antenna Height: Above average terrain 590 ft.; above ground 380 ft.  
 EQUIPPED TO COLORCAST network programs.  
 OPERATION: Began Dec. 1, 1953.  
 AFFILIATIONS: Tv Network, NBC. Station, Am, WCSH.  
 REPRESENTATIVES: Sales, Weed Tv; Washington Attorney, Scgal, Smith & Hennessey; Consulting Engineer: A. D. Ring & Assoc.  
 PRINCIPAL STOCKHOLDER: Adeline B. Rines, 99% (in trust). Mrs. Rines also is principal stockholder in WRDO Augusta and WLBZ Bangor, both Me.  
 EXECUTIVES: Adeline B. Rines, pres. Charles R. Brown, ch. engr.  
 William H. Rines, vp. & mgng. dir. William Kerkos, film buy.  
 Jack S. Atwood, sta. mgr. Linwood T. Pitman, prom. mgr.  
 Bruce C. McGorill, com. mgr. Philip N. Johnson, news ed.  
 Burnell Poole Jr., pgm. dir.

**SUMMARY OF RATES (Card No 5, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA (7:30-10:30 p.m., Sun.-Sat.)	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00
Class A (6:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00
Class B (5-6:30 p.m., Mon.-Sat.; 1-6:30 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00
Class C (All other times)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**MAINE**

**PORTLAND (Cont.)**

**WGAN-TV**

LICENSEE: Guy Gannett Broadcasting Services. Address: 390 Congress St. Postal Zone: 3. Phone: Spruce 2-4661. TWX No.: PO 186.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 630 ft; above ground 314 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 16, 1954.

AFFILIATIONS: Tv Network, CBS. Station, Am, WGAN.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Guy Gannett Pub. Co. (Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel, all Me.)

**EXECUTIVES:**

Jean Gannett Williams, pres.	Samuel G. Henderson Jr., pgm. dir. & film buy.
Creighton E. Gatchell, vp. & gen. mgr.	Roger W. Hodgkins, ch. engr.
Richard E. Bates, com. mgr.	Georg H. Cummings, prom. mgr.
	Nunzi Casavola, news ed.

**SUMMARY OF RATES (Card No. 4, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7:30-10:30 p.m., Sun.-Sat.)</b>						
\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00	\$50.00
<b>Class A (6:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.)</b>						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$70.00	\$35.00
<b>Class B (5-6:30 p.m., Sun.-Sat.)</b>						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
<b>Class C (All other times)</b>						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**PRESQUE ISLE**

(Aroostook County)

**WAGM-TV**

LICENSEE: Aroostook Broadcasting Corp. Address: 489 Main St. Phone: 9-2461.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 14.1 kw. Present Operating Pow.: Visual 27.5 kw, Aural 14.1 kw. Antenna Height: Above average terrain 350 ft.; above ground 290 ft.

OPERATION: Began Oct. 13, 1956.

AFFILIATIONS: Tv Network, CBS. Station, Am, WAGM.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Harold D. Glidden owns 95%. Aroostook also is licensee of WABM Houlton, Me. (Sale to WABI-AM-TV Bangor, Me., pending FCC approval.)

**EXECUTIVES:**

Harold Glidden, pres. & gen. mgr.	Elmer Snow, ch. engr.
Forrest Craig, com. mgr.	Bob Drew, news ed.
Ted Coffin, pgm. dir. & film buy.	

**SUMMARY OF RATES (Card No. I, Sept. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (6-10:30 p.m., daily)</b>						
\$150.00	\$90.00	\$60.00	\$52.00	\$40.00	\$30.00	\$16.00
<b>Class B (Sign-on-6 p.m., daily)</b>						
\$120.00	\$72.00	\$48.00	\$42.00	\$35.00	\$30.00	\$14.50
<b>Class C (11:15 p.m.-sign-off, daily)</b>						
\$105.00	\$63.00	\$42.00	\$38.00	\$30.00	\$26.25	\$12.50

Above are one-time rates. Frequency discounts allowed.

**MARYLAND MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Allegany	26,500	51	13,590	87,666	24,271	2,607
Anne Arundel	40,000	85	34,080	136,575	45,532	5,368
*Baltimore	371,300	84	311,620	1,661,392	378,029	70,808
Calvert	3,100	77	2,400	10,469	2,165	33
Caroline	5,400	82	4,410	24,746	3,922	663
Carroll	12,000	85	10,200	55,712	11,354	1,232
Cecil	9,800	78	7,600	32,790	7,314	526
Charles	6,100	77	4,720	27,814	7,602	569
Dorchester	8,000	79	6,330	29,343	7,270	493
Frederick	18,500	79	14,540	68,153	14,218	1,521
Garrett	5,100	42	2,140	15,034	3,235	391
Harford	16,600	83	13,780	69,329	16,063	2,080
Howard	6,800	81	5,470	20,695	2,699	571
Kent	3,900	82	3,180	16,545	3,476	283
Montgomery	71,800	88	62,940	295,439	75,100	11,652
Prince Georges	75,000	87	65,350	259,436	90,982	12,971
Queen Annes	4,100	82	3,340	12,141	2,448	251
St. Marys	8,600	77	6,640	24,801	5,940	771
Somerset	5,800	37	2,160	16,379	4,921	438
Talbot	6,000	79	4,740	35,164	6,233	1,207

\*Independent city of Baltimore combined with Baltimore County.

**MARYLAND**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Washington	23,900	68	16,250	102,954	21,439	2,821
Wicomico	12,700	75	9,550	72,607	13,621	1,813
Worcester	7,500	37	2,790	40,924	6,675	1,014
Total	748,700	81%	607,820	\$3,116,108	\$754,509	\$120,083

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**BALTIMORE**

(Baltimore County)

**WBAL-TV**

LICENSEE: Hearst Corp. Address: 2610 N. Charles St. Postal Zone: 18. Phone: Hopkins 7-3000. TWX No.: BA 560.

FACILITIES: Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna 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.

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

REPRESENTATIVES: Sales, Edward Petry & Co.; Washington Attorney, Deimsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Hearst Corp., also owns WISN-AM-TV Milwaukee 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.	John Willner, vp. & dir. engrng.
D. L. Provost, vp. & gen. mgr.	William C. Bareham, ch. engr.
Leslie H. Feard Jr., vp. & sta. mgr.	Sidney Barbet, film buy.
Willis K. Friert, com. mgr.	Wall Matthews, prom. mgr.
J. Sydney King, pgm. dir.	John Lewis, news ed.

**SUMMARY OF RATES (Card No. 14, Oct. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (8-10:30 p.m., daily)</b>						
\$1500.00	\$900.00	\$600.00			\$350.00	\$175.00
<b>Class B (10:30-11 p.m., daily)</b>						
\$1000.00	\$600.00	\$400.00			\$200.00	\$100.00
<b>Class C (7-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.)</b>						
\$800.00	\$480.00	\$320.00			\$150.00	\$75.00
<b>Class D (6-7 p.m., Mon.-Fri.; 11 p.m.-1 a.m., daily; noon-7 p.m., Sat.; noon-6 p.m., Sun.)</b>						
\$600.00	\$360.00	\$240.00		\$150.00	\$120.00	\$60.00
<b>Class E (Noon-6 p.m., Mon.-Fri.)</b>						
\$400.00	\$240.00	\$160.00		\$100.00	\$75.00	\$37.50
<b>Class F (All other times)</b>						
\$300.00	\$180.00	\$120.00		\$75.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WITH-TV**

(Target Date, Unknown)

LICENSER: WITH-TV Inc. Address: 7 E. Lexington St. Postal Zone: 3. Phone: Lexington 9-7808.

FACILITIES: Ch. 72. Authorized Eff. Rad. Pow.: Visual 95.5 kw, Aural 52.5 kw. Antenna Height: Above average terrain 510 ft; above ground 335 ft.

AFFILIATIONS: Stations, Am, WITH; Fm, WITH-FM.

REPRESENTATIVES: Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDER: Maryland Broadcasting Co. (WITH Baltimore) 100%; 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.

**WJZ-TV**

LICENSEE: Westinghouse Broadcasting Co. Address: Television Hill. Postal Zone: 11. Phone: Mohawk 4-7600. TWX No.: BA 386; BA 53.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 550 ft; above ground 530 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Nov. 1, 1948.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Blair-Tv. Attorney, John W. Sleen, New York.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh, Pa.

**EXECUTIVES:**

Donald H. McGannon, pres.	James T. Killan, ops mgr., adv. sls. prom. mgr.
Larry H. Israel, gen. mgr.	Tommy Dukehart, publicity-puh. rel. mgr.
Joseph P. Dougherty, sls. mgr.	Ben Wolfe, ch. engr.
Pel Schmidt, loc. sls. mgr.	
Joel Chaseman, pgm. mgr.	

(Continued on page 134.)

# television audience leadership in baltimore's 3-station market

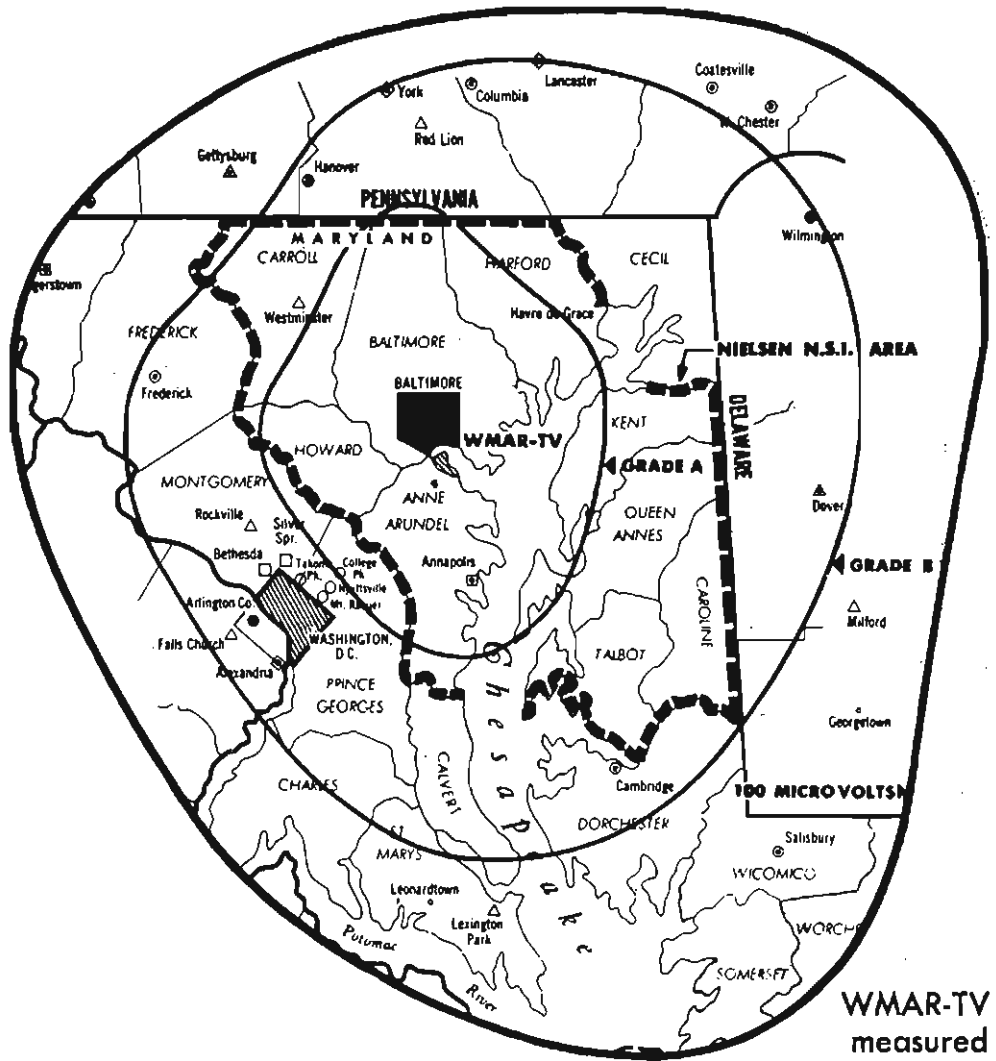
May Nielsen  
reports that  
**WMAR-TV**  
garners

**50.1%**

share of  
total audience

with all these quarter-hour homes in 1 week\*...

NSI area . . . . . 27,056,600  
Beyond NSI area . . 16,877,600  
Total 1/4 hr. homes . 43,934,200



WMAR-TV  
measured  
coverage



\*7 AM-Midnight, Sunday thru Saturday

In Maryland, most people watch

**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, St. Louis, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

**BALTIMORE (Cont.)**

**WJZ-TV (Cont.)**

**SUMMARY OF RATES (Card No. 12, Aug. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA (Program Units—8-10:30 p.m. Sun.-Sat. Announcements—8-10 p.m., Sun.-Sat.)	\$1400.00	\$840.00	\$560.00	....	\$420.00	\$300.00	\$150.00
Class A (Program Units—7:30-8 p.m., 10:30-11 p.m., Sun.-Sat. Announcements—7:15-8 p.m., 10-11 p.m., Sun.-Sat.)	\$1100.00	\$660.00	\$440.00	....	\$330.00	\$225.00	\$112.50
Class B (Program Units—7-7:30 p.m., 11-11:30 p.m., Sun.-Sat. Announcements—5:30-7:15 p.m., 11-11:30 p.m., Sun.-Sat.)	\$800.00	\$480.00	\$320.00	....	\$240.00	\$150.00	\$75.00
Class C (Program Units—5-7 p.m., 11:30 p.m.-midnight, Sun.-Sat. Announcements—Noon-5:30 p.m., 11:30 p.m.-midnight, Sun.-Sat.)	\$600.00	\$360.00	\$240.00	....	\$180.00	\$75.00	\$37.50
Class D (Program Units—Noon-5 p.m., Sun.-Sat. Announcements—Sign-on-noon, midnight-sign-off, Sun.-Sat.)	\$375.00	\$225.00	\$150.00	....	\$112.50	\$40.00	\$20.00
Class E (Sign-on-noon, midnight-sign-off, Sun.-Sat.)	\$250.00	\$150.00	\$100.00	....	\$75.00	....	....

Above are one-time rates. Frequency discounts allowed.

**WMAR-TV**

**LICENSEE:** A. S. Abell Co. Address: Charles & Redwood Sts. Postal Zone: 3. Phone: Mulberry 5-5870. TWX No. BA 167.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 380 ft; above ground 591 ft.

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

**OPERATION:** Began Oct. 27, 1947.

**AFFILIATION:** Tv Network, CBS.

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

**PRINCIPAL STOCKHOLDER:** Licensee publishes Baltimore Sunpapers.

**EXECUTIVES:**

William F. Schmick Sr., pres.  
E. K. Jett, gen. mgr.  
E. A. Lang, com. mgr. & prom. mgr.

Robert B. Cochrane, pgm. dir.  
Carlton G. Nopper, ch. engr.  
David V. Stickle, film buy. & news ed.

**SUMMARY OF RATES (Card No. 12A, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class AA (7:59-10:31 p.m., daily)	\$1500.00	\$900.00	\$600.00	\$450.00	\$400.00	\$350.00	\$175.00
Class A (7:31-7:59 p.m., 10:31-11:01 p.m., daily)	\$1150.00	\$690.00	\$460.00	\$345.00	\$275.00	\$250.00	\$125.00
Class B (7:01-7:31 p.m., daily)	\$850.00	\$510.00	\$340.00	\$255.00	\$191.00	\$150.00	\$75.00
Class C (6:01-7:01 p.m., Mon.-Fri.; 12:59-7:01 p.m., Sat., Sun.)	\$650.00	\$390.00	\$260.00	\$195.00	\$162.00	\$130.00	\$65.00
Class D (11:01-11:31 p.m., daily)	\$550.00	\$330.00	\$220.00	\$165.00	\$137.00	\$100.00	\$50.00

Class E (11:59 a.m.-6:01 p.m., after 11:31 p.m., Mon.-Fri., 11:59 a.m.-12:59 p.m., after 11:31 p.m., Sat., Sun.)	\$440.00	\$264.00	\$176.00	\$132.00	\$85.00	\$75.00	\$37.50
Class F (9-11:59 a.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.)	\$280.00	\$168.00	\$112.00	\$84.00	\$62.00	\$50.00	\$25.00
Class G (Sign-on-9 a.m., Mon.-Fri.)	\$280.00	\$168.00	\$112.00	\$84.00	\$62.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WTLF (TV)**

(Target Date, Unknown)

**LICENSEE:** United Broadcasting Co. of Eastern Maryland Inc. Address: 912 N. Charles St.

**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 21.4 kw, Aural 12.6 kw. Antenna Height: Above average terrain 480 ft; above ground 801 ft.

**AFFILIATION:** Station, Am, WSID.

**REPRESENTATIVES:** Washington Attorney, Cohn & Marks.

**PRINCIPAL STOCKHOLDER:** Richard Eaton, who also owns WOOK-AM-TV Washington, D. C.; WARK Hagerstown and WINX Rockville, both Md.; WJMO Cleveland, Ohio, and WANT Richmond and WYOU and WACH-TV Newport News, Va.

**EXECUTIVES:**

Richard Eaton, pres.

**SALISBURY**

(Wicomico County)

**WBOC-TV**

**LICENSEE:** Peninsula Broadcasting Co. Address: Radio-Tv Park. Phone: Pioneer 9-6131. TWX No.: Salis. 148.

**FACILITIES:** Ch. 16. Authorized Eff. Rad. Pow.: Visual 151 kw, Aural 83.2 kw. Present Operating Pow.: Visual 151 kw, Aural 83.2 kw. Antenna Height: Above average terrain 620 ft; above ground 647 ft.

**OPERATION:** Began July 15, 1954.

**AFFILIATIONS:** Tv Network, ABC, CBS, Station, Am, WBOC.

**REPRESENTATIVES:** Sales, Headley-Reed Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** John W. Downing, 16%; Lee W. Allen, 9%; I. L. Benjamin, 11%; Virginia P. Ward, 6%; Charles J. Truitt, 3%; Edward Webb, 3%, and others.

**EXECUTIVES:**

John W. Downing, pres.  
Charles J. Truitt, vp., gen. mgr., com. mgr. & prom. mgr.  
John W. Downing Jr., pgm. dir.  
Jack W. Ward, ch. engr.  
William Anderson, news ed.

**SUMMARY OF RATES (Card No. 2, Nov. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.	
Class A (6:30-10:30 p.m., daily)	\$200.00	\$125.00	\$90.00	\$70.00	\$55.00	\$37.50	\$20.00
Class B (5-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6:30 p.m., 10:30-11 p.m., Sun.)	\$150.00	\$94.00	\$67.50	\$52.50	\$41.50	\$28.50	\$15.50
Class C (Before 5 p.m., after 11 p.m., Mon.-Sat.; before 1 p.m., after 11 p.m., Sun.)	\$100.00	\$62.00	\$45.00	\$38.00	\$28.00	\$22.00	\$14.00

Above are one-time rates. Frequency discounts allowed.

**A MADE-TO-ORDER URBAN-RURAL TEST MARKET**

FOR 39¢ PER THOUSAND ACTUAL "VIEWING" HOMES\*

\$400,000,000 RETAIL SALES

BETTER THAN AVERAGE INCOME

EXCLUSIVE ONE-STATION MARKET

ABC AND CBS AFFILIATIONS

TWO HOURS DAILY LOCAL PROGRAMS

MERCHANDISING ASSISTANCE

National Representatives

HEADLEY—REED COMPANY, INC.

ONLY STATION PROVIDING A CONSISTENT TELEVISION SIGNAL FOR THE PROSPEROUS DELAWARE-MARYLAND-VIRGINIA PENINSULA.

**WBOC-TV**  
**CHANNEL 16**  
Salisbury, Md

\*Station breaks in peak audience times; 52-time half-hour rate \$2.45 per thousand homes.

MASSACHUSETTS MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Barnstable	17,700	81	14,300	96,910	26,252	3,995
Berkshire	42,500	82	34,850	171,135	42,857	5,008
Bristol	124,800	82	102,340	410,829	105,900	13,362
Dukes	1,900	78	1,480	12,537	5,008	544
Essex	171,900	84	144,150	601,748	157,828	21,015
Franklin	17,800	70	12,470	58,266	13,053	1,832
Hampden	120,500	80	96,400	514,770	112,485	17,787
Hampshire	25,600	72	18,410	87,264	20,796	2,940
Middlesex	329,700	82	270,350	1,253,145	321,627	42,316
Nantucket	1,100	78	850	7,689	2,130	281
Norfolk	132,700	83	109,740	465,240	117,339	16,887
Plymouth	85,400	85	55,590	252,450	68,390	8,796
Suffolk	249,900	84	209,920	1,544,499	369,010	44,524
Worcester	172,700	82	141,610	638,221	157,854	20,540
Total	1,474,200	82%	1,212,460	\$6,112,703	\$1,520,327	\$199,627

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ADAMS

(Berkshire County)

WCDC (TV)† (PITTSFIELD) (Satellite of WCDA [TV] Albany, N. Y.)

LICENSEE: Hudson Valley Broadcasting Co. Address: P. O. Box 4100, Albany, N. Y. Phone: Albany 3-2225. Bridge 1-2345 (Troy). TWX No.: Troy 373.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 115 kw, Aural 67.8 kw. Present Operating Pow.: Visual 115 kw, Aural 67.6 kw. Antenna Height: Above average terrain 2,120 ft.; above ground 251 ft.

OPERATION: Began Feb. 5, 1954.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany, N. Y.

EXECUTIVES:

Frank M. Smith, pres. & dir. William J. Lewis, sls. mgr. Thomas S. Murphy, gen. mgr. Charles R. Heisler, ch. engr.

SUMMARY OF RATES (Sold in combination with WCDA [TV] Albany, N. Y., and WCDB [TV] Hagaman, N. Y.)

†Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Following sale to present owners resumed as satellite of WCDA (TV) Albany, N. Y. on Feb. 22, 1957.

BOSTON

(Suffolk County)

WBZ-TV

LICENSEE: Westinghouse Broadcasting Co. Address: 1170 Soldiers Field Rd. Postal Zone: 34. Phone: Algonquin 4-5670. TWX No.: BRTN 1054.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Present Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Antenna Height: Above average terrain 1,180 ft.; above ground 1,199 ft.

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

OPERATION: Began June 9, 1948.

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

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Attorney, John Steen, New York.

PRINCIPAL STOCKHOLDERS: See KDKA-TV Pittsburgh.

EXECUTIVES:

D. H. McGannon, pres. (New York) W. H. Hauser, ch. engr. W. C. Swartley, vp. D. H. Edgemon, prom. mgr. F. A. Tooke, gen. mgr. F. E. Whitmarsh, news ed. J. E. Allen, sls. mgr. Herbert Cahon, pgm. mgr. & film buy.

SUMMARY OF RATES (Card No. 11, Dec. 16, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.)	\$2400.00	\$1440.00	\$960.00	\$840.00	\$720.00	\$275.00
Class A (Program Units—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 6-7 p.m., Sun. Announcements—7-7:59 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 6-6:59 p.m., Sun.)	\$2100.00	\$1260.00	\$840.00	\$735.00	\$630.00	\$440.00
Class B (Program Units—6-7 p.m., Mon.-Sat.; 11-11:45 p.m., Mon.-Sun.; 1-6 p.m., Sun. Announcements—6-7 p.m., Mon.-Sat.; 3-6 p.m., Sun.)	\$1600.00	\$960.00	\$640.00	\$560.00	\$480.00	\$160.00
Class C (Program Units—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun. Announcements—11-11:45 p.m., daily; 3-6 p.m., Sun.)	\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$280.00
Class D (Program Units—Sign-on-9 a.m., 11:45 p.m.-sign-off, daily. Announcements—9 a.m.-6 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.)	\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$250.00
Class E (Sign-on-9 a.m., 11:45 p.m.-sign-off, daily)					\$160.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

WGBH-TV\*

(\*Non-Commercial Educational)

LICENSEE: WGBH Educational Foundation. Address: 84 Massachusetts Ave. Postal Zone: 39. Phone: University 4-6400.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 33.9 kw. Present Operating Pow.: Visual 56.2 kw, Aural 33.9 kw. Antenna Height: Above average terrain 660 ft.; above ground 233 ft.

OPERATION: Began May, 1955.

AFFILIATION: Station, WGBH-FM.

REPRESENTATIVES: Washington Attorney, Covington & Burling; Consulting Engineer, Jansky & Bailey.

EXECUTIVES:

Ralph Lowell, pres. Robert L. Larsen, pgm. dir. Hartford N. Gunn Jr., gen. mgr. Frank W. Harvey, dir. engrng. David Davis, asst. gen. mgr. in chg. tv. Peter Winn, dir. of pub. rel.

WHDH-TV

(Target Date, Unknown)

LICENSEE: WHDH Inc. Address: 6 St. James Ave. Phone: Hancock 6-5500.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 64.6 kw, Aural 32.4 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1249 ft.

AFFILIATIONS: Tv Network, ABC. Stations, Am, WHDH; Fm, WHDH-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

PRINCIPAL STOCKHOLDER: Same ownership as Boston Herald-Traveler.

EXECUTIVES:

Robert B. Choat, pres.

WJDW (TV)

(Target Date, Unknown)

LICENSEE: J. D. Wrather Jr. Address: 162 Delfern Dr., Beverly Hills, Calif.

FACILITIES: Ch. 44. Authorized Eff. Rad. Pow.: Visual 262 kw, Aural 145 kw. Antenna Height: Above average terrain 580 ft.; above ground 539.

REPRESENTATIVES: Washington Attorney, Welch, Mott & Morgan; Consulting Engineer, George P. Adair Engineering Co.

PRINCIPAL STOCKHOLDER: Mr. Wrather also owns 38.9% of KFMB-AM-TV San Diego, 38.9% of KERO-TV Bakersfield, both Calif., and 38.9% of KYAT (TV) Yuma, Ariz.

WMUR-TV (MANCHESTER, N. H.)

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: 5-5788. (For full listing see Manchester, N. H.)

WNAC-TV

LICENSEE: RKO Teleradio Pictures Inc., (Yankee Div.). Address: 21 Brookline Ave. Postal Zone: 15. Phone: Commonwealth 6-0800. TWX No. BS 89.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 480 ft.; above ground 428 ft.

OPERATION: Began June 21, 1948.

EQUIPPED TO COLORCAST network programs.

AFFILIATIONS: Tv Networks, CBS, ABC. Stations, Am, WNAC; Fm, WNAC-FM.

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

PRINCIPAL STOCKHOLDERS: See WOR-TV New York.

EXECUTIVES:

Thomas F. O'Neil, chm. of bd. Tom Bateson, sls. & sls. serv. dir. John Foot, pres. Proctor Jones, asst. sls. & sls. serv. dir. Norman Knight, exec. vp. & gen. mgr. James Pike, film dir. George Steffy, vp., tv ops. George Hallberg, sls. prom. dir. Harry Whittemore, tech. dir. Phyllis Doherty, publicity dir.

SUMMARY OF RATES (Card No. 10, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AAA (8 p.m.-10 p.m., daily)	\$3000.00	\$1800.00	\$1200.00	\$1050.00	\$750.00	\$660.00
Class AA (7:30-8 p.m., Mon.-Fri.; 10-10:30 p.m., daily; 6-8 p.m., Sat., Sun.)	\$2600.00	\$1560.00	\$1040.00	\$910.00	\$650.00	\$550.00
Class A (7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 5-6 p.m., Sat.; 1-6 p.m., Sun.)	\$2200.00	\$1320.00	\$880.00	\$770.00	\$550.00	\$380.00
Class B (5-7 p.m., Mon.-Fri.; 11-11:45 p.m., daily)	\$1600.00	\$960.00	\$640.00	\$560.00	\$400.00	\$290.00
Class C (9 a.m.-5 p.m., Mon.-Fri.; 11:45-sign-off, daily; sign-on-5 p.m., Sat.; sign-on-1 p.m., Sun.)	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$220.00
Class D (Sign-on-9 a.m., Mon.-Fri.)	\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00

Above are one-time rates. Frequency discounts allowed.



**BOSTON**

**WTAO-TV (CAMBRIDGE)**

**LICENSEE:** Middlesex Broadcasting Co. Address: 439 Concord Ave., Cambridge. Postal Zone: 38. Phone: Elliot 4-0500. (For full listing see Cambridge.)

**WXEL (TV)**

(Target Date, Unknown)

**LICENSEE:** Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.  
**FACILITIES:** Ch. 38. Authorized Eff. Rad. Pow.: Visual 251 kw. Aural 135 kw. Antenna Height: Above average terrain 490 ft.; above ground 444 ft.  
**REPRESENTATIVES:** Washington Attorney, Martin W. Kramer, New York; Consulting Engineer, Thomas B. Freedman.  
**PRINCIPAL STOCKHOLDER:** Herbert Mayer, 100%. Ajax also is permittee of WPHD(TV) Philadelphia.  
**EXECUTIVES:** Herbert Mayer, pres. & gen. Mgr.

**BROCKTON**

(Plymouth County)

**WHEF-TV**

(Target Date, Unknown)

**LICENSEE:** Trans-American Television Enterprises Inc. Address: 225 Washington St., Boston, Mass. Phone: Lafayette 3-8352.  
**FACILITIES:** Ch. 62. Authorized Eff. Rad. Pow.: Visual 195 kw, Aural 105 kw. Antenna Height: Above average terrain 430 ft.; above ground 458 ft.  
**REPRESENTATIVES:** Washington Attorney, Sam Miller; Consulting Engineer, Robert M. Silliman & Assoc.  
**PRINCIPAL STOCKHOLDER:** Harry E. Frank (100%).  
**EXECUTIVES:** Harry E. Frank, pres.

**CAMBRIDGE**

(Middlesex County)

**WTAO-TV† (BOSTON)**

**LICENSEE:** Middlesex Broadcasting Corp. Address: 439 Concord Ave. Postal Zone: 38. Phone: Eliot 4-0500.  
**FACILITIES:** Ch. 56. Authorized Eff. Rad. Pow.: Visual 21.5 kw, Aural 11.5 kw. Antenna Height: Above average terrain 470 ft.; above ground 289 ft.  
**OPERATION:** Began Sept. 1, 1953.  
**AFFILIATIONS:** Stations, Am, WTAO; Fm, WXHR (FM)  
**REPRESENTATIVES:** Washington Attorney, Cottone & Schelner; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDER:** Frank Lyman Jr., 74.1%, and Harvey Radio Laboratories Inc., Cambridge, 25.9% (of which Mr. Lyman is principal owner).  
**EXECUTIVES:** Frank Lyman Jr., pres. Wallace Dunlap, gen. mgr.  
 †WTAO-TV has suspended operation but has not returned its CP.

**GREENFIELD**

(Franklin County)

**WRLP (TV) (Satellite of WWLP [TV], Springfield, Mass.)**

**LICENSEE:** Springfield Television Broadcasting Corp. Address P. O. Box 32, Northfield, Mass. Phone: Northfield 336.  
**FACILITIES:** Ch. 32. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 918 ft.; above ground 666ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 1, 1957.  
**AFFILIATIONS:** Tv Networks, NBC, ABC.  
**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer,  
**PRINCIPAL STOCKHOLDERS:** See WWLP(TV) Springfield, Mass.  
**EXECUTIVES:** Wallace I. Green, sta. mgr. John A. Fergie, ch. engr. Philip J. Renison, sls. mgr.  
**SUMMARY OF RATES** (See WWLP [TV] Springfield)

**PITTSFIELD**

(Berkshire County)

**WCDC (TV) (ADAMS)**

**LICENSEE:** Hudson Valley Broadcasting Co. Address: P. O. Box 4100, Albany, N. Y. Phone: Albany 3-2225 (For full listing see Adams, Mass.)

**SPRINGFIELD**

(Hampden County)

**WHYN-TV**

**LICENSEE:** Hampden-Hampshire Corp. Address: 1300 Liberty St. Phone: Republic 4-1126. TWX No.: SM 566.  
**FACILITIES:** Ch. 40. Authorized Eff. Rad. Pow.: Visual 141 kw, Aural 72.4 kw. Present Operating Pow.: Visual 141 kw, Aural 72.4 kw. Antenna Height: Above average terrain 990 ft.; above ground 134 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began April 14, 1953.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WHYN; Fm, WHYN-FM.  
**REPRESENTATIVES:** Sales, The Branham Co., Harry Wheeler & Co.; Washington Attorney, Bingham, Collins, Porter & Kistler; Consulting Engineer, Kear & Kennedy.  
**PRINCIPAL STOCKHOLDERS:** Republican Television Inc.; 50%; William R. Dwight and family, 16.6%; Valley Photo Engraving Corp., Holyoke, Mass., 16.6% (voted by Mr. Dwight), and Charles N. DeRose and family, 16.6%. Republican Television is owned by Employees' Beneficial Fund of Springfield Union and News. The Dwight and DeRose families own the Holyoke Transcript and Telegram and the Northampton Hampshire Gazette.  
**EXECUTIVES:** Charles N. DeRose, gen. mgr. Harold Schumacher, ch. engr. Patrick J. Montague, com. mgr. Michael C. Horn, prom. mgr. Kendall Smith, pgm. dir. & film buy. Noah LaMountain, news ed.

**SUMMARY OF RATES** (Card No. 4, Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10 p.m., daily)	\$600.00	\$360.00	\$240.00	\$180.00	\$140.00	\$60.00
Class A (7-8 p.m., 10-11 p.m., daily)	\$400.00	\$240.00	\$160.00	\$120.00	\$100.00	\$45.00
Class B (5-7 p.m., 11 p.m.-midnight, daily)	\$300.00	\$180.00	\$120.00	\$80.00	\$70.00	\$30.00
Class C (1-5 p.m., midnight-sign-off, daily)	\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00
Class D (Sign-on-1 p.m., daily)	\$125.00	\$75.00	\$50.00	\$40.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**WWLP (TV)**

**LICENSEE:** Springfield Television Broadcasting Corp. Address: P. O. Box 2210, Postal Zone: 1. Phone: State 8-0971. TWX No.: SM 462.  
**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 710 ft.; above ground 369 ft.  
**EQUIPPED TO COLORCAST** network programs, local slides.  
**OPERATION:** Began March 17, 1953.  
**AFFILIATIONS:** Tv Networks, NBC, ABC.  
**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, McKenna & Wilkinson.  
**PRINCIPAL STOCKHOLDERS:** Roger L. Putnam, 27.25%; William L. Putnam, 5.63%; James F. Fitzgerald, 8.3%; George Vadnais, 8.1%; WSPR Inc. (WSPR Springfield), 8.13%; Joseph Dellso, 5.5%, and others. Licensee owns WRLP (TV) Greenfield, Mass.  
**EXECUTIVES:** Roger L. Putnam, chmn. of bd. Wallace Sawyer, film buy. & asst. to gen. mgr. chg. film pgmng. William L. Putnam, pres., treas. & gen. mgr. Donald C. Shaw, ch. engr. George R. Townsend, vp. in chg. James H. Ferguson Jr., sls. mgr. dev. Wayne Henry Latham, prod. dir. Howard S. Keefe, sta. mgr. Edward Kennedy, sports & news dir. Wallace M. Bradley, pgm. dir. & asst. to gen. mgr. chg. live pgmng.

**SUMMARY OF RATES** (Card No. 8, June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class AA (7:59½-10 p.m., daily)	\$700.00	\$420.00	\$280.00	\$220.00	\$170.00	\$70.00
Class A (6:59½-7:59½, 10-11 p.m., daily)	\$550.00	\$330.00	\$220.00	\$190.00	\$160.00	\$55.00
Class B (4:59½-6:59½ p.m., 11-midnight, daily)	\$400.00	\$240.00	\$160.00	\$130.00	\$100.00	\$40.00
Class C (12:59½-4:59½ p.m., midnight-sign-off, daily)	\$250.00	\$150.00	\$100.00	\$90.00	\$75.00	\$25.00
Class D (Sign-on-12:59½ p.m., daily)	\$150.00	\$90.00	\$60.00	\$50.00	\$40.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WORCESTER**

(Worcester County)

**WWOR-TV†**

**LICENSEE:** Salisbury Broadcasting Co. Address: P. O. Box 609. Phone: Pleasant 7-8374.  
**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Antenna Height: Above average terrain 810 ft.; above ground 254 ft.  
**OPERATION:** Began Dec. 4, 1953.  
**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDERS:** Fox, Wells & Co., 30.4%; John Z. Buckley, 0.91%; Kenneth P. Higgins, 9.68%; Milton P. Higgins, 4.9%, and others. Fox, Wells & Co. (Stamford, Conn.) owns 95.5% of KFSD-AM-FM-TV San Diego pending FCC approval of sale of 46% to Weekly Publications Inc.  
**EXECUTIVES:** John Z. Buckley, pres. Ansel E. Gridley, vp. & gen mgr.  
 †WWOR-TV has suspended operation but has not returned its CP.

MICHIGAN MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Alcona	1,600	61	970	5,372	1,372	360
Alger	2,800	38	1,000	8,757	3,083	247
Allegan	15,700	83	13,080	45,738	10,805	1,006
Alpena	6,800	28	1,910	28,534	7,700	1,047
Antrim	3,600	52	1,830	8,735	2,826	394
Arenac	2,800	69	1,930	10,237	2,208	282
Baraga	2,300	40	910	4,974	1,727	275
Barry	9,100	83	7,550	27,251	6,643	1,059
Bay	28,700	85	24,370	113,223	26,417	4,329
Benzie	2,500	54	1,360	8,812	2,379	443
Berrien	43,100	86	36,850	170,970	42,885	7,137
Branch	10,100	64	6,450	35,171	7,948	1,078
Calhoun	41,400	85	35,190	154,637	39,072	6,035
Cass	10,700	80	8,530	24,092	7,210	846
Charlevoix	4,000	43	1,700	15,928	3,687	449
Cheboygan	8,800	42	3,720	16,812	4,043	770
Chippewa	3,800	43	1,620	33,614	9,156	663
Clare	3,500	76	2,650	14,325	3,088	639
Clinton	9,700	85	8,220	26,613	6,138	600
Crawford	1,300	60	780	5,384	1,142	202
Delta	9,500	49	4,690	38,451	10,416	1,051
Dickinson	7,600	62	4,710	25,489	6,523	610
Eaton	13,700	77	10,550	36,997	9,921	1,332
Emmet	4,800	43	2,040	24,318	4,915	756
Genesee	99,100	79	78,590	453,255	99,202	16,111
Gladwin	2,500	76	1,900	9,854	2,457	291
Gogebic	8,200	45	3,720	27,577	7,648	714
Gr. Traverse	8,700	54	4,730	53,126	10,723	1,609
Gratiot	10,300	83	8,560	39,012	8,474	999
Hillsdale	12,200	56	6,840	35,572	7,532	706
Houghton	11,300	20	2,240	37,631	13,118	984
Huron	9,400	82	7,740	36,988	7,078	1,180
Ingham	60,800	86	52,040	286,163	58,931	9,330
Ionia	11,500	82	9,480	40,126	8,733	1,189
Iosco	3,900	60	2,890	17,505	4,489	958
Iron	5,600	40	2,220	16,884	4,734	554
Isabella	6,200	76	6,230	31,271	6,983	768
Jackson	35,900	85	30,440	150,250	33,953	5,819
Kalamazoo	44,600	88	39,280	193,103	40,482	8,488
Kalkaska	1,400	52	730	3,771	1,096	189
Kent	100,700	86	88,100	444,979	99,114	21,902
Keweenaw	700	40	280	1,257	642	.....
Lake	1,800	75	1,360	3,903	1,243	182

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Lapeer	10,600	82	8,720	36,891	7,678	1,208
Leelanau	2,600	54	1,360	5,883	1,929	249
Lenawee	22,200	84	18,870	81,650	18,348	2,468
Livingston	9,100	85	7,720	36,548	8,032	909
Luce	1,600	36	580	6,238	1,634	418
MacKinnac	2,600	42	1,100	11,637	3,960	92
Macomb	71,800	92	66,060	306,137	90,943	10,334
Manistee	6,400	57	3,640	19,424	5,110	772
Marquette	15,000	34	5,120	50,782	18,064	1,029
Mason	6,600	54	3,550	25,152	6,801	827
Mecosta	5,600	82	4,570	16,908	4,375	687
Menominee	7,700	62	4,780	21,866	5,087	268
Midland	11,900	73	8,710	49,189	13,844	1,758
Missaukee	2,100	52	1,090	6,332	1,680	56
Monroe	25,600	87	22,350	85,428	19,322	2,272
Montcalm	10,700	85	9,110	39,635	10,048	1,311
Montmorency	1,200	28	340	5,608	1,369	334
Muskegon	42,100	89	37,550	166,096	44,698	6,665
Newaygo	7,000	75	5,270	19,875	5,084	652
Oakland	158,400	89	140,400	735,302	173,327	27,082
Oceana	5,200	54	2,790	16,283	4,803	493
Ogemaw	2,800	61	1,700	9,994	2,516	407
Ontonagon	2,900	45	1,310	9,297	2,739	198
Osceola	4,200	82	3,420	13,017	2,952	419
Oscoda	1,000	61	610	3,604	820	97
Otsego	1,700	60	1,020	9,985	2,245	341
Ottawa	25,300	83	21,000	96,344	23,131	2,765
Presque Isle	2,900	28	820	10,585	3,221	387
Roscommon	2,600	60	1,550	11,147	3,253	521
Saginaw	50,000	85	42,300	206,497	40,284	7,734
St. Clair	31,300	85	26,610	118,788	32,837	3,916
St. Joseph	12,400	84	10,440	48,386	10,516	1,760
Sanilac	9,400	72	6,810	30,179	7,110	882
Schoolcraft	2,500	36	900	10,156	2,536	348
Shiawassee	15,100	85	12,850	60,754	14,228	1,580
Tuscola	11,800	80	9,400	37,576	8,726	1,116
Van Buren	14,100	83	11,750	48,656	12,519	1,668
Washtenaw	42,300	85	35,870	167,574	43,878	8,131
Wayne	799,300	92	732,000	3,717,193	828,870	165,747
Wexford	5,900	57	3,380	21,332	5,207	772
Total	2,148,000	84%	1,805,000	\$9,158,397	\$2,131,748	\$364,848

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is uncensored. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**RATING  
POWER  
PLUS!**

**ALL YOURS  
IN ZIV'S  
SPECTACULAR  
NEW IMPACT  
SERIES!**

- ★ A colorful law enforcement agency never before dramatized for TV!
- ★ Exciting Hollywood star in a dynamic "he-man" role!
- ★ Thrilling action stories to outrate every adventure show on TV!



**"HARBOR COMMAND"**  
starring **WENDELL COREY**



# MICHIGAN

## ANN ARBOR (Washtenaw County)

### WPAG-TV

**LICENSEE:** Washtenaw Broadcasting Co. Inc. Address: Hutzel Bldg. Phone: Normandy 2-5517.

**FACILITIES:** Ch. 20. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.55 kw. Present Operating Pow.: Visual 17 kw, Aural 9.55 kw. Antenna Height: Above average terrain 340 ft; above ground 274 ft.

**OPERATION:** Began April 3, 1953.

**AFFILIATION:** Station, Am, WPAG.

**REPRESENTATIVES:** Sales, Everett-McKinney; Washington Attorney, Prince, Taylor, & Crampton; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Edward F. Baughn, 51%; and Mrs. Florence Greene, 49%.

#### EXECUTIVES:

Edward F. Baughn, pres. & gen. mgr. Bernard Ressler, ch. engr.  
David Pringle, pgm. dir. & film buy.

#### SUMMARY OF RATES (Card No. 1, April 3, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:59-11 p.m., Mon.-Fri.; noon-11 p.m., Sat.-Sun.)	\$150.00	\$90.00	\$60.00	....	\$45.00	\$30.00
Class B (All other times)	\$120.00	\$72.00	\$48.00	....	\$36.00	\$24.00

Above are one-time rates. Frequency discounts allowed.

### WUOM-TV\*

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** Board of Regents, University of Michigan. Address: 504 S. State St. Phone: Normandy 3-1511.

**FACILITIES:** Ch. 26. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 138 kw. Antenna Height: Above average terrain 1,110 ft; above ground 1,047 ft.

**AFFILIATION:** Station, Fm, WUOM-FM.

**REPRESENTATIVES:** Washington Attorney, Edmund A. Cumiskey, U. of Mich.; Consulting Engineer, J. J. Swantek, U. of Mich.

#### EXECUTIVES:

W. K. Pierpont, vp.

## BAY CITY (Bay County)

### WNEM-TV (MIDLAND, SAGINAW)

**LICENSEE:** Gerity Broadcasting Co. Address: 814 Adams St. Phone: Twinbrook 3-4504. TWX No.: 64.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft; above ground 1,056 ft.

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

**OPERATION:** Began Feb. 16, 1954.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Berge, Fox & Arent; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Gerity Bcstg. Co. (licensee of WABJ Adrian and WPON Pontiac) owned 100% by James Gerity Jr.

#### EXECUTIVES:

James Gerity Jr., pres. & gen. mgr. Thomas Matthews, pgm. dir., film buy. & ops. dir.  
Harry E. Travis, vp. & asst. gen. mgr. Robert L. Beurket, ch. engr.  
John J. Keenan, sls. mgr. Frank Benesh, news ed.

#### SUMMARY OF RATES (Card No. 5, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10:30 p.m., Mon.-Fri., 7-10:30 p.m., Sat., Sun.)	\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00
Class A (6-8 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7 p.m., 10:30-11 p.m., Sat., Sun.)	\$680.00	\$408.00	\$272.00	\$238.00	\$170.00	\$135.00
Class B (5-6 p.m., Mon.-Fri., 11-11:30 p.m. daily; noon-6 p.m., Sat., Sun.)	\$560.00	\$336.00	\$224.00	\$196.00	\$140.00	\$112.00
Class C (Sign-on-5 p.m., Mon.-Fri., sign-on-noon, Sat., Sun., 11:30 p.m.-sign-off, daily)	\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00

Above are one-time rates. Frequency discounts allowed.

### WKNX-TV (MIDLAND, SAGINAW)

**LICENSEE:** Lake Huron Broadcasting Corp. Address: 221 W. Washington Ave., Saginaw, Mich. Phone: Saginaw 3-4471. (For full listing see Saginaw, Mich.).

## CADILLAC (Wexford County)

### WWTV (TV)

**LICENSEE:** Sparton Broadcasting Co. Address: 214 N. Mitchell St. Phone: Prospect 5-3478. TWX No.: CA 325.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,645 ft.; above ground 1,281 ft.

**OPERATION:** Began Jan. 1, 1954.

**AFFILIATIONS:** Tv Networks, ABC, CBS.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Robert F. Jones.

**PRINCIPAL STOCKHOLDER:** Sparton Corp., 100%.

#### EXECUTIVES:

John J. Smith, pres. Paul Hill, pgm. supvr.  
Gene Ellerman, vp., gen mgr. & film buy. George A. Wilson, ch. engr.  
Daryl Sebastian, asst. gen. mgr. & reg. sls. mgr. Marty Whelan, news ed.

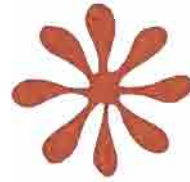
#### SUMMARY OF RATES (Card No. 4, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min or 20 Sec.	8 Sec.
Class A (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.)	\$350.00	\$210.00	\$150.00	\$125.00	\$105.00	\$70.00
Class B (5-6 p.m., Mon.-Fri.; 2-6 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily)	\$262.50	\$157.50	\$112.50	\$93.75	\$78.75	\$52.50
Class C (All other times)	\$175.00	\$105.00	\$75.00	\$62.50	\$52.50	\$35.00

Above are one-time rates. Frequency discounts allowed.



take a closer look



at **FLINT TV**

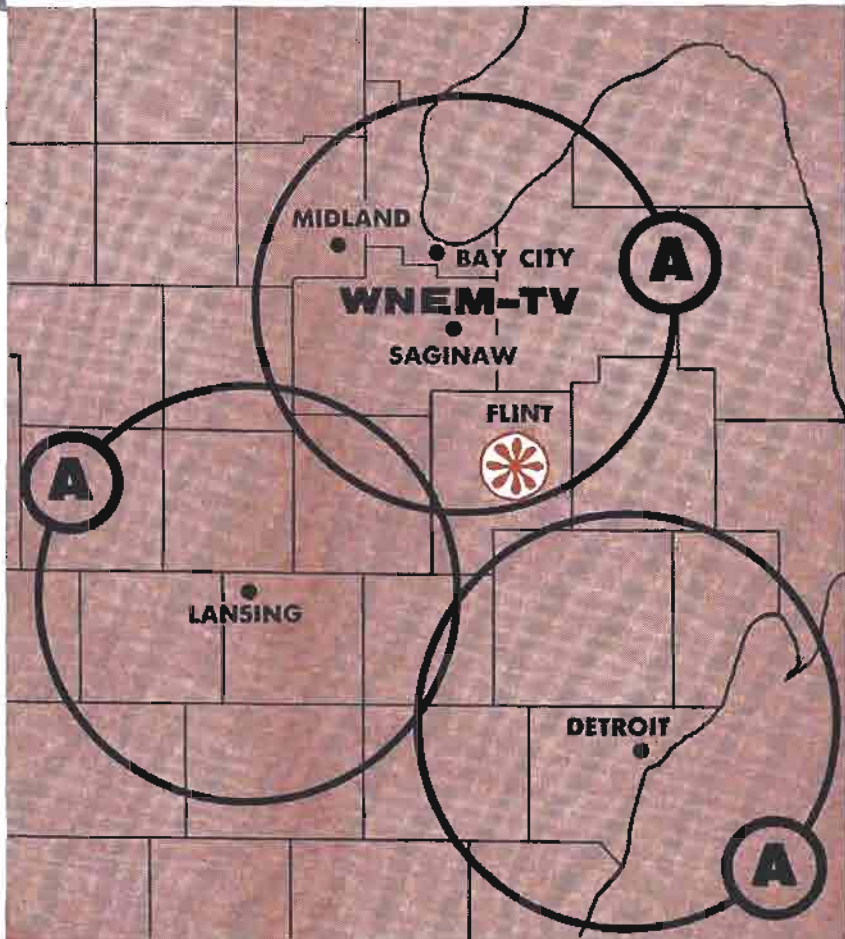
A close look at the enlarged television coverage map of WNEM-TV and stations in adjacent markets reveals the TRUTH of the following:

**POSITIVELY . . . WNEM-TV CHANNEL 5 IS THE ONE AND ONLY TELEVISION STATION COVERING FLINT WITH A GRADE A SIGNAL.**

The coverage map speaks for itself, but we welcome any further inquiry you might have regarding television service in this rich market. We'll be glad to supply you with, not claims, but POSITIVE PROOF.\*

WNEM-TV also is the only TV station delivering a Grade A signal to the combined market made up of Flint, Saginaw, Bay City and Midland . . . the heart of Michigan's 2nd Market, the nation's 19th Industrial Market.

\*Additional evidence on file in applications at the FCC in Washington.



See Your Petryman



FLINT OFFICES: 507 DETROIT STREET

**DETROIT**  
(Wayne County)

**WBID-TV**

(Target Date, Unknown)

**LICENSEE:** Woodward Broadcasting Co. Address: 520 Bates St.

**FACILITIES:** Ch. 50. Authorized Eff. Rad. Pow.: Visual 1,000 kw, Aural 500 kw. Antenna Height: Above average terrain 640 ft.; above ground 670 ft.

**REPRESENTATIVES:** Washington Attorney, Fly, Shuebruk, Blume & Gaguine; Consulting Engineer, Vandiveré, Cohen & Wearn.

**PRINCIPAL STOCKHOLDERS:** Max Osnos, 93%; and others. Licensee also owns WTOH-TV Toledo, Ohio. Mr. Osnos also has 9% interest in WITI-TV Whitefish Bay, Milwaukee, Wis.

**EXECUTIVES:**

Max Osnos, pres.

**WJBK-TV**

**LICENSEE:** Storer Broadcasting Co. Address: 7441 Second Blvd. Postal Zone: 2. Phone: Trinity 3-7400. TWX No.: DE 891.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,057 ft.

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

**OPERATION:** Began Oct. 24, 1948.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WJBK; Fm, WJBK-FM.

**REPRESENTATIVE:** Sales, The Katz Agency; Consulting Engineer, A. Earl Cullum.

**PRINCIPAL STOCKHOLDERS:** See WCBS-TV Miami, Fla.

**EXECUTIVES:**

George B. Storer Sr., pres.	Joseph B. Haigh, ch. engr.
Bill Michaels, vp. & mgr. dir.	Robert Edell, prom. mgr.
Keith T. McKenney, loc. sls. mgr.	Charles W. Bergeson, news & sp. events dir.
Lewis P. Johnson, nat'l. sls. mgr. (New York)	
Ralph R. Rust, pgm. dir. & film buy.	

**SUMMARY OF RATES** (Card No. 14, Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class AA</b> (7:30-10:30 p.m., Mon.-Sat.; 7-11 p.m., Sun.)						
\$2600.00	\$1500.00	\$1040.00	....	..	\$850.00	\$325.00
<b>Class A</b> (7-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 6-7 p.m., Sun.)						
\$2000.00	\$1200.00	\$800.00	....	....	\$600.00	\$220.00
<b>Class B</b> (6-7 p.m., Mon.-Sat.; 4-6 p.m., Sun.)						
\$1500.00	\$900.00	\$600.00	..	\$480.00	\$400.00	\$150.00
<b>Class C</b> (11-11:30 p.m., daily)						
\$1300.00	\$780.00	\$520.00	...	\$400.00	\$340.00	\$125.00
<b>Class D</b> (9 a.m.-6 p.m., 11:30 p.m.-midnight, Mon.-Sat.; 9 a.m.-4 p.m., 11:30 p.m.-midnight, Sun.)						
\$1100.00	\$660.00	\$440.00	..	\$340.00	\$280.00	\$95.00
<b>Class E</b> (Midnight-9 a.m., daily)						
\$700.00	\$420.00	\$280.00	..	\$220.00	\$180.00	\$65.00

Above are one-time rates. Frequency discounts allowed.

**THE DETROIT AREA'S  
MOST POWERFUL TV STATION**



**CHANNEL 9  
CKLW-TV**

J. E. Campeau  
President

Guardian Building • Detroit 26

Young Television Corp.  
National Rep.



gets you



*\*Nine billion, that is. Yes, all it takes  
is DETROIT'S CHANNEL 2 to tap the  
9-BILLION-DOLLAR purchasing power  
in WJBK-TV's coverage area...  
the nation's fifth market.*

# WJBK-TV

CHANNEL



DETROIT

**MOST VIEWERS!** No. 1 (Pulse and ARB) in 1,700,000 Detroit and outstate TV homes, including the heavily populated Flint and Port Huron areas.

**MAXIMUM POWER!** 100,000 watts, 1,057-foot tower.

**TOP CBS AND LOCAL PROGRAMS**



Represented by THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y.; 230 N. Michigan, Chicago 1, Ill.; 111 Sutter, San Francisco, Cal.

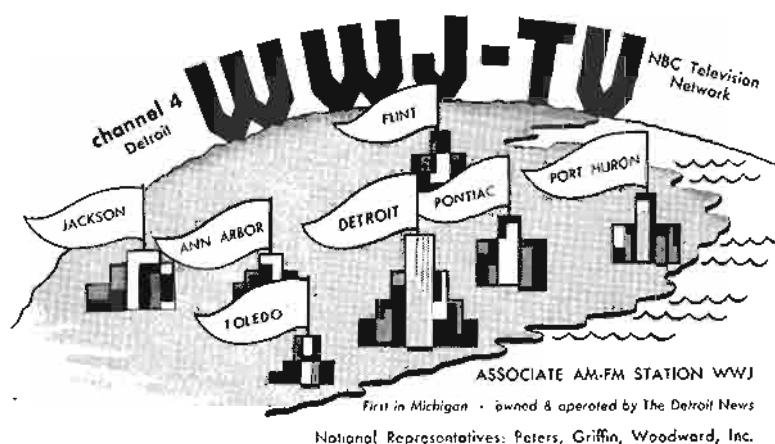
# BELIEVABILITY

## *...the Priceless Advantage You Get When You Buy **WWJ-TV** in **Detroit***

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—WWJ-TV backs up your advertising with a very special quality of its own. That quality is *believability*.

Detroiters have faith in WWJ-TV, respect its traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ-TV, it *must* be good."

**Put this believability to work for you on Michigan's  
First Television Station.**



**DETROIT (Cont.)**

**WXYZ-TV**

**LICENSEE:** WXYZ Inc. Address: 1700 Mutual Bldg. Postal Zone: 26. Phone: Woodward 3-8321. TWX No.: DE 1154.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 460 ft.; above ground 468 ft.

**OPERATION:** Began Oct. 9, 1948.

**AFFILIATIONS:** Tv Network, ABC. Stations, Am, WXYZ; Fm, WXYZ-FM.

**REPRESENTATIVES:** Sales, Blair-Tv; Washington Attorney, McKenna & Wilkin-son; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** American Broadcasting-Paramount Theatres Inc., 100%. See WABC-TV New York.

**EXECUTIVES:**

James G. Riddell, pres. & gen. mgr.	Ralph Dawson, dir., tv. sls. John Lee, studio mgr.
John F. Pival vp. in chg. tv. & film buy.	Charles Kocher, ch. engr.
Harold S. Christian, vp. in chg. merc. & research.	Page Heldenbrand, prom. mgr. Richard Femmel, news ed.

**SUMMARY OF RATES (Card No. 12, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Sun.-Sat.)	\$2200.00	\$1320.00	\$880.00		\$550.00	\$220.00
Class A (10:30-11 p.m., Sun.-Sat.; 7-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.)	\$1600.00	\$960.00	\$640.00		\$300.00	\$150.00
Class B (5-7 p.m., Mon.-Sat.)	\$1250.00	\$750.00	\$500.00		\$250.00	\$125.00
Class C (11-11:30 p.m., Sun.-Sat.)	\$850.00	\$510.00	\$340.00		\$200.00	\$100.00
Class D (Noon-5 p.m., 11:30 p.m.-Midnight, Sun.-Sat.)	\$750.00	\$450.00	\$300.00		\$150.00	\$75.00
Class E (Midnight-noon, Sun.-Sat.)	\$600.00	\$360.00	\$240.00		\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**CKLW-TV (WINDSOR, ONT.)**

**LICENSEE:** Western Ontario Broadcasting Co. Ltd. Address: Riverside Dr. W., Windsor, Ont., Canada. Sales off.: 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\***

(\*Non-Commercial Educational)

**LICENSEE:** Michigan State Board of Agriculture. Address: 600 Kalamazoo St. Phone: Edgewood 2-1511.

**FACILITIES:** Ch. 60. Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63.1 kw. Present Operating Pow.: Visual 126 kw, Aural 63.1 kw. Antenna Height: Above average terrain 990 ft.; above ground 1,037 ft.

**OPERATION:** Began Jan. 15, 1954.

**AFFILIATIONS:** Stations, Am, WKAR-AM; Fm, WKAR-FM.

**REPRESENTATIVES:** Washington Attorney, Barnes & Neilson.

**EXECUTIVES:**

Armand L. Hunter, gen. mgr.	Weldon Johnson, film dir.
James D. Davis, ops. mgr.	Patrick J. Callihan, prod. mgr.
Charles S. Ruffing, pgm. dir.	David Smith, news ed.
Linn P. Towsley, ch. engr.	

**FLINT**

(Genesee County)

**WJRT (TV)**

(Target Date, Unknown)

**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. Antenna Height: Above average terrain 940 ft.; above ground 999 ft.

**EQUIPPED TO COLORCAST** network programs.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WJR; Fm, WJR-FM (both Detroit).

**REPRESENTATIVES:** Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Vandivere, Cohen & Wearn.

**PRINCIPAL STOCKHOLDERS:** Mrs. Walton Parker and family are majority stockholders.

**EXECUTIVES:**

John F. Patt, pres.	Franklin C. Mitchell, pgm. dir.
Worth Kramer, vp. & gen. mgr.	Clarence W. Jones, ch. engr.
A. Donovan Faust, ops. mgr. & film buy.	

**GRAND RAPIDS**

(Kent County)

**WMCN (TV)**

(Target Date, Unknown)

**LICENSEE:** Peninsular Broadcasting Co. Address: 123 Pearl St., N. W.

**FACILITIES:** Ch. 23. Authorized Eff. Rad. Pow.: Visual 18.6 kw, Aural 10.2 kw. Antenna Height: Above average terrain 480 ft.; above ground 439 ft.

**REPRESENTATIVES:** Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** H. & E. Balaban Corp., 50%; John D. Loeks, 33 1/2%; and Howard W. Freck, 16 2/3%. For other Balaban interests see WICS (TV) Springfield.

**EXECUTIVES:**

John D. Loeks, pres.	Edward A. McCreedy Jr., vp.
Howard W. Freck, vp. & sec.	E. A. McCreedy, treas.

**WOOD-TV**

**LICENSEE:** Grandwood Broadcasting Co. Address: 120 College Ave. S. E. Postal Zone: 2. Phone: Glendale 9-4125. TWX No.: 281.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 920 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 15, 1949.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, WOOD.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Jansky & Bailey.

**PRINCIPAL STOCKHOLDER:** Time Inc. See KLZ-TV Denver.

**EXECUTIVES:**

Willard Schroeder, pres. & gen. mgr.	Clark Grant, prom. mgr.
Arthur M. Swift, gen. sls. mgr.	Dick Cheverton, news dir.
Frank Sisson, pgm. dir. & film buy.	Leonard Bridge, controller.
Charles Robison, ch. engr.	John H. Clay, sls. serv. mgr.

**SUMMARY OF RATES (Card No. 6, June 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-10:30 p.m., Sun.-Sat.)	\$1,050.00	\$630.00	\$420.00	\$368.00	\$300.00	\$250.00
Class A (6:30-8 p.m., 10:30-11 p.m., Mon.-Fri.; 6-8 p.m., 10:30-11 p.m., Sun., Sat.)	\$975.00	\$585.00	\$390.00	\$341.00	\$244.00	\$180.00
Class B (5-6:30 p.m., 11-11:30 p.m., Mon.-Fri.; noon-8 p.m., 11-11:30 p.m., Sat., Sun.)	\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$135.00
Class C (All other time)	\$450.00	\$270.00	\$180.00	\$158.00	\$112.50	\$85.00

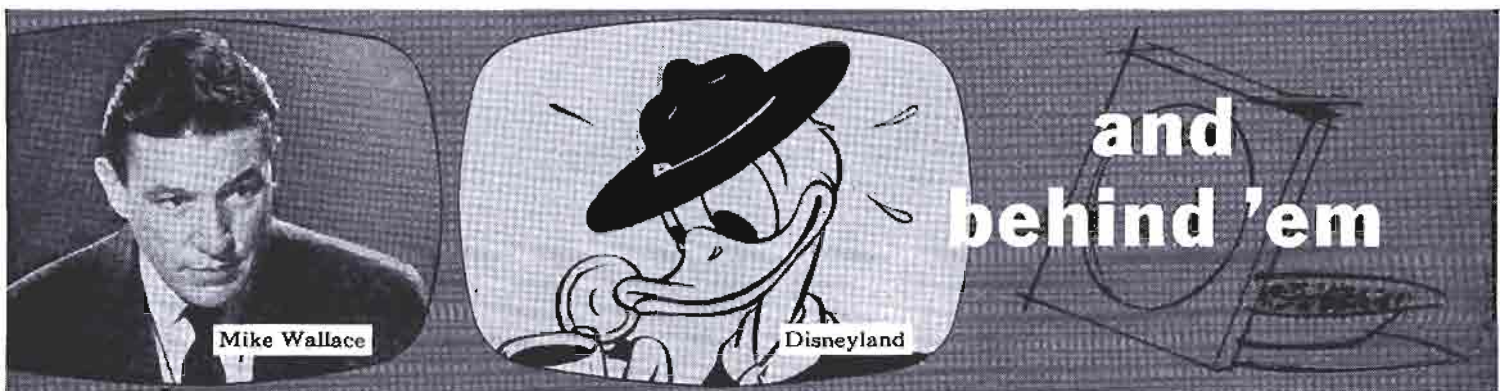
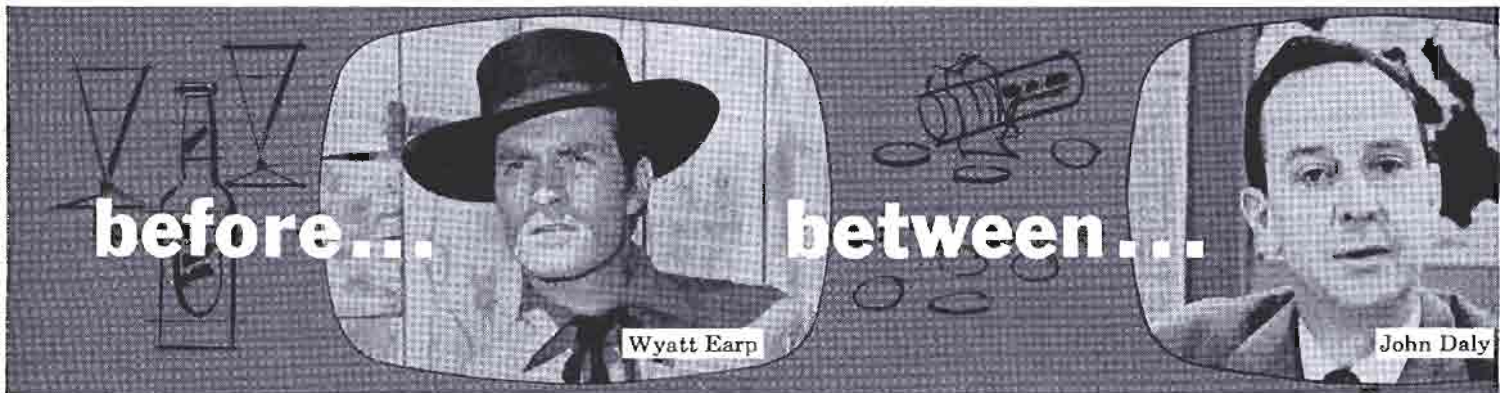
Above are one-time rates. Frequency discounts allowed.



# LOOK WHAT'S HAPPENING on WXYZ-TV Detroit this autumn...

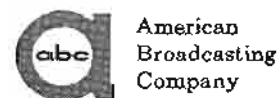


...Smart to get your product



*Check Blair-TV, Inc. for availabilities  
... now's the time!*

**WXYZ-TV·Detroit**  
Channel 7



**IRONWOOD**

(Gogebic County)

**WJMS-TV**

(Target Date, Unknown)

LICENSEE: Upper Michigan-Wisconsin Broadcasting Co. Address: 124 E. McLeod Ave. Phone: 20.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual .794 kw, Aural .397 kw. Antenna Height: Above average terrain 540 ft.; above ground 293 ft.

AFFILIATION: Station, Am, WJMS.

REPRESENTATIVES: Washington Attorney, Prince, Taylor & Crampton.

PRINCIPAL STOCKHOLDERS: William J. Johnson and wife, 58.7%; and others. Licensee also owns controlling interest in WIKB Iron River, Mich. Sale to WDMJ-TV Marquette, Mich., pending FCC approval.

**EXECUTIVES:**

William L. Johnson, pres. & gen. mgr.

**KALAMAZOO**

(Kalamazoo County)

**WKZO-TV**

LICENSEE: Fetzer Broadcasting Co. Address: 124 W. Michigan Ave. Phone: Fireside 5-2101. TWX No.: KZ 33.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 952 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July, 1950.

AFFILIATIONS: Tv Networks, CBS, ABC. Station, Am, WKZO.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Paul Godley Co.

PRINCIPAL STOCKHOLDERS: John E. Fetzer and wife, 100%. Mr. Fetzer also owns 100% of KOLN-AM-TV Lincoln, Neb., of WJEF-AM-FM Grand Rapids, and holds a minority interest in WMBD Peoria, Ill.

**EXECUTIVES:**

John E. Fetzer, pres. Arthur E. Covell, eh. engr.  
 Carl E. Lee, vp. & Mng. dir. Len Colby, news ed.  
 Donald W. DeSmit Jr., sls. mgr.  
 Charles T. Lynch, pgm. dir., film buy. & prom. mgr.

**SUMMARY OF RATES (Card No. 11, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (7:59-10:31 p.m., daily)	\$1300.00	\$780.00	\$520.00	\$455.00	\$351.00	\$270.00	\$135.00
Class A (5:59-7:59 p.m., Mon.-Sat.; 10:31-11:01 p.m., daily; 11:59 a.m.-7:59 p.m., Sun.)	\$1150.00	\$690.00	\$460.00	\$402.00	\$310.00	\$230.00	\$115.00
Class B (4:59-5:59 p.m., 11:01-11:15 p.m., Mon.-Fri.; 11:59 a.m.-5:59 p.m., Sat.; after 11:01 p.m., Sat., Sun.)	\$865.00	\$519.00	\$346.00	\$303.00	\$234.00	\$176.00	\$88.00
Class C (Sign-on-4:59 p.m., after 11:15 p.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.)	\$500.00	\$300.00	\$200.00	\$175.00	\$135.00	\$90.00	\$45.00

Above are one-time rates. Frequency discounts allowed.

**LANSING**

(Ingham County)

**WJIM-TV**

LICENSEE: Gross Telecasting Inc. Address: 2820 E. Saginaw St. Postal Zone: 4. Phone: Ivanhoe 2-1333. TWX No.: LG 72.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,023 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began May 1, 1950.

AFFILIATIONS: Tv Networks, NBC, CBS, ABC. Station, Am, WJIM.

REPRESENTATIVES: Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

PRINCIPAL STOCKHOLDERS: Harold F. Gross and family, 51.35%, and others.

**EXECUTIVES:**

Harold F. Gross, pres. & gen. mgr. Carleton Musson, ch. engr.  
 Howard Finch, vp. & sta. mgr. Philip E. Sherck, film buy.  
 Gar Meadowcroft, com. mgr. William C. Fyffe, news ed.

**SUMMARY OF RATES (Card No. 8, Nov. 1, 1956.)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.)	\$1000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$200.00	\$100.00
Class A (6-7 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat., Sun.)	\$900.00	\$540.00	\$360.00	\$315.00	\$225.00	\$180.00	\$90.00
Class B (5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily)	\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$125.00	\$62.50
Class C (Sign-on-5 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; midnight-sign-off, daily)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$75.00	\$37.50

Above are one-time rates. Frequency discounts allowed.

**WTOM-TV†**

LICENSEE: Inland Broadcasting Co. Address: c/o John L. Mayer, receiver, 3311 W. McNicols Road, Detroit, Mich.

FACILITIES: Ch. 54. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10 kw. Antenna Height: Above average terrain 360 ft.; above ground 378 ft.

OPERATION: Began October, 1953.

PRINCIPAL STOCKHOLDERS: John L. Mayer, temporary receiver.

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

**MARQUETTE**

(Marquette County)

**WDMJ-TV**

LICENSEE: Lake Superior Broadcasting Co. Address: 249 W. Washington St. Phone: Canal 6-3524.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 80.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 790 ft.; above ground 367 ft.

OPERATION: Began April 20, 1956.

AFFILIATIONS: Tv Network, CBS. Station, Am, WDMJ.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Licensee is 100% owned by Mining Journal Corp., publisher of Marquette Mining Journal. President Frank J. Russell owns 80% of WMIQ Iron Mountain, Mich., and publishes Iron Mountain News; owns 25% of Rhinelander Publishing Co. (Rhinelander News), which owns 8% of WSAU-AM-TV Wausau, Wis.

**EXECUTIVES:**

Frank J. Russell Jr., pres. Ted Hansen, ops. supvr. & pgm. dir.  
 W. H. Treloar, vp. & gen. mgr.  
 Robert J. Luke, sta. & sls. mgr. Paul Anick, ch. engr.

**SUMMARY OF RATES (Card No. 2, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (8:59-10:30 p.m., Sun.-Sat.)	\$200.00	\$120.00	\$80.00	\$60.00	\$48.00	\$40.00	\$20.00
Class B (5-7 p.m., 10:30-11 p.m., Sun.-Sat.)	\$150.00	\$90.00	\$60.00	\$50.00	\$36.00	\$30.00	\$15.00
Class C (Sign-on-5 p.m., 11 p.m.-midnight, Sun.-Sat.)	\$112.50	\$67.50	\$45.00	\$30.00	\$24.00	\$22.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**MIDLAND**

(Midland County)

**WKNX-TV (BAY CITY-SAGINAW)**

LICENSEE: Lake Huron Broadeasting Corp. Address: 221 S. Washington Ave., Saginaw, Mich. Phone: 3-4471. For full listing see Saginaw, Mich.)

**WNEM-TV (BAY CITY, SAGINAW)**

LICENSEE: Gerity Broadcasting Co. Address: 814 Adams St., Bay City, Mich. Phone: Twinbrook 3-4504. (For full listing see Bay City, Mich.)

**PORT HURON**

(Saint Clair County)

**WHLS-TV**

(Target Date, Unknown)

LICENSEE: Stevens-Wismer Broadcasting Co. Address: 932 Military St.

FACILITIES: Ch. 34. Authorized Eff. Rad. Pow.: Visual 22.9 kw, Aural 12.3 kw. Antenna Height: Above average terrain 30 ft.; above ground 82 ft.

AFFILIATION: Station, Am, WHLS.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDERS: Harmon L. Stevens and John F. Wismer have 50% each and also own WLEW Bad Axe, both Mich.

**EXECUTIVES:**

Harmon LeRoy Stevens, co-own.  
 John F. Wismer, co-own.



**YOU MIGHT PITCH A PERFECT WORLD SERIES GAME\* —**

**BUT... NIELSEN PROVES YOU NEED WKZO-TV**

**TO STRIKE THEM OUT IN**

**KALAMAZOO-GRAND RAPIDS!**

**NIELSEN NCS NO. 2  
NOVEMBER, 1956**

Station	No. of TV Homes In Area	DAYTIME		NIGHTTIME	
		Weekly NCS Circ.	Daily NCS Circ.	Weekly NCS Circ.	Daily NCS Circ.
<b>WKZO-TV</b>	633,120	421,820	292,720	464,530	378,080
<b>STATION B</b>	512,980	310,720	203,170	348,140	278,660

November, 1956 Nielsen figures (left) show that WKZO-TV is the top buy in one of America's top-20 television markets. In fact, WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It serves over 600,000 television families in 29 Western Michigan and Northern Indiana counties.

**100,000 WATTS • CHANNEL 3 • 1000' TOWER**



*The Fetzer Stations*

WKZO-TV—GRAND RAPIDS-KALAMAZOO  
WKZO RADIO—KALAMAZOO-BATTLE CREEK  
WJEF RADIO—GRAND RAPIDS  
WJEF-FM—GRAND RAPIDS-KALAMAZOO  
KOLN-TV—LINCOLN, NEBRASKA

Associated with  
WMBD RADIO—PEORIA, ILLINOIS

# WKZO-TV

**Kalamazoo-Grand Rapids  
and Greater Western Michigan**

**Avery-Knodel, Inc., Exclusive National Representatives**

\* Don Larsen of the Yankees did it on October 8, 1956

**SAGINAW**  
(Saginaw County)

**WKNX-TV (BAY CITY-MIDLAND)**

**LICENSEE:** Lake Huron Broadcasting Corp. Address: 221 S. Washington Ave. Phone: Pleasant 3-4471. TWX No. 61.

**FACILITIES:** Ch. 57. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 95.5 kw. Present Operating Pow.: Visual 174 kw, Aural 95.5 kw. Antenna Height: Above average terrain 460 ft; above ground 465 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 5, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WKNX.

**REPRESENTATIVES:** Sales, Gill-Perna Inc.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.

**PRINCIPAL STOCKHOLDERS:** William J. Edwards, 33 1/4%; Howard H. Wolfe, 33 1/4%, and Rep. Alvin M. Bentley (R. Mich.), 33 1/4%.

**EXECUTIVES:**

William J. Edwards, pres. & gen. mgr.	Vincent Picard, prom. mgr.
Howard H. Wolfe, sta. mgr.	Sally Hinds, traff. mgr.
Robert M. Chandler, com. mgr.	Otto Allen, film ed.
Robert A. Oliver, pgm. dir. & film buy.	Jay Otto, prod. coord.
Max W. Thomas, ch. engr.	Ernest Whitmire, prod. mgr.
	Don Potter, news ed.

**SUMMARY OF RATES (Card No. 3, Nov. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:59-11:01 p.m., Mon.-Fri.; 11:59 a.m.-11:01 p.m., Sat., Sun.)						
\$375.00	\$225.00	\$150.00	\$131.25	\$93.75	\$75.00	\$37.50
Class B (4:59-5:59 p.m., Mon.-Fri.; 11:01 p.m.-sign-off, daily)						
\$280.00	\$168.00	\$112.00	\$98.00	\$70.00	\$56.00	\$28.00
Class C (Sign-on to 4:59 p.m., Mon.-Fri.; sign-on to 11:59 a.m., Sat., Sun.)						
\$187.50	\$112.50	\$75.00	\$65.00	\$47.00	\$37.50	\$18.75

Above are one-time rates. Frequency discounts allowed.

**WNEM-TV (BAY CITY-MIDLAND)**

**LICENSEE:** Gerily Broadcasting Co. Address: 814 Adams St., Bay City, Mich. Phone: Twinbrook 3-4504. (For full listing see Bay City.)

**TRAVERSE CITY**  
(Grand Traverse County)

**WPBN-TV**

**LICENSEE:** Midwestern Broadcasting Co. Address: Paul Bunyan Bldg. Phone: Windsor 7-7675.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 53.7 kw, Aural 32.4 kw. Present Operating Pow.: Visual 53.7 kw, Aural 32.4 kw. Antenna Height: Above average terrain 760 ft.; above ground 462 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 13, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, WTCM.

**REPRESENTATIVES:** Sales, Hal Holman Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Les Beiderman, 30%; Edward Beiderman, 22.5%; Drew McClay, 15%; William Kiker, 16.25%; Fred Zierle, 16.25%. Licensee owns WATT Cadillac, WATZ Alpena, WMBN Petoskey, and WATC Gaylord, all Mich.

**EXECUTIVES:**

Les Beiderman, pres.	Robert E. Detwiler, comm. mgr.
John Anderson, gen. mgr. & pgm. dir.	William H. Kiker, ch. engr.

**SUMMARY OF RATES (Card No. 3, May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7:29-10:31 p.m., Mon.-Fri.; 6:59-11:01 p.m., Sat.; 6:59-10:31 p.m., Sun.)						
\$144.00	\$104.50	\$69.00	\$55.00	\$43.00	\$26.50	\$14.50
Class A (4:59-7:29, 10:31 p.m.-midnight, Mon.-Fri.; 4:59-6:59, 11:01 p.m.-midnight, Sat.; 4:59-6:59, 10:31 p.m.-midnight, Sun.)						
\$120.00	\$72.00	\$48.00	\$38.50	\$30.00	\$18.00	\$12.00
Class B (Before 4:49 p.m., after midnight, daily)						
\$90.00	\$54.00	\$36.00	\$29.00	\$21.50	\$14.50	\$9.00

Above are one-time rates. Frequency discounts allowed.

... DELIVERING ALL THE MUSCLE OF THE BOOMING  
**SAGINAW MARKET**  
WITHOUT THE HIGH-COST-PER-THOUSAND *FAT!*  
Power-Packed Saturation... In The Area... of Concentrated Population

**PRIMARY CBS-TV AFFILIATE**



**LOWEST COST PER THOUSAND**

**REPRESENTED BY: GILL-PERNA, INC.**

**WKNX-TV**

**LAKE HURON BROADCASTING CORPORATION**  
**SAGINAW MICHIGAN**

**207,000 WATTS ERP**

**CHANNEL 57**

**MINNESOTA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Aitkin	3,800	57	2,160	10,082	2,621	232
Anoka	14,400	88	12,640	30,955	9,847	1,097
Becker	6,800	49	3,320	21,570	4,229	422
Beltrami	7,100	21	1,510	25,015	5,201	816
Benton	4,100	45	1,850	16,057	3,680	377
Big Stone	2,500	35	880	9,401	1,824	224
Blue Earth	11,600	88	10,160	62,749	11,335	1,599
Brown	7,600	68	5,190	34,246	5,589	1,159
Carlton	6,800	56	3,800	24,432	6,880	607
Carver	5,100	84	4,300	18,351	3,485	452
Cass	5,500	24	1,300	13,887	3,724	381
Chippewa	4,800	37	1,770	22,015	3,559	440
Chisago	3,900	83	3,230	12,672	2,527	303
Clay	9,900	78	7,730	30,188	5,370	694
Clearwater	2,600	21	560	7,576	1,079	175
Cook	900	51	460	4,435	1,348	158
Cottonwood	4,600	52	2,400	19,506	2,117	420
Crow Wing	9,500	35	3,280	34,012	8,622	764
Dakota	15,800	86	13,600	56,368	10,567	1,263
Dodge	3,600	68	2,460	12,552	2,104	388
Douglas	6,300	30	1,900	23,346	3,672	407
Faribault	7,100	53	3,760	39,282	5,999	694
Fillmore	7,300	56	4,080	24,094	4,480	511
Freeborn	10,600	78	8,000	37,445	5,244	795
Goodhue	10,100	83	8,390	39,532	7,054	947
Grant	2,700	35	950	10,704	1,415	198
Hennepin	234,200	88	205,100	1,071,301	214,815	37,379
Houston	4,200	56	2,340	12,186	2,529	262
Hubbard	3,200	24	760	9,531	2,498	205
Isanti	2,700	83	2,230	12,372	2,051	384
Itasca	11,900	50	5,950	37,080	8,937	1,076
Jackson	4,600	70	3,210	16,829	3,408	431
Kanabec	2,400	57	1,360	6,663	1,201	174
Kandiyohi	8,300	63	5,260	35,971	5,642	666
Kittson	2,500	33	830	10,083	952	178
Koochiching	5,000	24	1,190	17,777	4,707	468
Lac Qui Parle	3,900	37	1,440	12,513	2,356	269
Lake	3,900	51	1,980	11,793	2,646	279
Lake of Woods	1,200	24	290	4,231	733	157
Le Sueur	5,900	65	3,860	23,376	4,075	473
Lincoln	2,900	44	1,270	9,460	1,279	381
Lyon	6,600	44	2,890	30,510	5,269	745
McLeod	7,000	76	5,310	31,428	4,930	744
Mahnomen	1,500	49	730	4,968	973	156
Marshall	4,200	33	1,380	12,614	1,764	175
Martin	7,900	53	4,180	37,937	6,733	927
Meeker	5,400	63	3,430	18,880	2,839	511
Millie Lacs	4,900	45	2,210	15,302	2,584	308
Morrison	6,900	38	2,480	22,403	3,760	710
Mower	12,800	76	9,730	51,400	8,765	1,313
Murray	4,500	61	2,730	13,691	2,472	248
Nicollet	5,500	68	3,760	14,899	3,251	653
Nobles	6,600	70	4,610	35,310	6,270	483
Norman	3,200	49	1,560	11,027	1,959	199
Olmsted	13,800	84	11,620	74,028	9,695	3,512
Otter Tail	13,500	39	5,210	43,834	7,457	1,308
Penningson	3,700	43	1,580	16,304	2,882	603
Pine	3,500	30	1,050	14,507	2,482	284
Pipestone	4,900	56	2,730	20,770	3,467	322
Polk	4,300	61	2,600	38,471	7,948	936
Pope	10,400	40	4,150	8,367	1,904	206
Ramsey	119,400	86	103,160	514,137	114,087	18,605

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Red Lake	1,600	43	690	6,030	979	....
Redwood	6,400	58	3,700	28,793	3,925	596
Renville	6,800	58	3,930	29,002	4,217	530
Rice	9,600	83	7,970	32,228	6,410	936
Rock	2,800	61	1,690	14,042	1,790	182
Roseau	3,900	33	1,290	11,294	2,000	263
St. Louis	68,200	75	51,150	260,069	62,892	7,425
Scott	4,500	84	3,800	20,272	3,085	363
Sherburne	2,400	75	1,790	9,597	1,580	230
Sibley	3,900	76	2,960	15,539	2,052	414
Stearns	18,900	72	13,630	80,297	11,996	2,841
Steele	5,900	68	4,030	28,056	5,156	681
Stevens	3,100	35	1,080	12,393	2,037	269
Swift	4,400	37	1,620	19,529	3,040	320
Todd	6,800	36	2,450	18,678	3,640	442
Traverse	2,100	35	740	9,941	1,535	198
Wabasha	4,900	75	3,870	17,873	3,611	324
Wadena	3,500	24	830	18,945	2,592	318
Waseca	4,900	65	3,200	16,675	2,930	366
Washington	11,300	85	9,610	32,717	8,280	946
Watsonwan	4,100	52	2,130	17,209	3,185	478
Wilkin	2,400	78	1,880	9,114	2,062	284
Winona	11,800	48	5,690	41,258	7,724	1,050
Wright	8,000	75	5,970	27,575	5,348	572
Yellow Med.	4,700	44	2,060	15,207	3,160	412
Total	929,200	71%	661,450	\$3,754,444	\$738,358	\$11,713

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**AUSTIN**

(Mower County)

**KMMT (TV)**

LICENSEE: Minnesota-Iowa Television Co. Address: Hwy 105 South. Phone: Hemlock 3-8836. TWX No.: 369.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 14.8 kw, Aural 7.41 kw. Present Operating Pow.: Visual 14.8 kw, Aural 7.41 kw. Antenna Height: Above average terrain 420 ft.; above ground 445 ft.

OPERATION: Began July 27, 1953.

AFFILIATIONS: TV Network, ABC. Station, Am. KAUS.

REPRESENTATIVES: Sales, Avery-Knode; Washington Attorney, Roberts & McInnis; Consulting Engineer, Frank McIntosh.

PRINCIPAL STOCKHOLDERS: Chester A. Weseman, George Wilson, Martin Bustad, Harold C. Westby and Albert W. Smith, each 20%. Sale to Black Hawk Broadcasting Co. (KWVL-AM-TV Waterloo, Iowa) pending FCC approval.

**EXECUTIVES:**

Chester A. Weseman, pres. Don Jones, com. mgr.  
Gene P. Loffler, gen. mgr. Leo Chenier, ch. engr.

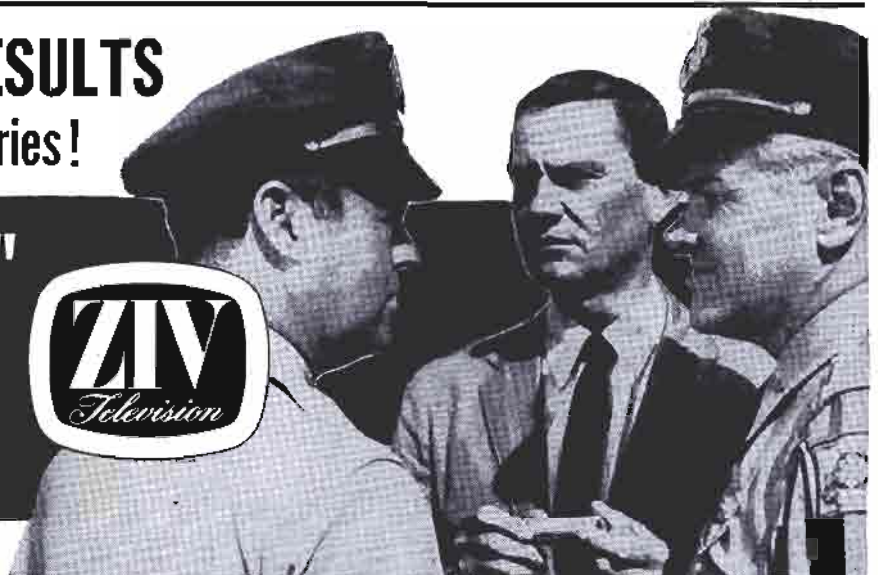
(SUMMARY OF RATES (Card No. 2, Feb. 1, 1955))

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:59-11 p.m., Mon.-Fri.; 12:59-11 p.m., Sat., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$30.00
Class B (4:59-5:59, Mon.-Fri.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$25.50
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$25.00	\$25.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WIN BIG RATINGS .. BIG RESULTS**  
with Ziv's spectacular new IMPACT series!

**"HARBOR COMMAND"**  
starring **WENDELL COREY**  
at the helm of each half-hour adventure.



**DULUTH**

(St. Louis County)

**KDAL-TV (SUPERIOR, WIS.)**

**LICENSEE:** Red River Broadcasting Co. Address: Bradley Bldg. Phone: Randolph 2-4466. TWX No.: DU 7019.  
**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 990 ft.; above ground 818½ ft.  
**OPERATION:** Began March 17, 1954.  
**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am. KDAL.  
**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, Robert M. Silliman & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Estate of Dalton LeMasurier, 70%; Robert A. Dettman, 10%; Odin S. Ramsland, 10%, and Charles LeMasurier, 10%.  
**EXECUTIVES:**  
 Odin Hamsland, vp. & gen. mgr.  
 Robert Dettman, exec. vp. & ch. engr.  
 Earl Henton, pgm. dir. & film buy.  
 Dale Cowle, prom. mgr.  
 Dick Anthony, news ed.

SUMMARY OF RATES (Card No. 4, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (6:59-10 p.m., Mon.-Sun.)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$101.25
Class A (6:30-6:59 p.m., 10-10:30 p.m., Mon.-Sun.; 6-6:59 p.m., Sun.)	\$300.00	\$175.00	\$130.00	\$113.75	\$81.25	\$72.00
Class B (6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-5:59 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class C (All other times)	\$162.50	\$97.50	\$65.00	\$56.75	\$40.50	\$32.50

Above are one-time rates. Frequency discounts allowed.

**WDSM-TV (SUPERIOR, WIS.)**

**LICENSEE:** Northwest Publications Inc. Address: 230 E. Superior St., Duluth, Minn. Phone: (Duluth) Randolph 7-6875. (For full listing see Superior, Wis.)

**WFTV (TV)† (SUPERIOR, WIS.)**

**LICENSEE:** Great Plains Television Properties of Minnesota Inc. Address: 4 W. 58th St., New York, N. Y. Postal Zone: 19.  
**FACILITIES:** Ch. 38. Authorized Eff. Rad. Pow.: Visual 14.5 kw, Aural 7.6 kw. Antenna Height: Above average terrain 720 ft.; above ground 483 ft.  
**OPERATION:** Began June 4, 1953.  
**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey.  
**PRINCIPAL STOCKHOLDERS:** Owned 100% by Transcontinental Properties Inc. (Herbert Scheffel, pres.) which also owns 50% of WICS (TV) Springfield, Ill.  
**EXECUTIVES:**  
 Herbert Scheffel, pres.

†WFTV (TV) has suspended operation but has not returned its CP.

**MINNEAPOLIS-ST. PAUL**

(Hennepin & Ramsey Counties)

**KMGH-TV**

**LICENSEE:** United Television Inc. Address: Foshay Tower, Minneapolis. Postal Zone: 2. Phone: Federal 9-8811. TWX No.: MP 470.  
**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 156 kw. Antenna Height: Above average terrain 450 ft.; above ground 601 ft.  
**OPERATION:** Began Jan. 9, 1955.  
**REPRESENTATIVES:** Sales, The Branham Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jansky & Bailey Inc.  
**PRINCIPAL STOCKHOLDERS:** Thomas P. Johnson, 22.2%; Seymour Weintraub, 15.88%; Loew's Inc., 25%; Larry H. Israel, 3.75%; George W. Eby, 3.75%; William F. Adler, 7.93%; Lott Co. (Donald C. Lott), 7.93%; Lewis S. Greenberg, 6.36%; Oliver Tyrone Corp., 3.98%; Henry Oliver Rea, 1.59%; Monroe H. Long, 1.59%. Messrs. Johnson and Lott and Oliver Tyrone Corp. have varying interests in WENS (TV) Pittsburgh, Pa. Mr. Weintraub controls Flamingo Films Co. Mr. Adler is publisher of Pittsburgh edition of Tv Guide. Messrs. Long and Greenberg have interests in the Branham Co., radio-tv station representatives. Oliver Tyrone Corp. and Mr. Rea have interests in WMTW (TV) Poland Spring, WPOR Portland, WABJ-AM-TV Bangor, all Maine. Loew's Inc. owns 25% of KTTV (TV) Los Angeles, Calif., and holds option to purchase 25% of KTRV (TV) Denver, Colo.  
**EXECUTIVES:**  
 Thomas P. Johnson, ehmn. of bd.  
 Seymour Weintraub, pres.  
 George W. Eby, sec.-treas.  
 Larry H. Israel, gen. mgr.  
 David Murray, pgm. dir.  
 Gordon Benson, ch. engr.  
 Robert M. Stone, prom. mgr.

SUMMARY OF RATES (Card No. 4, Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA (7-11 p.m., daily)	\$1500.00	\$900.00	\$540.00	....	\$337.50	\$225.00
Class A (6-7 p.m., daily)	\$600.00	\$360.00	\$216.00	....	\$180.00	\$60.00
Class B (5-6 p.m., daily)	\$400.00	\$240.00	\$144.00	....	\$105.00	\$70.00
Class C (3:30-5 p.m., 11 p.m.-sign-off, daily)	\$350.00	\$210.00	\$126.00	....	\$90.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**KSTP-TV**

**LICENSEE:** KSTP Inc. Address: 3415 University Ave., St. Paul. Postal Zone: 14. Phone: Midway 5-2724. TWX No.: STP 140.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 58.9 kw. Present Operating Pow.: Visual 100 kw, Aural 58.9 kw. Antenna Height: Above average terrain 580 ft.; above ground 583 ft.  
**EQUIPPED TO COLORCAST** network programs, local films, local slides.  
**OPERATION:** Began April 1948.  
**AFFILIATIONS:** Tv Network, NBC. Station, Am, KSTP.  
**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. D. Ring & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Stanley E. Hubbard, 59.7%; Didrikke S. Hubbard, 15.2%; Thomas E. Bragg, 7.8%; Vera Bragg, 7.8%; Siems Bros. Inc., 5.23%; Paulette E. Godfrey, 5.4%. KSTP Inc. also owns KOB-AM-TV Albuquerque, N. M., and 23% of KWK-AM-TV St. Louis, Mo. (which in turn owns WGTO Haines City, Fla.).  
**EXECUTIVES:**  
 Stanley E. Hubbard, pres. & gen. mgr.  
 K. M. Hance, exec. vp. & treas.  
 Marvin L. Rosene, vp. in chg. sls.  
 Stanley S. Hubbard, vp. chg. research & development.  
 James E. Blake, natl. tv sls. mgr.  
 William S. Sadler, ch. engr.  
 Del Franklin, pgm. mgr. & film dir.  
 Kenn R. Barry, prod. dir.  
 William F. Davey, prom. & publicity dir.  
 Julian Hoshal, news dir.  
 Dick Nesbitt, sports dir.

SUMMARY OF RATES (Card No. 18, May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.)	\$1850.00	\$970.00	\$650.00	\$570.00	\$490.00	\$360.00
Class A (6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 5:30-6 p.m., Sun.)	\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00
Class B (6-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 5-5:30 p.m., Sun.)	\$800.00	\$500.00	\$350.00	\$300.00	\$250.00	\$160.00
Class C (1-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-5 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$160.00	\$150.00	\$100.00
Class D (Sign-on-1 p.m., daily; midnight-sign-off, daily)	\$400.00	\$240.00	\$160.00	\$140.00	\$110.00	\$80.00

Above are one-time rates. Frequency discounts allowed.

**KTCA-TV\***

(\*Non-Commercial Educational)  
(Target Date, Sept. 2, 1957)

**LICENSEE:** Twin City Area Educational Television Corp. Address: 2070 Rose-lawn Ave., St. Paul. Phone: Midway 6-4616. TWX No.: 283.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 601 ft.  
**EQUIPPED TO COLORCAST** local films, local slides.  
**REPRESENTATIVES:** Consulting Engineer, Jansky & Bailey.  
**EXECUTIVES:**  
 Loring M. Staples, pres.  
 John C. Schwarzwalder, gen. mgr.  
 Paul H. Owen, pgm. dir.  
 Berten A. Holmberg, ch. engr.  
 Harold O. Berkman, prom. mgr.

**WCCO-TV**

**LICENSEE:** Midwest Radio-Television Inc. Address: 50 South 9th St., Minneapolis. Postal Zone: 2. Phone: Federal 8-0552. TWX No.: MP 2.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 540 ft.; above ground 601 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs.  
**OPERATION:** Began July 1, 1949.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, WCCO.  
**REPRESENTATIVES:** Sales, Peters, Griffis, Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.  
**PRINCIPAL STOCKHOLDERS:** Mid-Continent Radio-Television Inc. 53% and Minneapolis Star & Tribune Co. 47%. Mid-Continent is 50% owned by Northwest Publications Inc. (Ridder) and 50% by 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 Herald, New York Journal of Commerce, Aberdeen (S. D.) American and News (KSDN), Grand Forks (N. D.) Herald (HLO), 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 E. Ridder, pres.  
 F. Van Konynenburg, exec. vp.  
 Sherman K. Headley, asst. mgr. for tv.  
 Robert N. Ekstrum, sls. mgr.  
 Gwen Harvey, pgm. dir.  
 John M. Sherman, ch. engr.  
 Harry Jones, film buy.  
 Gene Godt, prom. mgr.  
 Robert Hanson, merc. dir.  
 Rollie Johnson, news ed.

SUMMARY OF RATES (Card No. 10, Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.)	\$1800.00	\$960.00	\$640.00	\$560.00	\$480.00	\$400.00
Class A (6:29-6:59 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.; 4:59-5:59 p.m., Sun.)	\$1000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$250.00
Class B (5:59-6:29 p.m., Mon.-Fri.; 1-6:29 p.m., Sat.; 1-4:59 p.m., Sun.; 10:30-11 p.m., Mon.-Sun.)	\$800.00	\$480.00	\$320.00	\$280.00	\$240.00	\$160.00
Class C (6:59 a.m.-5:59 p.m., Mon.-Fri.; 8:59 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Mon.-Sun.)	\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$100.00
Class D (Sign-on-6:59 a.m., Mon.-Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$109.00	\$80.00

Above are one-time rates. Frequency discounts allowed.

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HERE ARE THE REASONS:

### COVERAGE

29 counties in Northern Minnesota, Wisconsin and Michigan utilizing Minnesota's highest tower (816½ feet above ground, 2049 feet above sea level) and serving 144,700\* TV HOMES.

### FACILITIES

100,000 watts on Minnesota's finest Channel—Channel 3—Networks—CBS - ABC.

### AUDIENCE

First in every survey—(ARB, NCS, Pulse) taken in Duluth-Superior market. 16 of the top 17 network shows in March 1957, ARB.

### PROMOTION AND MERCHANDISING

KDAL-TV offers one of the most complete promotion and merchandising programs in the nation. Proof is four FIRST PLACE Billboard Magazine promotion awards in Audience and Sales Promotion!

\*CBS Research

For more details on an amazing market story, see . . .

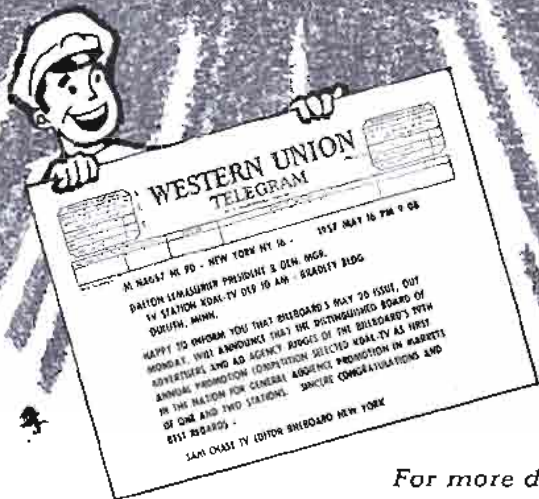
AVERY-KNODEL, National Representatives — HARRY HYETT, Minneapolis — W. E. McCLENAHAN, Milwaukee

FIRST IN THE NATION

# KDAL-TV

FIRST IN THE TWIN PORTS

CHANNEL 3—DULUTH, MINNESOTA







**HATTIESBURG**

(Forrest County)

**WDAM-TV**

**LICENSEE:** Lion Television Corp. Address: P. O. Box 1649. Phone: Juniper 4-8441. TWX No.: HSEB 592.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 33.1 kw. Present Operating Pow.: Visual 55 kw, Aural 33.1 kw. Antenna Height: Above average terrain 490 ft.; above ground 537 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 8, 1956.

**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC.

**REPRESENTATIVES:** Sales, Pearson Tv; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, Page, Creutz, Steel & Waldschmidt.

**PRINCIPAL STOCKHOLDERS:** WDSU Bcstg. Corp. (WDSU-AM-FM-TV New Orleans), 51%; Dave A. Matison Jr., Harold M. Matison, Milton J. Fine and Alvin H. Fine, each 12.5%. Each of Matisons holds 28.35% interest in WAML Laurel and WABO Waynesboro, both Miss., and Dave Matison owns WXXX Hattiesburg, Miss.

**EXECUTIVES:**  
Marvin Reuben, gen. mgr. & film buy. John A. Carroll, ch. engr.  
Jerry Keith, com. mgr. Jeannin Broome, prom. mgr.  
Keith S. Glatzer, mgr., sta. ops. Dave L. Waite, news ed.

**SUMMARY OF RATES (Card No. 1, May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6:30-10 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.)	\$175.00	\$105.00	\$70.00	\$60.00	\$52.50	\$35.00	\$17.50
Class B (All other times)	\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**JACKSON**

(Hinds County)

**WJTV (TV)**

**LICENSEE:** Capitol Broadcasting Co. Address: P. O. Box 8187. Phone: 4-2512.  
**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 700 ft.; above ground 666 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Mareh 27, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WSLI.

**REPRESENTATIVES:** Sales, The Katz Agency; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Mississippi Publishers Corp. (Jackson Clarion-Ledger and Daily News), 40%; Standard Life Insurance Co., 32.4%; T. B. Lanford, 13.8%; L. M. Sepaugh, 13.8%. Mr. Lanford also owns KALB-AM-FM Alexandria, La.; 51% of KALB-TV; 85% of KRMD-AM-FM Shreveport, La.; 33.3% of KPLC-AM-TV Lake Charles, La., and 98% of KRRV Sherman, Tex. Mr. Sepaugh also has 33.3% interest in KPLC-AM-TV.

**EXECUTIVES:**  
W. R. Newman Jr., chmn. of bd. Ken Parks, pgm. dir.  
T. M. Hederman Jr., pres. C. A. Perkins Jr., ch. engr.  
L. M. Sepaugh, gen. mgr. L. M. Sepaugh Jr., film buy.  
Owens Alexander, sta. mgr. Sandy McMillan, prom. mgr.  
Bill Carlier, com. mgr. Bob Neblitt, news ed.

**SUMMARY OF RATES (Card No. 4, April 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (7-10 p.m., Mon.-Sun.)	\$360.00	\$216.00	\$144.00	\$126.00	\$108.00	\$80.00	\$40.00
Class A (6-7 p.m., Mon.-Sun.; 10-10:30 p.m., Mon.-Sun.)	\$250.00	\$150.00	\$100.00	\$88.00	\$75.00	\$50.00	\$25.00
Class B (5-6 p.m., 10:30-11 p.m., Mon.-Fri.; noon-6 p.m., 10:30-11 p.m., Sat., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class C (Noon-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 11 p.m.-sign-off, Sat., Sun.)	\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$30.00	\$15.00
Class D (Sign-on-noon, Mon.-Sun.)	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**WLBT (TV)**

**LICENSEE:** Lamar Life Broadcasting Co. Address: 715 S. Jefferson St. Phone: 2-2691. TWX No.: JN 82.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 680 ft.; above ground 589 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 28, 1953.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Stations, Am, WJDX; Fm, WJDX-FM.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** P. K. Lutken, 40%; William Calvin Wells III, 20%; Maurice Thompson, 20%, and Fred L. Beard, 20%. Interlocking ownership with KWAT Watertown, S. D.

**EXECUTIVES:**  
P. K. Lutken, pres. Robert R. Smathers, ch. engr.  
Fred L. Beard, gen. mgr. Charles H. Allen, prom. mgr.  
Frank Gentry, com. mgr. Richard R. Sanders, news ed.  
Maurice Thompson, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 5, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (7:01-10 p.m., Sun.-Sat.)	\$360.00	\$216.00	\$144.00	\$126.00	\$108.00	\$80.00	\$40.00
Class A (6-7 p.m., 10:01-10:30 p.m., Sun.-Sat.)	\$250.00	\$150.00	\$100.00	\$88.00	\$75.00	\$50.00	\$25.00
Class B (Noon-6 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00
Class C (Noon-6 p.m., Mon.-Sat.; 10:39-11 p.m., Sun.-Sat.)	\$150.00	\$90.00	\$60.00	\$53.00	\$45.00	\$30.00	\$15.00
Class D (6 a.m.-noon, Sun.-Sat.; 11 p.m. to sign-off, Sun.-Sat.)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**LAUREL**

(Jones County)

**WTLM (TV)**

(Target Date, Unknown)

**LICENSEE:** Laurel Television Co. Address: Rosenbaum Bldg., Meridian, Miss.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 97.7 kw, Aural 52.5 kw. Antenna Height: Above average terrain 754 ft.; above ground 473 ft.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

**PRINCIPAL STOCKHOLDERS:** William S. Smylle, 25%; Jack Rose, 16.67%; D. B. Marcus, 16.67%; T. M. Gibbons, 16.67%, and W. S. Smylle III, 25%. Mr. Marcus and Mr. Gibbons each owns 11.8% of WAML Laurel. Mr. Gibbons is publisher of Laurel Leader-Call.

**EXECUTIVES:**  
William S. Smylle, pres. D. B. Marcus, sec.-treas.  
Jack Rose, vp.

**MERIDIAN**

(Lauderdale County)

**WCOC-TV†**

**LICENSEE:** Mississippi Broadcasting Co. Address: Threefoot Bldg.

**FACILITIES:** Ch. 30. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 132 kw. Antenna Height: Above average terrain 560 ft.; above ground 319 ft.

**OPERATION:** Began Dec., 1953.

**AFFILIATION:** Station, Am, WCOC.

**REPRESENTATIVE:** Washington Attorney, Harry J. Daly.

**PRINCIPAL STOCKHOLDERS:** D. Withers Gavin and Mrs. R. S. Gavin, 100%. The Gavins also own WJQS Jackson, Miss., and Clarke County Tribune (Quitman, Miss.) and Meridian Record, both weeklies.

**EXECUTIVES:**  
D. Withers Gavin, pres.

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

**WTOK-TV**

**LICENSEE:** Southern Television Corp. Address: Southern Bldg. Phone: 3-1441. TWX No.: Merid 281.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 560 ft.; above ground 315 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 26, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC, NBC. Station, Am, WТОK.

**REPRESENTATIVES:** Sales, Headley-Reed Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Gautney & Jones.

**PRINCIPAL STOCKHOLDERS:** Robert F. Wright, 25.5%; W. B. Crooks, 12%; James H. Skewes, 6.6%; Thomas Y. Minniece, 7%; H. M. Minniece, 6.6%; Cecil Germany, 4%; S. A. Rosenbaum, 11.5%; H. K. Griffin, 3%; Ike Alfred Rosenbaum, 11.5%, and others. Mr. Skewes is president-publisher of the Meridian Star, and president of the Laurel (Miss.) Leader-Call.

**EXECUTIVES:**  
Robert F. Wright, pres., gen. mgr. Joe Saxon, ch. engr.  
& film buy. George Shannon, news ed. & prod. dir.  
W. B. Crooks Jr., com. mgr.  
Cecil Germany, pgm. mgr. & prom. mgr.

**SUMMARY OF RATES (Card No. 3, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.)	\$275.00	\$185.00	\$110.00	\$96.25	\$68.75	\$55.00	\$27.50
Class B (5-6:30 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily)	\$206.25	\$123.75	\$82.50	\$72.19	\$51.56	\$41.25	\$20.63
Class C (All other times)	\$137.50	\$82.50	\$55.00	\$48.13	\$34.38	\$27.50	\$13.75

Above are one-time rates. Frequency discounts allowed.



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EXCLUSIVE **ABC** NETWORK COVERAGE

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"Lawrence Welk"



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**KTVI** CHANNEL **2** ST. LOUIS

**COLUMBIA**

(Boone County)

**KOMU-TV**

**LICENSEE:** Curators, University of Missouri. Address: Hwy 63, South. Phone: Gibson 2-1122. TWX No.: Clba. MO. 597.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Present Operating Pow.: Visual 251 kw, Aural 126 kw. Antenna Height: Above average terrain 790 ft.; above ground 774 ft.

**OPERATION:** Began Dec. 21, 1953.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Lohnes & Culver.

**EXECUTIVES:**

Edward C. Lambert, gen. mgr. William Reagan, ch. engr.  
John O. Conwell, com. mgr. Milton E. Cross, prom. mgr.  
Allen H. ScoDay, pgm. dir. & film Philip Berk, news ed.  
buy.

**SUMMARY OF RATES (Card No. 4, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (8-9 p.m., Sun.-Sat.)	\$250.00	\$150.00			\$50.00	\$25.00
Class A (6-30-8 p.m., Mon.-Fri.; 9-10 p.m., Sun.-Sat.; 6-8 p.m., Sat., Sun.; 10-11 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00
Class B (5-6 p.m., Sun.-Sat.; 6-6:30 p.m., Mon.-Fri.; 10-11 p.m., Mon.-Sat.; noon-1 p.m., Mon.-Sat.; 7 a.m.-5 p.m., Sun.; 11 p.m. to sign-off, Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class C (7 a.m.-noon, Mon.-Sat.; 1-5 p.m., Mon.-Sat.; 11 p.m. to sign-off, Mon.-Sat.)	\$100.00	\$60.00	\$40.00	\$32.50	\$25.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**HANNIBAL**

(Marion County)

**KHQA-TV (QUINCY, ILL.)**

**LICENSEE:** Lee Broadcasting Inc. Address: 510 Maine St. Phone: Hannibal 2762. TWX No.: 93.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 135 kw. Present Operating Pow.: Visual 269 kw, Aural 135 kw. Antenna Height: Above average terrain 890 ft.; above ground 804 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 21, 1953.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WTAD; Fm, WTAD-FM.

**REPRESENTATIVES:** Sales, Weed Tv.; Washington Attorney, Elliot C. Lovett; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** Lee Radio Inc., 51.4%; Hannibal Courier Post, 20%, and others. For Lee broadcasting and newspaper holdings see KGLO-TV Mason City, Iowa.

**EXECUTIVES:**

Lee P. Loomis, pres. J. E. Gray, ch. engr.  
Walter Rothschild, gen. mgr. & Charles Lotz Jr., film buy & ed.  
nat'l. sls. mgr. Richard Moore, prom. mgr.  
Paul Milten, asst. nat'l. sls. mgr. Gene Terry, news ed.  
Merritt Milligan, pgm. dir. & asst. mgr.

**SUMMARY OF RATES (Card No. 4, Nov. 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:59-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.)	\$350.00	\$210.00	\$140.00	\$123.00	\$88.00	\$70.00
Class B (4:59-6:59 p.m., Mon.-Sat.; noon-5:59 p.m., Sun.; 10:01-11 p.m., Sun.-Sat.)	\$225.00	\$135.00	\$90.00	\$79.00	\$56.00	\$45.00
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$53.00	\$38.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WGEM-TV (QUINCY, ILL.)**

**LICENSEE:** Quincy Broadcasting Co. Address: Quincy Hotel. Phone: Baldwin 2-6840 (For full listing see Quincy, Ill.)

**JEFFERSON CITY**

(Cole County)

**KRCC (TV)**

**LICENSEE:** Jefferson Television Co. Address: Callaway Hills Farm. Phone: 6-6188. TWX No.: JFS CY 641.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 107 kw. Present Operating Pow.: Visual 214 kw, Aural 107 kw. Antenna Height: Above average terrain 660 ft.; above ground 573 ft.

**OPERATION:** Began Feb. 13, 1955

**AFFILIATIONS:** Tv Networks, CBS, ABC.

**REPRESENTATIVES:** Sales, Blair Tv Assoc.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Mrs. William H. Weldon (former name was Mrs. Betty G. Handy), 97.6%. Mrs. Weldon also is stockholder of KWOS Jefferson City, which is largely owned by her mother, Mrs. Lenore R. Goshorn, president of News Tribune Co. (Jefferson City Capital News and Post-Tribune).

**EXECUTIVES:**

Mrs. W. H. Weldon, pres. A. Laney Lee, pgm. dir.  
Robert Blosser, gen. mgr. Edward J. Schuelein, ch. engr.  
Ron Maxwell, sls. mgr.

**SUMMARY OF RATES (Card No. 2, March 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:59-9:01 p.m., Sun.-Sat.)	\$250.00	\$150.00	\$100.00	\$88.00	\$63.00	\$50.00
Class A (6-7:59 p.m., 9:01-10 p.m., Sun.-Sat.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00
Class B (5-6 p.m., Mon.-Sat.; sign-on-6 p.m., Sun.; 10-11 p.m., Mon.-Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$32.50	\$25.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**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. TWX No.: Tv City, Kan. 8195. (For full listing see Pittsburg.)

**KODE-TV**

**LICENSEE:** WSTV Inc. Address: 1928 West 13th. Phone: Mayfair 3-7260. TWX No.: 8255.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 229 kw, Aural 129 kw. Present Operating Pow.: Visual 229 kw, Aural 129 kw. Antenna Height: Above average terrain 680 ft.; above ground 626 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, KODE.

**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Cohn & Marks; Consulting Engineer, Robert M. Silliman & Assoc.

**PRINCIPAL STOCKHOLDERS:** See WSTV-TV Steubenville, Ohio.

**EXECUTIVES:**

Jack Berkman, pres.  
 Harry D. Burke, gen. mgr. & film buy.  
 D. T. Knight, com. mgr.  
 Ron Robson, pgm. dir.  
 Jack Langford, ch. engr.  
 William Harned, prom. mgr.  
 Kenneth Crowe, news ed.

**SUMMARY OF RATES (Card No. 4, Dec. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8-10:30 p.m., daily)						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$67.50	\$30.00
Class B (5-6 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6 p.m., Sun.)						
\$225.00	\$135.00	\$90.00	\$78.00	\$56.00	\$50.65	\$23.00
Class C (All other times)						
\$150.00	\$90.00	\$60.00	\$52.00	\$37.00	\$33.75	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KANSAS CITY**  
*(Jackson County)*

**KCMO-TV**

**LICENSEE:** Meredith Engineering Co. Address: 125 E. 31st St. Postal Zone: 8. Phone: Jefferson 1-6789. TWX No.: KC 165.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,042 ft.

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

**OPERATION:** Began Sept. 27, 1953.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, KCMO; Fm, KCMO-FM.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Meredith Publishing Co., 100%. Firm publishes Better Homes & Gardens, Successful Farming. Meredith also owns WHEN-AM-TV Syracuse, N. Y.; WOW-AM-TV Omaha, Neb., and KHPO-AM-TV Phoenix, Ariz.

**EXECUTIVES:**

E. T. Meredith, pres.  
 E. K. Hartenbower, gen. mgr.  
 C. E. Breazel, asst. mgr.  
 S. E. Tremble, com. mgr.  
 Kenneth W. Heady, pgm. dir.  
 Karl Troeglen, ch. engr.  
 T. R. Thompson, film buy.  
 F. C. Strawn, prom. mgr.  
 Jim Monore, news ed.

**SUMMARY OF RATES (Card No. 5, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min, or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Mon.-Sat.; 8-10 p.m., Sun.)						
\$1,350.00	\$810.00	\$540.00	\$473.00	\$338.00	\$300.00	\$150.00
Class A (10-10:30 p.m., Sun.-Sat.)						
\$1,150.00	\$690.00	\$460.00	\$403.00	\$288.00	\$250.00	\$125.00
Class B (6:30-7 p.m., Mon.-Sat.)						
\$1,000.00	\$600.00	\$400.00	\$350.00	\$250.00	\$200.00	\$100.00
Class C (6-6:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11 p.m., Sun.)						
\$750.00	\$450.00	\$300.00	\$245.00	\$175.00	\$150.00	\$75.00
Class D (9 a.m.-6 p.m., Mon.-Sat.; 11 p.m.-12:30 a.m., Sun.-Sat.)						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$120.00	\$60.00
Class E (Sign-on-9 a.m., Mon.-Sat.; sign-on-1 p.m., Sun.)						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
Class F (After 12:30 a.m., Sun.-Sat., 50% of Class E rates)						

Above are one-time rates. Frequency discounts allowed.

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 Larger than Duluth, Phoenix, Ft. Wayne  
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**\*NOW 29% MORE POWER—71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA**

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 WPAR, Parkersburg • WBOY, WBOY-TV, Clarksburg • WPIT, Pittsburgh

**KANSAS CITY (Cont.)**

**KMBC-TV**

**LICENSEE:** KMBC Broadcasting Co. Address: 11th & Central Sts. Postal Zone: 5. Phone: Harrison 1-2550. TWX No.: KC 181.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,070 ft.; above ground 1,023 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 1, 1953.

**AFFILIATIONS:** Tv Network, ABC. Stations, Am, KMBC; KFRM Concordia, Kan.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDER:** Cook Paint & Varnish Co., 100%.

**EXECUTIVES:**

Donald D. Davis, pres., com. mgr. & prom. mgr. Mori Greiner, sta. mgr. & film buy.  
John T. Schulling exec. vp. & gen. mgr. Henry Goldenberg, ch. engr.  
George J. Higgins, vp. & sls. mgr. Claude Dorsey, news ed.

**SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7-9:30 p.m., Mon.-Sun.)</b>						
....	\$660.00	\$440.00	\$330.00	\$275.00	\$250.00	\$125.00
<b>Class A (6:30-7 p.m., 9:30-10:30 p.m., Mon.-Sun.)</b>						
....	\$480.00	\$320.00	\$240.00	\$200.00	\$160.00	\$80.00
<b>Class B (5-6:30 p.m., 10:30-sign-off, Mon.-Sun.)</b>						
....	\$400.00	\$267.00	\$200.00	\$167.00	\$120.00	\$60.00
<b>Class C (Sign-on-5 p.m., Mon.-Sun.)</b>						
....	\$300.00	\$200.00	\$150.00	\$125.00	\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WDAF-TV**

**LICENSEE:** Kansas City Star Co. Address: 3030 Summit St. Postal Zone: 8. Phone: Harrison 1-1200. TWX No.: 259.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 750 ft.; above ground 724 ft.

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

**OPERATION:** Began Oct. 16, 1949.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, WDAF.

**REPRESENTATIVES:** Sales, Harrington, Righter & Parsons; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Gautney & Jones.

**PRINCIPAL STOCKHOLDER:** Licensee is publisher of Kansas City Star.

**EXECUTIVES:**

H. Dean Fitzer, mgng.dir. James P. Schmidt, ch. engr.  
William A. Bates, sta. mgr. Randall S. Jessee, dir. news. & sp. events.  
E. Manne Russo, com. mgr.  
Jev Barrington, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 10, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (7-10 p.m., daily)</b>						
\$1,060.00	\$636.00	\$424.00	\$371.00	\$265.00	\$212.00	\$106.00
<b>Class B (6:30-7 p.m., 10-10:30 p.m., daily)</b>						
\$960.00	\$576.00	\$384.00	\$336.00	\$240.00	\$192.00	\$96.00
<b>Class C (5:30-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., 1-6:30 p.m., Sun.)</b>						
\$640.00	\$384.00	\$256.00	\$224.00	\$160.00	\$128.00	\$64.00
<b>Class D (Sign-on-5:30 p.m., Mon.-Sat.; 11-11:30 p.m., daily)</b>						
\$440.00	\$264.00	\$176.00	\$154.00	\$110.00	\$88.00	\$44.00
<b>Class E (11:30 p.m.-sign-off, daily; sign-on-1 p.m., Sun.)</b>						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**KIRKSVILLE**

(Adair County)

**KTVO (TV) (OTTUMWA, IOWA)**

**LICENSEE:** KBIZ Inc. Address: 209 E. Second St., Ottumwa, Iowa. Phone: Murray 2-4535. TWX No.: OTUM 463.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,080 ft.; above ground 1,101 ft.

**OPERATION:** Began Nov. 21, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NBC. Station, Am, KBIZ.

**REPRESENTATIVES:** Sales, The Bolling Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** James J. Conroy, 66.16%; Raymond E. Russell, 33.33%; and others. Licensee owns KBIZ Ottumwa, Iowa.

**EXECUTIVES:**

James J. Conroy, pres. James Riley, ch. engr.  
Berg Allison, gen. mgr. Monty Monerieff, prom. mgr.  
Elmer Smith, com. mgr.  
James Bolen, pgm. dir., film buy. & news ed.

**SUMMARY OF RATES (Card No. 1, April 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
<b>Class A (5:59-10 p.m., daily)</b>						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
<b>Class B (4:59-5:59 p.m., 10-10:30 p.m., daily)</b>						
\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$45.00	\$22.50
<b>Class C (All other times)</b>						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**ST. JOSEPH**

(Buchanan County)

**KFEQ-TV**

**LICENSEE:** Midland Broadcasting Co. Address: 40th & Faraon Sts. Phone: 3-2528. TWX No.: ZJ 8396.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 810 ft.; above ground 750 ft.

**OPERATION:** Began Sept. 27, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC, NTA. Station, Am, KFEQ.

**REPRESENTATIVES:** Sales, Blair Tv Assoc.; Washington Attorney, Dow, Lohnes & Albertson.

**PRINCIPAL STOCKHOLDERS:** Kenyon Brown, 25%; Harry L. (Bing) Crosby Jr., 25%; George L. Coleman, 25%; and Joseph Thomas, 25%. Same four have purchased KCOP (TV) Los Angeles subject to FCC approval. Mr. Brown also owns 100% of KWFT Wichita Falls and KLYN Amarillo, Tex.; 50% of KANS Wichita, Kan., 50% of KBYE Oklahoma City, and 22.15% of KGLC Miami, both Okla. Mr. Crosby also owns 6.1% of KGLC, and Mr. Coleman 6.4% of KGLC.

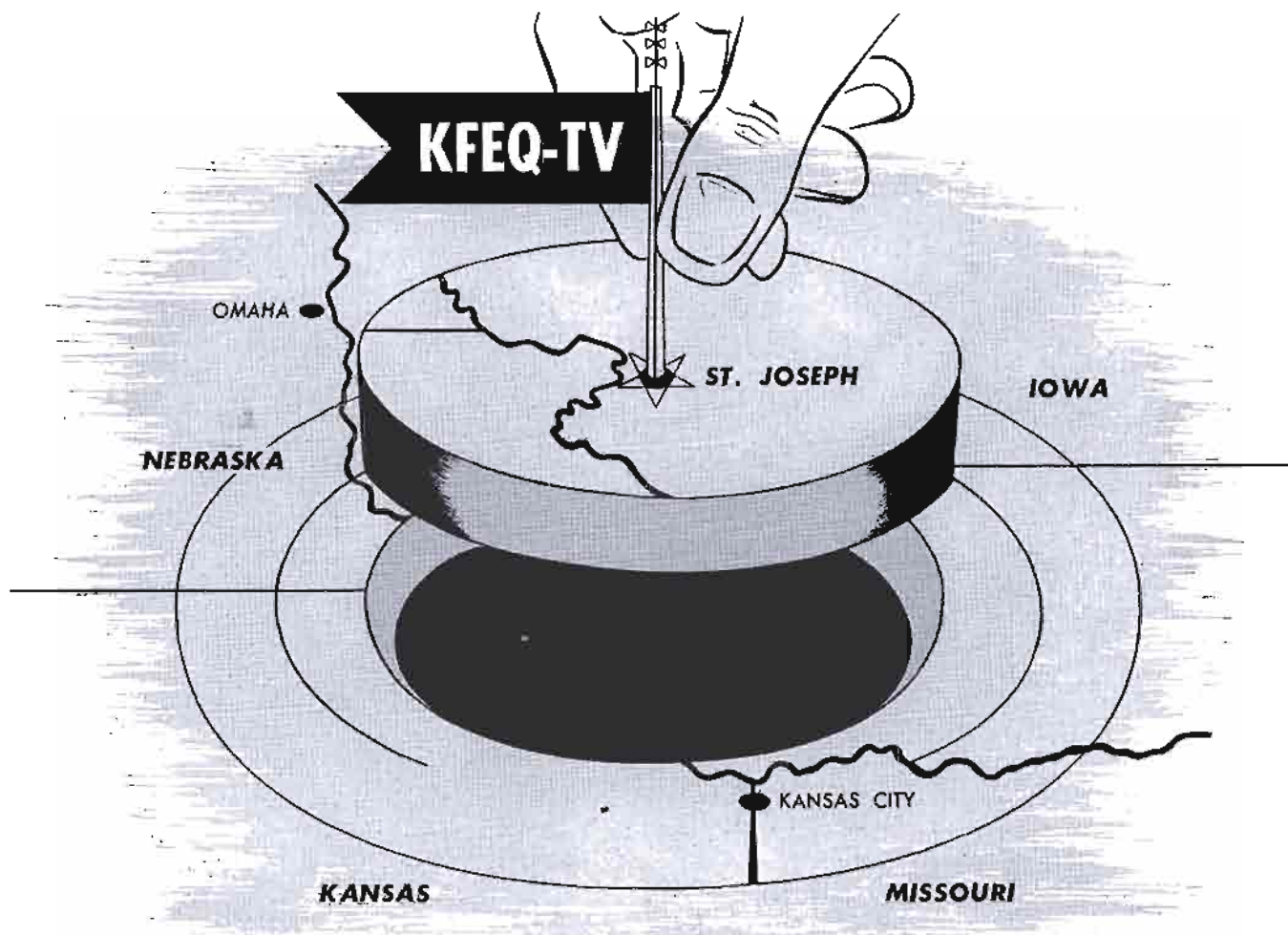
**EXECUTIVES:**

Kenyon Brown, pres. J. Wesley Koch, ch. engr.  
Glenn G. Griswold, gen. mgr. Alleen Hartigan, prom. mgr.  
A. Wayne Beavers, com. mgr. Lufe Williams, news ed.  
Gene Milstien, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 5, Jan. 1, 1957.)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7-9:30 p.m., Mon.-Fri.; 6:30-9:30 p.m., Sat., Sun.)</b>						
\$400.00	\$240.00	\$160.00	\$133.00	\$100.00	\$80.00	\$40.00
<b>Class A (6:30-7 p.m., 9:30-10:30 p.m., Mon.-Fri.; 9:30-10:30 p.m., Sat., Sun.)</b>						
\$300.00	\$180.00	\$120.00	\$105.00	\$90.00	\$60.00	\$30.00
<b>Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 1-6:30 p.m., Sun.)</b>						
\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$50.00	\$25.00
<b>Class C (Sign-on-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, daily; sign-on-1 p.m., Sun.)</b>						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.



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# KFEQ-TV

ST. JOSEPH, MISSOURI  
A KENYON BROWN STATION

Blair Television Associates, Rep.

**ST. LOUIS**  
(Independent City)

**KETC (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** St. Louis Educational Television Commission. Address: 6996 Millbrook Blvd. Postal Zone: 5. Phone: Volunteer 3-0995.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 29.5 kw, Aural 14.8 kw. Present Operating Pow.: Visual 29.5 kw, Aural 14.8 kw. Antenna Height: Above average terrain 560 ft.; above ground 600 ft.

**OPERATION:** Began Sept. 20, 1954.

**EXECUTIVES:**

Henry F. Chadeayne, exec. dir. Dan Lovins, film supvr.  
George Arms, ops. mgr. Louis T. Iglehart, dir., pub. rel.  
Jack A. Chenoweth, ch. engr.

**KMOX-TV**

(Target Date, December 1957)

**LICENSEE:** Columbia Broadcasting System. Address: Ninth & Sidney Sts. Postal Zone: 4.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 191 kw. Antenna Height: Above average terrain 1,100 ft.; above ground 1,159 ft.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KMOX.

**REPRESENTATIVES:** Sales, CBS Spot Sales; Washington Attorney, Rosenman, Goldmark, Cohn & Kaye, New York; Julius F. Brauner, New York. Consulting Engineer, William B. Lodge (CBS).

**PRINCIPAL STOCKHOLDER:** See WCBS-TV New York.

**EXECUTIVES:**

Frank Stanton, pres., CBS Inc. Eugene Wilkey, gen. mgr.  
Merle S. Jones, pres., CBS Tv.

**KSD-TV**

**LICENSEE:** Pulitzer Publishing Co. Address: 1111 Olive St. Postal Zone: 1. Phone: Main 1-1111. TWX No.: SL 480.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 60 kw. Present Operating Pow.: Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 510 ft.; above ground 544 ft.

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

**OPERATION:** Began Feb. 8, 1947.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KSD.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** Licensee publishes St. Louis Post-Dispatch.

**EXECUTIVES:**

Joseph Pulitzer Jr., pres. J. E. Risk, ch. engr.  
George M. Burbach, gen. mgr. Keith Gunther, film buy.  
Guy E. Yeldell, sls. mgr. Fred Mueller, prom. mgr.  
Harold Grams, pgm. dir. Austin Bridgman, news ed.

**SUMMARY OF RATES (Card No. 12, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class AA (6:45-10:30 p.m., daily)	\$1,200.00	\$720.00	\$480.00	\$400.00	\$318.00	\$300.00	\$150.00
Class A (6-6:45 p.m., 10:30-11 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$333.00	\$265.00	\$200.00	\$100.00
Class B (9 a.m.-6 p.m., daily; 11 p.m.-midnight, daily)	\$600.00	\$360.00	\$240.00	\$200.00	\$159.00	\$105.00	\$52.50
Class C (Midnight-9 a.m. daily)	\$333.00	\$200.00	\$133.00	\$111.00	\$88.00	\$58.00	\$29.00

Above are one-time rates. Frequency discounts allowed.

**KTVI (TV)**

**LICENSEE:** Signal Hill Telecasting Corp. Address: 5915 Berthold Ave. Postal Zone: 10. Phone: Mission 7-3600. TWX No.: SL 410.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 592 ft.

**OPERATION:** Began Aug. 1953 as UHF; changed April 15, 1957 to VHF.

**AFFILIATIONS:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Blair-Tv; Washington Attorney, Sher, Oppenheimer & Harris; Consulting Engineer; George P. Adair Engineering Co.

**PRINCIPAL STOCKHOLDERS:** Paul E. Peltason, 49.959% and Harry Tenenbaum, 49.959%.

**EXECUTIVES:**

Paul E. Peltason, pres. Richard J. Trompeter, ch. engr.  
J. Joseph Bernard, vp. & gen mgr. John Traxler, film buy.  
John I. Hyatt, com. mgr. Don B. Curran, prom. mgr.  
Frederick S. Buschmeyer Jr., pgm. dir.

**SUMMARY OF RATES (Card No. 4, April 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class AA (7-10 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$300.00	\$250.00	\$125.00
Class A (6:30-7 p.m., 10-10:30 p.m., daily)	\$800.00	\$500.00	\$350.00	\$250.00	\$200.00	\$100.00
Class B (6-6:30 p.m., 10:30-11 p.m., daily)	\$650.00	\$400.00	\$275.00	\$200.00	\$160.00	\$80.00
Class C (9 a.m.-6 p.m.; 11 p.m.-midnight, daily)	\$400.00	\$240.00	\$160.00	\$100.00	\$80.00	\$40.00
Class D (Midnight-sign-off, daily)	\$285.00	\$180.00	\$106.00	\$75.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**KWK-TV**

**LICENSEE:** KWK Inc. Address: 1215 Cole St. Postal Zone: 6. Phone: Main 1-9100. TWX No.: SL 281.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 520 ft.; above ground 563 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 8, 1954.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KWK.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Robert T. Convey and associates, 28%; St. Louis Globe-Democrat (Newhouse interests), 23%; 800 N. 12th Inc. (Elzey Roberts), 23%; KSTP Inc., 23%, and the remaining 3% by approximately 20 St. Louis citizens. Licensee also owns WGTO Haines City, Fla. For Newhouse interests see WSYR-TV Syracuse, N. Y.; for KSTP Inc. interests see KSTP-TV Minneapolis- St. Paul, Minn.

**EXECUTIVES:**

Robert T. Convey, pres. & gen. mgr. John W. Tinnea, exec. pgm. dir. & film buy.  
Ray E. Dady, vp. & sta. dlr. Dick Kimball, prod. coord.  
V. E. Carmichael, vp. & sls. dlr. N. J. Kehr, ch. engr.  
James E. Goldsmith, sls. mgr. Jack Griffin, news ed.  
Jerry Danford, eastern sls. mgr.  
James M. Henneberry, sls. prom. mgr.

**SUMMARY OF RATES (Card No. 4, Nov. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class AA (7-10 p.m., daily)	\$1,500.00	\$900.00	\$600.00	\$500.00	\$375.00	\$330.00	\$165.00
Class A (6:30-7 p.m., 10-11 p.m., Mon.-Sat.; 6-7 p.m., 10-11 p.m., Sun.)	\$1,000.00	\$600.00	\$400.00	\$335.00	\$250.00	\$240.00	\$120.00
Class B (4-6:30 p.m., Mon.-Sat.; 1-6 p.m., Sun.)	\$750.00	\$450.00	\$300.00	\$250.00	\$188.00	\$165.00	\$82.50
Class C (11 pm.-midnight, daily; 9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m. Sun.)	\$500.00	\$300.00	\$200.00	\$167.00	\$125.00	\$110.00	\$55.00
Class D (Midnight-9 a.m., daily)	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**SEDALIA**

(Pettis County)

**KDRO-TV**

**LICENSEE:** KDRO-TV Inc. Address 2100 W. Broadway. Phone: 4004-5.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 16.2 kw, Aural 8.71 kw. Present Operating Pow.: Visual 16.2 kw, Aural 8.71 kw. Antenna Height: Above average terrain 360 ft.; above ground 321 ft.

**OPERATION:** Began July 8, 1954.

**AFFILIATION:** Station, Am, KDRO.

**REPRESENTATIVES:** Sales, Pearson Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** James F. Glenn, Herbert W. Brandes and Bruce M. Hinlein, each 33 1/3%.

**EXECUTIVES:**

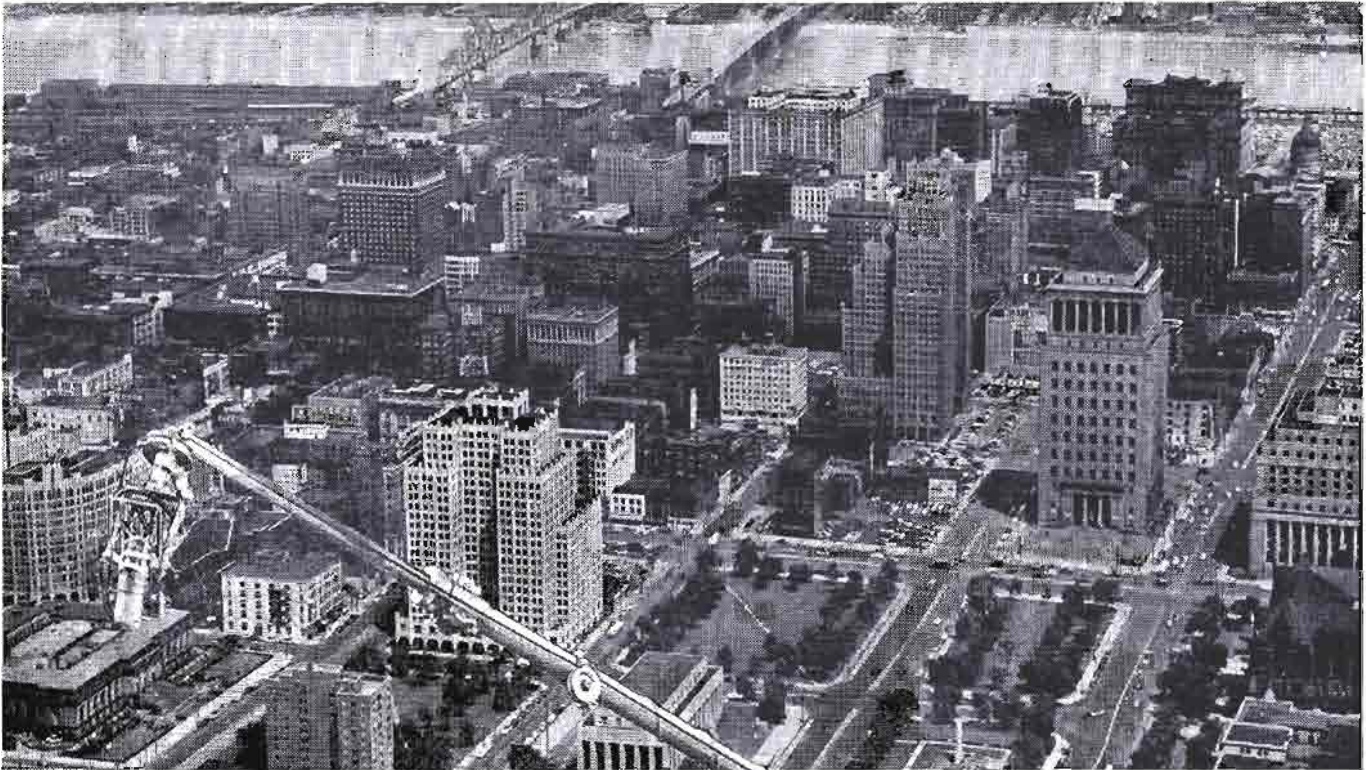
Milton J. Hinlein, pres. & own. Harry Trotman, com. mgr.  
Miss Le Chapman, gen. mgr., film buy. & prom. mgr. Dick Younger, pgm. dir.  
Bob Klein, ch. engr.

**SUMMARY OF RATES (Card. No. 1, Jan. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
\$200.00	\$114.00	\$62.00	\$46.00	\$35.00	\$30.00	\$25.00

Above are one-time rates. Frequency discounts allowed.





# 10 PROVEN years in St. Louis...

Advertisers naturally look for performance! In St. Louis they have found that KSD-TV produces results—consistent results year after year!

During 1956, Channel 5 carried more national spot advertisers than any other television station in St. Louis. In addition, KSD-TV carried the advertising of more national spot accounts than did any station in the New York, Chicago, Detroit or San Francisco markets.\* In fact, KSD-TV (in America's 9th market) ranked FIFTH among television stations in the nation's TEN TOP markets.

In 1957, KSD-TV continues to be the preference of national spot advertisers seeking to sell the St. Louis market.\*

Through the years—and now, too—experience of national spot advertisers has repeatedly proven they can rely on KSD-TV's stability of PERFORMANCE—a performance that is based on permanence and continuity of good programming.

Your nearest NBC Spot Sales Office will give you the facts on KSD-TV's pioneering television experience and continued effective performance.

\*Rorabaugh Reports, 1956 and 1957

\*KSD-TV, channel 5, went on the air February 8, 1947



THE ST. LOUIS POST-DISPATCH STATION



SPOT SALES  
National Representative

BASIC AFFILIATE



**SPRINGFIELD**

(Greene County)

**KTTS-TV**

**LICENSEE:** Independent Broadcasting Co. Address: P. O. Box 1716 SSS. Postal Zone: 4. Phone: 2-7474. TWX No.: SO 8581.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 240 kw, Aural 144 kw. Present Operating Pow.: Visual 240 kw, Aural 144 kw. Antenna Height: Above average terrain 710 ft.; above ground 664 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began March 14, 1953.

**AFFILIATIONS:** Tv Network, CBS, Stations, Am, KTTS; Fm, KTTS-FM.

**REPRESENTATIVES:** Sales, Weed TV.; Washington Attorney, Dempsey & Koplovitz; Consulting Engineer, James C. McNary.

**PRINCIPAL STOCKHOLDERS:** J. H. G. Cooper, 54.87%; and others.

**EXECUTIVES:**

J. H. G. Cooper, pres. Kevin McAndrews, pgm. dir.  
G. Pearson Ward, vp., gen. mgr., William F. Curry, ch. engr.  
film buy. & prom mgr. Bill Bowers, news ed.  
Bob Burke, nat'l. sls. mgr.

**SUMMARY OF RATES (Card No. 4, Mar. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA (7:20-9:30 p.m., daily)	\$81.25						\$40.65
Class A (Program Units-6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun. Announcements 5:59-7:29 p.m., 9:30-11 p.m., Mon.-Sat.; 4:59-7:29 p.m., 9:30-11 p.m., Sun.)	\$325.00	\$195.00	\$130.00	\$113.75	\$95.00	\$65.00	\$32.50
Class B (Program Units-5-6 p.m., Mon.-Fri.; sign-on-6 p.m., Sat.; sign-on-5 p.m., Sun. Announcements-4:59-5:59 p.m., Mon.-Fri.; sign-on-5:59 p.m., Sat.; sign-on-4:59 p.m., Sun.)	\$243.75	\$146.25	\$97.50	\$85.00	\$73.00	\$48.75	\$24.50
Class C (11 p.m.-sign-off; all other times not above.)	\$162.50	\$97.50	\$65.00	\$56.75	\$47.50	\$32.50	\$16.25

Above are one-time rates. Frequency discounts allowed.

**KYTV (TV)**

**LICENSEE:** Springfield Television Inc. Address: 999 W. Sunshine. Phone: 6-2766. TWX No.: SO 8560.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 520 ft.; above ground 550 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 1, 1953.

**AFFILIATIONS:** Tv Networks, ABC, NBC, Station, Am, KGBX.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd.; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Springfield Newspapers Inc. (T. W. Duvall and Tams Bixby Jr., president and vice president, respectively) 49.6%; Lester L. Cox, 24.96%; and others. Springfield Newspapers publish Springfield News and Leader and Press. Mr. Bixby also owns 40% of KBIX Muskogee, Okla. (Muskogee Phoenix and Times Democrat).

**EXECUTIVES:**

Ralph L. Stuffelbam, co-mgr. & Carl Fox, co-mgr., pgm. dir. & com. mgr. film buy. E. Dennis White, ch. engr.

**SUMMARY OF RATES (Card No. 6, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.	
Class AA (7:29-9:30 p.m., Sun.-Sat.)	\$81.25						\$40.65
Class A (Program Units-6-11 p.m., Mon.-Sat.; 11 a.m.-11 p.m., Sun. Announcements-6-7:29 p.m., 9:30-11 p.m., Mon.-Sat.; 11 a.m.-7:29 p.m., 9:30-11 p.m., Sun.)	\$325.00	\$195.00	\$130.00	\$113.75	\$97.50	\$81.25	\$32.50
Class B (Noon-1 p.m., 4-6 p.m. Mon.-Fri.; sign-on-6 p.m., Sat.)	\$243.75	\$146.25	\$97.50	\$85.31	\$73.13	\$48.75	\$24.38
Class C (Program Units-11 p.m.-sign-off, Sun.-Sat.; 7 a.m.-noon, Mon.-Fri.; sign-on-11 a.m., Sun. Announcements-11 p.m.-sign-off, Sun.-Sat.; 7 a.m.-noon, 1-4 p.m., Mon.-Fri.; sign-on-11 a.m., Sun.)	\$162.50	\$97.50	\$65.00	\$56.88	\$48.75	\$32.50	\$16.25

Above are one-time rates. Frequency discounts allowed.

**MONTANA**

**MONTANA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Beaverhead	2,400	23	550	10,441	1,591	105
Big Horn	2,500	18	450	8,491	1,948	177
Blaine	2,400	18	430	9,767	1,049	142
Broadwater	900	23	200	2,616	459	93
Carbon	3,200	28	900	6,987	1,476	300
Carter	600	8	50	1,767	310	42
Cascade	20,000	49	9,750	92,481	16,620	2,749

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Choutcau	2,300	39	890	10,807	1,256	303
Custer	4,000	8	330	17,656	2,969	695
Daniels	1,000	9	90	6,429	956	194
Dawson	2,900	9	270	15,402	2,509	294
Deer Lodge	5,100	22	1,100	16,570	4,967	405
Fallon	1,000	8	80	4,107	814	224
Fergus	4,600	22	1,010	18,558	3,393	622
Flathead	10,800	32	3,410	42,654	9,488	1,195
Gallatin	7,300	17	1,220	28,599	5,779	868
Garfield	700	9	60	1,248	387	41
Glacier	2,800	19	540	14,157	2,972	116
Golden Valley	400	23	90	1,419	144	...
Granite	1,000	22	220	5,450	735	131
Hill	5,000	18	890	29,819	5,167	648
Jefferson	1,000	17	170	3,457	528	109
Judith Basin	900	22	200	2,260	444	108
Lake	3,700	25	940	10,896	2,198	239
Lewis & Clark	8,800	23	1,980	33,396	7,939	866
Liberty	400	18	70	4,101	476	75
Lincoln	3,100	22	680	9,295	2,195	247
McCone	2,100	9	190	3,351	492	46
Madison	1,400	17	240	4,783	1,232	176
Meagher	800	23	180	2,080	403	43
Mineral	600	22	130	2,333	672	39
Missoula	13,200	35	4,640	51,068	10,185	1,467
Musselshell	1,800	23	410	5,459	1,222	234
Park	4,100	28	1,150	13,880	3,291	396
Petroleum	300	23	70	284	54	...
Phillips	2,000	9	180	9,776	1,540	279
Pondera	1,700	38	640	12,273	1,790	230
Powder River	1,000	8	80	1,322	322	...
Powell	1,700	22	370	7,205	1,882	297
Prairie	800	9	70	2,330	513	42
Ravalli	4,200	23	950	10,249	2,404	313
Richland	3,100	11	350	13,014	2,033	390
Roosevelt	2,900	11	330	20,366	3,149	673
Rosebud	1,700	18	300	5,156	1,027	78
Sanders	2,400	22	530	5,609	674	205
Sheridan	1,700	11	190	9,500	1,200	389
Silver Bow	19,600	59	11,560	70,854	17,405	1,640
Stillwater	1,500	28	420	4,855	1,041	243
Sweet Grass	1,100	28	310	3,488	607	175
Teton	2,400	38	810	9,514	1,579	302
Toole	2,000	19	380	13,791	2,203	214
Treasure	400	18	70	1,065	245	102
Valley	3,100	9	270	18,493	3,001	486
Wheatland	1,110	23	250	4,524	991	71
Wibaux	400	9	40	1,916	343	49
Yellowstone	22,500	51	11,480	103,857	19,376	3,280
Total	200,400	32%	63,260	\$820,826	\$160,805	\$22,827

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**BILLINGS**

(Yellowstone County)

**KGHL-TV**

(Target Date, Unknown)

**LICENSEE:** Midland Empire Broadcasting Co. Address: Fifth Ave. & N. Broadway. Phone: 2-2222.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 52.5 kw. Antenna Height: Above average terrain 570 ft.; above ground 330 ft.

**AFFILIATIONS:** Station, Am, KGHL.

**REPRESENTATIVES:** Washington Attorney, Hogan & Hartson; Consulting Engineer, Jansky & Bailey.

**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Am, KOOK.

**PRINCIPAL STOCKHOLDERS:** P. N. Fortin, 50%; Warren J. Hancock, 25%; Kenneth L. Hancock, 25%.

**EXECUTIVES:**

P. N. Fortin, pres. W. J. Hancock, vp. & sec.-treas.

**KOOK-TV**

**LICENSEE:** The Montana Network. Address: P. O. Box 2557. Phone: 2-5611. TWX No.: BL 488.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 670 ft.; above ground 383 ft.

**OPERATION:** Began Nov. 9, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Am KOOK.

**REPRESENTATIVES:** Sales, Headley-Reed Tv; Washington Attorney, John H. Midlen; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Joseph S. Sample and family, 99%.

**EXECUTIVES:**

Joseph S. Sample, pres. Grant French, ch. engr.  
V. V. Clark, gen. mgr. Conna G. May, prom. mgr.  
John Conner, com. mgr. Francis Welsh, news ed.  
Edmund Peiss, pgm. dir.

**SUMMARY OF RATES (Card No. 2, Jan. 20, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.	
Class A (6:30-10:29 p.m., Mon.-Fri.; 5-10:29 p.m., Sat.; sign-on-10:29 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$45.00	\$22.50
Class B (6-6:29 p.m., Mon.-Fri.; 10:30-midnight, Mon.-Sun.)	\$160.00	\$96.00	\$64.00	\$56.00	\$48.00	\$36.00	\$18.00
Class C (Sign-on-5:59 p.m., Mon.-Fri.; sign-on-4:59 p.m., Sat.)	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$22.50	\$11.25

Above are one-time rates. Frequency discounts allowed.

**BUTTE**

(Silver Bow County)

**KXLF-TV (Parent Station of KXYJ-TV, Helena, Mont.)**

**LICENSEE:** Television Montana. Address: 1003 S. Montana. Phone: 2-9111.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 60.3 kw, Aural 30.2 kw. Present Operating Pow.: Visual 60.3 kw, Aural 30.2 kw. Antenna Height: Above average terrain 1,890 ft.; above ground 202 ft.  
**OPERATION:** Began Aug. 14, 1953.  
**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, KXLF.  
**REPRESENTATIVES:** Sales, The Walker Co.; Pacific Northwest Broadcasters (Western); Washington Attorney, Wheeler & Wheeler; Fanny Litvin; Consulting Engineer, Robert M. Silliman & Assoc.  
**PRINCIPAL STOCKHOLDERS:** KXLF Butte, 61%; KXLJ Helena, 18%; KXLQ Bozeman, 4%; KXLL Missoula, 8%; KXLK Great Falls, 2%, all Mont. (Z Net). Ed Craney is president-44% owner of Z Net which is holding firm of all five. Barclay Craighead owns 7.5% of Z Net and Pat M. Goodover 3.19%.  
**EXECUTIVES:**  
 E. B. Craney, pres. & gen. mgr. Lloyd Scott, ch. engr.  
 Arne Anzjon, com. mgr. Jim Manning, prom. mgr.  
 George Oechsli, pgn. dlr. & news ed.

**SUMMARY OF RATES (Card No. 5, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A (6:29-11 p.m., Mon.-Sat., 3:59-11 p.m., Sun.)	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$20.00
Class B (All other times)	\$50.00	\$30.00	\$20.00	\$17.50	\$15.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**GLENDIVE**

(Dawson County)

**KXGN-TV**

(Target Date, Fall 1957)

**LICENSEE:** Glendive Broadcasting Corp. Address: 122 S. Merrill Ave. Phone: Empire 5-3377.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 4.57 kw, Aural 2.63 kw. Antenna Height: Above average terrain -90 ft.; above ground 125 ft.  
**REPRESENTATIVES:** Sales, Grant Webb; Washington Attorney, Harry J. Daly; Consulting Engineer, John H. Mullaney.  
**PRINCIPAL STOCKHOLDER:** Lewis Moore and family, 100%.  
**EXECUTIVES:**  
 Lewis W. Moore, pres. & film buy. Donald J. Powers, ch. engr.  
 Daniel C. Palen, gen. mgr. & news ed.

**GREAT FALLS**

(Cascade County)

**KCTL (TV)**

(Target Date, Unknown)

**LICENSEE:** Cascade Broadcasting Co. Address: 1951 Skyline Vista Drive, La Habra, Calif.  
**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual .118 kw, Aural .071 kw. Antenna Height: Above average terrain 230 ft.; above ground 138 ft.  
**REPRESENTATIVES:** Attorney, Robert P. Lawton, La Habra.  
**PRINCIPAL STOCKHOLDERS:** Jointly owned by Francis N. Laird and Robert R. Laird.  
**EXECUTIVES:**  
 Francis N. Laird, ptrn. Robert R. Laird, ptrn.

**KFBB-TV**

**LICENSEE:** Wilkin's Broadcasting Inc. Address: P. O. Box 1139. Phone: 4-4377.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Present Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Antenna Height: Above average terrain 240 ft.; above ground 440 ft.  
**OPERATION:** Began March 21, 1954.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC. Stations, Am, KFBB.  
**REPRESENTATIVES:** Sales, Blair Tv Assoc.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, L. H. Carr & Assoc.  
**PRINCIPAL STOCKHOLDERS:** J. P. Wilkins, 50.4%; Fairmont Corp. (subsidiary of Anaconda Copper Co.), 27%, and others. Fairmont publishes Missoula Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helent Independent Record, Billings Gazette and weekly Libby Western News, all Mont.  
**EXECUTIVES:**  
 J. P. Wilkins, pres., gen. mgr. & film buy. W. E. Spahr, asst. sta. mgr., prom. mgr. & film buy.  
 W. C. Blanchette, sta. & com. mgr. Pen Brown, pgn. dlr.  
 & film buy. Anthony Lopuch, ch. engr.

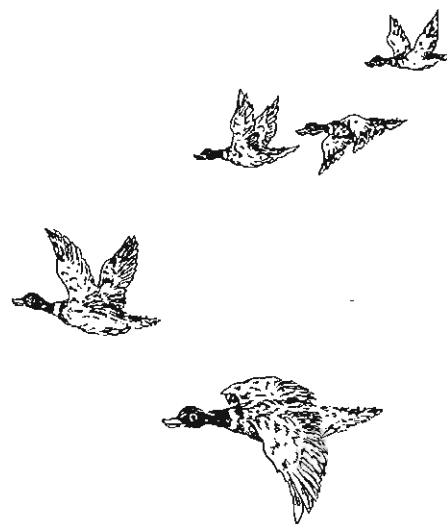
**SUMMARY OF RATES (Card No. 3, March 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10 p.m., dally)	\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$40.00
Class A (6-7:30 p.m., 10-10:30 p.m., Mon.-Sat.; all other Sunday time)	\$175.00	\$105.00	\$75.00	\$65.00	\$55.00	\$35.00
Class B (4-6 p.m., 10:30-11 p.m., Mon.-Sat.)	\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00

Above are one-time rates. Frequency discounts allowed.

See pages 101, 175

**From a mile and a half in the sky KXLF-TV4, MONTANA**  
**serves most of the Nation's 3rd Largest State.**



THERE'S ONLY ONE LEADER...  
**KXLF-TV4 MONTANA**  
 THE CONTINENTAL DIVIDE STATION, BUTTE

Represented: East—The Walker Co.  
 West—Pacific Northwest Broadcasters

**HELENA**

(Lewis & Clark County)

**KABL-TV**

(Target Date, Unknown)

**LICENSEE:** Helena Tv Inc. Address: 428 N. Main St.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual .415 kw, Aural .208 kw. Antenna Height: Above average terrain -110 ft.; above ground 47.5 ft.

**REPRESENTATIVES:** Attorney, J. Miller Smith, Helena; Consulting Engineer, Archer S. Taylor.

**PRINCIPAL STOCKHOLDERS:** W. L. Piehl, 35.44%; E. E. Palmquist, 6.1%; James J. Kitto, 7%; Oscar M. Carlson, 5%; Bruce Hamilton, 5%; E. J. Palmquist, 6.1%; Charles Phillip Crchan, 7.8%, and others.

**EXECUTIVES:**  
W. L. Piehl, pres. Oscar M. Carlson, treas.  
E. E. Palmquist, vp. Bruce Hamilton, gen. mgr.  
James J. Kitto, sec.

**KXLJ-TV (Satellite of KXLJ-TV Butte, Mont.)**

(Target Date, Unknown)

**LICENSEE:** Peoples' Forum of the Air. Address: 1306 11th Ave.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: .257 kw, Aural .127 kw. Antenna Height: Above average terrain -150 ft.; above ground 183 ft.

**AFFILIATION:** Station, Am, KXLJ.

**REPRESENTATIVES:** Washington Attorney, Wheeler & Wheeler; Consulting Engineer, Robert W. Sillman & Assoc.

**PRINCIPAL STOCKHOLDER:** Z Net, 100% (see KXLJ-TV Butte).

**EXECUTIVES:**  
A. T. Hibbard, pres. Barclay Craighead, treas.  
Carl Anderson, vp.

**KALISPELL**

(Flathead County)

**KGEZ-TV**

**LICENSEE:** KGEZ-TV Inc. Address: P. O. Box 439. Phone: Skyline 6-7445.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Uow.: Visual 14.68 kw, Aural 8.71 kw. Present Operating Pow.: Visual 14.68 kw, Aural 8.71 kw. Antenna Height: Above average terrain 220 ft.; above ground 322.1 ft.

**OPERATION:** Began July 9, 1957.

**EQUIPPED TO COLORCAST** network programs.

**AFFILIATIONS:** Tv Networks, CBS, NBC. Station, Am, KGEZ.

**REPRESENTATIVES:** Sales, Donald Cooke; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

**PRINCIPAL STOCKHOLDERS:** KGEZ Inc., 56%; Copper City Broadcasting Co., 9.9%; Northwest Video, 31.4%. KGEZ Inc. is 88% owned by Copper City Broadcasting Co. Frank Reardon is 89% owner of Copper City Broadcasting Co. (KBOV Butte, Mont.). Northwest Video owns a community tv system in Kalispell; it is owned by John R. and G. Norman Penswell, Bruce Hamilton, Merritt Warden, Archer S. Taylor (consulting engineer) and others. Messrs. Fenwell own substantial minority interest in KBMN Bozeman, Mont. Mr. Hamilton has minority interests in KGTK Missoula and KABL-TV Helena, both Mont.

**EXECUTIVES:**  
Frank Reardon, pres. Martin Tallberg, pgm. dir.  
Richard V. Vlck, gen. mgr. Wilbur Myhre, ch. engr.  
Robert S. Bennett, com. mgr.

**MISSOULA**

(Missoula County)

**KMSO-TV**

**LICENSEE:** Mosby's Inc. Address: 127 E. Main St. Postal Zone: 1. Phone: 9-7668.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 95.5 kw. Present Operating Pow.: Visual 191 kw, Aural 95.5 kw. Antenna Height: Above average terrain 2,030 ft.; above ground 274 ft.

**OPERATION:** Began July 1, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC, NBC. Station, Am, KGVO.

**REPRESENTATIVES:** Sales, Gill-Perna; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Archer S. Taylor.

**PRINCIPAL STOCKHOLDERS:** A. J. Mosby and family. Mr. Mosby also owns KANA Anaconda, Mont.

**EXECUTIVES:**  
A. J. Mosby, pres. Amos Hargrave, ch. engr.  
S. John Schile, gen. mgr. Laura Eichhol, prom. mgr.  
Bob Rollison, com. mgr. Jo Haines, publicity mgr.  
Bob Howard, pgm. dir. Don Weston, news ed.  
Jerry Grisham, prod. mgr.

**SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (5:59-10:30 p.m., Mon.-Fri.; 4:59-10:30 p.m., Sat.; 1-10:30 p.m., Sun.)</b>						
\$150.00	\$90.00	\$60.00	\$52.00	\$45.00	\$30.00	\$15.00
<b>Class B (Sign-on-5:59 p.m., Mon.-Fri.; 1-4:59 p.m., Sat.)</b>						
\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$24.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**NEBRASKA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$000)	Food Sales 1956(\$000)	Drug Sales 1956(\$000)
Adams	9,500	72	6,810	40,697	8,011	1,189
Antelope	3,400	49	1,650	12,762	1,712	228
Arthur	200	20	40	350	.....	.....
Banner	500	34	170	17	.....	.....
Blaine	200	33	70	1,748	597	.....
Boone	3,200	42	1,330	9,008	1,494	310
Box Butte	3,900	17	670	17,470	3,372	620
Boyd	1,500	21	320	5,732	793	99
Brown	1,400	21	300	5,062	1,008	172
Buffalo	8,300	64	5,310	33,201	4,353	1,045
Burt	3,400	72	2,480	14,801	2,550	291
Butler	3,900	64	2,500	9,526	1,998	266
Cass	5,600	84	4,700	15,061	3,979	492
Cedar	3,700	84	3,110	11,825	2,133	360
Chase	1,500	23	350	5,506	1,006	261
Cherry	2,900	16	450	11,252	1,791	355
Cheyenne	5,000	28	1,420	21,395	4,157	534
Clay	3,100	56	1,720	7,560	1,045	134
Colfax	3,400	64	2,180	15,177	2,392	273
Cuming	3,700	72	2,680	14,868	2,038	445
Custer	5,900	41	2,420	16,440	3,356	601
Dakota	3,400	84	2,860	11,866	3,590	299
Dawes	2,700	17	460	11,322	2,524	350
Dawson	6,800	64	4,230	28,140	4,231	891
Deuel	1,000	28	280	5,406	758	130
Dixon	2,800	84	2,350	7,695	1,099	264
Dodge	9,400	87	8,190	45,842	7,515	760
Douglas	96,500	87	84,150	426,206	80,655	15,047
Dundy	1,200	23	290	4,096	989	165
Fillmore	3,000	56	1,660	10,803	1,587	458
Franklin	2,300	67	1,550	6,012	1,163	164
Frontier	1,400	35	490	3,504	253	128
Furnas	3,400	67	2,280	11,579	1,709	388
Gage	8,400	73	6,090	31,436	6,010	910
Garden	1,000	28	280	3,784	543	122
Garfield	800	33	260	3,620	682	92
Gosper	800	67	540	998	210	39
Grant	200	20	40	1,338	291	44
Greeley	1,600	45	710	5,336	743	212
Hall	11,800	70	8,280	47,432	8,794	2,103
Hamilton	2,900	68	1,970	9,556	1,760	135
Harlan	1,900	67	1,280	3,720	765	102
Hayes	700	35	240	648	153	.....
Hitchcock	1,800	23	410	5,136	801	128
Holt	4,300	21	910	13,218	2,364	458
Hooker	300	20	60	2,014	90	90
Howard	2,300	45	1,030	6,226	826	91
Jefferson	4,200	60	2,510	14,193	2,823	411
Johnson	2,200	73	1,600	6,568	1,002	291
Kearney	2,000	67	1,350	5,577	1,591	194
Keith	2,600	34	880	12,904	2,593	243
Keya Paha	400	21	90	869	192	.....
Kimball	1,300	34	440	7,318	1,737	164
Knox	4,300	49	2,090	14,041	2,552	428
Lancaster	43,500	81	35,410	167,323	27,207	6,349
Lincoln	9,200	34	3,090	35,936	6,438	1,350
Logan	400	20	80	832	153	.....
Loup	400	33	130	421	28	40
McPherson	200	20	40	108	18	.....
Madison	7,800	79	6,140	39,545	6,704	758
Merrick	2,700	42	1,130	9,969	1,700	237
Morrill	2,300	34	790	7,651	1,853	214
Nance	1,900	42	790	5,064	813	166
Nemaha	3,600	64	2,290	9,702	1,655	382
Nuckolls	2,900	56	1,610	10,215	2,067	287
Otoe	5,400	84	4,530	21,935	4,299	489
Pawnee	2,000	64	1,270	3,747	1,040	182
Perkins	1,300	34	440	4,417	866	216
Phelps	3,200	67	2,150	19,317	2,771	428
Pierce	2,700	49	1,310	7,847	1,244	120
Platte	6,300	79	4,960	29,423	5,992	767
Polk	2,600	68	1,760	8,402	1,224	263
Redwillow	4,100	35	1,420	20,017	3,997	538
Richardson	5,000	64	3,180	17,002	3,093	502
Rock	900	21	190	3,376	412	43
Saline	4,500	60	2,690	15,557	2,745	533
Sarpy	6,300	85	5,340	9,864	2,676	336
Saunders	5,600	90	5,030	19,259	4,534	485
Scotts Bluff	10,300	35	3,620	48,292	9,029	1,314
Seward	4,200	60	2,510	13,211	2,751	389
Sheridan	2,800	17	480	12,011	1,992	387
Sherman	1,800	41	740	4,871	1,006	87
Sioux	900	17	150	618	45	39
Stanton	1,800	64	1,160	3,412	894	186
Thayer	3,400	56	1,890	9,591	1,659	258
Thomas	400	20	80	857	139	134
Thurston	2,500	72	1,810	7,211	1,105	114
Valley	2,300	41	950	7,573	1,474	264
Washington	3,700	87	3,230	10,374	2,539	201
Wayne	2,900	84	2,440	9,831	1,877	207
Webster	2,300	72	1,650	8,066	1,881	163
Wheeler	500	33	170	557	122	.....
York	4,800	68	3,250	17,576	2,116	375
Total	433,100	67%	290,390	\$1,658,659	\$302,336	\$51,779

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**HASTINGS**  
(Adams County)

**KHAS-TV**  
**LICENSEE:** Nebraska Television Corp. Address: P. O. Box 476. Phone: 3-1321. TWX No.: 82063.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 730 ft.; above ground 767 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Jan. 1, 1956.  
**AFFILIATION:** Tv Network, NBC.  
**REPRESENTATIVES:** Sales, Weed Tv.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Frank H. McIntosh.  
**PRINCIPAL STOCKHOLDERS:** Seaton Publishing Co. (Fred A. Seaton, Secretary of Interior), 51.67%; J. M. McDonald Jr., 3.55%; Morrison-Quirk Grain Corp., 3.55%; D. H. Meves, 3.26%, and approximately 50 others. Seaton controls KCCF Coffeyville, Kan.; KMAN Manhattan, Kan., and publishes Hastings Tribune, Manhattan Mercury, Coffeyville Journal, Winfield (Kan.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and Western Farm Life magazine (Denver).  
**EXECUTIVES:**  
 Fred A. Seaton, pres.  
 Duane L. Watts, gen. mgr.  
 Harry H. Packard, sls. & ops. mgr., film buy.  
 Duane B. Allison, ch. engr.  
 Karl MacKinnon, prom. mgr.  
 Ted Kennedy, news ed.

**SUMMARY OF RATES (Card No. 2, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A (7-10 p.m., daily)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$43.75
Class B (5-7 p.m., daily)	\$206.25	\$114.75	\$82.50	\$72.19	\$52.19	\$36.10
Class C (Sign-on-5 p.m., 10 p.m.-sign-off, daily)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$26.25

Above are one-time rates. Frequency discounts allowed.

**HAY SPRINGS**  
(Sheridan County)

(Target Date, Unknown)

**LICENSEE:** Duhamel Enterprises Inc. Address: 1819 W. St. Joe St., Rapid City, S. D.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 649 ft.; above ground 583 ft.  
**REPRESENTATIVES:** Washington Attorney, Fisher, Wayland, Duvall & Southmayd.  
**PRINCIPAL STOCKHOLDER:** Mrs. Helen S. Duhamel, 91% and others.

**HAYES CENTER**  
(Hayes Center County)

**KHPL-TV (Satellite of KHOL-TV Kearney, Neb.)**  
**LICENSEE:** Bi-States Co. Address: 414 East Ave., Holdredge, Neb. Phone: Sherwood 3-4541.  
**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 710 ft.; above ground 583 ft.  
**OPERATION:** Began Feb. 9, 1956.  
**AFFILIATIONS:** Tv Networks, CBS, ABC, NTA.  
**REPRESENTATIVES:** Sales, Meeker Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDER:** See KHOL-TV Kearney-Holdredge, Neb.  
**EXECUTIVES:**  
 Jack Gilbert, mgr. (KHOL-TV)  
**SUMMARY OF RATES (Sold in combination with KHOL-TV. Rates apply to simultaneous telecasts on both stations.)**

**KEARNEY**  
(Kearney County)

**KHOL-TV (HOLDREDGE) (Parent Station of Satellite KHPL-TV, Hayes Center, Neb.)**  
**LICENSEE:** Bi-States Co. Address: 414 East Ave., Holdredge, Neb. Phone: Wyman 5-5952. TWX No.: Axtel 8220.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 110 kw. Present Operating Pow.: Visual 204 kw, Aural 110 kw. Antenna Height: Above average terrain 550 ft.; above ground 581 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Dec. 24, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, ABC, NTA.  
**REPRESENTATIVES:** Sales, Meeker Tv.; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** F. Wayne Brewster, 55.5%; C. E. Freas Jr., 13.9%; Willard F. Anderson, 10%; Donald E. Brewster, 11.1%, and Harold J. Hamilton, 5.6%. Licensee also owns KHPL-TV Hayes Center, Neb.

**EXECUTIVES:**  
 Dr. F. Wayne Brewster, pres.  
 Harold J. Hamilton, sec.-treas.  
 Jack Gilbert, sta. mgr., com. mgr. & film buy.  
 Moe Milliken, prod. mgr.  
 W. M. Greely, dir. of engr.  
 George Jelinek, ch. engr.  
 Tom Nuss, prom. mgr. & farm dir.  
 Art Eckdahl, news ed.  
 Jerry Granger, sports dir.  
 Ed Strasburger, traff. dir.

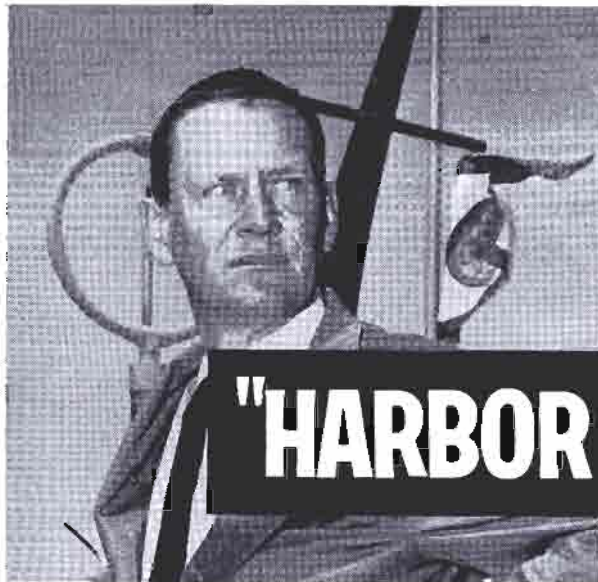
**SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-9:30 p.m.)	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$60.00
Class A (6:30-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 9:30-10 p.m., daily)	\$250.00	\$150.00	\$100.00	\$85.00	\$62.50	\$50.00
Class B (Noon-1 p.m., Mon.-Fri.; 5-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., daily; 1-5 p.m., Sun.)	\$187.50	\$112.50	\$75.00	\$65.00	\$47.00	\$37.50
Class C (All other times)	\$125.00	\$75.00	\$50.00	\$42.50	\$31.25	\$25.00

Above are one-time rates. Frequency discounts allowed.

**LINCOLN**  
(Lancaster County)

**KOLN-TV**  
**LICENSEE:** Cornhusker Television Corp. Address: 40th & W Sts. Postal Zone: 3. Phone: 6-2367. TWX No.: LI 8134.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 999 ft.  
**OPERATION:** Began Feb. 18, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, ABC.  
**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDER:** John E. Fetzer, 100%. For other Fetzer holdings, see WKZO-TV Kalamazoo, Mich.  
**EXECUTIVES:**  
 John E. Fetzer, pres. & own.  
 A. James Ebel, vp. & gen. mgr.  
 Lester C. Rau, sls. mgr.  
 Bob Johnson, pgn. dir. & film buy.  
 D. Ray Taylor, ch. engr.  
 James L. Barker, prom. mgr.  
 Byron Krasne, news ed.



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starring  
**WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**LINCOLN (Cont.)**

**KOLN-TV (Cont.)**

SUMMARY OF RATES (Card No. 5, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6:59-9:31 p.m., Sun.-Sat.)						
\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00	\$45.00
Class A (6:29-6:59 p.m., 9:31-10:31 p.m., Mon.-Sat.; 5:59-6:59 p.m., 9:31-10:31 p.m., Sun.)						
\$350.00	\$210.00	\$140.00	\$105.00	\$87.50	\$70.00	\$35.00
Class B (4:59-6:29 p.m., Mon.-Sat.; 10:31-11:01 p.m., Sun.-Sat.; 12:59-5:59 p.m., Sun.)						
\$275.00	\$165.00	\$110.00	\$82.50	\$68.75	\$55.00	\$27.50
Class C (All other times)						
\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KUON-TV\***

(\*Non-Commercial Educational)

**LICENSEE:** University of Nebraska. Address: 12th & R Sts. Postal Zone 8; Phone: 2-7631.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Present Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Antenna Height: Above average terrain 360 ft.; above ground 403 ft.

**OPERATION:** Began Nov. 1, 1954.

**REPRESENTATIVES:** Washington Attorney, Dow, Lohnes & Albertson.

**EXECUTIVES:**  
 Jack G. McBride, gen. mgr. & pgm. dir.  
 Adolph R. Dvorak, ch. engr.  
 Boyd Rooney, film buy.  
 Robert Sehlater, prom. mgr. & news ed.

**NORTH PLATTE**

(Lincoln County)

(Target Date, Unknown)

**LICENSEE:** Goldenrod Tele-Radio Co. Address: 400 E. Fourth St., Pueblo, Colo.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 2.8 kw, Aural 1.7 kw. Antenna Height: Above average terrain 85 ft.; above ground 202 ft.

**REPRESENTATIVES:** Washington Attorney, Fly, Shuebruk, Blume & Gaguine. Consulting Engineer, Vandivere, Cohen & Wearn.

**PRINCIPAL STOCKHOLDERS:** Ray J. Williams, Franklin R. Stewart, Alvin E. Larsen Jr., 33 1/3% each.

**EXECUTIVES:**  
 Ray J. Williams, pres.  
 Franklin R. Stewart, vp.  
 Alvin E. Larsen Jr., sec.-treas.

**OMAHA**

(Douglas County)

**KETV (TV)**

(Target Date, Sept. 1957)

**LICENSEE:** Herald Corp. Address: 27th & Douglas Sts. Postal Zone: 31. Phone Harney 4848.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 10 kw, Aural 50 kw. Antenna Height: Above average terrain 630 ft.; above ground 583 ft.

**EQUIPPED TO COLORCAST** network programs.

**AFFILIATION:** Tv network, ABC.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Jansky & Bailey.

**PRINCIPAL STOCKHOLDER:** World Publishing Corp. (Omaha World-Herald), 100%.

**EXECUTIVES:**  
 Ben H. Cowdery, pres.  
 Eugene S. Thomas, vp. & gen. mgr.  
 Robert O. Paxson, com. mgr.  
 J. S. Petrik, ch. engr.  
 John Q. Quigley, pgm. mgr.

**KMTV (TV)**

**LICENSEE:** May Broadcasting Co. Address: 2615 Farnam St. Postal Zone: 31. Phone: Harney 3333. TWX No.: OM 176.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 550 ft.

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

**OPERATION:** Began Sept. 1, 1949.

**AFFILIATIONS:** Tv Network, NBC. Station, Am KMA Shenandoa, Iowa.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Robert M. Silliman & Assoc.

**PRINCIPAL STOCKHOLDERS:** May Seed & Nursery Co., 75%, and Central Broadcasting Co., 25%. May owns KMA Shenandoah, Iowa; Central owns WOC-AM-TV Davenport and WHO-AM-TV Des Moines, both Iowa.

**EXECUTIVES:**  
 Edward W. May, pres.  
 Owen Saddler, exec. vp. & gen. mgr.  
 Arden Swisher, sls. mgr.  
 Lew Jeffrey, pgm. mgr.  
 R. J. Schroeder, ch. engr.  
 Jack Katz, film buy.  
 Amos Eastridge, prom. mgr.  
 Floyd Kalber, news ed.

SUMMARY OF RATES (Card No. 10, June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily)						
\$900.00	\$540.00	\$360.00	....	....	\$225.00	\$115.00
Class A (6-7 p.m., 10-10:30 p.m., daily)						
\$800.00	\$480.00	\$320.00	\$280.00	\$200.00	\$160.00	\$80.00
Class B (5-6 p.m., 10:30-11:30 p.m., daily)						
\$600.00	\$360.00	\$240.00	\$210.00	\$150.00	\$100.00	\$50.00
Class C (Sign-on-5 p.m., 11 p.m.-sign-off, daily)						
\$290.00	\$174.00	\$116.00	\$101.50	\$72.50	\$60.00	\$30.00

Other time units: 45 minutes 80% of hour rate; 40 minutes: 75% of hour rate.

Above are one-time rates. Frequency discounts allowed.

**WOW-TV**

**LICENSEE:** Meredith WOW Inc. Address: Insurance Bldg. Postal Zone 2. Phone: Webster 3400. TWX No.: OMA 297.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 590 ft.; above ground 510 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 29, 1949.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, WOW.

**REPRESENTATIVES:** Sales, Blair-Tv; Washington Attorney, Haley, Wollenberg & Kenahan; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** Meredith Publishing Co. (Better Homes & Gardens, Successful Farming), 100%. Meredith also owns WHEN-AM-TV Syracuse, N. Y.; KCMO-AM-FM-TV Kansas City, and KPHO-AM-TV Phoenix.

**EXECUTIVES:**  
 Frank P. Fogarty, vp. & gen. mgr.  
 Lyle De Moss, asst. gen. mgr.  
 Fred Ebener, sls. mgr.  
 J. M. Wilson, loc. sls. mgr.  
 Bill McBride, pgm. dir. & film buy.  
 Robert Froemming, asst. pgm. dir.  
 Glenn Flynn, ch. engr.  
 William J. Kotera, dir. engrng.  
 Robert Seitzer, prom. mgr.  
 Mal Hansen, farm dir.  
 James McGaffin, news ed.  
 Jack Payne, sports dir.  
 Connie Cook, women's dir.

SUMMARY OF RATES (Card No. 11, July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class AA (7-10 p.m., Mon.-Sun.)						
\$900.00	\$540.00	\$360.00	....	....	\$250.00	\$115.00
Class A (6:30-7 p.m., Mon.-Sat.; 6-7 p.m., Sun.)						
\$735.00	\$440.00	\$285.00	....	....	\$170.00	\$80.00
Class B (6-6:30 p.m., Mon.-Sat.; 10-10:30 p.m., Mon.-Sun.)						
\$650.00	\$390.00	\$265.00	....	....	\$180.00	\$75.00
Class C (10:30-11 p.m., Mon.-Sun.; 5-6 p.m., Sun.)						
\$500.00	\$300.00	\$220.00	....	....	\$115.00	\$50.00
Class D (Sign-on-6 p.m., Mon.-Sat.; Sign-on-5 p.m., Sun.; 11-sign-off, Mon.-Sun.)						
\$300.00	\$170.00	\$110.00	....	....	\$85.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**SCOTTSBLUFF**

(Scotts Bluff County)

**KSTF (TV) (Satellite of KFBC-TV, Cheyenne, Wyo.)**

**LICENSEE:** Frontier Broadcasting Co. Address: 2923 Lincolnway, Cheyenne, Wyo. Phone: 4-4461 (Cheyenne). TWX No.: CY 9 & CY 62.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 11.2 kw, Aural 5.62 kw. Present Operating Pow.: Visual 11.2 kw, Aural 5.62 kw. Antenna Height: Above average terrain 240 ft.; above ground 59 ft.

**OPERATION:** Began Aug. 7, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC. Station, Am, KFBC.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Koteen & Burt.

**PRINCIPAL STOCKHOLDER:** See KFBC-TV Cheyenne, Wyo.

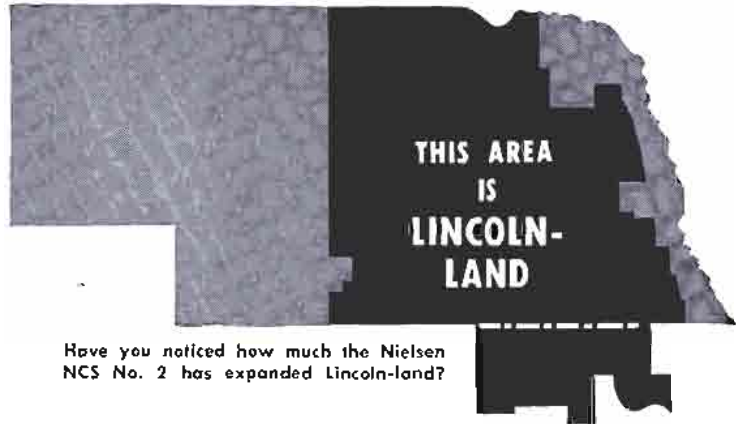
**EXECUTIVES:**  
 William C. Grove, gen. mgr. & ch. engr.  
 Charles P. Cahill, com. mgr.

**SUMMARY OF RATES** (Sold in combination with KFBC-TV Cheyenne. Rates apply to simultaneous telecasts on both stations.)



# ARE YOU HALF-COVERED

## IN NEBRASKA'S OTHER BIG MARKET?



### MAY 1957 VIDEODEX PROVES KOLN-TV SUPERIORITY!

The May 1957 Videodex covered all TV homes in 42 counties in South Central Nebraska and Northern Kansas. The ratings speak for themselves:

#### SUMMARY—AVERAGE RATINGS, % TV HOMES

	KOLN-TV	Station B	Station C	Station D
Sign On—1:00 P.M.	10.1	5.1	4.8	3.5
1:00-5:00 P.M.	12.5	7.3	6.5	4.5
5:00-11:00 P.M.	22.3	12.0	9.5	6.2

Daytime and nighttime — Sundays through Saturdays — KOLN-TV leads the second station by margins of 71% to 98%!



### The Feltzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO  
WKZO RADIO — KALAMAZOO-BATTLE CREEK  
WJIF RADIO — GRAND RAPIDS  
WJIF-FM — GRAND RAPIDS-KALAMAZOO  
KOLN-TV — LINCOLN, NEBRASKA  
Associated with  
WMBD RADIO — PEORIA, ILLINOIS

**KOLN-TV** covers Lincoln-Land, a rich 69 county market consisting of 296,200\* families with 191,710\* TV sets.

KOLN-TV is farther removed from Omaha than Hartford is from Providence . . . or South Bend is from Fort Wayne.

Latest ARB, Telepulse and Videodex surveys all show KOLN-TV dominates the Lincoln-Land audience.

Avery-Knodel has all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

\* See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

# KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

NEVADA MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Churchill	1,700	8	140	11,885	2,208	539
Clark	30,000	53	16,030	166,467	36,921	6,571
Douglas	500	31	150	4,064	375	114
Elko	3,700	13	490	24,533	4,790	868
Esmeralda	200	14	30	191	...	...
Eureka	300	11	30	669	21	134
Humboldt	1,200	11	130	11,284	2,811	189
Lander	400	11	40	2,546	331	153
Lincoln	800	14	110	4,171	353	386
Lyon	900	31	280	6,449	2,114	103
Mineral	3,200	8	260	8,136	1,586	471
Nye	900	14	130	4,351	1,050	120
Ormsby	1,100	31	340	7,226	1,534	411
Pershing	1,100	8	90	6,776	1,262	257
Storey	300	31	90	880	164	50
Washoe	21,200	67	14,180	136,083	21,503	10,862
White Pine	3,700	13	490	16,511	3,434	675
Total	71,200	46%	33,010	\$412,222	\$80,467	\$21,913

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**HENDERSON**  
(Clark County)

**KLRJ-TV (LAS VEGAS)**

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas, Nev. Phone: Dudley 2-1760. TWX No.: LV 8649.

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 12.3 kw, Aural 6.3 kw. Present Operating Pow.: Visual 12.3 kw, Aural 6.3 kw. Antenna Height: Above average terrain 110 ft.; above ground 324 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Jan. 17, 1955.

AFFILIATIONS: Tv Networks, NBC, ABC. Station, Am, KORK.

REPRESENTATIVES: Sales, Avery-Knodel; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDER: See KFSA-TV Ft. Smith, Ark.

EXECUTIVES:

Donald W. Reynolds, pres.	Mark Smith, pgm. dir., film buy. & ops. mgr.
William D. Stiles, gen. mgr.	David Rogers, ch. engr.
Allen W. Dunn, nat. sls. mgr.	Norwin S. Yoffie, prom. mgr.
Pat Burke, com. mgr.	Stan Leavitt, news ed.

SUMMARY OF RATES (Card No. 2, July 10, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:30-10:30 p.m., Mon.-Sun.)	\$225.00	\$135.00	\$90.00	\$78.75	\$67.50	\$45.00
Class B (All other times)	\$175.00	\$105.00	\$70.00	\$61.25	\$52.50	\$35.00

Above are one-time rates. Frequency discounts allowed.

**LAS VEGAS**  
(Clark County)

**KLAS-TV**

LICENSEE: Las Vegas Television Inc. Address: 250 E. Desert Inn Road. Phone: Dudley 2-6138. TWX No.: LV 8654.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 55 kw, Aural 27.5 kw. Present Operating Pow.: Visual 55 kw, Aural 27.5 kw. Antenna Height: Above average terrain 130 ft.; above ground 238 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began July 1, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Weed Tv.; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Charles Theodore.

PRINCIPAL STOCKHOLDERS: Herman M. Greenspun, 68.08%; J. Dewey Solomon, 9.08%; Harvey E. Luce, 2.89%. Mr. Greenspun publishes Las Vegas Sun.

EXECUTIVES:

H. M. Greenspun, pres.	Ralph Hodges, prod. mgr.
Marian Y. Komar, gen. mgr. & film buy.	Jim Hart, pgm. dir. & news ed.
Alex Gold, sls. mgr.	Dave Greenspun, ch. engr.
	Clarice Martin, prom. mgr.

SUMMARY OF RATES (Card No. 3, July 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A (6:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class B (All other times)	\$187.50	\$112.50	\$75.00	\$65.00	\$46.90	\$37.50

Above are one-time rates. Frequency discounts allowed.

**KLRJ-TV (HENDERSON)**

LICENSEE: Southwestern Publishing Co. Address: 4850 Henderson Hwy., Las Vegas. Phone: Dudley 2-1760. (For full listing see Henderson, Nev.)

**KSHO-TV**

LICENSEE: Television Co. of America Inc. Address: Fremont Hotel. Phone: Dudley 4-7425.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 436 kw, Aural 218 kw. Present Operating Pow.: Visual 436 kw, Aural 218 kw. Antenna Height: Above average terrain 140 ft.; above ground 241 ft.

OPERATION: Began May 4, 1956.

AFFILIATION: Station, Am, KBMI Henderson.

REPRESENTATIVES: Sales, Forjoe Tv.; Washington Attorney, A. Harry Becker; Consulting Engineer, Grant R. Wrathall.

PRINCIPAL STOCKHOLDERS: Frank Oxarart, Albert Zugsmith, Arthur B. Hogan and John D. Feldman each own 25%. Mr. Oxarart owns 26 2/3% of KRKD-AM-FM Los Angeles and KITO San Bernardino, Calif., 10% of KVSM San Mateo, Calif.; Mr. Zugsmith owns 70% of KRKD-AM-FM, 33 1/2% of KITO 37 1/2% of KVSM and 25% of KULA-AM-TV Honolulu; Mr. Hogan owns KFOX-AM-FM Long Beach, Calif., 37 1/2% of KVSM and 25% of KULA-AM-TV; Mr. Feldman owns 10% of KVSM.

EXECUTIVES:

Frank Oxarart, pres.	Jay Cowan, sls. mgr.
Ira Laufer, gen. mgr., comm. mgr., pgm. mgr.	Ervin Greene, ch. engr.

SUMMARY OF RATES (Card No. 1, April 1, 1956)

Operates on a 24 hour daily schedule. Sells announcements only on a one every hour saturation package basis, with other special packages also available.

**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. Antenna Height: Above average terrain -470 ft.; above ground 241 ft.

REPRESENTATIVES: Attorney, Clyde C. Sherwood, San Francisco; Consulting Engineer, James R. Bird.

PRINCIPAL STOCKHOLDER: Robert C. Fish, 100%. Sale to Ervin V. Willat, Eldon E. Cory, Raymond D. Vargas and associates approved by FCC but suspended pending outcome of revocation proceedings against licensee.

EXECUTIVES:

Robert C. Fish, pres.	Eldon E. Cory, sec.-treas.
A. Laurance Tuma, vp.	

**KOLO-TV**

LICENSEE: Nevada Radio-Television Inc. Address: 770 E. 5th St. Postal Zone: 1. Phone: Fairview 3-0721. TWX No.: RE 38.

FACILITIES: Ch. 8. Authorized Eff. Rad. Pow.: Visual 11.5 kw, Aural 5.75 kw. Present Operating Pow.: Visual 11.5 kw, Aural 5.75 kw. Antenna Height: Above average terrain 2,920 ft.; above ground 120 ft.

OPERATION: Began Sept. 26, 1953.

AFFILIATIONS: Tv Networks, CBS, ABC, NBC. Station, Am, KOLO.

REPRESENTATIVES: Sales, Pearson Tv.; Washington Attorney, Haley, Wollenberg & Kenehan; Consulting Engineer, Robert L. Hammett.

PRINCIPAL STOCKHOLDER: Southwestern Publishing Co., 100%. For other Southwestern interests see KFSA-TV Ft. Smith, Ark.

EXECUTIVES:

Donald W. Reynolds, pres.	Tom Hughes, ch. engr.
Harry Huey, gen. mgr.	Helen Busscher, prom. mgr.
Lee D. Hirschland, com. mgr.	Roland DuBois, news ed.
Ed Cardinal, pgm. dir. & film buy.	

SUMMARY OF RATES (Card No. 6, June 15, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
All hours, sign-on to sign-off.	\$300.00	\$180.00	\$120.00	\$90.00	\$75.00	\$60.00

Above are one-time rates. Frequency discounts allowed.



NEW HAMPSHIRE MARKET DATA BY COUNTIES

Table with 7 columns: County, Total Households, Television %, Households No., Retail Sales 1956 (\$000), Food Sales 1956 (\$000), Drug Sales 1956 (\$000). Rows include Belknap, Carroll, Cheshire, Coos, Grafton, Hillsboro, Merrimack, Rockingham, Strafford, Sullivan, and Total.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

KEENE

(Cheshire County)

WKNE-TV

(Target Date, Unknown)

LICENSEE: WKNE Corp. Address: 17 Dunbar St. Phone: Elmwood 2-9230.

FACILITIES: Ch. 45. Authorized Eff. Rad. Pow.: Visual 23 kw., Aural 12.5 kw. Antenna Height: Above average terrain 800 ft.; above grounds 375 ft.

AFFILIATION: Station, Am, WKNE.

REPRESENTATIVES: Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Joseph K. Close, 69.7%; Lyman Spitzer, 6.8%; Luette S. Close (wife of Joseph K.), 5.9%; Robert T. Colwell, 4.6%, and others. Licensee owns 51.01% of WKNE Kingston, N. Y.; 18% of WKNE-TV Poughkeepsie, N. Y., and 50% of WKXL Concord, N. H. Mr. Close owns 11% of WKNE-TV and .94% of WKNE.

EXECUTIVES:

Joseph K. Close, pres.

MANCHESTER

(Hillsboro County)

WMUR-TV

LICENSEE: Radio Voice of New Hampshire Inc. Address: 1819 Elm St. Phone: National 3-8061. TWX No.: Manchester 94.

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 282 kw., Aural 155 kw. Present Operating Pow.: Visual 282 kw., Aural 155 kw. Antenna Height: Above average terrain 1,029 ft.; above ground 247 ft.

OPERATION: Began March 28, 1954.

AFFILIATIONS: Tv Networks, ABC, CBS.

REPRESENTATIVES: Sales, Forjoe Tv.; Washington Attorney, Miller & Schroeder; Consulting Engineer, Gautney & Jones.

PRINCIPAL STOCKHOLDER: Francis P. Murphy, 100%.

EXECUTIVES:

Francis P. Murphy, pres. Charles F. Halle, ch. engr.
Norman A. Gittleson, exec. vp. & gen. mgr. William A. Gildersleeve, prom. mgr.
William C. White, adm. asst. Thomas Power, news ed.
Warren Park, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 6, May 15, 1957)

Table with 8 columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., Min., 8 Sec. Rows include Class AA (7:29-10:30 p.m., Sun.-Sat.), Class A (4:59-7:29 p.m., Sat., Sun.; 6:29-7:29 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.), Class B (1-4:59 p.m., Sat., Sun.; 4:59-6:29 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.), Class C (Sign-on-1 p.m., Sat., Sun.; 1-4:59 p.m., Mon.-Fri.; 11:30-midnight, Sun.-Sat.), Class D (All other times).

Above are one-time rates. Frequency discounts allowed.

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.)

BROADCASTING • TELECASTING

NEW JERSEY MARKET DATA BY COUNTIES

Table with 7 columns: County, Total Households, Television %, Households No., Retail Sales 1956 (\$000), Food Sales 1956 (\$000), Drug Sales 1956 (\$000). Rows include Atlantic, Bergen, Burlington, Camden, Cape May, Cumberland, Essex, Gloucester, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Salem, Somerset, Sussex, Union, Warren, and Total.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ASBURY PARK

(Monmouth County)

WRTV (TV)†

LICENSEE: Atlantic Video Corp. Address: Eatontown, N. J.

FACILITIES: Ch. 58. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 9.12 kw. Antenna Height: Above average terrain 440 ft.; above ground 465 ft.

OPERATION: Began Jan. 1954.

REPRESENTATIVES: Washington Attorney, Cohn & Marks.

PRINCIPAL STOCKHOLDERS: Walter Reade Theatres Inc., 100%. Walter Reade Theatres is owned by Walter Reade Jr., 51%, and Edwin and Suzanne Gage, 49%.

EXECUTIVES:

Walter Reade Jr., pres.

†WRTV (TV) has suspended operation but has not returned its CP.

ATLANTIC CITY

(Atlantic County)

WHTO-TV†

LICENSEE: Neptune Broadcasting Corp. Address: P. O. Box 1230, Steubenville, Ohio. Phone: Atlantic 2-6255.

FACILITIES: Ch. 46. Authorized Eff. Rad. Pow.: Visual 18 kw, Aural 9 kw. Antenna Height: Above average terrain 430 ft.; above ground 448 ft.

OPERATION: Began Dec. 25, 1952.

REPRESENTATIVES: Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Jaek Berkman, 20%; Louis Berkman, 20%; Allen Berkman, 10%; John Laux, 10%, and WPIT Inc., 40%. For radio-tv holdings see WSTV-TV Steubenville, Ohio.

EXECUTIVES:

Jaek N. Berkman, pres. Louis Berkman, 1st vp.
John J. Laux, exec. vp.

†WHTO-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: (Pittsburgh) Churehill 1-8268.

FACILITIES: Ch. 52. Authorized Eff. Rad. Pow.: Visual 24.5 kw, Aural 13.2 kw. Antenna Height: Above average terrain 360 ft.; above ground 378 ft.

REPRESENTATIVES: Washington Attorney, Scharfeld & Baron; Consulting Engineer, A. D. Ring & Assoc.

CAMDEN

(Camden County)

WKDN (TV)

(Target Date, Unknown)

LICENSEE: South Jersey Broadcasting 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. Antenna 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 and family, 100%. Comptons also own WGMA Hollywood, Fla.

EXECUTIVES:

Ranulf Compton, pres. & treas. Robert S. Houston, ch. engr.
Gordon Giffen, gen. mgr. James A. Donahue, news ed.
Harvey Husten, pgm. dir.

### NEW MEXICO

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$'000)	Food Sales 1956 (\$'000)	Drug Sales 1956 (\$'000)
Lincoln	1,800	37	670	9,692	1,479	353
Los Alamos	3,500	41	1,440	12,210	6,318	652
Luna	2,800	41	1,150	13,610	3,119	1,134
McKinley	7,200	19	1,390	29,198	5,066	617
Mora	1,500	21	320	1,652	296	93
Otero	6,900	37	2,550	27,257	6,657	1,273
Quay	3,500	27	950	15,520	2,830	534
Rio Arriba	5,700	28	1,580	15,725	3,988	531
Roosevelt	4,100	22	920	13,454	3,335	568
Sandoval	2,300	35	790	2,542	464	124
San Juan	8,600	19	1,660	46,819	7,844	1,105
San Miguel	5,100	21	1,070	13,124	3,256	632
Santa Fe	9,500	45	4,240	51,401	11,978	2,135
Sierra	1,700	41	700	6,615	1,904	336
Socorro	2,100	35	730	8,765	1,815	301
Taos	2,900	28	810	11,187	2,568	329
Torrance	1,400	41	570	7,184	613	201
Union	1,500	14	210	8,100	1,531	359
Valencia	4,600	49	2,240	23,236	5,128	612
<b>Total</b>	<b>210,100</b>	<b>43%</b>	<b>89,830</b>	<b>\$922,745</b>	<b>\$196,422</b>	<b>\$35,880</b>

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

### ALBUQUERQUE (Bernalillo County)

#### KGGM-TV

LICENSEE: New Mexico Broadcasting Co. Address: P. O. Box 1294. Phone: 3-4543. TWX No.: AQ 86.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 44.7 kw, Aural 22.4 kw. Present Operating Pow.: Visual 44.7 kw, Aural 22.4 kw. Antenna Height: Above average terrain 4,180 ft.; above ground 143 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 24, 1953.

AFFILIATIONS: Tv Network, CBS. Station. Am, KGGM.

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

PRINCIPAL STOCKHOLDERS: A. R. Hebenstreit, 62%; S. P. Vidal, 21%, and others. Same interests own KVSF Santa Fe, N. M.

#### EXECUTIVES:

A. R. Hebenstreit, pres. & gen. mgr.  
 Leonard Dodds, ch. engr.  
 Vergie Abeyta, traff. mgr.  
 R. C. Rhoads, com. mgr. & film buy.  
 Jack West, news ed.  
 Robert Van Drfel, pgm. dir.  
 Gene Osborn, news ed.

#### SUMMARY OF RATES (Card No. 3, Jan. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-9:30 p.m., Mon.-Fri.; 6-9:30 p.m., Sat., Sun.)					\$60.00	\$30.00
Class A (Program Units—6-10 p.m., daily. Announcements—6-7 p.m., Mon.-Fri.; 9:30-10 p.m., daily)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$50.00
Class B (5-6 p.m., Mon.-Sat.; 2-6 p.m., Sun.; 10-10:30 p.m., daily)	\$225.00	\$135.00	\$90.00	\$79.00	\$56.00	\$35.00
Class C (Program Units—3-5 p.m., Mon.-Fri.; 10:30 p.m.-12:30 a.m., Mon.-Sun.; sign-on-5 p.m., Sat.; sign-on-2 p.m., Sun. Announcements—3-5 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.; 10:30 p.m.-12:30 a.m., Mon.-Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$25.00
Class D (Sign-on-2:59 p.m., Mon.-Fri.)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$16.50

Above are one-time rates. Frequency discounts allowed.

#### KOAT-TV

LICENSEE: Alvarado Television Co. Inc. Address: 122 Tulane Drive, S. E. Phone: 5-8716. TWX No.: AQ 187.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 87.1 kw, Aural 44.17 kw. Present Operating Pow.: Visual 87.1 kw, Aural 44.17 kw. Antenna Height: Above average terrain 4,270 ft.; above ground 282 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 28, 1953.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Clarke Brown Co.; John L. McGuire Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, John H. Mullaney.

PRINCIPAL STOCKHOLDER: Clinton D. McKinnon, 99.2%. Mr. McKinnon owns 25% of KVOA-AM-TV Tucson, Ariz.

#### EXECUTIVES:

Clinton McKinnon, pres.  
 James Sharmon, ch. engr.  
 Walter Stiles, vp. & mgr. & film buy.  
 Charles Berger, prom. mgr.  
 Ben Caine, news ed.  
 Howard Morgan, pgm. dir.

#### SUMMARY OF RATES (Card No. 4A, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7:30-10 p.m., daily)	\$300.00	\$180.00	\$120.00	\$82.00	\$63.00	\$44.00
Class A (6-7:30 p.m., 10-10:30 p.m., daily)	\$250.00	\$150.00	\$100.00	\$65.00	\$50.00	\$35.00
Class B (2-6 p.m., 10:30 p.m.-midnight, daily)	\$200.00	\$120.00	\$80.00	\$48.75	\$37.50	\$26.25
Class C (Sign-on-2 p.m., midnight-sign-off, daily)	\$135.00	\$80.00	\$54.00	\$36.00	\$28.00	\$19.00

Above are one-time rates. Frequency discounts allowed.

### NEWARK

(Essex County)

#### WATV (TV) (NEW YORK)

LICENSEE: Atlantic Television. Address: 1020 Broad St. Postal Zone: 1. Phone: Mitchell 2-6400.

FACILITIES: Ch. 13. Authorized Eff. Rad. Pow.: Visual 178 kw, Aural 89.1 kw. Present Operating Pow.: Visual 178 kw, Aural 89.1 kw. Antenna Height: Above average terrain, 1,190 ft.; above ground 1,200 ft.

OPERATION: Began Jan. 27, 1948.

AFFILIATIONS: Stations, Am, WAAT; Fm, WAAT-FM.

REPRESENTATIVES: Sales, Forjoe, Tv.; Washington Attorney, Segal, Smith & Hennessey.

PRINCIPAL STOCKHOLDERS: Controlled by Irving R. Rosenhaus and family. Frank Bremer owns 5%.

#### EXECUTIVES:

Irving R. Rosenhaus, pres.  
 Edward L. Gossman, com. mgr.  
 George H. Green, pgm. dir.  
 Frank V. Bremer, ch. engr.  
 Robert Paskow, film buy.  
 Robert B. Macdougall, prom. mgr.  
 Herb T. Green, news ed.

#### SUMMARY OF RATES (Card No. 7, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6:59 p.m.-midnight, Mon.-Fri.; 2:29 p.m.-midnight, Sat., Sun.)	\$1,500.00	\$900.00	\$600.00	\$539.00		\$150.00
Class B (2:59-6:59 p.m., Mon.-Fri.; sign-on-2:29 p.m., Sat., Sun.)	\$1,140.00	\$680.00	\$450.00	\$400.00	\$230.00	\$115.00
Class C (Sign-on-2:59 p.m., Mon.-Fri.)	\$750.00	\$450.00	\$300.00	\$265.00		\$80.00

Above are one-time rates. Frequency discounts allowed.

### NEW BRUNSWICK

(Middlesex County)

#### WTLV (TV)\*

(\*Non-Commercial Educational)  
 (Target Date, Unknown)

LICENSEE: New Jersey Dept. of Education. Address: State House, Trenton, N. J.

FACILITIES: Ch. 19. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 53 kw. Antenna 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 DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$'000)	Food Sales 1956 (\$'000)	Drug Sales 1956 (\$'000)
Bernalillo	57,100	62	35,400	290,276	58,863	10,212
Catron	500	35	170	1,835	709	
Chaves	15,200	50	7,550	58,816	12,620	1,763
Colfax	3,400	14	490	13,475	2,755	443
Curry	7,500	27	2,050	29,436	5,056	1,037
De Baca	800	22	180	4,713	785	148
Dona Ana	10,900	62	6,740	32,935	7,368	988
Eddy	13,800	45	6,150	61,901	15,663	2,934
Grant	5,300	33	1,740	20,232	4,828	689
Guadalupe	1,300	41	530	8,189	807	240
Harding	300	14	40	1,238	72	63
Hidalgo	1,500	33	490	5,454	449	187
Lea	15,800	27	4,210	77,204	16,538	5,387

**THRILLS** that send ratings up, up, up!



**"HARBOR COMMAND"**  
 starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**KOB-TV**

**LICENSEE:** Albuquerque Broadcasting Co. Address: 1430 Coal Ave., S.W. Phone: 3-4411. TWX No.: AQ 95.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 10.2 kw, Aural 5.13 kw. Present Operating Pow.: Visual 10.2 kw, Aural 5.13 kw. Antenna Height: Above average terrain 4,200 ft.; above ground 183 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Nov. 29, 1948.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KOB.

**REPRESENTATIVES:** Sales, Edward Petry & Co.

**PRINCIPAL STOCKHOLDER:** KSTP Inc., 100%. KSTP owns KSTP-AM-TV Minneapolis (which in turn owns WGTO Haines City, Fla.), and 23% of KWK-AM-TV St. Louis.

**EXECUTIVES:**

Stanley E. Hubbard, pres.	Al Jarrett, pgm. dir.
George S. Johnson, gen. mgr.	Dallas Wyant, prom. mgr.
Rolf S. Nielsen, com. mgr.	George Morison, news ed.

**SUMMARY OF RATES** (Card No. 7, June 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (6:30-10 p.m., daily)						
\$410.00	\$260.00	\$170.00	\$125.00	\$100.00	\$65.00	\$45.00
Class A (6-6:30 p.m., 10-10:30 p.m., daily)						
\$310.00	\$185.00	\$125.00	\$105.00	\$80.00	\$60.00	\$30.00
Class B (Noon-6 p.m., 10:30-midnight, daily)						
\$175.00	\$100.00	\$75.00	\$67.50	\$50.00	\$35.00	\$20.00
Class C (All other times)						
\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$18.00	\$9.00

Above are one-time rates. Frequency discounts allowed.

**CARLSBAD**

(Eddy County)

**KAVE-TV**

**LICENSEE:** Voice of the Caverns Inc. Address: P. O. Box 631. Phone: Tuxedo 5-4101.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 11.7 kw, Aural 5.89 kw. Present Operating Pow.: Visual 11.7 kw, Aural 5.89 kw. Antenna Height: Above average terrain 380 ft.; above ground 341 ft.

**OPERATION:** Began Aug. 24, 1956.

**AFFILIATIONS:** Tv Networks, ABC, NBC, CBS, NTA. Station, Am, KAVE.

**REPRESENTATIVES:** Sales, Branham Co.; Washington Attorney, Philip M. Baker.

**PRINCIPAL STOCKHOLDERS:** Nancy H. Battison, 64%; Edward P. Talbott, 26%; Charles D. Cole, 4.8%, and Philip M. Baker, 4.8%.

**EXECUTIVES:**

N. H. Battison, pres.	Eddy Carey, pgm. dir.
John H. Battison, gen. mgr., com. mgr. & film buy.	Bill Carnahan, ch. engr.

**SUMMARY OF RATES** (Card No. 1, June 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (5-11 p.m., Mon.-Sat.; all Sunday hours.)						
\$150.00	\$90.00	\$60.00	...	\$45.00	\$30.00	\$15.00

Rates for other time periods on request.

Above are one-time rates. Frequency discounts allowed.

**CLOVIS**

(Curry County)

**KICA-TV**

**LICENSEE:** KICA Inc. Address: 1000 Sycamore St. Phone: Porter 3-5511. TWX No.: 2141 TXL.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 30.2 kw, Aural 16.2 kw. Present Operating Pow.: Visual 30.2 kw, Aural 16.2 kw. Antenna Height: Above average terrain 210 ft.; above ground 240 ft.

**OPERATION:** Began Dec. 2, 1956.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KICA.

**REPRESENTATIVES:** Sales, Pearson Tv.; Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, John H. Mullaney.

**PRINCIPAL STOCKHOLDERS:** Mae Strauss, 50%, and Frank Lesley, 50%.

**EXECUTIVES:**

Frank Lesley, pres.	M. S. O'Dell, ch. engr.
Robert L. Sanders, gen. mgr. & com. mgr.	Frank Davis, film buy.
James Munro, pgm. dir.	Jim Richardson, prom. mgr.
	Norma Jean Barry, news ed.

**SUMMARY OF RATES** (Card No. 1, Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (5-11 p.m., Mon.-Sat.; all Sunday hours.)						
\$150.00	\$90.00	\$60.00	\$52.50	\$45.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

BROADCASTING • TELECASTING

**ROSWELL**

(Chaves County)

**KSWs-TV**

**LICENSEE:** John A. Barnett. Address: 1723 W. 2nd St. Phone: Main 2-6450. TWX No.: TLX 3531.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 162 kw. Present Operating Pow.: Visual 316 kw, Aural 182 kw. Antenna Height: Above average terrain 1,790 ft.; above ground 1,610 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 18, 1953.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC. Station, Am, KSWs.

**REPRESENTATIVES:** Sales, Meeker Tv.; Washington Attorney, Koteen & Burt; Consulting Engineer, Gautney & Jones.

**EXECUTIVES:**

John A. Barnett, pres. & gen. mgr.	Owen C. Moore, Jr., pgm. dir.
Paul B. McEvoy, com. mgr., film buy. & prom. mgr.	Ray Summersgill, ch. engr.

**SUMMARY OF RATES** (Card No. 6, May 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	8 Sec.
Class A (6-10 p.m., daily)						
\$250.00	\$150.00	\$100.00	...	\$65.00	\$50.00	\$25.00
Class B (5-6 p.m., 10-11 p.m., Mon.-Fri.; 1-5 p.m., 10-11 p.m., Sat.; noon-6 p.m., 10-11 p.m., Sun.)						
\$187.50	\$112.50	\$75.00	...	\$48.75	\$37.50	\$18.75
Class C (Before 5 p.m., after 11 p.m., Mon.-Fri.; before 1 p.m., after 11 p.m., Sat.; before noon, after 11 p.m., Sun.)						
\$125.00	\$75.00	\$50.00	...	\$32.50	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**SANTA FE**

(Santa Fe County)

**KVIT (TV)**

(Target Date, Unknown)

**LICENSEE:** Video Independent Theatres Inc. Address: P. O. Box 1334, Oklahoma City, Okla.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual .324 kw, Aural .162 kw. Antenna Height: Above average terrain 440 ft.; above ground 432 ft.

**REPRESENTATIVES:** Washington Attorney, Frank U. Fletcher; Consulting Engineer, Guy C. Hutcheson.

**PRINCIPAL STOCKHOLDERS:** Henry S. Griffing, 50%; C. F. Motley, 12%; C. O. Fulgham, 12%; C. R. Guthrie, 12%, and others. Same interests own KSPS (TV) Hot Springs, Ark., and 12.5% of KWTv(TV) Oklahoma City, Okla.; a chain of theatres in Oklahoma, Texas and New Mexico and community antenna systems in those states under the name Vumore Inc.

**EXECUTIVES:**

Henry S. Griffing, pres.	C. O. Fulgham, vp.
C. F. Motley, vp.	

**NEW YORK**

**NEW YORK MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956(\$'000)	Food Sales 1956(\$'000)	Drug Sales 1956(\$'000)
Albany	81,900	83	67,810	359,113	77,387	8,592
Allegany	13,700	64	8,800	36,326	8,702	945
*Bronx	464,700	82	380,590	1,118,136	418,775	30,189
Broome	60,200	81	48,760	235,681	55,092	7,041
Cattaraugus	24,700	83	20,500	84,461	19,932	2,382
Cayuga	21,900	83	18,160	80,151	18,471	1,661
Chautauqua	47,900	81	38,970	160,671	39,560	4,018
Chemung	30,000	77	23,110	115,426	27,893	2,954
Chenango	12,600	79	10,010	47,234	10,451	803
Clinton	14,800	84	12,260	53,474	13,341	1,132
Columbia	14,200	84	11,910	51,978	13,419	1,063
Cortland	12,000	82	9,790	49,295	10,305	886
Delaware	14,100	71	10,000	51,602	10,069	952
Dutchess	38,000	81	30,700	177,944	41,403	4,719
Erie	302,600	85	256,030	1,251,958	309,527	38,247
Essex	10,600	66	6,990	35,684	9,051	1,247
Franklin	12,900	59	7,640	52,311	11,494	1,591
Fulton	17,900	79	14,210	56,110	14,349	1,296
Genesee	14,800	85	12,610	64,638	15,693	1,722
Greene	9,100	82	7,450	40,683	9,803	983
Hamilton	1,300	83	1,080	5,280	987	131
Herkimer	19,700	82	16,230	66,206	18,246	1,398
Jefferson	27,100	67	18,190	107,289	22,489	3,164
*Kings	855,100	86	731,970	2,367,284	778,580	66,627
Lewis	6,500	75	4,890	19,986	3,983	417
Livingston	11,100	78	8,690	43,794	9,815	870
Madison	14,800	82	12,090	55,655	11,292	2,002
Monroe	169,200	83	140,440	680,497	156,183	21,278
Montgomery	19,400	80	15,550	65,132	17,071	1,535
Nassau	327,600	84	275,510	1,534,786	403,423	38,581
*New York	660,900	80	529,720	9,733,540	2,520,514	259,534
Niagara	63,500	86	54,350	249,220	60,415	7,379
Oneida	70,200	86	60,090	271,141	65,346	7,562
Onondaga	115,200	83	96,080	490,057	115,969	13,678
Ontario	16,400	81	14,900	61,387	16,334	2,128
Orange	48,100	82	39,440	219,264	56,842	5,342
Orleans	9,700	85	8,230	33,268	8,814	860
Oswego	24,200	84	20,260	74,519	19,528	2,607

\* New York City (Bronx, Kings, New York, Richmond, Queens)

NEW YORK MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Otsego	17,200	80	13,780	67,939	12,724	1,585
Putnam	7,100	79	5,590	33,912	7,313	1,004
*Queens	546,400	84	459,520	1,781,940	600,394	46,381
Rensselaer	43,500	83	36,020	152,015	39,707	3,586
*Richmond	58,100	85	49,330	182,081	64,250	5,263
Rockland	26,900	85	22,890	108,133	30,982	2,747
St. Lawrence	28,100	60	16,940	102,867	24,805	2,511
Saratoga	25,000	81	20,170	75,948	21,835	1,883
Schenectady	50,700	82	41,620	192,601	52,555	5,526
Schoharie	7,400	80	5,930	26,586	5,077	442
Schuyler	4,700	83	3,880	13,097	3,496	211
Seneca	7,300	83	6,070	30,265	7,449	929
Steuben	28,800	69	19,980	92,503	23,191	2,205
Suffolk	126,400	82	103,520	564,961	152,997	13,624
Sullivan	13,500	81	10,930	82,613	20,729	2,663
Tioga	9,900	81	7,970	34,334	7,886	500
Tompkins	19,100	74	14,090	67,480	16,515	2,276
Ulster	30,900	81	24,930	117,941	28,395	3,263
Warren	13,000	81	10,520	72,109	16,671	2,345
Washington	14,000	81	11,340	41,146	11,577	1,127
Wayne	18,400	82	15,090	134,557	16,685	1,706
Westchester	219,300	83	182,900	1,010,344	261,531	25,152
Wyoming	9,400	81	7,620	36,813	8,018	835
Yates	5,900	82	4,830	19,699	5,369	477
Total	5,011,400	83%	4,139,470	\$19,813,724	\$4,996,779	\$527,277

\*New York City (Bronx, Kings, New York, Richmond, Queens).

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1958, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

ALBANY

(Albany County)

WCDA (TV) (SCHENECTADY-TROY)

LICENSEE: Hudson Valley Broadcasting Co. Address: P. O. Box 4100. Postal Zone: 4. Phone: 3-2225. TWX No.: 373.

FACILITIES: Ch. 41. Authorized Eff. Rad. Pow.: Visual 269 kw, Aural 138 kw. Present Operating Pow.: Visual 269 kw, Aural 138 kw. Antenna Height: Above average terrain 450 ft.; above ground 690 ft.

OPERATION: Began Oct. 1953.

AFFILIATIONS: Tv Network, CBS, Station, Am, WROW.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Lowell Thomas, 21.11%; Frank M. Smith, 18.07% (business mgr. for Mr. Thomas); Dean P. Taylor (U. S. Congressman), 4.97%; Albert B. Chapman, 7.95%; Louis H. Gross, 4.33%; John P. McGrath, 7.21%; William J. Casey, 4.51%; John P. Sawyer, 3.15% and 29 others, none with more than 3%. Hudson Valley also owns WCDB (TV) Hagamam, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C. Mr. Smith owns 3 1/4% of WCNS-TV Baton Rouge, La.

EXECUTIVES:

Frank M. Smith, pres. & mgng. dir. Charles R. Heisler, ch. engr.  
 Thomas S. Murphy, gen. mgr. Harry L. Goldman, prom. mgr.  
 William J. Lewis, sls. mgr. Bob Wallace, news ed.  
 Charles G. Pogan, pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 6, Mar. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7:30-10:30 p.m., daily)						
.....	.....	.....	.....	.....	\$130.00	\$65.00
Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 8-7:30 p.m., 10:30-11 p.m., Sat., Sun.)						
\$625.00	\$375.00	\$250.00	.....	\$156.25	\$120.00	\$60.00
Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun. Announcements—6-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)						
\$468.75	\$281.25	\$187.50	.....	\$117.19	\$90.00	\$45.00
Class C (Program Units—All other times. Announcements—7 a.m.-6 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily)						
\$312.50	\$187.50	\$125.00	.....	\$78.12	\$60.00	\$30.00

All rates flat. No discounts. Rates include booster stations WCDB (TV) Hagamam, N. Y. and WCDC (TV) Adams, Mass.

WPTR-TV (SCHENECTADY-TROY)

(Target Date, Unknown)

LICENSEE: Patroon Broadcasting 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. Antenna 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 STOCKHOLDER: Schine Chain Theatres Inc., 95%.

EXECUTIVES:

J. Meyer Schine, pres. Leo Rosen, gen. mgr.

WRGB-TV (SCHENECTADY-TROY)

LICENSEE: General Electric Co. Address: 1400 Balltown Road. Phone: Franklin 7-2261. (For full listing see Schenectady, N. Y.)

WTRI (TV) (SCHENECTADY-TROY)

LICENSEE: Van Curler Broadcasting Corp. Address: 15 N. Pearl St. Postal Zone: 4. Phone: Albany 5-5291. TWX No.: AL 317.

FACILITIES: Ch. 35. Authorized Eff. Rad. Pow.: Visual 162 kw, Aural 85.2 kw. Present Operating Pow.: Visual 162 kw, Aural 85.2 kw. Antenna Height: Above average terrain 990 ft.; above ground 542 ft.

OPERATION: Began Feb. 28, 1954.

AFFILIATION: Tv Network, ABC.

REPRESENTATIVES: Sales, Venard, Rintoul & McConnell; Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: Stanley-Warner Corp. (theatre chain), 100%.

EXECUTIVES:

S. H. Fabian, pres. Fred D. Shavor, pgm. dir. & film buy.  
 William A. Riple, gen. mgr. Stephen J. Stanley, ch. engr.  
 Domicio Tovino, com. mgr.

SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class A (7-10:30 p.m., Mon.-Sun.)						
\$400.00	\$240.00	\$160.00	.....	\$100.00	\$75.00	\$37.50
Class B (5-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 10:30-11:30 p.m., daily)						
\$300.00	\$180.00	\$120.00	.....	\$75.00	\$40.00	\$20.00
Class C (All other times)						
\$200.00	\$120.00	\$80.00	.....	\$50.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

WTVZ (TV)\*

(Target Date, Unknown)  
 (\*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y. FACILITIES: Ch. 17. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Antenna Height: Above average terrain 1,410 ft.; above ground 541 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

EXECUTIVES:

James E. Allen Jr., Comm. of Education.

BINGHAMTON

(Broome County)

WINR-TV

(Target Date, Sept. 1, 1957)

LICENSEE: Binghamton Press Co. Inc. Address: 58 Exchange St. Phone: 4-4318. TWX No.: BN 80.

FACILITIES: Ch. 40. Authorized Eff. Rad. Pow.: Visual 575 kw, Aural 288 kw. Antenna Height: Above average terrain 630 ft.; above ground 509 ft.

EQUIPPED TO COLORCAST network programs.

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

REPRESENTATIVES: Sales, George P. Hollingsbery Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDER: Gannett Co., 100%. See WHEC-TV Rochester, N. Y., for Gannett broadcast and newspaper ownership.

EXECUTIVES:

Dale Taylor, gen. mgr. G. Riccardelli, ch. engr.  
 Victor Ludington Jr., com. mgr. Tom Cawley, news ed.  
 William Dorn, pgm. dir.

WNBF-TV

LICENSEE: Triangle Publications Inc. Address: One Henry St. Phone: Binghamton 3-7311, TWX No.: BN 186.

FACILITIES: Ch. 12. Authorized Eff. Rad. Pow.: Visual 166 kw, Aural 83.2 kw. Present Operating Pow.: Visual 166 kw, Aural 83.2 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 785 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 1, 1949.

AFFILIATIONS: Tv Networks, ABC, CBS, NBC, Stations, Am, WNBF; Fm, WNBF-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Jansky & Bailey.

PRINCIPAL STOCKHOLDERS: See WFIL-TV Philadelphia, Pa.

EXECUTIVES:

George R. Dunham, gen. mgr. Sherman Egan, ch. engr.  
 Andrew G. Hubbell, sls. mgr. Donn E. Winther, prom. mgr.  
 Edward H. Benedict, dir., nat'l. sls. Cal Tinney, news dir.  
 (New York) E. William Farneti, bus. mgr.  
 Russ Baker, dir. ops.

SUMMARY OF RATES (Card No. 9, Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class AA (7:30-10:30 p.m., Mon.-Sat.; 6-10:30 p.m., Sun.)						
\$1,000.00	\$600.00	.....	.....	.....	\$225.00	\$100.00
Class A (6-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.)						
\$850.00	\$510.00	\$340.00	\$255.00	\$212.50	\$190.00	\$85.00
Class B (4:30-6 p.m., Mon.-Fri.; noon-6 p.m. Sat.; noon-5 p.m., Sun.; 11-11:45 p.m., Sun.-Sat.)						
\$600.00	\$360.00	\$240.00	\$180.00	\$150.00	\$135.00	\$60.00
Class C (9 a.m.-4:30 p.m., Mon.-Fri.; 11:45 p.m.-sign-off, Sun.-Sat.; 9 a.m.-noon, Sat., Sun.)						
\$350.00	\$210.00	\$140.00	\$105.00	\$87.50	\$80.00	\$35.00
Class D (Sign-on-9 a.m., Sun.-Sat.)						
\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$45.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WQTV (TV)\***

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** U. of New York State. Address: State Education Dept., Albany, N. Y.  
**FACILITIES:** Ch. 46. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 105 kw. Antenna Height: Above average terrain 540 ft.; above ground 531 ft.  
**REPRESENTATIVES:** Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.  
**EXECUTIVES:**  
James E. Allen Jr., Comm. of Education.

**BUFFALO**

(Erie County)

**WBEN-TV**

**LICENSEE:** WBEN Inc. Address: Hotel Statler. Postal Zone: 2. Phone: Mohawk 0903. TWX No.: BU 505.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 1,001 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**OPERATION:** Began May 14, 1948.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WBEN; Fm, WBEN-FM.  
**REPRESENTATIVES:** Sales, Harrington, Righter & Parsons; Washington Attorney, Spearman & Roberson; Consulting Engineer, A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** Owned by Buffalo Evening News.  
**EXECUTIVES:**

A. H. Kirchhofer, pres. Fred Keller, pgm. dir. & film buy.  
C. Robert Thompson, gen. mgr. Ralph Kingsley, tech. dir.  
George R. Torge, sta. mgr. Glenn Beerbower, asst. tech. dir.  
N. J. Maiter, sls. mgr. Joseph Haeffner, prom. mgr.

**SUMMARY OF RATES (Card No. 9, Dec. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.	
Class A (7-11 p.m. daily)	\$1,050.00	\$630.00	\$415.00	\$370.00	\$260.00	\$195.00	\$95.00
Class B (6-7 p.m., Mon.-Fri.; noon-7 p.m., Sat., Sun.)	\$788.00	\$473.00	\$311.00	\$278.00	\$195.00	\$135.00	\$75.00
Class C (Noon-6 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-noon, 11 p.m.-sign-off, Sat., Sun.)	\$525.00	\$315.00	\$208.00	\$185.00	\$130.00	\$95.00	\$45.00
Class D (7 a.m.-noon, Mon.-Fri.)	\$420.00	\$252.00	\$166.00	\$148.00	\$105.00	\$70.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**WBUF (TV)**

**LICENSEE:** National Broadcasting Co. Address: 2077 Elmwood Ave. Postal Zone: 7. Phone: Victoria 8300.  
**FACILITIES:** Ch. 17. Authorized Eff. Rad. Pow.: Visual 724 kw, Aural 363 kw. Present Operating Pow.: Visual 149 kw, Aural 79 kw. Antenna Height: Above average terrain 690 ft.; above ground 742 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Aug. 17, 1953.  
**AFFILIATIONS:** Tv Network, NBC.  
**REPRESENTATIVES:** Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindel & Ohl, New York.  
**PRINCIPAL STOCKHOLDERS:** See WRCA-TV New York.  
**EXECUTIVES:**  
Robert W. Sarnoff, pres. George C. Lenfest, mgr. ops.  
Thomas B. McFadden, vp. Robert A. Fillmore, adv. & prom. mgr.  
Charels C. Bevis, gen. mgr. Joseph Patrick Higgins, news & sp. events mgr.  
William B. Decker, sls. mgr.  
Francis Harms, pgm. mgr. & film buy.

**SUMMARY OF RATES (Card No. 2, Dec. 15, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.	
Class AA (Program Units—7:30-10:30 p.m., Mon.-Sat.; 7-10:30 p.m., Sun. Announcements—7:29-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun.)	\$650.00	\$390.00	\$280.00	\$227.50	\$162.50	\$110.00	\$50.00
Class A (10:30-11 p.m., daily)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$85.00	\$30.00
Class B (Program Units—6-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun.; 11-11:30 p.m., daily. Announcements—5:59-7:29 p.m., Mon.-Sat.; 5:59-6:59 p.m., Sun.; 11-11:30 p.m., daily)	\$380.00	\$216.00	\$144.00	\$128.00	\$90.00	\$55.00	\$25.00
Class C (Program Units—Sign-on-6 p.m., 11:30 p.m., sign-off, daily. Announcements—Sign-on-5:59 p.m., 11:30 p.m.-sign-off, daily)	\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WGR-TV**

**LICENSEE:** Transcontinent Television Corp. Address: 184 Barton St. Postal Zone: 13. Phone: Summer 7115. TWX No.: BU 245.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 66.1 kw. Present Operating Pow.: Visual 100 kw, Aural 66.1 kw. Antenna Height: Above average terrain 390 ft.; above ground 436 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Aug. 14, 1954.  
**AFFILIATIONS:** Tv Network, ABC. Station, Am. WGR.  
**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Pierson, Ball & Dowd; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Group comprising Paul A. Schoellkopf Jr., J. Fred Schoellkopf, David Channing Moore, David Forman, Seymour H. Knox, Northrup R. Knox and Seymour Knox III, 34.2%; General Railway Signal Corp., 5.4%; Virginia Deuel, 6%; Norma Deuel Lutz, 6%, and others. Transcontinent also owns WROC-TV Rochester, N. Y., and 50% of WWSA-AM-TV Harrisonburg, Va.  
**EXECUTIVES:**  
David C. Moore, pres. Paul M. Sciandra, pgm. dir. & film buy.  
Karl Hoffman, vp. in chg. engrng. George A. Rasmussen, news ed.  
Van Beuren W. De Vries, sta. mgr. Clifford M. Kirtland Jr., bus. mgr.  
G. Paschall Swift, sls. & prom. mgr.

**SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (7:59-10:30 p.m., daily)	\$1,025.00	\$615.00	\$395.00	\$340.00	\$260.00	\$190.00	\$95.00
Class A (6:59-7:59 p.m., 10:30-11 p.m., daily)	\$880.00	\$525.00	\$350.00	\$310.00	\$220.00	\$155.00	\$80.00
Class B (4:59-6:59 p.m., Mon.-Fri.; 11:59 a.m.-6:59 p.m., Sat., Sun.)	\$650.00	\$400.00	\$265.00	\$240.00	\$165.00	\$120.00	\$60.00
Class C (11-11:30 p.m., daily; 11:59 a.m.-4:59 p.m., Mon.-Fri.; sign-on-11:59 a.m., Sat., Sun.)	\$450.00	\$255.00	\$175.00	\$155.00	\$110.00	\$80.00	\$40.00
Class D (11:30 p.m.-sign-off, daily; sign-on-11:59 a.m., Mon.-Fri.)	\$385.00	\$230.00	\$155.00	\$115.00	\$95.00	\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**WNYT-TV**

(Target Date, Unknown)

**LICENSEE:** Frontier Television Inc. Address: 355 Ellicott Square Bldg.  
**FACILITIES:** Ch. 29. Authorized Eff. Rad. Pow.: Visual 263 kw, Aural 144 kw. Antenna Height: Above average terrain 360 ft.; above ground 390 ft.  
**REPRESENTATIVES:** Attorney, Bernard I. Oblatz, Buffalo; Consulting Engineer, Frank B. Ridgeway.  
**PRINCIPAL STOCKHOLDERS:** Equal partners Bernard I. Oblatz, Richard Levy, and Daniel A. Robin.  
**EXECUTIVES:**  
Bernard I. Oblatz, pres. Daniel A. Roblin, sec.-treas.  
Richard S. Levy, vp.

**WTVF (TV)\***

(Target Date, Unknown)

(\*Non-Commercial Educational)

**LICENSEE:** U. of New York State. Address: State Education Dept., Albany, N. Y.  
**FACILITIES:** Ch. 23. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Antenna Height: Above average terrain 630 ft.; above ground 539 ft.  
**REPRESENTATIVES:** Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

**CARTHAGE**

(Jefferson County)

**WCNY-TV (WATERTOWN)**

**LICENSEE:** The Brockway Co. Address: P. O. Box 211, Watertown, N. Y. Phone: Watertown 410. TWX No.: Carthage 430.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 176 kw, Aural 95.5 kw. Present Operating Pow.: Visual 178 kw, Aural 95.5 kw. Antenna Height: Above average terrain 720 ft.; above ground 574 ft.  
**OPERATION:** Began Oct. 22, 1954.  
**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WWCNY.  
**REPRESENTATIVES:** Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** John B. Johnson, 86.37%, and estate of Jessie R. Johnson, 13.63%. Brockway Co. publishes Watertown (N. Y.) Times and owns WWCNY Watertown and WMSA-AM-FM Massena, N. Y.  
**EXECUTIVES:**  
John B. Johnson, pres. Glenn H. Hall, prod. mgr.  
Louis Saff Jr., gen. mgr. Michael R. Yonkovic, ch. engr.  
James W. Higgins, dir., tv. Donald Hopkins, news ed.  
Alfred M. Tauroney, sls. mgr.  
David M. Graves, pgm. mgr. & film buy.

**SUMMARY OF RATES (Card No. 2, July 15, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class A (6 p.m.-11 p.m., Mon.-Fri.; 4 p.m.-11 p.m., Sat., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
Class B (All other times)	\$150.00	\$90.00	\$60.00	\$52.00	\$38.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**ELMIRA**

(Chemung County)

**WSYE-TV (Satellite of WSyr-TV, Syracuse, N. Y.)**

LICENSEE: Central New York Broadcasting Corp. Address: 224 Harrison St., Syracuse, N. Y.

FACILITIES: Ch. 18. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 60.3 kw. Present Operating Pow.: Visual 120 kw, Aural 60.3 kw. Antenna Height: Above average terrain 700 ft.; above ground 314 ft.

OPERATION: Began Sept. 10, 1956.

AFFILIATIONS: Tv Network, NBC. Stations, Am, WSyr; Fm, WSyr-FM.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

PRINCIPAL STOCKHOLDERS: See WSyr-TV Syracuse, N. Y.

EXECUTIVES:

E. R. Vadeboncoeur, pres. & gen. mgr. W. R. Alford Jr., com. mgr.

SUMMARY OF RATES (Sold in combination with WSyr-TV Syracuse).

**WTVE (TV)†**

LICENSEE: WTVE Inc. Address: 159 Madison Ave. Phone: 3-6624.

FACILITIES: Ch. 24. Authorized Eff. Rad. Pow.: Visual 7.94 kw, Aural 4.27 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 463 ft.

OPERATION: Began June 1, 1953.

REPRESENTATIVES: Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: T. K. Cassel, 34.8%; John S. Booth, 25.2%; W. W. Scranton, 30%; Bela C. Tift, 2.5%; Charles W. Perry, 2.5%; Charles F. Kennedy, 2.5%; and Josef Stein, 2.5%. Messrs. Cassel and Booth control WCHA-AM-FM Chambersburg, Pa. Mr. Cassel owns 100% of WATS Sayre, Pa., and WGGG Gainesville, Fla.; controls WTKO Ithaca, N. Y.; has minority interests in WBRX Berwick, Pa., and (NEW) Newark, N. Y. Mr. Booth is majority owner with his wife of WANB Waynesburg, WBRX Berwick and WMLP Milton, all Pa., and WTOW Towson, Md. Mr. Scranton owns 68% of WARM-TV Scranton, Pa.

EXECUTIVES:

Thompson K. Cassel, pres. & gen. mgr.

†WTVE (TV) has suspended operation but has not returned its CP.

**HAGAMAN**

(Montgomery County)

**WCDB (TV) (Satellite of WCDA [TV], Albany, N. Y.)**

LICENSEE: Hudson Valley Broadcasting Co. Inc. Address: P. O. Box 4100. Postal Zone: 4. Phone: Albany 3-2225. TWX No.: 373.

FACILITIES: Ch. 29. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 126 kw. Present Operating Pow.: Visual 251 kw, Aural 126 kw. Antenna Height: Above average terrain 700 ft.; above ground 246 ft.

OPERATION: Began April 2, 1956.

AFFILIATIONS: Tv Network, CBS. Station, Am, WROW.

REPRESENTATIVES: Sales, Harrington, Righter & Parsons; Washington Attorney, Hogan & Hartson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: See WCDA (TV) Albany, N. Y.

EXECUTIVES:

Frank M. Smith, pres. & mgng. William J. Lewis, sls. mgr. Thomas S. Murphy, gen. mgr. Charles G. Pogan, pgm. dir. & film buy.

SUMMARY OF RATES (Sold in combination with WCDA [TV] Albany, N. Y.)

**ITHACA**

(Tompkins County)

**WHCU-TV**

(Target Date, Unknown)

LICENSEE: Cornell University. Address: Savings Bank Building. Phone: 4-6301.

FACILITIES: Ch. 20. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 110 kw. Antenna Height: Above average terrain 1,220 ft.; above ground 440 ft.

AFFILIATION: Station, Am WHCU.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, Howard G. Smith.

EXECUTIVES:

Michael R. Hanna, gen. mgr.

**WIET (TV)\***

(Target Date, Unknown)  
(\*Non-Commercial Educational)

LICENSEE: U. of New York State. Address: State Education Dept., Albany, N. Y.

FACILITIES: Ch. 14. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 105 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 544 ft.

REPRESENTATIVES: Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

EXECUTIVES:

James E. Allen Jr., Comm. of Education.

**KINGSTON**

(Ulster County)

**WKNY-TV (POUGHKEEPSIE)†**

LICENSEE: WKNY-TV Corp. Address: 601 Broadway. Phone: 4500 (For Full Listing see Poughkeepsie, N. Y.).

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

**LAKE PLACID**

(Clinton County)

**WPTZ (TV) (PLATTSBURG)**

LICENSEE: Rollins Broadcasting-Telecasting of New York Inc. Address: 357 Cornelia St., Plattsburg, N. Y. Phone: Plattsburg 3070.

FACILITIES: Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 12 kw. Present Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 183 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 8, 1954.

AFFILIATIONS: Tv Networks, ABC, NBC.

REPRESENTATIVES: Sales, Blair-Tv Assoc., Radio & Tv Sales Inc. (Canada); Washington Attorney, Cohn & Marks; Consulting Engineer, Russell G. Chambers.

PRINCIPAL STOCKHOLDERS: O. Wayne Rollins, 50%; John W. Rollins, 45%, and Katherine E. Rollins, 5%. Rollins also own WAMS Wilmington, Del.; WJWL Georgetown, Del.; WNRJ Newark, N. J.; WRAP Norfolk, Va.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind., and KATZ St. Louis.

EXECUTIVES:

O. Wayne Rollins, pres. Albert Cahill, pgm. dir.  
George BarenBregge, gen. mgr., Joseph Missick, ch. engr.  
film buy. & prom. mgr. Robert Patch, news ed.  
Albert LaFrance, com. mgr.

SUMMARY OF RATES (Card No. 3, July 2, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.	
Class A (6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.)	\$300.00	\$180.00	\$120.00	\$96.00	\$72.00	\$60.00	\$30.00
Class B (5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.)	\$192.00	\$115.20	\$76.80	\$61.45	\$48.00	\$38.40	\$19.20
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$48.00	\$36.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**NEW YORK**

(New York, Bronx, Richmond, Kings, Queens Counties)

**WABC-TV**

LICENSEE: American Broadcasting-Paramount Theatres Inc. Address: 7 West 66 St. Postal Zone: 23. Phone: Susquehanna 7-5000. TWX No. NY 1-2382.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 55 kw. Present Operating Pow.: Visual 110 kw, Aural 55 kw. Antenna Height: Above average terrain 1,380 ft.; above ground 1,465 ft.

OPERATION: Began Aug. 10, 1948.

AFFILIATIONS: Tv Network, ABC. Stations, Am WABC; Fm WABC-FM.

REPRESENTATIVES: Sales, Blair-Tv; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Kear & Kennedy.

PRINCIPAL STOCKHOLDERS: AB-PT owns chain of theatres, operates ABC radio and television networks, owns following stations in addition to WABC stations: WENR-FM, WBKB (TV) Chicago, KABC-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco, WXYZ-AM-FM-TV Detroit, and 40% of WLS Chicago.

EXECUTIVES:

Leonard H. Goldenson, pres. G. Edward Hamilton, ch. engr.  
Robert L. Stone, vp. Morris Wattenberg, prom. mgr.  
Joseph Stampler, sls. mgr.  
A. L. Hollander Jr., pgm. dir. & film buy.

SUMMARY OF RATES (Card No. 10, Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.	
Class AA (8-10:30 p.m., Sun.-Sat.)	\$4,150.00	\$2,490.00	\$1,660.00	\$1,383.00	\$1,245.00	\$750.00	\$450.00
Class A (7:30-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 7-8 p.m. Sun.)	\$3,320.00	\$1,992.00	\$1,328.00	\$1,107.00	\$996.00	\$675.00	\$405.00
Class B (5-7:30 p.m., Mon.-Sat.; 11-11:15 p.m., Sun.-Sat.; 5-7 p.m., Sun.)	\$2,075.00	\$1,245.00	\$830.00	\$692.00	\$623.00	\$563.00	\$338.00
Class C (Sign on-5 p.m., Sun.-Sat.; 11:15-sign-off, Sun.-Sat.)	\$1,245.00	\$747.00	\$498.00	\$415.00	\$374.00	\$225.00	\$135.00

\*10 second station breaks must share visual station identification.

Above are one-time rates. Frequency discounts allowed.

**WABD (TV)**

**LICENSEE:** DuMont Broadcasting Corp. Address: 205 E. 67th St. Postal Zone: 21. Phone: Lehigh 5-1000. TWX No.: NY 1-3840.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 37.1 kw, Aural 18.6 kw. Present Operating Pow.: Visual 37.1 kw, Aural 18.6 kw. Antenna Height: Above average terrain 1,330 ft.; above ground 1,465 ft.

**OPERATION:** Began May 2, 1944.

**AFFILIATION:** Station, Am, WNEW.

**REPRESENTATIVE:** Sales, Weed-Tv.

**PRINCIPAL STOCKHOLDERS:** Paramount Pictures Corp., 26.6%; Carl M. Loeb, Rhoades & Co., 8%; Merrill Lynch, Pierce, Fenner & Beane, 2.3%; Allen B. DuMont, 1.6%, and others. Licensee also owns WTTG(TV) Washington, D. C. Paramount owns KTLA(TV) Los Angeles, Calif. Dr. DuMont is president, Allen B. DuMont Labs. Inc.

**EXECUTIVES:**

Bernard Goodwin, pres.	Jaek Lynn, film buy.
Richard D. Buckley, vp., pgm. & sls.	David Yarnell, pub. rel. dir.
Bennet H. Korn, vp. & sta. mgr.	Kenneth KJein, adv. dir.
John M. Grogan, pgm. mgr.	Bernard Zeidman, traff. mgr.
William D. Kelly, ch. engr.	Leonard Zweig, news & sp. events dir.
Mary McKenna, research & sls. dev.	Merle Bredwell, film prod. mgr.

**SUMMARY OF RATES (Card No. 9, Nov. 1, 1951)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1D.
Class A (7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.)	\$2,200.00	\$1,320.00	\$880.00	\$770.00	\$550.00	\$500.00
Class B (5:30-7 p.m., Mon.-Sat.; 1-6 p.m., Sun.)	\$1,650.00	\$990.00	\$660.00	\$577.50	\$412.50	\$325.00
Class C All other times)	\$880.00	\$525.00	\$350.00	\$308.00	\$220.00	\$175.00

Above are one-time rates. Frequency discounts allowed.

**WATV (TV) (NEWARK, N. J.)**

**LICENSEE:** Atlantic TeleVision. Address: 1020 Broad St., Newark, N. J. Postal Zone: 1. Phone: Mitchell 2-6400. (For full listing see Newark, N. J.)

**WCBS-TV**

**LICENSEE:** Columbia Broadcasting System. Address: 485 Madison Ave. Postal Zone: 22. Phone: Plaza 1-2345. TWX No.: 1-3350.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw. Present Operating Pow.: Visual 42 kw, Aural 21 kw. Antenna 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.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WCBS; Fm, WCBS-FM.

**REPRESENTATIVE:** Sales, CBS Tv Spot Sales.

**PRINCIPAL STOCKHOLDER:** Columbia Broadcasting System, 100%. CBS also owns WBBM-AM-FM-TV Chicago; KNX-AM-FM and KNXT(TV) Los Angeles; KMOX-AM-TV St. Louis; KCBS-AM-FM San Francisco; WHCT(TV) Hartford, Conn.; WEEI-AM-FM Boston; WXIX(TV) Milwaukee; Columbia Records Inc., and 25% of Bing Crosby Enterprises Inc.

**EXECUTIVES:**

William S. Paley, chmn. of bd.	Dan Gallagher, asst. pgm. dir.
Frank Stanton, pres. CBS Inc.	Clarence Worden, asst. to gen. mgr.
Merle S. Jones, pres. CBS-TV.	Robert G. Patt, dir. sls. prom. & adv.
Craig Lawrence, vp. CBS-TV, in ehge owned sta.	William C. Lacey, mgr., film dept.
Sam Cook Diggles, gen. mgr., WCBS-TV	Marion Lonsberry, ops. mgr.
Frank Shakespeare, gen. sls. mgr.	Robert Fuller, publicity dir.
Hal Hough, pgm. dir.	Haworth White, bus. mgr.

**SUMMARY OF RATES (Card No. 17-A, Mar. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (Program Units—7:30-11 p.m., Mon.-Sat.; 6-11 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 6:59-11 p.m., Sun.)	\$8,000.00	\$4,800.00	\$3,200.00	....	....	\$2,000.00
Class A (Program Units—7-7:30 p.m., Mon.-Sat.; 5-6 p.m., Sun.; 11-11:15 p.m., daily. Announcements—7:15-7:59 p.m., Mon.-Fri.; 6:59-7:59 p.m., Sat.; 10:30-11 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.)	\$7,500.00	\$4,500.00	\$3,000.00	\$2,500.00	\$2,250.00	\$1,500.00
Class B (Program Units—5:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 11:15 p.m.-midnight, daily. Announcements—5:30-7:15 p.m., Mon.-Fri.; 6-6:59 p.m., Sat.; 5:59-6:29 p.m., Sun.; 11 p.m.-midnight, daily)	\$5,000.00	\$3,000.00	\$2,000.00	\$1,666.67	\$1,500.00	\$1,000.00
Class C (Program Units—9 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-6 p.m., Sat.; 9 a.m.-5 p.m., Sun.; midnight-1 a.m., daily). Announcements—8:59 a.m.-5:30 p.m., Mon.-Fri.; 8:59 a.m.-6 p.m., Sat.; 8:59 a.m.-5:59 p.m., Sun.; midnight-2 a.m., daily)	\$4,000.00	\$2,400.00	\$1,600.00	\$1,333.33	\$1,200.00	\$675.00
Class D (Program Units—Sign-on-9 a.m., 1 a.m.-sign-off, daily. Announcements—Sign-on-8:59 a.m., 2 a.m.-sign-off, daily)	\$1,500.00	\$900.00	\$600.00	\$500.00	\$450.00	\$300.00

Above are one-time rates. Frequency discounts allowed.

**WNYC-TV**

(Target Date, Unknown)

**LICENSEE:** Municipal Broadcasting System, City of New York. Address: Municipal Bldg. Postal Zone: 7. Phone: Whitehall 3-3600.

**FACILITIES:** Ch. 31. Authorized Eff. Rad. Pow.: Visual 251 kw, Aural 135 kw. Antenna Height: Above average terrain 590 ft.; above ground 628 ft.

**AFFILIATIONS:** Stations, Am, WNYC; Fm, WNYC-FM.

**REPRESENTATIVES:** Washington Attorney, Rhyne, Mullin, Connor & Rhyne; Consulting Engineer, Lohnes & Culver.

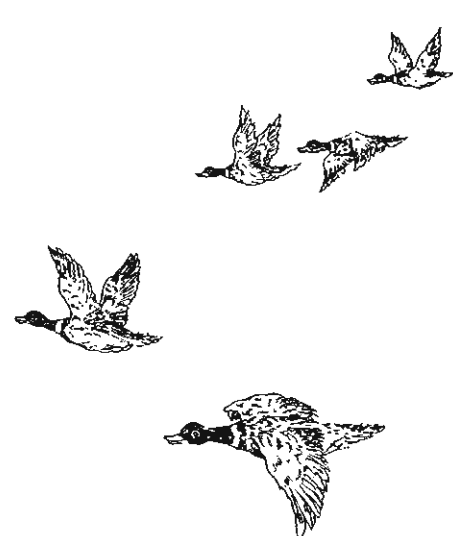
**EXECUTIVES:**

Seymour N. Siegel, dir.	William H. Pitkin, ch. engr.
John De Prospro, exec. ofcr.	Mary McDonnell, prom. mgr.
Bernard R. Buck, pgm. mgr.	

See pages 101, 163

From a mile and a half in the sky **KXLF-TV4, MONTANA**  
serves most of the Nation's 3rd Largest State.

Represented: East—The Walker Co.  
West—Pacific Northwest Broadcasters



THERE'S ONLY ONE LEADER...  
**KXLF-TV4 MONTANA**  
THE CONTINENTAL DIVIDE STATION, BUTTE

NEW YORK (Cont.)

WOR-TV

**LICENSEE:** RKO Teleradio Pictures. Address: 1440 Broadway. Postal Zone: 18. Phone: Longacre 4-8000. TWX No.: N.Y. 1-587.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 129 kw, Aural 64.6 kw. Present Operating Pow.: Visual 129 kw, Aural 64.6 kw. Antenna Height: Above average terrain 1,240 ft.; above ground 1,231.

**OPERATION:** Began Nov. 5, 1949.

**AFFILIATIONS:** Stations, Am. WOR; Fm. WOR-FM.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Pierson, Ball & Dowd.

**PRINCIPAL STOCKHOLDERS:** Owned by General Tire & Rubber Co., Akron, Ohio. Licensee owns Don Lee and Yankee Networks; KHJ-AM-FM-TV Los Angeles, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, KFRC San Francisco, and WGMS-AM-FM Washington, D. C. (purchase pending outcome of protest to FCC). Licensee also owns RKO Pictures Inc.

**EXECUTIVES:**  
 Thomas F. O'Neil, pres.  
 Gordon Gray, exec. vp. & gen. mgr.  
 William P. Dix Jr., asst. gen. mgr. chg. sts.  
 Seymour Handy, exec. asst.

SUMMARY OF RATES (Card No. 9, Sept. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-11 p.m., daily)						
\$2,000.00	\$1,200.00	\$800.00		\$533.00	\$500.00	\$200.00
Class B (6-7 p.m., daily)						
\$1,500.00	\$900.00	\$600.00		\$450.00	\$350.00	\$140.00
Class C (Sign-on-6 p.m., 11 p.m.-sign-off, daily)						
\$1,000.00	\$600.00	\$400.00		\$300.00	\$250.00	\$75.00

Above are one-time rates. Frequency discounts allowed.

WPIX (TV)

**LICENSEE:** WPIX Inc. Address: 220 E. 42nd St. Postal Zone: 17. Phone: Murray Hill 2-6500. TWX No.: NY 1-4396.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,410 ft.; above ground 1,464 ft.

**OPERATION:** Began June 15, 1948.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Kirklund, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** News Syndicate Co. (New York News), wholly owned subsidiary of The Tribune Co. (Chicago Tribune), and same ownership as WGN-TV Chicago.

**EXECUTIVES:**  
 F. M. Flynn, pres.  
 Fred M. Thrower, vp. & gen. mgr.  
 Leavitt J. Pope, vp. in chg., ops.  
 T. E. Mitchell, vp. & controller.  
 John A. Patterson, sls. mgr.  
 Thomas P. Robinson, sls. bus. mgr.  
 Albert G. Hartigan, pgm. mgr.

SUMMARY OF RATES (Card No. 8, Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-11 p.m., daily)						
\$2,000.00	\$1,200.00	\$800.00	\$660.00	\$600.00	\$500.00	\$175.00
Class B (5-7 p.m. daily)						
\$1,500.00	\$900.00	\$600.00	\$500.00	\$450.00	\$375.00	\$150.00
Class C (All other times)						
\$1,000.00	\$600.00	\$400.00	\$350.00	\$300.00	\$200.00	\$75.00

Above are one-time rates. Frequency discounts allowed.

WRCA-TV

**LICENSEE:** National Broadcasting Co. Address: 30 Rockefeller Plaza. Postal Zone: 20. Phone: Circle 7-8300. TWX No.: NY 1-3773.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 25.7 kw, Aural 12.9 kw. Present Operating Pow.: Visual 25.7 kw, Aural 12.9 kw. Antenna 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 April 30, 1939.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am. WRCA; Fm. WRCA-FM.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Attorney, Cahill, Gordon, Reindel & Ohl, New York.

**PRINCIPAL STOCKHOLDERS:** Owned by Radio Corp. of America, which manufactures electronic equipment, including broadcast transmitters, antennas, tubes and studio apparatus, phonograph records, owns RCA Communications Inc. and Radiomarine Corp. of America (communications); RCA Institutes (school), RCA Service Co. NBC also owns WRC-AM-FM-TV Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WRCV-AM-TV Philadelphia, KNBC-AM-FM San Francisco, KRCA (TV) Los Angeles, WBUF (TV) Buffalo, N. Y.; WNBC (TV) New Britain, Conn.

**EXECUTIVES:**  
 Robert W. Sarnoff, pres.  
 William N. Davidson, gen. mgr.  
 Max E. Buck, dir., sls. prom. & publicity.  
 George Heinemann, pgm. dir.

SUMMARY OF RATES (Card No. 17, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AAA (Program Units—10:30-11 p.m., daily; 6-7:30 p.m., Sun. Announcements—7:59-10:30 p.m., Mon.-Sat.; 7:29-10:30 p.m., Sun.)						
\$9,200.00	\$5,520.00	\$3,680.00	\$3,220.00	\$2,300.00	\$2,300.00	\$1,150.00
Class AA (Program Units—7-7:30 p.m., Mon.-Sat. Announcements—7:29-7:59 p.m., Mon.-Sat.; 6:59-7:29 p.m., Sun.; 10:30-11 p.m., daily)						
\$5,200.00	\$3,120.00	\$2,080.00	\$1,820.00	\$1,300.00	\$1,500.00	\$750.00
Class A (Program Units—11 p.m.-midnight, daily. Announcements—6:45-7:29 p.m., Mon.-Sat.; 6:29-6:59 p.m., Sun.; 11-11:15 p.m., daily)						
\$4,500.00	\$2,700.00	\$1,800.00	\$1,575.00	\$1,125.00	\$1,100.00	\$550.00
Class B (Program Units—6-7 p.m., Mon.-Sat. Announcements—5:29-6:45 p.m., Mon.-Sat.; 5:29-6:29 p.m., Sun.)						
\$4,000.00	\$2,400.00	\$1,600.00	\$1,400.00	\$1,000.00	\$650.00	\$325.00
Class C (Program Units—9 a.m.-6 p.m., Mon.-Fri. Announcements—3-5:29 p.m., 11:15 p.m.-sign-off, daily)						
\$3,500.00	\$2,100.00	\$1,400.00	\$1,225.00	\$875.00	\$450.00	\$225.00
Class D (Program Units—Sign-on-9 a.m., Mon.-Fri.; sign-on-6 p.m., Sat., Sun.; midnight-sign-off, daily. Announcements—Sign-on-3 p.m., daily)						
\$2,000.00	\$1,200.00	\$800.00	\$700.00	\$500.00	\$350.00	\$175.00

Above are one-time rates. Frequency discounts allowed, except Class AAA announcements.

WREG (TV)\*

(Target Date, Unknown)  
 (\*Non-Commercial Educational)

**LICENSEE:** U. of New York State. Address: State Education Dept., Albany, N. Y.

**FACILITIES:** Ch. 25. Authorized Eff. Rad. Pow.: Visual 205 kw, Aural 110 kw. Antenna Height: Above average terrain 680 ft.; above ground 712 ft.

**REPRESENTATIVES:** Washington Attorney, Fischer, Willis & Panzer; Consulting Engineer, Francis E. Almstead.

**EXECUTIVES:**  
 James E. Allen Jr., Comm. of Education

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**PLATTSBURG**

(Clinton County)

**WPTZ-TV (LAKE PLACID)**

**LICENSEE:** Ballou Broadcasting-Telecasting of New York Inc. Address: 39 Cornelia St. Phone: 300 (For full listing see Lake Placid).

**POUGHKEEPSIE**

(Dutchess County)

**WKNY-TV † (KINGSTON)**

**LICENSEE:** WKNY-TV Corp. Address: 891 Broadway, Kingston, N. Y. Phone: Kingston 606

**FACILITIES:** Ch. 21. Authorized BR. Rad. Pow. Visual 13.2 kw. Aural 1.4 kw. Antenna Height: Above average terrain 620 ft.; above ground 446 ft.

**OPERATION:** Began May 21, 1954.

**AFFILIATION:** Station, Am, WKNY.

**REPRESENTATIVES:** Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** WESE Corp. (WKNE-AM-TV, Rome, N. Y.) 10%; Joseph K. Chase, 11%; R. LaYan Harer, 13%; George W. Smith, 14%; Arthur H. Wicka, 13%; Gerald V. C. Baker, 13%; Arthur I. Baker, 14%; WKNY Kingston, 24%; and others. Mr. Chase controls WKNE Corp.

**EXECUTIVES:**

Joseph K. Chase, pres.

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

**ROCHESTER**

(Monroe County)

**WCBF-TV**

(Target Date, Unknown)

**LICENSEE:** Star Broadcasting Co. Address: 35 Seneca St., Geneva, N. Y.

**FACILITIES:** Ch. 13. Authorized BR. Rad. Pow. Visual 285 kw. Aural 131 kw. Antenna Height: Above average terrain 485 ft.; above ground 325 ft.

**AFFILIATION:** Station, Am, WBBF.

**REPRESENTATIVES:** Washington Attorney McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Maurice R. Furman, 11.28%; Thomas L. Brown, 11.81%; B. Carleton Greene, 4.75%; and Edward Menden, 11.24%. Star owns WJVA Geneva and WGAT Utica, both N. Y.

**EXECUTIVES:**

Maurice R. Furman, pres.

Thomas L. Brown, vp.

**WHEC-TV**

**LICENSEE:** WHEC Inc. Address: 40 Franklin St. Postal Zone 4. Phone: Baker 5-2666. TWX No.: 30 481.

**FACILITIES:** Ch. 10. Authorized BR. Rad. Pow. Visual 121 kw. Aural 60.1 kw. Present Operating Pow. Visual 121 kw. Aural 60.1 kw. Antenna Height: Above average terrain 420 ft.; above ground 225 ft.

**EQUIPPED TO BROADCAST** network programs

**OPERATION:** Began Nov. 1, 1951. (Shares time with WVEY-TV.)

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WHEC.

**REPRESENTATIVES:** Sales, Russell-McKinney, Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Newburgh News, Beacon News, Ithaca Journal, Oneida Times-Herald (minority interest), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer, Elmira Star-Gazette and Advertiser, Binghamton Press, Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Nashfield (N.J.) Courier-News, Danville (Ill.) Commercial News. Gannett also owns WHDL-AM-FM Oneida (minority), WENY Elmira, WISB-AM-TV Binghamton, a) New York, and WGAN-AM-TV, Danville, N.

**EXECUTIVES:**

Paul Miller, pres.  
Glover DeLaney, vp. & gen. mgr.  
Lowell H. MacMillan, asst. gm.  
ingr.  
LeDorne C. Wheeler, com. mgr.

William J. Adams, gen. m.  
Richard Blackburn, tech. dir.  
Dorothy Collins, prom. dir.  
Warren Doremus, news ed.

**SUMMARY OF RATES (Card No. 3, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	ID.
Class AA (7:30-10:30 p.m., Mon.-Fri.; 8-10:30 p.m., Sat., Sun.)						\$100.00
Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sat.-Sun.)	\$100.00	\$40.00	\$20.00	\$10.00	\$5.00	\$2.00
Class B (Program Units—8-9 p.m., Mon.-Fri.; 1-4 p.m., Sat., Sun. Announcements—8-9 p.m., Mon.-Fri.; 11-11:30 p.m., Sat.-Sun.; 1-4 p.m., Sat., Sun.)	\$100.00	\$30.00	\$15.00	\$7.50	\$3.75	\$1.50
Class C (Program Units—8 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Sat.-Sun. Announcements—8 a.m.-9 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.)	\$400.00	\$100.00	\$50.00	\$25.00	\$12.50	\$5.00
Class D (Program Units—Sign-on—8 a.m., Sun.-Sat. Announcements—Sign-on—8 a.m., 11:30 p.m.—sign-off, Sun.-Sat.)	\$200.00	\$120.00	\$60.00	\$30.00	\$15.00	\$6.00

Above are one-time rates. Frequency discounts allowed.

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**ROCHESTER (Cont.)**

**WROC-TV**

**LICENSEE:** Transcontinent Television Corp. Address: 301 Humboldt St. Postal Zone: 2. Phone: Butler 8-8408. TWX No.: 80 671.

**FACILITIES:** Ch. 5. Authorized **ET** Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 118 ft., above ground 253 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 11, 1948

**AFFILIATIONS:** Tv Networks: NBC, ABC.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Covington & Burling.

**PRINCIPAL STOCKHOLDERS:** See WGB-TV Buffalo, N. Y.

**EXECUTIVES**

David C. Moore, pres.	Kenneth J. Gardner, ch. engr.
William Fay, vp. & gen. mgr.	David D. Manning, film buy.
J. W. Kennedy Jr., com. mgr. & nat. gen. mgr.	L. Walter Smith, prom. mgr.
Charles Stevens, pgn. dir.	John Hooley, news ed.

**SUMMARY OF RATES (Card No. 12, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:59-10:01 p.m., daily)					\$175.00	
Class A (Program Units—7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.; Announcements—9:08-7:30 p.m., 10:01-11:30 p.m., daily)	\$700.00	\$420.00	\$350.00	\$280.00	\$175.00	\$150.00
Class BB (3:30-6:30 p.m., Mon.-Sat.; 12:30-6:30 p.m., Sun.)					\$125.00	
Class B (Program Units—5-7 p.m., Mon.-Sat.; 1-3 p.m., Sun. Announcements—11:01-11:30 p.m., Mon.-Fri.; 11:30 p.m., Sat., Sun.)	\$325.00	\$215.00	\$210.00	\$192.50	\$131.25	\$90.00
Class C (Program Units—9 a.m.-3 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-1 p.m., 11 p.m.-sign-off, Sun.; Announcements—8:08 a.m.-5:30 p.m., Mon.-Sat.; sign-on-11:30 p.m., Sun.)	\$200.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00
Class D (Sign-on-4:30 a.m., Mon.-Sat.; 11:30 p.m.-sign-off, Mon.-Fri.; 11:40 p.m.-sign-off, Sat., Sun.)					\$40.00	

Above are one-time rates. Frequency discounts allowed.

**WROH (TV)\***

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** U. of New York State, Address: State Education Dept., Albany, N. Y.

**FACILITIES:** Ch. 21. Authorized **ET** Rad. Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 708 ft., above ground 348 ft.

**REPRESENTATIVES:** Washington Attorney, Fischer, Willie & Ponsler; Consulting Engineer, Francis E. Amstutz.

**WVET-TV**

**LICENSEE:** Veterans Broadcasting Co. Inc. Address: 17 S. Clinton Ave. Postal Zone: 4. Phone: Hamilton 6-4828. TWX No.: 20 291.

**FACILITIES:** Ch. 16. Authorized **ET** Rad. Pow.: Visual 125 kw, Aural 62.5 kw. Present Operating Pow.: Visual 125 kw, Aural 62.5 kw. Antenna Height: Above average terrain 450 ft., above ground 320 ft.

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

**OPERATION:** Began Nov. 1, 1953. (Shares time with WREK-TV.)

**AFFILIATIONS:** Tv Networks: CBS, ABC, Station, Am WVET.

**REPRESENTATIVES:** Sales, The Boling Co.; Washington Attorney, Spearman & Robinson; Consulting Engineer, Page, Creutz, Steel & Waldschmitt.

**PRINCIPAL STOCKHOLDERS:** E. F. Lyke, 67%; H. W. Bennett, 4.8%; W. B. Macdeters, 4.8%; Hal James, 1.8%; E. W. Galt, 1.8%; John S. Housaknecht, 1.8%; Frank W. Lovejoy, 2%; Paul C. Loutner, 3%, and others.

**EXECUTIVES:**

Ervin F. Lyke, pres. & gen. mgr.	Raymond Joban, ch. engr.
Arthur Murraywright, gen. com. mgr.	Arthur V. Cook, film dir.
Paul C. Loutner, vp. & pgn. dir.	W.C. Shubert, merch. & publicity dir.
	Tom Decker, news dir.

**SUMMARY OF RATES (Card No. 3, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Mon.-Fri.; 8-10:30 p.m., Sat., Sun.)					\$180.00	\$90.00
Class A (Program Units—7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.; Announcements—7-7:30 p.m., Mon.-Fri.; 11:30-11 p.m., Sat.-Sun.)	\$300.00	\$180.00	\$220.00	\$200.00	\$200.00	\$75.00
Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-3 p.m., Sat., Sun.; Announcements—6-7 p.m., Mon.-Fri.; 11-11:30 p.m., Sat.-Sun.; 1-3 p.m., Sat., Sun.)	\$300.00	\$200.00	\$200.00	\$210.00	\$120.00	\$90.00
Class C (Program Units—9 a.m.-3 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.; 11 p.m.-sign-off, Sun.-Sat.; Announcements—8 a.m.-8 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun.)	\$400.00	\$240.00	\$180.00	\$180.00	\$100.00	\$80.00
Class D (Program Units—Sign-on-9 a.m., Sun.-Sat.; Announcements—Sign-on-9 a.m., 11:30 a.m.-sign-off, Sun.-Sat.)	\$300.00	\$120.00	\$80.00	\$70.00	\$50.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

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HOMES REACHED MONTHLY	<b>26.2%</b>	MORE than the other Rochester Channel
HOMES REACHED ONCE A WEEK	<b>24.1%</b>	MORE than the other Rochester Channel

**DAYTIME CIRCULATION**

HOMES REACHED ONCE A WEEK	<b>24.0%</b>	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	<b>27.4%</b>	MORE than the other Rochester Channel

**NIGHTTIME CIRCULATION**

HOMES REACHED ONCE A WEEK	<b>22.3%</b>	MORE than the other Rochester Channel
HOMES REACHED DAILY AVERAGE	<b>18.6%</b>	MORE than the other Rochester Channel

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SOURCES:  
Sales Management Survey 1954  
Nielsen No. 2 Spring 1955

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**SCHENECTADY**

(Schenectady County)

**WRGB (TV) (ALBANY-TROY)**

**LICENSEE:** General Electric Co. Address: 1000 Madison Road Postal Zone: 2 Phone: Franklin 7-5011 TWX No.: SCDY 88.

**FACILITIES:** Ch. 5. Authorized EE. Rad. Pow.: Visual 22.5 kw, Aural 125 kw. Antenna Height: Above average terrain 1225 ft.; above ground 224 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 1, 1967.

**AFFILIATIONS:** Tv Network, NBC Stations, Am. WQV, Fm. WGFM (FM).

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney; Segal, Smith & Heinsey; Consulting Engineer, Janaky & Bailey.

**PRINCIPAL STOCKHOLDERS:** 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.

**EXECUTIVES:**

J. Milton Long, <i>asst. mngt. etc. ops.</i>	Willard J. Purcell, <i>mgr. morng. &amp; news</i>
Meri L. Gutman, <i>mgr. WRGB (TV)</i>	James G. Cobb, <i>mgr. prom. &amp; publicity</i>
George F. Spring, <i>ch. engr.</i>	Lawrence Christman, <i>dir. news</i>
Albert E. Esh, <i>pgm. dir. &amp; film buy.</i>	

**SUMMARY OF RATES (Card No. 18, March 1, 1968)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class AA (7:30-10:30 p.m., daily)					\$250.00	\$125.00
Class A (Program Units—6-11 p.m.; Announcements—6-7:30 p.m., 10:30-11 p.m., daily)	\$1,300.00	\$600.00	\$440.00	\$385.00	\$275.00	\$100.00
Class B (3-4 p.m., Mon.-Sat.; 1-4 p.m., Sun.)	\$112.00	\$48.00	\$36.00	\$30.25	\$115.75	\$50.25
Class C (Program Units—All other times. Announcements—11 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-1 a.m., Mon.-Sun.; sign-on 3 p.m., Sat.; sign-on 1 p.m., Sun.)	\$150.00	\$75.00	\$70.00	\$72.50	\$121.00	\$42.50
Class D (7 a.m.-11 a.m., Mon.-Fri.)					\$70.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**SYRACUSE**

(Onondaga County)

**WHEN-TV**

**LICENSEE:** Meredith Syracuse Television Corp. Address: 101 Court St. Postal Zone: 8. Phone: Granite 4-6511. TWX No.: 88 463.

**FACILITIES:** Ch. 5. Authorized EE. Rad. Pow.: Visual 218 kw, Aural 191 kw. Present Operating Pow.: Visual 218 kw, Aural 191 kw. Antenna Height: Above terrain 565 ft.; above ground 217 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 1, 1965.

**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Am. WHEN

**REPRESENTATIVES:** Sales, The Kutz Agency; Washington Attorney, Hally, Wollenberg & Kenchan.

**PRINCIPAL STOCKHOLDERS:** Owned by Meredith Publishing Co. (Better Homes & Gardens, Successful Farming); Meredith also owns KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, and WOW-AM-TV Omaha.

**EXECUTIVES:**

E. T. Meredith Jr., <i>pres.</i>	Albert E. Chishwick, <i>sta. engr.</i>
Fred Adant, <i>vp. &amp; gen. mgr.</i>	Donald Langham, <i>dir. tech. ops.</i>
Fred Menzies, <i>com. mgr.</i>	Bob Peel, <i>prom. mgr.</i>
Gordon Ackerman, <i>pgm. dir. &amp; film buy.</i>	Rae Owens, <i>news ed.</i>

**SUMMARY OF RATES (Card No. 2, July 1, 1967)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class A (7-11 p.m., Mon.-Fri.; 5:30-11 p.m., Sat., Sun.)	\$700.00	\$420.00	\$350.00	\$305.00	\$175.00	\$70.00
Class B (5-7 p.m., Mon.-Fri.; 1-5:30 p.m., Sun.)	\$480.00	\$294.00	\$195.00	\$175.00	\$125.00	\$48.00
Class C (8:30 a.m.-5 p.m., 11 p.m.-sign-off, Mon.-Fri.; 4:30 a.m.-9 p.m., 11 p.m.-sign-off, Sat.; 9:55 a.m.-1 p.m., 11 p.m., sign-off, Sun.)	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$30.00
Class D (All other times)	\$105.00	\$60.00	\$60.00	\$60.00	\$30.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**WHTV (TV)\***

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** U. of New York State. Address: State Education Dept., Albany, N.Y.

**FACILITIES:** Ch. 41. Authorized EE. Rad. Pow.: Visual 300 kw, Aural 105 kw. Antenna Height: Above average terrain 880 ft.; above ground 332 ft.

**REPRESENTATIVES:** Washington Attorney, Fletcher, Willis & Passer; Consulting Engineer, Francis E. Almstead.

**WSYR-TV (Parent Station of Satellite WSYE-TV, Elmira, N. Y.)**

**LICENSEE:** Central New York Broadcasting Corp. Address: 224 Harrison St. Postal Zone: 2. Phone: Granite 1-7113 TWX No.: 88 148.

**FACILITIES:** Ch. 1. Authorized EE. Rad. Pow.: Visual 180 kw, Aural 26 kw. Present Operating Pow.: Visual 180 kw, Aural 26 kw. Antenna Height: Above average terrain 1,080 ft.; above ground 597 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local stories.

**OPERATION:** Began Feb. 15, 1968.

**AFFILIATIONS:** Tv Network, NBC Stations, Am. WHYU, Fm. WSYR-FM.

**REPRESENTATIVES:** Sales, Harrington, Richter & Parsons, Washington Attorney, Dow, Latham & Albertson; Consulting Engineer, Lonson & Culver.

**PRINCIPAL STOCKHOLDERS:** S. I. Newhouse and family. Newhouse newspapers are Syracuse Post-Standard and Herald-Journal, Newark (N.J.) Star-Ledger, Jersey City (N.J.) Journal, Long Island (N.Y.) Press and Star-Journal, Staten Island (N.Y.) Advance, Nassau (N.Y.) Review Star, Harrisburg (Pa.) Patriot and News, Portland (Ore.) Oregonian, Birmingham (Ala.) News, Huntsville (Ala.) Times, and St. Louis Globe-Democrat. Newhouse broadcast properties are WTPA-TV, Harrisburg, Pa.; 50% of KWK-AM-TV St. Louis, 30% of KODI-AM-FM-TV Portland, Ore.; WAFF-WADT-TV, Birmingham, Ala.; and WRDS-AM-FM, Huntsville, Ala. KWK owns WOTO, Haines City, Fla.

**EXECUTIVES:**

E. S. Vandekroger, <i>pres. &amp; gen. mgr.</i>	W. R. Alford Jr., <i>com. mgr.</i>
William V. Rehman, <i>vp., pgm. dir. &amp; film buy.</i>	Albert J. Kukulans, <i>ch. engr.</i>
	Lev Switzer, <i>prom. mgr.</i>
	Fred Hilliges, <i>news ed.</i>

**SUMMARY OF RATES (Card No. 8, Feb. 1, 1968)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class A (Program Units—1:30-10:30 p.m., daily. Announcements—6-10:30 p.m., Mon.-Sat.; 8-10:30 p.m., Sun.)	\$500.00	\$240.00	\$250.00	\$225.00	\$125.00	\$175.00
Class B (Program Units—6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily. Announcements—1-4 p.m., Mon.-Sat.; 10:30-11 p.m., daily)	\$200.00	\$90.00	\$220.00	\$260.00	\$265.00	\$135.00
Class C (Program Units—6-7:30 p.m., Mon.-Fri.; 5-8 p.m., Sat.; 3-5 p.m., Sun. Announcements—6-7 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 11 p.m.-midnight, daily)	\$200.00	\$90.00	\$200.00	\$220.00	\$175.00	\$90.00
Class D (Program Units—9 a.m.-4 p.m., Mon.-Fri.; 9 a.m.-5 p.m., Sat.; 2 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, daily. Announcements—9 a.m.-4 p.m., Mon.-Sat.; 9 a.m.-1 p.m., Sun.)	\$400.00	\$240.00	\$180.00	\$120.00	\$100.00	\$35.00
Class E (Program Units—Sign-on 8 a.m., daily. Announcements—midnight-6 a.m., daily)	\$100.00	\$100.00	\$130.00	\$90.00	\$75.00	\$90.00

Above are one-time rates and include satellite WSYE-TV Elmira, N. Y. Frequency discounts allowed except announcements which take flat rate.

**UTICA**

(Onondaga County)

**WKTV (TV)**

**LICENSEE:** Copper City Broadcasting Corp. Address: Route 233, Road 1, Phone: 5-6424 TWX No.: UT 8824-8841.

**FACILITIES:** Ch. 12. Authorized EE. Rad. Pow.: Visual 300 kw, Aural 135 kw. Present Operating Pow.: Visual 300 kw, Aural 135 kw. Antenna Height: Above average terrain 780 ft.; above ground 497 ft.

**OPERATION:** Began Dec. 1, 1968.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC, Station, Am. WKAL, Rome, N. Y.

**REPRESENTATIVES:** Sales, Donald Cooke; Washington Attorney, Hogan & Harrison; Consulting Engineer, Frank H. Melton.

**PRINCIPAL STOCKHOLDER:** Myron J. Kallet, who owns Kallet Theatres Inc., is principal stockholder.

**EXECUTIVES:**

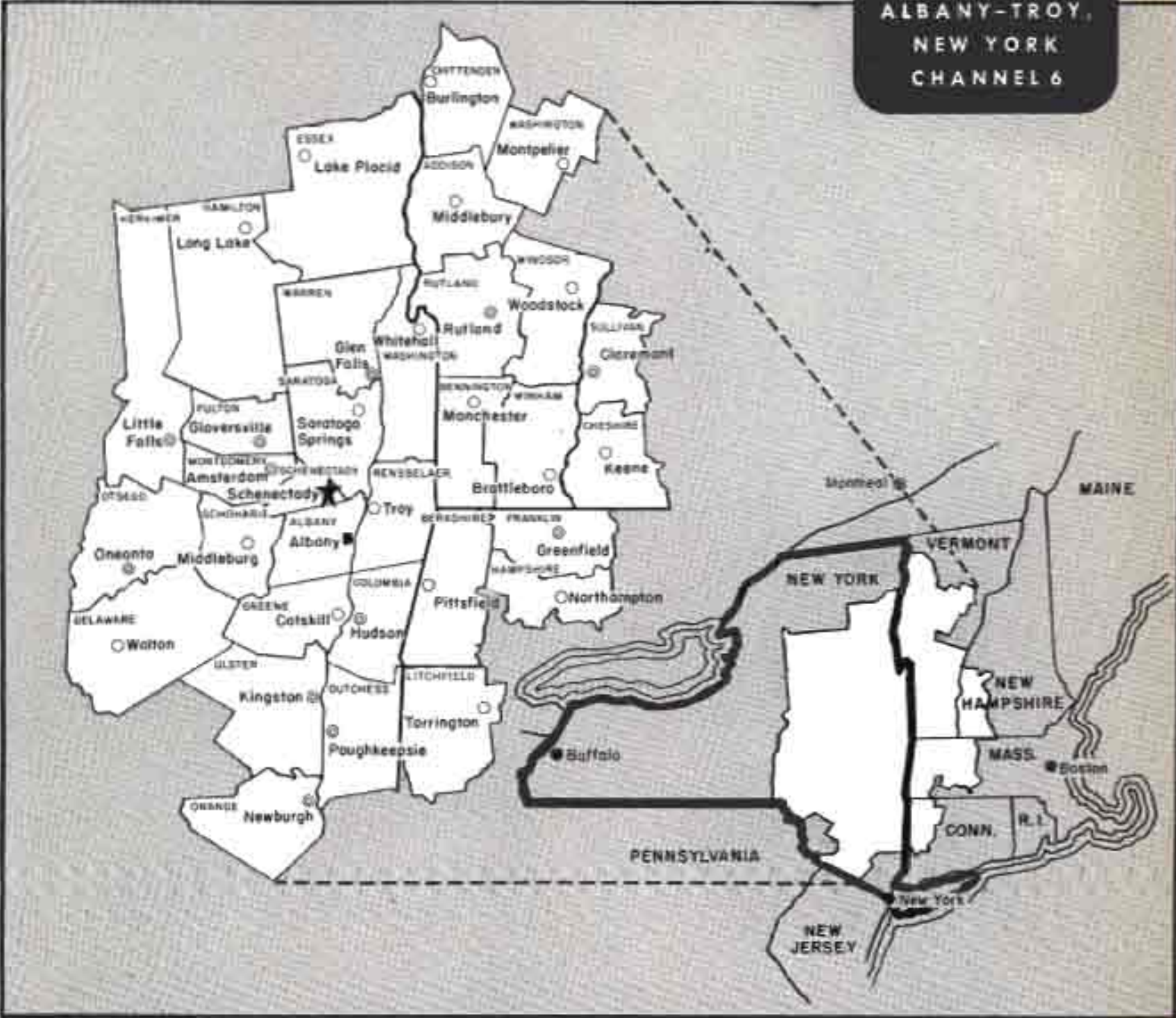
Myron J. Kallet, <i>pres.</i>	De Forest T. Layton Jr., <i>ch. engr.</i>
Michael F. Fucci, <i>gen. mgr., com. mgr. &amp; film buy.</i>	Steve Purcell, <i>prom. mgr.</i>
Jack Fredericks, <i>pgm. dir.</i>	Jack Durant, <i>news ed.</i>

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class A (Program Units—6:30-11 p.m., Mon.-Fri.; 9-11 p.m., Sat., Sun. Announcements—6:30-11 p.m., Mon.-Fri.; 12:30-11 p.m., Sat., Sun.)	\$550.00	\$280.00	\$250.00	\$195.00	\$125.00	\$48.00
Class B (All other times)	\$400.00	\$270.00	\$180.00	\$137.50	\$112.50	\$75.00

Above are one-time rates. Frequency discounts allowed. \*Flat rate, no discount for 1 sec. spot.

NOT LOCAL...  
**REGIONAL**

**WRGB**  
SCHENECTADY-  
ALBANY-TROY,  
NEW YORK  
CHANNEL 6



*A prestige station that delivers the advertiser's message to a maximum audience in a vital market*

America's Pioneer Television Station serves Eastern New York and Western New England. Meeting our responsibilities, we deliver the finest in programming to more than half a million families in this prosperous region. Thousands depend completely on WRGB's V-signal—their only source of television. 38

**WRGB, Channel 6      Represented nationally by NBC SPOT SALES**



**CHAPEL HILL**  
(Orange County)

**WUNC-TV\***

(\*Non-Commercial Educational)

**LICENSEE:** University of North Carolina. Address: Chapel Hill. Phone: 9221.

**FACILITIES:** Ch. 1. Authorized ET. Rad. Pow. Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 940 ft.; above ground 790 ft.

**OPERATION:** Began Jan. 8, 1958.

**AFFILIATION:** Station, Fm, WUNC (FM)

**REPRESENTATIVES:** Consulting Engineer, A. D. Ring & Assoc.

**EXECUTIVES:**

Earl Wynn, dir. tv. (Chapel Hill) Roy Johnston, dir. tv. (Raleigh)  
John Young, asst. dir. tv. (Chapel Hill) E. W. Young, dir. cr. (Greensboro)  
Alan B. MacIntyre, ch. engr.

**CHARLOTTE**

(Mecklenburg County)

**WBTV (TV)**

**LICENSEE:** Jefferson Standard Broadcasting Co. Address: One Jefferson Place. Postal Zone: 8. Phone: Edison 3-2833. TWX No.: 285.

**FACILITIES:** Ch. 1. Authorized ET. Rad. Pow. Visual 100 kw, Aural 60.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 1,090 ft.; above ground 508 ft.

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

**OPERATION:** Began July 15, 1960

**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Am, WBTV.

**REPRESENTATIVES:** Sales, CBS Tv Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** Jefferson Standard Life Insurance Co., 100%. Jefferson also owns WBTV (TV) Florence S. C.; WRIG Greensboro, N. C., and 14.69% of WFMY-TV Greensboro.

**EXECUTIVES**

Joseph M. Bryan, pres.  
Charles H. Crutchfield, exec. vp. & gen. mgr.  
Kenneth I. Treadwell, Jr., vp. & mgng. dir. WBTV(TV)  
Wallace J. Jorgensen, asst. mgng. dir. in chg. sb.  
Larry S. Sellers, gen. mgr.  
Thomas E. Howard, vp. in chg. mgng.  
J. Nathan Tucker, film mgng.  
John P. Dillon, prom. mgr.  
Nelson Benton, news ed.

**SUMMARY OF RATES (Case No. 19, Sept. 1, 1962)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10 p.m.)					\$200.00	\$120.00
Class A (Program Units—5-10:30 p.m., Mon-Fri.; 5-11 p.m., Sat., Sun. Announcements—4:30-7:30 p.m., 10-10:30 p.m., Mon-Fri.; 4:00-7:30 p.m., 10-11 p.m., Sat., Sun.)	\$1,000.00	\$500.00	\$333.33	\$200.00	\$100.00	\$100.00
Class B (Program Units—2-7 p.m., 10:30-11 p.m., Mon-Fri.; 3-8 p.m., Sat.; 1-6 p.m., Sun. Announcements—4:30-6:30 p.m., 10:00-11 p.m., Mon-Fri.; 4:00-6:00 p.m., Sat.; 12:30-5:30 p.m., Sun.)	\$750.00	\$400.00	\$250.00	\$120.00	\$100.00	\$75.00
Class C (Program Units—6 a.m.-2 p.m., Mon-Sat.; 9 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily. Announcements—4:30 a.m.-4:30 p.m., Mon-Sat.; 4:00 a.m.-12:30 p.m., Sun.; 11 p.m.-sign-off, daily)	\$500.00	\$300.00	\$200.00	\$100.00	\$100.00	\$50.00
Class D (Program Units—Sign-on 6 a.m., daily. Announcements—Sign-on 6:00 a.m., daily)	\$250.00	\$150.00	\$100.00	\$50.00	\$50.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WSOC-TV**

**LICENSEE:** WSOC Broadcasting Co. Address: P. O. Box 2338. Postal Zone: 1. Phone: Franklin 5-8403. TWX No.: 903.

**FACILITIES:** Ch. 9. Authorized ET. Rad. Pow.: Visual 310 kw, Aural 150 kw. Present Operating Pow.: Visual 210 kw, Aural 120 kw. Antenna Height: Above average terrain 1,180 ft.; above ground 1,073 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 21, 1957.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Stations, Am, WSOC; Fm, WSOC-FM.

**REPRESENTATIVES:** Same, B-1 Television; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** E. E. Jones, 15.84%; E. S. Morris, 21%; Hunter Marshall, 20.67%; Larry Walker, 1%, and E. J. Gluck, 1.00%.

**PROMOTION IMPACT UNEQUALLED**

with Ziv's spectacular  
new **IMPACT** series!



**"HARBOR COMMAND"**

starring

**WENDELL  
COREY**



A talked-about-kind of show that will **ENTHUSE**  
**YOUR SALES FORCE, DEALERS, DISTRIBUTORS**  
—and produce a corporate lift for your organization!

**NORTH CAROLINA**

**CHARLOTTE (Cont.)**

**WSOC-TC (Cont.)**

**EXECUTIVES**

Earl J. Giblin, chmn. of bd.  
 Hunter Marshall, vice chmn.  
 Larry Walker, pres. & gen. mgr.  
 Charles M. Marshall, vp. & asst. chmn.  
 George Henderson, exec. vp. in charge ad.  
 E. K. Jones, vp.  
 H. E. Murray, treas.

C. M. Murray, asst. treas. & comptroller  
 Robert Provenza, pgr. dir. & film boy  
 L. L. Caudle Jr., ch. engr.  
 James W. Evans, prom. mgr.  
 Carroll McLaughlin, news ed.  
 Les Decker, prod. mgr.

**SUMMARY OF RATES (Card No. 1, April 18, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	2 Sec.
Class AA (7:29-10:29 p.m., Mon.-Sat., 9:35-10:30 p.m., Sun.)					\$225.00	\$112.50
Class A (Program Units—7:30-10:30 p.m., Mon.-Sun. Announcements—4:25-7:25 p.m., Mon.-Sat., 3:25-6:25 p.m., Sun., 10:30-10:55 p.m., Mon.-Sun.)	\$300.00	\$140.00	\$200.00	\$113.00	\$270.00	\$140.00
Class B (Program Units—6:15-7:30 p.m., Mon.-Sat.; 1-7:30 p.m., Sun., 10:30-11 p.m., Mon.-Sun. Announcements—4:30-6:25 p.m., Mon.-Sat.; 3:30-5:25 p.m., Sun.)	\$275.00	\$145.00	\$215.00	\$128.00	\$265.00	\$145.00
Class C (Program Units—4 a.m.-4 p.m., Mon.-Sat.; 3 a.m.-3 p.m., Sun.; 11 p.m.-sign-off, Mon.-Sun. Announcements—4:30 a.m.-4:55 p.m., Mon.-Sat.; 3:30 a.m.-12:30 p.m., Sun., 10:30 p.m.-sign-off, Mon.-Sun.)	\$400.00	\$275.00	\$385.00	\$175.00	\$410.00	\$225.00
Class D (Program Units—Sign-on-4 a.m., daily. Announcements—sign-on-6:30 a.m., Mon.-Sun.)	\$275.00	\$145.00	\$215.00	\$128.00	\$265.00	\$145.00

Above are one-time rates. Frequency discounts allowed.

**WUTV (TV) †**

**LICENSEE:** Century Advertising Co. Address: 2205 E. Blvd.  
**FACILITIES:** Ch. 36. Authorized Eff. Rad. Pow.: 25 kw, Aural 112 kw. Antenna Height: Above average terrain 420 ft., above ground 411 ft.  
**REPRESENTATIVES:** Washington Attorney, Broadhead, Shearin, Redding & Thomas; Consulting Engineer, Walter Holey.  
**PRINCIPAL STOCKHOLDERS:** Hugh A. Deebuyser, 45.5%; Frank P. Lippin Jr., 25.35%; and Cecil J. Hanes, 29%.  
**EXECUTIVES:** Hugh Deebuyser, pres.  
 †WUTV (TV) has suspended operation but has not returned its CF.

**DURHAM**

(Durham County)

**WTVD (TV)**

**LICENSEE:** Durham Broadcasting Enterprises, Inc. Address: 1750 Newton Road, Phone: Durham 2-2111. TWX No.: DLHM 5902.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 104 kw, Aural 170 kw. Present Operating Pow.: Visual 210 kw, Aural 170 kw. Antenna Height: Above average terrain 1100 ft., above ground 780 ft.  
**OPERATION:** Began Sept. 2, 1954.  
**AFFILIATIONS:** Tv Network: ABC.  
**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Spearman & Robinson; Consulting Engineer, Lobner & Culver.  
**PRINCIPAL STOCKHOLDERS:** See WCDA (TV); Albany, N. Y.  
**EXECUTIVES:** Harmon Duncan, pres. & gen. mgr.; Phylis Fletcher, vp.; Mike Thompson, com. mgr.; Ernie Grop, pgr. mgr.; Henry Crown, ch. engr.; Jack Freddy, disc. buy.; Charles H. Cash Jr., prom. mgr.; Scott Jarrett, news ed.

**SUMMARY OF RATES (Card No. 4, Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	2 Sec.
Class A (7:30-10:30 p.m., daily)	\$265.00	\$132.00	\$220.00	\$117.50	\$110.00	\$65.00

Class B (5-7:30 p.m., 10:30-11 p.m., daily)	\$150.00	\$75.00	\$130.00	\$65.00	\$112.50	\$60.00	\$45.00
Class C (1-3 p.m., 11 p.m.-sign-off, daily)	\$275.00	\$140.00	\$210.00	\$110.00	\$225.00	\$145.00	\$110.00
Class D (Sign-on-3 p.m., daily)	\$100.00	\$50.00	\$90.00	\$45.00	\$100.00	\$50.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**FAYETTEVILLE**

(Cumberland County)

**WFLB-TV**

**LICENSEE:** Fayetteville Broadcasters Inc. Address: 1322 Dragg Blvd. Phone: 7-7138. TWX No.: FTTVL 5002.  
**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 12.1 kw, Aural 1.63 kw. Present Operating Pow.: Visual 13.2 kw, Aural 1.61 kw. Antenna Height: Above average terrain 350 ft., above ground 420 ft.  
**OPERATION:** Began Aug. 23, 1955.  
**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC. Station, Am. WFLB.  
**REPRESENTATIVES:** Sales, Ruth-Smith Co.; Washington Attorney, Krusen & Burt; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** Harry B. Stein, 50%; Nally A. Currie Jr., 10%; W. M. K. Bender, John W. Herndale, John D. Currie, T. D. Estcher, J. B. Stein and R. E. Mingo, all 11.25%; L. W. Allen, 10.4%.

**EXECUTIVES:** Harry B. Stein, pres.; Marvin Rosenberg, pgr. dir.; W. D. Bailey, gen. mgr.; J. H. Buck, ch. engr.; W. H. Beiche, com. mgr.

**SUMMARY OF RATES (Card No. 1, June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	2 Sec.
Class A (6-11 p.m., Sun.-Sat.)	\$115.00	\$57.50	\$102.50	\$51.25	\$50.00	\$30.00
Class B (All other times)	\$112.50	\$57.50	\$105.00	\$52.50	\$51.25	\$32.50

Above are one-time rates. Frequency discounts allowed.

**GASTONIA**

(Gaston County)

**WTVX (TV)**

(Trust Date, Unknown)

**LICENSEE:** Air Pils Corp. Address: Lowell, N. C.  
**FACILITIES:** Ch. 48. Authorized Eff. Rad. Pow.: Visual 14.4 kw, Aural 1.85 kw. Antenna Height: Above average terrain 900 ft., above ground 113 ft.  
**REPRESENTATIVES:** Washington Attorney, Arnold, Fortas & Powers; Consulting Engineer, George F. Adair Engineering Co.  
**PRINCIPAL STOCKHOLDERS:** Curt M. Robinson, 24.25%; C. C. Dickmann, 12.37%; Frank P. Hall Jr., 4.2%, and approximately 60 others.  
**EXECUTIVES:** Curt M. Robinson, pres.; W. C. Stevens, vp.; Curt M. Robinson Jr., sec.-treas.

**GREENSBORO**

(Guilford County)

**WFMY-TV**

**LICENSEE:** Greensboro News Co. Address: Phillips Ave. & White St. Phone: Broadway 4-0114. TWX No.: GN 347.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 20 kw. Antenna Height: Above average terrain 720 ft., above ground 720 ft.  
**EQUIPPED TO COLORCAST** network programs; local films; local slides.  
**OPERATION:** Began Sept. 22, 1949.  
**AFFILIATIONS:** Tv Networks, CBS, ABC.  
**REPRESENTATIVES:** Sales, Harrington, Righter & Farnow; Washington Attorney, Dow, Lobner & Abertson; Consulting Engineer, Lobner & Culver.  
**PRINCIPAL STOCKHOLDER:** Licensee publishes Greensboro News and Record; Jefferson Standard Life Insurance Co., which owns WBT-WBTV (TV) Charlotte, WBIG Greensboro, and WBTW (TV) Florence, S. C., also owns 16.88% of licensee.  
**EXECUTIVES:** James Kelley, gen. mgr.; Doyle D. Thompson, ch. engr.; Joe E. Lahn, com. mgr.; Charles E. Harville, news ed.; Garner B. Lewis, pgr. dir. & film buy.; Julio A. Choler, prom. mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	2 Sec.
Class A (6-11 p.m., daily)	\$200.00	\$100.00	\$170.00	\$85.00	\$130.00	\$80.00
Class B (3-6 p.m., Mon.-Fri.; noon-4 p.m., Sat., Sun.)	\$400.00	\$200.00	\$350.00	\$175.00	\$300.00	\$180.00
Class C (Sign-on-noon, Sat., Sun.; 3 a.m.-5 p.m., Mon.-Fri.; 11 p.m.-sign-off, daily)	\$300.00	\$150.00	\$250.00	\$125.00	\$200.00	\$120.00
Class D (Sign-on-3 a.m., Mon.-Fri.)	\$300.00	\$150.00	\$250.00	\$125.00	\$200.00	\$120.00

Above are one-time rates. Frequency discounts allowed, except announcements which take full rate.

**IMPACT** that brings viewers back!



**"HARBOR COMMAND"**  
 STARRING  
**WENDELL COREY**

ZIV'S SPECTACULAR  
 NEW IMPACT SERIES!





**FULL TALLEST  
POWER TOWER**

316,000

WATTS



Strongest program schedule  
in the Carolinas!

**NBC and ABC ADJACENCIES**

Complete merchandising and promotional set-up

**H-R** REPRESENTATIVES  
NATIONWIDE

**F-J** REPRESENTATIVES  
FOR ATLANTA

**WSOC**

Channel 9 • Television  
CHARLOTTE, N. C.

**GREENVILLE**

(Pitt County)

**WNCT (TV)**

**LICENSEE:** Carolina Broadcasting System Inc. Address: P. O. Box 888, Phone: 621. TWX No.: GNVL NC 4764.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 188 kw. Present Operating Pow.: Visual 316 kw, Aural 188 kw. Antenna Height: Above average terrain 880 ft.; above ground 673 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 22, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Lyon, Wilber & Bergson; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Earl Westbrook, 37%; Josh Horne, 20%; Herbert Brauff, 10%; Penn Watson, 10%; and others. Mr. Horne is publisher of Rocky Mount (N. C.) Telegram. Mr. Brauff is publisher of Wilson (N. C.) Times.

**EXECUTIVES:**

Earl McD. Westbrook, pres.  
A. Hartwell Campbell, gen. mgr. & film buy.  
Buck Trilley, asst. gen. mgr.  
John G. Clark Jr., com. mgr.  
Rocher Ward, pgn. dir.  
Haber Adams, ch. engr.  
Dave Mosier, prom. mgr.

**(SUMMARY OF RATES (Card No. 1, March 1, 1957))**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7:00-10:30 p.m., Mon.-Sat., 4:30-10:30 p.m., Sun.)	\$400.00	\$200.00	\$150.00	\$100.00	\$50.00	\$40.00
Class A (6-7:30 p.m., Mon.-Sat., 10:30-11 p.m., Sun.-Sat., 12:30-6:30 p.m., Sun.)	\$300.00	\$150.00	\$100.00	\$60.00	\$30.00	\$20.00
Class B (Noon-5 p.m., Mon.-Sat.)	\$200.00	\$100.00	\$70.00	\$40.00	\$20.00	\$15.00
Class C (All other times)	\$150.00	\$70.00	\$50.00	\$25.00	\$12.50	\$10.00

Above are one-time rates. Frequency discounts allowed.

**NEW BERN**

(Crown County)

**WNBE-TV**

(Target Date, Unknown)

**LICENSEE:** Nathan Frank. Address: P. O. Box 415, Henderson, N. C.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 40 kw, Aural 26.4 kw. Antenna Height: Above average terrain 480 ft.; above ground 465 ft.

**REPRESENTATIVES:** Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDER:** Mr. Frank owns WNBC Henderson, N. C.

**RALEIGH**

(Wake County)

**WNAO-TV**

**LICENSEE:** Sir Walter Television Co. Address: 3158 Western Blvd., Phone: Temple 4-8282, TWX No.: RL 8076.

**FACILITIES:** Ch. 28. Authorized Eff. Rad. Pow.: Visual 182 kw, Aural 103 kw. Present Operating Pow.: Visual 182 kw, Aural 103 kw. Antenna Height: Above average terrain 480 ft.; above ground 390 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 8, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC, Stations, Am, WKIX; Fm, WKIX-FM.

**REPRESENTATIVES:** Sales, ForJoe-TV; Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Lotman & Culver.

**PRINCIPAL STOCKHOLDERS:** Equal (25% holding) by John W. English, Frank A. Daniels (for Raleigh News & Observer and Times); Mrs. Lydia McB. Jarocki, James R. McBrier; Mrs. Jean Devine Jarocki, Mary Evelyn Mead & John J. Borland Jr. as trustees; with other minor owners. Interlocking ownership with WSEE (TV) Erie, Pa. (Erie News and Times).

**EXECUTIVES:**

John W. English, pres.  
Roger Bower, gen. mgr.  
Earl Weiss, com. mgr. & film buy.  
Leo A. Bittfeld, pgn. dir. & prom. mgr.  
Leo Poole, ch. engr.  
Jim McMillan, news ed.

**(SUMMARY OF RATES (Card No. 1, Oct. 1, 1955))**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10:30 p.m., Mon.-Fri., noon-10:30 p.m., Sat., Sun.)	\$225.00	\$100.00	\$75.00	\$50.00	\$25.00	\$20.00
Class B (6-8 p.m., Mon.-Fri., 12:30-1:30 p.m., daily)	\$200.00	\$100.00	\$75.00	\$50.00	\$25.00	\$20.00
Class C (All other times)	\$175.00	\$75.00	\$50.00	\$25.00	\$12.50	\$10.00

Above are one-time rates. Frequency discounts allowed.

**WRAL-TV**

**LICENSEE:** Capitol Broadcasting Co. Address: P. O. Box 9585, Phone: Temple 3-3523, TWX No.: RL 5041.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,170 ft.; above ground 1,180 ft.

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

**OPERATION:** Began Dec. 15, 1956.

**AFFILIATIONS:** Tv Network, NBC. Stations, Am, WRAL; Fm, WRAL-FM.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Spensmer & Roberson; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Owned by A. J. Fletcher and family.

**EXECUTIVES:**

A. J. Fletcher, pres.  
Fred Fletcher, vp. & gen. mgr.  
Fletcher Turner, nat'l. sls. mgr.  
George Hall, pgn. dir.  
Virgil D. Dumas, ch. engr.  
Ted Crumey, film buy.  
David H. Whittemore, dir. prom. & pgn. rel.  
William Armstrong, news dir.  
Kenneth Parker, prod. dir.

**(SUMMARY OF RATES (Card No. 1, Dec. 15, 1956))**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7:30-10:30 p.m., daily)	\$600.00	\$300.00	\$200.00	\$150.00	\$100.00	\$80.00
Class B (6-7:30 p.m., 10:30-11 p.m., daily)	\$400.00	\$200.00	\$150.00	\$100.00	\$70.00	\$55.00
Class C (Sign-on-6 p.m., 11 p.m.-sign-off, daily)	\$300.00	\$150.00	\$100.00	\$70.00	\$40.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**WASHINGTON**

(Bamford County)

**WITN (TV)**

**LICENSEE:** North Carolina Television Inc. Address: U. S. Hwy. 11 S., Phone: Whitney 6-3121, TWX No.: 7736.

**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow.: Visual 326 kw, Aural 193 kw. Present Operating Pow.: Visual 314 kw, Aural 188 kw. Antenna Height: Above average terrain 620 ft.; above ground 518 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 22, 1955.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Headley-Seed Tv., James S. Ayers Co. (Southeast); Washington Attorney, Roberts & McTune; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** W. R. Roberson and family, 85.5%; William S. Page, 24.5%; William E. Barnes, 8.5%, and others. Roberson family also owns WRUF Washington; Mr. Page owns 80% of WELB Kinston, N. C., and Mr. Barnes owns 8.6% of WCBB-WEQB (FM) Goldsboro, N. C.

**EXECUTIVES:**

W. R. Roberson Jr., pres. & gen. mgr.  
Y. H. Patterson, vp. chg. sls. & prom.  
Earl Wilson, ops. dir. & film buy.  
Harvey Mason, ch. engr.  
Ed Pilgaard, ch. engr. trans.  
Bill Dick, news ed.

**(SUMMARY OF RATES (Card No. 1, June 1, 1956))**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10:30 p.m., Mon.-Sat.; 5:30-10:30 p.m., Sun.)	\$225.00	\$100.00	\$75.00	\$50.00	\$25.00	\$20.00
Class B (6-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; 12:30-4:30 p.m., Sun.)	\$200.00	\$100.00	\$75.00	\$50.00	\$25.00	\$20.00
Class C (Noon-4 p.m., Mon.-Sat.)	\$175.00	\$75.00	\$50.00	\$25.00	\$12.50	\$10.00
Class D (All other times)	\$150.00	\$75.00	\$50.00	\$25.00	\$12.50	\$10.00

Above are one-time rates. Frequency discounts allowed.

*Adventure* at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

**"HARBOR COMMAND"**

STARRING  
**WENDELL COREY**





*you mean* **IT'S NOT A ONE-STATION MARKET?**

No, Virginia, it's not a one-station market—even though ARB, Nielsen and Pulse have made it look that way. There really are other TV stations in Eastern North Carolina. Sure, these are the facts . . .

- . . . ARB (Jan. 1957) credits WNCT with:
  - every one of the top 15 shows
  - dominance of 140 nighttime ¼ hours (6 P.M.-Midnight, Sun. thru Sat.) • plus daytime dominance, too. • (confirming the earlier Pulse ratings) . . . Nielsen reports that WNCT reaches more Eastern N. C. homes and is viewed regularly by 40% more homes than any other station.

But honest, Virginia, WNCT is not the only TV station in Eastern N. C. It's just that all those reliable sources keep making it look that way.

**WHALE OF A STATION ♦ WHALE OF A MARKET**

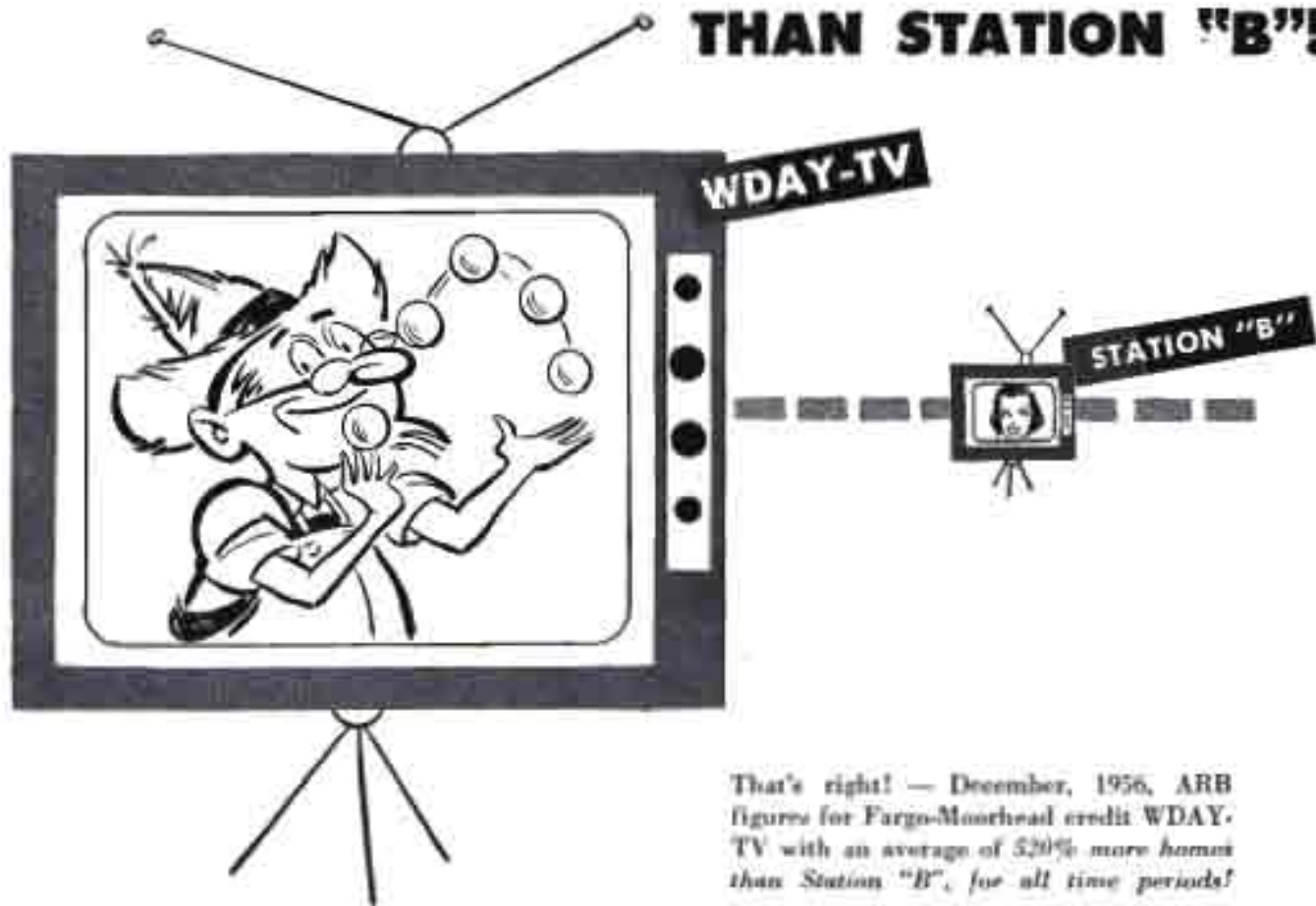
COUNTIES SERVED	42
POPULATION	1,496,700
TV HOMES	194,560
EFFECTIVE BUYING INCOME	\$1,460,140,000
RETAIL SALES	\$1,150,316,750
GROSS TOBACCO SALES (Type 12)	\$477,816,430

Sources: NCS No. 2, TV Magazine, USDA, SM Survey of Buying Power, SRDS





# WDAY-TV DELIVERS 520% MORE FARGO-MOORHEAD HOMES THAN STATION "B"!



That's right! — December, 1956, ARB figures for Fargo-Moorhead credit WDAY-TV with an average of 520% more homes than Station "B", for all time periods!

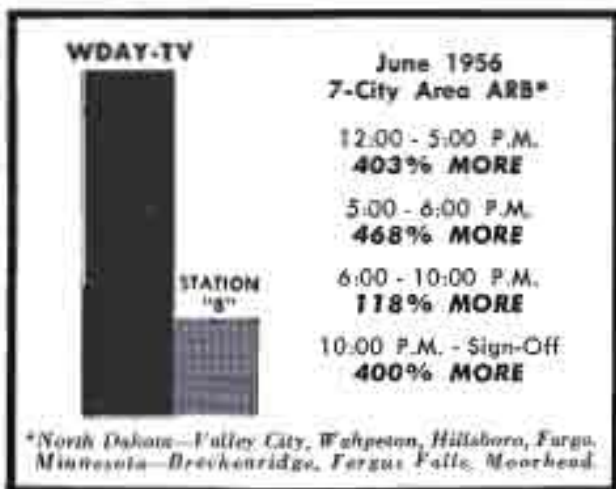
#### WDAY-TV gets—

- 760% More—12 Noon to 5:00 P.M.!
- 872% More—5:00 P.M. to 6:00 P.M.!
- 181% More—6:00 P.M. to 10:00 P.M.!
- 270% More—10:00 P.M. to Sign-Off!

That's just the Fargo-Moorhead picture. June, 1956 ARB figures (left) prove that WDAY-TV is almost as popular in five other Red River Valley cities — each between 40 and 60 miles away!

Your Peters, Griffin, Woodward Colonel has all the facts.

**P. 5.** Average ARB Rating, 6:00-10:30 P.M., WDAY-TV—43.6. Station "B"—11.9.



## WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, INC.  
Exclusive National Representatives



# NORTH DAKOTA

## BISMARCK (Cont.)

### KFYR-TV (Parent Station of Satellite KUMV-TV, Williston, N. D.)

**LICENSEE:** Meyer Broadcasting Co. Address: 201 1/2 Fourth St. Phone: Capital 3-2800. TWX No.: HM 2115.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50.1 kw. Present Operating Pow.: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 305 ft.; above ground 667 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 8, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Station, Am, KFYS.

**REPRESENTATIVES:** Sales, Blair Tv Assoc., Harry E. Kyles Co. (Minneapolis); Washington Attorney, Hogan & Hartson; Consulting Engineer, Page, Creutz, Steel & Walbrechmitt.

**PRINCIPAL STOCKHOLDERS:** Etha Hoskins Meyer, 75%; and Marietta M. Ekberg, 25%. Meyer Broadcasting also owns KMOT(TV) Minot, N. D., and KUMV-TV Williston, N. D.

**EXECUTIVES:**

William A. Ekberg, pres. & gen. mgr.  
Ivar Nelson, ch. engr.  
C. Wayne Turner, prom. mgr.  
James G. Backlin, news ed.  
Carl Culver, sta. mgr.  
A. L. Anderson, nat'l. sta. mgr.

#### SUMMARY OF RATES (Card No. 4, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10 p.m., daily)	\$273.00	\$155.00	\$96.00	\$70.00	\$50.00	\$30.00
Class A (6:30-7:30 p.m., 10-10:30 p.m., daily)	\$225.00	\$135.00	\$90.00	\$65.00	\$45.00	\$22.50
Class B (8-8:30 p.m., 10:30-11 p.m., daily; sign-on-6 p.m., Sun.)	\$173.00	\$105.00	\$70.00	\$44.00	\$35.00	\$11.00
Class C (All other times)	\$112.50	\$67.50	\$45.00	\$37.00	\$28.50	\$11.75

Above are one-time rates and include satellite KUMV-TV Williston, N. D. Frequency discounts allowed.

## DICKINSON

(Stark County)

### KDIX-TV

**LICENSEE:** Dickinson Radio Assn. Address: 119 Second Ave. W. Phone: 5122. TWX No.: 5121.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 26.3 kw, Aural 13.2 kw. Present Operating Pow.: Visual 26.3 kw, Aural 13.2 kw. Antenna Height: Above average terrain 227.7 ft.; above ground 270 ft.

**OPERATION:** Began Oct. 12, 1956.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KDIX.

**REPRESENTATIVES:** Sales, Hal Holman Co.; Washington Attorney, Eugene L. Burke.

**PRINCIPAL STOCKHOLDERS:** Dr. F. J. Wein, 15%; Frank P. Whitney, 12%; William O. Babo, 12%; L. W. Veigt, 10%; and others.

**EXECUTIVES:**

F. J. Wein, pres.  
Orrile F. Burda, gen. mgr. & film buy.  
James O'Leary, com. mgr.  
Lawton Haack, pgn. dir.  
Benjamin Lockard, ch. engr.  
W. Ferron Halverson, prom. mgr.  
Warren P. Vianora, news ed.

#### SUMMARY OF RATES (Card No. 1, Oct. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10 p.m., daily)	\$150.00	\$90.00	\$60.00	\$40.00	\$37.50	\$20.00
Class A (8-7:30, 10-10:30 p.m., daily)	\$113.00	\$68.00	\$45.00	\$37.50	\$30.00	\$11.50
Class B (8-8 p.m., 10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sat., Sun., noon-1 p.m., Mon.-Fri.)	\$73.00	\$45.00	\$30.00	\$25.00	\$18.50	\$9.50
Class C (7 a.m.-noon, Mon.-Sun.; 1-3 p.m., Mon.-Fri. All other times)	\$30.00	\$20.00	\$15.00	\$17.00	\$12.00	\$5.00

Above are one-time rates. Frequency discounts allowed.

## FARGO

(Cass County)

### KXJB-TV (VALLEY CITY)

**LICENSEE:** North Dakota Broadcasting Co. Address: 600 W. Main St., Ave. Phone: 1-486. (For full listing see Valley City, N. D.)

### WDAY-TV

**LICENSEE:** WDAY Inc. Address: 211 First St. N. Phone: 2-2271. TWX No.: Fargo 122.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 56.2 kw, Aural 28.2 kw. Present Operating Pow.: Visual 56.2 kw, Aural 28.2 kw. Antenna Height: Above average terrain 280 ft.; above ground 432 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 1, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Station, Am, WDAY.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey.

**PRINCIPAL STOCKHOLDERS:** E. C. Reineke and wife, 50%; N. D. Black Jr. and family, 25%; and others. Mr. Black is pres.-publisher of Fargo Forum and Moorhead (Minn.) News.

**EXECUTIVES:**

E. C. Reineke, pres.  
Tom Barnes, gen. mgr. & com. mgr.  
Ken Kennedy, pgn. dir. & film buy.  
Julius Hatland, ch. engr.  
Roy Pedersen, prom. mgr.  
Norm Schuster, news ed.

#### SUMMARY OF RATES (Card No. 4, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10 p.m., Sun.-Sat.)	\$450.00	\$270.00	\$180.00	\$130.00	\$112.50	\$60.00
Class A (8-7:30 p.m., 10-10:30 p.m., Mon.-Sat.; 1-7:30 p.m., 10-10:30 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$102.50	\$75.00	\$39.00
Class B (8-8 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; noon-1 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$54.50	\$22.50
Class C (7 a.m.-6 p.m., Mon.-Sat.; 11 p.m., sign-off, Sun.-Sat.; 7 a.m.-noon, Sun.)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$15.00

Above are one-time rates. Frequency discounts allowed.

## GRAND FORKS

(Grand Forks County)

### KNOX-TV

**LICENSEE:** Community Radio Corp. Address: P. O. Box 1118. Phone: 4-4811.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 220 ft.; above ground 223 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 11, 1955.

**AFFILIATIONS:** Tv Network, NBC, Station, Am, KNOX.

**REPRESENTATIVES:** Sales, William G. Rambow Co., Hulmer & Johnson (Minneapolis); Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Clifford Thomsford.

**PRINCIPAL STOCKHOLDERS:** Equally owned by Elroy H. Schroeder, Adolph Lund, Don E. Whitman, estate of Carroll E. Day and Arthur Tweat.

**EXECUTIVES:**

Elroy H. Schroeder, pres.  
Robert C. Lukason, nat'l. sta. mgr. & film buy.  
James Syrdal, pgn. dir.  
David Chumley, ch. engr.  
Charles K. Bunkle, news ed.


#### SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7:30-10:30 p.m., Sun.-Sat.)	\$200.00	\$120.00	\$80.00	\$60.00	\$50.00	\$15.00
Class B (4:30-5:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat., Sun.; noon-1 p.m., Mon.-Sat.)	\$150.00	\$90.00	\$60.00	\$45.00	\$40.00	\$12.00
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$36.00	\$30.00	\$9.00

Above are one-time rates. Frequency discounts allowed.

ACTION

based on actual experiences of  
America's Harbor Police...Coast  
Guard Units...Port Authorities!



"HARBOR COMMAND"

Starring WENDELL COREY

ZIV'S SPECTACULAR NEW IMPACT SERIES!



## OHIO MARKET DATA BY COUNTIES (Cont.)

County	Total Households	Television %	Household No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Washington	14,500	75	14,500	20,825	11,700	1,200
Wayne	28,500	81	14,900	20,800	13,700	1,100
Williams	9,500	83	7,870	21,000	6,500	800
Wood	18,500	80	14,710	24,077	15,710	1,379
Wyandot	8,500	79	8,140	24,201	4,782	500
Total	2,470,500	87%	2,120,000	\$11,672,982	\$2,709,507	\$268,371

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

## AKRON

(Summit County)

## WAKR-TV

**LICENSEE:** Summit Radio Corp. Address: 855 Copley Road. Postal Zone: 28. Phone: Portage 2-6811. TWX No.: AK 484.

**FACILITIES:** Ch. 49. Authorized Eff. Rad. Pow.: Visual 110 kw, Aural 56.2 kw. Present Operating Pow.: Visual 110 kw, Aural 56.9 kw. Antenna Height: Above average terrain 370 ft.; above ground 488 ft.

**OPERATION:** Began June 1, 1953

**AFFILIATIONS:** Tv Network, ABC Stations, Am. WAKR, Fm. WAKR-FM.

**REPRESENTATIVES:** Sales, Burke-Stuart Co.; Washington Attorney, Kirkland, Fleming, Green, Martin & Edls.; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Beacon Journal Pub. Co. (Akron Beacon-Journal—Knight), 45%; Viola G. Berk, 45%; John S. Knight and associates also own 42.8% of WCKR, WCKT(TV) Miami, Fla. Knight Newspapers are also Chicago News, Detroit Free Press, Miami Herald and Charlotte (N.C.) Observer.

**EXECUTIVES:**

S. Bernard Berk, pres.  
Roger G. Berk, vp., gen. mgr. & film buy.  
Kenneth M. Keegan, vp. & dir. zin.

Robert L. Hostlan, pfm. prod. dir. & prom. mgr.  
Irwin L. Knopp, ch. engr.  
Jack Fitzgibbons, news ed.

## SUMMARY OF RATES (Card No. 2, June 15, 1954.)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (8:30-11 p.m., daily)	\$300.00	\$150.00	\$100.00	\$50.00	\$60.00	\$30.00
Class B (5-6 p.m., Mon.-Sat.; 11 p.m.-midnight, daily; 1-6 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$40.00	\$40.00	\$20.00
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$30.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

## ASHTABULA

(Ashtabula County)

## WICA-TV

**LICENSEE:** WICA Inc. Address: P. O. Box 371. Phone: 32-138.

**FACILITIES:** Ch. 15. Authorized Eff. Rad. Pow.: Visual 19 kw, Aural 10 kw. Antenna Height: Above average terrain 330 ft.; above ground 358 ft.

**OPERATION:** Began Sept. 15, 1952.

**AFFILIATIONS:** Stations, Am. WICA; Fm. WICA-FM.

**REPRESENTATIVES:** Consulting Engineer, Gautrey & Jones.

**PRINCIPAL STOCKHOLDERS:** D. C. Rowley, 52%, and Olive D. Rowley and family, 48%. Same interests own Ashtabula Star-Beacon, Connors News-Herald, Geneva Free Press and Painesville Telegraph, all Ohio.

**EXECUTIVES:**

D. C. Rowley, pres.-treas.  
\*WICA-TV has suspended operation but has not returned its CP.

## CANTON

(Stark County)

## WTLC (TV)

(Target Date, Unknown)

**LICENSEE:** Tri-City Telecasting Inc. Address: 224 Market Ave. E.

**FACILITIES:** Ch. 30. Authorized Eff. Rad. Pow.: Visual 204 kw, Aural 107 kw. Antenna Height: Above average terrain 613 ft.; above ground 680 ft.

**REPRESENTATIVES:** Washington Attorney, Cohn & Marks; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** Norton Frank and wife, 30%; following each with 5%: W. B. Persons Jr., F. W. Danner, Oral E. Pfing, Ethel M. Fritz, S. M. Sparks, Michael Rosen, D. M. Stein, D. B. Hanna, 7%, and others. Mr. Frank publishes weekly Steubenville (Ohio) Jeffersonian.

**EXECUTIVES:**

Norton Frank, pres.  
Wallace B. Persons Jr., vp.

## CINCINNATI

(Hamilton County)

## WCET (TV)\*

\*(Non-Commercial Educational)

**LICENSEE:** Greater Cincinnati Television Educational Foundation. Address: 1201 Elm St. Postal Zone: 16. Phone: Dunbar 1-4811.

**FACILITIES:** Ch. 48. Authorized Eff. Rad. Pow.: Visual 13.1 kw, Aural 8.11 kw. Present Operating Pow.: Visual 13.1 kw, Aural 8.13 kw. Antenna Height: Above average terrain 488 ft.; above ground 392 ft.

**OPERATION:** Began July 26, 1954

**AFFILIATIONS:** Tv Network, NBC.

**REPRESENTATIVES:** Consulting Engineer, R. J. Rockwell (Cresley Bostig Corp.)

**EXECUTIVES:**

Dr. Claude V. Curtiss, chm. bd. of trustees (Start of School)  
Uberto T. Dwyer, gen. mgr.  
Charles Vaughan, pfm. dir.  
James Leonard, ch. engr.  
Fred Thomas, prom. mgr.

## WCPO-TV

**LICENSEE:** Scripps-Howard Radio Inc. Address: 2345 Syracuse St. Postal Zone: 4. Phone: Capital 1-5772. TWX No. CJ 327

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 130 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 380 ft.; above ground 340 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 26, 1949

**AFFILIATIONS:** Tv Network, ABC Stations, Am. WCPO, Fm. WCPO-FM.

**REPRESENTATIVES:** Sales, Brad-Tv; Washington Attorney, Segal, Smith & Hammersly; Consulting Engineer, Page, Christ, Steel & Waldschmidt.

**PRINCIPAL STOCKHOLDERS:** E. W. Scripps Co. is parent firm. For Scripps broadcast and newspaper interests, see WEWS-TV, Cleveland, Ohio.

**EXECUTIVES:**

Jack R. Howard, pres.  
M. C. Watters, vp. & gen. mgr.  
W. Earl Corbett, com. mgr. & pfm. dir.  
Glean C. Miller, asst. to gen. mgr. & sta. dir.  
Edward Weston, pfm. dir. & film buy.  
Paul Adams, ch. engr.  
Eivers Schulte, prom. mgr.  
Tom McCarthy, news ed.

## SUMMARY OF RATES (Card No. 2, April 15, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Sun.-Sat.)	\$415.00	\$275.00			\$275.00	\$137.50
Class A (6:30 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-7:30 p.m., Sat., Sun.)	\$350.00	\$240.00		\$100.00	\$150.00	\$75.00
Class B (5-6 p.m., Mon.-Fri.; 11 p.m.-midnight, Sun.-Sat.)	\$247.50	\$180.00		\$120.75	\$100.00	\$50.00
Class C (Sign-on-8 p.m., Mon.-Fri.; sign-on-noon, Sat., Sun.; midnight-sign-off, Sun.-Sat.)	\$142.50	\$90.00		\$75.75	\$60.00	\$17.00

Above are one-time rates. Frequency discounts allowed.

## WKRC (TV)

**LICENSEE:** Radio Cincinnati Inc. Address: Times-Star Bldg. Postal Zone: 2. Phone: Garfield 1-1331. TWX No.: C2334

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 138 kw. Present Operating Pow.: Visual 216 kw, Aural 138 kw. Antenna Height: Above average terrain 590 ft.; above ground 523 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 1, 1948

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

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Kaseen & Burt; Consulting Engineer, George C. Davis

**PRINCIPAL STOCKHOLDER:** Cincinnati Times-Star Co. (Cincinnati Times-Star). Publishing firm is principally owned by Taft family. Radio Cincinnati also owns WTVN-AM-TV Columbus, Ohio, WBRC-AM-TV Birmingham, Ala., and 5% of WHEB-AM-FM-TV Knoxville, Tenn.

**EXECUTIVES:**

Hulbert Taft Jr., pres.  
David G. Taft, exec. vp. & gen. mgr.  
Kenneth W. Church, vp. & nat. ch. mgr.  
Dorothea E. Murphy, treas.  
Roger B. Reed, asst. gen. mgr. & gen. ch. mgr.  
Rustern P. McCarthy, loc. ch. mgr.  
Don L. Chapin, mgr. N. Y. off.  
John J. Walsh, mktng. dir.  
Paul Stumma, pfm. dir. & film buy.  
Gregory P. Ollivander, nat. dir.  
Pat Ruzicka, news dir.  
Ralph Miska, ch. engr.

## SUMMARY OF RATES (Card No. T-11, Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (Winter Cycle: Program Units—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. Announcements—7:30-11 p.m., daily. Summer Cycle: Program Units—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun. Announcements—7-10 p.m., daily)	\$1,200.00	\$720.00	\$480.00	\$240.00	\$360.00	\$180.00
Class A (Winter Cycle: Program Units—7-8 p.m., Mon.-Sat.; 5-7 p.m., Sun. Announcements—6-7:30 p.m., Mon.-Sat.; 5-7:30 p.m., Sun.; 11 p.m.-midnight, daily). Summer Cycle: Program Units—10-11 p.m., daily; 5-6 p.m., Sun. Announcements—6-7 p.m., Mon.-Sat.; 5-7 p.m., Sun.; 10 p.m.-midnight, daily)	\$900.00	\$540.00	\$360.00	\$180.00	\$270.00	\$135.00
Class B (Program Units—6-7 p.m., 11-11:15 p.m., Mon.-Sat.; 11-11:15 p.m., Sun. Announcements—5 a.m.-6 p.m., Mon.-Sat.; 5 a.m.-5 p.m., Sun.)	\$720.00	\$432.00	\$288.00	\$144.00	\$216.00	\$108.00
Class C (Program Units—8 a.m.-8 p.m., 11:15 p.m.-midnight, Mon.-Sat.; 9 a.m.-8 p.m., 11:15 p.m.-midnight, Sun. Announcements—Before 8 a.m.)	\$420.00	\$252.00	\$168.00	\$84.00	\$126.00	\$63.00
Class D (Midnight-8 a.m., daily)	\$260.00	\$156.00	\$104.00	\$52.00	\$78.00	\$39.00

Above are one-time rates. Frequency discounts allowed.



## Why McCann-Erickson Timebuyer selects Crosley WLW Stations for "Death Valley Days"

"Cooperation - all kinds of it - that's what you get from the WLW Stations. Yes, cooperation all along the line from sales representatives, from talent, from people behind the scenes, from everybody. I can always rely on the Crosley Station people to help eliminate those many complexities associated with today's time-buying. WLW Stations really clean up those stubborn-as-a-mule time-buying problems."

*Charles B. Willard*

Charles B. Willard, McCann-Erickson  
Timebuyer



McCann-Erickson gets cooperation - and so will you and your products on the WLW Radio and TV Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

**WLW**  
Radio

**WLW-T**  
Cincinnati

**WLW-C**  
Columbus

**WLW-D**  
Dayton

**WLW-A**  
Atlanta

**Sales Offices:** New York, Cincinnati, Chicago

**Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco

Bornar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas; . . . . . Crosley Broadcasting Corporation, a division of





*It's your move...*  
 to the **TOPS** in  
*Cleveland Television*

# WJW-TV

CHANNEL 8



A CLEVELAND LANDMARK WELL KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND  
 the nation's 5th market  
 in total retail sales\*

GREATER CLEVELAND  
 the nation's 6th market  
 in net effective  
 buying income\*

GREATER CLEVELAND  
 the nation's 7th market  
 in population...  
 and still growing!\*

**WJW-TV**

"A Leading Citizen" in  
 Ohio's First Market  
 serving 1,200,000  
 households

More productive local program-  
 ming on WJW-TV. Top feature  
 films for participating sponsors,  
 including 20th Century-Fox,  
 Columbia and Selznick groups.



**WJW-TV**

*Represented Nationally by the  
 Katz Agency*



A BASIC AFFILIATE OF THE  
 CBS TELEVISION NETWORK

\* Sales Management, Mar. 10, 1956

WJW-TV—Storer Broadcasting Company • 1820 Euclid Avenue, Cleveland 15, Ohio • TDW 1-8080



"If you want to be  
seen in Central Ohio...

## WBNS-TV"

**WBNS-TVland is BIG:** 2,130,000 customers living in 46 Central Ohio counties; 630,000 in Franklin County alone.

**WBNS-TVland is PROSPEROUS:** Spendable income in Franklin County per family is \$7,296.00. Income in the other WBNS-TVland counties is in the same rich vein.

**WBNS-TVland is TUNED IN:** 95% of Franklin County homes are TV homes and they are mostly tuned to Channel 10. Here's proof:\*

**GOOD AVAILABILITIES,** including choice full minutes. Ask your Blair man.

\*Top 15 shows by station by month  
Columbus, Ohio, 1956 (a Telepulse report)

Month	WBNS-TV	Station B	Station C
January	12	2	1
February	13	2	0
March	14	0	1
April	14	0	1
May	14	0	1
June	15	0	0
July	15	0	0
August	14	0	1
September	13	1	1
October	14	0	1
November	12	2	1
December	13	0	2
<b>TOTAL</b>	<b>163</b>	<b>7</b>	<b>19</b>

## WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

*Affiliated with The Columbus Dispatch, The Ohio State Journal  
and WBNS Radio. Represented by Blair TV.*

## OHIO

### COLUMBUS

(Franklin County)

#### WBNS-TV

**LICENSEE:** Dispatch Printing Co. Address: 88 Obetzburg Blvd. Phone: Capital 2-3011. TWX No.: CL 342.

**FACILITIES:** Ch. 10. Authorized Eff. Pow. Visual 215 kw; Aural 125 kw. Present Operating Pow.: Visual 215 kw; Aural 125 kw. Antenna Height: Above average terrain 710 ft.; above ground 428 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 3, 1946.

**AFFILIATIONS:** Tv Network, CBS. Station, Am. WBNS.

**REPRESENTATIVES:** Sales, Blair-Tv, Washington Attorney, Dwy, Lehmé & Albertson, Consulting Engineer, Juncy & Balley.

**PRINCIPAL STOCKHOLDERS:** Owned by the Wolfe family. Dispatch Printing Co. publishes Ohio State Journal and Columbus Dispatch.

#### EXECUTIVES:

Preston Wolfe, pres.	Lesser H. Natager, ch. engr.
Richard A. Barst, dir. tv.	Betty Dixon, gen. bus.
Robert D. Thomas, com. engr.	Barbara Hadden, prom. mgt.
John A. Balch, gen. dir.	Chet Long, news ed.

#### SUMMARY OF RATES (Card No. 1, Dec. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	30 Sec.
<b>Class AA</b> (7:30-10:30 a.m., Mon.-Sat.; 6-10:30 p.m., Sun.)	\$400.00	\$400.00	\$200.00	\$200.00	\$200.00	\$100.00
<b>Class A</b> (7:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat.; 10:30-11 p.m., Sun.-Sat.)	\$700.00	\$400.00	\$312.00	\$200.00	\$204.00	\$100.00
<b>Class B</b> (4-6:30 p.m., Mon.-Fri.; sign-on-6 p.m., Sat., Sun.; 11 p.m.-sign-off, Sun.-Sat.)	\$200.00	\$101.00	\$204.00	\$155.00	\$170.00	\$100.00
<b>Class C</b> (All other times)	\$200.00	\$204.00	\$156.00	\$130.00	\$117.00	\$75.00

Above are one-hour rates. Frequency discounts allowed.

#### WLWC (TV)

**LICENSEE:** Crosley Broadcasting Corp. Address: 358 Obetzburg River Road, Postal Zone 1. Phone: Amber 2-2441. TWX No.: CL 303.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw; Aural 20 kw. Present Operating Pow.: Visual 100 kw; Aural 20 kw. Antenna Height: Above average terrain 440 ft.; above ground 338 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 2, 1948.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Crosley Bcast. Corp. sta. off.; NBC Spot Sales, Homer Lowrance & Assoc.; Washington Attorney, Hogan & Hartson; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** See WLWT(TV) Cincinnati.

#### EXECUTIVES:

James E. Shyue, chmn. of bd.	Douglas T. Lincoln, sta. mgr.
R. E. Desverre, pres.	Bud O'Leary, gen. dir.
John T. Murphy, vp. tv.	Charles Blash, ch. engr.
James Leonard, ch. & gen. engr.	Jack Kavanagh, prom. dir.
	Samuel M. Allen, news dir.

#### SUMMARY OF RATES (Card No. 4, Jan. 1, 1958)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	30 Sec.
<b>Class AA</b> (Winter Cycle—Program Units—7:30-10:30 p.m., daily. Announcements—7:15-10:45 p.m., daily. Summer Cycle—Program Units—4-7:30 p.m., daily. Announcements—7:45-11 p.m., Mon.-Fri.; 7-10 p.m., Sat., Sun.)	\$800.00	\$400.00	\$320.00	\$200.00	\$200.00	\$125.00
<b>Class A</b> (Winter Cycle—Program Units—4-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily. Announcements—8:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily. Summer Cycle—Program Units—4-8 p.m., Sat., Sun.; 9:30-11 p.m., daily. Announcements—8-7 p.m., 10-11 p.m., Sat., Sun.)	\$700.00	\$420.00	\$280.00	\$245.00	\$170.00	\$100.00

BROADCASTING • TELECASTING

**Class B (Winter Cycle—Program Units—5-7:30 p.m., Mon-Fri.; 3-4 p.m., Sat.; 2-4 p.m., Sat. Announcements—5-6:45 p.m., Mon-Sat.; 3-4 p.m., Sat. Summer Cycle—Program Units—6-8 p.m., Mon-Fri.; 5-6 p.m., Sat. Announcements—4-7:45 p.m., Mon-Fri.; 3-4 p.m., Sat.)**

\$205.00 \$115.00 \$209.00 \$110.00 \$112.00 \$88.00 \$25.00

**Class C (Winter Cycle—Program Units and Announcements—8 a.m.—5 p.m., Mon-Sat.; 9 a.m.—2 p.m., Sun.; 11 p.m.—midnight, daily. Summer Cycle—Program Units and Announcements—8 a.m.—4 p.m., Mon-Sat.; 8 a.m.—3 p.m., Sun.; 11 p.m.—midnight, daily)**

\$280.00 \$270.00 \$140.00 \$122.00 \$21.00 \$40.00 \$15.00

**Class B (Winter and Summer Cycle—Midnight—8 a.m., daily)**

\$210.00 \$120.00 \$88.00 \$72.00 \$53.00 \$20.00 \$10.00

Above are one-time rates. Frequency discounts allowed.

## WOSU-TV\*

(\*Non-Commercial Educational)

**LICENSEE:** The Ohio State University. Address: 2180 North Starr Rd. Postal Zone: 41. Phone: Hudson 6-3222.

**FACILITIES:** Ch. 10. Authorized EIR Rad. Pow.: Visual 218 kw, Aural 117 kw. Present Operating Pow.: Visual 210 kw, Aural 117 kw. Antenna Height: Above average terrain 560 ft.; above ground 385 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 20, 1966.

**AFFILIATIONS:** Stations, Am. WOSU; Fed. WOSU-EM.

**REPRESENTATIVE:** Attorney, Attorney General of Ohio.

### EXECUTIVES:

Noelle G. Fawcett, pres.  
Richard D. Hill, dir. & gen. mgr.  
William H. Ewing, asst. dir. tv  
pging  
D. Robert Rotzinger, gen. mgr.

Robert C. Hagg, exec. dir. emms.  
Martha Hausman, film buy.  
Stevens Factor, prom. mgr.  
John Schmidt, news ed.

## WTVN-TV

**LICENSEE:** WTVN Inc. Address: 702 Harmon Ave. Postal Zone: 22. Phone: Capital 8-3881. TWX No. CL 12.

**FACILITIES:** Ch. 6. Authorized EIR Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 570 ft.; above ground 483 ft.

**OPERATION:** Began Aug. 10, 1949.

**AFFILIATIONS:** Tv Network, ABC. Station, Am. WTVN.

**REPRESENTATIVES:** Sales, The Kals Agency; Washington Attorney, Kotson & Burt.

**PRINCIPAL STOCKHOLDERS:** Owned by Radio Cincinnati Inc. (see WKRC-TV Cincinnati).

### EXECUTIVES:

Hubert Tall Jr., pres.  
Wally McCough, gen. mgr.  
Robert Wingard, asst. gen. mgr. &  
natl. ac. mgr.  
Charles Dwyer, loc. ac. mgr.  
Joseph A. Jenkins, gen. dir.

Harry Dehr, asst. gen. dir.  
William H. Rauder, ch. engr.  
Richard A. J. McKinney, film dir.  
Don Hardin, prom. & publicity dir.  
Edgar S. Wood, news dir.  
Joe Hill, sports dir.

### SUMMARY OF RATES (Case No. 12, April 1, 1967)

Hour	15 Min.	15 Min.	15 Min.	5 Min.	Min. or 30 Sec.	30 Sec.
<b>Class AA (Program Units—7:30-10:30 p.m., daily. Announcements—7:30-10 p.m., daily)</b>	\$225.00	\$80.00	\$200.00	\$200.00	\$200.00	\$80.00
<b>Class A (Program Units—7-7:30 p.m., 10:30-11 p.m., daily. Announcements—7:30-10 p.m., 10-10:30 p.m., daily)</b>	\$200.00	\$70.00	\$200.00	\$100.00	\$100.00	\$80.00
<b>Class B (Program Units—8-9 p.m., 11-11:30 p.m., Mon-Sat.; 1-7 p.m., 11-11:30 p.m., Sun. Announcements—1-7 p.m., 10:30-11:15 p.m., Mon-Sat.; 1-7 p.m., 11:30-11:45 p.m., Sun.)</b>	\$100.00	\$30.00	\$100.00	\$40.00	\$100.00	\$40.00
<b>Class C (8 a.m.—3 p.m., 11:15 p.m.—sign-off, Mon-Sat.; 8 a.m.—1 p.m., 11:15 p.m.—sign-off, Sun.)</b>	\$200.00	\$100.00	\$100.00	\$75.00	\$100.00	\$25.00
<b>Class D (All other times)</b>	\$175.00	\$125.00	\$80.00	\$80.00	\$50.00	\$15.00

Above are one-time rates. Frequency discounts allowed.



# WIN POSITIVE SPONSOR IDENTIFICATION

with Ziv's spectacular  
new **IMPACT** series!

**"HARBOR COMMAND"**  
starring  
**WENDELL COREY**



**FORCEFUL! DISTINGTIVE! UNIQUE! AMERICA'S HARBOR POLICE IN ACTION!**

## DAYTON

(Montgomery County)

## WHIO-TV

**LICENSEE:** Miami Valley Broadcasting Corp. Address: 1414 Wilmington Ave. Postal Zone: 1. Phone: Madison 6881. TWX No.: DY-116 & 117.

**FACILITIES:** Ch. 1. Authorized EE. Rad. Pow.: Visual 200 kw. Aural 100 kw. Present Operating Pow.: Visual 250 kw. Aural 150 kw. Antenna Height: Above average terrain 1,140 ft.; above ground 1,068 ft.

**EQUIPPED TO COLOCAST** network programs.

**OPERATION:** Began Jan. 26, 1960.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WHIO; Fm, WHIO-FM.

**REPRESENTATIVES:** Bates, George F. Hollingsbury Co., Washington Attorney, Dew, Lohoe & Albertson.

**PRINCIPAL STOCKHOLDERS:** Owned by estate of former Ohio Gov. James M. Cox and family. Coxes also own WSS-AM-FM-TV Atlanta, Ga. Mr. Cox and associates own 42.5% of WCKA WCKT (TV) Miami, Fla. Cox newspapers are Dayton (Ohio) News and Journal-Herald, Atlanta (Ga.) Journal and Constitution, Springfield (Ohio) News and Sun and Miami (Fla.) News.

**EXECUTIVES:**

James M. Cox Jr., pres.  
Robert M. Moody, gen. mgr.  
Stan Mousse, com. mgr.  
Charles E. Gay, pgm. dir., film buy.  
& prom. mgr.

Ernest L. Adams, ch. engr.  
Don Wayne, news ed.

## SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Mon.-Sat.; 8:30-10:30 p.m., Sun.)	\$200.00	\$100.00	\$300.00	\$275.00	\$200.00	\$10.00
Class A (10:30-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 1:30-4:30 p.m., 10:30-11 p.m., Sun.)	\$100.00	\$40.00	\$100.00	\$250.00	\$200.00	\$10.00
Class B (Noon-6:30 p.m., 11 p.m.-midnight, Mon.-Sat.; 11 a.m.-5:30 p.m., 11 p.m.-sign-off, Sun.)	\$50.00	\$20.00	\$250.00	\$150.00	\$80.00	\$10.00
Class C (All other times)	\$200.00	\$300.00	\$130.00	\$115.00	\$90.00	\$20.00

Above are one-time rates. Frequency discounts allowed, except 2 sec. announcements which take flat rate.

## WIFE (TV)

**LICENSEE:** Skyland Broadcasting Corp. Address: 385 W. First St. Postal Zone: 1. Phone: Michigan 4801.

**FACILITIES:** Ch. 25. Authorized EE. Rad. Pow.: Visual 200 kw. Aural 100 kw. Present Operating Pow.: Visual 257 kw. Aural 125 kw. Antenna Height: Above average terrain 590 ft.; above ground 560 ft.

**OPERATION:** Began Oct. 1955.

**AFFILIATIONS:** Station, Am, WONE.

**REPRESENTATIVES:** Washington Attorney, Fly, Shuebruk, Rhms & Gagnier; Consulting Engineer, George P. Adair.

**PRINCIPAL STOCKHOLDERS:** Ronald B. Woodyard, 25.1%; Loren M. Berry, 14.71%; Gustav Hirsch, 10.71%; Fred L. Krumboltz, 4.55%; Wm. E. Stocklein, 3.33%; and others. Mr. Woodyard owns 50.8% of WAAA Winston-Salem, N. C., and 50% of WTVQ Pittsburgh, Pa. Mr. Berry also owns 41.81% of WHIO-AM-FM-TV Elyria.

**EXECUTIVES:**

Ronald B. Woodyard, pres.

(WIFE (TV) has suspended operation but has not returned its CP.

## WLWD (TV)

**LICENSEE:** Crosley Broadcasting Corp. Address: 495 E. Dale Hwy. Postal Zone: 1. Phone: Walnut 3331. TWX No.: 118.

**FACILITIES:** Ch. 2. Authorized EE. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 118 ft.; above ground 68 ft.

**EQUIPPED TO COLOCAST** network programs.

**OPERATION:** Began March 15, 1948.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Crosley Sales Office, NBC Spot Sales, Ernest Lowman & Assoc. Inc. Washington Attorney, Hogan & Hartson; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** See WLWT (TV) Cincinnati.

**EXECUTIVES:**

Robert E. Dunville, pres.  
George Gray, gen. mgr.  
Dale A. Smith, com. mgr.  
Paul Law, pgm. dir. & film buy.

Robert Wehrman, ch. engr.  
Dorothy Sanders, prom. mgr.  
Alan Herbert, news ed.

## SUMMARY OF RATES (Card No. 7, April 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (Winter Cycle: Program Units—7:30-10:30 p.m., daily. Announcements—7:15-10:45 p.m., daily. Summer Cycle: Program Units—6-9:30 p.m., daily. Announcements—7:45-11 p.m., Mon.-Fri.; 7-10 p.m., Sat., Sun.)	\$200.00	\$80.00	\$200.00	\$200.00	\$175.00	\$10.00

Class A (Winter Cycle: Program Units—6-7:30 p.m., Sat., Sun.; 7-7:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily. Announcements—6:45-7:15 p.m., Mon.-Sat.; 5-7:15 p.m., Sun.; 10:45-11 p.m., daily. Summer Cycle: Program Units—6-8 p.m., Sat.; Sun.; 7-8 p.m., Mon.-Fri.; 9:30-11 p.m., daily. Announcements—6:45-7:45 p.m., Mon.-Fri.; 6-7 p.m., 10-11 p.m., Sat., Sun.)

\$170.00 \$450.00 \$300.00 \$282.00 \$177.50 \$100.00 \$20.00

Class B (Winter Cycle: Program Units—5-7 p.m., Mon.-Fri.; 3-5 p.m., Sun.; 5-6 p.m., Sat. Announcements—5-6:45 p.m., Mon.-Sat.; 3-5 p.m., Sun. Summer Cycle: Program Units—6-7 p.m., Mon.-Fri.; 3-6 p.m., Sun. Announcements—5-6:45 p.m., Mon.-Fri.; 6-6 p.m., Sat.; 3-6 p.m., Sun.)

\$200.00 \$150.00 \$220.00 \$192.50 \$177.50 \$100.00 \$25.00

Class C (Winter Cycle: Program Units—6 a.m.-6 p.m., Mon.-Sat.; 8 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily. Summer Cycle: Program Units—6 a.m.-8 p.m., Mon.-Sat.; 9 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily. Winter and Summer Cycles: Announcements—6 a.m.-6 p.m., Mon.-Sat.; 5 a.m.-3 p.m., Sun.; 11 p.m.-midnight, daily.)

\$275.00 \$220.00 \$150.00 \$131.25 \$97.75 \$40.00 \$13.00

Class D (Winter and Summer Cycle: Midnight-6 a.m., daily)

\$110.00 \$125.00 \$95.00 \$73.25 \$10.50 \$20.00 \$13.00

Above are one-time rates. Frequency discounts allowed.

## ELYRIA

(Lorain County)

## WEOL-TV

(Target Date, Unknown)

**LICENSEE:** Elyria-Lorain Broadcasting Co. Address: Elyria Savings & Trust Bldg. Phone: 2255.

**FACILITIES:** Ch. 11. Authorized EE. Rad. Pow.: Visual 95.3 kw. Aural 45.2 kw. Antenna Height: Above average terrain 290 ft.; above ground 217 ft.

**AFFILIATIONS:** Stations, Am, WEOL; Fm, WEOL-FM.

**REPRESENTATIVES:** Washington Attorney, Cain & Marks; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** Roy W. Aimmel, 25.1%; Loren M. Berry, 21.25%; Gustav Hirsch, 13.9%; and others. Mr. Berry and Mr. Hirsch each owns 16.7% of WIFE (TV) Dayton, Ohio.

**EXECUTIVES:**

Roy W. Aimmel, pres.

## LIMA

(Allen County)

## WIMA-TV

**LICENSEE:** WLGK Inc. Address: 124 E.ice Ave. Phone: 3-2025. TWX No.: 125.

**FACILITIES:** Ch. 25. Authorized EE. Rad. Pow.: Visual 18.3 kw. Aural 9.25 kw. Present Operating Pow.: Visual 18.3 kw. Aural 9.25 kw. Antenna Height: Above average terrain 248 ft.; above ground 248 ft.

**EQUIPPED TO COLOCAST** network programs.

**OPERATION:** Began April 17, 1953.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC. Stations, Am, WIMA; Fm, WIMA-FM.

**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Bingham, Collins, Porter & Kistner; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** George E. Hamilton, pres., 90%; R. W. Mack, 10.7%; and others.

**EXECUTIVES:**

George E. Hamilton, pres.  
R. W. Mack, gen. mgr. & film buy.  
J. L. Spring, com. mgr. & prom. mgr.

Easter Straker, pgm. dir.  
M. J. Lamb, ch. engr.  
Don Sherwood, news ed.

## SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (7-11 p.m., Mon.-Fri.; 5-11 p.m., Sat., Sun.)	\$200.00	\$100.00	\$80.00	\$67.50	\$60.00	\$10.00
Class B (5-7 p.m., Mon.-Fri.; 11 p.m.-midnight, Mon.-Sun.; 1-4 p.m., Sat., Sun.)	\$150.00	\$80.00	\$60.00	\$52.50	\$47.50	\$15.00
Class C (All other times)	\$112.50	\$67.50	\$40.00	\$35.25	\$32.50	\$11.25

Above are one-time rates. Frequency discounts allowed.

## MANSFIELD

(Richland County)

## WTVG (TV)

(Target Date, Unknown)

**LICENSEE:** Fergum Theatres Inc. Address: Madison Theatre

**FACILITIES:** Ch. 36. Authorized EE. Rad. Pow.: Visual 17 kw. Aural 9.12 kw. Antenna Height: Above average terrain 710 ft.; above ground 542 ft.

**REPRESENTATIVES:** Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Vandiver, Cohen & Weart.

**PRINCIPAL STOCKHOLDERS:** William N. Skirball, 40.7%; Jack H. Skirball, 40.7%; and Grace Skirball, 18.6%.

**EXECUTIVES:**

William N. Skirball, pres.  
Jack H. Skirball, vp.



## One of America's Great **AREA** Stations

### STATION SUMMARY DATA—NCS 1956

MARKET COVERAGE	NO. OF COUNTIES	TOTAL HOMES IN AREA	TV HOMES IN AREA	
Monthly Coverage Area	41	869,600	747,640	
Homes Reached:	TOTAL	% OF TOTAL HOMES	% OF TV HOMES	
Monthly	417,900	48	56	
Weekly	393,620	45	53	
NCS DAY-PART CIRCULATION	AT LEAST ONCE A WEEK	3 OR MORE DAYS A WEEK	6 OR 7 DAYS A WEEK	DAILY AVERAGE
Daytime Viewer Homes	327,900	261,640	205,110	236,380
Nighttime Viewer Homes	386,330	340,980	278,410	303,400

National Representative: **George P. Hollingbery**

# FOR UNMATCHED COVERAGE OF STEUBENVILLE-WHEELING 52nd TV Market



## HERE ARE THE FACTS:

**STATION**—Covers 325,957 TV homes in 30 counties of Ohio and W. Virginia, 62%, more towns—53,539 more TV homes than the Wheeling station. Lowest cost per thousand TV homes. Over 80 featured CBS and ABC Network shows. Total coverage of 1,125,500 TV homes, including Pittsburgh.

**MARKET**—Center of U.S. steel, coal and pottery industries. Fastest growing industrial area in the world. 1,418,200 population. More than \$2 billion yearly purchasing power. Center of the Upper Ohio River Valley, rich in natural resources. Includes the highest paid industrial workers in the world.

Ask for (1) Showing of new color slide film, "How to Make Money in the Steel Market." (2) Chart, "How to Measure Year TV Results." (3) "Directory of Retailers and Wholesalers in Steubenville-Wheeling Market."

# WSTV-TV

STEUBENVILLE, OHIO  
CHANNEL 9 • 234,500 WATTS

Owned by WWP-Comm, Inc. J. Linn, Exec. V.P. and Gen'l. Mgr.; Don Eilman, Supt. Gen. Mgr.; 25 Vantage Hill Ave., S.T.C. Building, HD 2-2077

6 Western of the Frontline Group  
WSTV-TV, Steubenville;  
KDDG, KDDY-TV, Delhi;  
WBY, WBY-TV, Corswain;  
WPAZ, Parkersburg;  
WPTT, Pittsburgh

## OHIO

### MASSILLON

(Stark County)

#### WMAC-TV

(Target Date, Unknown)

**LICENSEE:** Midwest Tv Co. Address: 205 Security Bldg., Toledo, Ohio.  
**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 311 kw, Aural 36 kw. Antenna Height: Above average terrain 228 ft.; above ground 224 ft.  
**REPRESENTATIVE:** Washington Attorney, McGrath & Boyer.  
**PRINCIPAL STOCKHOLDER:** Edward Lamb Enterprises. For other Lamb owned properties, see WICU-TV, Erie, Pa.  
**EXECUTIVE:** Edward Lamb, pres.

### OXFORD

(Butler County)

#### WMUB-TV\*

(Target Date, Unknown)  
(\*Non-Commercial Educational)

**LICENSEE:** Miami University, Oxford. Address: Phone: 2489.  
**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 411 kw, Aural 234 kw. Antenna Height: Above average terrain 150 ft.; above ground 140 ft.  
**AFFILIATIONS:** Stations, Am. WMUB; Pm. WMUB-FM.  
**REPRESENTATIVES:** Washington Attorney, Kringer & Jorgensen; Consulting Engineer, R. C. Higg.  
**EXECUTIVES:** Dr. John D. Milleit, pres.; Miami Charles A. Myers, gen. dir. & news ed.  
S. C. Hathaway, dir. news-tv A. F. Strick, ch. engr.  
Paul G. Yessell, ch. mgr.

### STEUBENVILLE (WHEELING, W. VA.)

(Jefferson County)

#### WSTV-TV

**LICENSEE:** WSTV Inc. Address: Exchange Bldg. Bldg. Phone: Atlanta 2-226.  
TWX No., TLX 060.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 234 kw, Aural 117 kw. Present Operating Pow.: Visual 234 kw, Aural 117 kw. Antenna Height: Above average terrain 295 ft.; above ground 291 ft.

**EQUIPPED TO COLDCAST** network's programs.  
**OPERATION:** Began Dec. 24, 1955.  
**AFFILIATIONS:** Tv Networks, CBS, ABC, Stations, Am. WSTV; Pm. WSTV-FM.  
**REPRESENTATIVES:** Sales, Avery-Rhodes; Washington Attorney, Kinsland, Fleming, Green, Martin & Ellis, Consulting Engineers, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Allen H. Berkman, 84.4%; Jack N. Berkman, 13.2%; Louis Berkman, 11.2%; John J. Linn, 11.2%, and others. Some group controls WPTO-TV Allentown, Pa., WPTT Pittsburgh, Pa., WBLK-AM-TV Clarksburg and WPAW-AM-FM Parkersburg, both W. Va., KODE-AM-TV Joplin, Mo. Purchase of KMCH-AM-FM Monroe, La., pending FCC approval.

**EXECUTIVES:** Jack Berkman, pres.; John J. Linn, exec. vp. & gen. mgr.; Louis Berkman, exec. vp.; Joseph M. Trocch, vp. & film buy.; Fred Weber, vp.; Carl A. Weinman, sec. treas.; Bud Gibson, natl. sis. mgr. (New York); Paula Goldstein, asst. sec.; Charles S. Shephard, ch. engr.; William McClinton, prom. mgr.; Scott McMurray, loc. news ed.; Bas Briscoe, news ed.

Rate	SUMMARY OF RATES (Card No. 4, April 22, 1957)					19 Sec.
	30 Sec.	15 Min.	14 Min.	1 Min.	Min.	
Class AA (2-10:30 p.m., Mon.-Fri.; 1:30-10:30 p.m., Sat., Sun.)	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$112.50
Class A (7-8 p.m., Mon.-Fri.; 8-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily)	\$400.00	\$275.00	\$185.00	\$157.50	\$112.50	\$101.25
Class B (3-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11-11:30 p.m., daily)	\$300.00	\$200.00	\$135.00	\$112.50	\$75.00	\$67.50
Class C (5:30-6:30 p.m., Mon.-Fri.; 6:30-7:30 p.m., Sat., Sun.; 11:30 p.m.-midnight, daily)	\$200.00	\$125.00	\$85.00	\$70.00	\$45.00	\$41.25

\*Above are one-time rates. Frequency discounts allowed.

#### WTRF-TV (WHEELING, W. VA.)

**LICENSEE:** Tri-City Broadcasting Co. Address: 1205 Market St., Wheeling 1, W. Va. Phone: Cedar 2-7777. (For full listing see Wheeling, W. Va.)

### TOLEDO

(Lucas County)

#### WGTE-TV\*

(\*Non-Commercial Educational)  
(Target Date, Unknown)

**LICENSEE:** Greater Toledo Educational Television Foundation, Inc. Address: 121 Southard Ave., Postal Zone 1.  
**FACILITIES:** Ch. 36. Authorized Eff. Rad. Pow.: Visual 206 kw, Aural 150 kw. Antenna Height: Above average terrain 100 ft.; above ground 200 ft.  
**REPRESENTATIVES:** Washington Attorney, Kringer & Jorgensen; Consulting Engineer, A. B. Rifer.  
**EXECUTIVES:** Ann E. Knowler, pres.; E. L. Boonstra, sec. Mgnt. Robert M. Shumaker, vp.; W. Clyde Slater, treas.



**WSPD-TV**

**LICENSEE:** Storer Broadcasting Co. Address: 138 Huron St. Postal Zone 4. Phone: Cherry 5-6201. TWX No.: 694.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 116 kw, Aural 126 kw. Present Operating Pow.: Visual 114 kw, Aural 150 kw. Antenna Height: Above average terrain 370 ft.; above ground 381 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 21, 1948.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC. Stations, Am. WSPD, Pm. WSPD-FM.

**REPRESENTATIVES:** Sales, The Kutz Agency; Washington Attorney, Dew, Lobins & Albertson; Consulting Engineer, Jansky & Bailey.

**PRINCIPAL STOCKHOLDERS:** See WGSS-TV Miami, Fla.

**EXECUTIVES:**

George B. Storer, pres.  
Allen L. Haid, vp. & mgng. dir.  
Bill Ashworth, natl. sals. mgr.  
Al Ruffel, pgn. dir.  
Bill Strongfellow, ch. engr.  
Liz Wagner, prom. mgr.  
James Ruder, news ed.

**SUMMARY OF RATES (Card No. 12, March 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Sun.-Sat.)					\$225.00	\$112.50
Class A (Program Units—7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun. Announcements—7-7:30 p.m., 10:30-11 p.m., Mon.-Fri.; 6-7:30 p.m., 10:30-11 p.m., Sat.-Sun.)	\$1,300.00	\$650.00	\$400.00	\$250.00	\$175.00	\$87.50
Class B (8-7 p.m., Mon.-Fri., Noon-6 p.m., Sat.-Sun.)	\$750.00	\$450.00	\$300.00	\$200.00	\$150.00	\$75.00
Class C (All other times)	\$425.00	\$255.00	\$170.00	\$110.00	\$82.50	\$41.25

Above are one-time rates. Frequency discounts allowed.

**WTOH-TV**

(Target Date, Unknown)

**LICENSEE:** Woodward Broadcasting Co. Address: 226 State St., Detroit, Mich.

**FACILITIES:** Ch. 39. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 87.3 kw. Antenna Height: Above average terrain 420 ft.; above ground 437 ft.

**REPRESENTATIVES:** Washington Attorney, Ftz, Strock, Blaine & Gagnon; Consulting Engineer, George F. Asher Engineering Co.

**PRINCIPAL STOCKHOLDERS:** See WTHD-TV Detroit, Mich.

**EXECUTIVES:**

Max Quinn, pres. & treas.  
Jacob Nathan, vp. & sec.

**YOUNGSTOWN**  
(Mahoning County)

**WFMJ-TV**

**LICENSEE:** Vindicator Printing Co. Address: 161 W. Boardman St. Postal Zone 2. Phone: Riverside 4-5511. TWX No.: YO 15.

**FACILITIES:** Ch. 21. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 67 kw. Present Operating Pow.: Visual 94 kw, Aural 47 kw. Antenna Height: Above average terrain 660 ft.; above ground 1,013 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began March 6, 1955.

**AFFILIATIONS:** Tv Networks, NBC. Station, Am. WFMJ.

**REPRESENTATIVES:** Sales, Headley-Head Tv., Washington Attorney, Fisher, Wayland Duvall & Southway; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Licensee publisher Youngstown Vindicator.

**EXECUTIVES:**

William F. Haug Jr., pres.  
Mitchell F. Stuber, gen. mgr.  
Tom McGrath, & Bill Toy  
J. A. Gray, pgn. dir.  
Frank A. Dieringer, ch. engr.  
Bill Lindsay, news ed.

**SUMMARY OF RATES (Card No. 3, Dec. 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (7:30-11:30 p.m., Mon.-Sat., 1-11:30 p.m., Sun.)	\$400.00	\$200.00	\$100.00	\$140.00	\$120.00	\$80.00
Class B (11:30 p.m., Mon.-Fri.; 1-3:30 p.m., Sat., 1:30 p.m.-sign.off., daily)	\$300.00	\$150.00	\$75.00	\$100.00	\$80.00	\$50.00
Class C (Sign-on-5 p.m., Mon.-Fri.; Sign-on-1 p.m., Sat., Sun.)	\$200.00	\$120.00	\$60.00	\$70.00	\$60.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**WSPD-TV's**

**"BILLION DOLLAR MARKET"**

Population 1,657,400  
Families 494,800  
Television Homes 406,000

**Percent tuned to WSPD-TV**

Daytime 78%  
Nighttime 91.5%



**EFFECTIVE BUYING POWER**

Total \$3,015,566,000  
Per Capita 1,819  
Per Family 6,094  
RETAIL SALES  
Total \$2,022,594,000  
Per Family 4,087

**SPENT FOR**

Food \$449,499,000  
Gen. Mds. 223,555,000  
Furniture and Household 105,354,000  
Automotive 408,185,000  
Drug 62,275,000

**WSPD Television . . . Toledo, Ohio**



**WSPD . . . TELEVISION 316000 WATTS**

Represented Nationally by KATZ



**SUMMARY OF RATES (Card No. 1, Aug. 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (8-11 p.m. daily, noon-4 p.m. Sun.)	\$125.00	\$125.00	\$90.00	\$75.00	\$50.00	\$35.00
Class B (Sign-on-4:30 p.m. 11 p.m.-sign-off, daily; sign-on-11:30 p.m. Sun.)	\$175.00	\$125.00	\$90.00	\$55.00	\$35.00	\$27.50

Above are one-time rates. Frequency discounts allowed.

**ARDMORE**

(Custer County)

**KV50-TV**

**LICENSEE:** John F. Easley Trust. Address: 114 N. Washington. Phone: 3030.  
**FACILITIES:** Ch. 12 Authorized Eff. Rad. Pow.: Visual 28.2 kw, Aural 14.1 kw. Present Operating Pow.: Visual 28.2 kw, Aural 14.1 kw. Antenna Height: Above average terrain 140 ft.; above ground 180 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Aug. 10, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am. KV50.

**REPRESENTATIVES:** Sales, Pearson Tv.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDER:** Estate of John F. Easley (John E. Rosen, executor), 100%. Estate also owns Ardmore Ardmore.

**EXECUTIVES:**

John Easley Rosen, gen. mgr. Hill Kolb, ch. engr.  
 Gordon E. Lusk, com. mgr. & Barbara Whittier, pres. mgr.  
 news ed.  
 J. Galy Varnell, pgm. dir. & film buy.

**SUMMARY OF RATES (Card No. 1, June 15, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (8-10 p.m., daily)	\$150.00	\$80.00	\$45.00	\$40.00	\$30.00	\$15.00
Class B (All other times)	\$120.00	\$72.00	\$42.00	\$30.00	\$21.00	\$13.00

Above are one-time rates. Frequency discounts allowed.

**ENID**

(Garfield County)

**KGEO-TV**

**LICENSEE:** Streets Electronics Inc. Address: 505 E. Randolph. Phone: Adams 4-5000. TWX No.: 557.

**FACILITIES:** Ch. 5 Authorized Eff. Rad. Pow.: Visual 216 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 1,354 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 24, 1954.

**AFFILIATION:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Blair Tv. Assoc.; Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** P. R. Banta, 26.7%; L. D. Banta, 26.1%; George Streets, 15.1%; James B. Cummins, 12.57%; Bruce E. Williams, 10.27%; John E. Alf, 2.87%; Helen Fineman, 4.7%; Ed McElvany, 3.89%; and Walter F. Schaffa, 4.59%.

**EXECUTIVES:**

P. R. Banta, pres. Evelyn Green, pgm. dir.  
 George Streets, gen. mgr. & film Eugene Clark, ch. engr.  
 buy. Casey Columbia, pres. mgr.  
 Charlie Kern, com. mgr. Travis Miles, news ed.

**SUMMARY OF RATES (Card No. 2, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.)	\$600.00	\$300.00	\$210.00	\$150.00	\$120.00	\$60.00
Class A (10-11 p.m., daily; 6-7 p.m., Mon.-Sat.)	\$500.00	\$300.00	\$210.00	\$127.50	\$100.00	\$60.00
Class B (4-8 p.m., daily)	\$400.00	\$260.00	\$180.00	\$120.00	\$85.00	\$40.00
Class C (Sign-on-4 p.m., daily)	\$300.00	\$144.00	\$90.00	\$60.00	\$50.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**LAWTON**

(Comanche County)

**KSWO-TV**

**LICENSEE:** Oklahoma Quality Broadcasting Co. Address: P. O. Box 669. Phone: High 3-1300. TWX No.: 472.

**FACILITIES:** Ch. 7 Authorized Eff. Rad. Pow.: Visual 3.12 kw, Aural 4.57 kw. Present Operating Pow.: Visual 3.12 kw, Aural 4.57 kw. Antenna Height: Above average terrain 340 ft.; above ground 526 ft.

**OPERATION:** Began March 8, 1952.

**AFFILIATIONS:** Tv Network, ABC. Station, Am. KSWO.

**REPRESENTATIVES:** Sales, Pearson Tv.; Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, W. H. Buford.

BROADCASTING • TELECASTING

**PRINCIPAL STOCKHOLDERS:** R. H. Drewry, 31.5%; T. H. Warrentin, 15.5%; J. R. Montgomery, 15.5%; and R. P. Scott, 13.5%. Linnace also owns 50% of KRSD Duncan, Okla. Mr. Drewry owns 74.0% of KGWA Enid, Okla., and 25% of KMID-TV Midland, Tex.; Mr. Warrentin owns 10.5% of KQWA and 18.4% of KMID-TV.

**EXECUTIVES:**

R. H. Drewry, pres. James Lockheed, ch. engr.  
 Emmett L. Keough, gen. mgr. R. H. Scott, film buy.  
 F. N. Goode, comp. H. S. Ross Jr., pres. mgr.  
 Al Shove, com. mgr. Joe Humann, news ed.  
 Tom Reddell, pgm. dir.

**SUMMARY OF RATES (Card No. 2, June 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (6-10:30 p.m., Mon.-Sat.; 1-11 p.m., Sun.)	\$100.00	\$50.00	\$30.00	\$22.00	\$10.00	\$12.00
Class B (4-8 p.m., 10:30-11:30 p.m., Mon.-Sat.)	\$130.00	\$75.00	\$48.00	\$42.00	\$24.00	\$12.00
Class C (Sign-on-4 p.m., 11:00 p.m.-sign-off, Mon.-Sat.)	\$100.00	\$50.00	\$30.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**OKLAHOMA CITY**

(Oklahoma County)

**KETA (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** Oklahoma Educational Television Authority. Address: P.O. Box 2000, Norman, Okla. Phone: Jefferson 4-4200.

**FACILITIES:** Ch. 11 Authorized Eff. Rad. Pow.: Visual 226 kw, Aural 191 kw. Present Operating Pow.: Visual 212 kw, Aural 181 kw. Antenna Height: Above average terrain 1,400 ft.; above ground 1,372 ft.

**OPERATION:** Began April 15, 1956.

**REPRESENTATIVES:** Washington Attorney, Cobb & Marks; Consulting Engineer, George C. Davis.

**EXECUTIVES:**

John W. Dunn, gen. mgr. Keith E. Stagg, ch. engr.  
 Marcus W. Fuller, pgm. dir.

**KGEO-TV (ENID, OKLA.)**

**LICENSEE:** Streets Electronics Inc. Address: P.O. Box 1588. Phone: Adams 4-5000 (For full listing see Enid, Okla.).

**KTVQ (TV)†**

**LICENSEE:** Republic Television & Radio Co. Address: 1001 Claussen. Phone: Jackson 3-1241.

**FACILITIES:** Ch. 22 Authorized Eff. Rad. Pow.: Visual 275 kw, Aural 141 kw. Antenna Height: Above average terrain 460 ft.; above ground 500 ft.

**OPERATION:** Began Nov. 1, 1955.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Van Dyvers, Cohen & Weord.

**PRINCIPAL STOCKHOLDERS:** Duke Duwall and John Esau, trustees.

\*KTVQ (TV) has suspended operation but has not returned its CP.

**THRILLS** that send ratings up, up, up!

**"HARBOR COMMAND"**  
 with **WENDELL COREY**

**ZIV Television**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

## OKLAHOMA CITY (Cont.)

## KWTV (TV)

LICENSEE: Oklahoma Television Corp. Address: 7401 N. Lincoln Blvd. Postal Zone: 14. Phone: Victor 3-4841; TWX No.: OC 222

FACILITIES: Ch. 9. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 1,320 ft.; above ground 1,572 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 20, 1953.

AFFILIATION: Tv Network, CBS.

REPRESENTATIVES: Sales, Avery-Knode; Washington Attorney, Spearman & Roberson; Consulting Engineer, George C. Davis.

PRINCIPAL STOCKHOLDERS: Video Investment Co. (John T. Griffin), 90%; Roy J. Turner, 12.5%; Luther T. Dulaney, 12.5%; F. E. Harper, 12.5%. Video Independent Theatres, 12.5%. For other Griffin interests see KTVX (TV) Tulsa, Okla. Video Independent Theatres owns KSPS (TV) Hot Springs, Ark.; KVTI (TV) Santa Fe, N. M.; community antenna systems in Texas, Oklahoma and New Mexico and theatres in those states.

## EXECUTIVES:

John T. Griffin, chm. of bd.

Roy J. Turner, pres.

Edgar T. Bell, exec. vp. & gen. mgr.

Fred L. Vance, com. mgr.

W. Perry Dickey, pgm. dir. & film buy.

Morris W. Thomas, sk. mgr.

Monte Tjaden, prom. mgr.

Bruce B. Palmer, news ed.

Wayne C. Liles, farm dir.

## SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class AA (Program Units—7-10 p.m., daily. Announcements—8:50-10:01 p.m., daily)	\$900.00	\$540.00	\$360.00	\$225.00	\$135.00	\$112.50
Class A (Program Units—6-5 p.m., 10-10:30 p.m., daily. Announcements—6:50-6:59 p.m., 10:01-10:31 p.m., daily)	\$600.00	\$360.00	\$240.00	\$150.00	\$90.00	\$75.00
Class B Program Units, 10-10:31 p.m., daily, 4-6 p.m., Sun. Announcements, 10:31-11:01 p.m., daily, 3:50-5:59 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$112.50	\$67.50	\$56.25
Class C (Program Units, before 6 p.m., Mon.-Sat.; before 4 p.m., Sun.; after 11 p.m., daily. Announcements, before 3:50 p.m., Mon.-Sat.; before 1:50 p.m., Sun.; after 11:01 p.m., daily)	\$300.00	\$180.00	\$120.00	\$75.00	\$45.00	\$37.50

Above are one-time rates. Frequency discounts allowed.

## WKY-TV

LICENSEE: WKY Television System Inc. Address: P. O. Box 8986, Hutton Station. Postal Zone: 14. Phone: TUNING 9-3161; TWX No.: OC 506.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 40 kw. Present Operating Pow.: Visual 100 kw, Aural 40 kw. Antenna Height: Above average terrain 820 ft., above ground 940 ft.

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

OPERATION: Began June 8, 1955.

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

REPRESENTATIVES: Sales, The Kess Agency; Washington Attorney, Parsons, Bell & Dwyer; Consulting Engineer, A. D. Bing & Assoc.

PRINCIPAL STOCKHOLDER: Oklahoma Publishing Co. (The Daily Oklahoman, Oklahoma City Times and Farmer-Stockman), 100%. Licensee also owns WFA-TV Montgomery, Ala., and WTVT (TV) Tampa, Fla.

## EXECUTIVES:

E. K. Gaylord, pres.

R. W. Whitsett, v. p. mgr.

Jim Terrell, natl. sds. mgr.

Keith Matlock, exe. mgr. & film buy.

Gene Lyons, ch. mgr.

W. J. White, prom. mgr.

Bob Gaudin, news ed.

## SUMMARY OF RATES (Card No. 11, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat.; 4-10 p.m., Sun.)	\$750.00	\$450.00	\$300.00	\$187.50	\$112.50	\$93.75
Class A (6-7 p.m., 10-10:30 p.m., Mon.-Sat.; 4-6 p.m., 10-10:30 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$125.00	\$75.00	\$62.50
Class B (10:30-11 p.m., Mon.-Sun.)	\$300.00	\$180.00	\$120.00	\$75.00	\$45.00	\$37.50
Class C (7 a.m.-6 p.m., Mon.-Fri.; 10:00-6 p.m., Sat.; 10:00-11 p.m., Sun.)	\$225.00	\$135.00	\$90.00	\$56.25	\$33.75	\$28.12
Class D (10:00-11 a.m., Mon.-Fri.; 11 p.m.-10:00 p.m., Mon.-Sun.)	\$150.00	\$90.00	\$60.00	\$37.50	\$22.50	\$18.75

Above are one-time rates. Frequency discounts allowed.

## TULSA

(Tulsa County)

## KCEB (TV)

LICENSEE: Elfred Deck, Address: 2077 E. 15th St. Phone: M-8126.

FACILITIES: Ch. 23. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 20.5 kw. Antenna Height: Above average terrain 820 ft., above ground 404 ft.

OPERATION: Began March 13, 1954.

REPRESENTATIVES: Washington Attorney, Cullum & Schreiber; Consulting Engineer, George C. Davis.

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 70.5 kw, Aural 45.7 kw. Antenna Height: Above average terrain 1,290 ft.; above ground 1,333 ft.

REPRESENTATIVES: Washington Attorney, Cohn & Marks; Consulting Engineer, George C. Davis.

# THE TOWER WITH THE SALES POWER IN OKLAHOMA KWTV OKLAHOMA CITY

Telecasting from Oklahoma's famous 1,572' tower

EDGAR T. BELL, Executive Vice President

FRED L. VANCE, Sales Manager



Represented by  
AVERY-KNODEL, INC.

**WKY-TV COVERAGE means  
MORE PEOPLE - MORE MONEY - MORE SALES**

**WKY-TV COVERS . . .**

**69% OF OKLAHOMA'S POPULATION.\***

165,000 MORE PEOPLE than in the area covered by the other Oklahoma City Television Station . . . EQUAL TO MORE THAN ONE HALF OF THE POPULATION OF OKLAHOMA CITY!

*\*Sales Management's 1957 Survey of Buying Power and N.C.S. #2*

**WKY-TV COVERS . . .**

**68% OF OKLAHOMA'S RETAIL SALES.\***

134 MILLION DOLLARS MORE in retail sales than in the area covered by the other Oklahoma City Television Station . . . GREATER THAN THE TOTAL OF OKLAHOMA CITY'S ANNUAL RETAIL FOOD AND DRUG SALES!

**MORE PEOPLE +  
MORE MONEY =  
MORE SALES FOR YOU!**

In addition to 54 Oklahoma County coverage, WKY-TV serves 8 counties in Kansas and 4 in Texas . . . a total of 66 counties.



**NBC Channel 4**  
THE NATION'S FIRST  
COLOR TV STATION

The WKY Television System, Inc.  
WKY Oklahoma City  
WSFA-TV Montgomery  
WTVT Tampa—St. Petersburg

*Represented by the Katz Agency*



**TULSA (Cont.)**

**KVOO-TV**

**EXECUTIVES:**

Harold C. Stuart, pres.  
C. B. Akers, gen. mgr.  
John Devins, com. mgr.  
Bill Badier, pgm.-dir.

Jack Bushnell, ch. engr.  
Allen Cox, film tray.  
Gordon Gerhardt, act. prom. mgr.  
Forrest Brokaw, news ed.

**SUMMARY OF RATES (Card No. 2, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	15 Sec.
Class AA (7-10 p.m., daily)	\$750.00	\$450.00	\$300.00	\$200.00	\$125.00	\$87.50
Class A (9:30-1 p.m., 10-10:30 p.m., daily)	\$600.00	\$350.00	\$230.00	\$150.00	\$100.00	\$67.50
Class B (8-4:30 p.m., 10:30-11 p.m., daily)	\$450.00	\$270.00	\$180.00	\$120.00	\$75.00	\$52.50
Class C (10 a.m.-3 p.m., 12 p.m., sign-off, daily)	\$320.00	\$190.00	\$120.00	\$80.00	\$50.00	\$35.00
Class D (Sign-off, 10 a.m., daily)	\$210.00	\$120.00	\$80.00	\$50.00	\$30.00	\$21.00

Above are one-time rates. Frequency discounts allowed.

**OREGON**

**OREGON MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales (1954-1955)	Food Sales (1954-1955)	Drug Sales (1954-1955)
Baker	4,200	27	1,260	18,104	2,329	210
Benton	15,400	27	4,158	59,355	7,830	800
Clatsop	20,200	62	12,524	75,630	14,112	4,175
Columbia	10,300	22	2,266	22,668	4,227	740
Clatsop	1,000	42	420	14,389	3,847	690
Coos	17,800	20	3,560	50,245	17,284	2,400
Crook	2,500	22	550	12,498	2,892	430
Curry	2,700	24	648	17,694	2,627	310
Douglas	6,700	22	1,474	20,170	6,700	1,112
Grant	20,000	34	6,800	81,220	24,100	3,070
Gilliam	1,000	27	270	5,010	794	170
Grant	2,600	18	468	9,115	2,005	240
Harris	2,000	14	280	8,747	1,327	301
Hood River	3,800	34	1,292	10,652	4,280	597
Jackson	21,500	50	10,750	85,914	19,877	3,000
Jefferson	2,100	24	504	9,400	1,920	191
Josephine	10,300	28	2,884	24,105	8,870	1,212
Klamath	10,200	21	2,142	31,070	13,607	1,300
Lane	1,800	14	252	9,720	2,421	407
Lane	47,400	22	10,428	160,522	46,772	6,300
Linn	2,000	22	440	48,400	8,000	607
Linn	18,500	25	4,625	24,084	12,200	1,200
Madras	8,000	48	3,840	20,747	4,901	700
Marion	20,000	24	4,800	120,200	24,240	3,240
Marion	1,200	27	324	6,110	1,447	100
McMinnville	17,200	20	3,440	50,122	16,222	10,707
Polk	7,200	40	2,880	15,984	5,272	1,200
Sherman	700	21	147	1,870	234	...
Tillamook	4,000	20	800	21,200	4,200	600
Wasco	12,000	22	2,640	37,242	12,494	1,700
Union	2,000	27	540	15,210	4,200	601
Wallowa	2,000	27	540	8,900	1,204	483
Wasco	1,200	24	288	14,140	4,206	1,381
Washington	22,000	20	4,400	37,000	10,200	1,012
Wheeler	1,100	10	110	1,331	326	60
Yamhill	8,500	20	1,700	24,710	7,800	1,124
Total	327,700	23%	76,000	\$1,120,200	\$300,700	\$30,000

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV and circulation figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**COOS BAY**

(Coos County)

**KOOS-TV**

(Target Date, Unknown)

**LICENSEE:** KOOS Inc. Address: Hall Bldg.

**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 26.5 kw, Aural 117 kw. Antenna Height: Above average terrain 800 ft., above ground 503 ft.

**AFFILIATION:** Station, AM, KOOS.

**REPRESENTATIVES:** Attorney, Heorns & Bullano, San Francisco; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Sheldon F. Sackett, 94.7%, and others. Mr. Sackett also owns 80% of KBOW Oakland, Calif., and 25% of KVAN-AM-TV Vancouver, Wash., and is publisher of Coos Bay Times and weekly Olympian Press, Oakland, Calif.

**EXECUTIVES:**

Sheldon F. Sackett, pres.

**CORVALLIS**

(Benton County)

**KOAC-TV\***

(Target Date, Oct. 1, 1957)  
(\*Non-Commercial Educational)

**LICENSEE:** State Board of Higher Education, State of Oregon. Address: Oregon State College Campus. Phone: Plans 2-4661.

**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 28.8 kw, Aural 14.4 kw. Antenna Height: Above average terrain 1,200 ft., above ground 227 ft.

**REPRESENTATIVES:** Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

**EXECUTIVES:**

R. E. Kleiberg, pres.  
Henry F. Cabell, vp.  
John H. Richards, chairman

James M. Morris, pgm. mgr.  
Grant Fetkert, ch. engr.

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"WAMPUM"

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EXCLUSIVE 30-COUNTY COVERAGE...  
RATINGS YOU WISH EVERYBODY HAD,  
*The boys from CBS-TV Spot Sales*  
*have her vital statistics in their little black book.*



**EUGENE**

(Lane County)

**KVAL-TV (Parent Station of Satellite KPIC [TV] Roseburg, Ore.)**

**LICENSEE:** Eugene Television Inc. Address: P.O. Box 905. Phone: District 3-2221. TWX No. 82 215.

**FACILITIES:** Ch. 12. Authorized 20 kw. Rad. Pow.: Visual 22 kw, Aural 22.4 kw. Present Operating Pow.: Visual 22 kw, Aural 22.4 kw. Antenna Height: Above average terrain 120 ft., above ground 207 ft.

**EQUIPPED TO COLLECT** network programs.

**OPERATION:** Began April 16, 1954.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC.

**REPRESENTATIVES:** Sales, George P. Hollingsbery Co., Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Loucks, Egan, Young & Jenck.

**PRINCIPAL STOCKHOLDERS:** C. H. Fisher and wife, 25.0%, and the following own 5.0% each: Robert P. Booth, Lew P. Bishop, Thomas Wain, W. L. Abel, Harvey S. Benson, E. T. Gerson, William H. Russell, Willie H. Shepard, J. Don Smith, Harry Thomas, C. Phillip Tylman, and Edna Fisher, 1%. The Fishers also own KUMA Pendleton, KJRH Hood River, and KJLE The Dalles, all Ore., and KACT Astoria, Wash. Mr. Bishop and others also own KORE Eugene and KCOV Corvallis, both Ore. Also license owns 50% of KPIC (TV) Roseburg, Ore.

**EXECUTIVES:**

Robert P. Booth, pres.                      Robert E. Anderson, gen. dir. & news ed.  
S. W. McCready, gen. mgt. & film buy.  
Philip George, inc. sta. mgr.

**SUMMARY OF RATES (Card No. 1, Oct. 15, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class A (6:30-10:30 p.m. Mon. Sat.) 7-10:30 p.m. Sun.)	\$100.00	\$120.00	\$127.00	\$75.00	\$65.00	\$21.00
Class B (9-10:30 p.m. Mon., Fri.; 7-10:30 p.m. Sat.)	\$120.00	\$120.00	\$120.00	\$60.00	\$67.00	\$25.00
Class C (All other times)	\$100.00	\$120.00	\$121.00	\$51.00	\$60.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**KLAMATH FALLS**

(Klamath County)

**KOTI-TV**

**LICENSEE:** California-Oregon Television Inc. Address: P.O. Box 732. Phone: Toledo 4-8121. TWX No. KF 46.

**FACILITIES:** Ch. 2. Authorized 20 kw. Rad. Pow.: Visual 22.4 kw, Aural 6.76 kw. Present Operating Pow.: Visual 13.5 kw, Aural 5.76 kw. Antenna Height: Above average terrain 120 ft., above ground 108 ft.

**OPERATION:** Began Aug. 12, 1954.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC.

**REPRESENTATIVES:** Sales, Blair Tv Assoc., Washington Attorney, Dempsey & Kopyovitz; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Same ownership as KBES-TV Medford, Ore.

**EXECUTIVES:**

William H. Smullin, pres. & dir.                      S. L. Smith, ch. engr.  
Walter Richards, mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class A (10:30-12 p.m. Mon., Fri.; 9-10 p.m. Sat., Sun.)	\$120.00	\$60.00	\$60.00	\$30.00	\$20.00	\$15.00
Class B (Noon-1 p.m. 2-4:30 p.m., 10-11 p.m., Mon.-Fri.; noon-2 p.m., 10-11 p.m., Sat., Sun.)	\$120.00	\$71.00	\$62.00	\$32.00	\$24.00	\$12.00
Class C (All other times)	\$100.00	\$60.00	\$25.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**MEDFORD**

(Jackson County)

**KBES-TV**

**LICENSEE:** California-Oregon Television Inc. Address: P. O. Box 1100. Phone: Irving 3-6801. TWX No. MF 27.

**FACILITIES:** Ch. 5. Authorized 20 kw. Rad. Pow.: Visual 22.4 kw, Aural 15.2 kw. Present Operating Pow.: Visual 22.4 kw, Aural 15.2 kw. Antenna Height: Above average terrain 436 ft., above ground 359 ft.

**OPERATION:** Began Aug. 1, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC.

**REPRESENTATIVES:** Sales, Blair Tv Assoc., Washington Attorney, Dempsey & Kopyovitz; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Ames Voorhes and family, 50%. William H. Smullin, 50%. Same ownership as KUIN and KGPQ (FM) Grants Pass, Ore. Mr. Smullin also owns KJEM-AM-TV and KJED (FM) Eureka, Calif. Mr. Voorhes is publisher of Grants Pass (Ore.) Courier. License also owns KOTI (TV) Klamath Falls and 50% of KPIC (TV) Roseburg, Ore.

**EXECUTIVES:**

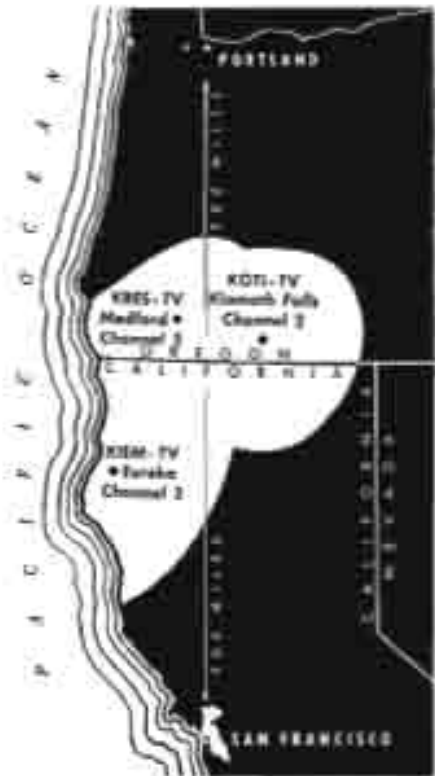
Everett A. Fisher, vp. & bus. mgr.                      Jerold Poole, sta. mgr.  
Edward Malone, vp. & tech. dir.                      Edward Barnett, com. mgr.  
William H. Smullin, gen. mgr.

**SUMMARY OF RATES (Card No. 1, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6:30-10 p.m. Mon.-Fri.; 9-10 p.m. Sat., Sun.)	\$220.00	\$120.00	\$127.50	\$82.50	\$60.00	\$20.00
Class B (Noon-1 p.m., 5-6:30 p.m., 10-11 p.m., Mon.-Fri.; noon-2 p.m., 10-11 p.m., Sat., Sun.)	\$120.00	\$120.00	\$120.00	\$65.00	\$60.00	\$20.00
Class C (All other times)	\$100.00	\$60.00	\$20.00	\$25.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

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. . . BRIDGE THE GAP between San Francisco and Portland with EXCLUSIVE VHF Coverage on Channel 2, 3 and 5.

<b>KOTI</b>	CHANNEL 2	} CBS NBC ABC
	Klamath Falls, Ore.	
<b>KIEM</b>	CHANNEL 3	
	Eureka, Calif.	
<b>KBES</b>	CHANNEL 5	
	Medford, Ore.	

Three markets — one billing

**MARKET FACTS**

POPULATION	356,330
FAMILIES	115,760
TV FAMILIES	88,106
RETAIL SALES	\$487,971,000
CONSUMER SPENDABLE INCOME	\$651,366,000

for CALIF.-ORE. TV TRIO

call Don Telford, Mgr.

Phone Eureka, Hillside 3-3123 TWX EX16.

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**PORTLAND**  
(Multnomah County)

**KGW-TV**

**LICENSEE:** Pioneer Broadcasting Co. Address: 1129 S. W. 10th Ave. Postal Zone 5. Phone: Capital 3-8284. TWX No.: PD 237.

**FACILITIES:** Ch. 5 Authorized Eff. Rad. Pow.: Visual 104 kw. Aural 101 kw. Present Operating Pow.: Visual 318 kw. Aural 101 kw. Antenna Height: Above average terrain 1,250 ft.; above ground 963.3 ft.

**EQUIPPED TO COLORCAST** network programs, local 1200 programs, local film local slides.

**OPERATION:** Began Dec. 15, 1955.

**AFFILIATIONS:** Tv Network, ABC Station, Am, KGW

**REPRESENTATIVES:** Sales, Blair-Tv, Washington Attorney, Haley, Wulfsberg & Kenehan; Consulting Engineer, Lobner & Culver.

**PRINCIPAL STOCKHOLDERS:** King Broadcasting Co. (KING-AM-TV Seattle, Wash.), 75.00%; Gordon T. Orput, 1.0%; Harry A. Kuckenberg, 1.47%; Paul F. Murphy, 6.25%; and Frank W. Cookingham, 5%. KING Broadcasting Co. has purchased control of KREM-AM-FM-TV Spokane, Wash., pending FCC approval.

**EXECUTIVES:**

Dorothy S. Bullitt, exec. vp.  
Walter R. Wagstaff, sta. mgr.  
John Pinedell, sta. mgr.  
Tom Dargatz, pgm. dir.  
Clara Handwall, ch. engr.  
Richard Ross, news ed.

**SUMMARY OF RATES** (Card No. 1, Oct. 11, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (8:59-10:01 p.m., Sun.-Sat.)	\$700.00	\$420.00	\$280.00	\$230.00	\$200.00	\$100.00
Class A (10:29-6:59 p.m., 10:01-10:01 p.m., Sun.-Sat.)	\$600.00	\$300.00	\$240.00	\$190.00	\$160.00	\$70.00
Class B (4:29-6:29 p.m., 10:31 p.m.-sign-off, Mon.-Fri.; 2:59-6:29 p.m., 10:31 p.m.-sign-off, Sat., Sun.)	\$500.00	\$250.00	\$175.00	\$150.00	\$140.00	\$50.00
Class C (Sign-on-6:42 p.m., Mon.-Fri.; sign-on-7:59 p.m., Sat., Sun.)	\$300.00	\$210.00	\$140.00	\$125.00	\$105.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**KOIN-TV**

**LICENSEE:** Mount Hood Radio & Television Broadcasting Corp. Address: 149 S. W. Columbia St. Postal Zone 1. Phone: Capital 8-4223. TWX No.: PD 788.

**FACILITIES:** Ch. 4 Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 20 kw. Present Operating Pow.: Visual 100 kw. Aural 20 kw. Antenna Height: Above average terrain 1,250 ft.; above ground 700 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Sept. 28, 1955.

**AFFILIATIONS:** Tv Network, CBS Station, Am, KOIN; Pm, KOIN-FM.

**REPRESENTATIVES:** Sales, CBS Tv Spot Sales; Washington Attorney, Dow, Lobner & Albertson; Consulting Engineer, Page, Overtz, Steel & Weisschmitt.

**PRINCIPAL STOCKHOLDERS:** Theodore E. Gambie, C. Howard Lane and associates, 50%; Central New York Broadcasting Co. (WNYT-AM-FM-TV Syracuse, N. Y.-Newhouse), 50%. Mr. Gambie also owns 10% of KOMO-TV Seattle, Wash. Mr. Lane also owns 2.5% of KOMO-TV and 24.18% of KPXH Wichita, Kan. For Newhouse holdings see WNYT-TV Syracuse, N. Y.

**EXECUTIVES:**

Ted E. Gambie, pres. & film buy.  
C. Howard Lane, mgng. dir.  
John L. Palmer, natl. sta. mgr.  
Frank H. Coffin, loc. sta. mgr.  
Ted W. Cooke, pgm. dir.  
Louis S. Bookwalter, ch. engr.  
Robert McGill, prom. mgr.  
Tai Tripp, news ed.

**SUMMARY OF RATES** (Card No. 3, July 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class AA (7:29-10:01 p.m., Mon.-Sat.; 8:29-10:01 p.m., Sun.)	\$900.00	\$540.00	\$360.00	\$270.00	\$250.00	\$120.00

Class A (8:29-7:29 p.m., Mon.-Sat.; 8:29-8:29 p.m., Sun.; 10:01-10:01 p.m., daily)	\$800.00	\$480.00	\$320.00	\$250.00	\$230.00	\$100.00
Class B (4:29-6:29 p.m., Mon.-Sat.; 11:01 a.m.-4:30 p.m., Sun.; 10:31 p.m.-midnight, daily)	\$600.00	\$360.00	\$240.00	\$170.00	\$160.00	\$60.00
Class C (7:29 a.m.-4:30 p.m., Mon.-Sat.; 10:55 a.m.-11:30 a.m., Sun.) (midnight-sign-off, daily)	\$400.00	\$240.00	\$160.00	\$140.00	\$120.00	\$40.00
Class D (Sign-on-6:42 p.m., daily)	\$200.00	\$120.00	\$80.00	\$72.50	\$60.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**KPTV (TV)**

**LICENSEE:** Oregon Television Inc. Address: 725 S. W. 26th Place. Postal Zone 5. Phone: Capitol 3-9521. TWX No.: PD 40.

**FACILITIES:** Ch. 12 Authorized Eff. Rad. Pow.: Visual 118 kw. Aural 101 kw. Present Operating Pow.: Visual 318 kw. Aural 101 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 200 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Oct. 1952.

**AFFILIATIONS:** Tv Network, NBC Station, Am, KPTV.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co. Consulting Engineer A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDER:** George Haggarty, 100%.

**EXECUTIVES:**

George Haggarty, pres.  
F. J. Hurdan, vp.-gen. mgr. & film buy.  
Gordon White, pgm. dir.  
Gene Phelps, ch. engr.  
Al McLaughlin, prom. mgr.  
Gene Brendler, news ed.

**SUMMARY OF RATES** (Card No. 2, May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:29-10:30 p.m., daily)					\$120.00	\$50.00
Class A (Program Units-8:29-11 p.m., Mon.-Sat.; 9-11 p.m., Sun. Anticomments-8:29-7:29 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 9-7:30 p.m., Sun.)	\$700.00	\$420.00	\$280.00	\$245.00	\$175.00	\$60.00
Class B (6-8:29 p.m., Mon.-Fri.; 11-11:30 p.m., daily; 9-8:30 p.m., Sat.; 9-9 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$157.50	\$112.50	\$45.00
Class C (8-8 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; sign-on-9 p.m., Sat., Sun.)	\$300.00	\$210.00	\$140.00	\$122.50	\$87.50	\$35.00
Class D (Sign-on-9 p.m., Mon.-Fri.)	\$200.00	\$140.00	\$100.00	\$90.00	\$75.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**ROSEBURG**

(Douglas County)

**KPIC (TV) (Satellite of KVAL-TV Eugene, Ore.)**

**LICENSEE:** South West Oregon Television Broadcasting Corp. Address: P. O. Box 690. Phone: Orchard 2-1121. TWX No.: RS 81.

**FACILITIES:** Ch. 4 Authorized Eff. Rad. Pow.: Visual 3.2T kw. Aural 1.60 kw. Present Operating Pow.: Visual 1.3V kw. Aural 2.60 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 173 ft.

**OPERATION:** Began April 1, 1956.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co., Art Moore & Assur. (Pacific Northwest); Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Alvin H. Barnard.

**PRINCIPAL STOCKHOLDERS:** KVAL Eugene and KBES Medford, both Ovs.

**EXECUTIVES:**

C. H. Fisher, pres.  
S. W. McCready, gen. mgr. & film buy.  
Aaron Boe, com. mgr. & pgm. dir.  
Danny Bridges, ch. engr.  
Alyce R. Sheets, prom. mgr.

**SUMMARY OF RATES** (Card No. 1, Feb. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8:30-10:30 p.m., Mon.-Sat.; 9-10:30 p.m., Sun.)	\$150.00	\$90.00	\$60.00	\$50.00	\$30.00	\$15.00
Class B (9-8:30 p.m., Mon.-Fri.; 9-8:30 p.m., Sat.)	\$120.00	\$75.00	\$50.00	\$42.00	\$28.00	\$12.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$33.00	\$25.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**SALEM**

(Marion County)

**KSLM-TV**

(Target Date, Unknown)

**LICENSEE:** Oregon Radio Inc. Address: P. O. Box 811.

**FACILITIES:** Ch. 5 Authorized Eff. Rad. Pow.: Visual 1.5 kw. Aural 175 kw. Antenna Height: Above average terrain 370 ft.; above ground 224 ft.

**AFFILIATION:** Station, Am, KSLM.

**REPRESENTATIVES:** Washington Attorney, Fisher, Wayland, Duval & Southmayd; Consulting Engineer, Alvin H. Barnard.

**PRINCIPAL STOCKHOLDER:** Glenn McCormick, 100%. also owns 50% of KYOS Medford, Calif., and 40% of KCOV Corvallis, Ore.

**EXECUTIVES:**

Glenn E. McCormick, pres. & gen. mgr.

**SHOWMANSHIP**

... Filmed on locations  
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**"HARBOR COMMAND"**  
starring **WENDELL COREY**  
Ziv's spectacular new impact series!



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# KPTV

Channel  
**12**  
Portland, Oregon

*NBC Television*

*Represented Nationally by George P. Hollinbery Co.*

PENNSYLVANIA MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales (1954-1955)	Food Sales (1954-1955)	Drug Sales (1954-1955)
Adams	13,100	72	9,500	15,000	1,800	1,114
Allegheny	492,900	82	405,180	1,211,000	360,571	80,531
Armstrong	22,800	82	18,744	34,450	17,330	1,680
Beaver	22,500	80	18,000	30,200	15,100	1,700
Bedford	11,400	80	9,120	16,210	7,800	647
Berks	75,200	81	60,920	100,847	74,052	8,344
Blair	41,200	82	33,784	136,740	30,000	3,500
Bradford	13,900	79	10,981	24,200	10,900	1,000
Bucks	82,800	80	66,240	103,271	32,130	5,000
Butler	26,100	82	21,382	104,402	22,000	2,501
Cambria	36,200	82	29,684	161,767	35,000	4,000
Cameron	1,300	80	1,040	4,800	2,200	187
Carbon	16,200	79	12,800	44,000	12,840	907
Centre	17,200	79	13,588	61,000	14,000	2,040
Chester	46,000	80	36,800	100,000	42,700	5,214
Clarton	10,700	81	8,667	35,000	7,100	712
Clearfield	25,800	84	21,672	71,000	17,000	1,501
Clinton	10,000	82	8,200	34,244	9,200	610
Columbia	16,700	80	13,360	51,400	14,027	1,400
Crawford	34,200	76	25,956	61,000	19,072	1,500
Cumberland	31,000	74	22,940	112,500	20,021	2,825
Dauphin	63,000	81	51,030	100,000	30,000	3,300
Delaware	196,000	85	166,600	300,000	100,000	17,000
Elk	5,000	88	4,400	10,000	11,243	914
Erie	76,000	84	63,840	277,021	64,000	7,153
Fayette	62,000	84	52,080	140,000	41,776	4,501
Forest	1,300	89	1,157	3,000	751	80
Franklin	25,100	77	19,327	62,000	16,102	2,000
Fulton	2,000	86	1,720	4,200	1,244	86
Greene	12,000	72	8,640	37,071	6,000	430
Huntingdon	11,300	86	9,718	20,010	1,980	324
Indiana	21,300	82	17,466	61,323	15,711	1,381
Jefferson	14,200	82	11,644	42,000	11,010	950
Juniata	4,500	87	3,915	7,100	2,000	81
Lancaster	75,000	81	60,750	241,730	61,000	6,200
Lancaster	71,000	81	57,510	200,700	56,500	6,101
Lawrence	32,000	82	26,240	107,040	30,000	2,301
Lebanon	27,000	82	22,140	60,244	21,070	1,700
Lehigh	68,000	80	54,400	203,212	51,000	6,174
Luzerne	108,000	79	85,320	233,242	60,021	7,404
Lycoming	32,200	81	26,162	100,771	28,000	2,500
McKean	27,000	84	22,788	54,300	14,240	1,307
Mercer	2,000	81	1,620	4,200	1,170	107
Mifflin	12,800	81	10,368	30,700	8,200	1,250
Monroe	17,200	80	13,760	44,400	8,200	1,150
Montgomery	114,000	80	91,200	308,000	100,000	14,700
Montour	2,200	78	1,716	11,174	1,070	201
Northampton	26,100	88	22,968	71,218	18,300	6,501
Northumberland	14,800	88	12,928	100,000	20,721	2,000
Perry	2,000	87	1,740	10,700	4,000	400
Philadelphia	482,000	82	395,240	1,300,211	360,237	82,301
Pike	1,500	80	1,200	3,000	1,100	77
Pocon	4,000	80	3,200	10,000	1,111	200
Schuylkill	56,700	78	44,226	137,000	42,130	1,500
Snyder	4,000	88	3,520	10,700	4,007	304
Somerset	22,800	71	16,164	62,000	14,200	1,300
Sullivan	1,200	77	924	1,074	1,320	20
Sunbury	1,000	79	790	20,000	6,200	304
Tioga	10,200	88	8,976	31,211	6,500	710
Union	4,100	88	3,608	10,000	4,000	370
Venango	10,200	82	8,364	37,110	17,077	1,407
Warren	22,400	87	19,488	60,000	9,400	1,211
Washington	82,000	88	72,160	200,000	60,000	5,000
Wayne	7,000	88	6,160	24,700	6,000	501
Westmoreland	80,400	87	69,948	200,000	60,000	8,000
Wyoming	4,900	77	3,773	12,477	3,700	483
York	65,000	82	53,300	200,000	60,000	4,501
Total	3,200,000	82%	2,600,000	\$1,000,000	\$2,500,000	\$241,500

Note: Food, drug and retail sales copyright 1955 by Sales Management. Further reproduction in unaltered form is prohibited. TV set circulation figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Shows total number of households in each county; number of households with one or more tv sets and percentage of households with tv.

**ALLENTOWN**  
(Lehigh County)

**WFMZ-TV1**

**LICENSEE:** Penn-Allen Broadcasting Co. Address: N. 7th St. Pike. Phone: Hemlock 3-4222.  
**FACILITIES:** Ch. 67. Authorized Eff. Rad. Pow.: Visual 11.4 kw, Aural 0.6 kw. Antenna Height: Above average terrain 320 ft., above ground 400 ft.  
**OPERATION:** Began Dec. 4, 1954.  
**AFFILIATION:** Duquesne, Pa., WFMZ (FM).  
**REPRESENTATIVES:** Washington Attorney, Kuben & Burt; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** WFDC Inc. (WFDC-AM-FM Washington, 25%; Horace W. Green, 42%; Raymond F. Kuhn, 18%; Earl J. Hahn, 15%; and over 200 others.  
**EXECUTIVES:** Raymond F. Kuhn, pres.  
 (WFMZ-TV has suspended operation and has not returned its CP.)

**WQCY (TV)**

(Target Date, Unknown)

**LICENSEE:** WKAF Inc. Address: P. O. Box 898. Phone: Hemlock 3-2385.  
**FACILITIES:** Ch. 26. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 141 kw. Antenna Height: Above average terrain 710 ft., above ground 140 ft.  
**AFFILIATION:** Station, Am., WKAF.

**REPRESENTATIVES:** Washington Attorney, Welsh, Mori & Morgan; Consulting Engineer, Page, Creutz, Stone & Waldman.

**PRINCIPAL STOCKHOLDERS:** N. Joe Rahall, Fern E. Rahall, Sam C. Rahall, and estate of Deem F. Rahall, each 24%; C. Frank Covatta, 4.6%; The Rahall's also own WTSP St. Petersburg, Fla.; WFLA Maitland, N. H.; 26.2% of WNAK Narragansett, Pa.; 37.0% of WWSB Beckley, W. Va., and 26.1% of WCBS-TV Charleston, W. Va.

**EXECUTIVES:** G. R. Davies, gen. mgr.

**ALTOONA**  
(Blair County)

**WFBC-TV**

**LICENSEE:** Triangle Publications Inc. Address: 122 1/2 1st Ave. Phone: Altoona 4-5031 TWX No. A 889.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 220 kw, Aural 120 kw. Present Operating Pow.: Visual 150 kw, Aural 100 kw. Antenna Height: Above average terrain 280 ft., above ground 180 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began March 1, 1955.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC, Station, Am., WFBC.  
**REPRESENTATIVES:** Sales, High-Tv, Washington Attorney, Lyon, Wilner & Bergson; Consulting Engineer, Rear & Kennedy.  
**PRINCIPAL STOCKHOLDER:** See WFIL-TV Philadelphia.  
**EXECUTIVES:** Edward M. Scala, gen. mgr.; Jack Snyder, sta. mgr.; George Carroll, gen. dir.; E. R. Brubaker, ch. engr.; Betty Adams, film dir.; David F. Proff, adv. & prom. mgr.; William Krogh, sta. mgr.; Edward B. Benedict, dir. natl. ad. (New York).

**SUMMARY OF RATES** (Card No. 7, May 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10
Class AA (7:30-10:30 p.m., Mon.-Fri.; 9-10:30 a.m., Sun.) \$750.00	\$200.00				\$110.00	\$75.00
Class A (9-7:30 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:00-11 p.m., Sun.-Sat.) \$600.00	\$150.00	\$90.00	\$100.00	\$102.50	\$101.50	\$65.00
Class B (5-8 p.m., Mon.-Fri., noon-4 p.m., Sat.; noon-3 p.m., Sun.; 11-11:45 p.m., Sun.-Sat.) \$400.00	\$120.00	\$100.00	\$100.00	\$112.50	\$102.00	\$45.00
Class C (9 a.m.-2 p.m., Mon.-Fri.; 11:45 a.m.-sign-off, Sun.-Sat.; 3 a.m.-noon, Sat., Sun.) \$300.00	\$110.00	\$100.00	\$100.00	\$102.50	\$80.00	\$52.00
Class D (Sign-off-9 a.m., Sun.-Sat.) \$175.00	\$100.00	\$75.00	\$12.50	\$42.75	\$40.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

**BETHLEHEM**  
(Northampton County)

**WLEV-TV**

**LICENSEE:** Associated Broadcasters Inc. Address: P. O. Box 111. Phone: Hemlock 4-6228 TWX No. 1 An 26.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 1.61 kw, Aural 3.08 kw. Present Operating Pow.: Visual 1.41 kw, Aural 3.08 kw. Antenna Height: Above average terrain 400 ft., above ground 325 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began April 21, 1952.  
**AFFILIATIONS:** Tv Network, NBC; Stations, Am., WEST; Fm., WEST-FM.  
**REPRESENTATIVES:** Sales, Meeker Tv; Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNary.  
**PRINCIPAL STOCKHOLDERS:** John F. Steinman, 30%; and James Hole Steinman, 30%. For other Steinman-owned stations see WGAL-TV Lancaster, Pa.  
**EXECUTIVES:** Clair R. McCullough, pres.; J. E. Matboil, ch. engr.; J. Robert Gulick, natl. sta. mgr.; Elmore C. Anderson, sta. mgr. & film dir.

**SUMMARY OF RATES** (Card No. 1, Jan. 1, 1953)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	*8 Sec.
Class A (8:30-11 p.m., daily) \$200.00	\$120.00	\$100.00	\$70.00	\$50.00	\$20.00	\$10.00
Class B (5-8 p.m., Mon.-Sat.; 1-5:30 p.m., Sun.) \$150.00	\$90.00	\$100.00	\$12.50	\$27.50	\$22.50	
Class C All other times \$100.00	\$80.00	\$60.00	\$20.00	\$25.00	\$12.00	

Above are one-time rates. Frequency discounts allowed. \*Eight second 10-50% of announcement rates.

**EASTON**

(Northampton County)

**WGLV (TV)**

**LICENSEE:** WGLV Inc. Address: 2017 Nantuxet St. Phone: 3-0001.  
**FACILITIES:** Ch. 37. Authorized Eff. Rad. Pow. Visual 83 kw, Aural 44 kw.  
 Present Operating Pow.: Visual 33 kw, Aural 44 kw. Antenna Height:  
 Above average terrain 1,000 ft.; above ground 461 ft.

**OPERATION:** Began Aug. 12, 1955.  
**AFFILIATIONS:** Tv Networks, ABC, Stations, Am. WEEK; Pm. WHEX-FM.  
**REPRESENTATIVES:** Sales, Hensley-Seed Tv.; Washington Attorney, Eliot C. Lewis; Consulting Engineer, Paul Gouley Co.

**PRINCIPAL STOCKHOLDER:** Eastern Publishing Co. (Eastern Express), 100%.

**EXECUTIVES:**  
 J. L. Stockhouse, pres. Peter F. Gallagher, asst. mgng.  
 Charles B. Thon, gen. mgr. & film buy.  
 William T. Luffman, gen. asst. mgr. Robert A. Francis, ch. engr.

**SUMMARY OF RATES (Card No. 1, May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or less	10 Sec.
Class A (6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.)	\$175.00	\$100.00	\$70.00	\$50.00	\$40.00	\$30.00
Class B (12-5 p.m., Mon.-Fri.; 1-9 p.m., Sat., Sun.)	\$132.00	\$70.00	\$48.00	\$32.00	\$22.00	\$16.00
Class C (All other times)	\$87.50	\$52.50	\$35.00	\$25.00	\$18.00	\$13.00

Above are one-time rates. Frequency discounts allowed.

**ERIE**

(Erie County)

**WICU (TV)**

**LICENSEE:** Dispatch Inc. Address: 1014 State St. Phone: Erie 4-2217 TWX No. ER 85.

**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow. Visual 7 kw, Aural 13 kw.  
 Present Operating Pow.: Visual 2 kw, Aural 13 kw. Antenna Height:  
 Above average terrain 110 ft.; above ground 100 ft.

**EQUIPPED TO COLOCAST** network programs.  
**OPERATION:** Began March 15, 1959.

**AFFILIATIONS:** Tv Networks, ABC, NBC, Stations, Am. WEEK.

**REPRESENTATIVES:** Sales, Edward Petty & Co., Washington Attorney, McGrath & Brown, Consulting Engineer, Lobner & Calver.

**PRINCIPAL STOCKHOLDERS:** Mr. Lamb also owns WMAC-TV Mansfield, Ohio; WHOO-AM-FM Orlando, Fla.

**EXECUTIVES:**  
 Edward Lamb, pres. Michael Cass, ch. engr.  
 Ben McLaughlin, gen. mgr. John Cook, film buy.  
 Bob Lundquist, com. mgr. Bob Washler, prom. mgr.  
 James N. Spence, asst. asst. mgr. Van Canfort, news ed.  
 Joe Lapacki, asst. dir.

**SUMMARY OF RATES (Card No. 9, Nov. 16, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or less	10 Sec.
Class A (7-10:30 p.m., daily)	\$700.00	\$420.00	\$300.00	\$210.00	\$140.00	\$105.00
Class B (5-7 p.m., 10:30-11:30 p.m., daily)	\$225.00	\$135.00	\$97.50	\$67.50	\$45.00	\$33.75
Class C (Noon-5 p.m., 1:30 a.m.-midnight, daily)	\$200.00	\$120.00	\$85.00	\$59.50	\$40.00	\$30.00
Class D (Midnight-noon, daily)	\$175.00	\$105.00	\$75.00	\$52.50	\$35.00	\$26.25

Above are one-time rates. Frequency discounts allowed.

**WSEE (TV)**

**LICENSEE:** Great Lakes Television Co. Address: 1220 Peach St. Phone: 5-7000. TWX No. ER 85.

**FACILITIES:** Ch. 35. Authorized Eff. Rad. Pow. Visual 170 kw, Aural 81.2 kw.  
 Present Operating Pow.: Visual 170 kw, Aural 81.2 kw. Antenna Height:  
 Above average terrain 510 ft.; above ground 712 ft.

**EQUIPPED TO COLOCAST** network programs.  
**OPERATION:** Began April 25, 1954.

**AFFILIATIONS:** Tv Networks, CBS, ABC.  
**REPRESENTATIVES:** Sales, Young Tv.; Washington Attorney, Haley, Wolfenberg & Kenahan; Consulting Engineer, Rear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** George J. Mead, 26.6%; John J. Mead, 17%; A. B. Minadeo, 12.2%; Jacob A. Young, 11.1%; J. T. Simmons, 12.5%; John W. English, 6.9%; John J. Bound, 6.0%; James H. McBrer, 4.8%; B. Walker Bennett, 4.0%; Charles E. Denny, 4.0%; and others Messrs. English, McBrer and Bound each own 11.5% of WNAO-AM-FM-TV Raleigh, N. C.; Messrs. Young and Bennett own WIBC-AM-FM Erie. The Meads publish the Erie News and Times.

**EXECUTIVES:**  
 George J. Mead, pres. Ed Zellefrow, ch. engr.  
 Cecil M. Sandbury, gen. mgr. Bob Harris, prom. mgr.  
 Jay B. Sondheim, com. mgr. Fred Seymour, news co.  
 Roger Garrett, asst. mgr. ops. & film buy.

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**CHANNEL 35**

Represented by  
**YOUNG TELEVISION, INC.**

**PENNSYLVANIA**

**SUMMARY OF RATES (Card No. 4, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class AA (8-10 p.m., Mon.-Fri.; 7-11 p.m., Sat., Sun.)	\$150.00	\$120.00	\$100.00	\$75.00	\$60.00	\$30.00
Class A (5-8 p.m., 10-11 p.m., Mon.-Fri.; 8-7 p.m., 11-11:30 p.m., Sat., Sun.)	\$220.00	\$150.00	\$140.00	\$87.50	\$65.00	\$30.00
Class B (6-7 p.m., 11-11:30 p.m., Mon.-Fri.; 1-6 p.m., 11:30-midnight, Sat., Sun.)	\$225.00	\$135.00	\$90.00	\$70.75	\$50.00	\$20.50
Class C (Noon-6 p.m., 11-30 p.m.-midnight, Mon.-Fri.; sign-on-1 p.m., midnight-sign-off, Sat., Sun.)	\$150.00	\$90.00	\$60.00	\$42.50	\$37.50	\$10.00
Class D (Sign-on-noon, midnight-sign-off, Mon.-Fri.)	\$100.00	\$60.00	\$40.00	\$35.00	\$30.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**HARRISBURG**

(Dauphin County)

**WCMB-TV†**

**LICENSEE:** Rosenzweig Co. Address: 288 Court St. Phone: Cedar 4-3085.  
**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 174 kw, Aural 82 kw. Antenna Height: Above average terrain 990 ft.; above ground 438 ft.  
**AFFILIATION:** Station, Am. WCMB.  
**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson.  
**PRINCIPAL STOCKHOLDERS:** Edgar T. Shepard Jr., 90%; Edgar K. Smith, 10%.  
**EXECUTIVES:** Edgar T. Shepard Jr., pres. Ed K. Smith, vp. & gen. mgr.  
 †WCMB-TV has suspended operation but has not returned its CP.

**WHP-TV**

**LICENSEE:** WHP Inc. Address: 218 Locust St. Phone: Cedar 4-2811. TWX No.: HD 194.  
**FACILITIES:** Ch. 45. Authorized Eff. Rad. Pow.: Visual 647 kw, Aural 124 kw. Present Operating Pow.: Visual 187 kw, Aural 100 kw. Antenna Height: Above average terrain 910 ft.; above ground 280 ft.  
**OPERATION:** Began April 1, 1953.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am. WHP; Pm. WHP-FM.  
**REPRESENTATIVES:** Sales, Bolling Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDER:** Telegraph Press Inc. (E. J. Stackpole and family), 90%.  
**EXECUTIVES:** A. K. Redmond, gen. & com. mgr. Beatrice Pospiger, ch. serv. dir.  
 Dick Redmond, pgm. mgr. & film buy. E. Daniel Liebeswenger, ch. engr. Joe Harper, news ed.

**SUMMARY OF RATES (Card No. 1, March 14, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class A (7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.)	\$225.00	\$135.00	\$120.00	\$115.00	\$85.00	\$35.00
Class B (6-7:30 p.m., Mon.-Sat.; 11-11:30 p.m., Mon.-Sun.; 3-8 p.m., Sun.)	\$250.00	\$150.00	\$100.00	\$75.00	\$50.00	\$20.00
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$42.50	\$35.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WTPA (TV)**

**LICENSEE:** The Patriot News Co. Address: 1228 Hoffman St. Phone: Cedar 6-7171 TWX No.: HEG 91.  
**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 640 kw, Aural 224 kw. Present Operating Pow.: Visual 180 kw, Aural 110 kw. Antenna Height: Above average terrain 1,220 ft.; above ground 368 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 18, 1953.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, Harrington, Richter & Parsons; Washington Attorney, Fisher, Wayland, Duvall & Southmyer; Consulting Engineer, Lohnes & Culver.  
**PRINCIPAL STOCKHOLDER:** S. I. Newhouse and family, 100%. Licensee publishes Harrisburg Patriot and News. For other Newhouse interests see WFTB-TV Syracuse, N. Y.  
**EXECUTIVES:** Donald D. Wear, gen. mgr. Paul D. Gross, ch. engr.  
 Allen P. Solada, com. mgr. Rick Hiker, prom. mgr.  
 E. Roy McCruey, pfm. dir. & film buy. James Magee, news ed.

**SUMMARY OF RATES (Card No. 1, Dec. 1, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class A (7:30-10:30 p.m., daily)	\$350.00	\$210.00	\$140.00	\$110.00	\$87.50	\$70.00
Class B (10:30-11 p.m., 5-7:30 p.m., daily)	\$295.00	\$179.00	\$105.00	\$79.50	\$60.00	\$53.00
Class C (All other times)	\$175.00	\$105.00	\$71.00	\$53.75	\$45.00	

Above are one-time rates. Frequency discounts allowed.

**HAZELTON**

(Luzerne County)

**WAZL-TV**

(Target Date, Unknown)

**LICENSEE:** Hazleton Broadcasting Co. Inc. Address: 708 Hazleton National Bank Bldg. Phone: Gladstone 4-8531. TWX No.: HETN 42.  
**FACILITIES:** Ch. 60. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.7 kw. Antenna Height: Above average terrain 685 ft.; above ground 488 ft.  
**AFFILIATIONS:** Station, Am. WAZL; Pm. WAZL-FM.  
**REPRESENTATIVES:** Washington Attorney, George O. Sutton; Consulting Engineer, James C. McNazy.  
**PRINCIPAL STOCKHOLDERS:** Victor C. Dishes, George M. Chinnell and Hilda M. Delroth, each 25%. Principals also own WYDA Boston, WHOL Allentown, Pa., and WIDE Hackettfield, Me. Mr. Dishes also owns WHLM Harrisburg, Pa.  
**EXECUTIVES:** Victor C. Dishes, pres.

**JOHNSTOWN**

(Cambria County)

**WARD-TV**

**LICENSEE:** Revell Ready Co. Address: Fourth Bldg. Phone: 6-1224. TWX No.: 202.  
**FACILITIES:** Ch. 19. Authorized Eff. Rad. Pow.: Visual 51.2 kw, Aural 26 kw. Present Operating Pow.: Visual 31.3 kw, Aural 20 kw. Antenna Height: Above average terrain 410 ft.; above ground 342 ft.  
**OPERATION:** Began Oct. 13, 1952.  
**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am. WARD; Pm. WARD-FM.  
**REPRESENTATIVES:** Sales, Weed Tv; Washington Attorney, Fisher, Wayland, Duvall & Southmyer; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Dr. George Garfield and wife, 78.5%; Walter M. Thomas, 12%.  
**EXECUTIVES:** Robert H. Nelson, vp. gen. mgr. A. Davis, pfm. dir.  
 Kim buy. & prom. mgr. Ernest Kelly, ch. engr.  
 Howard C. Evans, com. engr. Frank C. Jordan, news ed.

**SUMMARY OF RATES (Card No. 1, Sept. 1, 1952)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class A (6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat., Sun.)	\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$37.50
Class B (All other times)	\$125.00	\$75.00	\$50.00	\$37.50	\$25.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**WJAC-TV**

**LICENSEE:** WJAC Inc. Address: 320 Main St. Phone: 5-1982. TWX No.: JTN 70.  
**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 76.8 kw, Aural 35.4 kw. Present Operating Pow.: Visual 36.8 kw, Aural 25.4 kw. Antenna Height: Above average terrain 1,120 ft.; above ground 175 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**OPERATION:** Began Sept. 18, 1949.  
**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am. WJAC. Pm. WJAC-FM.  
**REPRESENTATIVES:** Sales, The Kay Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McNazy.  
**PRINCIPAL STOCKHOLDER:** Johnstown Tribune.  
**EXECUTIVES:** Walter W. Krebs, pres. Theodore E. Campbell, ch. engr.  
 Alvin D. Schmitt, gen. mgr. Edward Klym, news ed.  
 John H. Hagburn, com. mgr.  
 Frank P. Cummins, pfm. dir. & film buy.

**SUMMARY OF RATES (Card No. 16, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Mon.-Sun.)	\$1,000.00	\$600.00	\$400.00	\$300.00	\$200.00	\$120.00
Class A (8:30-7:30 p.m., 10:30-11 p.m., Mon.-Sat.; 5-7:30 p.m., 10:30-11 p.m., Sun.)	\$900.00	\$550.00	\$360.00	\$270.00	\$225.00	\$112.50
Class B (6-8:30 p.m., Mon.-Sat.)	\$450.00	\$270.00	\$180.00	\$135.00	\$100.00	\$75.00
Class C (8 a.m.-6 p.m., 11 p.m.-sign-off, Mon.-Sat.; 8 a.m.-5 p.m., 11 p.m.-sign-off, Sun.)	\$420.00	\$250.00	\$170.00	\$128.00	\$100.00	\$80.00
Class D (Before 8 a.m., Mon.-Sun.)	\$210.00	\$125.00	\$85.00	\$75.00	\$60.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**LANCASTER**  
(Lancaster County)

**WGAL-TV**

**LICENSEE:** WGAL Inc. Address: Lincoln Hwy. W. Phone: Express 3-3551. TWX No.: LN 34

**FACILITIES:** Ch. 8 Authorized EE Rad. Pow.: Visual 218 kw. Aural 118 kw. Present Operating Pow.: Visual 218 kw. Aural 118 kw. Antenna Height: Above average terrain 1,000 ft., above ground 400 ft.

**OPERATION:** Began March 18, 1959

**AFFILIATIONS:** Tv Networks, NBC, CBS, Stations, Am, WGAL; Fm, WGAL-FM.

**REPRESENTATIVES:** Sales, Meeker Tv., Washington Attorney, Duke M. Patrick, Consulting Engineer, James C. McNary.

**PRINCIPAL STOCKHOLDERS:** J. Hale Steinhilber, 24%; John F. Steinhilber, 18.3%; S. W. Steinhilber, 8.2%; L. T. Steinhilber, 4%; and C. S. Nuzan, 4%. The Steinhilbers also own WLEV-TV Bethlehem, WPAK-AM-FM-TV Williamsport, WKBO Harrisburg, WBAW Reading, WOPX York, WEST-AM-FM Easton, all Pa., and WDEL-AM-FM Wilmington, Del.; and publish the Lancaster Intelligencer-Journal and New Era.

**EXECUTIVES:**

Clair R. McCollough, pres. & gen. mgr.  
J. Robert Culick, asst. gen. mgr. in charge ad.  
Harold E. Miller, sta. mgr.  
Paul C. Rodenhauer, gen. dir.  
J. E. Mathot, ch. engr.  
Paul L. Woodland, prom. mgr.

**SUMMARY OF RATES (Card No. 15, Aug. 1, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	3 Sec.
Class AA (8-10 p.m., daily)	\$1,200.00	\$750.00	\$480.00	\$300.00	\$240.00	\$120.00
Class A (8:25-9 p.m., 10-11 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$250.00	\$200.00	\$100.00
Class B (5-6:30 p.m., Mon.-Sat., 1-2:30 p.m., Sun.)	\$750.00	\$450.00	\$300.00	\$200.00	\$150.00	\$75.00
Class C (All other times)	\$500.00	\$300.00	\$200.00	\$150.00	\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WLAN-TV**

(Target Date, Unknown)

**LICENSEE:** Peoples Broadcasting Co. Address: 225 N. Queen St. Phone: Express 4-7221. TWX No.: LN 04

**FACILITIES:** Ch. 28 Authorized EE Rad. Pow.: Visual 17 kw. Aural 8.12 kw. Antenna Height: Above average terrain 280 ft., above ground 203 ft.

**AFFILIATION:** Station, Am, WLAN

**REPRESENTATIVES:** Sales, Headley-Sweet Tv., Washington Attorney, Stephen Toltz Jr., Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** F. M. Altkorffer, 81%; Barbara H. Altkorffer, 12%; Samuel M. Altkorffer, 7%. F. H. Altkorffer-owns 21% of WKOP-AM-FM Bethlehem, N. Y.

**EXECUTIVES:**

Frank H. Altkorffer, pres. & ch. engr.  
S. M. Altkorffer, gen. mgr. & film buy.  
J. Stanley Baker, num. mgr.  
Julian Skinnell, gen. dir.  
Robert Welsh, prom. mgr.  
George Tanner, news ed.

**LEBANON**

(Lebanon County)

**WLBR-TV**

**LICENSEE:** Triangle Publications Inc. Address: 8th & Cumberland Sts. Phone: Lebanon 3-1401

**FACILITIES:** Ch. 18 Authorized EE Rad. Pow.: Visual 120 kw. Aural 61.2 kw. Present Operating Pow.: Visual 120 kw. Aural 61.2 kw. Antenna Height: Above average terrain 680 ft., above ground 475 ft.

**OPERATION:** Began Oct. 13, 1952

**REPRESENTATIVES:** Sales, Busk Tv., Washington Attorney, Lyon, Wilmer & Bergson; Consulting Engineer, Kerr & Kennedy

**PRINCIPAL STOCKHOLDER:** See WFIL-TV Philadelphia

**EXECUTIVES:**

Frank Palmer, gen. mgr.  
Leonard Savage, ops. mgr.  
Edward H. Benedict, ch. engr. (New York)

**SUMMARY OF RATES (Card No. 1, May 1, 1951)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	3 Sec.
Class A (7-7:30 p.m., Sun.-Sat.)	\$200.00	\$120.00	\$80.00	\$48.00	\$32.00	\$16.00
Class B (6-7 p.m., Sun.-Sat., 10-11 p.m., Mon.-Sat.)	\$150.00	\$90.00	\$60.00	\$36.00	\$24.00	\$12.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$24.00	\$16.00	\$8.00

Above are one-time rates. Frequency discounts allowed.

America's 10th TV Market now delivers

more than **ONE MILLION FAMILIES**

**WGAL-TV**

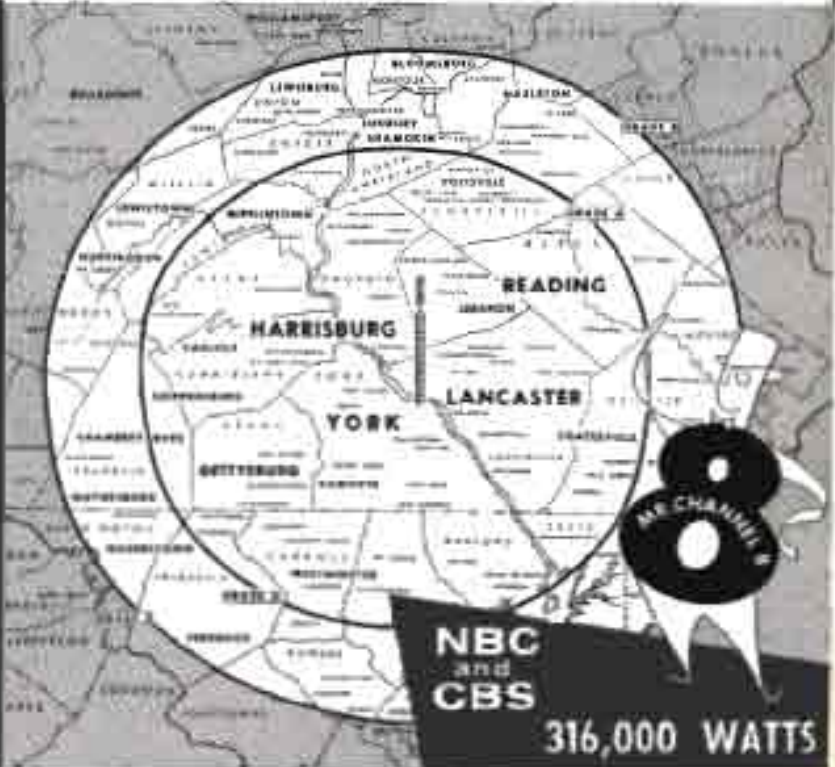
Lancaster, Penna. NBC and CBS

1,015,655 families  
917,320 TV sets  
3 1/2 million people  
\$3 1/2 billion retail sales  
\$6 1/2 billion annual income

STEINMAN STATION  
Clair McCollough, Pres.

Representative:  
**The MEEKER Company, Inc.**  
New York Chicago Los Angeles San Francisco

**CHANNEL 8 MULTI-CITY MARKET**



**NBC and CBS**

**316,000 WATTS**

**LOCK HAVEN**

(Clinton County)

**WPBZ-TV (Satellite of WILK-TV Wilkes-Barre, Pa.)**

(Target Date, Unknown)

**LICENSEE:** Lock Haven Broadcasting Corp. Address: 152 1/2 E. Main St.  
**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 11 kw. Antenna Height: Above average terrain 300 ft.; above ground 100 ft.

**AFFILIATION:** Station: Am. WPBZ.  
**REPRESENTATIVES:** Washington Attorney, Walter L. Davis; Consulting Engineer, George C. Davis

**PRINCIPAL STOCKHOLDERS:** Donald C. Welch, 10%; Thomas Caprio, 10%; John B. Furness, 10%; Mrs. W. C. Halter, 10%; A. H. Lopez, 10%; W. P. Piper Jr., 10%; T. V. Wald, 10%; Conrad W. Keller, 5%; Rebecca Gross, 5%; G. F. Warner Jr., 5%, and others.

**EXECUTIVES:**  
 Donald C. Welch, pres.

**NEW CASTLE**

(Laurens County)

**WKST-TV**

**LICENSEE:** WKST Inc. Address: New Castle Pa. Phone: Oliver 4-8000.  
**FACILITIES:** Ch. 40. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 107 kw. Antenna Height: Above average terrain 300 ft.; above ground 100 ft.

**AFFILIATIONS:** TV Network, ABC Stations, Am. WKST  
**REPRESENTATIVES:** Sales, Everett-McKinney; Washington Attorney, Robert F. Jones; Consulting Engineer, Lohsen & Culver

**PRINCIPAL STOCKHOLDERS:** S. W. Townsend and wife, 30%; Charles H. Johnson, 18%; A. W. Graham, 12%.

**EXECUTIVES:**  
 S. W. Townsend, pres. & treas. Harry Reith, vp. & gen. mgr.  
 \*WKST-TV began operating April 4, 1952 but quit air Jan. 16, 1960, reverting to CP status; Sept. 17, 1961 is target date for resumption of operation.

**PHILADELPHIA**

(Philadelphia County)

**WCAU-TV**

**LICENSEE:** WCAU Inc. Address: City & Montrose Aves. Postal Zone 21. Phone: Greenwood 7-8900.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 310 kw, Aural 104 kw. Present Operating Pow.: Visual 310 kw, Aural 150 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 970 ft.

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

**OPERATION:** Began March 1, 1961.  
**AFFILIATIONS:** Tv Network, CBS. Stations: Am, WCAU; Frn, WCAU-FM.  
**REPRESENTATIVES:** Sales, CBS Tv spot Sales; Washington Attorney, Pierson, Salt & Downs

**PRINCIPAL STOCKHOLDER:** Same as Philadelphia Bulletin; Licensee also owns 50% of WDAU-TV Scranton, Pa.

**EXECUTIVES:**  
 Donald W. Thornburgh, pres. & gen. mgr.  
 Joseph L. Tierney, exec. vp.  
 Robert M. McCreevy, vp. in chg. tv sls.  
 Charles Vanda, vp. in chg. tv  
 John G. Leach, vp. in chg. engng.  
 Norman Lechner, gen. mgr.  
 Robert H. Pryor, vp. in chg. pub. aff.  
 Charles Shaw, news dir.

**SUMMARY OF RATES (Call No. 11, April 15, 1960)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class AA (8-10:30 p.m., Sun.-Sat.)	\$1,350.00	\$1,050.00			\$750.00	\$375.00
Class A (7:30-8 p.m., Mon.-Fri.; 7-8 p.m., Sat., Sun.; 10:30-11 p.m., Sun.-Sat.)	\$2,200.00	\$1,320.00	\$850.00	\$770.00	\$550.00	\$250.00
Class B (Program Units—6:30-7:30 p.m., Mon.-Fri.; 9-9:30 p.m., Sat.; 1-7 p.m., Sun. Announcements—6:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.; 5-7 p.m., Sat.; 1-7 p.m., Sun.)	\$1,300.00	\$1,050.00	\$600.00	\$550.00	\$400.00	\$175.00
Class C (Program Units—4 a.m.-6 p.m., Mon.-Fri.; 10 a.m.-3 p.m., Sat.; 10 a.m.-1 p.m., Sun.; 11:30 p.m.-1 a.m., Sun.-Sat.)	\$1,250.00	\$750.00	\$500.00	\$475.00	\$325.00	\$112.00
Class D (1-4 a.m., Mon.-Fri.; 1-4 a.m., Sat., Sun.)	\$750.00	\$450.00	\$300.00	\$225.00	\$150.00	\$75.00

Above are one-time rates. Frequency discounts allowed.

**WFIL-TV**

**LICENSEE:** Triangle Publications Inc. Address: 488 & Market Sts. Postal Zone 20. Phone: Evergreen 3-4700, TWX No. PH 400

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 94 kw, Aural 27 kw. Present Operating Pow.: Visual 94 kw, Aural 27 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,110 ft.

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

**OPERATION:** Began Sept. 12, 1947.  
**AFFILIATIONS:** Tv Network, ABC Stations, Am. WFIL; Frn, WFIL-FM.  
**REPRESENTATIVES:** Sales, Blair-TV; Washington Attorney, Lynn Wilner & Bergson; Consulting Engineer, Gear & Ruddy.

**PRINCIPAL STOCKHOLDER:** Walter H. Annenberg and family. Triangle also owns WFBG-AM-TV Allentown, Pa.; WLDH-TV Lebanon, Pa.; WNSF-AM-TV Binghamton, N. Y.; WHIC-AM-FM-TV New Haven, Conn.; and 50% of WBBG Harrisburg, Pa. Triangle publishes the Philadelphia Inquirer, Tv Guide, Seventeen, Official Detective, Missing Telegraph and Daily Racing Form.

**EXECUTIVES:**  
 Roger W. Clegg, vp. & gen. mgr.  
 George A. Koehler, sta. mgr.  
 Kenneth W. Stowman, gen. sls. mgr.  
 Sherman Gregory, tr. sls. mgr.  
 Jim Peck, gen. sls.  
 Harry E. Shaw, ch. mgr.  
 Joe Emmertmann, adn. & news dir.  
 Donald Beck, Sr., news & sp. events  
 John C. Marion, bus. mgr.  
 Edward J. Benedict, dir. of op. (New York)

**SUMMARY OF RATES (Call No. 14, June 1, 1950)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., Sun.-Sat.)	\$1,200.00	\$1,020.00	\$1,200.00	\$1,000.00	\$600.00	\$275.00
Class A (7-7:30 p.m., Sun.; 10:30-11 p.m., Sun.-Sat.)	\$2,200.00	\$1,320.00	\$800.00	\$720.00	\$520.00	\$200.00
Class B (6-7:30 p.m., Mon.-Fri.; 2-7:30 p.m., Sat.; 1-7 p.m., Sun.)	\$1,700.00	\$1,020.00	\$600.00	\$500.00	\$425.00	\$175.00
Class C (2:30-5 p.m., Mon.-Fri.)	\$1,300.00	\$780.00	\$520.00	\$425.00	\$325.00	\$121.00
Class D (Sign-on-1:30 p.m., Mon.-Fri.; sign-off 1 p.m., Sat.; sign-on-1 p.m., Sun.; 11 p.m.-sign-off, Sun.-Sat.)	\$1,050.00	\$630.00	\$420.00	\$350.00	\$260.00	\$112.50

Above are one-time rates. Frequency discounts allowed.

A COLORFUL LAW ENFORCEMENT AGENCY

**NEVER BEFORE DRAMATIZED ON TV!**

Ready to work for you in Ziv's spectacular new **IMPACT** series!



**"HARBOR COMMAND"**



starring **WENDELL COREY**

**WHYY-TV\***

(Target Date, Sept. 1957)  
 (\*Non-Commercial Educational)

**LICENSEE:** Metropolitan Philadelphia Educational Radio & Tv Corp. Address: 1625 Chestnut St. Postal Zone, 5 Phone Locust 9-2270.

**FACILITIES:** Ch. 35. Authorized Eff. Rad. Pow.: Visual 115 kw. Aural 82.2 kw. Antenna Height: Above average terrain 595 ft.; above ground 395 ft.

**AFFILIATION:** Station, Pm. WHYY-FM.

**REPRESENTATIVES:** Attorney, Saul, Ewing, Remick & Saut, Philadelphia.

**EXECUTIVES:**  
 William Goldman, pres. James W. Keefer, gen. mgr.  
 Richard S. Burdick, mgng. dir. Samuel H. Barboor, ch. engr.

**WPHD (TV)**

(Target Date, Unknown)

**LICENSEE:** Ajax Enterprises. Address: P. O. Box 376, Greenwich, Conn.

**FACILITIES:** Ch. 55. Authorized Eff. Rad. Pow.: Visual 537 kw. Aural 300 kw. Antenna Height: Above average terrain 340 ft.; above ground 295 ft.

**REPRESENTATIVES:** Washington Attorney, Martin W. Kraines, New York; Consulting Engineer, Thomas R. Friedman.

**PRINCIPAL STOCKHOLDER:** Herbert Mayer, 100%. Mr. Mayer also owns WHMB (TV), Boston.

**EXECUTIVES:**  
 Herbert Mayer, own.

**WRCV-TV**

**LICENSEE:** National Broadcasting Co. Address: 3019 Walnut St. Postal Zone, 1 Phone Locust 4-3700. TWX No. PS 267.

**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow.: Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,124 ft.

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

**OPERATION:** Began Sept. 1, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am. WRCV.

**REPRESENTATIVES:** Sales, NBC Spot Sales.

**PRINCIPAL STOCKHOLDER:** See WBCA-TV New York.

**EXECUTIVES:**  
 Robert W. Sarnoff, pres. William A. Howard, mgt. tech. sup.  
 Lloyd E. Yoder, vy. & gen. mgt. John P. Wiley, adv. & prom. mgt.  
 Curtis D. Peck, dir. ops. Edward H. Wallace, captv. news & sp. events  
 Theodore H. Waberski Jr., dir. sds. Stan Lee Briza, gen. dir.

**SUMMARY OF RATES (Card No. 1, April 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	15 Sec.
Class AAA (1:30-10:30 p.m., Mon.-Sat.; 7:30-10:30 p.m., Sun.)					\$200.00	\$415.00
Class AA (Program Units—7:30-11 p.m., Mon.-Sat.; 7-11 p.m., Sun. Announcements—7:30-1:30 p.m., Mon.-Sat.; 8-8:30 p.m., Sun.; 10:30-11 p.m., daily)	\$3,300.00	\$1,920.00	\$1,230.00	\$1,130.00	\$660.00	\$300.00
Class A (Program Units—1-7:30 p.m., Mon.-Sat.; 6-7 p.m., Sun. Announcements—7-7:30 p.m., Mon.-Sat.; 8-8:30 p.m., Sun.; 10:30-11 p.m., daily)	\$2,000.00	\$1,200.00	\$800.00	\$700.00	\$400.00	\$250.00
Class B (Program Units—5-7 p.m., Mon.-Fri.; 1-7 p.m., Sat.; 1-6 p.m., Sun. Announcements—5:30-7 p.m., Mon.-Fri.; 12:30-7 p.m., Sat.; 12:30-4 p.m., Sun.)	\$1,500.00	\$900.00	\$600.00	\$525.00	\$300.00	\$180.00
Class C (Program Units—9 a.m.-8 p.m., Mon.-Fri.; 9 a.m.-4 p.m., Sat.-Sun.; 11 p.m.-1 a.m., daily. Announcements—8 a.m.-5:30 p.m., Mon.-Fri.; 9 a.m.-12:30 p.m., Sat.-Sun.; 11 p.m.-12:30 a.m., daily)	\$1,000.00	\$600.00	\$400.00	\$350.00	\$200.00	\$110.00
Class D (Program Units—Sign-on-9 a.m., daily; 1 a.m.-sign-off, daily. Announcements—Sign-on-9 a.m., daily; 12:30 a.m.-sign-off, daily)	\$700.00	\$420.00	\$280.00	\$240.00	\$140.00	\$80.00

Above are one-time rates. Frequency discounts allowed.

**WSES (TV)**

(Target Date, Unknown)

**LICENSEE:** Philadelphia Broadcasting Co. Address: Western Savings Fund Bldg.

**FACILITIES:** Ch. 30. Authorized Eff. Rad. Pow.: Visual 115 kw. Aural 117 kw. Antenna Height: Above average terrain 550 ft.; above ground 330 ft.

**REPRESENTATIVES:** Washington Attorney, Wash. Short & Morgan; Consulting Engineer, Jamky & Bailey.

**PRINCIPAL STOCKHOLDERS:** William L. Jones, 57%; Nadore B. Slez, 29%; Murray Berkon, 14%.

**EXECUTIVES:**  
 William L. Jones, pres. Nadore B. Slez, pres.  
 Murray Berkon, vp.

**WVUE (TV) (WILMINGTON, DEL.)**

**LICENSEE:** Eborer Broadcasting Co. Address: Suburban Station Bldg., Philadelphia. Phone: Locust 9-2222 (For full listing see Wilmington, Del.)

**PITTSBURGH**

(Allegheny County)

**WENS (TV)**

**LICENSEE:** Telecasting Inc. Address: Carron House Postal Zone, 18 Phone: Express 1-1243. TWX No. PG 609.

**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 200 kw. Aural 165 kw. Present Operating Pow.: Visual 200 kw. Aural 165 kw. Antenna Height: Above average terrain 525 ft.; above ground 325 ft.

**OPERATION:** Began Aug. 1, 1953.

**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC.

**REPRESENTATIVES:** Sales, The Bradford Co., Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jamky & Bailey.

**PRINCIPAL STOCKHOLDERS:** Thomas F. Johnson, 18.75%; L. H. Jarret, 25%; Henry Oliver Neo and family, 1.25%; Oliver Dytone Corp., 8%; A. Demoran Faust, 4.75%; and others. Mr. Jarret has negative control by virtue of ownership of all Class B voting stock. Mr. Neo and family control Tyrone Corp. and have varying interests in WFOA Portland, WAH-AM-TV Bangor, and WMTW (TV) Poland Spring, all Maine.

**EXECUTIVES:**  
 Thomas F. Johnson, pres. Vera E. Oldenburg, ch. engr.  
 Larry H. Jarret, exec. vp. gen. mgr. James Hurley, ch. engr.  
 A. Jim Day.

**SUMMARY OF RATES (Card No. 2A, July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	15 Sec.
Class A (8:30-10:30 p.m., daily)	\$450.00	\$270.00	\$180.00	\$135.00	\$112.50	\$90.00
Class B (8-8:30 p.m., Mon.-Fri.; 10:30-11 p.m., daily; 1-6:30 p.m., Sat., Sun.)	\$315.00	\$202.50	\$135.00	\$101.25	\$84.40	\$67.50
Class C (8-8 p.m., Mon.-Fri.; 11-11:30 p.m., daily)	\$270.00	\$162.00	\$108.00	\$81.00	\$67.50	\$54.00
Class D (News-8 p.m., Mon.-Fri.; 11:30 p.m.-sign-off, daily; noon-1 p.m., Sat., Sun.)	\$150.00	\$90.00	\$60.00	\$45.00	\$37.50	\$30.00
Class E (Sign-on-noon, daily)	\$135.00	\$81.00	\$54.00	\$40.50	\$33.75	\$27.00

Above are one-time rates. Frequency discounts allowed.

**WJIC (TV)**

(Target Date, Sept. 1957)

**LICENSEE:** WJIC Inc. Address: 700 Ivory Ave. Postal Zone, 14. Phone: Wallington 1-6000. TWX No. PG 18.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 316 kw. Aural 158 kw. Present Operating Pow.: Visual 316 kw. Aural 158 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 842 ft.

**EQUIPPED TO COLORCAST:** network programs.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Blair-Ty; Washington Attorney, Segal, Smith & Hennessy.

**PRINCIPAL STOCKHOLDER:** P. G. Publishing Co. (Pittsburgh Post-Gazette), 100%. Some interests own WWSW-AM-FM Pittsburgh and Toledo (Ohio) Radio, applicant for ch. 11 there. Pittsburgh Radio Supply House holds option to purchase 50% of station, conditioned on sale of the WJAZ Pittsburgh (Supply House also owns WJLH Greensburg, Pa.).

**EXECUTIVES:**  
 O. M. Schless, pres. Henry H. Kaber, ch. engr.  
 Robert A. Miraman, gen. mgr. Coley E. Augustine, prom. mgr.  
 Roger D. Rice, com. mgr. Sheldon Weaver, prod. dir. & ch. engr.

**SUMMARY OF RATES (Card No. 1, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	15 Sec.
Class AA (Program Units—7:30-11 p.m., Sun.-Sat. Announcements—7:30-11:01 p.m., Sun.-Sat.)	\$1,800.00	\$1,080.00	\$720.00	\$630.00	\$420.00	\$250.00
Class A (Program Units—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat.; 5-7:30 p.m., Sat., Sun. Announcements—5:30-7:30 p.m., Mon.-Fri.; 11:31-11:51 p.m., Sat., Sun.; 11:01-11:20 p.m., Mon.-Fri.; 4:30-7:25 p.m., Sat., Sun.)	\$1,800.00	\$900.00	\$600.00	\$500.00	\$300.00	\$150.00
Class B (Program Units—5-6 p.m., Mon.-Fri.; 1-5 p.m., Sat., Sun.; 11:30-midnight, Sun.-Sat. Announcements—4:30-5:25 p.m., Mon.-Fri.; 12:30-4:30 p.m., Sat., Sun.; 11:40 p.m.-12:40 a.m., Mon.-Fri.; 11:31 p.m.-12:31 a.m., Sat., Sun.)	\$1,200.00	\$600.00	\$400.00	\$300.00	\$200.00	\$100.00
Class C (Program Units—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat., Sun. Announcements—6:30 a.m.-4:30 p.m., Mon.-Fri.; 4:30 a.m.-12:30 p.m., Sat., Sun.)	\$900.00	\$540.00	\$360.00	\$270.00	\$180.00	\$90.00
Class D (Program Units—Midnight-3 a.m., Sun.-Sat.; Announcements—12:01-4:30 a.m., Sun.-Sat.)	\$600.00	\$300.00	\$200.00	\$150.00	\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed, except announcements which take flat rate.

**WKJF-TV 1**

**LICENSEE:** Agnes J. Reeves Greer. Address: 1715 Grandview Ave. Postal Zone 11. Phone: Hubbard 1-2626.

**FACILITIES:** Ch. 35. Authorized Eff. Rad. Pow.: Visual 174 kw. Aural 82.2 kw. Antenna Height: Above average terrain 520 ft.; above ground 420 ft.

**OPERATION:** Began Aug. 1, 1953.

**AFFILIATION:** Station, Pm. WKJF-FM.

**REPRESENTATIVES:** Washington Attorney, Dew, Lohnes & Albertson; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Agnes J. Reeves Greer 100%. Mrs. Greer also owns 98% of WJEB Dover, Ohio; 51% of WAJR-AM-FM Morgantown and WJNE Elkins, both of W. Va.; Morgantown Dominion News and Post, and New Martinsville (W. Va. weekly) Wetzel Republican.

**EXECUTIVES:**  
 Agnes J. Reeves Greer, pres. Thomas J. Daugherty, gen. mgr.  
 WKJF-TV has suspended operation but has not returned its CP



**PITTSBURGH (Cont.)**

**WQED (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** Metropolitan Pittsburgh Educational Television Station. Address: 437 Fifth Ave. Postal Zone: 13. Phone: Museum 3-1390.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 130 kw, Aural 69.2 kw. Present Operating Pow.: Visual 138 kw, Aural 69.2 kw. Antenna Height: Above average terrain 1,630 ft.; above ground 537 ft.  
**OPERATION:** Began April, 1954.  
**REPRESENTATIVES:** Washington Attorney, Fischer, Willis & Parizer.  
**EXECUTIVES:**  
 Leland Hazard, chmn. Ralph J. Tangney, pgm. dir.  
 John T. Ryan Jr., pres. Edward C. Horstman, ch. engr.  
 John F. White, gen. mgr. Mildred Popovich, news ed.

**WTVQ (TV)**

(Target Date, Unknown)

**LICENSEE:** Golden Triangle Television Corp. Address: 300 W. First St. Postal Zone: 2. Phone: Michigan 8861.  
**FACILITIES:** Ch. 47. Authorized Eff. Rad. Pow.: Visual 230 kw, Aural 120 kw. Antenna Height: Above average terrain 490 ft.; above ground 930 ft.  
**REPRESENTATIVES:** Washington Attorney, Fly, Shuebruk, Blume & Gagnone; Consulting Engineer, John H. Mullaney.  
**PRINCIPAL STOCKHOLDERS:** Loren Berry, 50%; Ronald H. Woodyard, 50%. Mr. Woodyard owns 29.1% of WONE-WIFE (TV) Dayton, Ohio; Mr. Berry owns 16.7% of WONE-WIFE, 21.2% of WEOL-AM-FM-TV Elyria, Ohio, and 10% of WVKO-AM-FM Columbus, Ohio.  
**EXECUTIVE:**  
 Ronald B. Woodyard, pres.

**KDKA-TV**

**LICENSEE:** Westinghouse Broadcasting Co. Inc. Address: 1 Gateway Center. Postal Zone: 22. Phone: Express 1-3090. TWX No.: PG 188.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 300 ft.; above ground 883 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Jan. 11, 1949.  
**AFFILIATIONS:** Tv Networks, CBS, NDC, ABC, Stations, Am. KDKA; Fm. KDKA.  
**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, John W. Steen, New York.  
**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 also owns WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, both Mass.; KYW-AM-FM-TV Cleveland, Ohio; KPX(TV) San Francisco, Calif.; WJZ-TV Baltimore, Md.; WIND-AM-TV Chicago, Ill.; WOVO Fort Wayne, Ind.; and KEX-AM-FM Portland, Ore.  
**EXECUTIVES:**  
 D. H. McGannon, pres. WBC Ray Rogers, ch. engr.  
 Harold C. Lund, vp. Dick Dreyfus, film dir.  
 Jerome R. Reeves, gen. mgr. David N. Lewis, prom. mgr.  
 John Still, sta. mgr. Bill Burns, news dir.  
 E. Calvin Jones, pgm. mgr.

**SUMMARY OF RATES (Card No. 13, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (Program Units—7:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—7:25-11:01 p.m., Mon.-Fri.; 5:59-11:01 p.m., Sat., Sun.)</b>						
\$2,000.00	\$1,300.00	\$800.00	\$700.00	\$650.00	\$500.00	\$250.00
<b>Class A (Program Units—6-7:30 p.m., Mon.-Fri.; 11-11:30 p.m., Sun.-Sat. Announcements—5:59-7:29 p.m., Mon.-Fri.; 11:01-11:31 p.m., Sun.-Sat.)</b>						
\$1,700.00	\$1,000.00	\$690.00	\$510.00	\$420.00	\$330.00	\$175.00
<b>Class B (Program Units—5-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11:30-midnight, Sun.-Sat. Announcements—4:59-5:59 p.m., Mon.-Fri.; 12:59-5:59 p.m., Sat., Sun.; 11:31 p.m.-12:01 a.m., Sun.-Sat.)</b>						
\$1,500.00	\$900.00	\$690.00	\$450.00	\$375.00	\$300.00	\$150.00
<b>Class C (Program Units—9 a.m.-5 p.m., Mon.-Fri.; 9 a.m.-1 p.m., Sat.-Sun. Announcements—4:59 a.m.-4:59 p.m., Mon.-Fri.; 8:59 a.m.-12:59 p.m., Sat., Sun.)</b>						
\$1,100.00	\$650.00	\$440.00	\$330.00	\$275.00	\$175.00	\$87.50
<b>Class D (Program Units—Sign-on-9 a.m., Sun.-Sat.; midnight-sign-off, Sun.-Sat. Announcements—sign-on-8:59 a.m., Sun.-Sat.; 12:01 a.m.-sign-off, Sun.-Sat.)</b>						
\$700.00	\$420.00	\$290.00	\$210.00	\$175.00	\$125.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**READING (Berks County)**

**WEEU-TV†**

**LICENSEE:** Hawley Broadcasting Co. Address: 433 Penn St. Phone: Franklin 6-7335. TWX No.: RD 25  
**FACILITIES:** Ch. 31. Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 87 kw. Antenna Height: Above average terrain 1,630 ft.; above ground 498 ft.  
**OPERATION:** Began April 15, 1953.  
**AFFILIATION:** Station, Am. WEEU  
**REPRESENTATIVES:** Washington Attorney, Cohn & Marks; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDER:** Reading Eagle Co. (Reading Eagle), 100%.  
**EXECUTIVES:**  
 William J. Roehn, pres. K. Richard Creitz, gen. mgr.

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

**WHUM-TV†**

**LICENSEE:** Eastern Radio Corp. Address: Berkshre Hotel. Phone: Franklin 5-3851. TWX No.: BOG 9E  
**FACILITIES:** Ch. 61. Authorized Eff. Rad. Pow.: Visual 300 kw, Aural 120 kw. Antenna Height: Above average terrain 1,770 ft.; above ground 1,034 ft.  
**OPERATION:** Began Feb. 22, 1952  
**AFFILIATION:** Station, Am. WHUM  
**REPRESENTATIVES:** Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** Humbolt J. Greig, 38.3%; 61% of stock is held in voting trust.  
**EXECUTIVE:**  
 Robert G. Magee, vp. & gen. mgr.

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

**SCRANTON**

(Lackawanna County)

**WARM-TV**

**LICENSEE:** Union Broadcasting Co. Address: 333 Madison Ave. Postal Zone: 10. Phone: Diamond 3-1245. TWX No.: SN 30  
**FACILITIES:** Ch. 15. Authorized Eff. Rad. Pow.: Visual 191 kw, Aural 102 kw. Present Operating Pow.: Visual 191 kw, Aural 102 kw. Antenna Height: Above average terrain 1,220 ft.; above ground 348 ft.  
**OPERATION:** Began Feb. 9, 1954.  
**AFFILIATIONS:** Tv Network, ABC, Station, Am. WARM.  
**REPRESENTATIVES:** Sales, The Bolling Co.; Washington Attorney, Loucks, Zias, Young & Jansky; Consulting Engineer, Jansky & Bailey.  
**PRINCIPAL STOCKHOLDERS:** William W. Scranton, 68%; Martin F. Memolo, 22.7%; William M. Dawson, 3%; Roswell J. Parker, 1.5%; Samuel M. Feigenbaum, 1.5%; Arthur Bolin, 1%, and Earl E. Gress, 1%. Mr. Scranton also owns 30% of WTVE (TV) Elmira, N. Y.  
**EXECUTIVES:**  
 Martin F. Memolo, pres. Roswell J. Parker, ch. engr.  
 William M. Dawson, gen. mgr. William Halpin, film buy.  
 Samuel Feigenbaum, com. mgr. Frances M. Brestin, prom. mgr.  
 Arthur Bolin, pgm. dir. John Von Bergen, news ed.

**SUMMARY OF RATES (Card No. 1, June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	\$ Sec.
<b>Class A (7-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.)</b>						
\$225.00	\$135.00	\$90.00	\$75.00	\$60.00	\$45.00	\$22.50
<b>Class B (3-6 p.m., Sat.; 1-5 p.m., Sun.; 9-7 p.m., Mon.-Sat.)</b>						
\$100.25	\$101.25	\$67.50	\$55.25	\$43.00	\$33.75	\$16.88
<b>Class C (All other times)</b>						
\$112.50	\$67.50	\$45.00	\$37.50	\$30.00	\$22.50	\$11.25

Above are one-time rates. Frequency discounts allowed.

**WDAU-TV**

**LICENSEE:** Scranton Broadcasters Inc. Address: 1009 Wyoming Ave. Postal Zone: 9. Phone: Diamond 2-7834. TWX No.: SN 10.  
**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 479 kw, Aural 245 kw. Present Operating Pow.: Visual 479 kw, Aural 245 kw. Antenna Height: Above average terrain 1,356 ft.; above ground 421 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 7, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, Stations, Am. WGBU; Fm. WGBU-FM.  
**REPRESENTATIVES:** Sales, H-R Television; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Philadelphia Bulletin, 50%; Mrs. M. E. Megargee and family, 50%. Philadelphia Bulletin also owns WCAU-AM-FM-TV Philadelphia.  
**EXECUTIVES:**  
 Donald W. Thornburgh, pres. Mort Rosenthal, pgm. dir. & film buy.  
 Vance L. Bekersley, exec. vp. & gen. mgr. Kenneth R. Cooke, ch. engr.  
 Anton J. Moe, sta. mgr. Doug Holcomb, prom. mgr.  
 R. K. McDowell, sta. mgr. Tom Powell, news ed.

**SUMMARY OF RATES (Card No. 5, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	\$ Sec.
<b>Class AA (8-10:30 p.m., Sun.-Sat.)</b>						
\$600.00	\$380.00	\$260.00	\$210.00	\$150.00	\$125.00	\$62.50
<b>Class A (7-8 p.m., 10:30-11 p.m., Sun.-Sat.)</b>						
\$400.00	\$240.00	\$160.00	\$140.00	\$100.00	\$80.00	\$40.00
<b>Class B (6-7 p.m., Mon.-Sat.; 1-7 p.m., Sun.; 11-11:35 p.m., Sun.-Sat.)</b>						
\$300.00	\$180.00	\$120.00	\$105.00	\$75.00	\$60.00	\$30.00
<b>Class C (11 a.m.-6 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.; 11:35 p.m.-sign-off, Sun.-Sat.)</b>						
\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00	\$20.00
<b>Class D (Sign-on-11 a.m., Sun.-Sat.)</b>						
\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WTVU (TV)†**

**LICENSEE:** Appalachian Co. Address: Hotel Jermyn. Phone: Diamond 7-3234  
**FACILITIES:** Ch. 44. Authorized Eff. Rad. Pow.: Visual 13.2 kw, Aural 7.00 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 371 ft.  
**OPERATION:** Began Aug. 17, 1953.  
**REPRESENTATIVES:** Washington Attorney, Krieger & Jorgensen; Consulting Engineer, John H. Mullaney.  
**PRINCIPAL STOCKHOLDERS:** Frank Collins and wife, 100%.  
**EXECUTIVES:**  
 Frank J. Collins, pres. June C. Collins, treas.

†WTVU (TV) has suspended operation but has not returned its CP.

**SUNBURY**  
(Northumberland County)

**WKOK-TV**

(Target Date, Unknown)

**LICENSEE:** Sunbury Broadcasting Corp. Address: 1150 N. Front St.  
**FACILITIES:** Ch. 36 Authorized ER Rad. Pow.: Visual 12.5 kw, Aural 6.8 kw. Antenna Height: Above average terrain 300 ft.; above ground 241 ft.  
**AFFILIATION:** Station, Am. WKOK.  
**REPRESENTATIVES:** Washington Attorney, Dow, Lehner & Aderbaum; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** James A. Beck, 45%; Harry H. Hadden, 25%; estate of George E. Beck, 10%; Mrs. Leon H. Meyer, 10%. Insurlocking ownership with Sunbury Dam.  
**EXECUTIVES:**  
Harry H. Hadden, pres.                      Homer R. Smith, gen. mgr.

**WILKES-BARRE**  
(Luzerne County)

**WBRE-TV**

**LICENSEE:** WBRE-TV Inc. Address: 62 E. Franklin St. Phone: Valley 3-3101. TWX No.: WKBB 46.  
**FACILITIES:** Ch. 28 Authorized ER Rad. Pow.: Visual 568 kw, Aural 302 kw. Present Operating Pow.: Visual 598 kw, Aural 302 kw. Antenna Height: Above average terrain 1,300 ft.; above ground 429 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local films, local slides.  
**OPERATION:** Began Jan. 1, 1953.  
**AFFILIATIONS:** Tv Networks, NBC, Stations, Am. WBRE; Fm. WBRE-Fm.  
**REPRESENTATIVES:** Sales, Bradley-Beet Tv; Washington Attorney, Hogan & Hartson; Consulting Engineer, Robert M. Stillman & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Louis G. Baltimore, 64%; David M. Baltimore, 10%; Marcell B. Baltimore, 10%. Licensee also owns WSCH Scranton, Pa.  
**EXECUTIVES:**  
Louis G. Baltimore, pres.                      Phil A. O'Neill, gen. mgr.  
David M. Baltimore, sp. & gen. mgr.                      Franklin D. Condit, sp. dir. & film buy.  
Ernest Lewis, nat'l. dir. mgr.                      Charles Sakowski, ch. mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	10 Sec.
Class AA (9-10:30 p.m., Mon.-Sun.)	\$225.00	\$112.50	\$75.00	\$50.00	\$37.50	\$25.00
Class A (6:30-8 p.m., 10:30-11 p.m., Mon.-Sun.)	\$400.00	\$200.00	\$133.33	\$88.89	\$59.26	\$39.51
Class B (5-6:30 p.m., Mon.-Sat.; 1-4:30 p.m., Sun.)	\$200.00	\$100.00	\$66.67	\$44.44	\$29.63	\$19.75
Class C (2-5 p.m., Mon.-Sat.; 11 p.m.-1 a.m., Mon.-Sun.)	\$200.00	\$100.00	\$66.67	\$44.44	\$29.63	\$19.75
Class D (7 a.m.-2 p.m., Mon.-Fri.; 7 a.m.-1 p.m., Sat.; 1 p.m.-2 p.m., Sun.)	\$100.00	\$50.00	\$33.33	\$22.22	\$14.81	\$9.88

Above are one-time rates. Frequency discounts allowed.

**WILK-TV**

**LICENSEE:** Wyoming Valley Broadcasting Co. Address: 30 N. Franklin St. Phone: Valley 4-9955. TWX No.: WKBB 46.  
**FACILITIES:** Ch. 34 Authorized ER Rad. Pow.: Visual 776 kw, Aural 398 kw. Present Operating Pow.: Visual 776 kw, Aural 398 kw. Antenna Height: Above average terrain 1,300 ft.; above ground 343 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Sept. 26, 1952.  
**AFFILIATIONS:** Tv Network, ABC, Station, Am. WILK.  
**REPRESENTATIVES:** Sales, Avery-Knaedel; Washington Attorney, Miller & Schroeder; Consulting Engineer, Page, Crests, Steel & Waldbrennert.  
**PRINCIPAL STOCKHOLDERS:** Maxted Jenkins and wife, Roy E. Morgan, Thomas P. Shefferson, Harold Gray, Vernon L. Wise, Edna W. Morgan, Leon Schwartz, Gerald L. Wise (in trust) all own 12 1/2%. Mr. Gray owns 50% of WCED-AM-FM Du Bois, Pa. and DuBois Courier-Express; Vernon and Gerald Wise and family own Butler (Pa.) Eagle.  
**EXECUTIVES:**  
Mitchell Jenkins, pres.                      Hal Berg, gen. dir. & film buy.  
Roy E. Morgan, exec. vp.                      Theodore French, ch. engr.  
Thomas P. Shefferson, treas. mgr.                      Louise Tille, pres. mgr.  
dir. & film buy.                      Thomas A. Rigler, news ed.  
Malcolm Dale, com. mgr.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	10 Sec.
Class AA (9-10 p.m., Sun.-Sat.)	\$170.00	\$85.00	\$56.67	\$37.78	\$25.19	\$16.79

BROADCASTING • TELECASTING

Class A (7-9 p.m., 10-10:30 p.m., Sun.-Sat.)	\$225.00	\$112.50	\$75.00	\$50.00	\$37.50	\$25.00
Class B (5-7 p.m., 10:30-11 p.m., daily)	\$275.00	\$137.50	\$91.67	\$61.11	\$40.74	\$27.16
Class C (All other times)	\$150.00	\$75.00	\$50.00	\$33.33	\$22.22	\$14.81

Above are one-time rates. Frequency discounts allowed.

**WILLIAMSPORT**  
(Lycoming County)

**WRAC-TV**

(Target Date, Unknown)

**LICENSEE:** WGAL Inc. Address: 1302 W. 4th St. Phone: 2-6118.  
**FACILITIES:** Ch. 28 Authorized ER Rad. Pow.: Visual 21 kw, Aural 10.2 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 342 ft.  
**AFFILIATIONS:** Stations, Am. WRAC; Fm. WRAC-Fm.  
**REPRESENTATIVES:** Washington Attorney, Spearman & Roberts; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDER:** WGAL Inc. (Steinman interests), 100%. For other Station stations see WGAL-TV Lancaster, Pa.  
**EXECUTIVE:**  
George E. Joy, pres. & gen. mgr.

**YORK**

(York County)

**WNOW-TV**

**LICENSEE:** WNOW Inc. Address: 20 South Duke St. Phone: 37-611.  
**FACILITIES:** Ch. 49 Authorized ER Rad. Pow.: Visual 67.7 kw, Aural 32.8 kw. Present Operating Pow.: Visual 20 kw, Aural 12 kw. Antenna Height: Above average terrain 680 ft.; above ground 394 ft.  
**OPERATION:** Began Nov. 5, 1952.  
**AFFILIATIONS:** Tv Networks, NBC, Stations, Am. WNOW; Fm. WNOW-Fm.  
**REPRESENTATIVES:** Sales, Robert E. Keller; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Jancky & Bailey.  
**PRINCIPAL STOCKHOLDER:** Owned by Granite State Broadcasting Co. (W. F. Hunt Jr., Ralph Gottlieb).  
**EXECUTIVES:**  
W. F. Hunt Jr., pres.                      Daniel Morrow, gen. dir. & news ed.  
Ralph Gottlieb, exec. vp.                      Glen M. Winter, ch. engr.  
Richard E. Burg, com. mgr.

**SUMMARY OF RATES (Card No. 1, March 1, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.)	\$200.00	\$125.00	\$83.33	\$55.56	\$37.04	\$24.69
Class B (5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)	\$150.00	\$94.00	\$62.67	\$41.78	\$27.85	\$18.57
Class C (All other times)	\$100.00	\$62.50	\$41.67	\$27.78	\$18.52	\$12.38

Above are one-time rates. Frequency discounts allowed.

**WSBA-TV**

**LICENSEE:** Susquehanna Broadcasting Co. Address: E. Queen St. Extended, Phone: 23-221. TWX No.: York 46.  
**FACILITIES:** Ch. 32 Authorized ER Rad. Pow.: Visual 126 kw, Aural 62.1 kw. Present Operating Pow.: Visual 30 kw, Aural 15 kw. Antenna Height: Above average terrain 520 ft.; above ground 418 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Dec. 1952.  
**AFFILIATIONS:** Tv Network, ABC, Station, Am. WSBA.  
**REPRESENTATIVES:** Sales, Young TV; Washington Attorney, Loucks, Ziss, Young & Jancky; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Estate of Louis J. Appell, 80%; Louis J. Appell Jr., 10%; George N. Appell, 10%; Helen A. Norton, 10%.  
**EXECUTIVES:**  
Louis J. Appell Jr., pres. & gen. mgr.                      Jon Curtis, gen. dir. & film buy.  
Arthur C. Haber, ch. engr.                      Stephen B. Fayer, prom. dir.  
Robert M. Stough, asst. mgr.

**SUMMARY OF RATES (Card No. 1, Oct. 1, 1952)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	10 Sec.
Class A (7-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun.)	\$200.00	\$125.00	\$83.33	\$55.56	\$37.04	\$24.69
Class B (5-7 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)	\$150.00	\$94.00	\$62.67	\$41.78	\$27.85	\$18.57
Class C (All other times)	\$100.00	\$62.50	\$41.67	\$27.78	\$18.52	\$12.38

Above are one-time rates. Frequency discounts allowed.

**RHODE ISLAND MARKET DATA BY COUNTIES**

County	Total Households	Television %	Television Households No.	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Bristol	5,800	36	2,088	\$4,000	5,200	1,300
Kent	27,000	82	22,200	22,345	22,182	4,273
Newport	12,000	35	4,200	62,040	16,802	2,871
Providence	179,200	56	100,432	495,950	548,251	75,260
Washington	15,500	32	4,960	59,760	13,974	1,953
Total	249,500	35%	873,380	\$1,011,940	\$1,211,179	\$133,250

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unauthorized. TV set circulation figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

**PROVIDENCE**  
(Providence County)

**WJAR-TV**

**LICENSEE:** The Outlet Co. Address: 176 Westwood St. Postal Zone, E Phone: Goupee 1-8225. TWX No. PR 32.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow. Visual 215 kw. Aural 125 kw. Present Operating Pow. Visual 315 kw. Aural 146 kw. Antenna Height: Above average terrain 520 ft.; above ground 553 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 19, 1949.

**AFFILIATIONS:** Tv Networks, NBC, Antl. Station, Am, WJAR.

**REPRESENTATIVES:** Sales, Edward Patry & Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDER:** The Outlet Co., a department store.

**EXECUTIVES:**  
George O. Griffin, vp.  
Joseph S. Spector, adm. asst. to vp.  
Dave Sturtevant, dir. to ch.  
Bertram Hammett, pgn. dir.  
Thomas C. J. Price, ch. engr.  
Frederick B. Griffin, ops. mgr.  
Edward Chapman, as. mgr.  
Warren Wilson, news ed.

**SUMMARY OF RATES (Class No. 2, Day 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	Sec.
Class AA (9-10:30 p.m., Mon.-Fri., 7:30-10:30 p.m., Sat., Sun.)	\$1,000.00	\$700.00	\$520.00	\$400.00	\$200.00	\$120.00
Class A (7:30-8 p.m., Mon.-Fri., 6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily)	\$1,150.00	\$850.00	\$640.00	\$500.00	\$250.00	\$115.00
Class B (11-12:30 p.m., Mon.-Fri., 4-6 p.m., Sat., Sun.; 11-11:30 p.m., daily)	\$850.00	\$610.00	\$460.00	\$365.00	\$170.00	\$70.00
Class C (8:30-9 p.m., Mon.-Fri.; 8:30-9 p.m., Sat., Sun.; 11:30 p.m., sign-off, daily)	\$675.00	\$495.00	\$375.00	\$300.00	\$150.00	\$60.00
Class D (Sign-on-noun, daily)	\$200.00	\$150.00	\$110.00	\$85.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WNET (TV) 1**

**LICENSEE:** Channel 16 of Rhode Island Inc. Address: P. O. Box 1225. Postal Zone: 1. Phone: Blackstone 2-8224.

**FACILITIES:** Ch. 16. Authorized Eff. Rad. Pow. Visual 220 kw. Aural 125 kw. Antenna Height: Above average terrain 519 ft.; above ground 553 ft.

**OPERATION:** Began March 21, 1954.

**REPRESENTATIVES:** Washington Attorney, Cottone & Schotner; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Harold C. Arzoo, Samuel Harris and John Dunn, each 33.33%, and others.

**EXECUTIVE:** Harold C. Arzoo, pres.

WNET (TV) has suspended operation but has not returned its CP.



**RATING POWER**  
in the thrilling action stories of

"HARBOR COMMAND"  
with **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**WPRO-TV**

**LICENSEE:** Cherry & Webb Broadcasting Co. Address: 24 Mason St. Postal Zone: 2. Phone: Plantations 1-0738. TWX No.: PR 95.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow. Visual 200 kw. Aural 105 kw. Present Operating Pow. Visual 300 kw. Aural 132 kw. Antenna Height: Above average terrain 493 ft.; above ground 323 ft.

**OPERATION:** Began March 21, 1954.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WPRO; Pm, WPRO-FM.

**REPRESENTATIVES:** Sales, Blair-Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, James C. McHenry.

**PRINCIPAL STOCKHOLDERS:** William B. Cherry Jr., 44.2%; Anna Cherry Gross, 14.9%; Charles W. Kizowich, 10.2%. Grant made following merger agreement, which when options exercised will result in WPRO-TV being owned 44% by Cherry & Webb Broadcasting Co., 23% by Kops Broadcasting Co., 20% by Greater Providence Broadcasting Co. and 13% by George Taylor and Robert T. Engles jointly. Mr. Cherry is 44% owner of WDBF-AM-FM-TV Orlando, Fla.

**EXECUTIVES:**  
William S. Cherry Jr., pres.  
Arnold F. Schoen Jr., pgn. mgr.  
Raymond W. Wulke, vnn. mgr.  
Raymond A. Gilvard, pgn. dir.  
John V. Ferry, ch. engr.  
Donald S. Moelker, pgn. mgr.

**SUMMARY OF RATES (Class No. 2, Oct. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	Sec.
Class AA (9-10:30 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat., Sun.)	\$1,000.00	\$700.00	\$520.00	\$400.00	\$200.00	\$120.00
Class A (7:30-8 p.m., Mon.-Fri.; 6-7:30 p.m., Sat., Sun.; 10:30-11 p.m., daily)	\$1,150.00	\$850.00	\$640.00	\$500.00	\$250.00	\$115.00
Class B (11-12:30 p.m., Mon.-Fri., 4-6 p.m., Sat., Sun.; 11-11:30 p.m., Mon.-Sun.)	\$850.00	\$610.00	\$460.00	\$365.00	\$170.00	\$70.00
Class C (10 a.m.-5 p.m., Mon.-Fri.; noon-4 p.m., Sat., Sun.; 11:00 p.m., sign-off, Mon.-Sun.)	\$650.00	\$475.00	\$355.00	\$275.00	\$135.00	\$55.00
Class D (Sign-on-10 a.m., Mon.-Fri.; sign-on-noun, Sat., Sun.)	\$200.00	\$150.00	\$110.00	\$85.00	\$40.00	\$20.00

**SOUTH CAROLINA**

**SOUTH CAROLINA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Television Households No.	Retail Sales 1954(\$000)	Food Sales 1954(\$000)	Drug Sales 1954(\$000)
Abbeville	5,300	36	1,908	12,420	3,882	720
Aiken	26,100	41	10,701	62,415	11,133	2,393
Allendale	2,300	30	690	7,700	1,802	222
Anderson	23,400	34	7,956	78,903	15,050	2,947
Charleston	3,900	40	1,560	12,951	3,051	227
Darlington	7,000	30	2,100	13,854	4,279	301
Georgetown	4,700	34	1,608	10,320	4,018	413
Greenville	8,800	39	3,432	11,559	3,879	409
Calhoun	3,200	42	1,344	8,760	2,210	175
Charleston	10,800	34	3,672	181,074	42,804	6,675
Cherokee	3,800	41	1,558	10,982	4,293	412
Cherokee	2,700	34	918	10,222	3,947	763
Chesterfield	2,900	39	1,131	10,949	4,209	420
Clemson	4,300	27	1,161	14,133	4,724	375
Colleton	3,100	33	1,023	17,482	4,834	401
Darlington	13,200	47	6,204	94,899	4,428	388
Dillon	4,800	39	1,872	15,188	4,227	371
Dorchester	5,200	36	1,872	15,770	4,780	428
Edgefield	3,700	35	1,295	18,289	5,443	419
Fairfield	4,700	34	1,608	9,345	2,977	320
Florence	10,900	30	3,270	14,631	4,423	2,190
Georgetown	7,700	33	2,541	25,320	6,112	624
Greenville	10,800	39	4,212	102,731	44,493	6,204
Greenwood	11,800	37	4,366	38,650	9,363	2,269
Hampton	4,200	34	1,428	12,725	3,493	341
Horry	13,300	27	3,591	58,885	10,268	1,030
Jasper	3,500	34	1,190	7,728	1,803	180
Kershaw	2,800	35	980	22,849	6,028	595
Lancaster	3,800	34	1,292	28,122	7,426	620
Laurens	11,300	36	4,068	26,977	7,443	645
Lee	4,800	39	1,872	20,260	2,862	322
Lexington	11,400	32	3,648	36,474	9,722	972
McCormick	4,200	39	1,638	5,289	1,275	132
Marion	2,800	39	1,092	22,090	4,267	420
Marlboro	2,700	39	1,053	17,579	4,028	422
Newberry	3,800	37	1,406	21,718	5,620	597
Orangeburg	4,300	37	1,591	22,441	5,694	574
Orangeburg	10,100	37	3,737	60,010	11,170	1,543
Pickens	10,100	41	4,141	20,713	6,210	1,227
Richland	42,200	30	12,660	186,323	40,736	5,118
Spartanburg	1,800	44	792	6,290	1,480	188
Spartanburg	46,300	39	18,057	131,379	30,170	4,147
Sumter	14,200	38	5,396	43,288	11,759	1,277
Union	2,300	33	759	10,517	3,037	470
Williamburg	4,200	34	1,428	22,442	3,291	426
York	24,200	33	7,986	53,299	13,787	1,685
Total	109,500	35%	38,136	\$1,128,280	\$419,622	\$51,262

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unauthorized. Tv set circulation figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**WPRO-TV Channel**

**12**

**PROVIDENCE, R.I.**



**CHART YOUR  
SALES COURSE**

TO

**Southeastern  
New England's  
BIG THREE MARKET**

**Providence  
Fall River  
New Bedford**

ON

**WPRO-TV**

**BASIC CBS TELEVISION  
CHANNEL 12 MAX. POWER**

*Ask your Blairman*

**ANDERSON**

(Anderson County)

**WAIM-TV (GREENVILLE)**

**LICENSEE:** Wilton E. Hall. Address: 222 Kingsley Bl. Phone: Canal 9-2211. TWX No.: AND. 9C-800.

**FACILITIES:** Ch. 40. Authorized Eff. Rad. Pow.: Visual 170 kw, Aural 81.3 kw. Present Operating Pow.: Visual 170 kw, Aural 81.3 kw. Antenna Height: Above average terrain 380 ft.; above ground 432 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 15, 1953.

**AFFILIATIONS:** Tv Networks, ABC, CBS. Stations, Am. WAIM; Fm. WCAC(FM).

**REPRESENTATIVES:** Sales, Headley-Road Tv.; Washington Attorney, Collins & Scheiner; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Mr. Hall is publisher of Anderson Independent and Mail.

**EXECUTIVES:**

Wilton E. Hall, pres.  
Glynis F. Warnock, gen. mgr.  
John McCollum, com. mgr.  
Ray Barath, pers. dir.  
Earl Cosma, ch. engr.  
G. Paul Browne, prom. mgr.

**SUMMARY OF RATES (Card No. 1, Aug. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., Sun.-Sat.)	\$120.00	\$90.00	\$60.00	\$45.00	\$30.00	\$15.00
Class B (All other times)	\$120.00	\$75.00	\$50.00	\$37.50	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**CAMDEN**

(Kershaw County)

**WACA-TV**

(Target Date, Unknown)

**LICENSEE:** Camden Broadcasting Corp. Phone: Hemlock 5-0311.

**FACILITIES:** Ch. 14. Authorized Eff. Rad. Pow.: Visual 75 kw, Aural 45 kw. Antenna Height: Above average terrain 330 ft.; above ground 370 ft.

**AFFILIATION:** Station, Am. WACA.

**REPRESENTATIVES:** Washington Attorney, A. L. Smith, Consulting Engineer, William E. Dennis Jr.

**PRINCIPAL STOCKHOLDERS:** Haywood S. Bowden, 25%; Thomas J. Richards, 25%; Harold W. Funderburg, 10%; Woodward E. Bowden, 10%, and others.

**EXECUTIVES:**

Haywood S. Bowden, pres. Harold J. Richards, vp. & gen. mgr.

**CHARLESTON**

(Charleston County)

**WCSC-TV**

**LICENSEE:** WCSC Inc. Address: 518 E. Bay St. Phone: 3-8371. TWX No.: CH 338.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 480 ft.; above ground 515 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began June 15, 1951.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Stations, Am. WCSC; Fm. WCSC-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Linnas & Albertson; Consulting Engineer, Lehnas & Colver.

**PRINCIPAL STOCKHOLDERS:** John M. Rivers, 51.74%, and others.

**EXECUTIVES:**

John M. Rivers, pres.  
Roland Weeks, gen. mgr. & com. mgr.  
Charles Hall, pers. dir.  
John Droughton, ch. engr.  
Ralph Thornley, fin. inv.  
Annis Lee Small, prom. mgr.  
Ken Kiper, news ed.

**SUMMARY OF RATES (Card No. 3, Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 10 Sec.	10 Sec.
Class A (Program Units—7-10:30 p.m., Sun.-Sat. Announcements—4:20-10:30 p.m., Mon.-Sun.)	\$300.00	\$150.00	\$125.00	\$100.00	\$75.00	\$50.00
Class B (Program Units—6-7 p.m., Mon.-Sat.; 12-50-7 p.m., Sun.; 10:30-11:30 p.m., daily. Announcements—4:20-4:50 p.m., Mon.-Sat.; 12:30-1:30 p.m., Sun.)	\$200.00	\$130.00	\$95.00	\$70.00	\$50.00	\$40.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$35.00	\$25.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WCSC-TV, Channel 5**

CHARLESTON, S. C.



Coverage Area - 37  
Population of Coverage Area - 1,217,000  
No. of TV Homes in Coverage Area - 225,000

**Dominates this  
BOOMING  
Billion-Dollar  
Market!**



**John M. Rivers, President  
PETERS, GRIFFIN, WOODWARD, INC.—National Representatives**

**WUSN-TV**

**LICENSEE:** Southern Broadcasting Co., Address: P. O. Box 225, Phone: Mount Pleasant 214. TWX No.: MF 20.

**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 25.7 kw. Present Operating Pow.: Visual 100 kw, Aural 33.7 kw. Antenna Height: Above average terrain 190 ft.; above ground 342 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 23, 1954.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Weed Tv, Washington Attorney, Eldon C. Lovett, Consulting Engineer, Gantroy & Jones.

**PRINCIPAL STOCKHOLDERS:** J. Drayton Battle, 11%; Sara C. Battle, 3.5%; Robinson Humphrey Co., 3.0%; C. Norwood Hadley Jr., 2.5%; George L. Bunt, 2.5%; Theodore D. Maybank, 1%, and others.

**EXECUTIVES:**

J. Drayton Battle, pres. & gen. mgr.  
Douglas M. Bradham, sec. & asst. gen. mgr.  
Orange E. Caldwell Jr., asst. mgr.  
Clark W. Davis, prod. mgr.  
Walter M. Nelson, ch. engr.  
Ann Clark, prom. mgr.  
Bill Drayton, news ed.

**SUMMARY OF RATES (Card No. 4, June 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class A (7-10:30 p.m., Sun-Sat.)	\$300.00	\$180.00	\$120.00	\$80.00	\$55.00	\$37.50
Class B (6-7 p.m., Mon-Fri; News-3 p.m., Sun.; 10:30-11:30 p.m., daily)	\$200.00	\$120.00	\$80.00	\$55.00	\$45.00	\$22.50
Class C (Highnoon-4 p.m., Mon-Fri; 11:30 p.m.-12:30 a.m., daily)	\$150.00	\$90.00	\$60.00	\$45.00	\$35.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

(Target Date Unknown)

**LICENSEE:** Atlantic Coast Broadcasting Co. of Charleston, Address: 123 Church St.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow. Visual 88 kw, Aural 22 kw. Antenna Height: Above average terrain 267 ft.; above ground 471 ft.

**REPRESENTATIVES:** Washington Attorney, Cahn & Marks; Consulting Engineer: David W. Jefferson.

**PRINCIPAL STOCKHOLDERS:** Charles E. Smith, 40%; George H. Clinton, 40%; and others.

**COLUMBIA**

(Richland County)

**WIS-TV**

**LICENSEE:** Broadcasting Co. of The South, Address: 1111 Bull St. Phone: Alpine 3-6211. TWX No.: COLA 7145.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 125 kw. Present Operating Pow.: Visual 200 kw, Aural 125 kw. Antenna Height: Above average terrain 640 ft.; above ground 302 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Nov. 7, 1953.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Stations, Am. Wis. Pm. WIS-PM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Dow, Limes & Albertson; Consulting Engineer, Lohman & Culver.

**PRINCIPAL STOCKHOLDER:** Broadcasting Co. of the South (B. Calhoun Hipp, pres.), 84%. Broadcasting Co. of the South also owns WIS-TV Charlotte, N.C.

**EXECUTIVES:**

G. Richard Shafte, pres.  
Charles A. Batson, vp. & mgng. dir.  
Law Egan, asst. mgr.  
Diana Lovvorn, gen. dir.  
Rochell Goldberg, ch. engr.  
Adrian H. Kinsall, asst. pres. & film buy.  
John Boncompagni, prom. mgr.  
Gren Seibels, news dir.

**SUMMARY OF RATES (Card No. 4, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class AA (Program Units—7:30-10:30 p.m., Mon-Sun; Announcements—7:31-10:29 p.m., Mon-Fri; 8:00-10:29 p.m., Sun.)	\$450.00	\$270.00	\$180.00		\$110.00	\$55.00
Class A (Program Units—4:30-7:30 p.m., Mon-Sun; 10:30-11:30 p.m., Mon-Sun; Announcements—8:31-7:31 p.m., Mon-Fri; 8:31-10:29 p.m., Sun.; 10:30-11:29 p.m., Mon-Sun.)	\$400.00	\$240.00	\$160.00	\$100.00	\$80.00	\$40.00
Class B (Program Units—5:30-6:30 p.m., Mon-Fri; 11:31-12:30 p.m., Mon-Fri; Announcements—5:31-6:31 p.m., Mon-Fri; 12:31-1:30 p.m., Mon-Fri.)	\$300.00	\$180.00	\$120.00	\$75.00	\$60.00	\$30.00
Class C (Program Units—10 a.m.-5:30 p.m., Mon-Sun; 11:31 p.m.-midnight, Mon-Sun; Announcements—10:01 a.m.-5:31 p.m., Mon-Sun; 11:31-11:59 p.m., Mon-Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00
Class D (All other times)	\$150.00	\$90.00	\$60.00	\$52.50	\$37.50	\$30.00

Above are one-time rates. Frequency discounts allowed.

# 5 Favorite Faces in South Carolina

Every survey ever made\* shows these local personalities with undisputed dominance in the wide, wide area served by WIS-TV. They crystone WIS-TV's whopping audience superiority.

Reading the usual way, they are Spots Munzell, Gene Upright, "Cactus" Quave, Don Upton and Gren Seibels . . . five sales experts who attract more every day viewers every day.

Call your PCW Colonel . . . get these men, who are favored family friends to tens of thousands of South Carolinians; to sell more for you throughout central South Carolina.

(\*in our 3 1/2 year lifetime)



**WIS-TV**  
CHANNEL 10  
COLUMBIA, SOUTH CAROLINA



**PETERS, GRIFFIN, WOODWARD, INC.**  
Exclusive National Representatives

President, G. Richard Shafte  
Mngng. Dir., Charles A. Batson

**COLUMBIA (Cont.)**

**WNOK-TV**

**LICENSEE:** Palmetto Radio Corp. Address: 1411 Main St. Phone: 3-7737, TWX No. CO 7994.

**FACILITIES:** Ch. 5. Authorized ED. Rad. Pow.: Visual 741 kw, Aural 375 kw. Present Operating Pow.: Visual 613 kw, Aural 47.4 kw. Antenna Height: Above average terrain 610 ft., above ground 526 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 1, 1963

**AFFILIATIONS:** TV Networks: CBS, ABC, Station Ass. WNOK.

**REPRESENTATIVE:** Sales: Paul H. Baymer & Co.; Washington Attorney, Conington & Harting; Consulting Engineer, Janney & Kelley

**PRINCIPAL STOCKHOLDERS:** (wvs: Kahn, 51.9%; W. Craft Jennings, 9%; Jules W. Lindsay III, 19.5%; Bernard Lyman, 2.7%; Carlisle Roberts, 4.7%; H. Moody McEwen, 2.9%; Louis G. Merritt, 2.2%; and others: Mr. Kahn is 41.9% owner of WORD-WOXY (FM) Spartanburg, S. C.

**EXECUTIVES:**

H. Moody McEwen, Jr., vp. & gen. mgr.  
John P. Bluhm, comm. mgr.  
Granny Thomas, pgm. dir. & Bus. Mgr.  
Carlton Bowers, ch. engr.  
Pat Couder, prod. mgr.  
Don Robertson, news ed.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1963)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (Program Units—6-11 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—5:30-11 p.m., Mon.-Fri.; 5:30-11 p.m., Sat., Sun.)</b>						
\$200.00	\$120.00	\$60.00	\$48.00	\$20.00	\$40.00	\$20.00
<b>Class B (Program Units—3-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun. Announcements—4:55-5:25 p.m., Mon.-Fri.; 12:55-5:55 p.m., Sat., Sun.)</b>						
\$120.00	\$60.00	\$30.00	\$24.00	\$10.00	\$20.00	\$10.00
<b>Class C (Program Units—Sign-on-1 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun. Announcements—Sign-on-4:30 p.m., Mon.-Fri.; sign-on-12:30 p.m., Sat., Sun., 11 p.m., sign-off, daily)</b>						
\$120.00	\$60.00	\$30.00	\$24.00	\$10.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**FLORENCE**

(Florence County)

**WBTW (TV)**

**LICENSEE:** Jefferson Standard Broadcasting Co. Address: P. O. Box 420, Phone: 9-1500, TWX No.: FLRC 301.

**FACILITIES:** Ch. 6. Authorized ED. Rad. Pow.: Visual 316 kw, Aural 151 kw. Present Operating Pow.: Visual 316 kw, Aural 151 kw. Antenna Height: Above average terrain 790 ft., above ground 624 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 18, 1964.

**AFFILIATIONS:** TV Networks: CBS, NBC, ABC.

**REPRESENTATIVES:** Sales: CBS TV Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** See WBTY (TV); Charlotte, N. C.

**EXECUTIVES:**

Joseph M. Bryan, pres.  
Charles H. Crossfield, exec. vp. & gen. mgr.  
J. William Quinn, engng. dir.  
John H. Brock, ch. engr.  
George B. Burnett, pgm. & prod. mgr. & film mgr.  
Earl A. Bellars, engng. mgr.  
Whitehead Smith, prom. & publicity mgr.

**SUMMARY OF RATES (Card No. 1, April 18, 1965)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7:30-10 p.m., daily)</b>						
					\$85.00	\$42.50
<b>Class A (Program Units—7-10:30 p.m., Mon.-Fri.; 6-11 p.m., Sat., Sun. Announcements—6:55-7:25 p.m., 10-10:30 p.m., Mon.-Fri.; 5:30-1:30 p.m., 10-11 p.m., Sat., Sun.)</b>						
\$200.00	\$100.00	\$50.00	\$40.00	\$20.00	\$40.00	\$20.00
<b>Class B (Program Units—3-7 p.m., 10:30-11 p.m., Mon.-Fri.; 3-6 p.m., Sat.; 1-6 p.m., Sun. Announcements—4:55-5:25 p.m., 10:20-11 p.m., Mon.-Fri.; 1:55-5:55 p.m., Sat., Sun.)</b>						
\$120.00	\$60.00	\$30.00	\$24.00	\$10.00	\$20.00	\$10.00
<b>Class C (Program Units—9 a.m.-9 p.m., Mon.-Sat.; 8 a.m.-1 p.m., Sun.; 11 p.m., sign-off, daily. Announcements—8:00 a.m.-4:00 p.m., Mon.-Sat.; 8:20 a.m.-12:30 p.m., Sun.; 11 p.m., sign-off, daily)</b>						
\$120.00	\$60.00	\$30.00	\$24.00	\$10.00	\$20.00	\$10.00
<b>Class D (Program Units—Sign-on-9 a.m., daily. Announcements—sign-on-8:50 a.m., daily)</b>						
\$80.00	\$40.00	\$20.00	\$16.00	\$7.00	\$14.00	\$7.00

Above are one-time rates. Frequency discounts allowed.

# 2-MILLION PEOPLE 2-BILLION INCOME



## IN THE WFBC-TV 4-STATE MARKET

WFBC-TV leads all South Carolina television stations by far\*. Its total 4-state market is comparable with Atlanta, Jacksonville, New Orleans or Miami. Within "The Giant's" 100 uv/m contour is the South's greatest textile-industrial area and the fabulous Carolinas mountain playground.

\*According to NCS No. 2

**†58-COUNTY DATA**

Population	2,021,900
Incomes	\$2,240,153,000.
Retail Sales	\$1,590,398,000.
Homes	511,900

(Data from SALES MANAGEMENT Survey of Buying Power, May 10, 1967)



### "The Giant of Southern Skies"

Video—100,000 Watts (FCC Maximum)  
Audio—50,000 Watts  
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.

Represented Nationally by WEED Television Corp.

**NBC NETWORK**

GREENVILLE (Greenville County)

WAIM-TV (ANDERSON)

LICENSEE: Wilton B. Hall, Address: 331 Kingsley Road, Anderson, S. C. Phone: Casa 9-1811. (For full listing see Anderson.)

WFBC-TV

LICENSEE: WHRC Inc. Address: 303 Rutherford St. Phone: 3-1233. TWX No.: QV 8811.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow. Visual 100 kw, Aural 30 kw. Present Operating Pow. Visual 100 kw, Aural 60 kw. Antenna Height: Above average terrain 140 ft.; above ground 136 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Dec. 31, 1953.

AFFILIATIONS: Tv Network, NBC Stations, Am. WFBC; Pm. WFBC-FM.

REPRESENTATIVES: Sales, Wood Tv, Washington Attorney, Dew. Lohaus & Albertson; Consulting Engineer, Vanderveer, Cohen & Weary.

PRINCIPAL STOCKHOLDERS: Greenville News-Piedmont Co. (Greenville News and Piedmont), 55.0%; Robert A. Jolley and family, 12.8% and others Greenville News-Piedmont Co. owns Asheville (N. C.) Citizen-Times (WWHC Asheville), Asheville Citizen-Times has option to buy one-third of WLOS-TV Asheville.

EXECUTIVES:

H. A. Jolley Sr., pres. Marvin C. Dunson, gen. mgr.
Wilton C. Weary, asst. to pres. & film buy. William E. Garrison, ch. engr.
Kenneth Hanchford, gen. mgr. Edna Benson, prom. mgr.
Robert Q. Glass Jr., com. mgr. Monty DuPuy, news ed.

SUMMARY OF RATES (Card No. 1, Sept. 1, 1955)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 30 Sec., 15 Sec. Rows include Class AA (7:30-10 p.m., daily), Class A (7-10:30 p.m., daily), Class B (6-7 p.m., Mon-Fri; 1-3 p.m., Sat.; 10:30-11 p.m., daily), Class C (9:00-9 p.m., Mon-Fri), Class D (Sign-on-comm. Mon-Fri; sign-on-1 p.m., Sat.; 11 p.m.-sign-off, daily).

Above are one-time rates. Frequency discounts allowed.

WCVL (TV)†

LICENSEE: Greenville Television Co. Address: Catharine Towers, Phone: 1-0471.

FACILITIES: Ch. 22. Authorized Eff. Rad. Pow. Visual 17 kw, Aural 2.2 kw. Antenna Height: Above average terrain 138 ft.; above ground 131 ft.

OPERATION: Began July 14, 1953.

REPRESENTATIVES: Washington Attorney, Fisher, Wayland, Durrell & Southmayd.

PRINCIPAL STOCKHOLDERS: Edgar M. Harris, 47%, E. M. Cain, 21%, Colvin F. Temple, 14%, Ben K. McKinnon, 12%, Lewis Village, 5%, Victor M. Manning, 5%, Burnet R. Maybank, 2%, and others.

EXECUTIVES:

H. M. Cain, exec. vp. Ben K. McKinnon, vp. gen. mgr.

†WCVL (TV) has suspended operation but has not returned to CP.

SPARTANBURG (Spartanburg County)

WSPA-TV

LICENSEE: Spartan Broadcasting Co. Address: 224 E. Main St. Phone: 3-3022. TWX No.: ZP 86.

FACILITIES: Ch. 7. Authorized Eff. Rad. Pow. Visual 237 kw, Aural 125 kw. Present Operating Pow. Visual 237 kw, Aural 124 kw. Antenna Height: Above average terrain 132 ft.; above ground 84 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began April 29, 1954.

AFFILIATIONS: Tv Network, CBS Stations, Am. WSPA; Pm. WSPA-FM.

REPRESENTATIVES: Sales, George F. Hollingshead Co.; Washington Attorney, Dempsey & Rapovitch; Consulting Engineer, A. D. King & Assoc.

PRINCIPAL STOCKHOLDERS: Walter J. Brown, 35.0%, D. R. Burnside, 41%, and others.

EXECUTIVES:

Walter J. Brown, pres. & gen. mgr. Harold E. Beckhoff, ch. engr.
Charles E. Bell, asst. to gen. mgr. William A. Adams, prom. mgr.
Robert H. Warren, loc. asst. mgr. Charles W. Newcomb, news ed.
James D. Noble Jr., gen. dir. & film buy.

SUMMARY OF RATES (Card No. A, Sept. 1, 1955)

Table with columns: Hour, 30 Min., 15 Min., 10 Min., 5 Min., 30 Sec., 15 Sec. Rows include Class AA (7:30-10 p.m., daily), Class A (7-10:30 p.m., Mon-Fri; 6-11 p.m., Sat., Sun.), Class B (5-7 p.m., 12:30-11 p.m., Mon-Fri; 1-4 p.m., Sat., Sun.), Class C (9:00-9 p.m., Mon-Fri), Class D (Sign-on-comm. Mon-Fri; sign-on-1 p.m., Sat., Sun.; 11 p.m.-sign-off, daily).

Above are one-time rates. Frequency discounts allowed.

SOUTH DAKOTA MARKET DATA BY COUNTIES

Table with columns: County, Total Households, Television Households %, Retail Sales (1954/1953), Food Sales (1954/1953), Drug Sales (1954/1953). Rows list counties from Aurora to Ziebach.

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. TV set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more TV sets and percentage of households with tv.

ABERDEEN (Brown County)

KXAB-TV

(Target Date, Unknown)

LICENSEE: North Dakota Broadcasting Co. Address: 400 W. Main Ave., Fargo, N. D.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow. Visual 1.08 kw, Aural 794 kw. Antenna Height: Above average terrain 300 ft.; above ground 330 ft.

REPRESENTATIVES: Washington Attorney, Plynco, Taylor, Crompton & Goodson.

PRINCIPAL STOCKHOLDERS: John W. Boier, 56%, and others. For Mr. Boier's other holdings see KCFB-TV Minot, N. D.

EXECUTIVE:

John W. Boier, pres.

DEADWOOD (Lawrence County)

KDSJ-TV

(Target Date, Unknown)

LICENSEE: The Heart of the Black Hills Stations. Address: 745 Main St. Phone: 106.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow. Visual 1.23 kw, Aural 741 kw. Antenna Height: Above average terrain 570 ft.; above ground 160 ft.

AFFILIATION: Station, Am, KDSJ.

REPRESENTATIVES: Washington Attorney, A. L. Stein.

PRINCIPAL STOCKHOLDERS: John Eli and Harry Daniels, 50% each. They also own KDSJ-AM-TV Rapid City, S. D.

EXECUTIVES:

John Daniels, ptr. Harry Daniels, ptr.
El. Daniels, asst.



**FLORENCE**

(Codington County)

**KDLO-TV (Satellite of KELO-TV Sioux Falls)**

**LICENSEE:** Tri-State City Broadcasting Co. Address: Phillips Ave. & 5th St., Sioux Falls, S. D. Phone: 4-5041 (Sioux Falls). TWX No.: SX 8314.

**FACILITIES:** Ch. 1, Authorized ET, Rad. Pow.: Visual 100 kw, Aural 96.3 kw. Present Operating Pow.: Visual 100 kw, Aural 60.3 kw. Antenna Height: Above average terrain 900 ft., above ground 230 ft.

**OPERATION:** Began Sept. 21, 1955.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC, Station, Am, KELO-TV Sioux Falls.  
**REPRESENTATIVES:** Sales, H-R Television, Duinger & Johnson (Minneapolis); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** See KELO-TV Sioux Falls, S. D.

**EXECUTIVES:**  
 Joe Floyd, pres.                      Les Froke, ch. engr.  
 Evans A. Nord, gen. mgr. & comm. mgr.                      Bob Johnson, film buy.  
 mgr.    Robert Rosen, prom. mgr.  
 Jack Townsend, pgm. dir.                      Paul Beckstrand, news ed.

**SUMMARY OF RATES** (Sold in combination with KELO-TV Sioux Falls. Rates apply to simultaneous telecasts on both stations.)

**RAPID CITY**

(Pennington County)

**KOTA-TV**

**LICENSEE:** Duhamel Enterprises Inc. Address: Sixth & St. Joe Sts. Phone: 545-2155. TWX No.: KC 6482.

**FACILITIES:** Ch. 11, Authorized ET, Rad. Pow.: Visual 124 kw, Aural 36.3 kw. Present Operating Pow.: Visual 124 kw, Aural 36.3 kw. Antenna Height: Above average terrain 340 ft., above ground 150 ft.

**OPERATION:** Began May 29, 1955.  
**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, Station, Am, KOTA.  
**REPRESENTATIVES:** Sales, Headley-Seed Tv, Washington Attorney, Fisher, Wayland, Durall & Scarborough; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Hester S. Duhamel, W.B. and others.

**EXECUTIVES:**  
 Hester S. Duhamel, pres. & gen. mgr.                      Robert Muntzich, ch. engr.  
 mgr.    Arthur L. Jooss, prom. dir.  
 William F. Turner, bus. & comm. mgr.                      Stewart Steiss, news ed.  
 J. Norman Hoffman, prod. dir. & film buy.

**SUMMARY OF RATES (Card No. 1, June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	ID.
\$120.00	\$60.00	\$30.00	\$20.00	\$10.00	\$2.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**KRSD-TV**

(Target Date, Unknown)

**LICENSEE:** The Heart of the Black Hills Stations. Address: P. O. Box 606.  
**FACILITIES:** Ch. 1, Authorized ET, Rad. Pow.: Visual 234 kw, Aural 201 kw. Antenna Height: Above average terrain 576 ft., above ground 295 ft.

**AFFILIATION:** Station, Am, KRSD.  
**REPRESENTATIVES:** Washington Attorney, A. L. Sizin.  
**PRINCIPAL STOCKHOLDERS:** See KRSD-TV Deadwood, S. D.  
**EXECUTIVES:**  
 John Daniels, ptr.    Harry Daniels, ptr.  
 Eli Daniels, ptr.

**RELIANCE**

**KPLO-TV (Satellite of KELO-TV Sioux Falls)**

**LICENSEE:** Midcontinent Broadcasting Co. Address: 3th St. & Phillips Ave., Sioux Falls, S. D. Phone: 4-5041 (Sioux Falls). TWX No.: SX 8314.

**FACILITIES:** Ch. 6, Authorized ET, Rad. Pow.: Visual 117 kw, Aural 118 kw. Present Operating Pow.: Visual 121 kw, Aural 94 kw. Antenna Height: Above average terrain 1115 ft., above ground 311 ft.

**OPERATION:** Began July 5, 1957.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC.  
**REPRESENTATIVES:** Sales, H-R Television, Duinger & Johnson (Minneapolis); Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** See KELO-TV Sioux Falls, S. D.

**EXECUTIVES:**  
 Joe Floyd, pres.    Les Froke, ch. engr.  
 Evans A. Nord, gen. mgr. & comm. mgr.                      Bob Johnson, film buy.  
 mgr.    Robert Rosen, prom. mgr.  
 Jack Townsend, pgm. dir.                      Paul Beckstrand, news ed.

**SUMMARY OF RATES** (Sold in combination with KELO-TV Sioux Falls. Rates apply to simultaneous telecasts on both stations.)

**SIoux FALLS**

(Minnehaha County)

**KELO-TV (Parent Station of Satellites KDLO-TV Florence, KPLO-TV Reliance)**

**LICENSEE:** Midcontinent Broadcasting Co. Address: 3th St. & Phillips Ave., Phone: 4-5041. TWX No.: SX 8314.

**FACILITIES:** Ch. 11, Authorized ET, Rad. Pow.: Visual 212 kw, Aural 123 kw. Present Operating Pow.: Visual 212 kw, Aural 123 kw. Antenna Height: Above average terrain 900 ft., above ground 1,032 ft.

**OPERATION:** Began May 12, 1953.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC, Station, Am, KELO.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Joseph L. Floyd, M. L. Benson and Edmund Reichen, each 33 1/3%. Also own KDLO-TV Florence and KPLO-TV Reliance, S. D.

**EXECUTIVES:**  
 Joe Floyd, pres.    Les Froke, ch. engr.  
 Evans A. Nord, gen. mgr. & comm. mgr.                      Bob Johnson, film buy.  
 mgr.    Robert Rosen, prom. mgr.  
 Jack Townsend, pgm. dir.                      Paul Beckstrand, news ed.

**SUMMARY OF RATES (Card No. 2, June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	1 Min.	ID.
Class AA (7-11 p.m., Mon-Sun) \$220.00	\$110.00	\$55.00	\$36.60	\$18.30	\$3.66	\$44.00
Class A (5-7 p.m., 10-10:30 p.m., Mon-Sun) \$400.00	\$200.00	\$100.00	\$66.60	\$33.30	\$6.66	\$133.20
Class B (3-4 p.m., Mon-Sat.; 10:30-11 p.m., Mon-Sun; Noon-1 p.m., Mon-Sat.; 1-4 p.m., Sun.) \$300.00	\$150.00	\$75.00	\$50.00	\$25.00	\$5.00	\$100.00
Class C (All other times) \$200.00	\$100.00	\$50.00	\$33.30	\$16.65	\$3.33	\$66.60

Above are one-time rates. Frequency discounts allowed.

**KSOO-TV**

(Target Date, Unknown)

**LICENSEE:** KSOO-TV Inc. Address: 217 S. Phillips Ave., Phone: 4-5041.  
**FACILITIES:** Ch. 11, Authorized ET, Rad. Pow.: Visual 21.97 kw, Aural 11.56 kw. Antenna Height: Above average terrain 690 ft., above ground 373 ft.

**AFFILIATION:** Station, Am, KSOO.  
**REPRESENTATIVES:** Washington Attorney, Sagal, Smith & Hennessey; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Morton H. Henkin, 100%.

**EXECUTIVE:**  
 Morton H. Henkin, pres.



**EXCITEMENT UNLIMITED!**

**ASHORE! AT SEA! IN THE AIR!**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

**"HARBOR COMMAND"**  
 starring **WENDELL COREY**



TENNESSEE MARKET DATA BY COUNTIES

County	Total Households	Television %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Anderson	14,300	38	5,434	46,001	15,213	1,436
Bedford	8,900	37	3,293	24,227	7,712	444
Bevins	2,300	32	736	4,817	1,217	147
Blount	1,700	32	539	2,719	812	75
Blount	12,300	31	3,813	30,822	10,202	1,302
Broadway	4,800	31	1,488	20,208	6,120	1,119
Campbell	6,500	31	2,005	17,200	5,401	611
Cannon	2,100	30	630	5,790	883	109
Carroll	7,400	30	2,220	16,614	3,870	630
Carter	10,900	30	3,270	24,096	7,140	891
Chestnut	2,800	30	840	4,630	854	99
Chester	2,700	30	810	5,008	1,640	221
Clatsop	5,400	30	1,620	8,230	2,446	119
Clay	1,800	30	540	1,945	401	27
Coke	6,200	30	1,860	10,865	2,963	440
Coffee	7,000	30	2,100	23,028	5,389	601
Crockett	4,000	30	1,200	8,022	2,101	340
Cumberland	4,500	30	1,350	12,485	2,582	327
Davidson	96,800	28	27,016	447,377	152,222	12,385
DeKalb	2,400	30	720	2,899	874	102
De Kalb	2,800	30	840	4,271	907	99
Dickson	2,800	30	840	12,222	3,106	396
Dyer	4,800	30	1,440	8,022	4,226	137
Dyer	5,400	30	1,620	8,228	2,247	277
Fayette	2,200	30	660	1,222	1,222	122
Franklin	4,200	30	1,260	11,222	2,222	222
Gibson	12,900	30	3,870	28,122	8,888	1,222
Giles	4,800	30	1,440	12,222	3,222	222
Greene	3,800	30	1,140	3,222	1,222	222
Greene	10,400	30	3,120	24,222	7,222	888
Grundy	2,800	30	840	5,222	1,222	222
Hamblin	4,800	30	1,440	12,222	3,222	222
Hamilton	82,700	28	23,158	284,222	92,722	7,888
Hancock	2,800	30	840	1,222	222	222
Hartman	4,200	30	1,260	6,222	1,222	222
Hartin	4,000	30	1,200	9,222	1,881	181
Hawkins	7,800	30	2,340	10,222	2,222	122
Haywood	5,900	30	1,770	12,122	2,540	270
Henderson	4,100	30	1,230	8,222	1,940	207
Henry	4,500	30	1,350	10,794	4,387	580
Hickman	3,000	30	900	5,022	1,180	222
Houston	1,200	30	360	1,600	791	91
Humphreys	2,700	30	810	8,211	2,109	279
Jackson	2,500	30	750	5,614	1,763	222
Jefferson	4,800	30	1,440	11,889	2,508	289
Johnson	2,600	30	780	3,456	840	97
Knox	44,900	29	13,021	272,898	86,213	8,621
Lake	2,700	30	810	7,172	2,278	289
Lauderdale	4,400	30	1,320	12,444	3,222	322
Lawrence	4,200	30	1,260	10,222	2,880	444
Lewis	1,500	30	450	3,122	788	122
Letcher	4,200	30	1,260	10,222	3,222	322
Leitch	4,200	30	1,260	10,222	4,122	422
Madison	8,300	30	2,490	15,222	3,722	422

County	Total Households	Television %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Madison	2,800	30	840	11,172	1,763	222
Madison	2,800	30	840	4,405	1,222	122
Madison	17,200	30	5,160	32,222	13,222	1,222
Madison	2,800	30	840	12,222	2,722	222
Madison	2,800	30	840	12,222	2,989	444
Madison	10,200	30	3,060	32,222	8,424	422
Madison	2,800	30	840	1,121	129	122
Madison	5,200	30	1,560	13,222	3,222	422
Madison	12,100	30	3,630	41,102	8,454	1,071
Madison	1,200	30	360	910	215	122
Madison	3,100	30	930	2,722	1,021	122
Madison	8,000	30	2,400	20,224	4,522	581
Madison	3,500	30	1,050	8,247	1,021	122
Madison	1,500	30	450	2,106	622	42
Madison	1,000	30	300	1,200	142	50
Madison	3,000	30	900	6,171	1,025	122
Madison	7,000	30	2,100	10,219	2,026	246
Madison	6,000	30	1,800	17,222	4,222	422
Madison	11,100	30	3,330	31,403	7,827	770
Madison	4,000	30	1,200	8,403	1,821	122
Madison	2,400	30	720	3,027	621	144
Madison	1,400	30	420	2,822	1,222	222
Madison	140,900	30	42,270	800,885	47,122	20,140
Madison	1,800	30	540	5,222	1,000	122
Madison	2,200	30	660	3,222	790	42
Madison	28,700	30	8,610	100,222	24,222	2,222
Madison	2,700	30	810	10,111	4,404	472
Madison	7,200	30	2,160	12,117	4,122	472
Madison	1,600	30	480	5,722	1,026	122
Madison	2,800	30	840	7,744	1,870	21
Madison	1,900	30	570	3,214	896	122
Madison	800	30	240	690	70	122
Madison	5,200	30	1,560	17,109	2,485	310
Madison	15,200	30	4,560	94,774	12,845	1,014
Madison	3,200	30	960	4,140	814	87
Madison	7,800	30	2,340	12,383	2,222	222
Madison	2,800	30	840	7,022	2,147	222
Madison	6,200	30	1,860	10,213	4,177	322
Madison	7,500	30	2,250	10,148	4,164	222
Total	880,000	60%	528,000	\$3,026,104	\$836,201	\$87,181

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BRISTOL

(Sullivan County)

WCYB-TV (BRISTOL, VA.)

LICENSEE: Appalachian Broadcasting Corp. Address: 111 Cumberland St., Bristol, Va. Phone: South 226. (For full listing see Bristol, Va.)

**WCYB-TV**  
BRISTOL, VIRGINIA-TENNESSEE  
JOHNSON CITY, TENNESSEE /  
KINGSPORT, TENNESSEE

MAXIMUM POWER NBC ABC

TRI-CITIES

**market places**

**OLD WORLD MARKET PLACE**

**10th NATIONAL MARKET**  
WCYB-TV delivers Bristol, Virginia-Tennessee, Kingsport, Tennessee and Johnson City, Tennessee.  
(Sales Management, May 10, 1957)

**12th SOUTHERN MARKET**  
WCYB-TV ranks in the upper fifth of 64 Southern markets.  
(TV Magazine, January 1, 1957)

**DOUBLE CONSUMER VIEWING**  
WCYB-TV lights tv tubes in twice as many homes as the other station in the market.

**ADD IT UP!**  
WCYB-TV's extensive merchandising and promotion program accounts for dominance in the market.

**THE X FACTOR**  
Availability? Other facts? Ask Weed Television Corporation, national rep for WCYB-TV.

**CHATTANOOGA**  
(Hamilton County)

**WDEF-TV**

**LICENSEE:** WDEF Broadcasting Co. Address: Volunteer Bldg. Postal Zone: 1. Phone: Atnor 1-2322. TWX No.: CT 1234.  
**FACILITIES:** Ch. 12. Authorized ET. Rad. Pow.: Visual 318 kw, Aural 128 kw. Present Operating Pow.: Visual 258 kw, Aural 128 kw. Antenna Height: Above average terrain 900 ft., above ground 228 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began April 25, 1954.  
**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am. WDEF.  
**REPRESENTATIVES:** Sales, The Brashers Co.; Washington Attorney, Phoenix, Ball & Dowd; Consulting Engineer, Russell P. May.  
**PRINCIPAL STOCKHOLDERS:** Carter M. Parham, 21.25%; Edward Purdy Jr., 12.25%; and others.  
**EXECUTIVES:** Carter M. Parham, pres.; Harold E. Anderson, gen. mgr.; Otto H. Bagley, sb. mgr.; Morris Quarve, pfm. dir.; film buy. & prom. mgr.; H. C. Basso, ch. engr.; Short Lloyd, news ed.

**SUMMARY OF RATES (Card No. 2, March 12, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1/4 Sec.
Class A (7-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.)	\$490.00	\$270.00	\$180.00	\$137.50	\$112.50	\$80.00
Class B (6-7 p.m., Mon.-Fri.; 10:30-11 p.m., Sun.-Sat.; noon-4 p.m., Sat., Sun.)	\$150.00	\$80.00	\$50.00	\$37.50	\$30.00	\$25.00
Class C (Noon-4 p.m., Mon.-Fri.; 11 p.m.-midn.-off, Sun.-Sat.)	\$80.00	\$40.00	\$25.00	\$20.00	\$15.00	\$10.00
Class D (7 a.m.-noon, Sat.-Sat.)	\$150.00	\$80.00	\$50.00	\$37.50	\$30.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WRGP-TV**

**LICENSEE:** Mountain City Television Inc. Address: 1214 McCain Ave. Postal Zone: 4. Phone: Oxford 5-1105. TWX No.: CT 1004.  
**FACILITIES:** Ch. 2. Authorized ET. Rad. Pow.: Visual 128 kw, Aural 28 kw. Present Operating Pow.: Visual 88 kw, Aural 28 kw. Antenna Height: Above average terrain 1,070 ft., above ground 381 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began May 9, 1956.  
**AFFILIATIONS:** Tv Networks, NMC, AYC.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Fisher, Wayland, Duval & Southmayd.  
**PRINCIPAL STOCKHOLDERS:** Ramon G. Patterson, 70%, and H-R Representatives Inc.-H-R Television Inc. Profit Sharing Trust, 30%. Mr. Patterson owns 2% of WAPO Chattanooga.  
**EXECUTIVES:** R. G. Patterson, pres.; gen. mgr. & film buy.; George F. Moore, com. mgr.; Helen Patterson, vp. pfm. dir. & prom. mgr.; H. B. Barnes, ch. engr.; Steve Conrad, news ed.

**SUMMARY OF RATES (Card No. 1, May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1/4 Sec.
Class A (7-11 p.m., daily)	\$400.00	\$240.00	\$160.00	\$100.00	\$80.00	\$60.00
Class B (6-7 p.m., Mon.-Fri.; Noon-1 p.m., Sat.-Sun.)	\$100.00	\$50.00	\$30.00	\$20.00	\$15.00	\$10.00
Class C (Noon-4 p.m., Mon.-Fri.; 11 p.m.-midn.-off, daily)	\$60.00	\$30.00	\$20.00	\$15.00	\$10.00	\$8.00

Class D (All other times)	\$150.00	\$80.00	\$50.00	\$37.50	\$30.00	\$25.00
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Above are one-time rates. Frequency discounts allowed.

**WROM-TV**

**LICENSEE:** WROM-TV Inc. Address: P. O. Box 413, Rome, Ga. Phone: 2-0432.  
**FACILITIES:** Ch. 9. Authorized ET. Rad. Pow.: Visual 318 kw, Aural 178 kw. Present Operating Pow.: Visual 218 kw, Aural 178 kw. Antenna Height: Above average terrain 1,430 ft., above ground 388 ft.  
**OPERATION:** Began June 13, 1955.  
**AFFILIATIONS:** Station, Am. WROM, Rome, Ga.  
**REPRESENTATIVES:** Sales, Joseph Bentley McGuire; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** Estate of Lena Covington, 20%; Voting control held as follows by minority stockholders: Dean Covington, 25%; Charles E. Dent 25%; Edward W. McKay, 25%; and Mary Jones, 10%. Gail W. Wings has conditional option to buy 10% interest.  
**EXECUTIVES:** Dean Covington, pres.; Edward McKay, gen. mgr. & prom. mgr.; Charles Doss, com. mgr. & film buy.; T. H. Robertson, ch. engr.

**SUMMARY OF RATES (Card No. 1, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1/4 Sec.
Class A (6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat., Sun.)	\$170.00	\$90.00	\$60.00	\$32.50	\$25.00	\$20.00
Class B (All other times)	\$112.50	\$60.00	\$40.00	\$25.00	\$20.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**JACKSON**  
(Madison County)

**WDXI-TV**

**LICENSEE:** Dixie Broadcasting Co. Address: P.O. Box 308. Phone: 7-9811. TWX No.: JA 81.  
**FACILITIES:** Ch. 7. Authorized ET. Rad. Pow.: Visual 82.2 kw, Aural 41.1 kw. Present Operating Pow.: Visual 52.2 kw, Aural 41.1 kw. Antenna Height: Above average terrain 630 ft., above ground 361 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began March 6, 1955.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am. WD XI.  
**REPRESENTATIVES:** Sales, Vernon Rindolf & McConnell; Washington Attorney, Prince, Taylor & Crumpton; Consulting Engineer, Kear & Kennedy.  
**PRINCIPAL STOCKHOLDERS:** Aaron B. Robinson, 21.25%; Frank M. Davis, 6.67%; David M. Palmer Jr., 5.56%; Cecil G. Mumlock, 5.56%; D. F. Pynce, 4.44%; Harold I. Simpson, 11.25%; James W. Hoppers, 22% and others. Mr. Robinson and associates also own WDXE Lawrenceburg, WDXM Clarksville, WDXN Union City, WTPB-AM-PM Paris, a3 Tenn., and WJMA Corinth, Miss. Mr. Prince owns 50% of WJMR Pensacola, Fla.  
**EXECUTIVES:** Aaron B. Robinson, pres.; John S. North, gen. mgr. & film buy.; James Hoppers, pfm. dir. & film buy.; James Thomas, ch. engr.; Lawrence Dumas, prom. mgr.; John Knight, news ed.

**SUMMARY OF RATES (Card No. 2, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1/4 Sec.
Class A (7-10:30 p.m., Mon.-Sun.)	\$220.00	\$120.00	\$80.00	\$50.00	\$40.00	\$30.00
Class B (All other times)	\$120.00	\$60.00	\$40.00	\$27.50	\$20.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**WDXI-TV** Channel CBS-TV **7** Jackson, Tennessee

THE Center OF A \$400,000,000 MARKET

The "DIXIE" Market . . .

Where Thousands Spend Millions

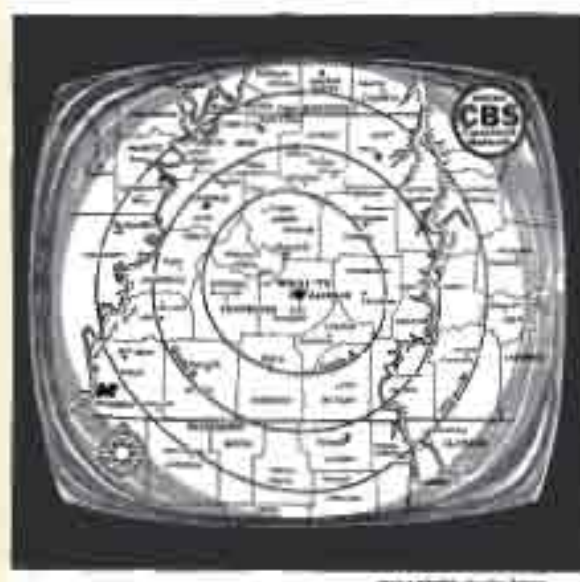
MARKET DATA

JACKSON, the largest city in this fast growing and rich market area, is located in the geographic center of West Tennessee. JACKSON'S retail sales top \$55,000,000.00. The industrial pay roll of this city has increased 163% in ten years and building permits by 1660% during the same period. JACKSON is the natural trade and service center in the area served by WDXI-TV.

WDXI-TV serves and sells this entire market with a population in excess of one-half million. WDXI-TV is the ONLY Television Station in the area with a consistent all-weather signal in over one-half the territory served.

Buy WDXI-TV, Jackson, Tenn.

SELL THE FASTEST GROWING MARKET IN "DIXIE"



**JOHNSON CITY**  
(Washington County)

**WJHL-TV (BRISTOL-KINGSFORT)**

**LICENSEE:** WJHL Inc. Address: 145 W. Main St. Phone: 2385. TWX No.: Johnson City 316.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 893 kw, Aural 139 kw. Present Operating Pow.: Visual 893 kw, Aural 132 kw. Antenna Height: Above average terrain 726 ft.; above ground 629 ft.

**OPERATION:** Began Oct. 28, 1953.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Stations Am, WJHL; Frn, WJHL-FM.

**REPRESENTATIVES:** Sales, Pearson Tv; Washington Attorney, McKenna & Wilkinson.

**PRINCIPAL STOCKHOLDERS:** W. H. Lancaster and wife, 48.8%; W. H. Lancaster Jr., 34.5%; and T. F. Dudley and wife, 16.7%.

**EXECUTIVES:**  
W. H. Lancaster Sr., chmn. of hd.      Howard Madler, ch. engr.  
W. H. Lancaster Jr., pres. & gen. mgr.      W. A. McDonald, prom. mgr.  
J. Will Hall, als. mgr.      Ralph Price, news ed.  
Jack Sausman, pgn. dir. & film buy.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class A (6-11 p.m., Sun.-Sat.)	\$300.00	\$180.00	\$100.00	\$75.00	\$60.00	\$30.00
Class B (4-6 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.; 11-11:30 p.m., Sun.-Sat.)	\$225.00	\$135.00	\$80.00	\$60.00	\$45.00	\$22.50
Class C (10:30 a.m.-4 p.m., Mon.-Fri.; 10:20 a.m.-1 p.m., Sat. & Sun.; 11:30 p.m.-sign-off, Sun.-Sat.)	\$150.00	\$90.00	\$50.00	\$37.50	\$30.00	\$15.00
Class D (Sign-on-10:30 a.m., Sun.-Sat.)	\$80.00	\$54.00	\$35.00	\$22.50	\$18.00	\$9.00

Above are one-time rates. Frequency discounts allowed.

**KNOXVILLE**  
(Knox County)

**WATE-TV**

**LICENSEE:** WATE Inc. Address: 612 Gay St., S. W. Phone: 2-1111. TWX No.: 3CX 55.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 199 kw, Aural 30 kw. Present Operating Pow.: Visual 190 kw, Aural 50 kw. Antenna Height: Above average terrain 990 ft.; above ground 499 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 1, 1955.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, WATE.

**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Flaher, Wayland, Duvall & Southmayd; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Paul Mountcastle, 37.48%; W. Henry Linebaugh, 5.94%; Cowan Rodgers Jr., 4.91%; Frank A. Tucker, 4.28%; Clarence Beaman Jr., 3.42%; and others. Mr. Mountcastle, Mr. Linebaugh and John A. Ayres hold half of stock in voting trust; Mr. Rodgers, Mr. Tucker and Herbert J. Madden vote other half. Mr. Mountcastle is chairman of the board of Life & Casualty Insurance Co., principal in WLAC-AM-TV Nashville, Tenn.

**EXECUTIVES:**  
W. H. Linebaugh, vp. & gen. mgr.      Fred M. Andrews, ch. engr.  
J. T. McCloud, com. mgr.      Carl Fluster, prom. mgr.  
John Reese, pgn. dir. & film buy.

**SUMMARY OF RATES (Card No. 5, March 7, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class AA (8-10:30 p.m., Sun.-Sat.)	\$600.00	\$360.00	\$240.00	\$180.00	\$120.00	\$60.00
Class A (6:30-8 p.m., 10:30-11 p.m., Sun.-Sat.)	\$500.00	\$300.00	\$200.00	\$150.00	\$100.00	\$50.00
Class B (5-6:30 p.m., Mon.-Fri.; 11-midnight, Sun.-Sat.; noon-6:30 p.m., Sat., Sun.)	\$350.00	\$210.00	\$140.00	\$105.00	\$70.00	\$35.00
Class C (All other times)	\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WBIR-TV**

**LICENSEE:** Radio Station WBIR Inc. Address: 1913 Hutchison Ave. Postal Zone: 17. Phone: 5-8101, TWX No.: KX 88.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 390 ft.; above ground 704 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 12, 1956.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WBIR; Frn, WBIR-FM.

**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, William P. Hansner.

**PRINCIPAL STOCKHOLDERS:** Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati), 30%; Gilmore N. Nutt, 30%; Robert L. Ashe and wife, 30%; John P. Hart, 10%. Radio Cincinnati, owned by Cincinnati Times-Star, also owns WTVN-AM-TV Columbus, Ohio, and WBRC-AM-TV Birmingham, Ala.

**EXECUTIVES:**  
John P. Hart, pres. & gen. mgr.      J. Rex Horton, tech. dir.  
R. S. Quinn, Inc. com. mgr.      Robert Wilson, prom. dir.  
Neal Branch, pgn. dir. & film buy.      Robert Henry, news dir.

**SUMMARY OF RATES (Card No. 2, April 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class AA (8-10:30 p.m., Mon.-Fri.; 7-10:30 p.m., Sat., Sun.)	\$650.00	\$390.00	\$240.00	\$210.00	\$150.00	\$80.00
Class A (7-8 p.m., 10:30-11 p.m., Mon.-Fri.; 10:30-11 p.m., Sat., Sun.)	\$500.00	\$300.00	\$200.00	\$175.00	\$125.00	\$60.00
Class B (6-7 p.m., 11 p.m.-sign-off*, Mon.-Sun.)	\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$50.00
Class C (Sign-on-6 p.m., Mon.-Sun.)	\$225.00	\$135.00	\$90.00	\$60.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.  
\*During summer (duration of DST in New York) 10-10:30 p.m. takes Class A rates instead of Class AA; 10:30-11 p.m. takes Class B rates instead of Class A; 8:30-7 p.m. takes Class A rates instead of Class B, but announcements at 6:30 p.m. take Class B rates.

**WTVK (TV)**

**LICENSEE:** South Central Broadcasting Co. Address: P.O. Box 1386. Phone: 9-2114. TWX No.: KX 85.

**FACILITIES:** Ch. 26. Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 158 kw. Present Operating Pow.: Visual 316 kw, Aural 158 kw. Antenna Height: Above average terrain 480 ft.; above ground 257 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Oct. 1, 1953.

**AFFILIATION:** Tv Network, ABC.

**REPRESENTATIVES:** Sales, Pearson Tv.; Washington Attorney, Loucks, Ziaa Young & Janaky; Consulting Engineer, John H. Mullaney.

**PRINCIPAL STOCKHOLDERS:** John A. Englebrecht and wife, 40.1%; George F. Stoltz and wife, 40.1%; Leightman D. Genova, 19.8%. Licensee also owns WIKY-AM-FM Evansville, Ind.

**EXECUTIVES:**  
John A. Englebrecht, pres. & gen. mgr.      Joseph E. Broyles, ch. engr.  
com. mgr. & film buy.      Jack P. Joyner, news ed.  
William E. Eckstein, pgn. mgr.

**SUMMARY OF RATES (Card No. 4, April 11, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	8 Sec.
Class AA (3-10:30 p.m., Sun.-Sat.)	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00
Class A (6:30-8 p.m., 10:30-11 p.m., Sun.-Sat.)	\$250.00	\$150.00	\$100.00	\$87.50	\$75.00	\$25.00
Class B (3-6:30 p.m., Mon.-Fri.; 11 p.m.-midnight, Sun.-Sat.; noon-6:30 p.m., Sat., Sun.)	\$100.00	\$60.00	\$42.00	\$33.00	\$24.00	\$12.00
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$42.00	\$36.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**WIN BIG RATINGS . . BIG RESULTS**  
with Ziv's spectacular new **IMPACT** series!

**"HARBOR COMMAND"**

starring **WENDELL COREY**

at the helm of each half-hour adventure.



**MEMPHIS**  
(Shelby County)

**WHBQ-TV**

**LICENSEE:** RKO Teleradio Pictures Inc. Address: 1261 Madison Ave. Postal Zone: 1. Phone: Broadway 4-3441. TWX No.: ME 146.  
**FACILITIES:** Ch. 13. Authorized ET. Rad. Pow.: Visual 225 kw. Aural 125 kw. Present Operating Pow.: Visual 214 kw. Aural 124 kw. Antenna Height: Above average terrain 1,019 ft.; above ground 1,072 ft.  
**OPERATION:** Began Sept. 27, 1953.  
**AFFILIATIONS:** Tv Network, ABC. Station, Am, WHBQ.  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Plesch, Ball & Dowd.  
**PRINCIPAL STOCKHOLDERS:** See WHB-TV New York City.

**EXECUTIVES:**

Thomas F. O'Neil, pres.  
William H. Grumbles, gen. mgr.  
Boone F. Nevin, as. mgr.  
Mark Forrester, mgn. dir. & film buy.  
Wilton Roy, ch. engr.  
William C. Rucker, prom. mgr.  
Gene Roper, news ed.

**SUMMARY OF RATES (Card No. 6, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	15 Sec.
Class AA (7-10 p.m., Sun.-Sat.)	\$800.00	\$400.00	\$310.00	\$225.00	\$200.00	\$100.00
Class A (8:30-7 p.m., 9:30-10:30 p.m., Sun.-Sat.)	\$600.00	\$300.00	\$230.00	\$200.00	\$175.00	\$88.00
Class B (5-8:30 p.m., daily; noon-6:30 p.m., Sun.)	\$325.00	\$215.00	\$170.00	\$131.25	\$105.00	\$48.00
Class C (Sign-on-4 p.m., Mon.-Sat.; 11 p.m.-sign-off, Sun.-Sat.)	\$200.00	\$140.00	\$110.00	\$85.00	\$70.00	\$25.00

Above are one-line rates. Frequency discounts allowed.

**WKNO-TV\***

(\*Non-Commercial Educational)

**LICENSEE:** Memphis Community Tv Foundation. Address: 268 Jefferson. Postal Zone: 1. Phone: Jackson 4-3825.  
**FACILITIES:** Ch. 16. Authorized ET. Rad. Pow.: Visual 265 kw. Aural 125 kw. Present Operating Pow.: Visual 263 kw. Aural 125 kw. Antenna Height: Above average terrain 942 ft.; above ground 827 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local film, local slides.  
**OPERATION:** Began June 23, 1956.  
**REPRESENTATIVES:** Washington Attorney, Krueger & Jorgensen; Consulting Engineer, Cyril M. Braun.  
**EXECUTIVES:** Julian B. Boudarant, pres.  
Harold M. Martin, gen. mgr.  
Keith J. Nighbert, mgn. dir.  
Clemens E. LaFond, ch. engr.

**WMCT (TV)**

**LICENSEE:** Memphis Publishing Co. Address: Goodwyn Institute Bldg. Postal Zone: 1. Phone: Jackson 6-7494. TWX No.: ME 388.  
**FACILITIES:** Ch. 5. Authorized ET. Rad. Pow.: Visual 180 kw. Aural 80.3 kw. Present Operating Pow.: Visual 180 kw. Aural 80.3 kw. Antenna Height: Above average terrain 1,013 ft.; above ground 1,068 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Dec. 11, 1948.  
**AFFILIATIONS:** Tv Network, NBC. Station, Am, WMC; Frn, WMC(FM).  
**REPRESENTATIVES:** Sales, H-R Television; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDERS:** See WEWS (TV) Cleveland, Ohio.

**EXECUTIVES:**

Enoch Brown, pres.  
H. W. Davick, gen. mgr.  
Earl Cleveland, ch. engr.  
Wilton Mount, mgn. dir. & film buy.  
E. C. Fross Jr., ch. engr.  
Walter E. Fross, prom. mgr.  
Steve Warren, news ed.

**SUMMARY OF RATES (Card No. 11A, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7-10 p.m., Sun.-Sat.)	\$800.00	\$400.00	\$310.00	\$225.00	\$200.00	\$100.00
Class A (8:30-7 p.m., 10-10:30 p.m., Sun.-Sat.)	\$750.00	\$450.00	\$330.00	\$230.00	\$200.00	\$75.00
Class B (8:30-10:30, Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.; noon-6:30 p.m., Sun.)	\$425.00	\$275.00	\$210.00	\$164.00	\$131.25	\$52.00
Class C (All other times)	\$420.00	\$272.00	\$208.00	\$161.00	\$128.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WREC-TV**

**LICENSEE:** WREC Broadcasting Service. Address: Hotel Peabody Bldg. Postal Zone: 1. Phone: Jackson 6-1313. TWX No.: ME 265.  
**FACILITIES:** Ch. 3. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 80.3 kw. Present Operating Pow.: Visual 100 kw. Aural 80.3 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,077 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Jan. 1, 1956.  
**AFFILIATIONS:** Tv Network, CBS. Station, Am, WREC.  
**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Spearman & Robinson; Consulting Engineer, A. D. Ring & Assoc.  
**PRINCIPAL STOCKHOLDER:** Hoyt B. Wooten, 100%.  
**EXECUTIVES:** Hoyt B. Wooten, pres. & gen. mgr.  
Charles Brakenhoff, cons. mgr.  
Jack Michael, mgn. dir. & film buy.  
Wilson Itaney, ch. engr.  
Fred Munson, prom. mgr.  
Hum Hodge, news ed.  
(Continues on page 212)

**M**an, it's big! . . .

the **Memphis** market

MO. MISS. ALA. KY. TENN. ARK.

Here is news of interest to every advertiser seeking top audience and top buying power . . . The Consumer Markets data for the State of Tennessee to January 1, 1957, released by Standard Rate and Data, shows Metropolitan Memphis one of the nation's dynamic markets . . . leading Tennessee's average in retail sales per household by nearly fifty percent!

What a box score of buying power for you to tap! . . . and the top TV station of the area (according to recent coverage figures) is resoundingly WMCT . . . reaching over 9.5% more TV homes than Station B and 17.67% more than Station C!

... and latest SRDS consumer markets data figures show how big it is!

**Retail Sales per Household**  
**\$4,565.00**  
43.1% above Tenn. average  
... which is 18.4% above national average!

**CSI per Household**  
(Income after taxes)  
**31.7% above Tennessee**  
... and 3% above national average!

**WMCT Channel 5**

the TV AREA station for the Memphis market

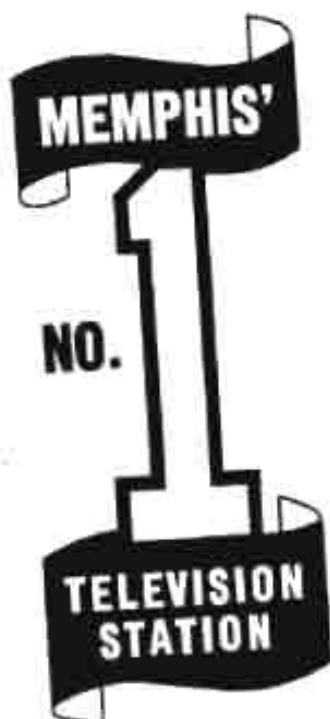
WMCT-WMCP-WMCT MEMPHIS FIRST TV STATION

100,000 WATTS • NBC BASIC

Address: Broad Street, Room 1117

Circle 111 on Reader Service Card

# WREC-TV, Channel 3 is Always First in Memphis!



... delivering top coverage with top shows ... full power ... and highest antenna!

*First by A.R.B.!*\*

WREC-TV STATION "B" STATION "C"

41.3

31.9

31.6

\*A.R.B. June 1957, Area Survey, Sign-on to Sign-off, Sun thru Sat.

*First by PULSE!*\*

STATION LEADS IN QUARTER HOURS TOTAL RATING POINTS

WREC-TV

344

7,061.4

STATION "B"

139

4,989.4

STATION "C"

9

3,489.1

\*Pulse, May, 1957, Sign-on to Sign-off, Sun thru Sat.

**WREC-TV**  
**CHANNEL 3 MEMPHIS**

*Covering the entire Mid-South!*

Represented Nationally by The Katz Agency



**MEMPHIS (Cont.)**

**WREC-TV (Cont.)**

**SUMMARY OF RATES (Card No. 3, Feb. 11, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat., 9-10 p.m., Sun.)	\$550.00	\$275.00	\$225.00	\$225.00	\$200.00	\$100.00
Class A (8:30-2 p.m., 10-10:30 p.m., Sun.-Sat.)	\$750.00	\$450.00	\$300.00	\$300.00	\$275.00	\$150.00
Class B (7:30-8:30 p.m., 10:30-11 p.m., Mon.-Sat.; noon-4:30 p.m., 10:30-11 p.m., Sun.)	\$315.00	\$210.00	\$165.00	\$135.00	\$205.00	\$102.00
Class C (8 a.m.-5:30 p.m., 11 p.m.-sign-off, Mon.-Fri.; sign-on-5:30 p.m., 11 p.m.-sign-off, Sat.; sign-on-noon, 11 p.m.-sign-off, Sun.)	\$450.00	\$225.00	\$175.00	\$100.00	\$70.00	\$30.00
Class D (Sign-on-8 a.m., Mon.-Fri.)	\$200.00	\$100.00	\$112.00	\$60.00	\$70.00	\$23.00

Above are one-time rates. Frequency discounts allowed.

**NASHVILLE**

(Davidson County)

**WLAC-TV**

**LICENSEE:** WLAC-TV Inc. Address: 130 Fourth Ave. N. Postal Zone 2 (Phone: Chapel 3-4251, TWX No. NV 16)

**FACILITIES:** Ch. 2, Antenna 300 ft. Rad. Pow. Visual 120 kw, Aural 30 kw. Present Operating Pow. Visual 100 kw, Aural 20 kw, Antenna Height: Above average terrain 1,270 ft., above ground 1,170 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Aug. 5, 1954.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, The Katz Agency, Washington Attorney, Segal, Smith & Hennessey; Consulting Engineers, A. Earl Callum Jr.

**PRINCIPAL STOCKHOLDERS:** Life & Casualty Insurance Co. of Tennessee, 80% ; Y. B. Baker Jr., 25% ; and A. G. Beaman, 5% ; Paul Mountcastle, chairman of board, Life & Casualty, is 21.43% owner of WATE (TV) Knoxville, and 5.10% owner of WROL Knoxville.

**EXECUTIVES:**

T. B. Baker Jr., exec. vp. & gen. mgr.      Ralph L. Hunsby, ch. engr.  
 Ruth C. Taylor, asst. to mgr.            James G. Wharton, prom. mgr.  
 Robert H. Beaman, gen. mng. engr.      Joseph Loughlin, news dir.  
 Roy A. Smith, opx. mgr. & film buy.

**SUMMARY OF RATES (Card No. 3, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-10 p.m., Sun.-Sat.)	\$750.00	\$450.00	\$300.00	\$300.00	\$150.00	\$75.00
Class A (8:30-7 p.m., Mon.-Fri.; 8-7 p.m., Sat., Sun.)	\$900.00	\$600.00	\$450.00	\$350.00	\$350.00	\$250.00
Class B (5-6:30 p.m., 10-11 p.m., Mon.-Fri.; 5-6 p.m., 10-11 p.m., Sat.; noon-5 p.m., 10-11 p.m., Sun.)	\$375.00	\$225.00	\$150.00	\$100.00	\$75.00	\$34.00
Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sat.)	\$375.00	\$150.00	\$100.00	\$75.00	\$52.00	\$28.00
Class D (5-6:30 p.m., Mon.-Sat.)	\$225.00	\$135.00	\$100.00	\$75.00	\$42.00	\$26.00
Class E (Noon-5 p.m., Mon.-Sat.)	\$180.00	\$90.00	\$90.00	\$60.00	\$35.00	\$19.00

Above are one-time rates. Frequency discounts allowed.

**WSIX-TV**

**LICENSEE:** WSIX Inc. Address: Nashville Trust Bldg., Postal Zone 2. Phone: Alpine 5-3421, TWX No. NV 178.

**FACILITIES:** Ch. 3 Authorized Eff. Rad. Pow.: Visual 175 kw, Aural 80 kw. Present Operating Pow.: Visual 170 kw, Aural 80 kw. Antenna Height: Above average terrain 1,250 ft., above ground 942 ft.

**OPERATION:** Began Nov. 23, 1952.

**AFFILIATIONS:** Tv Network, ABC, Station, Am. WSIX.

**REPRESENTATIVES:** Sales, George P. Hollingbery Co.; Washington Attorney, Stephen Tully Jr.; Consulting Engineers, A. D. Ring Assoc.

**PRINCIPAL STOCKHOLDERS:** Louis E. Doughton, 52.2% ; Louis E. Doughton as trustee, 14.2% ; John D. Hurreon, 7.8% ; George Sears Jr., 18.5%.

**EXECUTIVES:**

Louis E. Doughton, pres. & gen. mgr.      Robert Marsh, gen. dir. & film buy.  
 Charles Duke, ch. engr.  
 John Lapsley, prom. mgr.  
 Hugh Curry, news ed.

**SUMMARY OF RATES (Card No. 3, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (8:30-10 p.m., Mon.-Fri.; 8-11 p.m., Sat.; 8-10 p.m., Sun.)	\$675.00	\$340.00	\$230.00	\$200.00	\$140.00	\$70.00
Class B (8-8:30 p.m., Mon.-Fri.; noon-5 p.m., Sun.; 10-11:30 p.m., Sun.-Fri.; 9-9 p.m., 11 p.m.-midnight, Sat.)	\$300.00	\$210.00	\$140.00	\$120.00	\$107.50	\$60.00
Class C (Noon-5 p.m., Mon.-Sat.; 11:30-midnight, Sun.-Fri.; 9 a.m.-noon, Sat.)	\$225.00	\$140.00	\$105.00	\$82.50	\$60.00	\$30.00
Class D (All other times)	\$150.00	\$87.50	\$72.50	\$52.50	\$37.50	\$18.00

Above are one-time rates. Frequency discounts allowed.

**WSM-TV**

**LICENSEE:** WSM Inc. Address: 20 Seventh Ave. N. Postal Zone 2. Phone: Alpine 4-9852, TWX No. NV 177.

**FACILITIES:** Ch. 4 Authorized Eff. Rad. Pow.: Visual 223 kw, Aural 30 kw. Present Operating Pow.: Visual 87 kw, Aural 30 kw. Antenna Height: Above average terrain 880 ft., above ground 775 ft.

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

**OPERATION:** Began Sept. 30, 1950.

**AFFILIATIONS:** Tv Network, NBC, Station, Am. WSM.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Kirtland Fleming Green, MARUD & Ellis.

**PRINCIPAL STOCKHOLDER:** National Life & Accident Insurance Co., 100%.

**EXECUTIVES:**

Marvin W. Craig, chmn. bd.      George Reynolds, vp. & tech. dir.  
 John H. DeWitt Jr., pres.      Aaron Shelton, ch. engr.  
 Irving Waight, gen. mgr.      Elmer Cartwright, film buy.  
 C. E. Brundage, com. mgr.      Ott Davino, pers. dir.  
 Boyd Crossfield, opx. mgr.      Harriette Moore, pub. rel. dir.  
 W. C. Williams, news & sp. events dir.

**SUMMARY OF RATES (Card No. 3, April 6, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-10 p.m., daily)	\$625.00	\$400.00	\$275.00	\$250.00	\$150.00	\$75.00
Class A (8:30-7 p.m., 10-10:30 p.m., Mon.-Fri.; 8-7 p.m., 10-11 p.m., Sat., Sun.)	\$900.00	\$580.00	\$450.00	\$350.00	\$350.00	\$250.00
Class B (8-8:30 p.m., 10-10:30 p.m., Mon.-Fri.; noon-5 p.m., Sat., Sun.)	\$500.00	\$315.00	\$214.00	\$150.00	\$100.00	\$75.00
Class C (Noon-5 p.m., Mon.-Fri.; 9 a.m.-noon, Sat.; 11 p.m.-midnight, daily)	\$340.00	\$164.00	\$120.00	\$104.00	\$60.00	\$48.00
Class D (All other times)	\$180.00	\$108.00	\$72.00	\$60.00	\$41.00	\$26.00

Above are one-time rates. Frequency discounts allowed.

**THRILLS that send ratings up, up, up!**



**"HARBOR COMMAND"**  
 starring **WENDELL COREY**



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**TEXAS**

**TEXAS MARKET DATA BY COUNTIES**

County	Total Households	Television Households %	No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Anderson	8,500	31	2,630	23,264	8,282	810
Andrew	2,500	47	1,225	5,963	2,623	275
Angelina	10,500	30	3,150	33,038	8,080	1,134
Aransas	1,500	21	315	5,268	2,134	227
Archer	1,300	35	455	6,766	1,953	188
Armstrong	500	70	350	1,305	300	51
Atascosa	4,500	42	1,890	15,813	2,518	268
Austin	4,500	48	2,160	14,284	3,992	368
Bailey	2,300	49	1,127	12,752	3,794	345
Bandera	1,500	48	720	2,591	863	100
Bastrop	3,000	40	1,200	11,302	3,304	400
Baylor	2,100	55	1,155	6,182	1,977	214
Bee	4,500	46	2,070	18,951	4,403	461
Bell	23,800	62	14,856	62,896	17,500	2,374
Bermejo	130,000	73	117,600	412,282	129,669	18,482
Brewster	1,200	34	408	4,221	1,221	127
Brewster	500	42	210	289	80	...
Brewster	3,500	47	1,645	16,742	4,159	447
Brewster	10,000	52	5,200	50,000	11,571	2,384
Brewster	15,000	40	6,000	70,000	20,000	2,000
Brewster	11,000	30	3,300	40,000	12,000	1,200
Brewster	1,200	14	168	1,880	1,243	200
Brewster	500	25	125	1,441	824	176
Brewster	2,700	28	756	6,271	1,876	274
Brewster	8,000	30	2,400	27,582	7,429	1,510
Brewster	5,000	40	2,000	7,733	2,180	271
Brewster	2,700	25	675	1,346	1,346	204
Brewster	4,700	33	1,561	19,027	3,768	353





**ABILENE**  
(Taylor County)

**KRBC-TV**

**LICENSEE:** Abilene Radio & Television Co. Address: 4210 S. 14th St. Phone: Orchard 3-4691. TWX No.: AZ 16.  
**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 27.3 kw, Aural 12.8 kw. Present Operating Pow.: Visual 27.3 kw, Aural 12.8 kw. Antenna Height: Above average terrain 779 ft.; above ground 437 ft.  
**OPERATION:** Began Aug. 28, 1953.  
**AFFILIATIONS:** Tv Network, NBC, Station, Am, KRBC.  
**REPRESENTATIVES:** Sales, Paul H. Raymer Co.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio & Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** Dale Ackers, Lewis J. Ackers and wife, Jack Andrews, and Christine Ackers Cagle, all 25%. Mrs. Cagle is wife of Gene Cagle who is president of Texas State Network. See KFYZ-TV Fort Worth.  
**EXECUTIVES:** Dale Ackers, pres. & gen. mgr. Troy Mallon, ch. engr.  
Bill Fox, com. mgr. & prom. mgr. Frank Woodruff, news ed.  
George C. Broeding Jr., sta. mgr. & pgn. dir. & film buy.

**SUMMARY OF RATES (Card No. 4, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (8-10:30 p.m., daily)</b>	\$225.00	\$125.00	\$108.00	\$90.00	\$40.00	.....
<b>Class B (9-8 p.m., Mon.-Sat.; 1-4 p.m., Sun.; 10:30-11 p.m., daily)</b>	\$185.00	\$124.00	\$94.00	\$64.00	\$45.00	.....
<b>Class C (12:30-5 p.m., Mon.-Sat.; 11 sign-off, daily)</b>	\$150.00	\$95.00	\$80.00	\$60.00	\$20.00	.....
<b>Class D (7 a.m.-12:30 p.m., Mon.-Fri.; Sat. on start of a.m. service)</b>	\$85.00	\$55.00	\$37.00	\$22.00	\$18.00	.....

Above are one-time rates. Frequency discounts allowed.

**ALPINE**

(Brewster County)

**KAMT-TV**

(Target Date, Unknown)

**LICENSEE:** Alpine Tv Co. Address: 211 St. Joseph St., Dallas, Tex.  
**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 4.200 kw, Aural 0.200 kw. Antenna Height: Above average terrain—578 ft.; above ground 200 ft.  
**REPRESENTATIVES:** Washington Attorney, McKenna & Wickham; Consulting Engineer, Commercial Electronics Corp.  
**PRINCIPAL STOCKHOLDER:** Mr. Nelson also owns KNBT-TV Brownwood, Tex. and KOLF-TV Flagstaff, Ariz.  
**EXECUTIVES:** O. L. Nelson, own.

**AMARILLO**

(Potter County)

**KFDA-TV**

**LICENSEE:** Amarillo Broadcasting Co. Address: Cherry Ave at Broadway. Phone: Drake 4-4343. TWX No.: AM-20-20.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 550 ft.; above ground 460 ft.  
**OPERATION:** Began April 4, 1953.  
**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Am, KFDA.  
**REPRESENTATIVES:** Sales, Blab Tv Assoc.; Washington Attorney, Eugene L. Burke; Consulting Engineer, Commercial Radio Equipment Co.  
**PRINCIPAL STOCKHOLDERS:** Texas State Network, Inc. and Charles B. Jordan, 25%. See KFYZ-TV Fort Worth for other Texas State Network holdings.  
**EXECUTIVES:** Gene Cagle, pres. Vernon Fwerner, pgn. dir.  
Ed Moore, gen. mgr. & prom. mgr. & film buy. H. W. Spiller, ch. engr.  
Ross A. Newby, com. mgr. W. Richard Bay, prom. mgr.  
Bill Johns, news ed.

**SUMMARY OF RATES (Card No. 5, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7-10 p.m., Mon.-Sun.)</b>	.....	.....	.....	.....	\$85.00	\$42.50
<b>Class A (Program Units—8:30-10:30 p.m., Mon.-Sun. Announcements—4:30-7 p.m., 10-10:30 p.m., Mon.-Sun.)</b>	\$345.00	\$204.00	\$178.00	\$152.00	\$62.00	\$25.00
<b>Class B (8-4:30 p.m., Mon.-Sun.)</b>	\$250.00	\$150.00	\$125.00	\$95.00	\$50.00	\$20.00
<b>Class C (10:15 p.m., sign-off, Mon.-Sun.; 1-8 p.m., Sun.)</b>	\$225.00	\$125.00	\$95.00	\$65.00	\$45.00	\$22.50
<b>Class D (7 a.m.-8 p.m., Mon.-Sat.; 11 a.m.-1 p.m., Sun.)</b>	\$160.00	\$105.00	\$72.00	\$54.00	\$42.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

**KGNC-TV**

**LICENSEE:** Globe News Publishing Co. Address: 200 N. Polk St. Phone: Drake 4-4881. TWX No.: AM 4.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 580 ft.; above ground 533 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began March 1953.  
**AFFILIATIONS:** Tv Network, NBC, Station, Am, KGNC.  
**REPRESENTATIVES:** Sales, The Katz Agency; Washington Attorney, Dow, Lohnes & Alberston; Consulting Engineer, A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** Roy N. Whittanburg and family, over 90%. Licensee publishes Amarillo Globe News, owns Lubbock Avalanche & Journal and KTYO Lubbock.  
**EXECUTIVES:** Parker F. Priddy, pres. W. H. Torrey, ch. engr.  
Wesley E. Izard, gen. mgr. Kindred Haley, prom. mgr.  
Aubrey D. Jackson, mgr. Bob Izard, news ed.  
Bob Weston, asst. mgr., pgn. dir. & film buy.

**SUMMARY OF RATES (Card No. 4, May 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (7-10 p.m., Mon.-Sun.)</b>	.....	.....	.....	.....	\$85.00	\$42.50
<b>Class A (Program Units—8:30-10:30 p.m., Mon.-Sun. Announcements—4:30-7 p.m., 10-10:30 p.m., Mon.-Sun.)</b>	\$345.00	\$204.00	\$178.00	\$152.00	\$62.00	\$25.00
<b>Class B (8-4:30 p.m., Mon.-Sun.)</b>	\$305.00	\$140.00	\$120.00	\$90.00	\$50.00	\$20.00
<b>Class C (8-4 p.m., 10:30-11 p.m., Mon.-Sat.; 1-6 p.m., 10:30-11 p.m., Sun.)</b>	\$220.00	\$125.00	\$95.00	\$65.00	\$45.00	\$22.50
<b>Class D (All other times)</b>	\$120.00	\$80.00	\$72.00	\$54.00	\$45.00	\$17.50

Above are one-time rates. Frequency discounts allowed.

(Target Date, Unknown)

**LICENSEE:** Southwest States Inc. Address: 1301 Polk St.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 46 kw, Aural 23 kw. Antenna Height: Above average terrain 608 ft.; above ground 643 ft.  
**AFFILIATION:** Station, Am, KAMQ.  
**REPRESENTATIVES:** Washington Attorney, Flerson, Ball & Dowd; Consulting Engineer, Page, Crooks, Reed & Waitschmidt.  
**PRINCIPAL STOCKHOLDERS:** Owned equally by Robert D. and Hoyt Houck, Murray Warner and George A. Oliver. All have interests in KAMQ Amarillo, Tex.  
**EXECUTIVE:** Hoyt Houck, pres.

**AUSTIN**

(Travis County)

**KTBC-TV**

**LICENSEE:** The L O J Co. Address: South & Brents Sta. Postal Zone: 44. Phone: Greenwood 2-3624. TWX No.: AZ 74.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 140 kw. Present Operating Pow.: Visual 200 kw, Aural 140 kw. Antenna Height: Above average terrain 1,280 ft.; above ground 1,125 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began Nov. 21, 1952.  
**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, Station, Am, KTBC.  
**REPRESENTATIVES:** Sales, Paul H. Raymer Co.; Washington Attorney, Coffin & Marks; Consulting Engineer, A. Earl Cullum Jr.  
**PRINCIPAL STOCKHOLDERS:** Mrs. Claudia T. Johnson, wife of U. S. Senator Lyndon Johnson (D. Tex.), 85.2%; J. C. Kellam, 15%, and others. Licensee also owns 25% of KWTX-AM-TV Waco, Tex., and 50% of KRGV-AM-TV Weston, both Tex. KWTX owns 50% of KNTX Bryan, Tex.  
**EXECUTIVES:** Claudia T. Johnson, chmn. of bd. Ben Hearn, ch. engr.  
J. C. Kellam, pres. & gen. mgr. Elmo Brown, film buy.  
O. P. Bohatt, gen. asst. mgr. Charles Brown, prom. mgr.  
Richard Fryor, pgn. dir. Paul Nelson, news ed.

**SUMMARY OF RATES (Card No. 5, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (8-10 p.m., daily)</b>	\$250.00	\$115.00	\$100.00	\$168.00	\$128.00	\$105.00
<b>Class A (7-8 p.m., 10-10:30 p.m., daily)</b>	\$450.00	\$270.00	\$100.00	\$144.00	\$108.00	\$99.00
<b>Class B (8-3 p.m., daily)</b>	\$410.00	\$240.00	\$160.00	\$132.00	\$100.00	\$83.00
<b>Class C (8-8 p.m., 10:30-11 p.m., noon-1 p.m., daily; 1-6 p.m., Sat., Sun.)</b>	\$310.00	\$180.00	\$124.00	\$99.00	\$74.00	\$62.00
<b>Class D (All other times)</b>	\$200.00	\$125.00	\$88.00	\$64.00	\$48.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

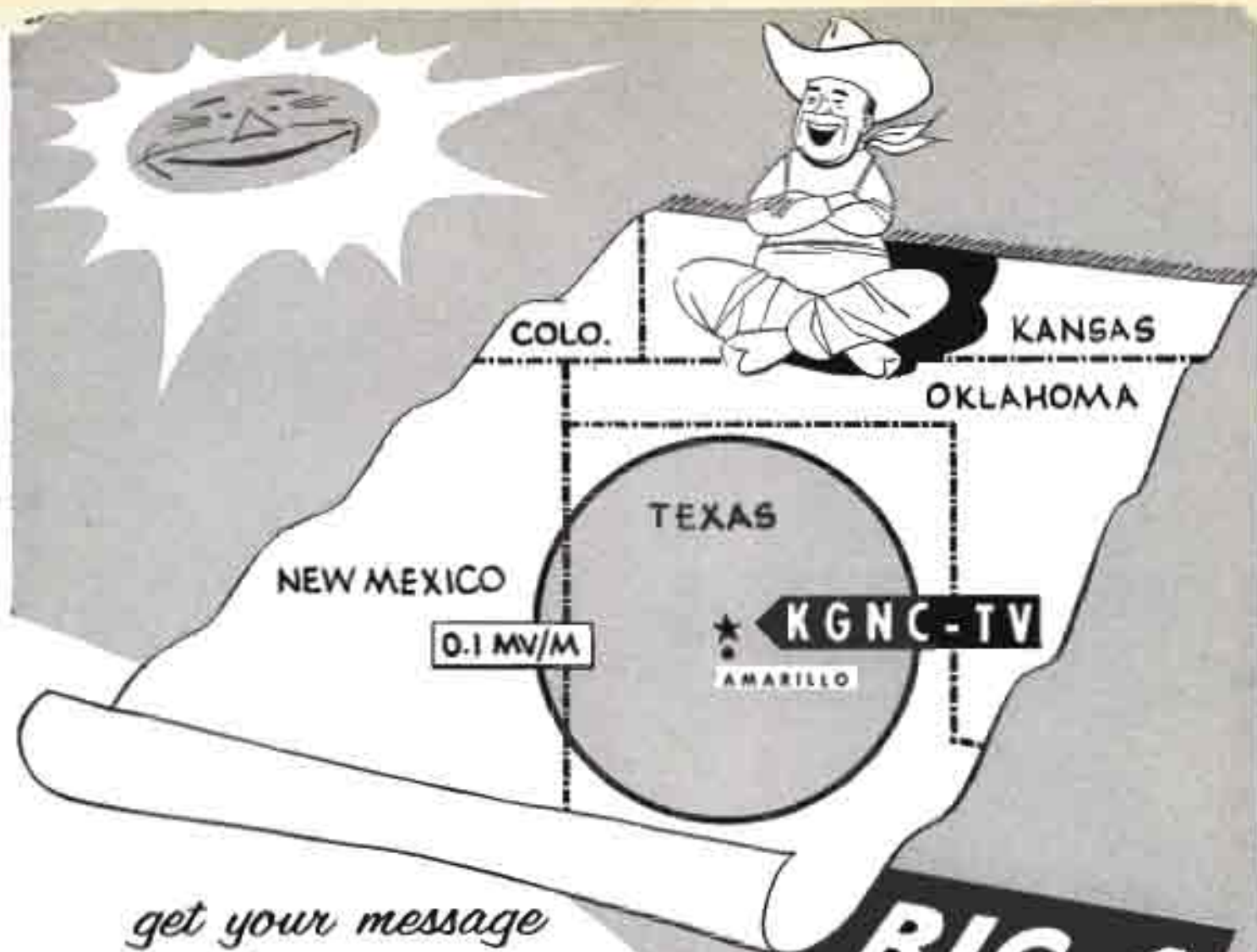
**BEAUMONT**

(Jefferson County)

**KBMT (TV)†**

**LICENSEE:** Television Broadcasters Inc. Address: P.O. Box 1192. Phone: 9-2476.  
**FACILITIES:** Ch. 31. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 117 kw. Antenna Height: Above average terrain 496 ft.; above ground 484 ft.  
**OPERATION:** Began May 8, 1954.  
**REPRESENTATIVES:** Washington Attorney, Fly, Shuchrath, Blume & Gagnow.  
**PRINCIPAL STOCKHOLDERS:** N. D. Williams, 50%, and E. C. Reed, 50%.  
**EXECUTIVE:** Randolph C. Reed, pres.

(KBMT-TV) has suspended operation but has not returned its CP.



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**BEAUMONT (Cont.)**

**KFDM-TV**

**LICENSEE:** Beaumont Broadcasting Corp. Address: 428 Candler Ave., Phone: Terminal 4-4731, TWX No.: DO 8007.

**FACILITIES:** Ch. 8. Authorized EP. Rad. Pow. Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 537 ft.; above ground 600 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began April 24, 1955.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, KFDM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** D. A. Cannon, 20.2%; C. H. Locke, 25.5%; L. E. Cullum, 8.2%, and others. Mr. Cannon and family are majority owners of KFDM-TV Wichita Falls, Tex. W. P. Hobby (KPHC-AM-FM-TV-Beaumont Post) holds option to buy 22.5% of the new license of KFDM-TV. This grant was subject of reopened hearing, following court reversal of original first decision, and an initial decision has been issued favoring Enterprise Co. (KZBC Beaumont).

**EXECUTIVES:**

D. A. Cannon, pres.  
C. H. Locke, gen. mgr.  
Moll M. Johnson, ops. & com. mgr. & film buy.  
Hub McManus, gen. dir.  
H. W. Bartlett, ch. engr.  
Ralph Ramon, news ed.

**SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:00-8:30 p.m., Sun.-Sat.)	\$250.00	\$120.00	---	---	---	---
Class A (8:30-7:00 p.m., 9:30-10:30 p.m., Sun.-Sat.)	\$100.00	\$120.00	\$103.00	\$75.00	\$60.00	\$38.00
Class B (5-8:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$225.00	\$138.00	\$80.00	\$73.75	\$59.37	\$45.00
Class C (All other times)	\$150.00	\$90.00	\$80.00	\$72.50	\$57.50	\$45.00

\*20 and 5 sec. announcements only.  
Above are one-time rates. Frequency discounts allowed.

**BIG SPRING**

(Howard County)

**KEDY-TV**

**LICENSEE:** Texas Telecasting Inc. Address: 1400 College Ave., Lubbock, Tex. Phone: Sherwood 4-2345, TWX No.: LU 8111.

**FACILITIES:** Ch. 4. Authorized EP. Rad. Pow. Visual 125 kw, Aural 25 kw. Present Operating Pow.: Visual 125 kw, Aural 25 kw. Antenna Height: Above average terrain 289 ft.; above ground 397 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began February 1, 1957.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, The Branham Co., Washington Attorney, Elliot C. Lovell; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** See KZUU-TV Lubbock, Tex.

**EXECUTIVES:**

W. D. Singers, pres. & gen. mgr.  
William J. Wallace, ch. mgr.  
E. A. Bassett, natl. tv. mgr.  
Ray Trent, adm. ch. & film buy.  
Judy Starnes, ch. engr.  
W. H. Shipley, news mgr.  
Duncan Eilman, news ed.

**SUMMARY OF RATES (Card No. 2B, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (8-10:30 p.m., daily)	\$225.00	\$95.00	\$80.00	\$62.50	\$45.00	\$30.00
Class B (5-8 p.m., Mon.-Sat., 10:30-sign-off, daily; 1-4 p.m., Sun.)	\$112.50	\$67.50	\$45.00	\$32.50	\$22.50	\$11.25
Class C (1-4 p.m., Mon.-Sat.)	\$75.00	\$45.00	\$30.00	\$22.50	\$15.00	\$7.50
Class D (8 a.m.-1 p.m., daily)	\$40.00	\$27.00	\$18.00	\$15.75	\$12.50	\$9.50

Above are one-time rates. Frequency discounts allowed.

**BROWNWOOD**

(Brown County)

**KN8T-TV**

(Target Date, Unknown)

**LICENSEE:** Brownwood Television Co. Address: 811 St. Joseph St. (Dorchester Apts.) Dallas, Texas.

**FACILITIES:** Ch. 19. Authorized EP. Rad. Pow.: Visual 845 kw, Aural 225 kw. Antenna Height: Above average terrain 180 ft.; above ground 318 ft.

**REPRESENTATIVES:** Washington Attorney, McKanna & Wilkinn; Consulting Engineer, Commercial Electronics Corp.

**PRINCIPAL STOCKHOLDER:** See KAMT-TV Alpine, Tex.

**EXECUTIVES:**

O. L. Hinton, pres.

**BRYAN**

(Brazos County)

**KBTX-TV**

**LICENSEE:** Brazos Broadcasting Co. Address: P.O. Box 2271, Hedgecroft Station, Phone: Victor 4-2128, TWX No.: WC 5238.

**FACILITIES:** Ch. 1. Authorized EP. Rad. Pow.: Visual 66.2 kw, Aural 26.2 kw. Present Operating Pow.: Visual 66.2 kw, Aural 26.2 kw. Antenna Height: Above average terrain 410 ft.; above ground 482 ft.

**OPERATION:** Began May 14, 1957.

**AFFILIATIONS:** Tv Networks, ABC, CBS.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co. Inc.; Consulting Engineer, Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** KWTX Busg. Co. (KWTX-AM-TV Waco, Tex.), 50%; W. C. Mitchell, 15%; Frank Smith, 10%; John M. Lawrence III, 25%; Brazos A. Varian, 10%; and M. N. Bostick, 10%.

**EXECUTIVES:**

W. C. Mitchell, pres.  
M. N. Bostick, gen. mgr. & film buy.  
Harry L. Gilliam, ch. engr.  
W. W. Cox, ch. engr.

**SUMMARY OF RATES (Card No. 1, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
Class A (5-10:30 p.m., Mon.-Sat., sign-on-10:30 p.m., Sun.)	\$130.00	\$85.00	---	---	---	---
Class B (All other times)	\$112.50	\$67.50	---	---	---	---

Above are one-time rates. Frequency discounts allowed.

**CORPUS CHRISTI**

(Nueces County)

**KRIS-TV**

**LICENSEE:** Gulf Coast Broadcasting Co. Address: P.O. Box 898 Phone: Tulip 4-5354, TWX No.: CC 943.

**FACILITIES:** Ch. 5. Authorized EP. Rad. Pow.: Visual 100 kw, Aural 20 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 250 ft.; above ground 383 ft.

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

**OPERATION:** Began May 22, 1956.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** T. Frank Smith and Family, 100%.

**EXECUTIVES:**

T. Frank Smith, pres. & gen. mgr.  
W. M. Eckert, ch. mgr.  
Harry Abbott, ops. mgr. & film buy.  
Charles Nethery, gen. dir.  
Joe W. Collier, ch. engr.  
Paul Young, news ed.

**SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7:30-9:30 p.m., Mon.-Sun.)	\$300.00	\$150.00	\$120.00	\$90.00	---	---
Class A (8:30-7:30 p.m., 9:30-10:30 p.m., Mon.-Sun.)	\$250.00	\$130.00	\$100.00	\$75.00	\$60.00	\$30.00
Class B (5-8:30 p.m., 10:30-11 p.m., Mon.-Sun.)	\$225.00	\$112.50	\$80.00	\$67.50	\$50.00	\$25.00
Class C (Sign-on-7 p.m., 11 p.m.-sign-off, Mon.-Sun.)	\$150.00	\$90.00	\$60.00	\$45.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

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**ATLANTA, GA.** Jack L. Barton  
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JA 3-3431

**DALLAS, TEX.** Dewitt (Judge) Landis  
Fidelity Union Life Bldg.  
RI 8-1175

**SAN FRANCISCO** W. R. (Ike) Twining  
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EX 2-8471

SEE PAGES 68, 80, 94, 100

**KSIX-TV**

**LICENSEE:** KSIX Television Inc. Address: Show Room Bldg. Phone Tully 4-1014. TWX No.: CC 133.  
**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 207 kw. Present Operating Pow.: Visual 120 kw, Aural 90 kw. Antenna Height: Above average terrain 190 ft.; above ground 234 ft.  
**OPERATION:** Began Sept. 30, 1954.  
**AFFILIATIONS:** Tv Network, CBS Station, Am. KSIX.  
**REPRESENTATIVES:** Sales, H-B Television, Charles Brown, Co., Washington Attorney, McKenna & Wilkinson, Consulting Engineer, Paul H. Mowery.  
**PRINCIPAL STOCKHOLDERS:** Corpus Christi Bldg. Co. (KSIX), 51.2%; Vann M. Kennedy, 4%; Charles B. Manning, 4%; Guy I. Warren, 12.2%; Carl E. Hursey, 18%; James H. Hursey, 3%; and others. KSIX is owned by Mr. Kennedy, 51.2%; Carl E. Hursey, 20%; Mr. Manning, 11.1%; and James Hursey, 3.2%.  
**EXECUTIVES:**  
 Vann M. Kennedy, pres. Executive Lawyer, ppm. dir.  
 gen. mgr. & film buy. William E. Kasal, as. engr.  
 Charles B. Manning, vp. & dir. Juliet K. Wright, news ed.

**SUMMARY OF RATES (Card No. 4, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	\$ Sec.
Class AA (7-8:30 p.m., Sun.-Sat.)	\$200.00	\$100.00	\$100.00	\$80.00	\$70.00	\$20.00
Class A (8:30-7 p.m., 9:30-10:30 p.m., Sun.-Sat.)	\$200.00	\$150.00	\$100.00	\$70.00	\$60.00	\$20.00
Class B (8-4:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$20.00
Class C (Sign-on-4 p.m., 11 p.m.-sign-off Sun.-Sat.)	\$100.00	\$50.00	\$50.00	\$40.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KVDO-TV**

**LICENSEE:** South Texas Telecasting Co. Address: 409 E. Staples St. Phone: Tully 2-7468.  
**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 16.8 kw, Aural 3.61 kw. Present Operating Pow.: Visual 16.8 kw, Aural 3.61 kw. Antenna Height: Above average terrain 310 ft.; above ground 316 ft.  
**OPERATION:** Began June 30, 1954.  
**REPRESENTATIVES:** Sales, Young Tv.; Washington Attorney, Cole & Marks.  
**PRINCIPAL STOCKHOLDERS:** Hubert J. Schmidt, 17%; William G. Barfield, 4%; Samuel A. Story Jr., 4%; E. J. Healey, 17%; Gabriel Lozano, 9%; Nestor Cuenda Jr., 13%; Joe Garza, 9%; Carlos Guzman, 9%; Murphy L. Walker, 4%; Jose Antonio Garcia, 9%; Jean N. Cyrus, 4%. Mr. Garcia, Mr. Guzman, Mr. Cuenda and Mr. Lozano are minority stockholders in KCTV-AM-FM Corpus Christi.  
**EXECUTIVES:**  
 Hubert J. Schmidt, pres., gen. mgr. & com. mgr. Maureen O'Brien, film buy.  
 Ron Dexter, ppm. dir. Esther Mertes, prod. mgr.  
 Nestor Cuenda Jr., ch. engr. Don Reed, news ed.

**SUMMARY OF RATES (Card No. 2, Sept. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	\$ Sec.
Class A (5:30-11 p.m., daily)	\$200.00	\$100.00	\$70.00	\$60.00	\$40.00	\$20.00
Class B (1:30-5:30 p.m., daily)	\$150.00	\$80.00	\$50.00	\$40.00	\$30.00	\$15.00
Class C (All other times)	\$100.00	\$50.00	\$30.00	\$20.00	\$15.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**DALLAS**  
(Dallas County)

**KRLD-TV**

**LICENSEE:** KRLD Radio Corp. Address: Herald Square, Postal Zone 2. Phone: Riverside 2-4811. TWX No.: DL 71.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 1,521 ft.; above ground 1,431 ft.  
**EQUIPPED TO COLORCAST** network programs, local films, local slides.  
**OPERATION:** Began Dec. 3, 1949.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am. KRLD; Fin. KRLD-FM.  
**REPRESENTATIVES:** Sales, The Branham Co., Washington Attorney, Eliot C. Lovett; Consulting Engineer, Lobner & Culver.  
**PRINCIPAL STOCKHOLDER:** Owned by Times-Herald Printing Co. (Dallas Times-Herald). T-H stockholders: John W. Runyon, 48.3%; Clyde A. Taber, 4.9%; Mrs. Ruth DeVarnay, 15.5%; D. A. Greenwell, 4.9%; Mrs. Lada F. Gouch, 15.0%; H. C. Jefferson, 3.4%; and others.  
**EXECUTIVES:**  
 Clyde W. Bemberl, pres. & gen. mgr. H. B. Honeycutt, ch. engr.  
 Roy M. Flynn, sta. mgr. Nick Mueller, film dir.  
 Gene Cully, com. mgr. Jack Saunders, publicity mgr.  
 Ves Box, ppm. dir. Larry Ramo, news dir.

**SUMMARY OF RATES (Card No. 11, Nov. 1, 1949)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.)	\$1,100.00	\$600.00	\$440.00	\$385.00	\$385.00	\$125.00
Class A (8:30-7 p.m., 10-10:30 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.)	\$650.00	\$370.00	\$280.00	\$235.00	\$235.00	\$125.00
Class B (6-8:30 p.m., Mon.-Sat.; 1-5 p.m., Sun.; 10:30-11 p.m., daily)	\$520.00	\$275.00	\$210.00	\$181.75	\$127.50	\$75.00
Class C (8 a.m.-4 p.m., Mon.-Sat.; 8 a.m.-1 p.m., Sun.; 11 p.m.-sign-off, daily)	\$275.00	\$145.00	\$110.00	\$92.50	\$75.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**NO OTHER TV STATION  
IN TEXAS**

gives you as much coverage as

**KRLD-TV**



**CHANNEL 4**

KRLD-TV's Channel 4 enables it to reach farther with a strong, clear signal—Channel 4 is the lowest frequency channel in the Dallas-Fort Worth area.

**MAXIMUM POWER**

KRLD-TV operates on 100,000 watts, the maximum power of a low-VHF frequency allowed by the FCC. KRLD-TV beams 100 microvolts or more to 47 rich, densely populated Texas counties, plus 5 Oklahoma counties—a greater area than covered by any other Texas TV station.

**TEXAS' TALLEST TOWER**

KRLD-TV telecasts from atop Texas' tallest tower, jutting 1,521 feet above its hill-top base—1,585 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves an area where there are 602,525 television homes—one third of all in Texas, plus those in the 5 Oklahoma counties.

an unbeatable combination that makes  
**KRLD-TV**  
the Biggest buy in the Biggest market  
in the Biggest state!

**KRLD-TV CHANNEL 4 DALLAS**  
 Owners and operators of KRLD — 30,000 watts, The Dallas Times Herald station, Herald Square, Dallas 2. Represented nationally by The Branham Company.  
 John W. Runyon, Chairman of the Board  
 Clyde W. Bemberl, President

**DALLAS (Cont.)**

**WFAA-TV**

**LICENSEE:** A. H. Belo Corp. Address: 3006 Hines Blvd. Postal Zone: L. Phone: Riverdale 1-2315, TWX No. DLR 41.

**FACILITIES:** Ch. 5. Authorized 500 kw. Rad. Pow.; Visual 300 kw, Aural 150 kw. Present Operating Pow.: Visual 300 kw, Aural 150 kw. Antenna Height: Above average terrain 1,000 ft., above ground 152 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local shows.

**OPERATION:** Began Sept. 17, 1956.

**AFFILIATIONS:** Tv Network, ABC. Station, AM, WFAA.

**REPRESENTATIVES:** Sales, Edward Peary & Co.; Washington Attorney, Louisa, Elin Young & Jenks; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDER:** Same ownership as Dallas News.

**EXECUTIVES:**

E. M. Desler, pres.  
Alex Keene, mngng. dir.  
Dick Drummy, com. mgr.  
Bob King, pgm. dir.  
Jim W. Cooper, ch. engr.  
Dunkin Clark, film buy.  
Winona Portwood, prom. mgr.  
Bob Tripp, news ed.

**SUMMARY OF RATES (Card No. 12, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-10 p.m., daily)	\$1,000.00	\$500.00	\$400.00	\$300.00	\$200.00	\$120.00
Class A (12-3-5 p.m., 10-12-30 p.m., daily)	\$600.00	\$325.00	\$260.00	\$200.00	\$150.00	\$100.00
Class B (6-9-30 p.m., 10-20-11 p.m., daily, 2-4-30 p.m., Sun.)	\$400.00	\$200.00	\$160.00	\$120.00	\$80.00	\$75.00
Class C (All other times)	\$300.00	\$150.00	\$120.00	\$80.00	\$75.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**EL PASO**

(El Paso County)

**KELP-TV**

**LICENSEE:** KELP Broadcasting Co. Address: 4530 Delta St. Phone: Keystone 3-8993.

**FACILITIES:** Ch. 15. Authorized 500 kw. Rad. Pow.; Visual 300 kw, Aural 150 kw. Present Operating Pow.: Visual 300 kw, Aural 150 kw. Antenna Height: Above average terrain 130 ft., above ground 352 ft.

**OPERATION:** Began Sept. 1, 1956.

**AFFILIATIONS:** Tv Network, ABC. Station, AM, KELP.

**REPRESENTATIVES:** Sales, Young Tv.; Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George P. Adair.

**PRINCIPAL STOCKHOLDERS:** Joseph Harris, 40%; Norman Alexander, 40%; and Richard E. Jones, 20%. Same group owns KXLY-TV Spokane, Wash.

**EXECUTIVES:**

Richard E. Jones, vp. & film buy.  
Ed Winston, gen. mgr. & film buy.  
Irv Prell, ch. engr.  
John Amodeo, pgm. dir.  
Ed Rencher, ch. engr.  
Al Grosby, prom. mgr.

**SUMMARY OF RATES (Card No. 21, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (6-10 p.m., daily)	\$250.00	\$150.00	\$120.00	\$80.00	\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**KROD-TV**

**LICENSEE:** El Paso Times Inc. Address: 2201 Wyoming St. Phone: Keystone 2-4331, TWX No.: EP 44.

**FACILITIES:** Ch. 4. Authorized 500 kw. Rad. Pow.; Visual 317 kw, Aural 158 kw. Present Operating Pow.: Visual 317 kw, Aural 158 kw. Antenna Height: Above average terrain 1,100 ft.; above ground 284 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Dec. 14, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NTA. Station, AM, KROD.

**REPRESENTATIVES:** Sales, The Branham Co.; Washington Attorney, Regal, Smith & Hennessy.

**PRINCIPAL STOCKHOLDERS:** Dorrance D. Roderick, 75.07%, and others. Mr. Roderick also owns the El Paso Times.

**EXECUTIVES:**

Dorrance D. Roderick, pres.  
Val Lawrence, vp. & gen. mgr.  
Dick Watta, gen. ch. engr. & film buy.  
Barney Kretzer, pgm. dir.  
Edward P. Tallant, ch. engr.  
Gordon E. Phillips, prom. mgr.  
Louis Hambrick, news ed.

**SUMMARY OF RATES (Card No. 5, Jan. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (8:30-10:30 p.m., Mon.-Fri.; 6-10:30 p.m., Sat., Sun.)	\$450.00	\$275.00	\$180.00	\$120.00	\$112.00	\$60.00
Class B (11:30-4:30 p.m., Mon.-Fri.; 11:30-12 p.m., Sat., Sun.; 12:30-midnight, Sun.-Sat.)	\$375.00	\$300.00	\$180.00	\$110.00	\$84.00	\$67.00
Class C (All other times)	\$225.00	\$125.00	\$90.00	\$78.00	\$56.00	\$42.00

Above are one-time rates. Frequency discounts allowed.



*We're walking on Air!*

Since Sept., 1956—a Four-Station Market\*

but **KROD-TV** Maintains its **DOMINANCE!**

EL PASO TELEPULSE SHARE OF AUDIENCE MONDAY-FRIDAY 6 P. M. - 12 P. M.

	MARCH 1956	MARCH 1957
KROD-TV	56%	56%
STATION B	44%	34%
STATION C	NOT ON AIR	10%
STATION D	TOO SMALL TO MEASURE	TOO SMALL TO MEASURE

And, KROD-TV's daytime dominance has increased! The latest ARB for El Paso shows KROD-TV's new "Movie Matinee" programmed 2:30-4:00 p.m. daily, now pulls a tremendous 84.6% share of audience. "Kartoon Carnival", 4-4:30 p.m. draws a fabulous 87.8% share of audience and "Popeye Theatre" at 5 p.m. draws a king-sized 74.9% share of audience against the Mickey Mouse Club on one station and Autry-Rogers features on another. Now—daytime is **BIGTIME!**

Let your Branham man give you the full story of hard-hitting Channel 4 in El Paso. High tower, high-power, imaginative programming and top promotion make KROD-TV the station that **MEANS BUSINESS!**

\* As defined by all Trade Journals

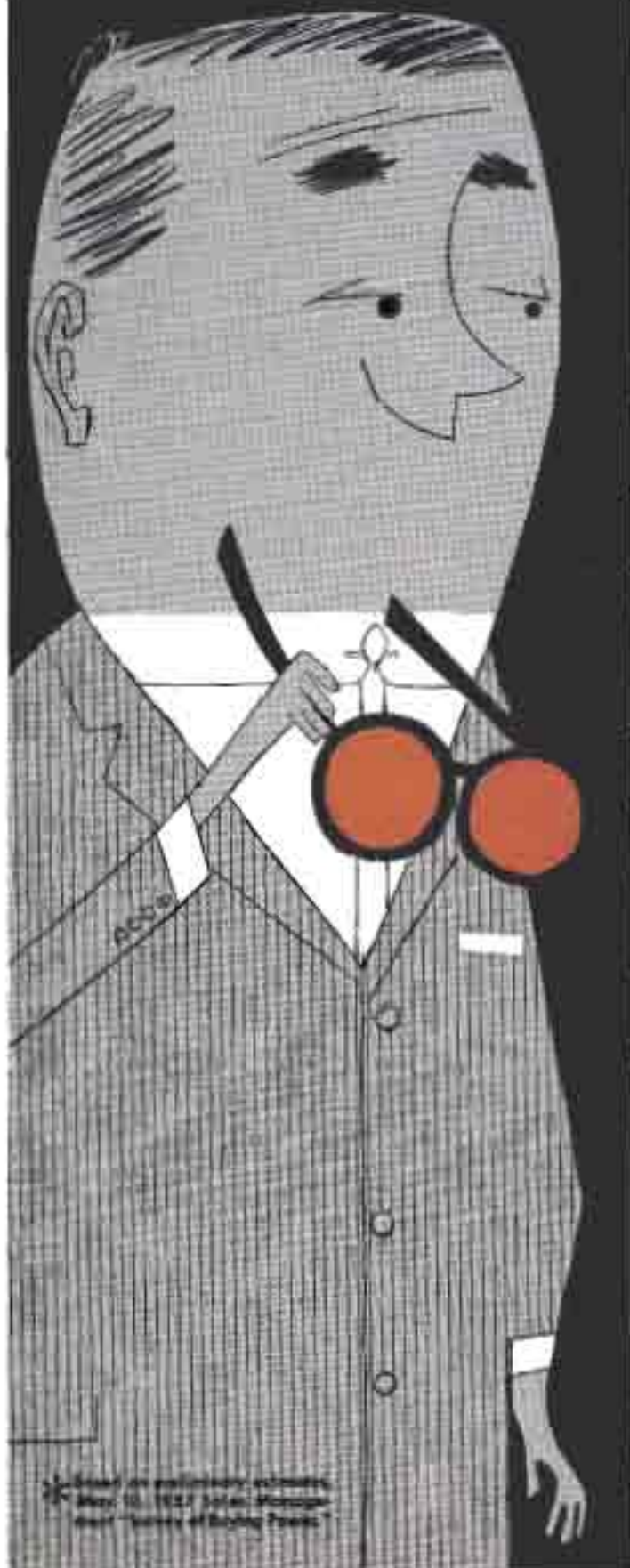
**KROD-TV CHANNEL 4 EL PASO**

Represented Nationally by The Branham Company

Dorrance D. Roderick, Pres.; Val Lawrence, Vice-President and Gen. Mgr.; Dick Watta, Gen. Sales Mgr.



*you don't need  
"rose colored glasses"  
with market facts  
like these!*



# WFAA-TV EFFECTIVELY BLANKETS ALL THIS!

\* based on Television Magazine designation of the market.

\*\* substantiated by A. C. Nielsen's NSI reports.

POPULATION . . . . .	2,401,300
FAMILIES . . . . .	738,400
EFFECTIVE BUYING INCOME . . .	\$3,852,723,000
RETAIL SALES . . . . .	\$2,919,846,000
FOOD SALES . . . . .	\$ 614,385,000
GEN'L. MERCHANDISE . . . . .	\$ 450,457,000
APPAREL . . . . .	\$ 159,699,000
FURNITURE, HOUSEHOLD . . . .	\$ 120,485,000
GAS STATIONS . . . . .	\$ 195,793,000
AUTOMOTIVE . . . . .	\$ 670,332,000
DRUGS . . . . .	\$ 100,862,000

# WFAA-TV

## DALLAS

*NBC-ABC, Channel 8*

*A station member of  
The Dallas Morning News  
Edward Perry & Co.,  
National Representatives*

\* based on preliminary estimates  
May 15, 1957 Dallas Morning  
News "Survey of Buying Power"



Star-Studded Talent  
sells for YOU on the

STATION OF THE STARS



Top selling personalities in local shows, plus the greatest motion pictures ever to be shown on TV, from the MGM, Warner Brothers, and NTA libraries—that's the programming story that's making cash registers jingle for Channel 11 advertisers in the wealthy Fort Worth-Dallas market.

When you buy, check KFJZ-TV for low cost per thousand, plus powerful merchandising and service follow-up. Let the "Station of the Stars" give your sales a profit-making push—beginning today!

**KFJZ-TV**

FORT WORTH, TEXAS



TEXAS

EL PASO (Cont.)

**KTSM-TV**

**LICENSEE:** Tvi-State Broadcasting Co. Address: 801 N. Oregon St. Phone: Key-stone 2-6423. TWX No.: EP 131.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 25 kw, Aural 21.5 kw. Present Operating Pow.: Visual 25 kw, Aural 21.5 kw. Antenna Height: Above average terrain 126 ft.; above ground 128 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 1, 1953.

**AFFILIATIONS:** Tv Network, NBC. Station, Am. KTEB.

**REPRESENTATIVES:** Sales, George P. Hollingsbery Co.; Washington Attorney, Loucks, Zisa, Young & Jansky; Consulting Engineer, George F. Adair.

**PRINCIPAL STOCKHOLDERS:** Karl O. Wyler, 70%; Karl O. Wyler Jr., 10%; F. L. Koons, 10%; and W. C. Bailey, 8%.

**EXECUTIVES:**

Karl O. Wyler, pres. & gen. mgr. Kenneth Walton, ch. engr.  
Ray T. Chapman, com. mgr. & film buy. Jack Elliott, prom. mgr.  
Jack Rye, gen. dir. Jack Salem, news ed.

**SUMMARY OF RATES (Card No. 4, Nov. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (6:30-9 p.m., Mon.-Sun.)						
\$225.00	\$125.00	\$130.00	\$113.75	\$70.00	\$65.00	\$52.50
Class B (9-6 p.m., 10:30-11:30 p.m., Mon.-Sun.; 3-4 p.m., Sat., Sun.)						
\$200.00	\$100.00	\$104.00	\$91.00	\$60.00	\$55.00	\$45.00
Class C (1-5 p.m., Mon.-Fri.)						
\$152.50	\$87.50	\$92.50	\$80.50	\$53.00	\$48.00	\$39.00

Above are one-time rates. Frequency discounts allowed.

**XEJ-TV (JUAREZ, MEXICO)**

**LICENSEE:** Television de la Frontera, S. A. Address: P. O. Box 402, El Paso (For full listing see Foreign Stations)

**FORT WORTH (Tarrant County)**

**KFJZ-TV**

**LICENSEE:** Texas State Network Inc. Address: 4001 W. Fairway. Phone: Westing 7-6631. TWX No.: FT 804.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 200 kw, Aural 100 kw. Present Operating Pow.: Visual 200 kw, Aural 100 kw. Antenna Height: Above average terrain 1310 ft.; above ground 1294 ft.

**OPERATION:** Began Sept. 11, 1955.

**AFFILIATIONS:** Tv Network, NTA. Station, Am. KFJZ.

**REPRESENTATIVES:** Sales, Elair-Tv; Washington Attorney, Wilber & Schroeder; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Gene L. Cagle, 18.20%; Ed W. Richardson, 22.75%; and Perry Bass, 15.75%. Licensee also owns KFDJ McAllen and 75% of KFDA-AM-TV Amarillo. Mrs. Cagle also owns 25% of KRGD-AM-TV Abilene.

**EXECUTIVES:**

Gene L. Cagle, pres. & gen. mgr. Arno Mosler, film buy.  
John Hopkins, asst. gen. mgr. Bill Terry, prom. mgr.  
Joe Evans, ch. engr. Porter Randall, news ed.  
James Peterson, ch. engr.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7:00-9 p.m., daily)						
\$300.00	\$160.00	\$240.00	\$210.00	\$180.00	\$125.00	\$80.00
Class B (1-5 p.m., Sun.; 6-7 p.m., Mon.-Sat.; 10:30-11 p.m., daily)						
\$400.00	\$200.00	\$250.00	\$170.00	\$120.00	\$100.00	\$40.00
Class C (all other times)						
\$300.00	\$120.00	\$80.00	\$70.00	\$60.00	\$50.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WBAP-TV**

**LICENSEE:** Carter Publications. Address: 290 Barnett. Postal Zone: 1. Phone: Jefferson 5-1861. TWX No.: FT 814.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 62.5 kw. Present Operating Pow.: Visual 100 kw, Aural 62.5 kw. Antenna Height: Above average terrain 1,072 ft.; above ground 1,113 ft.

**EQUIPPED TO COLORCAST** network programs, local live programs, local film, local slides.

**OPERATION:** Began Sept. 29, 1948.

**AFFILIATIONS:** Tv Network, NBC. Station, Am. WBAP. Fm WBAP-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Segal, Smith & Hennessey; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Licensee publishes Fort Worth Star-Telegram. Owners are A. G. Carter Jr., 18 2/3%; estate of Amos G. Carter, 16 2/3%; Ruth Carter Johnson, 16 2/3%; E. N. Hones, 14 2/3%; Nettie Burton Carter, 13 2/3%; and others.

**EXECUTIVES:**

Amos Carter Jr., pres. R. C. Stinson, ch. engr.  
George Cranston, gen. mgr. Lynn Trammell, film buy.  
Roy Bacon, com. mgr. Margret McDonald, prom. mgr.  
Robert Gould, gen. dir. James A. Hyman, news ed.

(Continued on page 102)

# WBAP-TV *Land* 48 RICH TEXAS COUNTIES\*

NUMBER ONE MARKET IN THE SOUTH



WBAP-TV Land—now setting the pace for growth in the great Southwest. Recent developments in industry have stimulated the population growth tremendously. The newcomers to this area are spending substantial amounts of money purchasing new homes, new appliances, furniture and related items. Recent rains have added untold wealth to communities in the rural areas included in WBAP-TV Land. Prosperity and growth are tantamount in the luxuriant 53-county area in North Central Texas and Southern Oklahoma which surrounds the two great metropolitan areas of Fort Worth and Dallas.

For complete coverage of Fort Worth and Dallas plus 53 Texas and Oklahoma counties, be sure to specify WBAP-TV, your basic NBC station!

## WBAP-TV 53 COUNTY MARKET TOTALS

POPULATION	2,771,398
FAMILIES	840,398
1936 EFFECTIVE BUYING INCOME (NET DOLLARS)	\$4,328,480,000
1936 EFFECTIVE BUYING INCOME PER FAMILY (NET)	\$ 4,005
1936 RETAIL SALES	\$3,292,384,000
1936 FOOD SALES	\$ 702,526,000
1936 GENERAL MERCHANDISE SALES	\$ 499,718,000

Source: Sales Management Survey of Buying Power, May 10, 1937

## FORT WORTH & DALLAS METROPOLITAN MARKETS

CITY GRADE SERVICE IN BOTH CITIES



# WBAP-TV



**BASIC NBC**

FORT WORTH, TEXAS  
STAR-TELEGRAM STATION

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives



**FORT WORTH (Cont.)**

**WBAP-TV (Cont.)**

SUMMARY OF RATES (Card No. 110, Feb. 1, 1968)

Hour	30 Min.	15 Min.	10 Min.	1 Min.	30 Sec.	2 Sec.
Class AA (7-10 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$200.00	\$120.00	\$100.00
Class A (10-10:30 p.m., daily & 4-7 p.m., Sun.)	\$750.00	\$450.00	\$300.00	\$150.00	\$90.00	\$75.00
Class B (6-7 p.m., Mon.-Sat., 10:30-11 p.m., Sat., 1-4 p.m., Sun.)	\$500.00	\$300.00	\$200.00	\$100.00	\$60.00	\$50.00
Class C (Noon-4:30 p.m., 11 p.m.-midnight, daily)	\$350.00	\$210.00	\$140.00	\$70.00	\$42.00	\$35.00
Class D (1 a.m.-noon, daily)	\$300.00	\$180.00	\$120.00	\$60.00	\$36.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**GALVESTON**

(Galveston County)

**KGUL-TV (HOUSTON)**

**LICENSEE:** Gulf Television Corp. Address: 11 Video Lane, Phone: 3-1807, TWX No.: GL 7905.

**FACILITIES:** Ch. 11. Authorized RF Input Pow.: Visual 318 kw, Aural 150 kw. Present Operating Pow.: Visual 263 kw, Aural 132 kw. Antenna Height: Above average terrain 1,130 ft.; above ground 1,100 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began March 22, 1966.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Baker, CBS Tv Spots Sales; Washington Attorney, Covington & Burdick, Consulting Engineers, A. D. Ring & Adam.

**PRINCIPAL STOCKHOLDERS:** J. H. Whitney & Co., 50%, and Paul E. Tart, 10%. Whitney Co. owns KOTV (TV) Tulsa, Okla., WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis, both ind., and number of community television systems.

**EXECUTIVES:**

Paul E. Tart, pres. & gen. mgr.  
Robert S. Wilson, exec. mgr.  
Tommy Thompson, pgrl. dir.

M. B. Johnson, Sun. mgr.  
Holland Brewer, prom. mgr.  
Frank Hallaway, news ed.

SUMMARY OF RATES (Card No. 4, May 13, 1957)

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 30 Sec.	10 Sec.
Class AA (Program Units—7-10 p.m., daily. Announcements—4:50-10 p.m., daily)	\$1,200.00	\$720.00	\$480.00	\$240.00	\$120.00	\$100.00
Class A (Program Units—6-7 p.m., 10-10:30 p.m., daily. Announcements—1:50-4:30 p.m., 10-10:30 p.m., daily)	\$800.00	\$480.00	\$320.00	\$160.00	\$80.00	\$65.00
Class B (Program Units—5:30-8 p.m., 10:30-11:30 p.m., daily. Announcements—7:20-8:20 p.m., 11:30-12:30 a.m., daily)	\$600.00	\$360.00	\$240.00	\$120.00	\$60.00	\$50.00
Class C (Program Units—8 a.m.-8:30 p.m., daily. Announcements—8:50 a.m.-8:55 p.m., daily)	\$400.00	\$240.00	\$160.00	\$80.00	\$40.00	\$30.00
Class D (Program Units—11:30-12:30 a.m., daily. Announcements—11:30-12:30 a.m., daily)	\$300.00	\$180.00	\$120.00	\$60.00	\$30.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**HARLINGEN**

(Cameroon County)

**KGBT-TV (BROWNSVILLE, McALLEN, WESLACO)**

**LICENSEE:** Harbenton Broadcasting Co. Address: P.O. Box 111, Phone: Garfield 3-4980, TWX No.: HA 643.

**FACILITIES:** Ch. 4. Authorized RF Input Pow.: Visual 92.3 kw, Aural 50.3 kw. Present Operating Pow.: Visual 82.3 kw, Aural 50.1 kw. Antenna Height: Above average terrain 410 ft.; above ground 428 ft.

**OPERATION:** Began Oct. 4, 1964.

**REACH A BIG AUDIENCE FAST**  
with Ziv's spectacular new **IMPACT** series!



**"HARBOR COMMAND"**

starring **WENDELL COREY**



**THRILLING ADVENTURES OF AMERICA'S HARBOR POLICE!**

**AFFILIATIONS:** Tv Networks, CBS, ABC, Station, Ant, KGDT.

**REPRESENTATIVES:** Sales, B-R Television, Clarke Brown Co., Washington Attorney, Cole & Marble, Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** James C. Looney, 65%; McHenry T. Tinsman, 10%; Troy McDaniel, 10%; and others.

**EXECUTIVES:**

Midway Tinsman, pres.  
Troy McDaniel, gen. mgr., 24th fl.  
in film bldg.  
W. L. Smith, com. mgr.  
Stirling Zimmerman, well. sh. mgr.  
Al Dorn, ch. engr.  
Ira Kazanoff, prom. mgr.  
Jerry Fisher, news ed.

**SUMMARY OF RATES (Case No. OTS, March 1, 1956)**

Hour	15 Min.	15 Min.	15 Min.	1 Min.	Min.	1 Sec.
Class AA (7-9:30 p.m., daily)	\$200.00	\$180.00	\$120.00	---	\$80.00	\$60.00
Class A (6-7 p.m., 9:30-10:30 p.m., daily)	\$250.00	\$130.00	\$100.00	---	\$75.00	\$50.00
Class B (5-6 p.m., Mon.-Sat.; sign-on-4 p.m., Sun.)	\$200.00	\$170.00	\$90.00	---	\$60.00	\$40.00
Class C (All other times)	\$150.00	\$90.00	\$60.00	---	\$37.50	\$20.00

Above are one-time rates. Frequency discounts allowed.

**KRCV-TV (BROWNSVILLE, McALLEN, WESLACO)**

**LICENSEE:** KRGV Television Inc. Address: 308 E. Missouri Ave., Weslaco, Tex. Phone: Woodlawn 3-3222 (For full listing see Weslaco.)

**HOUSTON**

(Harris County)

**KGUL-TV (GALVESTON)**

**LICENSEE:** Gulf Television Co. Address: 11 Video Lane, Galveston, Texas. Phone: Jackson 9-4811 (Houston). (For full listing see Galveston.)

**KNUZ-TV†**

**LICENSEE:** KNUZ Television Co. Address: 6701 Cambridge St., P. O. Box 3833. Phone: Jackson 3-2521.

**FACILITIES:** Ch. 18. Authorized Ef. Rad. Pow.: Visual 40 kw, Aural 40 kw. Antenna Height: Above average terrain 280 ft.; above ground 700 ft.

**OPERATION:** Oct. 10, 1955.

**AFFILIATION:** Station, Ant, KDFW.

**REPRESENTATIVES:** Washington Attorney, Cole & Marble, Consulting Engineer, L. E. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** Max H. Jacobs, 40%; Irvin Shuster, 10%; Douglas Huka, 5%; David H. Borth, 5%; Leot Green, 5%; Bailey A. Swenson, 5%. Max H. Jacobs, Huka, Green and Swenson own KNUZ Houston.

**EXECUTIVES:**

Max H. Jacobs, pres. David H. Norris, vp. & gen. mgr.

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

# THE PRETTIEST FIGURES ...

**76,604 UNDUPLICATED TV HOMES** (Television Magazine, July 1957)

**95% PENETRATION OF TOP INCOME GROUP**

**413,400 POPULATION**

**\$409,431,000 EFFECTIVE BUYING INCOME**

**52nd RANKING US METROPOLITAN MARKET**

**The LOWER RIO GRANDE VALLEY of Texas**

For primary coverage it's

# KRGV-TV

**Weslaco, Texas.**

Operating on maximum power of 100,000 Watts, with 791 Ft. Tower and 6 bay antennae—NBC and ABC fully interconnected . . . the Valley's only full time television station. Represented nationally by Paul H. Raymer Co., N. Y., Chicago, Detroit, Dallas, Atlanta, San Francisco and Hollywood.





In  
Houston



The turn  
is to 13



Because  
we think



Television  
is more than



Old movies or  
new ones



... more than  
just riding  
the network!



The Best  
Network,  
movies and  
local "live"  
everyday makes



The Chronicle Station, Channel 13  
P.O. Box 12, Houston 1, Texas—  
ABC Basic



Houston Consolidated Television Co.  
General Manager, Willard E. Wallbridge  
Commercial Manager, Bill Bennett  
National Representatives:  
Geo. F. Hallingbery Co.  
500 Fifth Ave., New York 36, New York

## TEXAS

### HOUSTON (Cont.)

#### KPRC-TV

**LICENSEE:** Houston Post Co. Address: 3014 Post Oak Bl. Phone: Madison 1-9211. TWX No.: HO 88.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow: Visual 100 kw, Aural 30.1 kw. Present Operating Pow: Visual 100 kw, Aural 50.1 kw. Antenna Height: Above average terrain 640 ft.; above ground 501.2 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local stages.

**OPERATION:** Began Jan. 1, 1948.

**AFFILIATIONS:** Tv Network, NBC. Stations: Am, KPRC; Fm, KPRC-FM.

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Miller & Schneider, Consulting Engineer, Keat & Kennedy.

**PRINCIPAL STOCKHOLDERS:** W. P. Hobby and family, chief owners. Licensee publishes Houston Post. Mr. Hobby holds an option to purchase 32.5% of KPRC-TV Beaumont, Tex.

#### EXECUTIVES:

W. P. Hobby, pres.  
Jack Harris, vp. & gen. mgr.  
Joan McGrew, asst. mgr.  
Jack Healy, com. mgr.  
Hedge Rodney, pgn. dir.  
Paul Hundstorf, ch. engr.

Kathryn Hammer, film buy.  
Betty Haynsworth, prom. mgr.  
Kirt Harris, asst. prom. mgr.  
Edna Forester, publicity dir.  
Pat Flaherty, news ed.

#### SUMMARY OF RATES (Card No. 11, May 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	ID.
Class AA (7-10 p.m., Mon.-Fri., 9-10 p.m., Sat., Sun.)	\$1,300.00	\$600.00	\$410.00	\$250.00	\$150.00	\$150.00
Class A (7:30-1 p.m., Mon.-Fri., 10-10:30 p.m., Sun.-Sat.)	\$600.00	\$300.00	\$200.00	\$120.00	\$100.00	\$110.00
Class B (10:30-4:30 p.m., Mon.-Fri., 10:30-11 p.m., Sun.-Sat.; noon-6 p.m., Sat., Sun.)	\$300.00	\$200.00	\$140.00	\$110.00	\$120.00	\$70.00
Class C (7:30am-4:30 p.m., Mon.-Fri., 11 p.m.-sign-off, Sun.-Sat., sign-on-noon, Sat., Sun.)	\$100.00	\$100.00	\$100.00	\$100.00	\$80.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

#### KTRK-TV

**LICENSEE:** Houston Consolidated Television Co. Address: 4513 Cullen Blvd. Postal Zone: 1. Phone: Jackson 8-1212. TWX No.: HO 582.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow: Visual 215 kw, Aural 170 kw. Present Operating Pow: Visual 214 kw, Aural 170 kw. Antenna Height: Above average terrain 560 ft.; above ground 528 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local stages.

**OPERATION:** Began Nov. 20, 1954.

**AFFILIATIONS:** Tv Networks, ABC, NTA.

**REPRESENTATIVES:** Sales, George P. Hallingbery Co.; Washington Attorney, Dow, Lohnes & Albertson, Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** KTRK Broadcasting Co. (KTRK Houston and Houston Chronicle), 25%; Ray Hoffelma, 10%; and others. Mr. Hoffelma also owns 25% of KTHX Houston, interlocking ownership with KLFY Lafayette, La.

#### EXECUTIVES:

John T. Jones Jr., pres.  
Willard E. Wallbridge, com. mg.  
& gen. mgr.  
Bill Bennett, com. mgr.  
John E. Hill, pgn. dir.

Tom L. Hizer, ch. engr.  
Hugh C. Pickett, film buy.  
John C. Chapman, prom. mgr.  
Ray Conway, news ed.

#### SUMMARY OF RATES (Card No. 2, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	ID.
Class AA (7-10 p.m., daily)	\$600.00	\$340.00	\$230.00	\$120.00	\$100.00	\$100.00
Class A (Program Units—6-7 p.m., daily. Announcements—6:30-7 p.m., daily)	\$750.00	\$410.00	\$280.00	\$170.00	\$140.00	\$100.00
Class B (Program Units—5-6 p.m., 10 p.m.—sign-off, daily. Announcements—6-6:30 p.m., 10-sign-off, daily)	\$400.00	\$250.00	\$180.00	\$100.00	\$120.00	\$70.00
Class C (Sign-on-6 p.m., daily)	\$100.00	\$100.00	\$100.00	\$100.00	\$80.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

#### KUHT (TV)\*

(\*Non-Commercial Educational)

**LICENSEE:** University of Houston & Houston Independent School District. Address: 3801 Cullen Blvd. Postal Zone: 6. Phone: Capital 1-2141.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow: Visual 40.8 kw, Aural 22.4 kw. Present Operating Pow: Visual 36.8 kw, Aural 22.4 kw. Antenna Height: Above average terrain 840 ft.; above ground 656 ft.

**OPERATION:** Began May 12, 1952.

**AFFILIATION:** Station, Fm, KUHT(FM).

**REPRESENTATIVES:** Washington A Morner, Beagan Cartwright, Houston; Consulting Engineer, George F. Adair Engineering Co.

#### EXECUTIVES:

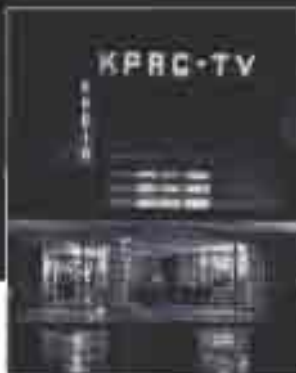
A. D. Bruce, chancellor,  
U. of Houston  
Patrick E. Welch, radio-tv dept. coord.  
Dr. John W. Meany, dir.,  
Radio-TV-Film Center

Ray Barthold, pgn. dir.  
James Byrd, ch. engr.  
Richard Uray, news & film dir.  
George Collins, art dir.  
Ray Yelton, ops. dir.

of  
J. D.  
Welch



pioneer  
in radio and  
television and  
still Houston's  
most modern  
facility!



Recent modernization includes new radio transmitter, new radio tower system and increase in operating space to 30,000 square feet.

*Thirty-two years ago the selection of a Houston radio station was relatively simple. There was only one . . . KPRC. Eight years ago the selection of a Houston television station was relatively simple. There was only one . . . KPRC. Pioneering in broadcast media has been a welcomed opportunity for KPRC management since 1925. KPRC has grown, progressed and modernized; keeping pace through the years. Today there is only one completely modern radio and television facility in Houston . . . KPRC, offering the finest broadcast service in the South and Southwest. Radio 950 Kilocycles. Television Channel 2.*

# KPRC

Jack Harris, Vice President and General Manager • Edward Petry & Co., National Representatives • Jack McGrew, National Sales Manager

**HOUSTON (Cont.)**

**KXYZ-TV**

(Target Date, Unknown)

**LICENSEE:** Shamrock Broadcasting Co. Address: Gulf 884.

**FACILITIES:** Ch. 29. Authorized ET. Rad. Pow.: Visual 1,000 kw, Aural 301 kw. Antenna Height: Above average terrain 490 ft., above ground 608 ft.

**AFFILIATION:** Station, Am, KXYZ.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohnes & Culver.

**PRINCIPAL STOCKHOLDERS:** Glenn H. McCarthy and family, 100%.

**EXECUTIVES:**  
Glenn H. McCarthy, pres.

**LAREDO**

(Webb County)

**KHAD-TV**

**LICENSEE:** Vidéon Industries of America. Address: 220 Convent Ave. Phone: 2-3694. TWX No.: Laredo 248-L.

**FACILITIES:** Ch. 2. Authorized ET. Rad. Pow.: Visual 2.14 kw, Aural 1.27 kw. Present Operating Pow.: Visual 2.34 kw, Aural 1.57 kw. Antenna Height: Above average terrain 150 ft., above ground 223 ft.

**OPERATION:** Began Jan. 5, 1956.

**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC.

**REPRESENTATIVES:** Sales, Pearson, Tx.; Washington Attorney, Ross K. Pymant; Consulting Engineer, Guy C. Hushman.

**PRINCIPAL STOCKHOLDERS:** H. C. Avery Jr., 50%, and David H. Cole, 50%.

**EXECUTIVES:**  
H. C. Avery Jr., co-own. & film buy. Jim Shelton, pgn. dir., prom. mgr.  
David H. Cole, co-own. & film buy. & news ed.  
Annalia Santschi, asst. mgr. in chg. W. Irven Simpson, ch. engr.  
John A. Snyder, cont. mgr.

**SUMMARY OF RATES (Card No. 1, April 13, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1 Sec.
Class AA (7:30-9:30 p.m., Mon.-Sun.)	\$137.50	\$112.50	\$75.00	\$65.00	\$56.25	\$37.50
Class A (8-1:30 p.m., 9:30-10:30 p.m., Mon.-Sun.)	\$150.00	\$105.00	\$72.50	\$63.00	\$54.00	\$36.00
Class B (Sign-on-4 p.m., 12:30-sign-off, Mon.-Sun.)	\$135.00	\$81.00	\$54.00	\$47.25	\$40.50	\$27.00

Above are one-time rates. Frequency discounts allowed.

**LUBBOCK**

(Lubbock County)

**KCBD-TV**

**LICENSEE:** Bryant Radio & Television Inc. Address: 3000 Ave. A. Phone: Sherwood 4-1454. TWX No. LU 9003.

**FACILITIES:** Ch. 11. Authorized ET. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 380 ft., above ground 545 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began May 16, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Station, Am, KCBD.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co., Washington Attorn. West & Morgan; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** Caprock Bldg. Co. (KCBH Lubbock), 50%; Lettwich, 20%, and others. Joe E. Bryant is controlling stockholder KCBD.

**EXECUTIVES:**  
Joe E. Bryant, pres. & gen. mgr. Frank Lee, ch. engr.  
Robert L. Snyder, asst. pres. mgr. Ray Polomaster, natl. ac. & prom. mgr.  
George L. Tarter, com. engr. & film buy. Joe Gilbert, news ed.  
Bill Tarker, pgn. dir.

**SUMMARY OF RATES (Card No. 8A, July 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1 Sec.
Class AA (7-10 p.m., daily)	\$200.00	\$150.00	\$140.00	\$122.50	\$87.50	\$70.00
Class A (6-7 p.m., 10-10:30 p.m., daily)	\$230.00	\$150.00	\$140.00	\$122.50	\$87.50	\$70.00
Class B (5-6:30 p.m., Mon.-Sat., 10:00-11 p.m., daily; noon-4 p.m., Sun.)	\$202.50	\$131.00	\$105.00	\$91.50	\$68.00	\$49.00
Class C (11-9 p.m., Mon.-Sat., after 11 p.m., daily)	\$175.00	\$105.00	\$70.00	\$61.25	\$43.75	\$30.00
Class D (8 a.m.-1 p.m., daily)	\$105.00	\$68.00	\$42.00	\$36.75	\$26.25	\$18.00

Above are one-time rates. Frequency discounts allowed.

**KDUB-TV**

**LICENSEE:** Texas Telecasting Inc. Address: 1600 College Ave. Phone: Sherwood 4-2345. TWX No.: LU 8111.

**FACILITIES:** Ch. 13. Authorized ET. Rad. Pow.: Visual 218 kw, Aural 126 kw. Present Operating Pow.: Visual 230 kw, Aural 138 kw. Antenna Height: Above average terrain 220 ft., above ground 343 ft.

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

**OPERATION:** Began Nov. 13, 1952.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KDUB.

**REPRESENTATIVES:** Sales, The Branham Co., Washington Attorney, Elliott C. Lovett; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** W. D. Rogers Jr., 25.00%; Vernice Ford, 14.0%; H. L. Roylandall, 12.50%; Flora Cameron Kampmann, 9.00%, and others. Texas Telecasting also owns KPAB-TV Sweetwater and KEDY-TV Big Spring, both Tex.

**EXECUTIVES:**  
W. D. Rogers, pres. & gen. mgr. Ray Trent, pgn. dir. & film buy.  
W. H. Shirley, vp. adm. asst. Rudy Barnes, ch. engr.  
& pres. mgr. Duncan Edison, news ed.  
Jimmie Isaac, vp. & gen. sta. mgr. Jim Phillips, controller  
E. A. Bennett, sell. sta. mgr.

**SUMMARY OF RATES (Card No. 2, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1 Sec.
Class AA (Announcements-5-10 p.m., daily)	---	---	---	---	\$30.00	\$25.00
Class A (Program Time-6-11:30 p.m., daily; Announcements-4-5 p.m., 12-12:30 p.m., daily)	\$150.00	\$100.00	\$140.00	\$122.50	\$87.50	\$70.00
Class B (5-8 p.m., Mon.-Sat., 10:30-sign-off, daily; 1-4 p.m., Sun.)	\$202.50	\$131.00	\$105.00	\$91.50	\$68.00	\$49.00
Class C (1-9 p.m., Mon.-Sat.)	\$175.00	\$105.00	\$70.00	\$61.25	\$43.75	\$30.00
Class D (8 a.m.-1 p.m., daily)	\$105.00	\$68.00	\$42.00	\$36.75	\$26.25	\$18.00

Above are one-time rates. Frequency discounts allowed.

**GET WORD-OF-MOUTH ADVERTISING YOU CAN'T BUY...  
get Ziv's spectacular new IMPACT series I**

**"HARBOR COMMAND" starring WENDELL COREY**

**LUFKIN**  
(Angelina County)

**KTRE-TV**

**LICENSEE:** Fossil Capital Broadcasting Co. Address: P.O. Box 701. Phone: Neptune 3-7771. TWX No.: Lufkin 710.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Present Operating Pow.: Visual 27.5 kw, Aural 13.8 kw. Antenna Height: Above average terrain 280 ft.; above ground 540 ft.

**OPERATION:** Began Aug. 31, 1955

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KTRE.

**REPRESENTATIVES:** Sales, Venard, Rintoul, McConnell, Clyde Melville Co.; Washington Attorney, Cohn & Marks; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** R. W. Wortham Jr., 33%; E. L. Kurth Sr., 16.8%; Henry B. Clay, 13.6%; and others. Mr. Clay also owns 33 1/2% of WCNS (TV) Baton Rouge, La., and is executive vice president of KWKH Shreveport, La., and of KTHS and KTHV (TV) Little Rock, Ark.

**EXECUTIVES:**  
R. W. Wortham Jr., pres.  
Richard Lewin, vp., gen. mgr. & film buy.  
Murphy Martin, sta. mgr. & news ed.  
Boyd Porter Jr., pgm. dir. & prom. mgr.  
Fred Clinton Hill, ch. engr.

**SUMMARY OF RATES (Card No. G2, May 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A (6:30-10 p.m., Mon.-Fri.; 9-10:30 p.m., Sat., Sun.)	\$165.00	\$90.00	\$65.00	\$52.50	\$45.00	\$22.00
Class B (4-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 1-5 p.m., 10:30-11 p.m., Sat., Sun.)	\$100.00	\$60.00	\$50.00	\$40.00	\$30.00	\$18.50
Class C (Sign-on-1 p.m., after 10:30 p.m., Mon.-Fri.; sign-on-1 p.m., Sat., Sun.)	\$100.00	\$45.00	\$35.00	\$25.00	\$20.00	\$9.00

Above are one-time rates. Frequency discounts allowed.

**MIDLAND**  
(Midland County)

**KMID-TV**

**LICENSEE:** Midland Television Co. Inc. Address: P.O. Box 2756. Phone: Mutual 3-7321. TWX No.: ML 8115.

**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 500 ft.; above ground 547 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Dec. 21, 1953.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Venard, Rintoul & McConnell, Clarke Brown Co. (South); Washington Attorney, Lyon, Wilner & Bergson.

**PRINCIPAL STOCKHOLDERS:** J. Conrad Dunagan, 16.5%; R. H. Drewry, 29%; T. R. Warkentin, 16.4%; E. G. Rodman, 12.3%; and others. Mr. Drewry owns 53.5% of KSWO-AM-TV Lawton, 58.15% of KRIE-Duncan and 74.5% of KQWA Enid, all Oklahoma. Mr. Warkentin owns 15.3%, 13.85% and 15.5% of same stations, respectively.

**EXECUTIVES:**  
J. Conrad Dunagan, pres.  
Ray Herndon, gen. mgr.  
George C. Collier, com. mgr.  
Jerry Blair, pgm. dir. & film buy.  
Bill Buford, ch. engr.  
V. V. Scarpelli, prom. mgr.  
Jim Cotten, news ed.

**SUMMARY OF RATES (Card No. 3, Aug. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	8 Sec.
Class A (6:30-10:30 p.m., Mon.-Sun.)	\$300.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00
Class B (3-6:30 p.m., 10:30-11 p.m., Mon.-Sun.; 3-6:30 p.m., Sat.)	\$200.00	\$120.00	\$80.00	\$70.00	\$50.00	\$40.00
Class C (All other times)	\$150.00	\$80.00	\$60.00	\$52.50	\$37.50	\$30.00

Above are one-time rates. Frequency discounts allowed.

**MONAHANS**  
(Ward County)

(Target Date, Unknown)

**LICENSEE:** Tri-Cities Broadcasting Co. Address: P. O. Box 1133.

**FACILITIES:** Ch. 9. Authorized Eff. Rad. Pow.: Visual 27.5 kw, Aural 13.8 kw. Antenna Height: Above average terrain 419 ft.; above ground 507 ft.

**REPRESENTATIVES:** Washington Attorney, Dow Lohnes & Albarton; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Owned equally by J. Ross Rusker, J. B. Wallon and Helen Winborne Walton.

**NACOGDOCHES**  
(Nacogdoches County)

(Target Date, Unknown)

**LICENSEE:** East Texas Broadcasting Co. Address: P. O. Box 248.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 20.1 kw, Aural 10.75 kw. Antenna Height: Above average terrain 290 ft.; above ground 305 ft.

**AFFILIATION:** Station, Fm, KELS-FM.

**REPRESENTATIVES:** Washington Attorney, Haley, Wollenberg & Kerohan; Consulting Engineer, Guy C. Hutchison.

**PRINCIPAL STOCKHOLDER:** Lee Scarborough, owner of KELS (FM), Nacogdoches.

**EXECUTIVES:**  
Lee Scarborough, ptnr.  
Joe D. Prince, ptnr.  
T. Gillette Tilford, ptnr.

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- ★ The Greatest up and Coming market in the West.

**Oil-Rich "West Texas"**

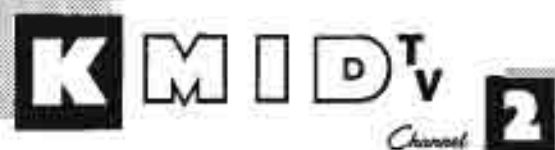
Centered in the Metropolitan Twin-Cities of

**MIDLAND-ODESSA**

**\* FIRST ...**

- in the morning (ARB)
- in the afternoon (ARB)
- in the evening (ARB)
- in quarter-hour firsts (ARB)
- in the top 15 half-hour programs (10 out of 15—Pulse)
- in the top 10 multi-weekly programs (7 out of 10—Pulse)
- in local programming (ARB and Pulse)
- in number of national accounts
- in tv homes (see latest coverage study)

\*ARB DEC. 1956 — TELEPULSE APR. 1957



Represented by: Venard, Rintoul & McConnell, Inc.  
South by: Clarke Brown Co.



**ODESSA**  
(Ector County)

**KOSA-TV**

**LICENSEE:** Odessa Television Co. Address: 1211 N. Whiskey Plaza, Federal 7-800. TWX No.: ODESSA 8887

**FACILITIES:** Ch. 7. Authorized EIR Max Pow: Visual 100 kw, Aural 125 kw. Present Operating Pow: Visual 315 kw, Aural 125 kw. Antenna Height: Above average terrain 740 ft., above ground 120 ft.

**OPERATION:** Began Jan. 1, 1958

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KOSA

**REPRESENTATIVES:** Sales, Pearson Tv; Washington Attorney, Bailey, Wolfenbarg & Kenhan, Consulting Engineers, Ed Tutum

**PRINCIPAL STOCKHOLDERS:** C. I. Trigg, 80%; William B. Stone, 10%; and Brooks L. Harrah, 10%

**EXECUTIVES:**

Cecil L. Trigg, pres. & gen. mgr. John Yeom, sta. mgr. Ed Costello, asst. mgr. Stu Klein, prod. mgr. William R. Sponik, ch. engr. George Duesler, film dir. Wayne Johnston, prom. & publicity dir.

**SUMMARY OF RATES (Case No. 2, Aug. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1 Sec.
Class A (4:30-10:00 a.m., Mon.-Sun.)	\$220.00	\$110.00	\$100.00	\$80.50	\$60.50	\$30.00
Class B (12-4:00 p.m., Sun.; 5-6:30 p.m., 10:00-11 p.m., daily)	\$200.00	\$120.00	\$100.00	\$70.00	\$50.00	\$25.00
Class C (All other times)	\$150.00	\$80.00	\$60.00	\$45.00	\$30.00	\$20.00

Above are one-time rates. Frequency discounts allowed

**PORT ARTHUR**  
(Jefferson County)

**KPAC-TV (BEAUMONT)**

(Target Date, Sept. 14, 1957)

**LICENSEE:** Texas Goldcoast Television Inc. Address: 1715 S. 21st St.

**FACILITIES:** Ch. 8. Authorized EIR Max Pow: Visual 100 kw, Aural 50 kw. Present Operating Pow: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 700 ft., above ground 300 ft.

**AFFILIATIONS:** Tv Network, NBC, Station, Am, KPAC

**REPRESENTATIVES:** Sales, Paul H. Rayner Co.; Washington Attorney, Fisher, Wayland, Dowell & Southard; Consulting Engineers, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Jointly owned by Port Arthur College and Jefferson Attachment Co. (others). College is also licensee of KPAC Port Arthur.

**EXECUTIVES:**

Julius M. Gordon, pres. & gen. mgr. Mark Newberry, asst. mgr. Dixon Boatright, ch. engr.

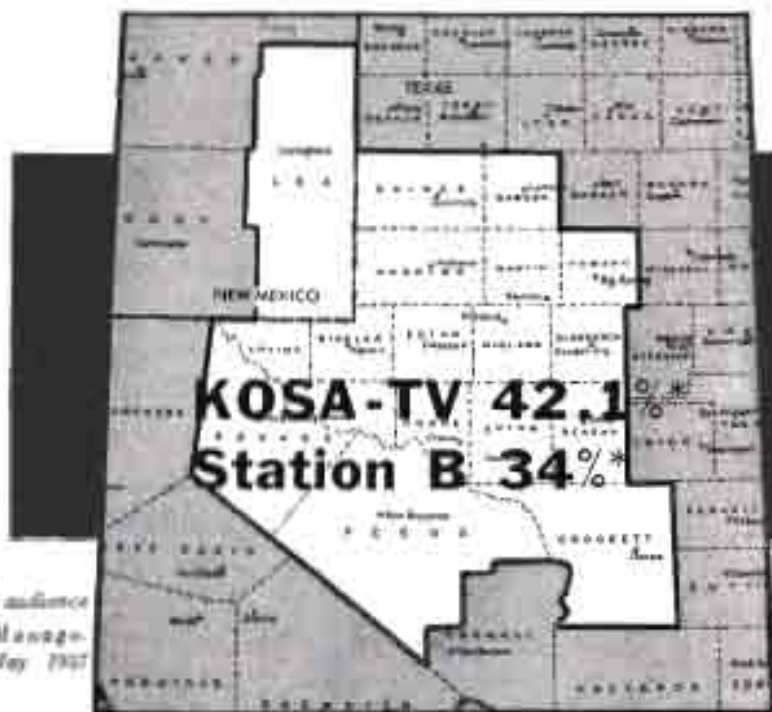
**SUMMARY OF RATES (Case No. 2, Sept. 14, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	1 Sec.
Class AA (Program Units—7:00 p.m., Sun.-Sat. Announcements—4:30-5:30 p.m., Sat.)	\$250.00	\$210.00	\$180.00	\$150.00	\$100.00	\$40.00
Class A (Program Units—8:30-11 p.m., 4:30-12 p.m., Sun.-Sat. Announcements—8:30-10:30 p.m., 9:31-10:01 p.m., Sun.-Sat.)	\$325.00	\$250.00	\$200.00	\$150.00	\$100.00	\$40.00
Class B (Program Units—7:30-8:30 a.m., 10-11 p.m., Sun.-Sat. Announcements—10:59 a.m., 8:00 p.m., 11:01 p.m., sign-off, Sun.-Sat.)	\$275.00	\$180.00	\$140.00	\$105.00	\$80.00	\$30.00
Class C (Program Units—11 a.m.-5:30 p.m., 11 p.m.-sign-off, Sun.-Sat. Announcements—10:59 a.m., 8:00 p.m., 11:01 p.m., sign-off, Sun.-Sat.)	\$175.00	\$90.00	\$70.00	\$50.00	\$35.00	\$20.00
Class D (Program Units—Sign-on 11 a.m., Sun.-Sat. Announcements—Sign-on, 10:59 a.m., Sun.-Sat.)	\$125.00	\$70.00	\$40.00	\$30.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed

**MORE**

- ▶ AUDIENCE
- ▶ POWER
- ▶ TOWER
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New ABB 18-County study (April 7-13, 1957) shows dominance of KOSA-TV. KOSA-TV leads all summarized afternoon and evening periods.

- TOWER:** 1013 feet above average city terrain
- POWER:** 316,000 watts of maximum signal strength
- POPULATION:** 348,000\*
- TV SETS:** 87,000

On the overall basis, Monday-Friday, between 9 A.M.-11 P.M., during the 200 rated quarter hours, KOSA-TV ranks first 187 quarter hours or 66.8% of the total time. (It ranks second 82 quarter hours or 29.3% of the time during the same period.)

Call John E. Pearson Company today for the full facts on how to reach the three-quarter billion dollar area covered only by KOSA-TV.

\*Share of audience  
\*\*Sales Management, May 1957



**KOSA-TV CHANNEL 7**  
ODESSA, TEXAS

Represented by John E. Pearson Television, Inc.

**SAN ANGELO**

(Tom Green County)

**KTUV (TV)****LICENSEE:** Westex Television Co. Address: 1311 E. 24th St. Phone: 338-7373 TWX No. 1893**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 12.6 kw. Present Operating Pow.: Visual 25.1 kw, Aural 12.6 kw. Antenna Height: Above average terrain 430 ft., above ground 443 ft.**OPERATION:** Began July 5, 1955.**AFFILIATIONS:** Tv Network: CBS, NBC, ABC.**REPRESENTATIVES:** Sales, Veatch, Bannard & McConnell, Clyde Merrill Co.**PRINCIPAL STOCKHOLDERS:** Louis O. Seibert, 40%; Roy E. Simmons, 20%; E. P. Shubert, 20%; Houston R. Martin, 10%.**EXECUTIVES:**J. Marley Hubbard, gen. mgr.      Sub Editor, ch. engr.  
& Stu Day      Doug Thompson, Ltr. mgr.  
George Olson, com. mgr.      Jim Mortland, news ed.  
Al Cobb, pgn. dir.**SUMMARY OF RATES (Card No. 2, April 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1 Sec.
Class A (After 5 p.m., daily)	\$100.00	\$50.00	\$45.00	\$30.00	\$20.00	\$10.00
Class B (Before 5 p.m., Sat.)	\$120.00	\$60.00	\$50.00	\$37.00	\$25.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**SAN ANTONIO**

(Brewer County)

**KCOR-TV****LICENSEE:** KCOR Inc. Address: 111 Eastwood St. Phone: Capitol 5-2751**FACILITIES:** Ch. 41. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 6.09 kw. Present Operating Pow.: Visual 11 kw, Aural 6.09 kw. Antenna Height: Above average terrain 500 ft., above ground 508 ft.**OPERATION:** Began June 10, 1955.**AFFILIATION:** Station: Am. KCOR.**REPRESENTATIVES:** Sales, Richard O'Connell Inc.; Washington Attorney, Elmer W. Wenzel; Consulting Engineer, Robert M. Williams & Assoc.**PRINCIPAL STOCKHOLDERS:** E. A. Carter, 50%; William F. Smythe, 40%; and others.**EXECUTIVES:**Hood & Carter St., gen.      Don Tamborella, com. mgr.  
Nathan Seitz, vp. & gen. mgr.      Emilio Morales, pgn. & prof. ed.  
Helen A. Carter St., vp.      Marvin L. Frazier, ch. engr.**SUMMARY OF RATES (Card No. 1, June 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 25 Sec.	1 Sec.
Class A (6-10 p.m., daily)	\$200.00	\$120.00	\$90.00	---	\$60.00	\$20.00
	\$120.00	\$90.00	---	\$60.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**KENS-TV****LICENSEE:** Express Publishing Co. Address: Ave. E & 4th St. Postal Zone: 4. Phone: Capitol 5-7411. TWX No.: SA 190.**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 440 ft., above ground 491 ft.**EQUIPPED TO COLGCAST:** network programs.**OPERATION:** Began Feb. 15, 1950.**AFFILIATIONS:** Tv Network: CBS. Station: Am. KENS.**REPRESENTATIVES:** Sales: Penna. Griffin, Woodward; Washington Attorney, Lewis, Egan, Young & Jansky; Consulting Engineer, Jansky & Bailey.

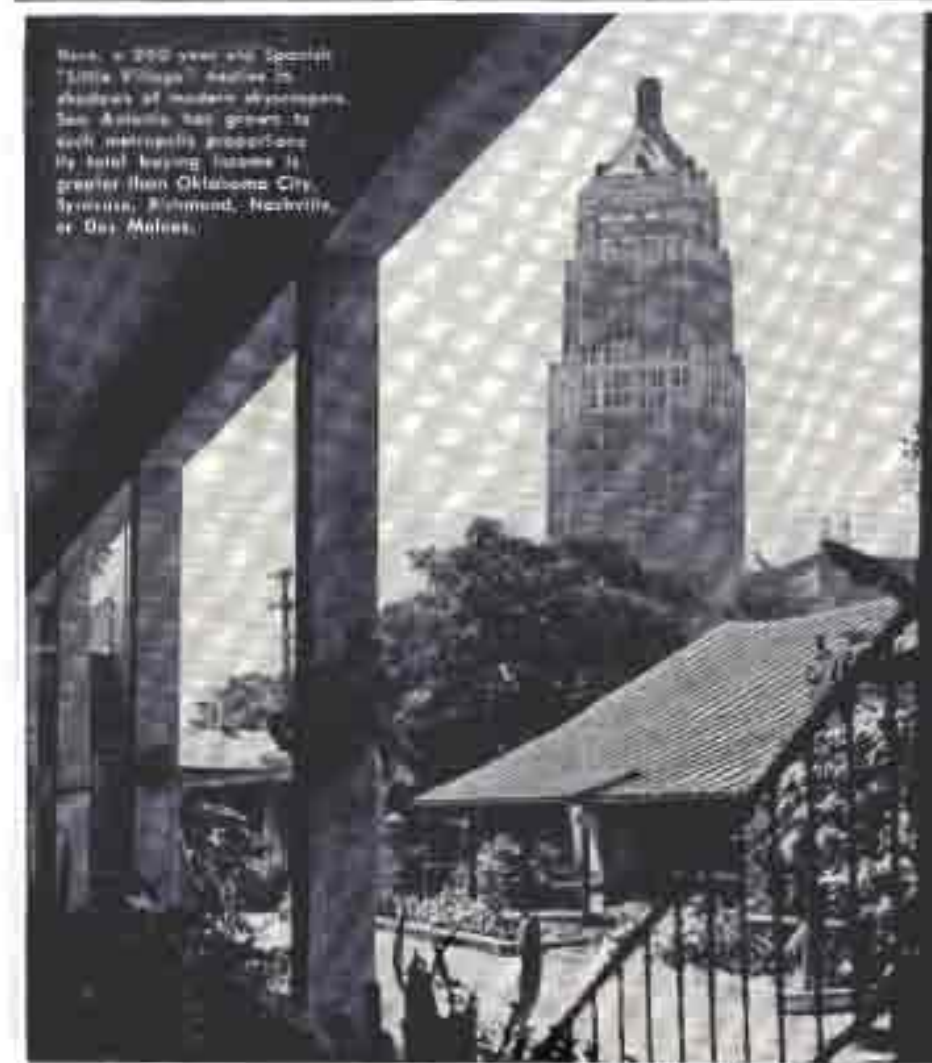
(Continued on page 28)

**KVTX (TV)**

(Target Date, Unknown)

**LICENSEE:** San Angelo Television Co. Address: First State Bank, Rio Vista, Texas.**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow.: Visual 3.02 kw, Aural 1.56 kw. Antenna Height: Above average terrain 170 ft., above ground 227 ft.**REPRESENTATIVES:** Attorney: Ross K. Prescott, Dallas; Consulting Engineer, Guy C. Hutchinson.**PRINCIPAL STOCKHOLDERS:** Lowell Smith and Lee H. Weatherby, 50% each.**EXECUTIVES:**

Lowell Smith, pres.      Lee H. Weatherby, pgn.



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"Little Village" adds to  
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exceeds other Oklahoma City,  
Tulsa, Oklahoma, Nashville,  
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**SAN ANTONIO, TEXAS**

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PETER GRIFFIN, WOODWARD COLONEL  
FOR COMPLETE DETAILS.



**SAN ANTONIO (Cont.)**

**KENS-TV (Cont.)**

**PRINCIPAL STOCKHOLDERS:** Licensee publishes San Antonio Express and News, George W. Brackmidge estate, 33 1/2%, Frank G. Huntress Jr., 20.48%, Mrs. Carrie S. Frost, 11.94%, Mrs. Katherine H. Minler, 4.00%, and others.

**EXECUTIVES:**

Frank G. Huntress Jr., pres.  
Albert D. Johnson, gen. mgr.  
Wayne Kozal, adm. mgr.  
William J. Jackson, ch. engr.  
Robert W. Miller, news mgr.  
John W. Scott, news dir.

**SUMMARY OF RATES (Card No. 8A, May 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat., 5-11 p.m., Sun.)	\$700.00	\$420.00	\$300.00	\$210.00	---	\$80.00
Class A (10-10:30 p.m., Mon.-Sun.; 6:30-7 p.m., Mon.-Sat.)	\$600.00	\$360.00	\$240.00	\$180.00	\$130.00	\$60.00
Class B (10:30-11 p.m., Mon.-Sun.; 1-4 p.m., Sun.; 4-8:30 p.m., Mon.-Sat.)	\$450.00	\$270.00	\$180.00	\$135.00	\$90.00	\$45.00
Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sun.; noon-1 p.m., Sun.)	\$325.00	\$195.00	\$130.00	\$97.50	\$65.00	\$32.50
Class D (Sign-on-12 p.m., Sun.-Sat.; sign-on-noon, Sun.)	\$200.00	\$100.00	\$66.67	\$40.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**KONO-TV**

**LICENSEE:** Memon Telecasting Corp. Address: 1408 N. St. Mary's St., Postal Zone: 12. Phone: Capital 5-1111. TWX No. 5A 122.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 154 kw. Present Operating Pow.: Visual 215 kw, Aural 184 kw. Antenna Height: Above average terrain 400 ft.; above ground 173 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 21, 1957.

**AFFILIATIONS:** Tv Network, ABC. Stations: Am, KONO, Pm, KONO-FM.

**REPRESENTATIVES:** Sales, H-R Television, Clark Brown Co.; Washington Attorney, Welch, Mull & Morgan.

**PRINCIPAL STOCKHOLDERS:** Memon Broadcasting Inc. (KONO-AM-FM) which is owned by Eugene J. Roth, 50%, James M. Brown, 10%, Bob A. Roth, 2%, and Jack Roth, 2%.

**EXECUTIVES:**

Eugene J. Roth, pres.  
James M. Brown, gen. mgr.  
Bob A. Roth, comm. mgr.  
Ed Hyman, pgm. dir.  
Weldon Sawyer, ch. engr.  
George W. Ing, casting dir.  
Jack Martin, prom. mgr.  
Ray Herbert, news ed.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-10 p.m., Mon.-Sat., 6-10 p.m., Sun.)	\$380.00	\$228.00	\$162.00	\$108.00	\$140.00	\$60.00
Class A (6-7 p.m., Mon.-Sat.; 10-10:30 p.m., daily)	\$480.00	\$288.00	\$192.00	---	\$144.00	\$60.00
Class B (10:30-11 p.m., Mon.-Sun.; 1-6 p.m., Sun.; 5-8:30 p.m., Mon.-Sat.)	\$380.00	\$228.00	\$162.00	\$108.00	\$73.00	\$38.00
Class C (Noon-5 p.m., Mon.-Sat.; 11 p.m.-sign-off, Mon.-Sun.; noon-1 p.m., Sun.)	\$240.00	\$144.00	\$96.00	\$72.00	\$48.00	\$24.00
Class D (Sign-on-noon, Mon.-Sun.)	\$120.00	\$60.00	\$40.00	---	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**WOAI-TV**

**LICENSEE:** Southland Industries Inc. Address: 1021 Navarre St., Postal Zone: 6, Phone: Capital 7-4221. TWX No. 8A 12.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 480 ft.; above ground 558 ft.

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

**OPERATION:** Began Dec. 11, 1948.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, WOAI.

**REPRESENTATIVES:** Sales, Edward Peley & Co.; Washington Attorney, Hagan & Hartson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Hugh A. L. Hall and family.

**EXECUTIVES:**

Hugh Hall Jr., chmn. of bd.  
James M. O'Brien, pres. & gen. mgr.  
Edward V. Chevalier, comm. mgr.  
Robert Reed, pgm. mgr.  
Charles L. Jeffers, engng. vp.  
Faye Lovitt, film dir.  
BUD N. Yancy, prom. mgr.  
Henry Howell, news ed.

**SUMMARY OF RATES (Card No. 14, April 13, 1950)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	\$ Sec.
Class AA (7-9:30 p.m., Mon.-Sat., 9-9:30 p.m., Sun.)	\$700.00	\$420.00	\$280.00	\$210.00	\$175.00	\$100.00
Class A (9:30-10 p.m., Mon.-Sat.; 9:30-10:30 p.m., Mon.-Sun.)	\$600.00	\$360.00	\$240.00	\$180.00	\$120.00	\$60.00
Class B (10-10:30 p.m., Mon.-Sat.; 10:30-11 p.m., Mon.-Sun.; 1-4 p.m., Sun.)	\$450.00	\$270.00	\$180.00	\$135.00	\$90.00	\$45.00
Class C (11 p.m.-sign-off, Mon.-Sun.; 1-4 p.m., Mon.-Sat.; sign-on-1 p.m., Sun.)	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00
Class D (All other times)	\$120.00	\$60.00	\$40.00	\$24.00	\$20.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**SWEEETWATER**

(Nolan County)

**KPAR-TV (ABILINE)**

**LICENSEE:** Texas Telecasting Inc. Address: 7400 College, Phone: Sherman 4-2089. TWX No. 1-U 8111.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 81.7 kw, Aural 48.7 kw. Present Operating Pow.: Visual 81.7 kw, Aural 48.7 kw. Antenna Height: Above average terrain 580 ft.; above ground 682 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 1, 1955.

**AFFILIATIONS:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, The Graham Co., Washington Attorney, Stuart C. Lovell; Consulting Engineer, Keas & Kennedy.

**PRINCIPAL STOCKHOLDER:** See KDOB-TV Lubbock, Tex.

**EXECUTIVES:**

W. D. Boyett, pres. & gen. mgr.  
Dora C. Guthrie, sta. mgr.  
E. A. Hargett, natl. ads. mgr.  
Ray Trent, pgm. dir. & film buy.  
Rudy Strawn, ch. engr.  
W. B. Whitley, prom. mgr.  
Douglas Ellison, news ed.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (7-10:30 p.m., daily)	\$200.00	\$120.00	\$80.00	\$60.00	\$30.00	\$15.00
Class B (8-9 p.m., Mon.-Sat.; 10:30-sign-off, daily; 1-4 p.m., Sun.)	\$150.00	\$90.00	\$60.00	\$45.00	\$22.50	\$11.25
Class C (11-5 p.m., Mon.-Sat.)	\$100.00	\$60.00	\$40.00	\$30.00	\$15.00	\$7.50
Class D (8 a.m.-1 p.m., daily)	\$60.00	\$30.00	\$20.00	\$15.00	\$12.00	\$6.00

Above are one-time rates. Frequency discounts allowed.

**TEMPLE**

(Bell County)

**KCEN-TV (WACO)**

**LICENSEE:** Bell Publishing Co. Address: P.O. Box 181. Phone: Prospect 3-0889. TWX No.: 5-2777. Texas 588.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 109 kw, Aural 50.1 kw. Present Operating Pow.: Visual 150 kw, Aural 50.1 kw. Antenna Height: Above average terrain 520 ft.; above ground 620 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Nov. 1, 1953.

**AFFILIATIONS:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, George P. Hallingbery Co., Clyde Melville Co. Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consultant Engineer, A. Ray Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Frank W. Mayborn, 99%, and C. A. Schulz, 1%. Licensee publishes Temple Telegram. Mr. Mayborn is principal stockholder in Sherman Democrat and Kilham Herald, both Tex. Mr. Mayborn also owns KTEM Temple, Tex.

**EXECUTIVES:**

Frank W. Mayborn, pres.  
Burtan Nelson, gen. mgr.  
& film buy.  
Gene Lewis, sta. mgr.  
Charles M. Casey, ch. engr.  
Glenn Brown, news ed.

**SUMMARY OF RATES (Card No. 2, March 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (7-10 p.m., Mon.-Fri.; 9-10 p.m., Sat., Sun.)	\$250.00	\$150.00	\$100.00	\$75.00	\$30.00	\$20.00
Class B (6-7 p.m., Mon.-Fri.; noon-5 p.m., Sat., Sun.; 10-10:30 p.m., Mon.-Sun.)	\$200.00	\$120.00	\$80.00	\$60.00	\$25.00	\$20.00
Class C (Noon-5 p.m., Mon.-Fri.; 10:30 p.m.-midnight, Mon.-Sun.)	\$175.00	\$105.00	\$70.00	\$52.50	\$21.00	\$17.50
Class D (11 a.m.-noon, Mon.-Fri.; 9 a.m.-noon, Sat.)	\$100.00	\$50.00	\$33.33	\$20.00	\$15.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**TEXARKANA**

(Harris, Tex. & Miller, Ark. Counties)

**KCMC-TV (TEXARKANA, ARK.)**

**LICENSEE:** KCMC Inc. Address: Summerhill Rd. Phone: 33-8281 (after Sept. 11 33-1131). TWX No.: TEX 280.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 105 kw, Aural 50 kw. Antenna Height: Above average terrain 280 ft.; above ground 390 ft.

**EQUIPPED TO COLORCAST** network programs.

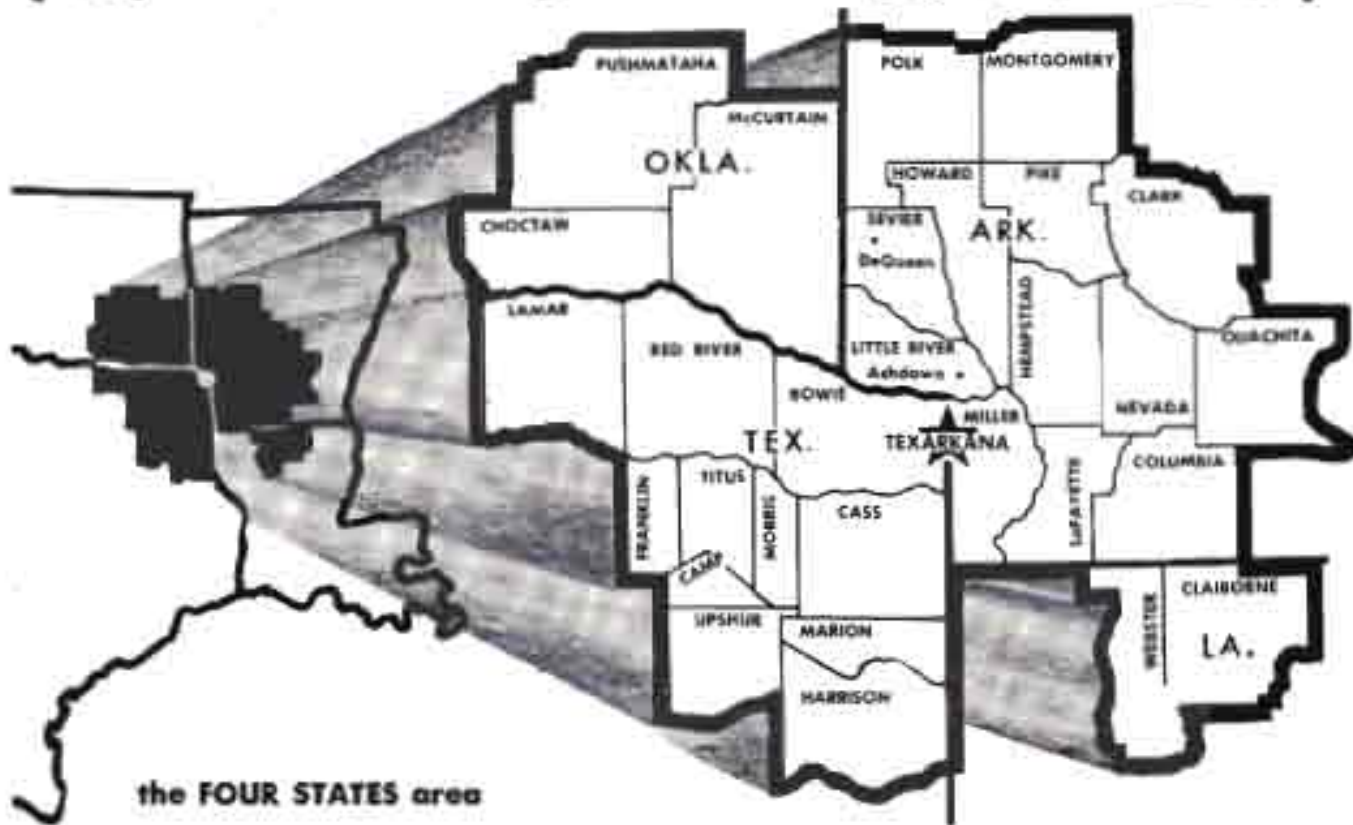
**OPERATION:** Began Aug. 14, 1953.

**AFFILIATIONS:** Tv Network, CBS, ABC. Stations: Am, KCMC; Pm, KCMC-FM.

**REPRESENTATIVES:** Sales, Vincent, Rinkoff & McCormick; Clyde Melville Co. James E. Ayers Co., Washington Attorney, Eugene F. Burke, Consultant Engineer, Commercial Radio Equipment Co.

(Continued on page 281)

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*General Manager*

# KCMC-TV

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TEXARKANA, TEXAS-ARKANSAS

*Represented By*  
*Venard, Rintoul & McConnell, Inc.*

\*NCS #2 updated by  
Pulse and Station  
estimate to 9-1-57



RICHARD M. PETERS  
*Commercial Manager*

**TEXARKANA (Cont.)**

**KCMC-TV (Cont.)**

**PRINCIPAL STOCKHOLDERS:** Camden News Pub. Co. (Camden, Ark.) News; Walter E. Hummer, 20%; C. E. Palmer and wife, 40%; and others. Texarkana Newspapers Inc. (Texarkana, Gaule and News), controlled by Mr. Palmer, owns all Class A common non-voting stock. Texarkana Newspaper also owns Hot Spring Section and Record & New Era; Eldorado News and Times, 50%; of Hope Star and 20% of Magnolia Banner News, all Ark., and 25% of Jacksonville (Tex.) Progress.

**EXECUTIVES:**

C. E. Palmer, pres.  
Walter E. Hummer, exec. vp.  
Walter M. Windsor, gen. mgr.  
Richard M. Peters, cum. mgr. & prom. mgr.  
Lee Egan, gen. dir.  
William W. Atkinson, ch. engr.  
Robert L. McCay, prod. mgr. & film dir.  
Bill Gill, news dir.

**SUMMARY OF RATES (Card No. 2, April 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	1 Sec.
Class A (6:30-10 p.m., Mon.-Fri.; 6:30-10:30 p.m., Sat.-Sun.)	\$250.00	\$150.00	\$84.00	\$70.00	\$60.00	\$30.00
Class B (4:30-6:30 p.m., 10-10:30 p.m., Mon.-Fri.; 4:30-6:30 p.m., 10:30-11 p.m., Sat.-Sun.)	\$180.00	\$100.00	\$58.00	\$50.00	\$43.00	\$21.00
Class C (12:30-4:30 p.m., 10:30-midnight, Mon.-Fri.; 12:30-2:30 p.m., 11 p.m.-midnight, Sat.-Sun.)	\$130.00	\$78.00	\$42.00	\$38.00	\$30.00	\$15.00
Class D (Midnight-12:00 p.m., daily)	\$100.00	\$60.00	\$32.00	\$27.00	\$23.00	\$11.50

Above are one-time rates. Frequency discounts allowed.

**TYLER**

(Smith County)

**KLTV (TV)**

**LICENSEE:** Channel 7 Co. Address: P.O. Box 301 Phone: Tyler 3-0625 TWX No. TY 4812.

**FACILITIES:** Ch. 7, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 214 kw Present Operating Pow., Visual 28 kw, Aural 214 kw. Antenna Height Above average terrain 220 ft.; above ground 65 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began Oct. 14, 1954

**AFFILIATIONS:** TV Networks, NBC, CBS, ABC, 20/20, AN, XGKB.

**REPRESENTATIVES:** Sales, H-B Television; Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Lohman & Culver.

**PRINCIPAL STOCKHOLDERS:** Lucille Ross and Gerald Neil Lansing, 40% each and Marshall Peppys, 20%. The Lansing own XGKB Tyler and Mr. Peppys owns 22 1/2% of WATO Oak Ridge, Tenn.

**EXECUTIVES:**

Marshall H. Peppys, gen. mgr.  
John Lunan, cum. mgr.  
Bonnie Lunan, pgm. dir.  
Hudson Collins, ch. engr.  
Frank Sherry, film dir.  
Raigh Coleman, news ed.

**SUMMARY OF RATES (Card No. 2, Nov. 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	1 Sec.
Class AA (1:30-9:00 p.m., daily)	\$200.00	\$180.00	\$120.00	\$90.00	\$60.00	\$30.00

Class A (6:00-7:30 p.m., 9:30-10 p.m., daily)	\$250.00	\$150.00	\$80.00	\$75.00	\$60.00	\$30.00
Class B (4:00-6:30 p.m., 10:30-11 p.m., Mon.-Fri.; 4:00-6:30 p.m., 10:30-11 p.m., Sat.-Sun.)	\$200.00	\$120.00	\$60.00	\$50.00	\$40.00	\$20.00
Class C (All other times)	\$150.00	\$90.00	\$50.00	\$40.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**VICTORIA**

(Victoria County)

(Target Date, Unknown)

**LICENSEE:** Altek Television Co. Address: Victoria Bank & Trust Bldg.

**FACILITIES:** Ch. 12, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 187 kw. Antenna Height: Above average terrain 321.6 ft.; above ground 359 ft.

**AFFILIATION:** Station, Am. KHAL.

**REPRESENTATIVES:** Attorney R. K. Presscott, Dallas; Consulting Engineer, Guy C. Hutcheson.

**PRINCIPAL STOCKHOLDER:** Albert B. Altek, owner of KHAL Victoria.

**EXECUTIVE:** Albert B. Altek, pres.

**WACO**

(McLennan County)

**KWTX-TV (TEMPLE)**

**LICENSEE:** KWTX Broadcasting Co. Address: 4220 Banquo Blvd., Phoen. Plaza 4-451 TWX No. 4886.

**FACILITIES:** Ch. 10, Authorized 25. Rad. Pow.; Visual 30 kw, Aural 227 kw. Present Operating Pow., Visual 30 kw, Aural 227 kw. Antenna Height: Above average terrain 220 ft.; above ground 60 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began April 2, 1956

**AFFILIATIONS:** TV Networks, CBS, ABC, Station, Am. KWTX.

**REPRESENTATIVES:** Sales, Paul H. Barnhart Co., Washington Attorney, Louisa, La. Young & Janaky, Consulting Engineer, A. Earl Cuffman Jr.

**PRINCIPAL STOCKHOLDERS:** W. W. Hanson, 12.5%; Helen E. Howell, 12.5%; Edna M. Sims, 5.2%; Mildred N. Bostick, 5.1%; W. W. Cullen, 5.7%; Robert E. Levy, 5.2%; Thomas G. Stirling, 4.2%; Elizabeth S. Chase, 3.3%; and L. B. J. Co., 26.0%. L. B. J. Co. owns KTHC-AM-TV Austin and 50% of KRGV-AM-TV Webster (both Tex. KWTX (orig. owns 50% of KTHC-TV Bryan, Tex.

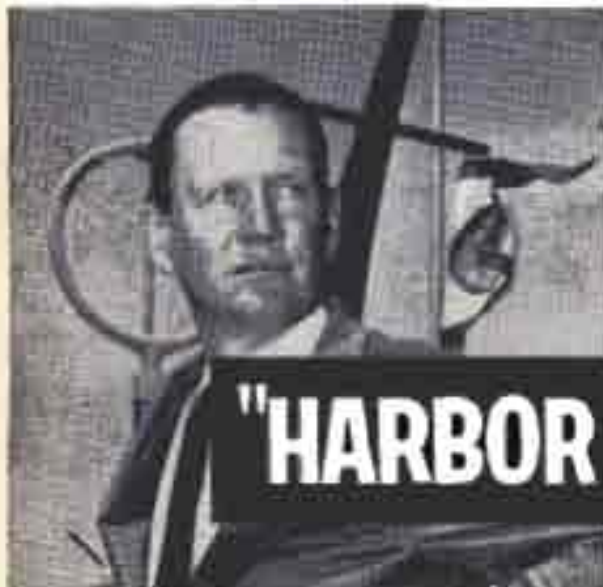
**EXECUTIVES:**

W. W. Hanson, pres.  
M. N. Bostick, v.p. gen. mgr. & film dir.  
Chas. Boland, nat'l. ch. mgr.  
Carl Mathes, gen. dir.  
Jesse Dove, ch. engr.  
Bruce Owens, prod. mgr.  
Red Collins, news dir.

**SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	1 Sec.
Class A (5-10:30 p.m., Mon.-Sat.; noon-10:30 p.m., Sun.)	\$300.00	\$180.00	.....	.....	\$80.00	\$30.00
Class B (4-5 p.m., Mon.-Fri.; 2-4 p.m., Sat.; sign-on-mon., Sun.; 10:30-11:30 p.m., Sun.-Sat.)	\$225.00	\$135.00	.....	.....	\$45.00	\$22.50
Class C (All other times)	\$150.00	\$90.00	.....	.....	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.



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**"HARBOR COMMAND"**

STARRING  
**WENDELL COREY**



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**WESLACO**

(Hidalgo County)

**KRGV-TV (BROWNSVILLE, HARLINGEN, McALLEN)**

**LICENSEE:** KRGV Television Inc. Address: 300 S. Missouri Ave. Phone: Wood- town 8-2331. TWX No.: Weslaco 072.

**FACILITIES:** Ch. 2. Authorized EE. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 750 ft.; above ground 701 ft.

**OPERATION:** Began April 10, 1954.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KRGV.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co., Washington Attorney, Dow, Lotman & Albertson; Consulting Engineer, W. G. Edgerton.

**PRINCIPAL STOCKHOLDERS:** O. L. (Ted) Taylor, 50%, and L. B. J. Co. (RTDC-AM-TV Austin, Tex.), 30%. L. B. J. Co. also owns 20% of KHTX-TV Bryan and KWTX-AM-TV Waco, both Tex.

**EXECUTIVES:**

O. L. Taylor, pres. & gen. mgr. Lewis Hartwig, ch. prog. Earl Ruckler, asst. gen. mgr. Earl Johnson, prom. mgr. Head Smith, news ed. com. mgr. & film buy. Dallas Wales, adm. dir.

**SUMMARY OF RATES (Card No. 1, March 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.	
Class AA (7-8:30 p.m., Mon.-Sun.)	\$200.00	\$100.00	\$125.00	---	\$80.00	\$60.00	\$35.00
Class A (8-7 p.m., Mon.-Fri.; 8:30-10 p.m., Mon.-Sun.; 1-4:30 p.m., Sat., Sun.)	\$225.00	\$110.00	\$140.00	---	\$75.00	\$60.00	\$35.00
Class B (10:30-4 p.m., 10:30 p.m.-midnight, Mon.-Fri.)	\$185.00	\$115.00	\$120.00	---	\$65.00	\$50.00	\$37.00
Class C (All other times)	\$125.00	\$75.00	\$80.00	---	\$55.00	\$45.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WICHITA FALLS**

(Wichita County)

**KFDX-TV**

**LICENSEE:** Wichita Radio & Television Corp. Address: P.O. Box 200. Phone: 5-6666. TWX No.: WF 480.

**FACILITIES:** Ch. 2. Authorized EE. Rad. Pow.: Visual 100 kw, Aural 50.2 kw. Present Operating Pow.: Visual 100 kw, Aural 50.2 kw. Antenna Height: Above average terrain 300 ft.; above ground 258 ft.

**EQUIPPED TO COLORCAST** network programs, local films, local shows.

**OPERATION:** Began April 22, 1952.

**AFFILIATIONS:** Tv Networks, NBC, ABC.

**REPRESENTATIVES:** Sales, Paul H. Raymer Co., Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Darrold A. Cannon, 50.90%; Darrold A. Cannon Jr., 14.1%; Howard H. Fry, 1.5%; and others: D. A. Cannon owns 28.6% of KFDX-AM-TV Beaumont, Tex.

**EXECUTIVES:**

D. A. Cannon, pres. Warren Silver, adm. dir. Howard H. Fry, gen. mgr. John Adams, ch. prog. & film buy. D. A. Cannon Jr., prom. mgr. Bob Walker, com. mgr. Norman Damon, news ed.

**SUMMARY OF RATES (Card No. 2, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (6:30-10:30 p.m., Sat.)	\$250.00	\$125.00	\$160.00	\$87.50	\$70.00	\$42.50
Class B (7:30-9:30 p.m., 10:30-12:30 p.m., Mon.-Sat.; 1-4:30 p.m., Sun.)	\$200.00	\$100.00	\$130.00	\$67.50	\$55.00	\$35.00
Class C (All other times)	\$150.00	\$75.00	\$80.00	\$55.00	\$45.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**KSYD-TV**

**LICENSEE:** KSYD Television Co. Address: P.O. Box 2136. Phone: 2-2827 TWX No.: WF 438.

**FACILITIES:** Ch. 6. Authorized EE. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 430 ft.; above ground 405 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 26, 1952.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KSYD.

**REPRESENTATIVES:** Sales, Blair Tv. Assoc., Washington Attorney, Loren Wilner & Bergson; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDERS:** Sidney A. Grayson, 5%; Nat Levine, 25%; Irving L. Gold, 12.5%; Ben Aaron, 8.6%; Theodore Stachurski, 25%; and others.

BROADCASTING • TELECASTING

**EXECUTIVES:**

Syd Simpson, pres. gen. mgr. Herbert T. Wiley, ch. progr. & film buy. Parisee F. Norman, prom. mgr. Bob Cain, adm. mgr. Bill Wood, news ed. Mark Walsh, adm. dir.

**SUMMARY OF RATES (Card No. 4, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.	
Class A (7-10 p.m., Mon.-Sat.; 8:30-10 p.m., Sun.)	\$350.00	\$175.00	\$240.00	\$125.00	\$87.50	\$70.00	\$42.50
Class B (8-9 p.m., 10-10:30 p.m., Mon.-Sat.; 10:30-12:30 p.m., 10-10:30 p.m., Sun.)	\$300.00	\$150.00	\$200.00	\$107.50	\$67.50	\$50.00	\$30.00
Class C (Sign-off-6 p.m., 10:30 p.m., sign-off, Mon.-Sat.; sign-on-noon, 10:30 p.m.-sign-off, Sun.)	\$200.00	\$100.00	\$130.00	\$70.00	\$55.00	\$45.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

UTAH

**UTAH MARKET DATA BY COUNTIES**

County	Total Households	Television Households %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Beaver	1,700	8	130	4,240	284	125
Box Elder	5,500	78	4,270	20,441	3,703	808
Cache	8,400	69	5,796	22,313	4,246	786
Carbon	7,200	31	2,232	23,724	4,439	542
Daguerre	100	19	20	50	---	---
Davis	10,000	78	7,770	29,572	6,214	1,281
Duchesne	2,600	19	490	4,749	1,882	612
Emery	1,400	31	440	2,360	387	161
Garfield	800	2	16	2,080	256	60
Grand	300	21	60	9,680	370	100
Iron	2,300	9	200	15,280	2,389	604
Juab	1,500	40	600	4,704	685	213
Kane	600	8	40	1,884	217	88
Millard	2,400	45	1,080	8,266	603	160
Morgan	600	61	370	2,357	730	140
Platte	300	9	20	360	112	---
Rich	300	61	180	706	32	---
Salt Lake	80,700	61	49,220	442,765	90,370	17,376
San Juan	1,900	8	150	5,390	308	84
Saratoga	1,700	40	680	6,230	1,772	370
Sevier	1,300	40	520	14,456	2,388	540
Summit	1,700	61	1,040	4,862	289	220
Tuache	3,300	68	2,240	14,034	3,578	588
Uintah	3,700	13	480	8,866	1,264	106
Utah	22,700	77	17,450	81,481	18,768	3,378
Wasatch	1,300	61	790	5,077	384	114
Washington	2,300	2	40	10,649	1,612	215
Wayne	300	8	20	510	27	---
Weber	10,600	78	8,260	109,211	26,394	3,367
Total	220,400	70%	145,230	\$ 869,224	\$ 177,251	\$ 32,227

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unauthorized. Tv set circulation figures, estimated by Advertising Research Foundation as of March, 1956 and released in Sept., 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**THRILLS** that send ratings up, up, up!

**"HARBOR COMMAND"**  
with **WENDELL COREY**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

**SALT LAKE CITY**  
(Salt Lake County)

**KSL-TV**

**LICENSEE:** Radio Service Corp. of Utah, Address: 142 Social Hall Ave. Postal Zone: 11. Phone: Elgin 5-4841, TWX No.: SU 272.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 23.1 kw, Aural 84.2 kw. Present Operating Pow.: Visual 23.1 kw, Aural 84.2 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 90 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began June 1, 1948.  
**AFFILIATIONS:** Tv Network, CBS; Stations, Am. KSL, Pm. KSL-FM.  
**REPRESENTATIVES:** Sales, CBS Spot Sales; Washington Attorney, Wilmonson, Graton, Barber & Hawkins, Consulting Engineer, A. D. Bing & Assn.  
**PRINCIPAL STOCKHOLDERS:** Church of Jesus Christ of Latter Day Saints (Mormon), 62.5%; Spencer P. Felt, 4.27%; and others. Mormon Church also owns 40% of KID-AM-TV Idaho Falls, Idaho, and 1.2% of KBOI-AM-TV Boise, Idaho.  
**EXECUTIVES:**  
 Jay W. Wright, exec. vp.  
 D. Lannox Murdoch, vp. & mgr.  
 Edward B. Kimball, ch. mgr.  
 Wayne F. Richards, gen. dir.  
 Scott R. Clawson, prod. mgr.  
 Vincent E. Clayton, ch. engr.  
 Richard V. Thiriot, film dir.  
 Robert D. Mordank, prom. dir.  
 Irlan J. Bradley, news ed.

**SUMMARY OF RATES (Card No. 7, June 1, 1951)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
<b>Class AA (7:20-9:20 p.m., daily)</b>						
					\$150.00	\$75.00
<b>Class A (Program Units—1-10:30 p.m., daily, Announcements—6:30-7:30 p.m., 9:30-11:30 p.m., daily)</b>						
	\$400.00	\$300.00	\$250.00		\$115.00	\$57.50
<b>Class B (Program Units—9-11 p.m., 10:30-11 p.m., daily, Announcements—7:30-8:30 p.m., 10:30-11 p.m., daily)</b>						
	\$300.00	\$250.00	\$175.00	\$140.00	\$105.00	\$42.50
<b>Class C (Program Units—1-4 p.m., 11 p.m.-midnight, daily, Announcements—11:30-12:30 p.m., 11 p.m.-midnight, daily)</b>						
	\$200.00	\$150.00	\$100.00	\$80.00	\$60.00	\$24.00
<b>Class D (Program Units—Sign-on-1 p.m., midnight-sign-off, daily, Announcements—Sign-on-12:30 p.m., midnight-sign-off, daily)</b>						
	\$120.00	\$90.00	\$60.00	\$50.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**KTVT (TV)**

**LICENSEE:** Intercontinent Broadcasting & Television Corp. Address: 138 Social Hall Ave. Postal Zone 11. Phone: Davis 2-8961, TWX No.: SU 71.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 24.8 kw, Aural 14.4 kw. Present Operating Pow.: Visual 24.8 kw, Aural 14.4 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 182 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began April 1, 1948.  
**AFFILIATIONS:** Tv Network, NBC; Stations, Am. KDYL, Pm. KDYL-FM.  
**REPRESENTATIVES:** Sales, The Kats Agency; Washington Attorney, Pierson, Bell & Dwyer; Consulting Engineer, Janney & Bailey.  
**PRINCIPAL STOCKHOLDERS:** Time Inc., 40%; D. Bennett Larson, 20%. For other Time Inc. stations see KLS-TV Denver, Colo.  
**EXECUTIVES:**  
 G. Bennett Larson, pres.  
 Hank Woolley, ch. mgr.  
 Dan Rainger, gen. dir. & sm. buy.  
 Allen Gunderson, engrng. dir.  
 Jack Goodman, news ed.

**SUMMARY OF RATES (Card No. 11, March 1, 1951)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
<b>Class AA (9:20-9:30 p.m., daily)</b>						
					\$100.00	\$50.00

<b>Class A (Program Units—4-10:30 p.m., daily, Announcements—7:30-8:30 p.m., 9:30-10:30 p.m., daily)</b>						
	\$300.00	\$250.00	\$200.00	\$150.00	\$120.00	\$50.00
<b>Class B (Program Units—5:30-8 p.m., 10:30-11 p.m., daily, Announcements—4:30-7:30 p.m., 10:30-11:30 p.m., daily)</b>						
	\$200.00	\$150.00	\$120.00	\$105.00	\$85.00	\$40.00
<b>Class C (Program Units—1-5:30 p.m., daily, Announcements—12:30-5:30 p.m., daily)</b>						
	\$200.00	\$140.00	\$100.00	\$80.00	\$70.00	\$25.00
<b>Class D (Program Units—9 a.m.-1 p.m., 11 p.m.-sign-off, daily, Announcements—9 a.m.-12:30 p.m., 11 p.m.-sign-off, daily)</b>						
	\$120.00	\$90.00	\$70.00	\$60.00	\$40.00	\$17.50
<b>Class E (Program Units—Sign-on-8 a.m., daily, Announcements—Sign-on-8:30 a.m., daily)</b>						
	\$80.00	\$60.00	\$40.00	\$35.00	\$20.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**KUED (TV)\***

(Target Date, Aug. 12, 1951)  
(\*Non-Commercial Educational)

**LICENSEE:** University of Utah, Address: Salt Lake City, Phone: Davis 2-6763.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 22.5 kw, Aural 13.8 kw. Antenna Height: Above average terrain 2,998 ft.; above ground 192 ft.  
**REPRESENTATIVES:** Washington Attorney, E. R. Callister, Atty. Gen. of Utah; Consulting Engineer, C. Richard Evans.  
**EXECUTIVES:**  
 A. Ray Olive, pres. of U.  
 C. Richard Evans, gen. mgr.

**KUTV (TV)**

**LICENSEE:** Utah Broadcasting & Television Corp. Address: 178 Social Hall Ave. Postal Zone 11. Phone: Davis 2-3505, TWX No.: SU 488.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 46.7 kw, Aural 24.3 kw. Present Operating Pow.: Visual 46.7 kw, Aural 24.3 kw. Antenna Height: Above average terrain 3,860 ft.; above ground 229 ft.  
**OPERATION:** Began Sept. 26, 1947.  
**AFFILIATION:** Tv Network, ABC.  
**REPRESENTATIVES:** Sales, Avery-Knodel; Washington Attorney, Haley, Wulkenberg & Keneshan.  
**PRINCIPAL STOCKHOLDERS:** Standard-Examiner Publishing Co. (Ogden [Utah] Standard-Examiner—A. L. Glassman), 51%; Kearns-Tribune Corp. (Salt Lake City Tribune), 20%; KALL Salt Lake City, 14%; Glassman interests also include KPIX-AM-TV Twin Falls and KGEN Boise, both Idaho; KIMN Denver; KLD Ogden, and KMON Great Falls, Mont. KALL is owned by Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glassman's daughter). Mr. and Mrs. Hatch own also KOPR Butte, Mont.  
**EXECUTIVES:**  
 A. L. Glassman, pres.  
 Benni Kirk, gen. mgr.  
 Duane Hill, ops. mgr.  
 Reed Carpenter, ch. engr.  
 Sid Cobus, film buy.  
 Keith Nicholas, photo mgr.  
 Doug Mitchell, news ed.

**SUMMARY OF RATES (Card No. 3, Feb. 1, 1951)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
<b>Class AA (7:20-9:20 p.m., daily)</b>						
					\$125.00	\$60.00
<b>Class A (Program Units—7-10:30 p.m., daily, Announcements—6:30-7:30 p.m., 9:30-10:30 p.m., daily)</b>						
	\$400.00	\$300.00	\$250.00		\$115.00	\$50.00
<b>Class B (Program Units—4-7 p.m., daily, Announcements—6:30-7:30 p.m., daily)</b>						
	\$300.00	\$250.00	\$180.00	\$130.00	\$90.00	\$37.50
<b>Class C (Program Units—4-8 p.m., daily, Announcements—5:30-6:30 p.m., daily)</b>						
	\$200.00	\$150.00	\$100.00	\$100.00	\$60.00	\$30.00
<b>Class D (Program Units—1-4 p.m., daily, Announcements—12:30-1:30 p.m., daily)</b>						
	\$120.00	\$90.00	\$70.00	\$60.00	\$30.00	\$15.00
<b>Class E (Program Units—Sign-on-1 p.m., daily, Announcements—Sign-on-12:30 p.m., daily)</b>						
	\$100.00	\$80.00	\$60.00	\$50.00	\$30.00	\$10.00

\*1 minute or 20 seconds.  
Above are one-time rates. Frequency discounts allowed.

**VERMONT**

**VERMONT MARKET DATA BY COUNTIES**

County	Total Households	Television Households %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Addison	5,195	62	3,219	17,000	4,200	407
Bennington	7,700	74	5,690	35,000	7,470	407
Calderland	7,200	85	6,120	29,000	8,700	494
Chittenden	35,000	82	28,700	80,000	18,000	1,371
Essex	1,800	72	1,296	2,500	1,200	80
Franklin	8,300	67	5,561	29,000	8,700	753
Grand Isle	600	67	402	2,070	951	...
Lamoille	2,600	67	1,742	13,000	2,352	200
Orange	8,700	63	5,481	15,000	3,218	470
Orleans	5,800	73	4,234	23,700	4,904	483
Rutland	13,300	64	8,512	54,510	12,400	1,220
Washington	12,100	76	9,196	45,774	10,700	919
Windham	9,500	69	6,555	30,615	9,905	1,025
Windsor	12,700	46	5,842	44,104	11,905	873
Total	100,000	64%	70,000	\$20,415	\$10,994	\$,780

Note: Food, drug and retail sales copyright 1951 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1950 and released in Sept. 1950, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

*Adventure* at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

**"HARBOR COMMAND"**

STARRING  
**WENDELL COREY**



**VERMONT**

**BURLINGTON**

(Chittenden County)

**WCAX-TV**

**LICENSEE:** Mt. Mansfield Television, Inc. Address: 100 Main St., Phone: University, City 2-5765, TRX No. 21.

**FACILITIES:** Ch. 1, Authorized EIT, Rod Pow - Visual 18.2 kw, Aural 0.50 kw. Present Operating Pow - Visual 18.2 kw, Aural 0.50 kw, Antenna Height: Above average terrain 575 ft. above ground 116 ft.

**OPERATION:** Began Sept. 26, 1954.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, WCAX.

**REPRESENTATIVES:** Baker, Wood Tv; Washington Attorney, Elliot C. Lovers.

**PRINCIPAL STOCKHOLDERS:** C. P. Hasbrouck, 25%; S. T. Martin, 18.25%; Stuart T. Martin, 10%; John DeBora, 10%; John W. Patrick, 10%; Robert J. Patrick, 5%; John D. Brown, 5%; Floyd W. Moore, 5%; I. Mann Boardman, 1.5%; Hitchcock & Boardman Inc., 1.5%.

**EXECUTIVES:**

C. P. Hasbrouck, pres. A. Sherman Butler, Elm Day  
S. T. Martin, gen. mgmt. Charles A. Lewis, prod. mgmt.  
John DeBora, news. mgmt. John A. Sullivan, news ed.  
James W. Thurway, ch. supt.

**SUMMARY OF RATES (Card No. 1, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	Sp.	
Class AA (7:30-10:30 p.m., Sun.-Sat.)	\$450.00	\$280.00	\$180.00	\$127.50	\$112.50	\$50.00	\$45.00
Class A (6:30-7:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$300.00	\$210.00	\$140.00	\$100.00	\$87.50	\$40.00	\$36.00
Class B (5-6:30 p.m., Mon.-Fri., 1-4:30 p.m., Sat., Sun.)	\$270.00	\$180.00	\$120.00	\$85.00	\$75.00	\$35.00	\$32.00
Class C (All other times)	\$150.00	\$100.00	\$70.00	\$50.00	\$40.00	\$20.00	\$18.00

Above are one-time rates. Frequency discounts allowed.

**VIRGINIA**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Accomack	10,000	82	8,200	36,118	6,300	1,331
Albemarle	1,500	58	870	4,062	1,042	42
Allegany	1,000	64	640	4,438	802	...
Amherst	40,400	80	32,320	180,014	46,021	5,702
Appomattox	130,500	55	71,775	512,007	114,825	17,194
Arlington	4,500	40	1,800	51,814	5,272	941
Northampton	2,500	20	500	1,200	1,882	133
Northumberland	4,000	61	2,440	15,312	3,020	600
Nottingham	3,100	55	1,705	12,602	2,700	444
Orange	3,800	50	1,900	8,200	2,200	285
Pager	1,800	27	486	4,200	1,100	170
Patrick	1,800	27	486	4,200	1,100	170
Pittsylvania	21,200	48	10,176	62,828	18,875	2,702
Portsmouth	2,200	47	1,034	1,960	620	...
Prince Edward	3,500	52	1,820	16,700	2,481	301
Prince George	8,500	61	5,185	36,448	11,990	907
Princess Anne	14,300	70	10,010	60,000	14,200	1,244
Prince Wm.	2,200	67	1,474	26,400	6,420	1,270
Radford	7,500	65	4,875	31,124	8,610	688
Rappahannock	1,400	44	616	2,340	770	...
Richmond	1,400	50	700	18,501	1,700	361
Roanoke	30,100	61	18,261	170,428	36,044	6,201
Rockbridge	7,100	40	2,840	20,440	4,800	650
Rockingham	12,400	55	6,820	48,261	8,437	1,286
Ross	8,100	50	4,050	7,480	2,220	307
Scott	8,600	38	3,252	17,804	3,280	327
Shenandoah	5,600	50	2,800	12,100	3,027	467
Stafford	7,100	40	2,840	22,980	4,218	700
Southampton	8,300	49	4,067	35,322	4,824	554
Spartanburg	6,200	42	2,584	44,202	9,447	1,286
Stafford	2,200	60	1,320	4,214	1,551	...
Stafford	1,200	67	804	1,734	500	170
Stafford	1,700	54	918	6,100	1,700	282
Tazewell	11,800	38	4,484	20,204	7,074	873
Warren	4,400	54	2,376	17,084	3,832	403
Washington	12,300	51	6,273	42,200	9,660	1,270
Westminster	1,600	60	960	10,511	2,000	201
White	13,600	50	6,800	30,200	7,620	618
Wythe	5,800	43	2,494	17,937	3,988	424
York	1,700	67	1,139	10,224	1,000	1,225
Total	327,900	60%	196,740	\$3,458,328	\$798,202	\$117,302

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. To get circulation figures, attributed by Advertising Research Foundation as of March 1956 and released by Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

**VIRGINIA**

**VIRGINIA MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales 1956 (\$000)	Food Sales 1956 (\$000)	Drug Sales 1956 (\$000)
Accomack	10,000	43	4,300	35,630	7,917	625
Albemarle	12,300	41	5,080	62,070	12,540	1,407
Allegany	7,700	44	3,398	25,564	7,577	850
Amelia	1,700	51	870	2,688	389	110
Amherst	4,300	56	2,410	8,111	3,025	198
Appomattox	1,900	64	1,216	6,703	962	259
Arlington	31,800	84	26,712	147,208	33,086	11,229
Augusta	17,800	42	7,476	48,208	12,680	1,700
Bart	1,200	40	480	4,222	300	202
Berkeley	1,400	49	686	17,512	4,747	226
Bland	1,400	42	588	5,272	507	...
Botetourt	1,300	44	572	7,794	2,222	388
Brunswick	4,200	61	2,562	11,262	1,700	222
Buchanan	7,200	38	2,736	14,214	2,111	470
Buckingham	2,800	40	1,120	4,261	500	266
Cambridge	25,200	52	13,104	97,500	20,200	2,645
Cavendish	2,600	42	1,092	5,000	1,300	180
Charlottesville	8,200	57	4,674	20,300	4,435	420
Charlottesville	600	64	384	220	80	...
Charlotte	3,100	51	1,581	5,720	556	111
Charterford	10,800	72	7,776	17,184	3,600	102
Clarke	1,800	64	1,152	8,730	4,901	290
Craig	800	44	352	1,060	300	...
Culpeper	3,200	52	1,664	18,204	2,970	480
Cumberland	1,400	44	616	5,730	714	42
Dickenson	5,100	38	1,938	7,542	1,388	120
Dinwiddie	13,800	61	8,418	48,452	14,847	2,470
Dorset	1,500	63	945	5,428	800	204
Patrick	33,200	60	19,920	125,620	26,200	5,722
Fauquier	5,400	44	2,376	12,254	2,120	484
Floyd	2,800	37	1,044	5,242	771	89
Freshwater	1,700	46	782	2,400	400	205
Franklin	5,700	40	2,280	12,147	2,200	280
Fredricksburg	2,200	52	1,144	4,845	634	1,212
Giles	2,800	62	1,736	24,242	2,243	532
Gloucester	2,800	67	1,876	9,720	1,200	214
Greensboro	1,700	42	714	2,220	304	67
Greensboro	5,600	40	2,240	5,210	600	187
Greene	1,100	46	506	2,454	370	...
Greensville	3,900	61	2,379	13,780	3,371	402
Halifax	9,200	56	5,152	25,222	4,520	702
Harrisonburg	5,400	62	3,348	15,707	1,280	418
Harrisonburg	86,100	61	52,521	324,074	61,207	15,251
Henry	12,700	50	6,350	47,542	11,014	1,394
Highland	800	46	368	1,382	110	...
Isle of Wight	3,500	40	1,400	10,174	2,070	220
James City	2,800	67	1,876	17,881	4,237	357
King & Queen	1,400	60	840	2,322	224	...
King George	1,200	50	600	3,802	1,020	12
King William	1,300	62	806	3,220	2,280	194
Lancaster	2,200	52	1,144	10,764	2,288	270
Lee	2,800	52	1,456	10,064	2,084	274
Lynchburg	3,100	62	1,922	22,752	4,580	474
Lynchburg	1,300	62	806	3,961	1,160	264
Lynchburg	3,400	42	1,428	7,920	1,601	277
Madison	2,900	44	1,276	3,946	411	141
Mathews	1,700	67	1,139	4,770	680	108
New Kent	8,000	46	3,680	29,412	4,704	788
Midway	1,300	67	869	3,762	1,620	280
Montgomery	10,400	77	8,008	25,012	4,564	1,394

**ARLINGTON**

(Arlington County)

**WABL-TV**

(Target Date, Unknown)

**LICENSEE:** Northern Virginia Broadcasting, Inc. Address: 222 Lee Hwy., Phone: Kenmore 4-8000.

**FACILITIES:** Ch. 9, Authorized EIT, Rod Pow - Visual 678 kw, Aural 300 kw, Antenna Height: Above average terrain 180 ft., above ground 408 ft.

**AFFILIATIONS:** Stations, Am, WABL; Fm, WABL-FM.

**REPRESENTATIVES:** Washington Attorney, Philip M. Baker; Consulting Engineer, Russell P. May.

**PRINCIPAL STOCKHOLDER:** Cy Blumstein, 100%, who also owns WCBS Norfolk and 10% of WNOV Roanoke, both Va., and KCCN Kansas City, Mo.

**EXECUTIVE:** Cy Blumstein, pres.

**BRISTOL**

(Washington County)

**WCYB-TV (BRISTOL, TENN.)**

**LICENSEE:** Appalachian Broadcasting Corp. Address: 311-13 Cumberland St. Phone: North 1546. TWX No. 51.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 25.1 kw, Aural 42.1 kw. Present Operating Pow.: Visual 16.1 kw, Aural 42.7 kw. Antenna Height: Above average terrain 232 ft., above ground 125 ft.

**EQUIPPED TO COLORCAST** network programs. Ideal films, local shows.

**OPERATION:** Began Aug. 15, 1956.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Station, Am. WCYB.

**REPRESENTATIVES:** Sales, West Tv; Washington Attorney, Fly, Shuster, Blume & Gagnon; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Robert H. Smith, 25%; J. Fay Rogers, 20%; Charles M. Gove, 15%; Harry M. Daniel, 15%; and Frank W. DeFries Jr., 15%.

**EXECUTIVES:**

Robert H. Smith, pres. & gen. mgr. E. V. Robinson, ch. engr.  
J. Fay Rogers, vp. & ad. mgr. Lane R. Neill, ops. mgr. & film sup.  
Frank Broadcasting Jr., pgm. dir. & Walter C. Crabbell, news ed.  
pres. ed.

**SUMMARY OF RATES (Card No. 1, April 13, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-11 p.m., Sun.-Sat.)	\$100.00	\$100.00	\$120.00	\$100.00	\$75.00	\$50.00
Class B (6-8 p.m., Mon.-Fri.; 1-6 p.m., Sat., Sun.)	\$225.00	\$125.00	\$95.00	\$75.00	\$65.00	\$32.50
Class C (10:30 a.m.-4 p.m., Mon.-Fri.; 10:30 a.m.-1 p.m., Sat., Sun.; 11 p.m. night-off, Sun.-Sat.)	\$150.00	\$90.00	\$60.00	\$50.00	\$37.50	\$20.00
Class D (High-noon-10:30 a.m., Sun.-Sat.)	\$80.00	\$54.00	\$39.00	\$30.00	\$22.50	\$9.00

Above are one-time rates. Frequency discounts allowed.

**DANVILLE**

(Pittsylvania County)

**WBTM-TV1**

**LICENSEE:** Piedmont Broadcasting Corp. Address: 170 Grove St. Phone: 220.

**FACILITIES:** Ch. 24. Authorized Eff. Rad. Pow.: Visual 22.4 kw, Aural 12 kw. Antenna Height: Above average terrain 650 ft., above ground 271 ft.

**OPERATION:** Began Jan. 11, 1954.

**AFFILIATION:** Station, Am. WBTM.

**REPRESENTATIVES:** Washington Attorney, John Miller; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDERS:** Estate of L. N. Dibrell, 25.3%; Mrs. Genevieve H. Ray and family, 12.5%; Landon R. Wyatt, 4.28%; and others.

**EXECUTIVE:**

W. E. Gardner Jr., pres.

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

**HAMPTON**

(Independent City)

**WVEC-TV (NORFOLK)**

**LICENSEE:** Peninsula Broadcasting Corp. Address: 1030 Peninsula Ave. Phone: 622. TWX No. 45.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 24 kw, Aural 12 kw. Present Operating Pow.: Visual 24 kw, Aural 12 kw. Antenna Height: Above average terrain 50 ft., above ground 340 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 15, 1955.

**AFFILIATIONS:** Tv Network, NBC, Station, Am. WVEC.

**REPRESENTATIVES:** Sales, Avery-Kneller; Washington Attorney, Cohen & Marks; Consulting Engineer, Vandiver, Cohen & Worth.

**PRINCIPAL STOCKHOLDERS:** Thomas F. Chisman, 15.25%; J. W. Chisman, 13.96%; James E. Swafford, 12.98%; Harold A. Brauer Jr., 12.85%; E. Clyde Smith, 4.06%; and others.

**EXECUTIVES:**

Thomas F. Chisman, pres. & gen. mgr. Billy MacKenzie, pgm. dir. (Norfolk)  
Harold A. Brauer Jr., vp. & dir. James O. Gaby, pgm. dir.  
L. W. Kilmer, ops. mgr. & film sup. William C. King Jr., ch. engr.  
John Wingo, pres. mgr. Lewis T. Jester, news ed.

**SUMMARY OF RATES (Card No. 1, Oct. 14, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (7:30-10:30 p.m., Sun.-Sat.)	\$200.00	\$125.00	\$140.00	\$120.00	\$87.50	\$70.00
Class B (1:30-2:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$200.00	\$125.00	\$140.00	\$120.00	\$87.50	\$70.00
Class C (News-5:30 p.m., 11-11:30 p.m., Sun.-Sat.)	\$175.00	\$100.00	\$95.00	\$82.50	\$64.00	\$35.00
Class D (11:30 p.m.-noon, Sun.-Sat.)	\$125.00	\$75.00	\$65.00	\$50.00	\$35.00	\$22.50

Above are one-time rates. Frequency discounts allowed.

**HARRISONBURG**

(Rockingham County)

**WSVA-TV**

**LICENSEE:** Shenandoah Valley Broadcasting Inc. Address: P. O. Box 352. Phone: 4-431. TWX No.: 85.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 8.25 kw, Aural 4.17 kw. Present Operating Pow.: Visual 8.25 kw, Aural 4.17 kw. Antenna Height: Above average terrain 2,130 ft., above ground 349 ft.

**OPERATION:** Began Oct. 10, 1953.

**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC, Station, Am, WSVA; Pm, WSVA-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Covington & Burting.

**PRINCIPAL STOCKHOLDERS:** Hamilton Street, 50%; Transcontinent Tv Corp., 20%. For other Transcontinent interests see WBOC-TV Rochester, N. Y.

**EXECUTIVES:**

Hamilton Street, pres. & gen. mgr. Warren Brown, ch. engr.  
R. H. Johnson, com. mgr. N. L. Boyester, pres. adv. mgr.  
Robert E. Lee, pers. dir. & film sup. Wm Robinson III, news ed.

**SUMMARY OF RATES (Card No. 1, Dec. 11, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.)	\$200.00	\$100.00	\$100.00	\$75.00	\$62.50	\$30.00
Class B (6-8:30 p.m., Mon.-Fri.; 2-4 p.m., Sat.)	\$181.25	\$112.50	\$75.00	\$60.00	\$50.00	\$25.00
Class C (All other times)	\$125.00	\$75.00	\$50.00	\$40.00	\$31.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**LYNCHBURG**

(Campbell County)

**WLVA-TV**

**LICENSEE:** Lynchburg Broadcasting Corp. Address: 303 Church St. Phone: Lynchburg 2-1242. TWX No.: LV 80.

**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 40 kw, Aural 12 kw. Present Operating Pow.: Visual 310 kw, Aural 120 kw. Antenna Height: Above average terrain 1,001 ft., above ground 878 ft.

**OPERATION:** Began Feb. 8, 1952.

**AFFILIATIONS:** Tv Network, ABC, Station, Am, WLVA.

**REPRESENTATIVES:** Sales, George P. Hollingsworth Co.; Washington Attorney, Saxon & Deaton; Consulting Engineer, Latham & Colver.

**PRINCIPAL STOCKHOLDERS:** Edward A. and Philip F. Allen, 25.88% each; John P. Reed Jr., 4.21%; Norfolk Broadcasting Co. (WVEC Norfolk), 21.28%; and others. For Norfolk Broadcasting Co. interests, see WTOV-TV Norfolk, Va.

**EXECUTIVES:**

Edward A. Allen, pres. Warren Vidal, pgm. dir., film sup., pres. mgr. & news ed.  
Philip F. Allen, vp., gen. mgr. & John T. Orth, ch. engr.

**SUMMARY OF RATES (Card No. 1, April 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6:30-11:01 p.m., Mon.-Fri.; 2-11:01 p.m., Sat.; 2:30-11:01 p.m., Sat.)	\$100.00	\$100.00	\$125.00	\$105.00	\$75.00	\$50.00
Class B (5-6:30 p.m., Mon.-Fri.; 2-5:30 p.m., Sat.)	\$225.00	\$125.00	\$90.00	\$70.00	\$60.00	\$32.50
Class C (All other times)	\$150.00	\$90.00	\$60.00	\$50.00	\$37.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

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**"HARBOR COMMAND"**  
STARRING  
**WENDELL COREY**

ZIV'S SPECTACULAR  
NEW IMPACT SERIES!



**NEWPORT NEWS**

(Independent City)

**WACH-TV†**

**LICENSEE:** United Broadcasting Co. of East Virginia Inc. Address: 114 24th St. Phone: 2-1032

**FACILITIES:** Ch. 22. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 12.2 kw. Antenna Height: Above average terrain 120 ft., above ground 215 ft.

**OPERATION:** Began Oct. 3, 1951

**AFFILIATION:** Station, Reg. WYOO

**REPRESENTATIVES:** Washington Attorney, Eugene L. Burke, Consulting Engineer, George P. Adair Engineering Co.

**PRINCIPAL STOCKHOLDER:** Richard Eaton, 100%. For other Easton stations, see WOOK-TV Washington, D. C.

**EXECUTIVE:** Richard Eaton, pres.

†WACH-TV has suspended operation and has not returned to CP.

**NORFOLK**

(Norfolk County)

**WAVY-TV (PORTSMOUTH)**

(Target Date, Sept. 1, 1957)

**LICENSEE:** Tidewater Teleradio Inc. Address: 709 South St., Norfolk. Phone: Madison 7-2745. (For full listing see Portsmouth.)

**WTAR-TV**

**LICENSEE:** WTAR Radio Corp. Address: 720 South St. Postal Zone: 18. Phone: Madison 2-0211, TWX No. 97 01.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 165 ft., above ground 1,020 ft.

**EQUIPPED TO COLDCAST:** network programs, local films, local slides.

**OPERATION:** Began April 2, 1951

**AFFILIATIONS:** Tv. Network, CBS; Station, Am, WTAR

**REPRESENTATIVES:** Sales, Edward Petry & Co.; Washington Attorney, Eliot C. Lovett; Consulting Engineer, Janney & Bailey.

**PRINCIPAL STOCKHOLDER:** Wholly owned by Norfolk Newspapers Inc. (Norfolk Virginian-Pilot and Ledger Dispatch)

**EXECUTIVES:**

Campbell Arroun, pres. & gen. mgr.  
Julia C. Fisher, asst. gen. mgr.  
Robert Layton, com. mgr.  
Harold Huddinger, pgr. dir. & film only

H. I. Lindell, ch. engr.  
Hil Powell, prom. mgr.  
Gill McLeod, news ed.

**SUMMARY OF RATES (Card No. 118, Feb. 25, 1957)**

Rate	15 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., daily)	\$271.00	\$271.00	\$277.50	\$231.50	\$200.00	\$100.00
Class A (10:30-7 p.m., Mon.-Fri.; 6-7 p.m., Sat.; 2-7 p.m., Sun.; 10-11 p.m., daily)	\$100.00	\$100.00	\$200.00	\$222.50	\$170.00	\$85.00
Class BB (6-6:30 p.m., Mon.-Fri.; 2-4 p.m., Sat.; 1-5 p.m., Sun.)	\$70.00	\$77.50	\$170.00	\$140.75	\$113.00	\$56.50
Class B (11-11:30 p.m., daily)	\$300.00	\$300.00	\$300.00	\$322.00	\$225.00	\$112.50
Class C (10 a.m.-4 p.m., Mon.-Fri.; 10 a.m.-2 p.m., Sat., Sun.)	\$200.00	\$200.00	\$222.50	\$200.00	\$90.00	\$45.00
Class D (11:30 p.m.-10 a.m., daily)	\$212.00	\$212.00	\$212.00	\$200.00	\$204.00	\$122.00

Above are one-time rates. Frequency discounts allowed.

**WTOV-TV**

**LICENSEE:** Tom Bette Inc. Address: 1228 Spratley St., Portsmouth, Va. Phone: Export 9-7265.

**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 185 kw, Aural 91.1 kw. Present Operating Pow.: Visual 185 kw, Aural 11.1 kw. Antenna Height: Above average terrain 300 ft., above ground 425 ft.

**OPERATION:** Began Oct. 22, 1953

**REPRESENTATIVES:** Sales, Joseph Herman McMillan

**PRINCIPAL STOCKHOLDERS:** Thomas E. Bright, 50.2%; Anne C. Bright, 4.7%; Sale of 45.1% to Norfolk Broadcasting Co. (WNOR Norfolk—Louis R. Peterson) pending FCC approval. Mr. Peterson also owns WSSV Petersburg, Va., and 51.3% of WLVA-ABC-TV Lynchburg, Va.

**EXECUTIVES:**

Thomas E. Bright, pres. & gen. mgr.  
Winning Bright, vp. & com. mgr.  
Anne C. Bright, sec.-treas.

Thomas Lee, pgr. dir.  
James Richardson, ch. engr.

**SUMMARY OF RATES (Card No. 2, Feb. 1, 1956)**

Hour	15 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7-10 p.m., daily)	\$131.00	\$131.00	\$27.50	\$25.00	\$17.00	\$8.75
Class B (Program Units—6-7 p.m., daily. Announcements—4-7 p.m., 10:30-11 a.m., daily)	\$10.77	\$10.24	\$27.50	\$20.12	\$14.74	\$11.32
Class C (Program Units—6:30 a.m.-6 p.m., Mon.-Sat.; 10:00-11 p.m., Sun. Announcements—2-4 p.m., daily)	\$10.22	\$10.00	\$24.00	\$24.00	\$14.07	\$2.50

Above are one-time rates. Frequency discounts allowed.

**WVEC-TV (HAMPTON)**

**LICENSEE:** Peninsula Broadcasting Corp. Address: 612 W. 2nd St. Postal Zone: 16. Phone: Madison 7-7774. (For full listing see Hampton, Va.)

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 • A basic NBC Station

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 Hampton                      Wyebeek  
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**PETERSBURG**  
(Dinwiddie County)

**WXEX-TV**

**LICENSEE:** Petersburg Television Corp. Address: 128 W. Tabb St. Phone: Regent 2-3378

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 150 kw. Present Operating Pow.: Visual 120 kw, Aural 150 kw. Antenna Height: Above average terrain 140 ft.; above ground 351 ft.

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

**OPERATION:** Began Aug. 15, 1955.

**AFFILIATIONS:** Tv Network, NBC, Station, Am. WLEE.

**REPRESENTATIVES:** Sales, Select Station Representatives; Forjoe & Co., Washington Attorney, Berge, Fox & Arent; Consulting Engineer, Jansky & Bailey.

**PRINCIPAL STOCKHOLDERS:** Lee Broadcasting Co. (Thomas C. Tusley—WLEE-AM-FM Richmond), 42.5%; Irvin G. Abelson, 6.5%, and more than 40 others. Mr. Tusley also controls WPTB-AM-FM-TV Baltimore.

**EXECUTIVES:**

Thomas C. Tusley Jr., pres. John Costello, ch. engr.  
Irvin G. Abelson, vp. & gen. mgr. James L. Dodd Jr., prom. mgr.  
Lawrence Sloan, com. mgr. Robert Kennedy, news ed.  
Robert C. Currie Jr., pgm. dir.

**SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class AA</b> (Summer Cycle—Program Units—7-10 p.m., daily. Announcements—6:45-10:01 p.m., daily. Winter Cycle—Program Units—7:30-10:30 p.m., daily. Announcements—7:30-10:31 p.m., daily)	\$750.00	\$400.00	\$250.00	\$225.00	\$140.00	\$70.00
<b>Class A</b> (Summer Cycle—Program Units—10-10:30 p.m., daily. Announcements—10:01-10:31 p.m., daily. Winter Cycle—Program Units—7-7:30 p.m., 10:30-11 p.m., daily. Announcements—4:30-7:30 p.m., daily)	\$700.00	\$430.00	\$280.00	\$250.00	\$110.00	\$50.00
<b>Class B</b> (Summer and Winter Cycles—Program Units—5:30-7 p.m., daily. Summer Cycle—Program Units—10:30-11 p.m., daily. Announcements (summer and winter) 4:30-6:30 p.m., 10:31-11:01 p.m., daily)	\$500.00	\$375.00	\$235.00	\$210.00	\$90.00	\$40.00
<b>Class C</b> (Summer and Winter Cycles—Program Units—7 a.m.—6:30 p.m., 11 p.m.—midnight, daily. Announcements—11:01 p.m.—12:31 a.m., daily)	\$300.00	\$210.00	\$130.00	\$115.00	\$50.00	\$25.00
<b>Class D</b> (Summer and Winter Cycles—Program Units—Midnight-7 a.m., daily. Announcements—7 a.m.—6:25 p.m., daily)	\$200.00	\$140.00	\$90.00	\$80.00	\$35.00	\$20.00
<b>Class E</b> (Summer and Winter Cycles—Announcements—12:01 a.m.—6:29 a.m., daily)				\$60.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**PORTSMOUTH**  
(Norfolk County)

**WAVY-TV (NORFOLK)**

(Target Date, Sept. 1, 1957)

**LICENSEE:** Telewatt Television Inc. Address: 551 Middle St. Phone: Export 3-7331

**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 118 kw, Aural 151 kw. Present Operating Pow.: Visual 120 kw, Aural 151 kw. Antenna Height: Above average terrain 140 ft.; above ground 155 ft.

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

**AFFILIATIONS:** Tv Network, ABC Station, Am. WAVY.

**REPRESENTATIVES:** Sales, H-B Television; Washington Attorney, Arnold, Fisher & Porter; Consulting Engineer, A. G. King & Assoc.

**PRINCIPAL STOCKHOLDERS:** Hunter C. Phelan, 11.6%; George T. McLean, 10.7%; Henry Clay McElhiney II, 7.8%; Carl J. Buckland, 6.5%. (All shares of the common Class B voting stock (including above) are held in trust by 11 voting trustees, named Messrs. Phelan, McElhiney, Buckland, McLean, J. C. Addewell Jr., Richard D. Cooke, E. J. Greenham, Porter Hardy, William M. Camp, Josepo W. Laine and C. K. Hutchens.)

**EXECUTIVES:**

Hunter C. Phelan, pres. Richard Fraser, gen. mgr. & fin. dir.  
Carl J. Buckland, exec. vp. & gen. mgr. William M. Mastroy, ch. engr.  
Mike Schaffer, prom. mgr. Gary S. Franklin, news dir.

**SUMMARY OF RATES (Card No. 1, Sept. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class AA</b> (7:30-10 p.m., daily)	\$700.00	\$420.00	\$280.00	\$250.00	\$170.00	\$70.00
<b>Class A</b> (8:30-1:30 p.m., Mon.-Sat.; 7-7 p.m., Sun.; 10-11 p.m., daily)	\$500.00	\$300.00	\$200.00	\$175.00	\$102.50	\$50.00
<b>Class B</b> (5-6:30 a.m., Mon.-Sat.; 2-5 p.m., Sun.; 11-11:30 p.m., daily)	\$400.00	\$250.00	\$160.00	\$145.00	\$120.50	\$50.00
<b>Class C</b> (9 a.m.—5 p.m., Mon.-Sat.; 9 a.m.—2 p.m., Sun.)	\$300.00	\$170.00	\$110.00	\$100.00	\$70.00	\$35.00
<b>Class D</b> (before 9 a.m.; after 11:30 p.m., daily)	\$210.00	\$135.00	\$90.00	\$75.00	\$52.50	\$21.00

Above are one-time rates. Frequency discounts allowed.

**RICHMOND**  
(Henric County)

**WRVA-TV**

**LICENSEE:** Richmond Television Corp. Address: P. O. Box 2276. Postal Zone: 10. Phone: 63-5441 (after Sept. 1, Richmond 2-5441). TWX No.: 333.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 120 kw, Aural 150 kw. Present Operating Pow.: Visual 120 kw, Aural 150 kw. Antenna Height: Above average terrain 140 ft.; above ground 390 ft.

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

**OPERATION:** Began April 23, 1955.

**AFFILIATIONS:** Tv Network, CBS Station, Am. WRVA; Fm. WREB.

**REPRESENTATIVES:** Sales, Harrington, Rigney & Parsons; Washington Attorney, Fisher, Wayland, Dwyer & Southworth; Data & Marks; Consulting Engineer, Paul Godley.

**PRINCIPAL STOCKHOLDERS:** Lavin & Ervstat Co., 49%; Neighborhood Theatre Inc., 14.25%; and more than 20 others. Lavin owns WRVA and WRVB (Fm.) Richmond.

**EXECUTIVES:**

C. T. Lacy, pres. Richard Terry Jr., ch. engr.  
Harold Howard, vp. & gen. mgr. Robert P. Elm, fin. dir.  
James D. Clark Jr., com. mgr. John L. Stone Jr., prom. mgr.  
Sam Curry, pgm. dir. George Passage, news ed.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class AA</b> (7:00-10:30 p.m., Sun.-Sat.)	\$700.00	\$420.00	\$280.00	\$250.00	\$170.00	\$70.00
<b>Class A</b> (8:30-1:30 p.m., 10:30-11 p.m., Sun.-Sat.)	\$400.00	\$250.00	\$160.00	\$145.00	\$120.50	\$50.00
<b>Class B</b> (9 a.m.—6:30 p.m., Sun.-Sat.)	\$320.00	\$190.00	\$120.00	\$105.00	\$80.00	\$30.00
<b>Class C</b> (11 p.m.—2 a.m., Sun.-Sat.)	\$220.00	\$130.00	\$90.00	\$70.00	\$50.00	\$22.50

Above are one-time rates. Frequency discounts allowed.

**WTVR (TV)**

**LICENSEE:** Havens & Martin Inc. Address: 204 W. Broad St. Postal Zone: 20. Phone: 5-6811, TWX No.: 97.

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 80 kw. Present Operating Pow.: Visual 100 kw, Aural 80 kw. Antenna Height: Above average terrain 84 ft.; above ground 94 ft.

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

**OPERATION:** Began April 22, 1948.

**AFFILIATIONS:** Tv Network, ABC Station, Am. WMDG; Fm, WOOD (Fm)

**REPRESENTATIVES:** Sales, Blair Tv; Washington Attorney, John H. Mullen; Consulting Engineer, James C. McNary.

**PRINCIPAL STOCKHOLDER:** Wilbur M. Havens, 100%

**EXECUTIVES:**

Wilbur M. Havens, pres. & gen. mgr. James W. Kryn, ch. engr.  
& com. mgr. O. Conrad Blanford Jr., fin. dir.  
Walter A. Hewry Jr., asst. gen. mgr. Robert Culver, prom. mgr.  
Ingl. & asst. com. mgr. Roy Roman, news ed.  
John V. Stand, pgm. dir.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
<b>Class AA</b> (7:30-10:30 p.m., daily)	\$775.00	\$425.00	\$285.00	\$255.00	\$210.75	\$75.00
<b>Class A</b> (6-7:30 p.m., 10:30-11 p.m., daily)	\$505.00	\$305.00	\$205.00	\$180.00	\$142.50	\$55.00
<b>Class B</b> (5-6 p.m., daily)	\$405.00	\$255.00	\$165.00	\$140.00	\$110.00	\$45.00
<b>Class C</b> (before 5 p.m., after 11 p.m., daily)	\$300.00	\$180.00	\$120.00	\$100.00	\$75.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**WXEX-TV (PETERSBURG)**

**LICENSEE:** Petersburg Television Corp. Address: 128 W. Tabb St., Petersburg. Phone: Regent 2-3378 (Petersburg). (For full listing, see Petersburg.)

**SHOWMANSHIP**

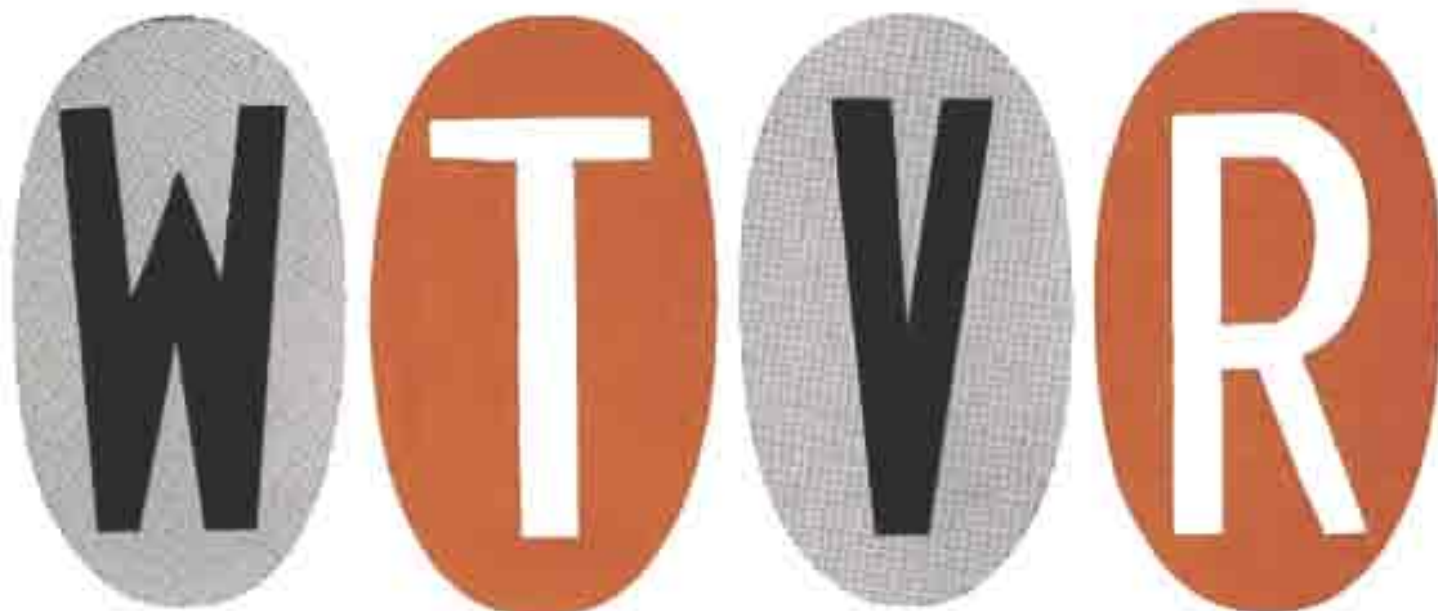
... Filmed on locations NEW AND FRESH TO TV!

**"HARBOR COMMAND"**

starring **WENDELL COREY**

Ziv's spectacular new impact series!

in *Richmond, Virginia* it's . . .  
 the south's *first tv station*



**YOUR** campaign in Virginia isn't complete unless you use **BIG WTVR**. "The Wide Area Station." From Richmond . . . Virginia's Capital City, **WTVR SINCE 1948 TO THE PRESENT HAS DOMINATED IN AUDIENCE, HOMES REACHED, AND RESULTS.**

You have the assurance your campaign on **WTVR** is backed up by a **PROVEN SUCCESS FORMULA** that has always delivered the **NUMBER ONE RESULTS IN RICHMOND**. Don't be satisfied with less than the best . . . **BUY THE BIG, NUMBER ONE STATION, WTVR**. "the South's first television station."

**MAXIMUM POWER  
 100,000 WATTS**

**MAXIMUM HEIGHT  
 1049 FEET**



**WMBG AM    WCOD FM    WTVR TV**

*First Stations of Virginia*

*A Service of HAVENS & MARTIN, INC.*

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.  
 WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.  
 AFFILIATED WITH ABC-TV



VIRGINIA

ROANOKE

(Roanoke County)

WDBJ-TV

**LICENSER:** Times-World Corp. Address: 301 Campbell Ave. S. W. Postal Zone: 11. Phone: Diamond 3-8221. TWX No.: RV 18.

**FACILITIES:** Ch. 3. Authorized Eff. Rad. Pow.: Visual 318 kw. Aural 180 kw. Present Operating Pow.: Visual 116 kw. Aural 108 kw. Antenna Height: Above average terrain 1,000 ft. above ground 146 ft.

**EQUIPPED TO COLORCAST** network programs, local film, local slides.

**OPERATION:** Began Oct. 3, 1955.

**AFFILIATIONS:** Tv Network, CBS. Stations, Am, WDBJ. Pm, WDBJ-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, George O. Sutton; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Licensee publishes Roanoke Times and World News.

**EXECUTIVES:**

M. W. Armistead III, pres., (Times-World Corp.)  
 Ray P. Jordan, vp. & mgng. dir.  
 John W. Hackrader, asst. mgng. dir.  
 Paul E. Reynolds, pgm. dir. & film buy.  
 Blake H. Brown, tv. asst. mgng.  
 J. E. Newman, ch. engr.  
 Charles A. Ballou, pgm. mgr.  
 Don Murray, news dir.

**SUMMARY OF RATES (Card No. 1, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class AA (Program Units—6-10:30 p.m., Sun.-Sat. Announcements—7:30-10:21 p.m., Sun.-Sat.)	\$600.00	\$300.00	\$240.00	\$180.00	\$120.00	\$80.00
Class A (Program Units—6-8 p.m., 10:30-11:15 p.m., Sun.-Sat. Announcements—5:59-7:59 p.m., 10:21-11:14 p.m., Sun.-Sat.)	\$450.00	\$270.00	\$210.00	\$150.00	\$100.00	\$60.00
Class B (Program Units—6-8 p.m., Sun.-Sat. Announcements—4:30-5:30 p.m., Sun.-Sat.)	\$350.00	\$210.00	\$140.00	\$122.50	\$87.50	\$60.00
Class C (All other times)	\$275.00	\$165.00	\$110.00	\$96.25	\$68.75	\$55.00

Above are one-time rates. Frequency discounts allowed.

WLSL-TV

**LICENSER:** Shenandoah Life Station Inc. Address: P. O. Box 1228. Phone: Diamond 4-8225. TWX No.: RV 28.

**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 116 kw. Aural 130 kw. Present Operating Pow.: Visual 318 kw. Aural 158 kw. Antenna Height: Above average terrain 1,000 ft. above ground 174 ft.

**EQUIPPED TO COLORCAST** network programs, local film, local news.

**OPERATION:** Began Dec. 11, 1951.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Stations, Am, WLSL. Pm, WLSL-FM.

**REPRESENTATIVES:** Sales, Avery-Krodel; Washington Attorney, East C. Lovett; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Shenandoah Life Insurance Co., 196%.

**EXECUTIVES:**

Blake T. Newton Jr., pres.  
 James H. Moore, exec. vp.  
 Horace Fitzpatrick, asst. mgr. & film buy.  
 George W. Chemsalt Jr., pgm. mgr.  
 J. P. Briggs, ch. engr.  
 Fred L. Cunningham, asst. mgr. & film buy.  
 Charles E. Garrison, asst. pres. dir.  
 Thomas E. Wright, news ed.

**SUMMARY OF RATES (Card No. 7, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class AA (8-10:30 p.m., daily)	\$175.00	\$87.50	\$70.00	\$52.50	\$35.00	\$27.50
Class A (8-8 p.m., 10:30-11 p.m., daily; noon-4 p.m., Sun.)	\$100.00	\$50.00	\$40.00	\$30.00	\$20.00	\$15.00
Class B (5-8 p.m., Mon.-Fri.; noon-4 p.m., Sat.)	\$80.00	\$40.00	\$32.00	\$24.00	\$16.00	\$12.00

based on actual experiences of America's Harbor Police...Coast Guard Units...Port Authorities!

**ZIV Television**

**"HARBOR COMMAND"**

Starring **WENDELL COREY**

ZIV'S SPECTACULAR NEW IMPACT SERIES!

WASHINGTON

WASHINGTON MARKET DATA BY COUNTIES

County	Total Households	Television Households %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Adams	1,000	82	1,000	11,800	2,100	871
Allegany	1,000	44	1,000	6,200	1,911	430
Berkeley	19,600	28	7,000	62,701	15,533	4,995
Chelan	13,000	30	5,120	66,902	17,500	2,594
Clallam	6,900	27	2,720	34,906	10,080	1,002
Clark	27,200	66	20,240	81,245	21,970	2,180
Columbia	1,000	44	600	4,800	942	247
Cowlitz	10,000	38	3,770	67,600	14,850	2,347
Douglas	4,800	27	1,300	4,903	1,370	190
Ferry	1,100	47	520	3,802	355	108
Franklin	4,800	47	2,270	21,200	5,480	692
Garfield	800	44	350	4,274	874	40
Graham	11,700	41	4,810	60,800	20,121	2,611
Grays Harbor	18,100	43	7,800	12,500	10,350	1,280
Island	2,900	72	2,080	9,271	2,238	210
Jefferson	2,800	40	1,120	8,222	2,800	349
King	226,400	74	166,760	1,125,801	226,252	26,407
Knap	27,700	77	21,000	89,280	22,752	4,000
Kittitas	4,000	31	1,240	25,400	3,147	620
Klickitat	1,700	26	470	10,800	2,507	244
Lincoln	12,000	60	7,200	65,771	12,330	1,381
Linn	1,400	62	860	11,900	1,704	271
Mason	4,000	66	2,640	11,200	1,820	194
Okanogan	3,700	22	1,900	4,800	2,263	720
Pacific	4,800	29	1,390	11,000	4,400	600
Pend Oreille	1,200	41	490	6,977	1,302	277
Pierce	20,200	77	15,550	82,202	24,180	11,080
Snohomish	1,200	70	840	3,204	976	71
Snohomish	14,300	54	7,700	67,411	11,105	1,060
Skagit	1,700	34	570	2,900	1,180	240
Snohomish	62,400	72	44,770	124,240	28,182	2,147
Spokane	22,000	71	15,620	68,221	12,110	10,742
Stevens	5,000	67	3,350	11,212	3,980	594
Thurston	13,500	65	8,770	67,214	13,611	1,710
Wahkiakum	1,000	39	390	1,933	280	40
Walla Walla	12,300	28	4,420	48,209	8,045	1,122
Whatcom	22,000	48	10,570	67,014	11,241	1,520
Whitman	2,000	46	920	27,051	5,882	1,411
Yakima	61,200	60	36,700	194,200	29,000	5,048
Total	222,800	60%	200,240	\$2,142,408	\$790,800	\$107,800

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is prohibited. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.

BELLINGHAM

(Whatcom County)

KVOS-TV

**LICENSER:** KVOS Inc. Address: 1121 Ellis St. Phone: 790. TWX No.: BX 01.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 214 kw. Aural 107 kw. Present Operating Pow.: Visual 214 kw. Aural 107 kw. Antenna Height: Above average terrain 1,250 ft. above ground 141 ft.

**OPERATION:** Began June, 1953.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KVOS.

**REPRESENTATIVES:** Sales, Art Moore & Assoc. Inc. (Northwest), Forjoo Ty, Hulse & Blum & Co. (Canada); Washington Attorney, Haley, Woldenberg & Koshan; Consulting Engineer, George Egan.

**PRINCIPAL STOCKHOLDERS:** Bogan Jones, 62.30%; David Mintz, 6.40%; Ernest Harper, 13.0%. Mr. Jones also owns 80% of KTVQ Wenatchee, Wash.

**EXECUTIVES:**

Bogan Jones, pres.  
 David Mintz, vp. in chg. tv & film buy.  
 John Sherman, ops. dir.  
 Ernest E. Harper, dir. engng.  
 Marion Boylan, pres. mgr.  
 Fred Staehli, com. mgr.

**SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class AA (8:59-11 p.m., Mon.-Sat.; 4:59-11 p.m., Sun.)	\$425.00	\$212.50	\$174.00	\$101.00	\$120.00	\$100.00
Class A (4:00-8:00 p.m., 11 p.m.-midnight, daily)	\$200.00	\$124.00	\$118.00	\$107.50	\$85.00	\$72.50
Class B (All other times)	\$105.00	\$60.00	\$40.00	\$40.00	\$40.00	\$37.50

Above are one-time rates. Frequency discounts allowed. \*Accounts with U. S. distribution only discounted by Rate Card No. 2.

EPHRATA

(Grant County)

KBAS-TV (Satellite of KIMA-TV Yakima)

**LICENSER:** Basin TV Co. Address: P. O. Box 208, Mount Lake, Wash. Phone: Rockwell 5-7849. TWX No.: VA 29.

**FACILITIES:** Ch. 43. Authorized Eff. Rad. Pow.: Visual 12.5 kw. Aural 6.26 kw. Present Operating Pow.: Visual 12.5 kw. Aural 6.70 kw. Antenna Height: Above average terrain 800 ft. above ground 340 ft.

**OPERATION:** Began Feb. 18, 1957.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC.

**REPRESENTATIVES:** Sales, Wood Ty, Art Moore & Assoc.; Washington Attorney, Prince, Taylor & Crumpler; Consulting Engineer, Kear & Kennett.

**PRINCIPAL STOCKHOLDERS:** See KIMA-TV Yakima, Wash.

**EXECUTIVES:**

Thomas C. Bostin, pres.  
 James Schroeder, gen. mgr.  
 Howard Hammond, ch. engr.

**SUMMARY OF RATES (Sold in conjunction with Parent Station KIMA-TV, Yakima, Wash.)**

**KENNEWICK**

(Benton County)

(Target Date, Unknown)

**LICENSEE:** Columbia River Television Co. Address: Black Angus Motel.  
**FACILITIES:** Ch. 22. Authorized 500 kW Rad. Pow.; Visual 1.25 kw, Aural 1.00 kw.  
 Antenna Height: Above average terrain 111 ft.; above ground 125 ft.  
**REPRESENTATIVE:** Attorney, Saul Lerma, Los Angeles. Consulting Engineer,  
 Don Oakley.  
**PRINCIPAL STOCKHOLDERS:** Stuart Nathanson, 25%; H. K. Phillips, 15%;  
 C. R. Hothouser, 10%; and four others.

**PASCO**

(Franklin County)

**KEPR-TV (Satellite of KIMA-TV Yakima)**

**LICENSEE:** Cascade Broadcasting Co. Address: P. O. Box 786. Phone, Justice  
 8-2184. TWX No.: YA 39.  
**FACILITIES:** Ch. 18. Authorized 500 kW Rad. Pow.; Visual 1.25 kw, Aural 1.25 kw.  
 Present Operating Pow.; Visual 0.50 kw, Aural 0.25 kw. Antenna Height:  
 Above average terrain 1200 ft.; above ground 301 ft.  
**EQUIPPED TO COBROADCAST** network programs.  
**OPERATION:** Began Dec. 26, 1954.  
**AFFILIATIONS:** Tv Networks, ABC, CBS, NBC, Station, Am, KEPR.  
**REPRESENTATIVE:** Sales, Wood Tv, Art Moore & Assoc. (Puget Northwest)  
 Washington Attorney, Frims, Taylor & Crompton; Consulting Engineer,  
 Keas & Kennedy.  
**PRINCIPAL STOCKHOLDERS:** See KIMA-TV, Yakima, Wash.  
**EXECUTIVES:**  
 Thomas C. Bostle, vp. Bill Moody, gen. mgr.  
 Monte L. Strahl, gen. mgr. Grant Neelin, news dir.

**SUMMARY OF RATES** (Filed in conjunction with Parent Station KIMA-TV  
 Yakima, Wash.)

**SEATTLE-TACOMA**

(King and Pierce Counties)

**KCTS (TV)\***

(\*Non-Commercial Educational)

**LICENSEE:** University of Washington. Address: U. of Washington Campus,  
 Seattle. Postal Box 5. Phone, Mithroo 0663.  
**FACILITIES:** Ch. 5. Authorized 500 kW Rad. Pow.; Visual 300 kw, Aural 17.4 kw.  
 Present Operating Pow.; Visual 200 kw, Aural 17.4 kw. Antenna Height:  
 Above average terrain 274.2 ft.; above ground 355.0 ft.  
**OPERATION:** Began Dec. 7, 1954.  
**EXECUTIVES:**  
 Dr. Henry Schmitz, pres. of U of Washington  
 Lorea B. Stone, gen. mgr. Kenneth E. Yeend, gen. dir.  
 John L. Boot, ch. mgr. Grant Neelin, news dir.

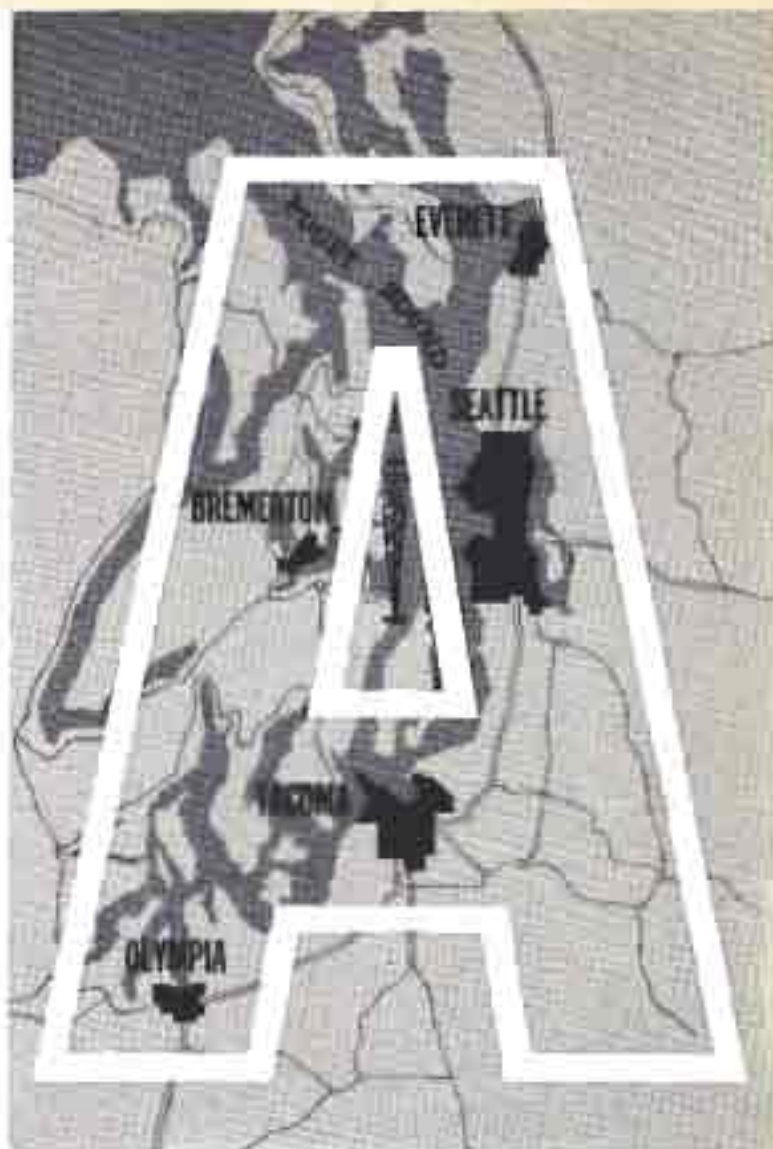
**KING-TV**

**LICENSEE:** King Broadcasting Co. Address: 221 Avenue Ave., Seattle. Postal  
 Zone 5. Phone: Mutual 3322. TWX No.: 55 08.  
**FACILITIES:** Ch. 5. Authorized 500 kW Rad. Pow.; Visual 300 kw, Aural 26 kw.  
 Present Operating Pow.; Visual 200 kw, Aural 26 kw. Antenna Height:  
 Above average terrain 285 ft.; above ground 370 ft.  
**EQUIPPED TO COBROADCAST** network programs, local films, local slides.  
**OPERATION:** Began Nov. 22, 1948.  
**AFFILIATIONS:** Tv Network, ABC. Stations, Am, KING; Pm, KING-FM.  
**REPRESENTATIVE:** Sales, Bish Tv; Washington, Attorney, Haley, Wolfenberg  
 & Kaufman.  
**PRINCIPAL STOCKHOLDERS:** Dorothy S. Bullitt, 72.36%; Stinson Bullitt, 13.2%;  
 Philip S. Padelford, 11.6%, and others. Licensee owns 10.0% of KGW-AM-  
 TV Portland, Ore., and pending FCC approval has bought control of  
 KBEM-AM-TV Spokane, Wash.  
**EXECUTIVES:**  
 Mrs. A. Scott Bullitt, pres. James L. Middlebrooks, dir. enging.  
 Henry D. Owen, exec. vp. Robert Ferguson, ch. mgr.  
 Otto Brandt, vp. & gen. mgr. 3621 Anderson. pres. mgr.  
 Alexander P. Hunter, pres. mgr. Charles Haring, news dir.  
 Lee Schmitz, gen. dir. & film  
 top.

**SUMMARY OF RATES** (Card No. 11, Dec. 1, 1956)

Class	30 Sec.	15 Sec.	10 Sec.	5 Sec.	Min. of 30 Sec.	15 Sec.
Class AA (8:30-10 p.m. Mon.-Fri., Sun.; 7-10 p.m., Sat.) \$2.00-24	\$200.00	\$100.00	\$70.00	\$20.00	\$220.00*	\$115.00*
Class A (8:30-7 p.m. Sat., 10-11:30 p.m. daily, 5-6:30 p.m. Sun.) \$300.00	\$400.00	\$200.00	\$225.00	\$210.00	\$200.00	\$100.00
Class B (5-6:30 p.m. Mon.-Sat., 10:30 p.m.-midnight, daily; 4-6 p.m., Sun.) \$750.00	\$400.00	\$300.00	\$263.00	\$120.00	\$130.00	\$70.00
Class C (All other hours) \$421.00	\$205.00	\$170.00	\$140.00	\$125.00	\$120.00	\$60.00

\*Above are one-line rates. Frequency discounts allowed with exception for  
 announcements, Class AA.\*



In the Pacific Northwest  
**only KTNT-TV**  
 Gives "A" Coverage of  
 All Five Major Cities

Of all the television stations in the rich Pacific Northwest, only KTNT-TV covers the five major Puget Sound cities in its "A" contour: Seattle, Tacoma, Everett, Bremerton, Olympia.

**KTNT-TV MARKET DATA**

**LOTS OF PEOPLE!**  
 More than 1,200,000 people—over half the population of Washington State—live within the "A" Contour of KTNT-TV.

**A LOT OF MONEY!**  
 The "A" Contour area of KTNT-TV accounts for over half the income and more than half the retail sales of Washington State. (Income, over 2 billion dollars; Retail sales, over 1 1/2 billion dollars.)

**STILL GROWING!**  
 The Puget Sound area is an important market—a growing market. Population has almost doubled since 1940 and is maintaining the pace.

GET THE COMPLETE STORY FROM WEED TELEVISION

Channel 11 **KTNT-TV** 316,000 Watts  
 TOWER LOCATED 7 MILES FROM SEATTLE, 12 MILES FROM TACOMA

SEATTLE-TACOMA (Cont.)

KIRO-TV

**LICENSEE:** Queen City Broadcasting Co. Address: 323 Queen Anne Ave., Seattle, Phone: 482-8888.  
**FACILITIES:** Ch. 7. Authorized ET. Rad. Pow.: Visual 128 kw. Aural 128 kw. Antenna Height: Above average terrain 310 ft.; above ground 305 ft.  
**EQUIPPED TO COLORCAST** network program; local film, local slides.  
**AFFILIATIONS:** Stations, Am. KIRO, Pm. KIRO-FM.  
**REPRESENTATIVES:** Washington Attorney, Arnold, Fortas & Porter; Consulting Engineer, J. B. Hatfield.  
**PRINCIPAL STOCKHOLDERS:** Saul Haas, 42.37%, and others.  
**EXECUTIVE:** Saul Haas, pres. & gen. mgr.

KOMO-TV

**LICENSEE:** Flanders Television Co. Address: 186 Fourth Ave., N., Seattle. Postal Zone: 3. Phone: SENeca 999. TWX No.: 58 71.  
**FACILITIES:** Ch. 4. Authorized ET. Rad. Pow.: Visual 128 kw. Aural 32 kw. Present Operating Pow.: Visual 128 kw. Aural 56 kw. Antenna Height: Above average terrain 316 ft.; above ground 290 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local film, local slides.  
**OPERATION:** Began Dec. 16, 1963.  
**AFFILIATION:** Tv Network, NBC.  
**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Fisher, Wayland, Duvall & Southward, Consulting Engineer, A. D. Ring & Assn.  
**PRINCIPAL STOCKHOLDERS:** Flanders Broadcasting Station, Inc. (KOMO Seattle); WNV, with most of remaining stock held by Theodore Gumble and Gumble Enterprises Inc. See KOIN-TV Portland, Ore., for other Gumble interests.  
**EXECUTIVES:** O. D. Fisher, pres. Tom Rogstad, gen. mgr. W. W. Warren, exec. vp. & gen. mgr. C. E. Miller, ch. engr. Bill Hubback, com. mgr. Margaret Frey, prom. mgr. Dave Crockett, mgr. printing & film buy. Herb Robinson, news ed.

SUMMARY OF RATES (Card No. 6 Jan. 1, 1967)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., daily)	\$1,125.00	\$562.50	\$440.00	\$320.00	\$160.00	\$112.50
Class A (7-7:30 p.m., 10:30-11 p.m., daily; 5-7 p.m., Sun.)	\$300.00	\$150.00	\$120.00	\$90.00	\$45.00	\$30.00
Class B (6:30-7 p.m., Mon.-Sat.)	\$700.00	\$350.00	\$280.00	\$170.00	\$100.00	\$60.00
Class C (5-6:30 p.m., Mon.-Sat.; 11 p.m.-1 a.m., daily; 4-5 p.m., Sun.)	\$400.00	\$200.00	\$160.00	\$120.00	\$60.00	\$40.00
Class D (12:30-2 p.m., Mon.-Sat.; 12:30-4 p.m., Sun.)	\$300.00	\$150.00	\$120.00	\$90.00	\$45.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

KTNT-TV

**LICENSEE:** Tribune Publishing Co. Address: 942 S. Grant St., Tacoma. Postal Zone: 5. Phone: FURion 3-2661. TWX No.: TA 814.  
**FACILITIES:** Ch. 11. Authorized ET. Rad. Pow.: Visual 118 kw. Aural 128 kw. Present Operating Pow.: Visual 116 kw. Aural 128 kw. Antenna Height: Above average terrain 890 ft.; above ground 300 ft.  
**EQUIPPED TO COLORCAST** network programs.  
**OPERATION:** Began March 1964.  
**AFFILIATIONS:** Tv Network, CBS. Stations, Am. KTNT; Pm. KTNT-FM.  
**REPRESENTATIVES:** Sales, Wood Tv; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, Avon H. Barnhart.

**PRINCIPAL STOCKHOLDERS:** Frank S. Baker, 20.8%, with remaining stock in hands of Baker family et al. Family also publishes Tacoma News-Tribune, and Eugene Register-Guard (KREB), Eugene, Ore.

**EXECUTIVES:** Larry Carlson, mgr. G. G. & G. Robert Lyle, prom. mgr. Sam Brunner, news ed. Dupe. Bruce O'Connell, gen. mgr. & film buy.

SUMMARY OF RATES (Card No. 5A, June 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class AA (7-10 p.m., Sun.-Mon.)	\$205.00	\$102.50	\$80.00	\$50.00	\$25.00	\$16.25
Class A (6:30-7 p.m., Mon.-Sat.; 10-10:30 p.m., Sun.-Sat.; 6-7 p.m., Sun.)	\$790.00	\$395.00	\$320.00	\$205.00	\$102.50	\$68.00
Class B (10:30-11 p.m., Sun.-Sat.; 4-5 p.m., Sun.)	\$225.00	\$112.50	\$90.00	\$55.00	\$27.50	\$18.00
Class C (5-6:30 p.m., Mon.-Fri.; 1-4 p.m., Sun.; 2-4:30 p.m., Sat.)	\$475.00	\$237.50	\$190.00	\$122.50	\$61.25	\$40.75
Class D (All other times)	\$225.00	\$112.50	\$90.00	\$55.00	\$27.50	\$18.00

Above are one-time rates. Frequency discounts allowed.

KTVW (TV)

**LICENSEE:** J. Elroy McCaw. Address: 1544 N. 24th St., Tacoma 7; 230 3th Ave., N., Seattle 9. Phone: (Tacoma) Skyline 184; (Seattle) Seneca 2113.  
**FACILITIES:** Ch. 11. Authorized ET. Rad. Pow.: Visual 128 kw. Aural 32 kw. Present Operating Pow.: Visual 128 kw. Aural 32 kw. Antenna Height: Above average terrain 780 ft.; above ground 320 ft.  
**OPERATION:** Began Aug. 2, 1962.  
**REPRESENTATIVES:** Sales, George F. Hollingsby Co.; Washington Attorney, Locks, East, Young & Jacoby; Consulting Engineer, George P. Adair Engineering Co.  
**PRINCIPAL STOCKHOLDER:** Mr. McCaw also owns 39% of KSEA, Olympia, 29 1/2% of KALE, Shelton, and 27 1/2% of KYAR, Yakima, all Wash.; WITI, New York; 50% of KTVB (TV), Denver; 20% of KOMA (TV), Honolulu, and KYA, San Francisco, (all with John D. Keating); 100% of KQRC, Mineral Wells, Tex.; KIDY, Santa Monica, Calif.  
**EXECUTIVES:** J. Elroy McCaw, own.-gen. mgr. Charles H. Morris, ch. engr. James Hawkins, asst. gen. mgr. Frank Kinkaid, news dir. George Quinn, gen. svs. mgr. Cy Flory, svs. serv. mgr. Don Wood, ops. dir. & pgm. dir. Ethel K. Hannon, prom. mgr. John Jusland, sports & sp. events dir.

SUMMARY OF RATES (Card No. 1, April 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	29 Sec.	10 Sec.
Class A (7-10:30 p.m., daily)	\$200.00	\$100.00	\$75.00	\$50.00	\$25.00	\$16.67
Class B (6-7 p.m., 10:30-midnight, daily)	\$275.00	\$137.50	\$100.00	\$66.67	\$33.33	\$22.22
Class C (All other time)	\$300.00	\$150.00	\$100.00	\$66.67	\$33.33	\$22.22

Above are one-time rates. Frequency discounts allowed.

SPOKANE

(Spokane County)

KHQ-TV

**LICENSEE:** KHQ Inc. Address: Radio Center Bldg. Postal Zone: 6. Phone: Madam 4-2111. TWX No. 57 171.  
**FACILITIES:** Ch. 4. Authorized ET. Rad. Pow.: Visual 100 kw. Aural 30 kw. Present Operating Pow.: Visual 100 kw. Aural 59 kw. Antenna Height: Above average terrain 348 ft.; above ground 328 ft.  
**EQUIPPED TO COLORCAST** network programs, local live programs, local film, local slides.  
**OPERATION:** Began Dec. 22, 1962.  
**AFFILIATIONS:** Tv Network, NBC. Stations, Am. KHQ.  
**REPRESENTATIVES:** Sales, The Kats Agency; Washington Attorney, Kirkland, Fleming, Green, Martin & Hill; Consulting Engineer, George C. Davis.  
**PRINCIPAL STOCKHOLDER:** Spokane Chronicle Co., (Spokane Spokesman-Review and Chronicle), 100%.  
**EXECUTIVES:** Richard G. Dunning, pres. & gen. mgr. Don Wynn, acting ch. engr. Rex Gerlach, prom. mgr. F. Hirshey, ch. engr. Patrick J. Cullen, news ed. John Faber, gen. dir. & film buy.

SUMMARY OF RATES (Card No. 1, April 1, 1966)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 29 Sec.	10 Sec.
Class AA (6-10:30 p.m., Mon.-Fri.)	\$625.00	\$312.50	\$240.00	\$150.00	\$75.00	\$50.00
Class A (6:30-8 p.m., Mon.-Sat.; 6-8 p.m., Sun.)	\$650.00	\$325.00	\$250.00	\$160.00	\$80.00	\$53.33
Class B (2-4:30 p.m., 10:30-11 p.m., Mon.-Sat.; noon-2 p.m., 10:30-11 p.m., Sun.)	\$415.00	\$207.50	\$160.00	\$100.00	\$50.00	\$33.33
Class C (All other times)	\$225.00	\$112.50	\$80.00	\$50.00	\$25.00	\$16.67

Above are one-time rates. Frequency discounts allowed.

THRILLS that send ratings up, up, up!



"HARBOR COMMAND" starring WENDELL COREY  
 ZIV'S SPECTACULAR NEW IMPACT SERIES!



“We turned to **KOMO-TV**, Seattle,  
to help us accomplish a real selling job.”



**Chelan, Washington, a town of 2,500 people, situated in a remote area on a crystal-pure 60-mile lake, needed a boost. They wanted to sell the people of the state on their wonderful outdoor recreational facilities. How did they do it?**



*James Carroll, Mayor of Chelan.* “Lake Chelan turned to KOMO-TV to help them accomplish a real selling job and, thanks to KOMO-TV, were eminently successful.

“The station jumped in, helped us organize a major unlimited hydroplane race. They arranged for a remote telecast of the race itself, extended cables and microwave links across the rugged Cascade mountains... set up a special Apple Cup TV network of 6 stations that carried the race to an audience throughout the state and parts of Idaho and Oregon.

“Eighty thousand people jammed our city—another 1,000,000 plus sat in our back yard via TV—newsmen and photographers sent their stories and pictures all over the country... and most of this came about as a result of KOMO-TV’s influence with its audience.

**Promoting a sports event, publicizing a community or products, audience influence pays off.**

for greater influence



in Seattle and Western Washington

CHANNEL 4

NBC

the COLOR station

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

**SPOKANE (Cont.)**

**KREM-TV**

**LICENSEE:** Louis Wagner, Address: E. 1000 Regal St. Postal Zone, 34. Phone: Reavston 986. TWX No. 57 94.

**FACILITIES:** Ch. 2 Authorized EE, Rad. Pow. Visual 100 kw, Aural 30 kw. Present Operating Pow. Visual 100 kw, Aural 30 kw, Antenna Height: Above average terrain 445 ft.; above ground 747 ft.

**EQUIPPED TO COLORCAST** network programs, local films, test slides

**OPERATION:** Began Oct. 21, 1954.

**AFFILIATIONS:** Tv Network, ABC. Stations: Am, KREM; Pm, KREM-FM.

**REPRESENTATIVES:** Sales, Edward Pelz & Co.; Washington Attorney, Arnold, Puris & Porter; Consulting Engineer, A. Earl Cullum Jr.

**PRINCIPAL STOCKHOLDER:** Mr. Wagner also owns 50% of KOL, Seattle and 25% of KXLI, Missoula, Mont. Sale of control to KING Seattle, Wash., pending FCC approval.

**EXECUTIVES:**

Louis Wagner, own. & film buy; Walter Schaar, gen. mgt. supvr.  
Robert H. Temple, gen. mgt. com. manager; Harry W. Mead, ch. engr.  
Ray & film buy; Richard Hoover, news ed.

**SUMMARY OF RATES (Card No. 2, June 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class AA (7-10 p.m., daily)	\$450.00	\$250.00	\$200.00	\$150.00	\$120.00	\$80.00
Class A (6:30-7 p.m., 10-10:30 p.m., daily)	\$400.00	\$220.00	\$180.00	\$130.00	\$100.00	\$70.00
Class B (5-6:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; noon-6:00 p.m., Sun.)	\$375.00	\$205.00	\$165.00	\$125.00	\$95.00	\$65.00
Class C (8:00-9 p.m., Mon.-Sat.; sign-on-noon, Sun.; 11 p.m.-sign-off, daily)	\$170.00	\$105.00	\$75.00	\$60.00	\$45.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**KXLY-TV**

**LICENSEE:** Northern Pacific Television Corp. Address: 215 W. Sprague. Postal Zone, 4. Phone: Nacloon 3-4281.

**FACILITIES:** Ch. 4 Authorized EE, Rad. Pow. Visual 40 kw, Aural 20 kw. Present Operating Pow. Visual 40 kw, Aural 20 kw, Antenna Height: Above average terrain 2,375 ft.; above ground 235 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Jan. 18, 1953.

**AFFILIATIONS:** Tv Network, CBS. Station, Am, KXLY.

**REPRESENTATIVES:** Sales, Avery-Knodel, Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Wheeler & Wheeler; Consulting Engineer, George F. Adair Engineering Co.

**PRINCIPAL STOCKHOLDERS:** Joseph Harris, 50%; Norman Alexander, 25%; and Richard E. Jones, 25%. Same group owns KXLI-TV in Pasco, Wn.

**EXECUTIVES:**

Richard E. Jones, vp., gen. mgt. & film buy; George F. Adair, gen. engr.  
Bill Day; James Agostino, ch. engr.

**SUMMARY OF RATES (Card No. 3, June 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	15 Sec.
Class AA (7-10 p.m., Sun.-Sat.)	\$600.00	\$300.00	\$200.00	\$150.00	\$100.00	\$60.00
Class A (6-7 p.m., 10-10:30 p.m., Sun.-Sat.)	\$525.00	\$255.00	\$170.00	\$120.00	\$80.00	\$50.00
Class B (5-6 p.m., 10:30-11 p.m., Sun.-Sat.)	\$400.00	\$200.00	\$140.00	\$100.00	\$70.00	\$45.00
Class C (All other hours)	\$200.00	\$100.00	\$70.00	\$50.00	\$35.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**VANCOUVER**

(Clark County)

**KVAN-TV**

(Target Date, Unknown)

**LICENSEE:** KVAN Inc. Address: 707 1/2 Sixth St.

**FACILITIES:** Ch. 21 Authorized EE, Rad. Pow. Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 1,019 ft.; above ground 254 ft.

**AFFILIATION:** Station, Am, KVAN.

**REPRESENTATIVES:** Washington Attorney, Kluger & Ferguson; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Sheldon F. Sackell, 75%; D. Elwood Capins, 20%; and estate of Fred F. Chilly, 5%. Mr. Sackell owns 90% of KOOS-AM-TV Coos Bay, Ore., and 85% of KBOW (Oakland, Calif.), and is publisher of Coos Bay Times and weekly Olympic Press, Oakland, Calif.

**EXECUTIVES:**

Sheldon F. Sackell, pres. D. Elwood Capins, vp.



# BIGGEST TV BUY IN THE WEST

Cascade's vast four-station network delivers unprecedented coverage in huge areas of three booming Northwest states. While each station enjoys the exclusivity and prestige of a single-station operation, the Cascade network delivers unparalleled saturation and domination throughout the entire region. All these unique factors combine to make Cascade one of the more important television buys in the Nation—the BIGGEST in the West!

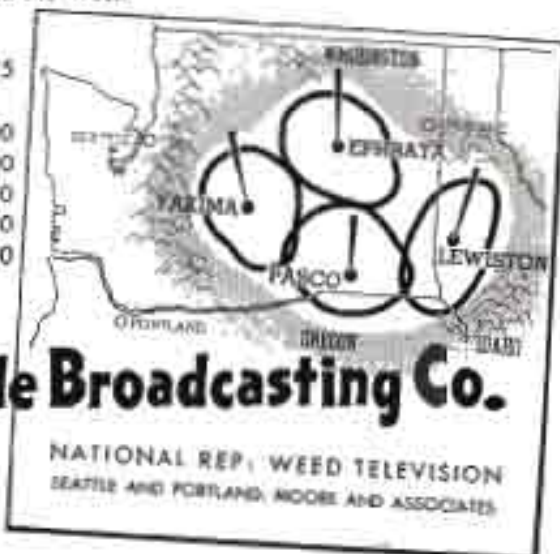
**MARKET DATA**

POPULATION	563,675
(Urban 278,000, Rural 285,675)	
EFFECT. BUYING INCOME	\$981,563,000
RETAIL SALES	657,655,000
GEN. MERCHANDISE	60,135,000
AUTOMOTIVE	116,239,000
DRUGS	22,603,000

Source: 1957 Survey of Buying Power



**Cascade Broadcasting Co.**  
KIMA-TV, Yakima, Wash.  
*with its Subsidiaries*  
KEPR-TV KLEW-TV KBAS-TV



NATIONAL REP: WEED TELEVISION  
SEATTLE AND PORTLAND; MOORE AND ASSOCIATES

**WALLA WALLA**

(Walla Walla County)

**KRTV (TV) (Satellite of KIMA-TV Yakima, Wash.)**

(Target Date, Unknown)

**LICENSEE:** Walla Walla TV Co. Address: P. O. Box 102, Yakima, Wash. Phone: Glencourt 2-911 (Yakima)

**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 3.00 kw, Aural 1.31 kw. Antenna Height: Above average terrain 10 ft., above ground 207 ft.

**REPRESENTATIVES:** Washington Attorneys: Prince, Taylor & Crampton.

**PRINCIPAL STOCKHOLDERS:** See KIMA-TV Yakima, Wash.

**EXECUTIVES:**

Tom Hostie, pres.  
J. D. Raffe, sec.

F. E. Mitchell, treas.

**YAKIMA**

(Yakima County)

**KIMA-TV (Parent station of Satellites KEPR-TV Pasco, KBAS-TV Ephrata and KLEW-TV Lewiston, Idaho)**

**LICENSEE:** Cascade Broadcasting Co. Address: P. O. Box 702, Phone: Glencourt 2-9111, TWX No.: YA 59

**FACILITIES:** Ch. 28. Authorized Eff. Rad. Pow.: Visual 105 kw, Aural 32.5 kw. Present Operating Pow.: Visual 105 kw, Aural 52.5 kw. Antenna Height: Above average terrain 970 ft.; above ground 186 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 19, 1953.

**AFFILIATIONS:** Tv Networks: ABC, CBS, NBC, Station, Am, KIMA.

**REPRESENTATIVES:** Sales, Wood, Tv, Art Moore & Assoc. (Pacific Northwest); Washington Attorney, Prince, Taylor & Crampton; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDERS:** A. W. Talbot, 72.5%; Thomas C. Hostie, 16.5%; Ralph Sundquist, 8%, and four others, each owning 8%. Licensee also owns KEPR-AM-TV Renwick-Pasco-Richland, KBAS-TV Ephrata, KRTV (TV) Walla Walla, all Wash., KLEW-TV Lewiston, Idaho.

**EXECUTIVES:**

A. W. Talbot, pres.  
Thomas C. Hostie, vp. & gen. mgr.  
Frank E. Mitchell, treas.  
Herbert R. Cary, gen. sls. mgr.  
James W. Nolan, Jr., prog. dir.

J. Barry Wilkinson, dir. enging.  
Mel E. Rurrill, ch. engr.  
Ed Morrissey, prom. mgr.  
John Knevel, news ed.

**SUMMARY OF RATES (Card No. 7, April 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (7-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.)	\$900.00	\$300.00	\$200.00	\$175.00	\$125.00	\$100.00
Class B (5-7 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.-Sat.)	\$300.00	\$210.00	\$140.00	\$122.50	\$87.50	\$70.00
Class C (All other times)	\$250.00	\$175.00	\$110.00	\$85.00	\$62.50	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WEST VIRGINIA MARKET DATA BY COUNTIES**

County	Total Households	Television Households %	Households No.	Retail Sales 1954 (\$000)	Food Sales 1954 (\$000)	Drug Sales 1954 (\$000)
Barbour	4,600	32	1,470	6,035	5,329	812
Berkeley	4,000	60	2,400	11,321	8,196	1,512
Boone	7,000	57	4,000	10,200	6,968	266
Braken	3,700	31	1,150	9,430	5,078	180
Brown	4,900	30	1,470	10,500	4,600	410
Cabell	21,100	57	12,030	157,380	11,948	4,717
Cannon	4,500	40	1,800	3,024	979	80
Clay	3,500	48	1,680	4,079	1,241	40
Doddridge	2,100	27	570	3,513	1,138	89
Payette	10,600	59	6,250	68,748	14,017	1,312
Glitter	2,100	27	570	2,072	704	71
Grant	2,500	38	950	3,872	1,106	200
Greenbrier	6,500	51	3,320	25,520	7,082	764
Hampshire	2,900	38	1,100	1,217	1,608	100
Hancock	8,800	38	3,340	22,301	8,004	1,047
Mary	2,500	38	950	8,200	1,960	110
Harrison	22,500	38	8,550	65,380	28,006	3,800
Jackson	2,500	40	1,000	10,200	1,544	100
Jefferson	4,300	70	3,010	15,300	4,033	364
Kanawha	48,300	60	28,980	208,180	70,604	8,461
Lewis	4,800	31	1,480	13,001	3,342	444
Lincoln	4,700	37	1,750	8,462	1,000	52
Loyal	17,700	63	11,150	62,917	15,477	1,460
McDowell	20,700	54	11,280	56,139	19,711	909
Marion	10,500	62	6,510	69,498	13,392	1,730
Marshall	9,000	61	5,490	21,930	8,010	707
Mason	6,500	77	5,000	15,224	4,137	490
Marion	10,400	53	5,510	60,500	14,367	1,880
Mineral	6,700	38	2,550	14,490	3,714	474
Mingo	10,900	54	5,880	25,101	3,480	800
Morgan	15,800	59	9,320	55,514	13,680	1,741
Monroe	2,900	40	1,160	5,330	1,960	84
Morgan	2,300	30	690	4,302	1,320	54
Nicholas	6,500	58	3,770	17,513	4,825	282
Ohio	22,600	58	13,100	117,800	31,008	3,130
Pendleton	2,000	36	720	3,438	378	80
Pfeffer	1,000	34	340	5,640	1,310	190
Pocahontas	2,700	30	810	8,394	1,301	84
Preston	7,500	40	3,000	14,283	2,977	407
Putnam	3,000	33	990	6,977	2,207	38
Raleigh	21,900	47	10,400	66,594	19,201	1,807
Randolph	7,100	38	2,700	21,630	4,730	324
Ritchie	2,900	27	780	6,001	1,247	171
Roane	1,800	45	810	8,302	2,110	200
Summers	4,500	46	2,070	9,809	2,739	233
Taylor	4,900	40	1,960	10,269	2,100	312
Tucker	2,300	38	870	4,417	1,412	82
Tyler	2,500	54	1,350	7,404	2,730	168
Upshur	4,000	32	1,280	12,423	2,204	302
Wayne	3,200	53	1,690	13,600	4,470	332
Wetzel	4,000	38	1,520	8,201	2,952	72
Wetzel	4,700	54	2,530	16,298	4,170	340
Wirt	1,300	40	520	7,296	32	48
Wood	21,100	40	8,440	76,432	28,155	2,240
Wyoming	8,800	43	3,780	20,200	7,407	40
Total	502,400	61%	304,680	\$1,561,701	\$414,617	\$48,290

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set circulation figures, estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956, shows total number of households in each county, number of households with one or more tv sets and percentage of households with tv.



Did you know...

**WSAZ-TV**

DELIVERS 1,000 TV HOMES—  
NIGHT OR DAY—FOR THE PRINCELY  
SUM OF \$1.30?

(Read full page on 24 before checking KATZ.)



# WEST VIRGINIA

## BECKLEY (Raleigh County)

### WOAY-TV (OAK HILL)

**LICENSEE:** Robert B. Thomas Jr. Address: P. O. Box 281, Oak Hill, W. Va. Phone: GR. (For full listing see Oak Hill.)

## BLUEFIELD (Mason County)

### WHIS-TV

**LICENSEE:** Daily Telegraph Printing Co. Address: Mainport Bldg. Phone: Davidson 7-7111, TWX No.: RP 35

**FACILITIES:** Ch. 5. Authorized ET. Rad. Pow.: Visual 30 kw. Aural 25.3 kw. Present Operating Pow.: Visual 30 kw. Aural 25.3 kw. Antenna Height: Above average terrain 1,220 ft., above ground 189 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 21, 1955.

**AFFILIATIONS:** Tv Network: NBC, ABC, Station, Am, WHIS.

**REPRESENTATIVES:** Sales, The Kay Agency; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, John H. Muldrew.

**PRINCIPAL STOCKHOLDERS:** Hugh I. Shott Jr., 22.2%; Mrs. Lillian E. Bennett, 22.2%; and estate of Jim H. Shott, 22.2%. Licensee publishes Bluefield Telegraph and Sunset News.

#### EXECUTIVES:

Hugh I. Shott Jr., pres. & gen. mgr.  
P. T. Flanagan, adm. & tech. dir.  
John Shott, v. pres. mgr.  
O. C. Young, gen. mgr.  
Janice Marie Lambert, prom. mgr.  
Mervin Bennett, news ed.

#### SUMMARY OF RATES (Card No. 1, April 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or less	10 Sec.
Class A (7:00-10:30 p.m., Mon.-Sat.; 6:30-10:30 p.m., Sun.)	\$140.00	\$85.00	\$65.00	\$20.00	\$60.00	\$20.00
Class B (8:00-1 p.m., 10:30-11 p.m., Mon.-Sat.; 1-4 p.m., 10:30-11 p.m., Sun.)	\$70.00	\$42.50	\$32.50	\$10.00	\$35.00	\$10.00
Class C (Sign-on-1:30 p.m., 11 p.m.-sign-off, Mon.-Sat.; sign-on-1 p.m., 11 p.m.-sign-off, Sun.)	\$150.00	\$90.00	\$70.00	\$20.00	\$75.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

## CHARLESTON (Kanawha County)

### WCBS-TV

**LICENSEE:** WCBS-TV Inc. Address: 1111 Virginia St. E. Postal Zone: 1. Phone: Dickens 6-3333, TWX No.: CR 95.

**FACILITIES:** Ch. 9. Authorized ET. Rad. Pow.: Visual 150 kw. Aural 85.3 kw. Present Operating Pow.: Visual 150 kw. Aural 85.3 kw. Antenna Height: Above average terrain 1,230 ft., above ground 590 ft.

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

**OPERATION:** Began Aug. 15, 1954.

**AFFILIATIONS:** Tv Network: CBS. Station, Am, WCBS.

**REPRESENTATIVES:** Sales, The Bragham Co.; Washington Attorney, Dow, Lohnes & Albertson; Consulting Engineer, L. H. Carr & Assoc.

**PRINCIPAL STOCKHOLDERS:** Turner Co. (WCBS Charleston, W. Va.), 80%; and Capital Television Inc., 40%. See WQCY-TV Allentown, Pa., for other Capital interests.

#### EXECUTIVES:

Hawthorne D. Battle, pres.  
John T. Gelder Jr., vp. & gen. mgr.  
John L. Sinclair Jr., v. pres. mgr.  
Morton S. Cohn, pgn. dir.  
William E. Dixon, tech. dir.  
Gene Brick, ch. engr.  
Frank Annand, prod. dir.  
Bruce M. Johns, prom. mgr.  
Bob Bonz, news ed.

#### SUMMARY OF RATES (Card No. 4, March 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or less	10 Sec.
Class AA (7:00-10:30 p.m., daily; 6-10:30 p.m., Sun.)	\$200.00	\$120.00	\$100.00	\$30.00	\$175.00	\$57.00
Class A (8:00-1:30 p.m., 10:30-11 p.m., daily; 1-4 p.m., Sun.)	\$100.00	\$60.00	\$50.00	\$15.00	\$85.00	\$27.00
Class B (3-6:30 p.m., 11-11:30 p.m., daily; 1-5 p.m., Sun.)	\$50.00	\$30.00	\$25.00	\$7.50	\$40.00	\$12.50
Class C (All other times)	\$200.00	\$120.00	\$100.00	\$30.00	\$175.00	\$57.00

Above are one-time rates. Frequency discounts allowed.

### WKNA-TV†

**LICENSEE:** Joe L. Smith Jr. Inc. Address: P.O. Box 208, Phone: Dickens 2-5223.

**FACILITIES:** Ch. 45. Authorized ET. Rad. Pow.: Visual 225 kw. Aural 120 kw. Antenna Height: Above average terrain 1200 ft., above ground 227 ft.

**OPERATION:** Began Sept. 27, 1955.

**AFFILIATIONS:** Station, Am, WKNA; Pm, WEDS-FM.

**REPRESENTATIVES:** Washington Attorney, Pierson, Bell & Dwyer; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDER:** Mr. Smith also owns WJIS Beckley, W. Va., and holds option to purchase 40% of WOAY-TV Oak Hill, W. Va.

#### EXECUTIVES:

Joe L. Smith Jr., pres.

†WKNA-TV has suspended operation but has not returned to CP.

### WHTN-TV (HUNTINGTON)

**LICENSEE:** Cowles Broadcasting Co. Address: 626 Fourth Ave., Huntington, W. Va. Postal Zone: 1. Phone: Jackson 5-3661. (For full listing see Huntington.)

### WSAZ-TV (HUNTINGTON)

**LICENSEE:** WSAZ Inc. Address: 210 Dickerson St., Charleston. Postal Zone: 1B. Phone: Dickerson 5-6158. (For full listing see Huntington, W. Va.)

## CLARKSBURG (Harrison County)

### WBOY-TV

(Target Date: Sept. 1957)

**LICENSEE:** WSTV Inc. Address: 211 1/2 Fifth St., Parkersburg, W. Va.

**FACILITIES:** Ch. 22. Authorized ET. Rad. Pow.: Visual 1.26 kw. Aural 2.19 kw. Antenna Height: Above average terrain 740 ft.; above ground 420 ft.

**AFFILIATIONS:** Tv Network: NBC. Station, Am, WBOY.

**REPRESENTATIVES:** Washington Attorney, Cohn & Mark; Consulting Engineer, Vilah G. Brooks.

**PRINCIPAL STOCKHOLDERS:** Owned by WSTV Inc. (see WSTV-TV Steubenville, Ohio)

#### EXECUTIVES:

Austin V. Wood, pres. George H. Clinton, vp. & gen. mgr.

## FAIRMONT (Marion County)

### WJPB-TV†

**LICENSEE:** WJPB-TV, Inc. Address: 408 Quincy St., Phone: 808.

**FACILITIES:** Ch. 25. Authorized ET. Rad. Pow.: Visual 5.37 kw. Aural 2.88 kw. Present Operating Pow.: Visual 5.37 kw. Aural 2.88 kw. Antenna Height: Above average terrain 110 ft., above ground 180 ft.

**EQUIPPED TO COLORCAST** network programs.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Gill-Perna; Washington Attorney, Roberts & McInnis; Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Owned by J. Patrick Beacom who owns WVWV Grafton and 10% of WETZ New Martinsville, both W. Va., and WBUT-AM-FM Butler, Pa. Mr. Beacom publishes weekly Mannington (W. Va.) Times.

#### EXECUTIVES:

J. Patrick Beacom, pres. & gen. mgr. Phil Braken, adm. buy.  
Harry W. Critchlow, vp. & com. mgr. Arthur Pearce, prom. mgr.  
N. M. Faber Jr., pgn. dir. Robert Frutier, news ed.  
Joe Stralanski, ch. engr.

#### SUMMARY OF RATES (Card No. 2, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or less	10 Sec.
Class A (8:30-11 p.m., Mon.-Sat.; 9-11 p.m., Sun.)	\$200.00	\$120.00	\$80.00	\$70.00	\$40.00	\$25.00
Class B (All other times)	\$150.00	\$90.00	\$60.00	\$50.00	\$30.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

†Began operation Mar. 17, 1954, but left air Feb. 28, 1955, resuming in March that year, going off the air again in fall of 1955. Target date, Sept. 3, 1957.

# IMPACT that brings viewers back!



"HARBOR COMMAND"  
STARRING  
**WENDELL COREY**

ZIV'S SPECTACULAR  
NEW IMPACT SERIES!



**HUNTINGTON**

(Cabell County)

**WCHS-TV (CHARLESTON)**

**LICENSEE:** WCHS-TV Inc. Address: 1111 Virginia St. E., Charleston. Phone: Dianna 9-5704. (For full listing see Charleston.)

**WHTN-TV (CHARLESTON)**

**LICENSEE:** Cowles Broadcasting Co. Address: 802 Fourth Ave., Postal Zone: 1. Phone: Jackson 5-7981, TWX No.: HT 75.

**FACILITIES:** Ch. 11, Authorized Eff. Rad. Pow.: Visual 316 kw, Aural 200 kw. Present Operating Pow.: Visual 316 kw, Aural 200 kw. Antenna Height: Above average terrain 1,500 ft., above ground 944 ft.

**EQUIPPED TO COLUMCAST** network programs

**OPERATION:** Began Oct. 2, 1955

**AFFILIATIONS:** TV Network, ABC, Stations, Am. WHTN, Fm. WHTN-FM

**REPRESENTATIVES:** Sales, Edward Peley & Co., Washington Attorney, Segal, Smith & Hennesey, Consulting Engineer, Latham & Culver.

**PRINCIPAL STOCKHOLDER:** See WCHS-TV See Minutes, Iowa.

**EXECUTIVES:**

Luther L. Hill, pres.  
Robert H. Tucker, gen. mgr.  
George Miller, com. mgr.  
Norman Bacon, gen. dir. & film buy.  
Harold Burns, ch. engr.  
Charles Dickson, prod. mgr.

**SUMMARY OF RATES (Card No. 2, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (7:30-10:30 p.m., daily)	\$500.00	\$250.00	\$200.00	\$100.00	\$200.00	\$65.00
Class B (9:20-11:00 p.m., 10:20-11 p.m., daily)	\$425.00	\$210.00	\$150.00	\$75.00	\$150.00	\$50.00
Class C (5:45-7:00 p.m., daily)	\$300.00	\$150.00	\$120.00	\$60.00	\$120.00	\$40.00
Class D (High-noon-3 p.m., 11 p.m., Mon.-Fri., daily)	\$300.00	\$150.00	\$100.00	\$75.00	\$150.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**WSAZ-TV (CHARLESTON)**

**LICENSEE:** WSAZ Inc. Address: 201 North St. Postal Zone: 16. Phone: 4-1122. TWX No.: WJ 40.

**FACILITIES:** Ch. 3, Authorized Eff. Rad. Pow.: Visual 68.2 kw Aural 22.4 kw. Present Operating Pow.: Visual 68.2 kw, Aural 22.4 kw. Antenna Height: Above average terrain 1,200 ft., above ground 1,080 ft.

**EQUIPPED TO COLUMCAST** network programs, local live programs, local film, local slides.

**OPERATION:** Began Nov. 13, 1945

**AFFILIATIONS:** TV Network, NBC, Station, Am. WSAZ.

**REPRESENTATIVES:** Sales, The Katz Agency, Washington Attorney, Cohn & Myers, Consulting Engineer, A. D. Ring & Assoc.

**PRINCIPAL STOCKHOLDERS:** Huntington Pub. Co. (Huntington Herald-Dispatch and Advertiser), 80%; Mrs. Eugene Katz (wife of president of The Katz Agency, N. Y., station representative), 15%. Interlocking ownership with WVAZ Charleston, W. Va.

**EXECUTIVES:**

Lawrence H. Rogers II, pres.  
& gen. mgr.  
Larry E. Ellsperick, vp. & tech. dir.  
C. V. Gartin, asst. gen. mgr. & com. mgr.  
James H. Ferguson, gen. dir.  
John F. Clay, ch. engr.  
Robert B. White, loc. film mgr.  
Emanuel County, tech. dir.  
Jack Williams, asst. mgr.  
Nick Russo, com. mgr.

**SUMMARY OF RATES (Card No. 18, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec. or 10 Sec.	10 Sec.
Class AA (7:30-10:30 p.m., daily)	\$1,000.00	\$500.00	\$200.00	\$500.00	\$100.00	\$50.00
Class A (9:20-11:00 p.m., 10:20-11 p.m., daily)	\$750.00	\$375.00	\$200.00	\$100.00	\$150.00	\$50.00
Class B (5-8:30 p.m., Mon.-Sat., 2-6:00 p.m., Sun.)	\$650.00	\$325.00	\$200.00	\$150.00	\$100.00	\$50.00
Class C (7 a.m.-9 p.m., 11-11:30 p.m., Mon.-Sat.; 9 a.m.-9 p.m., 11-11:30 p.m., Sun.)	\$400.00	\$200.00	\$150.00	\$100.00	\$70.00	\$35.00
Class D (11:30 p.m.-9 a.m., daily)	\$300.00	\$150.00	\$100.00	\$75.00	\$150.00	\$25.00

Above are one-time rates. Frequency discounts allowed.

**OAK HILL**

(Fayette County)

**WOAY-TV (BECKLEY)**

**LICENSEE:** Robert B. Thomas Jr. Address: P.O. Box 381. Phone: 681. TWX No.: Oak Hill 78.

**FACILITIES:** Ch. 4, Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 65.2 kw. Present Operating Pow.: Visual 160 kw, Aural 65.2 kw. Antenna Height: Above average terrain 125 ft., above ground 588 ft.

**OPERATION:** Began Dec. 14, 1954.

**AFFILIATIONS:** TV Networks, ABC, NTA, Stations, Am. WOAY; Fm. WOAY-FM.

**REPRESENTATIVES:** Sales, Pearson Tv., Washington Attorney, Barnes & Nelson; Consulting Engineer, Robert M. Silliman & Assoc.

**PRINCIPAL STOCKHOLDER:** Mr. Thomas, 100%. Option to purchase 40% interest held by Joe L. Smith Jr. (see WKNA-TV Charleston, W. Va.)

**EXECUTIVES:**

Robert B. Thomas Jr., pres., gen. mgr. & film buy.  
Robert Brown, ch. engr. & com. mgr.  
Charles Coleman, gen. dir. & news ed.  
Carlyle Horton, ch. engr.  
John Roberts, prod. mgr.

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is the **SELLibrated** station  
of the Golden Valley...

(Central Ohio)



It's the **ONLY** STATION

to put a **Grade A** signal over the  
four leading cities in this burgeoning market

(Huntington, Charleston, Ashland-Ironton and Portsmouth)

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**POWERHOUSE . . .**

**BUY-POWER** stemming from a new tower 1,000 feet above average terrain

**PRIME-POWER** covering 434,400 TV homes—a long established loyal listening audience who get a better, brighter picture

**SALES-POWER** influencing multi-billion dollar retail sales

**DOLLAR-POWER** because the average cost per thousand is still lower than any other station in the area

**NO WONDER THERE'S  
MORE "POWER"  
TO SELLIBRATE!**



**WHTN-TV**

CHANNEL 13

HUNTINGTON, WEST VA.

ABC AFFILIATE



SUMMARY OF RATES (Card No. 3, Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (4-10:30 p.m., daily)	\$200.00	\$150.00	\$140.00	\$100.00	\$60.00	—
Class B (4-6 p.m., 10:30 p.m.-sign-off, daily)	\$150.00	\$120.00	\$100.00	\$75.00	\$50.00	—
Class C (All other times)	\$200.00	\$125.00	\$90.00	\$60.00	\$40.00	—

\*9 second announcements—20% of 1 minute rate. Above are one-time rates. Frequency discounts allowed.

**GREEN BAY**

(Brown County)

**WBAY-TV**

**LICENSEE:** Norbertine Fathers, Address: 110 S. Jefferson St., Phone: Hemlock 2-3333, TWX No.: GB 8288.

**FACILITIES:** Ch. 2, Authorized EE, Rad. Pow. Visual 100 kw, Aural 501 kw. Present Operating Pow. Visual 90 kw, Aural 30.1 kw, Antenna Height: Above average terrain 310 ft., above ground 150 ft.

**EQUIPPED TO COLORCAST** network programs

**OPERATION:** Began March 11, 1954.

**AFFILIATIONS:** TV Network, CBS, Station, Am, WBAY

**REPRESENTATIVES:** Sales, Wood Tv; Washington Attorney; Hogan & Harmon; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Norbertine Fathers (religious order), 100%. Licensee also owns WBAY Amplitude, Wisc.

**EXECUTIVES:**

Hayden R. Evans, gen. mgr.  
E. C. Nelson, adm. mgr.  
Greg McElrone, gen. dir.  
W. E. Stangor, ch. engr.

Dan Bergman, film dir.  
Don Wagner, prom. mgr.  
Don C. Wright, news ed.

SUMMARY OF RATES (Card No. 1, July 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7-9:30 p.m., Mon.-Sun.)	\$500.00	\$300.00	\$175.00	\$125.00	\$100.00	\$50.00
Class A (6-7 p.m., Mon.-Sat.; 7-9 p.m., Sun.; 9:30-10:30 p.m., Mon.-Sat.)	\$450.00	\$340.00	\$275.00	\$200.00	\$150.00	\$100.00
Class B (10:30-11 p.m., 7-9 p.m., Mon.-Sat.; 10:30-11 p.m., Sun.; 10:30 p.m.-midnight, daily)	\$350.00	\$250.00	\$200.00	\$150.00	\$100.00	\$50.00
Class C (All other times)	\$300.00	\$225.00	\$180.00	\$130.00	\$90.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**WFRY-TV**

**LICENSEE:** Valley Telecasting Co., Address: Mason & Roosevelt Sts., Phone: Hemlock 7-5411, TWX No.: GB 8343.

**FACILITIES:** Ch. 5, Authorized EE, Rad. Pow. Visual 30.5 kw, Aural 16.2 kw. Present Operating Pow. Visual 33.1 kw, Aural 16.2 kw, Antenna Height: Above average terrain 1,120 ft., above ground 200.

**OPERATION:** Began May 25, 1955.

**AFFILIATIONS:** TV Networks, ABC, CBS

**REPRESENTATIVES:** Sales, Handley-Ried Tv; Washington Attorney, McKenna & Wilkinson.

**PRINCIPAL STOCKHOLDER:** Hoega-Melbach Broadcasting Co. (WKAM Neenah, Wis.), 100%. Control of station (LIRB) held in trust voted by E. N. Pickard, Clayton Ewing and George E. Sills.

**EXECUTIVES:**

Clayton Ewing, pres.  
Boris H. Melbach, gen. mgr.  
Jack Cassano, adm. mgr.

Harry Hill, ch. engr.  
W. C. Purrow, news & prom. mgr.  
Warren Reynolds, news ed.

SUMMARY OF RATES (Card No. 6, Feb. 1, 1951)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (4-10:30 p.m., daily)	\$400.00	\$300.00	\$250.00	\$200.00	\$120.00	\$80.00
Class B (4-6 p.m., daily)	\$300.00	\$200.00	\$150.00	\$120.00	\$80.00	\$50.00
Class C (10:30-11 p.m., 10:30 p.m.-sign-off, daily)	\$300.00	\$225.00	\$180.00	\$120.00	\$80.00	\$50.00
Class D (All other times)	\$350.00	\$260.00	\$200.00	\$150.00	\$100.00	\$60.00

Above are one-time rates. Frequency discounts allowed.

**WMBY-TV (MARINETTE)**

**LICENSEE:** M & M Broadcasting Co., Address: Radio-Tv Park, Marinette, Wisc. Phone: Redwood 4-6821. (For full listing see Marinette, Wis.)

**LA CROSSE**

(La Crosse County)

**WKBT (TV)**

**LICENSEE:** WKBT Television, Inc., Address: 141 S. Erie St., Phone: 2-4078, TWX No.: LC 4210.

**FACILITIES:** Ch. 8, Authorized EE, Rad. Pow. Visual 80 kw, Aural 120 kw. Present Operating Pow. Visual 251 kw, Aural 130 kw, Antenna Height: Above average terrain 310 ft., above ground 150 ft.

**OPERATION:** Began Aug. 1, 1954.

**AFFILIATIONS:** Tv Networks, CBS, NBC, ABC, DuMont, Am, WKBT.

**REPRESENTATIVES:** Sales, H-E Television; Harry Byers (Milwaukee); Washington Attorney, Dow, Linton & Albertson; Consulting Engineer, Jamieson & Bailey.

**PRINCIPAL STOCKHOLDERS:** LaCrosse Tribune Co. (see newspaper) 27.5%; Howard Dept. 27.5%; W. T. Burghess, 20%; Kenneth Dahl, 8.5%; Mark & Co., 8.5%; and others. Interlocking ownership with WKBT La Crosse. For other LaCrosse, see WGLT-TV Mason City, Iowa.

**EXECUTIVES:**

Howard Dahl, pres. & gen. mgr.  
Robert T. Morrison, 2d. gen. mgr.  
Ray C. Shanon, gen. dir.

Alvin Lammie, ch. engr.  
Leonard Anderson, prom. mgr.  
Jack Martin, news ed.

SUMMARY OF RATES (Card No. 4, June 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class AA (7:30-10 p.m., Sun.-Sat.)	\$380.00	\$215.00	\$194.00	\$125.00	\$72.00	\$30.00
Class A (8:30-10:30 p.m., 10-10:15 p.m., Mon.-Sat.; 1-1:30 p.m., 10-10:15 p.m., Sun.)	\$300.00	\$185.00	\$120.00	\$105.00	\$70.00	\$30.00
Class B (6-6:30 p.m., Mon.-Fri.; 1-4:30 p.m., Sat.; 10:15-11 p.m., Mon.-Sun.)	\$225.00	\$175.00	\$100.00	\$75.00	\$45.00	\$22.50
Class C (All other times)	\$300.00	\$200.00	\$140.00	\$105.00	\$70.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**MADISON**

(Dane County)

**WHA-TV\***

(\*Non-Commercial Educational)

**LICENSEE:** Wisconsin State Radio Council, Address: Radio Hall, U. of Wisconsin—4th, Postal Box 5, Phone: Alpine 2-2888.

**FACILITIES:** Ch. 9, Authorized EE, Rad. Pow. Visual 167 kw, Aural 275 kw. Present Operating Pow. Visual 117 kw, Aural 175 kw, Antenna Height: Above average terrain 215 ft., above ground 25 ft.

**OPERATION:** Began May 5, 1954.

**AFFILIATIONS:** DuMont, Am, WHA; Pm, WHA-FM.

**REPRESENTATIVES:** Washington Attorney, Dow, Linton & Albertson; Consulting Engineer, Glenn Kestler, U. of Wisconsin.

**EXECUTIVES:**

D. B. McCarty, exec. dir.  
William C. Harter, gen. dir.

John H. Sticks, ch. engr.

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**"HARBOR COMMAND"**

Starring **WENDELL COREY**



**MADISON (Cont.)**

**WISC-TV**

**LICENSEE:** Radio Wisconsin Inc. Address: 114 N. Carroll St. Postal Zone: 2. Phone: Alpine 7-2528. TWX No.: MN 8512.

**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 190 ft.; above ground 218 ft.

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

**OPERATION:** Began June 24, 1958.

**AFFILIATIONS:** Tv Network, CBS, Station, Am. WISC-AM, Pm. WISC-FM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward, Washington Attorney, Scharfeld & Saxon, Consulting Engineers, Jansky & Bailey.

**PRINCIPAL STOCKHOLDERS:** Superior (Wis.) Evening Telegram (controlled by Morgan Murphy) 34.8%; Ralph M. Inman, 17.5%; Mr. Murphy, 13.5%; Harry Stutts, 12.5%; and others. For Murphy interests see WEAU-TV Eau Claire, Wis.

**EXECUTIVES:**  
 Ralph M. Inman, pres.  
 Ralph O'Connor, gen. mgr.  
 Richard S. Wickham, com. mgr.  
 Richard P. Kaplan, ops. mgr. & film buy.  
 Walter Harbo, ch. engr.  
 Fred Crowl, prom. mgr.  
 Jerry Dean, news ed.

**SUMMARY OF RATES (Card No. 2, Nov. 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 20 Sec.	10 Sec.
Class AA (7-10 p.m., Mon.-Sat.)	\$250.00	\$220.00	\$200.00	\$175.00	\$150.00	\$200.00
Class A (7:30-1 p.m., 10-12:30 p.m., Mon.-Sat.)	\$425.00	\$375.00	\$350.00	\$300.00	\$250.00	\$425.00
Class B (5-6:30 p.m., 12:35-1:30 p.m., Mon.-Sat.)	\$375.00	\$325.00	\$300.00	\$250.00	\$200.00	\$375.00
Class C (Sign-on-6 p.m., Mon.-Sat.)	\$250.00	\$220.00	\$200.00	\$175.00	\$150.00	\$200.00

Above are one-time rates. Frequency discounts allowed.

**WKOW-TV**

**LICENSEE:** Manana Broadcasting Co. Address: 215 W. Washington Ave. Postal Zone: 1. Phone: Alpine 7-2528. TWX No.: MN 8512.

**FACILITIES:** Ch. 27. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 57.1 kw. Present Operating Pow.: Visual 125 kw, Aural 57.1 kw. Antenna Height: Above average terrain 200 ft.; above ground 228 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July, 1958.

**AFFILIATIONS:** Tv Network, ABC, Station, Am. WKOW.

**REPRESENTATIVES:** Sales, Headline-Head Tv, Washington Attorney, Fir, Shuebruk, Blum & Gagnier; Consulting Engineers, Walter F. Kean.

**PRINCIPAL STOCKHOLDERS:** E. C. Severance, 12.22%; Stewart Watson, 9.88%; E. B. Rundell, 8.22%; D. W. Humblum, 8.18%; Otto Sandatz, 4.89%; J. Hamon Feldman, 4.22%; George John, 3.9%; Ben F. Hovel, 2%. Mr. Hovel owns 4% of WISN, Sheboygan, Wis.

**EXECUTIVES:**  
 Stewart Watson, pres.  
 Ben F. Hovel, gen. mgr.  
 Clark Hogan, pgr. dir.  
 Cloven Smith, ch. engr.  
 Frank Higwell, film buy.  
 John Schuchow, prom. mgr.  
 Ed Backus, news ed.

**SUMMARY OF RATES (Card No. 1, March 1, 1959)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 20 Sec.	10 Sec.
Class A (8:30-10:15 p.m., Mon.-Sat., 9-11 p.m., Sun.)	\$270.00	\$150.00	\$100.00	\$75.00	\$50.00	\$25.00
Class B (1:30-5:30 p.m., 10-11:30 p.m., Mon.-Sat.)	\$187.50	\$112.50	\$75.00	\$50.00	\$37.50	\$18.75
Class C (All other times)	\$125.00	\$75.00	\$50.00	\$37.50	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**WMTV (TV)**

**LICENSEE:** WMTV Inc. Address: P.O. Box 198, Postal Zone: 1. Phone: Cedar 3-4381. TWX No.: MN 8520.

**FACILITIES:** Ch. 33. Authorized Eff. Rad. Pow.: Visual 125 kw, Aural 63.1 kw. Present Operating Pow.: Visual 125 kw, Aural 63.1 kw. Antenna Height: Above average terrain 600 ft.; above ground 384 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began July 8, 1957.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, Young Tv.

**PRINCIPAL STOCKHOLDERS:** WTVJ Inc. (WTVJ [TV] Miami, Fla.), 25%; Mitchell Wolfson 12.5%; Sidney Meyer 12.5%; Leo Rowlich 12.5%; Gordon Sherman 25%. Messrs. Wolfson and Meyer own WTVJ, and 20% of WFLA-TV Jacksonville, Fla. Mr. Rowlich is executive vice president-general manager, WTVJ and owns 35.5% of WMAV-TV Springfield, Ill. Mr. Sherman owns WMAV Springfield, Ill., which to turn owns 60% of WMAV-TV.

**EXECUTIVES:**  
 Mitchell Wolfson, pres.  
 Don Roper, pgr. dir.  
 L. Stanley Sadler, ch. engr.  
 Wanda Monte, prom. mgr.  
 Ray Stanley, news ed.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 20 Sec.	10 Sec.
Class AA (6-11 p.m., Mon.-Sat., 4-11 p.m., Sun.)	\$280.00	\$160.00	\$113.00	\$78.00	\$54.00	\$28.00
Class A (3-5 p.m., Mon.-Sat., noon-4 p.m., Sun.)	\$190.00	\$120.00	\$87.20	\$53.00	\$38.00	\$19.00
Class B (Sign-on-5 p.m., 11 p.m.-sign-off, Mon.-Sat.; 12:30 a.m.-noon, Sun.)	\$140.00	\$84.00	\$56.00	\$42.00	\$30.00	\$14.00

Above are one-time rates. Frequency discounts allowed.

**MARINETTE**

(Marinette County)

**WMBY-TV (GREEN BAY)**

**LICENSEE:** M & M Broadcasting Co. Address: Radio-TV Park. Phone: Redwood 6-4011. TWX No.: 831E.

**FACILITIES:** Ch. 11. Authorized Eff. Rad. Pow.: Visual 224 kw, Aural 132 kw. Present Operating Pow.: Visual 224 kw, Aural 132 kw. Antenna Height: Above average terrain 291 ft.; above ground 322 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Sept. 18, 1954.

**AFFILIATIONS:** Tv Network, NBC, Station, Am. WRAM.

**REPRESENTATIVES:** Sales, Venard, Bissell & McConnell, Washington Attorney, Fisher, Wayland, Duval & Boudinard; Consulting Engineers, A. D. King & Assoc.

**PRINCIPAL STOCKHOLDERS:** William E. Walker, 50%; Joseph D. Macken, 20% and others. Same ownership as WBEV Beaver Dam, Wis. and WBEK Rockford, Ill. Mr. Walker also owns 10% of WISN Madison, Wis.

**EXECUTIVES:**  
 William E. Walker, pres.  
 Joseph D. Macken, gen. mgr.  
 William Engelhardt, com. mgr.  
 Pat Kehoe, pgr. dir.  
 Al Alexander, ch. engr.  
 Bill Clark, film buy.  
 Vyonna Froum, prom. mgr.  
 Bill Lingens, news ed.

**SUMMARY OF RATES (Card No. 2, May 1, 1955)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:30-10:30 p.m., Mon.-Sat., 2-11:15 p.m., Sun.)	\$220.00	\$130.00	\$100.00	\$75.00	\$50.00	\$20.00
Class B (4-5:30 p.m., Mon.-Sat.; 10:15-11 p.m., daily)	\$200.00	\$120.00	\$90.00	\$70.00	\$50.00	\$15.00
Class C (7 a.m.-3:30 p.m., Mon.-Sat.; 11:01 p.m., midnight, daily)	\$120.00	\$70.00	\$50.00	\$32.50	\$17.50	\$11.00

Above are one-time rates. Frequency discounts allowed.

**MILWAUKEE**

(Milwaukee County)

**WCAN-TV**

**LICENSEE:** Lou Fuller. Address: c/o Phillip M. Baker, Pennsylvania Bldg., Washington 4, D. C.

**FACILITIES:** Ch. 26. Authorized Eff. Rad. Pow.: Visual 254 kw, Aural 138 kw. Antenna Height: Above average terrain 526 ft.; above ground 681 ft.

**OPERATION:** Began Sept. 3, 1953.

**REPRESENTATIVES:** Washington Attorney, Philip M. Baker.

**PRINCIPAL STOCKHOLDER:** Lou Fuller, 100%.

(WCAN-TV has suspended operation but has not returned its CP.)

**WFOX-TV**

(Target Date, Unknown)

**LICENSEE:** Business Management Inc. Address: 4831 W. Forest Home Ave.

**FACILITIES:** Ch. 15. Authorized Eff. Rad. Pow.: Visual 214 kw, Aural 118 kw. Antenna Height: Above average terrain 358 ft.; above ground 424 ft.

**AFFILIATION:** Station, Am. WFOX.

**REPRESENTATIVES:** Washington Attorney, McKenna & Wilkerson; Consulting Engineer, Page, Creutz, Steel & Walschmidt.

**PRINCIPAL STOCKHOLDER:** Joseph A. Clark, 100%.

**EXECUTIVES:**  
 Joseph A. Clark, pres.

**WISN-TV**

**LICENSEE:** Hearst Corp. Address: 230 N. 15th St. Postal Zone: 1. Phone: Division 2-3006. TWX No.: NA 28E.

**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 215 kw, Aural 138 kw. Present Operating Pow.: Visual 138 kw, Aural 108 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 1,000 ft.

**OPERATION:** Began Oct. 21, 1954.

**AFFILIATIONS:** Tv Network, ABC, Station, Am. WISN.

**REPRESENTATIVES:** Sales, Edward Perry & Co., Washington Attorney, Dempsey & Koldovitz; Consulting Engineers, A. Earl O'Brien Jr.

**PRINCIPAL STOCKHOLDER:** For Hearst interests, see WBAL-TV Baltimore, Md.

**EXECUTIVES:**  
 John B. Soell, gen. mgr.  
 Richard Abraham, com. mgr.  
 Mel Quinn, pgr. dir.  
 Laurel Wittenberg, ch. engr.  
 Ted Barber, film buy.  
 Lou Blagovitch, prom. mgr.  
 Doug Devoe, news ed.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	1 Min.	Min. or 20 Sec.	10 Sec.
Class A (8:30-10 p.m., daily)	\$1,000.00	\$600.00	\$400.00	\$250.00	\$200.00	\$100.00
Class B (7-8:30 p.m., Sun.; 3-4:30 p.m., Mon.-Sat.; 10-11 p.m., daily)	\$600.00	\$350.00	\$250.00	\$150.00	\$120.00	\$60.00
Class C (Noon-5 p.m., Mon.-Sat.; noon-1 p.m., Sun.; 11 p.m.-midnight, daily)	\$400.00	\$250.00	\$200.00	\$125.00	\$100.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**BETTER  
THAN  
EVER!**

**12  
WISN-TV**

**HIGH  
RATINGS  
(ARB)**

**LOW COST  
PER M**

**Effective  
Merchandising**

**Wide Coverage  
In Wisconsin**

**MILWAUKEE  
America's  
14th Market**

- 362,400 families
  - \$2,248,671,000 effective buying income
  - \$1,451,481,000 total retail sales
- 
- Plus coverage of 418,000 additional families beyond the metropolitan area

John B. Soell, Station Manager

*Represented by Edward Petry & Co., Inc.*



THE NEW WISN WISN-TV COMMUNICATIONS CENTER

*Basic ABC Affiliate*

MILWAUKEE (Cont.)

WITI-TV (WHITEFISH BAY)

**LICENSEE:** Independent Television Inc. Address: P.O. Box 611, Postal Zone 1. Phone: Broadway 3-8282, TWX No. THNYL 38.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 61.5 kw. Present Operating Pow.: Visual 100 kw, Aural 64.5 kw. Antenna Height: Above average terrain 950 ft.; above ground 1,046 ft.

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

**OPERATION:** Began May 11, 1956.

**REPRESENTATIVES:** Sales, Branham Co.; Washington Attorney, Roberts & McInnis.

**PRINCIPAL STOCKHOLDERS:** Jack Kahn, 38%; Arthur and Lawrence Flesschman, 13% each; Max Osmo, 11.5%; Sol Kahn, 7.8%; Robert Straus, 11.0%; and W. A. Roberts, 6.37%. Mr. Osmo also owns WBID-TV Detroit and WTOH-TV Toledo.

**EXECUTIVES:**

Sol J. Kahn, pres.  
Dean McCarthy, pgm. dir. & film buy.  
asst. to pres. for nat'l. sls.  
Daniel Gellerup, tech. dir.

Robert Truscott, ch. engr.  
Lawrence Turat, prom. mgr.  
Stuart Armstrong, news ed.

**SUMMARY OF RATES (Card No. 3, Sept. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class A (7-11 p.m., daily)</b>						
\$500.00	\$300.00	\$200.00	\$175.00	\$150.00	\$100.00	\$50.00
<b>Class B (11-7 p.m., Sun.; 5-7 p.m., Mon.-Sat.; 11-11:30 p.m., daily)</b>						
\$400.00	\$250.00	\$180.00	\$140.00	\$120.00	\$80.00	\$40.00
<b>Class C (All other times)</b>						
\$200.00	\$120.00	\$80.00	\$70.00	\$60.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

WMVS-TV\*

(\*Non-Commercial Educational)  
(Target Date, Fall, 1957)

**LICENSEE:** Board of Vocational & Adult Education, Address: 1015 N. Sixth St. Postal Zone: J. Phone: Broadway 1-1530.

**FACILITIES:** Ch. 10. Authorized Eff. Rad. Pow.: Visual 83.2 kw, Aural 41.7 kw. Present Operating Pow.: Visual 83.2 kw, Aural 41.7 kw. Antenna Height: Above average terrain 738 ft.; above ground 873 ft.

**REPRESENTATIVES:** Consulting Engineer, Glenn Koehler.

**EXECUTIVES:**

William F. Rasche, exec. dir.  
H. E. Burg, bus. mgr.

Paul Taff, ops. mgr.  
James Willman, ch. engr.

WTMJ-TV

**LICENSEE:** The Journal Co. Address: 720 E. Capitol Dr. Postal Zone: 12. Phone: Broadway 1-6900, TWX No.: Milwaukee 297.

**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 936 ft.; above ground 1,032 ft.

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

**OPERATION:** Began Dec. 2, 1947.

**AFFILIATIONS:** Tv Network, NBC Station, Am, WTMJ.

**REPRESENTATIVES:** Sales, Harrington, Richter & Parsons; Washington Attorney, Hogan & Harlan.

**PRINCIPAL STOCKHOLDER:** The Journal Co. (Milwaukee Journal), 100%.



**RATING POWER**  
in the thrilling action stories of

"HARBOR COMMAND"  
starring WENDELL COREY



ZIV'S SPECTACULAR NEW IMPACT SERIES!

**EXECUTIVES:**

Walter J. Damm, vp. & gen. mgr., radio & tv, The Journal Co.  
George Combs, mgr., radio & tv  
R. J. Hess, asst. mgr.  
L. W. Herzog, adm. asst.  
Neale V. Bakke, sls. mgr.  
William Tulloch, asst. sls. mgr.  
Sprague Vanier, pgn. mgr.

Bruce Wallace, prom. mgr.  
Phillip Laeser, mgr., radio & tv engrng.  
Jack Krueger, news ed.  
William McCormack, cont. mgr.  
Hugo Birmingham, prod. mgr.  
Gordon Thomas, ch. announcer.

**SUMMARY OF RATES (Card No. 20, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
<b>Class AA (6:30-9:30 p.m., daily)</b>						
\$1,150.00	\$600.00	\$480.00			\$200.00	\$100.00
<b>Class A (Program Units--6-11 p.m., daily. Announcements--6-8:59 p.m., 9:30-11 p.m., daily)</b>						
\$787.50	\$412.50	\$315.00			\$100.00	\$50.00
<b>Class B (9-6 p.m., Mon.-Fri.; noon-6 p.m., Sat., Sun.)</b>						
\$535.00	\$215.00	\$210.00			\$100.00	\$40.00
<b>Class C (9 a.m.-6 p.m., Mon.-Fri.; 11 p.m.-midnight, daily; 9 a.m.-noon, Sat., Sun.)</b>						
\$350.00	\$210.00	\$140.00			\$75.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

WXIX(TV)

**LICENSEE:** Columbia Broadcasting System, Address: 5445 N. 27th St. Postal Zone: 9. Phone: Uptown 3-1512, TWX No.: ML 378.

**FACILITIES:** Ch. 18. Authorized Eff. Rad. Pow.: Visual 257 kw, Aural 141 kw. Present Operating Pow.: Visual 237 kw, Aural 141 kw. Antenna Height: Above average terrain 530 ft.; above ground 651 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began Feb. 27, 1955.

**AFFILIATION:** Tv Network, CBS.

**REPRESENTATIVES:** Sales, CBS Tv Spot Sales.

**PRINCIPAL STOCKHOLDER:** See WCBS-TV New York.

**EXECUTIVES:**

Frank Stanton, pres., CBS Inc.  
Merle S. Jones, pres., CBS-TV  
Edmund C. Bunker, gen. mgr.  
Richard P. Hogan, gen. sls. mgr.

Leon Drew, pgn. dir. & film buy.  
Arthur Schoentass, dir. ops.  
Robert H. Van Roo, prom. mgr.  
Robert Herzog, news dir.

**SUMMARY OF RATES (Card No. 3, July 15, 1953)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.	10 Sec.
<b>Class AA (Program Units--8:30-10 p.m., daily. Announcements--8:30-10 p.m., Mon.-Sat.; 5:59-10 p.m., Sun.)</b>						
\$800.00	\$480.00	\$320.00			\$150.00	\$82.50
<b>Class A (Program Units--6-6:30 p.m., Mon.-Sat.; 5-6:30 p.m., Sun.; 10-11 p.m., daily. Announcements--5:59-8:59 p.m., Mon.-Sat.; 3:59-5:59 p.m., Sun.; 10-11 p.m., daily)</b>						
\$650.00	\$380.00	\$240.00	\$200.00	\$180.00	\$100.00	\$50.00
<b>Class B (Program Units--5-6 p.m., Mon.-Sat.; Announcements--4:59-5:59 p.m., Mon.-Sat.)</b>						
\$500.00	\$300.00	\$200.00	\$186.67	\$150.00	\$90.00	\$45.00
<b>Class C (Program Units--8 a.m.-5 p.m., 11 p.m.-midnight, daily. Announcements--6:59 a.m.-4:59 p.m., Mon.-Sat.; 8:59 a.m.-4:59 p.m., Sun.; 11 p.m.-midnight, daily)</b>						
\$400.00	\$250.00	\$180.00	\$132.22	\$120.00	\$80.00	\$30.00
<b>Class D (Program Units--Sign-on-8 a.m., midnight, sign-off, daily. Announcements--Sign-on-8:59 a.m., midnight-sign-off, daily)</b>						
\$350.00	\$150.00	\$100.00	\$83.33	\$75.00	\$40.00	\$20.00

Above are one-time rates. Frequency discounts allowed.

**SUPERIOR**  
(Douglas County)

WDSM-TV (DULUTH, MINN.)

**LICENSEE:** Northwest Publications Inc. Address: 230 E. Superior St. Postal Zone: 2. Phone: Randolph 7-6875, TWX No.: DU 7071.

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 760 ft.; above ground 594 ft.

**EQUIPPED TO COLORCAST** network programs.

**OPERATION:** Began March 1, 1954.

**AFFILIATIONS:** Tv Network, NBC Station, Am, WDSM.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Fly, Shuebruk, Blume & Gaguine.

**PRINCIPAL STOCKHOLDER:** Bidder newspaper interests. For other Bidder interests, see WCCO-TV Minneapolis, Minn.

**EXECUTIVES:**

C. D. Tully, gen. mgr.  
Tom Gavin, cum. mgr.  
Edwin M. Conrad, pgn. dir. & film buy.

George Carlson, ch. engr.  
Martin A. Olson, prom. mgr.  
Bob Ball, news ed.

**SUMMARY OF RATES (Card No. 3, Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
<b>Class AA (6:30-10 p.m., Mon.-Sat.; 5:30-10 p.m., Sun.)</b>						
\$400.00	\$260.00	\$180.00	\$180.00	\$100.00	\$80.00	\$40.00
<b>Class A (10-10:15 p.m., Sun.-Sat.)</b>						
		\$130.00	\$113.75	\$81.25	\$65.00	\$32.50
<b>Class B (4-6:59 p.m., 10-15-11 p.m., Sun.-Sat.; 1-5:59 p.m., Sun.)</b>						
\$350.00	\$150.00	\$100.00	\$87.50	\$62.50	\$50.00	\$25.00
<b>Class C (All other times)</b>						
\$162.50	\$97.50	\$65.00	\$56.75	\$40.00	\$32.50	\$16.25

Above are one-time rates. Frequency discounts allowed.

**WFTV(TV)† (DULUTH, MINN.)**

LICENSEE: Great Plains Television Properties of Minnesota Inc. Address: 1 W. 30th St., New York, N. Y. (For full listing see Duluth, Minn.)

†WFTV(TV) has suspended operation but has not returned to CP.

**KDAL-TV (DULUTH, MINN.)**

LICENSEE: Red River Broadcasting Co. Address: Bradley Bldg., Duluth Minn. Phone: Randolph 2-4488. (For full listing see Duluth, Minn.)

**WAUSAU**

(Marathon County)

**WSAU-TV**

LICENSEE: Wisconsin Valley Television Corp. Address: 714 4th St. Phone: 2-1021. TWX No.: W9 8989.

FACILITIES: Ch. 7. Authorized ET. Rad. Pow. Visual 100 kw. Aural 60.3 kw. Present Operating Pow.: Visual 100 kw. Aural 60.3 kw. Antenna Height: Above average terrain 400 ft. above ground 124 ft.

OPERATION: Began Oct. 24, 1954.  
AFFILIATIONS: TV Networks, CBS, NBC, ABC, Station, Am, WSAU.

REPRESENTATIVES: Sales, Moskey Tv; Harry Hyett (Minneapolis); Washington Attorney, McKenna & Wilkinson; Consulting Engineer, Waller F. Kean.

PRINCIPAL STOCKHOLDERS: Wausau Record Herald, 25%; Charles Lenke, 25%; Wisconsin Rapids Television (WFRH), 12.5%; Marshfield News-Herald, 12.5%; Anson Journal (WATJ), 2.25%; Hohenstein News, 2.125%; and Merrill Herpin, 2.25%, all Wisconsin.

EXECUTIVES:  
J. C. Mardaveant, pres.  
George T. Fryczak, vp. & gen. mgr.  
Richard D. Dudley, asst. gen. mgr.  
& com. mgr.  
Ray Kellerauer, gen. dir.  
Roland W. Harberda, ch. engr.  
Thomas Belger, pres. mgr.  
Walter John Chiles, news ed.

**SUMMARY OF RATES (Card No. 4, Nov. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	15 Sec.
Class AA (7-10 p.m., daily)	\$100.00	\$170.00	\$230.00	\$440.00	\$70.00	....
Class A (5:30-7 p.m., 10-11:30 p.m., daily)	\$200.00	\$300.00	\$440.00	\$100.00	\$60.00	....
Class B (3:30-5:30 p.m., 10:30-11 p.m., daily)	\$250.00	\$350.00	\$500.00	\$170.00	\$100.00	....
Class C (All other times)	\$200.00	\$320.00	\$500.00	\$190.00	\$100.00	....

\*15 second (15")—20% of minute rate.  
Above are one-time rates. Frequency discounts allowed.

**WHITEFISH BAY**

(Milwaukee County)

**WITI-TV**

LICENSEE: Independent Television Inc. Address: P. O. Box 801, Milwaukee. Phone: Broadway 3-2852. (For full listing see Milwaukee.)

**CASPER**

(Natrona County)

**KSPR-TV**

LICENSEE: Donald L. Hathaway. Address: 204 E. Second St. Phone: 3-0777. TWX No.: CP 190X.

FACILITIES: Ch. 6. Authorized ET. Rad. Pow. Visual 100 kw. Aural 60 kw. Present Operating Pow.: Visual 112 kw. Aural 60 kw. Antenna Height: Above average terrain 77 ft. above ground 300 ft.

OPERATION: Began July 18, 1957.  
AFFILIATIONS: Tv Network, CBS. Station, Am, KSPR.

REPRESENTATIVES: Sales, Walker Tv; Washington Attorney, Fisher, Wayland, Orvell & Southwold; Consulting Engineer, Gaudrey & Jones.

EXECUTIVES:  
Donald L. Hathaway, pres. & gen. mgr.  
Murray H. Nichols, asst. mgr. & nat'l. com. mgr.  
Richard French, loc. com. mgr.

**SUMMARY OF RATES (Card No. 1, May 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A	\$71.00	\$43.00	\$42.00	\$30.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed.

**KTWO-TV**

LICENSEE: Natrona Inc. Address: 141 N. Durbin St. Phone: 2-8582. TWX No.: CP 601.

FACILITIES: Ch. 1. Authorized ET. Rad. Pow. Visual 120 kw. Aural 60 kw. Present Operating Pow.: Visual 200 kw. Aural 100 kw. Antenna Height: Above average terrain 270 ft. above ground 300 ft.

OPERATION: Began March 8, 1957.  
AFFILIATIONS: Tv Networks, NBC, ABC.

REPRESENTATIVES: Sales, Moskey Tv; Washington Attorney, Moskey, Shop, O'Connell & Rarick; Consulting Engineer, Robert M. Silliman & Assoc.

PRINCIPAL STOCKHOLDERS: Earl L. and Irving B. Harris, each 40%; Don P. Hathaway, 20%. Lawrence B. Hollywood, publisher of tv shows.

EXECUTIVES:  
Earl L. Harris, pres.  
Lawrence Berger, exec. vp.  
gen. mgr. & film buy.  
C. Van Haulften, gen. mgr. & gen. dir.  
Robert Lebeck, ch. engr.  
L. Kress, pres. mgr.  
Ray Giffels, news ed.

**SUMMARY OF RATES (Card No. 1, Feb. 15, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (8-11:30 p.m., daily)	\$100.00	\$60.00	\$60.00	\$55.00	\$40.00	\$18.00

Above are one-time rates. Frequency discounts allowed.

**CHEYENNE**

(Laramie County)

**KFBC-TV (Parent Station of Satellite KSTF [TV] Scottsbluff, Neb.)**

LICENSEE: Frontier Broadcasting Co. Address: 222 E. Lincolnway. Phone: 4-440. TWX No.: CY 8 & CV 8.

FACILITIES: Ch. 5. Authorized ET. Rad. Pow. Visual 100 kw. Aural 50 kw. Present Operating Pow.: Visual 100 kw. Aural 50 kw. Antenna Height: Above average terrain 620 ft. above ground 480 ft.

EQUIPPED TO COLORCAST network programs.  
OPERATION: Began March 2, 1954.

AFFILIATIONS: Tv Networks, CBS, NBC, ABC. Station, Am, KFBC.

REPRESENTATIVES: Sales, George F. Hollingsworth Co.; Washington Attorney, Keenan & Durl.

PRINCIPAL STOCKHOLDERS: William C. Grove, 33%; Tracy & McCracken and wife, 16%; Raymond F. Lat, 12%; W. A. Curran, 8.75%; D. E. Washburn, 8.75%; A. E. Stoddard, 11%; D. B. Renter, 1.25%; F. H. Klockner, 1.25%. Cheyenne Newspaper Inc. (NACE), and others. Licensee is parent station of KSTF (TV) Scottsbluff, Neb. Cheyenne Newspapers, 47% owned by McCracken family, publishes Cheyenne Eagle and State Tribune, Laramie Bulletin and Republican; Bloomington, Rawlins Times (KREX), Rock Springs Herald (KVRS), Worland Northern Wyoming News, all Wyoming. Mr. Grove is majority stockholder in KRID Sidney, Neb.

EXECUTIVES:  
Robert S. McCracken, pres.  
Charles P. Cahill, com. mgr.  
& film buy.  
William C. Grove, exec. vp.  
gen. mgr. & ch. engr.  
Lella Morgan, gen. dir.  
Judy Pratt, pres. mgr.  
John Kirkwood, news ed.

**SUMMARY OF RATES (Card No. 2, Sept. 1, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (5:30-11 p.m., Mon.-Fri.; 4:30-11 p.m., Sat.; 1-11 p.m., Sun.)	\$75.00	\$35.00	\$35.00	\$25.00	\$20.00	\$17.50
Class B (12:30-5:25 p.m., Mon.-Fri.; 11:30-1:30 p.m., Sat.; 12:30-4:30 p.m., Sun.)	\$40.00	\$20.00	\$20.00	\$15.00	\$12.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

**WYOMING**

**WYOMING MARKET DATA BY COUNTIES**

County	Total Households	Television %	Households No.	Retail Sales (1944-1950)	Food Sales (1944-1950)	Drug Sales (1944-1950)
Albany	6,380	27	1,700	\$1,380	5,750	671
Big Horn	3,500	10	350	11,892	2,410	802
Campbell	1,900	11	190	6,358	1,311	112
Carbon	4,200	27	1,130	20,632	....	....
Converse	1,800	22	390	1,231	2,545	640
Crook	1,200	11	130	1,029	1,386	208
Fremont	6,500	10	650	25,057	....	....
Goshute	3,400	22	740	10,050	4,320	613
Hot Springs	1,100	10	110	7,618	2,844	482
Fossil	1,400	18	250	3,797	....	....
Laramie	28,100	50	14,050	80,094	1,120	910
Lauderdale	2,400	10	240	11,209	12,978	2,384
Natrona	22,500	12	2,700	60,500	....	....
Niobrara	1,300	10	130	4,343	12,352	2,150
Park	2,600	10	260	15,771	820	51
Platte	2,300	10	230	12,175	....	....
Sheridan	2,200	10	220	24,281	1,940	561
Sublette	900	10	90	1,576	4,294	750
Sweetwater	6,200	8	500	22,298	....	....
Teton	850	10	85	5,792	4,423	651
Uinta	1,600	10	160	8,351	1,302	351
Washakie	2,000	10	200	11,896	....	....
Wynton	2,000	11	220	2,860	1,239	388
Y'fstone N. Pl.	100	25	25	4,257	....	....
Total	92,100	28%	25,750	\$281,135	\$20,560	\$12,044

Note: Food, drug and retail sales copyright 1957 by Sales Management. Further reproduction is unlicensed. Tv set penetration figures estimated by Advertising Research Foundation as of March 1956 and released in Sept. 1956. Above show total number of households in each county, number of households with one or more tv sets and percentage of households with tv.



**WYOMING**

**RIVERTON**  
(Fremont County)

**KWRB-TV**

(Target Date, Unknown)

**LICENSEE:** Chief Wagoner Tv. Address: 300 Broadway, Thermopola, Wyo. Phone: 800.

**FACILITIES:** Ch. 10 Authorized Eff. Rad. Pow. Visual 64 kw, Aural 22 kw. Antenna Height: Above average terrain 1,710 ft., above ground 128 ft.

**AFFILIATIONS:** Tv Networks, NBC, ABC, CBS, Station, Am, KWRB.

**REPRESENTATIVES:** Sales, Meeker Tv; Washington Attorney, McKenna & Wilkerson; Consulting Engineer, Keas & Kennedy.

**PRINCIPAL STOCKHOLDERS:** Joseph P. and Myrtle V. Ernst, 100%. They also own KOCB Westland, KWRB, Evanston, and KUTV Thermopola, all Wyo.

**EXECUTIVES:**

Myrtle V. Ernst, co-mgr. & cont. mgr.  
Joseph P. Ernst, co-mgr. & ch. mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (6:30-11 p.m., Mon.-Fri.; 1:00-11 p.m., Sat.; 1-11 p.m., Sun.)	\$150.00	\$80.00	\$52.00	\$46.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**SHERIDAN**  
(Sheridan County)

**KTWX-TV**

(Target Date, Sept. 1957)

**LICENSEE:** Hartweger Inc. Address: 310 N. Beverly Dr., Beverly Hills, Calif.

**FACILITIES:** Ch. 3, Authorized Eff. Rad. Pow. Visual 3.00 kw, Aural 1.54 kw. Antenna Height: Above average terrain 300 ft., above ground 70 ft.

**REPRESENTATIVES:** Sales, Meeker Tv; Washington Attorney, Monroe, Bier, Oppenheimer & Harris; Consulting Engineer, Robert M. Silliman & Assoc.

**PRINCIPAL STOCKHOLDERS:** See KTWG-TV Casper, Wyo.

**EXECUTIVES:**

Burt L. Harris, pres.  
Lawrence S. Berger, asst. vp & gen. mgr.  
Robert Lehman, ch. mgr.

**ALASKA**

**ANCHORAGE**

**KENI-TV**

**LICENSEE:** Midnight Sun Broadcasting Co. Address: P.O. Box 1190, Phone: 5-2301.

**FACILITIES:** Ch. 3, Authorized Eff. Rad. Pow. Visual 5.37 kw, Aural 2.60 kw. Present Operating Pow. Visual 3.31 kw, Aural 1.69 kw. Antenna Height: Above average terrain 79 ft., above ground 173 ft.

**OPERATION:** Began Oct. 15, 1955.

**AFFILIATIONS:** Tv Networks, NBC, ABC, Station, Am, KENI.

**REPRESENTATIVES:** Sales, James C. Fletcher Jr., (New York, Del. Del. Day, (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

**PRINCIPAL STOCKHOLDERS:** See KFAR-TV Fairbanks, Alaska.

**EXECUTIVES:**

Harry J. Hill, pres.  
Alice O. Branstetter, gen. mgr.  
William Jensen, cont. mgr.  
Robert Capotich, pgm. dir.  
Charles H. Gray, ch. mgr.  
Miriam H. Kinsey, asst. buy.  
Barbara M. Hyslop, pres. mgr.  
Tyler W. Clark, news ed.

**SUMMARY OF RATES (Card No. 1, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10 p.m., Mon.-Sun.)	\$150.00	\$80.00	\$52.00	\$46.00	\$30.00	\$15.00
Class B (All other times)	\$97.50	\$50.00	\$33.50	\$29.70	\$19.50	\$9.75

Above are one-time rates. Frequency discounts allowed. Combination rate of KENI-TV and KFAR-TV Fairbanks is double single rate but rate less 15%.

**KTVA(TV)**

**LICENSEE:** Northern Television Inc. Address: Fourth & Denali Sts. Phone: 5-4322.

**FACILITIES:** Ch. 12, Authorized Eff. Rad. Pow. Visual 1.62 kw, Aural 1.31 kw. Present Operating Pow. Visual 3.32 kw, Aural 1.51 kw. Antenna Height: Above average terrain 192 ft., above ground 231 ft.

**OPERATION:** Began Dec. 11, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NTA.

**REPRESENTATIVES:** Sales, Alaska Radio-TV Sales, Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

**PRINCIPAL STOCKHOLDERS:** Same as KTVF (TV) Fairbanks.

**EXECUTIVES:**

A. C. Heibert, pres. & gen. mgr.  
Clare O. Rankin, cont. mgr.  
Paul West, pgm. dir.  
Jack M. Walden, ch. mgr.  
LeVerne Farnham, pres. mgr.  
Bill Oswald, news ed.

**ALASKA**

**SUMMARY OF RATES (Card No. 1, Sept. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-11 p.m., daily)	\$150.00	\$80.00	\$50.00	\$40.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed. Bought in combination with KTVF(TV) Fairbanks and KINY-TV Juneau at 25% discount; 10% if with KTVF(TV).

**FAIRBANKS**

**KFAR-TV**

**LICENSEE:** Midnight Sun Broadcasting Co. Address: 318 Second Ave. Phone: 2133.

**FACILITIES:** Ch. 2, Authorized Eff. Rad. Pow. Visual 5.37 kw, Aural 3.00 kw. Present Operating Pow. Visual 1.10 kw, Aural 2.25 kw. Antenna Height: Above average terrain 0 ft., above ground 300 ft.

**OPERATION:** Began March 1, 1955.

**AFFILIATIONS:** Tv Networks, ABC, NBC, Station, Am, KFAR.

**REPRESENTATIVES:** Sales, James C. Fletcher Jr., (New York, Del. Del. Day (West Coast); Washington Attorney, Fisher, Wayland, Duvall & Southmayd.

**PRINCIPAL STOCKHOLDERS:** Lathrop Co. Inc. and others. Licensee also owns KENI-AM-TV Anchorage, KJNO Juneau, and KAHN Ketchikan, all Alaska.

**EXECUTIVES:**

Garry Hill, pres.  
Alice O. Branstetter, gen. mgr.  
Donald Andren, sta. mgr.  
John Miller, pgm. dir.  
William Van Buren, ch. mgr.  
Miriam Kinsey, asst. buy.  
Kathie Singman, pres. mgr.  
Donald Hullock, news ed.

**SUMMARY OF RATES (Card No. 1, June 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	10 Sec.
Class A (6-10 p.m., Mon.-Sun.)	\$150.00	\$80.00	\$50.00	\$40.00	\$25.00	\$12.50
Class B (All other times)	\$97.50	\$50.00	\$33.50	\$29.70	\$19.50	\$9.75

Above are one-time rates. Frequency discounts allowed. See KENI-TV Anchorage for combination rate.

**KTVF(TV)**

**LICENSEE:** Northern Television Inc. Address: Third & Lower Sts. Phone: 3036.

**FACILITIES:** Ch. 12, Authorized Eff. Rad. Pow. Visual 11 kw, Aural 2.50 kw. Present Operating Pow. Visual 11 kw, Aural 2.50 kw. Antenna Height: Above average terrain -90 ft., above ground 348 ft.

**OPERATION:** Began Feb. 17, 1955.

**AFFILIATIONS:** Tv Networks, CBS, NTA.

**REPRESENTATIVES:** Sales, Alaska Radio-TV Sales Inc., Washington Attorney, Miller & Schroeder; Consulting Engineer, Jack M. Walden.

**PRINCIPAL STOCKHOLDERS:** A. C. Heibert, 23.0%; Jack M. Walden, 2.0%; Wm. J. Wagner, 9.0%; M. B. Kirkpatrick, 4.0%; B. J. Gottstein, 2.0%; John E. Contents, 1.25%; and Kenneth A. Murray, 1.25%. Licensee also owns KTVA (TV) Anchorage. Mr. Wagner owns KINY-AM-TV Juneau and KIPW Sitka, all Alaska.

**EXECUTIVES:**

A. C. Heibert, pres.  
Walt Welch, mgr. & news ed.  
John A. Griffin, cont. mgr.  
Vernon Francis, asst. dir.  
Steve LaFrance, ch. mgr.  
Felsia Partida, pres. mgr.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-11 p.m., daily)	\$150.00	\$80.00	\$50.00	\$40.00	\$25.00	\$12.50

Above are one-time rates. Frequency discounts allowed. See KTVA(TV) Anchorage for combination rate.

**JUNEAU**

**KINY-TV**

**LICENSEE:** Alaska Broadcasting System. Address: 233 S. Franklin St. Phone: 107.

**FACILITIES:** Ch. 8, Authorized Eff. Rad. Pow. Visual 2.25 kw, Aural 0.122 kw. Present Operating Pow. Visual 0.302 kw, Aural 0.122 kw. Antenna Height: Above average terrain -96 ft., above ground 50 ft.

**OPERATION:** Began Feb. 12, 1955.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KINY.

**REPRESENTATIVES:** Sales, Roy Y. Smith, Assoc.

**PRINCIPAL STOCKHOLDERS:** William J. and Irene F. Wagner, 100%. Mr. Wagner also owns 2.0% of KTVF (TV) Fairbanks, and 100% of KIPW Sitka, all Alaska.

**EXECUTIVES:**

W. J. Wagner, pres. & asst. buy.  
J. W. McKinley, gen. mgr. & ch. mgr.  
Richard Peter, pgm. dir. & news ed.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
All times (Sign-on-sign-off, daily)	\$50.00	\$26.00	\$24.00	\$21.00	\$13.00	\$7.20

Above are one-time rates. Frequency discounts allowed. Bought in combination with KTVF(TV) Fairbanks and KTVA(TV) Anchorage at 25% discount; 10% if with KTVA(TV).

**AGANA**

**KUAM-TV**

**LICENSEE:** Radio Guam, Address: P.O. Box 66, Phone: 1-961, Cable Address: KUAM.

**FACILITIES:** Ch. 8 Authorized ET. Rad. Pow.: Visual 48 kw Aural 12.4 kw. Present Operating Pow.: Visual 43 kw, Aural 11.8 kw. Antenna Height: Above average terrain 70 ft., above ground 300 ft.

**OPERATION:** Began Aug. 5, 1958.

**AFFILIATION:** Tv Network, CBS, NBC, Station, Am, KUAM.

**REPRESENTATIVES:** Sales, Young Tv; Washington Attorney, Krueger & Jorgensen; Consulting Engineer, T & T Radio Measurements Co.

**PRINCIPAL STOCKHOLDERS:** Harry Michael Engel Jr., 48.0%; Phil Berg, 42.5%; William B. Dune, 1%; and John P. Hearne, 5%. The latter owns 33.3% of KAFY Bakersfield, and is a stockholder along with his wife in KVEN Ventura, both Calif.

**EXECUTIVES:** Harry M. Engel, pres. & gen. mgr. James O. Long, tech. dir.  
H. Richard Maguire, mgnt. dir. Stuart I. Fisher, sports dir.  
John F. Barlow, asst. mgr.

**SUMMARY OF RATES (Card No. 1, July 1, 1958)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
All Class— \$120.00	\$70.00	\$46.00	\$42.00	\$34.00	\$33.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**KHVV-TV**

**LICENSEE:** Kaiser Hawaiian Village Television Inc., Address: 2805 Kalia Rd., Postal Zone: 15.

**FACILITIES:** Ch. 12 Authorized ET. Rad. Pow.: Visual 12.3 kw, Aural 7.4 kw. Present Operating Pow.: Visual 12.3 kw, Aural 7.4 kw. Antenna Height: Above average terrain 40 ft., above ground 300 ft.

**EQUIPPED TO COLORCAST:** local film, local slides.

**OPERATION:** Began May 1, 1957.

**AFFILIATION:** Station, Am, KHVV.

**REPRESENTATIVES:** Sales, Duncan A. Scott & Co., Roy V. Smith, Assoc.; Washington Attorney, Haley, Wolfenberg & Kowalski; Consulting Engineer, Jenks & Bailey.

**PRINCIPAL STOCKHOLDERS:** Henry J. Kaiser, 70%, and Hal Lewis, 30%.

**EXECUTIVES:** Henry J. Kaiser, pres. James Washburn, exec. prod.  
Hal Lewis, exec. vp. & gen. mgr. Ernest Lindemann, ch. engr.  
Lambrecht Hancock Jr., bus. mgr. Larry Cott, news ed.

**SUMMARY OF RATES (Card No. 1, May 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8-10 p.m., daily)					\$75.00	\$37.50
Class B (3-4:30 p.m., 10 a.m.-sign-off, daily)					\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

**HAWAII**

**HILO**

(Hawaii County)

**KHBC-TV (Satellite of KGMB-TV Honolulu)**

**LICENSEE:** Hawaiian Broadcasting System Ltd., Address: 1504 Kapiolani Blvd., Honolulu, Postal Zone: 5, Phone: 5-3011 (Honolulu); 444 (Hilo).

**FACILITIES:** Ch. 8 Authorized ET. Rad. Pow.: Visual 1 kw, Aural 3 kw. Present Operating Pow.: Visual 1 kw, Aural 3 kw. Antenna Height: Above average terrain 280 ft., above ground 338 ft.

**OPERATION:** Began May 15, 1955.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KHBC, KGMB Honolulu.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivert, Cohen & Weorn.

**PRINCIPAL STOCKHOLDERS:** See KGMB-TV Honolulu.

**EXECUTIVES:** J. Howard Worrall, pres. & gen. mgr. Dan Hunter, ch. engr.  
Melvin B. Wright, sfa. & cont. mgr. Colleen Ng, prom. dir.  
Bob Costa, pgn. dir. & film buy. Wayne Collins, news ed.

**SUMMARY OF RATES**

Sold in combination with parent station KGMB-TV Honolulu and satellite KMAU-TV Wailuku. Rates apply to simultaneous telecasts on three stations.

**HONOLULU**

(Honolulu County)

**KGMB-TV (Parent Station of Satellites KHBC-TV Hilo, KMAU-TV Wailuku)**

**LICENSEE:** Hawaiian Broadcasting System Ltd., Address: 1504 Kapiolani Blvd., Honolulu, Postal Zone: 5, Phone: 5-3011, TWX No.: AHIRCA; GK/Mackay.

**FACILITIES:** Ch. 8 Authorized ET. Rad. Pow.: Visual 11.8 kw, Aural 4.8 kw. Present Operating Pow.: Visual 7.4 kw, Aural 4.8 kw. Antenna Height: Above average terrain 150 ft., above ground 328 ft.

**OPERATION:** Began Dec. 1, 1950.

**AFFILIATIONS:** Tv Network, CBS, Station, Am, KGMB, KHBC Hilo.

**REPRESENTATIVES:** Sales, Peters, Griffin, Woodward; Washington Attorney, Fisher, Wayland, Duvall & Southmayd; Consulting Engineer, Vandivert, Cohen & Weorn.

**PRINCIPAL STOCKHOLDERS:** Consolidated Amusement Co., 75.45%; Honolulu Star Bulletin, 24.55%. Licensee also owns KHBC-AM-TV Hilo and KMAU-TV Wailuku, both T. H.

**EXECUTIVES:** J. Howard Worrall, pres. & gen. mgr. Dan Hunter, ch. engr.  
Melvin B. Wright, sfa. & cont. mgr. Colleen Ng, prom. dir.  
Bob Costa, pgn. dir. & film buy. Wayne Collins, news ed.

**SUMMARY OF RATES (Card No. 8, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8-10:30 p.m., Mon.-Sat.; 4-10:30 p.m., Sun.)	\$300.00	\$210.00	\$160.00	\$120.00	\$87.00	\$75.00
Class B (3-4 p.m., 10:30-11 p.m., Mon.-Sat.; 4-5 p.m., 10:30-11 p.m., Sun.)	\$202.00	\$137.00	\$105.00	\$80.00	\$65.00	\$56.25
Class C (All other times)	\$140.00	\$94.00	\$70.00	\$50.00	\$30.00	\$33.00

Above are one-time rates. Frequency discounts allowed. Rates include station KHBC-TV Hilo and KMAU-TV Wailuku.

**KONA(TV) (Parent Station of Satellite KMYI-TV Wailuku)**

**LICENSEE:** Radio Honolulu Ltd., Address: 799 Koola St., Postal Zone: 11, Phone: 6-5366.

**FACILITIES:** Ch. 2 Authorized ET. Rad. Pow.: Visual 60.3 kw, Aural 30.3 kw. Present Operating Pow.: Visual 60.3 kw, Aural 30.3 kw. Antenna Height: Above average terrain 150 ft., above ground 300 ft.

**OPERATION:** Began Dec. 15, 1952.

**AFFILIATION:** Tv Network, NBC.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Kirkland, Fleming, Green, Martin & Ellis.

**PRINCIPAL STOCKHOLDERS:** Advertiser Publishing Co. (Honolulu Advertiser-KO), 50%; Island Broadcasting Co. (J. Riley McCaw and John D. Keating), 50%. For Mr. McCaw's interests, see KTVW (TV) Seattle, Wash.

**EXECUTIVES:** John D. Keating, pres. Larry Trembly, ch. engr.  
& gen. mgr. Jack Keating, film buy.  
March F. Nichols, gen. ch. engr. Fred Briggs, prom. mgr.  
Clarence Chitt, pgn. dir. Willy Clayton, news ed.

**SUMMARY OF RATES (Card No. 4, July 15, 1954)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (8-10 p.m., Mon.-Sat.; 3-10 p.m., Sun.)	\$150.00	\$100.00	\$70.00	\$52.50	\$47.50	\$27.50
Class B (8-9 p.m., 10-11 p.m., Mon.-Sat.)	\$80.00	\$53.00	\$40.00	\$31.00	\$26.00	\$20.00
Class C (All other times)	\$40.00	\$27.00	\$20.00	\$15.00	\$13.00	\$10.00

Above are one-time rates. Frequency discounts allowed.

*Adventure* at the gateway to the high seas!

ZIV'S SPECTACULAR NEW IMPACT SERIES!

**"HARBOR" COMMAND**

STARRING  
**WENDELL COREY**



## HAWAII

### HONOLULU (Cont.)

#### KULA-TV

**LICENSEE:** Television Corp. of America. Address: 120 Ala Moana Blvd. Postal Zone 14. Phone: 6-9506.

**FACILITIES:** Ch. 4. Authorized EM Rad. Pow.: Visual 10.1 kw, Aural 12.3 kw. Present Operating Pow.: Visual 25.1 kw, Aural 13.1 kw. Antenna Height: Above average terrain 130 ft.; above ground 366 ft.

**OPERATION:** Began April 16, 1964.

**AFFILIATIONS:** Tv Network, ABC. Station, Am, 813-A.

**REPRESENTATIVES:** Sales, Young Tv.

**PRINCIPAL STOCKHOLDERS:** Albert Eugentz, Arthur H. Hogan, Richard C. Simonson and Jack Bufnell, 25% each. Some stock owns varying interests in KHKD Los Angeles, KVSM San Mateo, both Calif., KHMJ-KRHO-TV Las Vegas, Nev. Mr. Hogan owns 100% of KPOX Long Beach, Calif. Messrs. Eugentz and Hogan are associated in motion picture business. Mr. Zepf-Smith is a motion picture producer.

#### EXECUTIVES:

Jack A. Burnett, gen. mgr. Daniel Kawakawa, gen. mgr. & ch. engr.  
Arl Sprengle, com. mgr. Harold T. Miyahara, ch. engr.

#### SUMMARY OF RATES (Card No. 1, April 16, 1964)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-11 p.m., Mon.-Sat.; all Sun. times)	\$100.00	\$50.00	----	\$75.00	\$50.00	\$25.00
Class B (All other times)	\$50.00	\$25.00	----	\$40.00	\$20.00	\$11.00

Above are one-time rates. Frequency discounts allowed.

### WAILUKU

(Maui County)

#### KMVI-TV (Satellite of KONA-TV Honolulu)

**LICENSEE:** Hawaiian Broadcasting Systems Ltd. Address: 1644 Kapiolani Blvd., Honolulu. Postal Zone: B.

**FACILITIES:** Ch. 2. Authorized EM Rad. Pow.: Visual 5.89 kw, Aural 1.00 kw. Present Operating Pow.: Visual 5.89 kw, Aural 3.35 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 80 ft.

**OPERATION:** Began April 24, 1955.

**AFFILIATIONS:** Tv Networks, CBS. Station, Am, KUMH & KHBC.

**REPRESENTATIVES:** Sales, Peters, Griffin, Wainwright, Washington Attorney; Fisher, Wayland, Dorval & Smithway, Consulting Engineer; VanDoren, Cohen & Wason.

**PRINCIPAL STOCKHOLDERS:** See KQMB-TV Honolulu.

#### EXECUTIVES:

J. Howard Wessell, pres. & gen. mgr. Dan Hunter, ch. engr.  
Marion H. Wright, vice & com. mgr. Bob Clark, gen. mgr. & ch. engr.

#### SUMMARY OF RATES

Bought in combination with parent station KUMH-TV Honolulu and satellite KHBC-TV Hilo. Rates apply to simultaneous telecasts on all stations.

#### KMVI-TV (Satellite of KONA-TV Honolulu)

**LICENSEE:** Maui Publishing Co. Ltd. Address: P. O. Box 374. Phone: 23-061.

**FACILITIES:** Ch. 12. Authorized EM Rad. Pow.: Visual 10.2 kw, Aural 10.1 kw. Present Operating Pow.: Visual 30.2 kw, Aural 21.1 kw. Antenna Height: Above average terrain 1,810 ft.; above ground 61 ft.

**OPERATION:** Began Nov. 28, 1955.

**AFFILIATIONS:** Tv Network, NBC. Station, Am, KMV.

**REPRESENTATIVES:** Sales, NBC Spot Sales; Washington Attorney, Dew, Lehnas & Albertson.

**PRINCIPAL STOCKHOLDERS:** J. Walter Cameron, 85.2%, and others.

#### EXECUTIVES:

Sam J. Crain, gen. mgr. Frank R. Kovacic, com. mgr.  
Richard E. Hawson, ch. engr.

#### SUMMARY OF RATES (Card No. 1, Dec. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-10 p.m., daily)	---	---	---	---	\$25.00	\$12.50
Class B (All other times)	---	---	---	---	\$12.50	\$6.25

Above are one-time rates. Frequency discounts allowed.

All programs originate from KONA-TV Honolulu, with re-broadcast on KMVI-TV. Latter originates only slide and filmed spot commercials.

## PUERTO RICO

### CAGUAS

(Guayama County)

#### WKBM-TV

(Target Date, Unknown)

**LICENSEE:** American Colonial Broadcasting Corp., Address: P.O. Box 626, San Juan.

**FACILITIES:** Ch. 11. Authorized EM Rad. Pow.: Visual 1.00 kw, Aural 1.20 kw. Antenna Height: Above average terrain 1,180 ft.; above ground 237 ft.

**REPRESENTATIVES:** Sales, Pan American Broadcasting, New York; Washington Attorney, Frank Stoltenwerck; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** Ralph Perez Perry, 100%. Mr. Perry also owns WSUR-TV Ponce and WKVM San Juan, P. R.

#### EXECUTIVES:

Ralph Perez Perry, pres. & ch. engr. Mariana Angelot Zamudio, gen. mgr.  
Luis Medina Prieto, tech. supt.

## PUERTO RICO

### MAYAGUEZ

(Mayaguez County)

#### WORA-TV

**LICENSEE:** Supreme Broadcasting Co. Address: P.O. Box 43. Phone: 1181.

**FACILITIES:** Ch. 5. Authorized EM Rad. Pow.: Visual 30.2 kw, Aural 17.8 kw. Present Operating Pow.: Visual 30.2 kw, Aural 17.8 kw. Antenna Height: Above average terrain 1,000 ft.; above ground 341 ft.

**OPERATION:** Began Oct. 1, 1964.

**AFFILIATIONS:** Tv Networks, NBC, CBS, ABC. Station, Am, WORA. Pm, WORA-EM.

**REPRESENTATIVES:** Sales, Young Tv, Washington Attorney, Louisa Diaz, Young & Janaky; Consulting Engineer, George Mayoral.

**PRINCIPAL STOCKHOLDERS:** Alfredo R. deArrellano Jr., 51.5%, Supreme Broadcasting Inc. (WJMB-AM-TV New Orleans), 20%, and others.

#### EXECUTIVES:

Alfredo R. deArrellano Jr., pres. Ignacio Lopez, gen. mgr.  
A gen. mgr. Jesus M. Ayala, ch. engr.  
Pascual Maldonado Dupont, com. mgr. Margaret Gonzalez, news ed.  
Tom. mgr. Ch. engr. & pres. mgr.

#### SUMMARY OF RATES (Card No. 1, Jan. 1, 1957)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 20 Sec.	10 Sec.
Class A (6-10 p.m., daily)	\$125.00	\$62.50	\$40.00	---	\$25.00	\$12.50
Class B (All other times)	\$62.50	\$31.25	\$20.00	---	\$12.50	\$6.25

Above are one-time rates. Frequency discounts allowed.

### PONCE

(Ponce County)

#### WRIK-TV

(Target Date, Sept. 1, 1957)

**LICENSEE:** Ponce Tv Partnership. Address: El Vigil.

**FACILITIES:** Ch. 7. Authorized EM Rad. Pow.: Visual 1.4 kw, Aural 7 kw. Antenna Height: Above average terrain 100 ft.; above ground 71 ft.

**AFFILIATIONS:** Tv Networks, CBS, ABC. Station, Am, WPRP. Pm, WPRP-TV.

**REPRESENTATIVES:** Sales, Fisher Tv., Washington Attorney, Owen, Levy & Voelker, New Orleans.

**PRINCIPAL STOCKHOLDERS:** Equally owned by William Cortada, George A. Mayoral and Luis A. Ferrer. Mr. Mayoral owns 5% of Supreme Broadcasting Co. (WJMB-AM-TV New Orleans, La.), which owns 20% of WOLA-TV Sagapora, P. R.

#### EXECUTIVES:

George A. Mayoral, pres. & ch. engr. William Cortada, gen. mgr.

#### WSUR-TV

(Target Date, Nov. 1957)

**LICENSEE:** American Colonial Broadcasting Corp. Address: P.O. Box 471, San Juan.

**FACILITIES:** Ch. 9. Authorized EM Rad. Pow.: Visual 0.812 kw, Aural .667 kw. Antenna Height: Above average terrain 2,550 ft.; above ground 227 ft.

**EQUIPPED TO COLONCAST:** Joint live programs, local films, local slides.

**REPRESENTATIVES:** Sales, Pan American Broadcasting, New York; Washington Attorney, Frank Stoltenwerck; Consulting Engineer, Kear & Kennedy.

**PRINCIPAL STOCKHOLDER:** Ralph Perez Perry, 100%. Mr. Perry also owns WKVM-TV Caguas and WKVM San Juan, P. R.

#### EXECUTIVES:

Ralph Perez Perry, pres. & ch. engr. Jorge Luis Ceballos, sta. mgr.  
Mariana Angelot Zamudio, gen. mgr. Luis Medina Prieto, tech. supt.

### SAN JUAN

(San Juan County)

#### WAPA-TV

**LICENSEE:** Ponce de Leon Broadcasting Co. Address: 307 Ponce de Leon Ave., Phone: 3-3026.

**FACILITIES:** Ch. 4. Authorized EM Rad. Pow.: Visual 3.2 kw, Aural 3.3 kw. Present Operating Pow.: Visual 36.2 kw, Aural 23.3 kw. Antenna Height: Above average terrain 126 ft.; above ground 280 ft.

**OPERATION:** Began May 1, 1954.

**AFFILIATIONS:** Tv Networks, NBC, ABC. Station, Am, WAPA.

**REPRESENTATIVES:** Sales, Caribbean Networks; Washington Attorney, Dew, Lehnas & Albertson; Consulting Engineer, Commercial Radio Equipment Co.

**PRINCIPAL STOCKHOLDERS:** Winston-Salem Broadcasting Co. Inc. (WTOB-TV Winston-Salem, N. C.) 30%; Gual and Abel Mestre and associates, 20%.

#### EXECUTIVES:

John G. Johnson, pres. Luis Dominguez, gen. mgr.  
David H. Pollinger, gen. mgr. Rafael Cruz Rivera, ch. engr.  
Carlos Rivera Gonzalez, com. mgr. Heitor Molest, prom. mgr.

#### SUMMARY OF RATES (Card No. 1, Nov. 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class AA (7-9 p.m., daily)	\$200.00	\$100.00	\$60.00	\$30.00	\$15.00	\$7.50
Class A (6-7 p.m., 9-10 p.m., daily)	\$125.00	\$62.50	\$40.00	\$20.00	\$10.00	\$5.00
Class B (Before 6 p.m., after 10 p.m., daily)	\$75.00	\$37.50	\$25.00	\$12.50	\$6.25	\$3.12

Above are one-time rates. Frequency discounts allowed.

**WIPR-TV\***

(Target Date, Oct. 1977)  
 (\*Non-Commercial Educational)

**LICENSEE:** Dept. of Education of Puerto Rico. Address: Hoston Ave., Hato Rey, (San Juan). Phone: San Juan 4-4131

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 140 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 25 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 280 ft.

**AFFILIATIONS:** Station, Am. WIPR

**REPRESENTATIVES:** Washington Attorney, Arnold, Fortas & Porter; Consulting Engineers, A. Earl Collins Jr.

No stockholders; outlet is educational.

**EXECUTIVES:**

Francisco Collazo, act. sec. of education  
 Rafael Delgado-Marquez, gen. mgr.  
 Leopoldo Santiago Lavandero, gen. dir.  
 Rafael Rodriguez Santiago, ch. engr.

**WKAQ-TV**

**LICENSEE:** El Mundo Inc. Address: Shop 3, Puntas de León, Postal Zone 1. Phone: 5-3605

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 1,200 ft.; above ground 184 ft.

**OPERATION:** Began March 28, 1974.

**AFFILIATIONS:** Tv Network: CBS, Station, Am. WKAQ

**REPRESENTATIVES:** Sales: Inter-American Publications; Washington Attorney, Segal, Smith & Hennessy; Consulting Engineer, George C. Davis.

**PRINCIPAL STOCKHOLDER:** Angel Ramon, publisher of El Mundo.

**EXECUTIVES:**

Angel Ramon, pres.  
 Jose Oviedo, gen. mgr.  
 Jorge L. Rivera, cont. mgr.  
 Jack H. Tudor, ch. engr.  
 Carlos Garcia de Quiviveli, film buy.  
 Oscar Reinas, prom. & air mgr.

**SUMMARY OF RATES (Card No. 2, Nov. 15, 1974)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7-8 p.m., daily)	\$270.00	\$225.00	\$180.00	\$120.00	\$60.00	\$23.00
Class A (9-11 p.m., 9-10 p.m., daily)	\$200.00	\$160.00	\$120.00	\$80.00	\$40.00	\$15.00
Class B (3-4 p.m., 10 p.m.-sign-off, Mon.-Fri., noon-4 p.m., 10-sign-off, Sat., Sun.)	\$100.00	\$100.00	\$100.00	\$57.50	\$27.50	\$11.00
Class C (2:30-4 p.m., daily)	.....	.....	.....	.....	.....	\$10.00

Above are one-time rates. Frequency discounts allowed.

**TELEVISION STATIONS OF THE DOMINION OF CANADA**

**ALBERTA**

**CALGARY**

**CHCT-TV**

**LICENSEE:** Calgary Television Ltd. Address: 305 Hudson Road. Phone: 3-9881

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 30 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 988 ft.; above ground 678 ft.

**OPERATION:** Began Oct. 8, 1974.

**AFFILIATIONS:** Tv Networks: CBC, ABC, CBS, NBC, Stations, Am. CFAC, CFCN, CKML.

**REPRESENTATIVES:** Sales, All-Canada Tv, Weed Tv.; Consulting Engineer, K. A. MacKinnon.

**PRINCIPAL STOCKHOLDERS:** Jointly owned by Calgary Best, Co. (CFAC), Voice of the Prairie Inc. (CFCN) and Albertan Best, Co. (CKML)

**EXECUTIVES:**

Herbert S. Stewart, gen. mgr.  
 E. S. Carson, cont. mgr. & prom. mgr.  
 Robert D. Wilson, cont. mgr.  
 Lee Crowley, ch. engr.  
 Harry Nicholas, prom. mgr.  
 E. S. Whalen, news & sports dir.

**SUMMARY OF RATES (Card No. 1, July 1, 1970)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily all day Sat.)	\$300.00	\$160.00	\$112.50	\$80.00	\$64.00	\$76.00
Class B (News-1:00 p.m., 4-6 p.m., 11 p.m., sign-off, Mon.-Sat.)	\$210.00	\$120.00	\$84.00	\$71.00	\$62.00	\$52.00
Class C (7 a.m.-noon, 1:30-4 p.m., Mon.-Sat.)	\$180.00	\$201.00	\$77.50	\$50.00	\$50.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**EDMONTON**

**CFRN-TV**

**LICENSEE:** Sunways Broadcasting Co. Ltd. Address: 102 C.P.R. Bldg. Postal Zone 1. Phone: 90-2572

**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 180.3 kw, Aural 90.4 kw. Present Operating Pow.: Visual 180.3 kw, Aural 90.4 kw. Antenna Height: Above average terrain 488 ft.; above ground 488 ft.

**OPERATION:** Began Oct. 17, 1974.

**AFFILIATIONS:** Tv Network: CBC, Stations, Am. CFRN; Fm. CFRN-FM

**REPRESENTATIVES:** Sales, Canadian English Representatives, Harlan G. Duke, (California); Consulting Engineer, George Mather & Assoc.

**PRINCIPAL STOCKHOLDERS:** G. B. & A. Inc. 100%

**EXECUTIVES:**

G. B. A. Rice, pres. & gen. mgr.  
 S. B. Lonsdale, mgr.  
 Bruce D. Alloway, cont. mgr.  
 Donald Reinton, prod. mgr.  
 George Kidd, gen. dir. & film buy.  
 E. Walker, cont. engr.  
 F. G. A. MacKeown, ch. engr.  
 J. Louise McDonald, prod. dir.  
 L. Graham, news ed.

**SUMMARY OF RATES (Card No. 4, July 1, 1975)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:10-8 p.m., Mon.-Sun.)	.....	.....	.....	.....	.....	\$110.00
Class A (Program Units-4-11 p.m., 5:00-5:30 p.m., 10:25-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun. Antisync-5-7 p.m., 10:25-11 p.m., Mon.-Sat.; sign-on-7 p.m., 10:30-11 p.m., Sun.)	\$400.00	\$300.00	\$200.00	\$140.00	\$120.00	\$70.00
Class B (6-7 p.m., Mon.-Sat., 11 p.m.-sign-off, Mon.-Sun.)	\$300.00	\$200.00	\$150.00	\$100.00	\$80.00	\$50.00
Class C (All other times)	\$200.00	\$150.00	\$80.00	\$70.00	\$60.00	\$40.00

Above are one-time rates. Frequency discounts allowed.

**LETHBRIDGE**

**CJLH-TV**

**LICENSEE:** Lethbridge Television Ltd. Address: Lethbridge. Phone: Fortfax 3-1521.

**FACILITIES:** Ch. 1. Authorized Eff. Rad. Pow.: Visual 171 kw, Aural 85.8 kw. Present Operating Pow.: Visual 171 kw, Aural 85.8 kw. Antenna Height: Above average terrain 688 ft.; above ground 825 ft.

**OPERATION:** Began Nov. 20, 1969.

**AFFILIATIONS:** Tv Network: CBC, Station, Am. CJOC

**REPRESENTATIVES:** Sales, All-Canada Tv, Weed Tv.; Consulting Engineer, K. A. MacKinnon.

**PRINCIPAL STOCKHOLDERS:** CJOC and Lethbridge Herald are equal owners.

**EXECUTIVES:**

Hugh P. Buchanan, pres.  
 Norman Butcher, ing. dir.  
 Lloyd Critchenden, cont. mgr.  
 Bob Hanson, gen. dir. & film buy.  
 V. C. Reed, ch. engr.  
 B. Young, news ed.

**SUMMARY OF RATES (Card No. 2, April 15, 1977)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.)	\$180.00	\$90.00	\$60.00	\$40.00	\$30.00	\$24.00
Class B (7-8 p.m., Mon.-Sat., sign-off-5 p.m., Sun.; 11 p.m.-midnight, daily)	\$120.00	\$70.00	\$40.00	\$42.00	\$30.00	\$20.00
Class C (All other times)	\$80.00	\$60.00	\$40.00	\$30.00	\$20.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**MEDICINE HAT**

**CHAT-TV**

(Target Date, Sept. 1, 1977)

**LICENSEE:** Monarch Broadcasting Co. Address: 300 First St. Phone: 200.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 478 kw, Aural 128 kw. Antenna Height: Above average terrain 333 ft.

**AFFILIATIONS:** Tv Network: CBC, Station, Am. CHAT.

**REPRESENTATIVES:** Sales, Weed Tv.; Business W. Brown & Co.

**PRINCIPAL STOCKHOLDERS:** J. H. Yule, 80%; Miss M. R. Yule, 5% and B. J. East, 5%.

**EXECUTIVES:**

J. H. Yule, pres.  
 B. J. East, gen. mgr.  
 W. F. DeWyer, ch. engr.

**RED DEER**

**CHCA-TV**

(Target Date, Late 1977)

**LICENSEE:** CHCA Television Ltd. Address: Red Deer.

**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 4.15 kw, Aural 2.08 kw. Antenna Height: Above average terrain 114 ft.

**AFFILIATION:** Tv Network: CBC.

CANADA

BRITISH COLUMBIA

KAMLOOPS

CFCR-TV

**LICENSEE:** Twin Cities Television Ltd. Address: 387 Fourth Ave. Phone: 193.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 29 kw. Present Operating Pow.: Visual 7 kw, Aural 30 kw. Antenna Height: Above average terrain 110 ft.  
**OPERATION:** Began April 1, 1967.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CPFC.  
**REPRESENTATIVES:** Sales, All-Canada Tv.; Weed Tv.  
**PRINCIPAL STOCKHOLDERS:** Ian G. Clark, 49%; Myrtle E. Clark, 49%; Jean C. Ross, 2%.  
**EXECUTIVES:**  
 Ian G. Clark, pres. & gen. mgr.  
 Walter Harwood, asst. mgr.  
 Jean C. Ross, pgrn. dir. & film buy.  
 J. Fred Weber, ch. engr.  
 Ray Wallace, prom. mgr.  
 Bill McGowan, news ed.

**SUMMARY OF RATES (Card No. 1, April 1, 1967)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1 Sec.
Class A (7-11 p.m., daily; 8-11 p.m., Sun.)	\$75.00	\$45.00	\$30.00	\$28.25	\$28.00	\$16.00
Class B (7-8 p.m., Mon-Fri; 11 p.m.-sign-off, daily; sign-on-8 p.m., Sat.)	\$38.00	\$23.00	\$21.00	\$19.25	\$18.00	\$9.00
Class C (All other times—60% of Class A Rates)						

Above are one-time rates. Frequency discounts allowed.

KELOWNA

CHBC-TV (Parent station of satellites in Penticton and Vernon, B. C.)

(Target Date, Fall 1967)  
**LICENSEE:** Okanagan Valley Television Ltd. Address: P. O. Box 1461, Kelowna, B. C.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 17 kw, Aural 148 kw. Antenna Height: Above average terrain 28 ft.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CDOV.  
**REPRESENTATIVES:** Sales, Weed Tv.  
**EXECUTIVES:**  
 J. H. Browne, pres.  
 Roy Chapman, gen. mgr.

PENTICTON

(Satellite of CHBC-TV Kelowna)

(Target Date, Unknown)  
**LICENSEE:** Okanagan Valley Television Ltd. Address: P. O. Box 1461, Kelowna, B. C.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 3 kw, Aural 18 kw. Antenna Height: Above average terrain 168 ft.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CKOK.  
**REPRESENTATIVES:** Sales, Weed Tv.  
**EXECUTIVES:**  
 J. H. Browne, pres.

VANCOUVER

CBUT (TV)

**LICENSEE:** Canadian Broadcasting Corp. Address: 701 Hornby St. Phone: Tallow 9840.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 84.4 kw, Aural 47.8 kw. Present Operating Pow.: Visual 47.8 kw, Aural 25.4 kw. Antenna Height: Above average terrain 1,400 ft.; above ground 190 ft.  
**OPERATION:** Began Dec. 14, 1952.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CBO; Pm, CBU-FM.  
**REPRESENTATIVES:** Sales, CBC Commercial div.  
**EXECUTIVES:**  
 H. M. Faulstich, dir. tv.  
 H. W. Faulstich, ch. rep.  
 M. L. Murray, pgrn. dir.  
 E. L. Whitehead, tech. dir.  
 J. D. Patterson, film dir.  
 R. G. Jessup, mngvr., press & information.  
 R. L. Kimm, reg. ed. in chg.

**SUMMARY OF RATES (Card No. 1, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1 Sec.
Class AA (7:30-10:30 p.m., Mon-Sat.)					\$141.00	\$87.00
Class A (Program Units—6-11 p.m., Mon-Sat; 8-11 p.m., Sun. Announcements—6-7:30 p.m., 10:30-11 p.m., Mon-Sat.)	\$206.00	\$145.00	\$122.00	\$103.00	\$114.00	\$55.00
Class B (Program Units—5-6 p.m., Mon-Fri; 1-4 p.m., Sat; 1-4 p.m., Sun; 11 p.m.-sign-off, daily. Announcements—1-4 p.m., Sat; 3-4 p.m., Mon-Fri; 11 p.m.-sign-off, Mon-Sat.)	\$425.00	\$307.00	\$174.00	\$152.20	\$130.50	\$67.00
Class C (All other times)	\$348.00	\$208.00	\$130.20	\$113.40	\$104.00	\$54.00

Above are one-time rates. Frequency discounts allowed.

VANCOUVER

KVOS-TV (BELLINGHAM, WASH.)

**LICENSEE:** KVOS Inc. Address: 1181 Ellis St., Bellingham, Wash., U.S.A. Sales off.: 1601 W. Broadway, Vancouver, B. C. Phone: Bellingham 790, Vancouver, Ch. 5141. TWX No.: BX 51. (For full listing see Bellingham, Wash.)

VERNON

(Satellite of CHBC-TV Kelowna)

(Target Date, Unknown)

**LICENSEE:** Okanagan Valley Television Ltd. Address: P. O. Box 1461, Kelowna, B. C.  
**FACILITIES:** Ch. 7. Authorized Eff. Rad. Pow.: Visual 11 kw, Aural 158 kw.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CJIB.  
**REPRESENTATIVES:** Sales, Weed Tv.  
**EXECUTIVES:**  
 J. H. Browne, pres.

VICTORIA

CHEK-TV

**LICENSEE:** CHEK-TV Ltd. Address: 3823 Esplan. Dr., 1450 Douglas St. Phone: 7-1851.  
**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 1.8 kw, Aural 5 kw. Present Operating Pow.: Visual 1.3 kw, Aural 3 kw. Antenna Height: Above average terrain 260.5 ft.; above ground 226 ft.  
**OPERATION:** Began Dec. 1, 1956.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CKDA; Pm, CKDA-FM.  
**REPRESENTATIVES:** Sales, Television Representatives, Broadcast Sales, John H. Hunt, Forjoe Tv.  
**PRINCIPAL STOCKHOLDERS:** David M. Armstrong, 46.4%; Dr. M. M. Matheson, 20.5%; William New Jr. and Charles H. White, 29.9%.  
**EXECUTIVES:**  
 David M. Armstrong, pres.  
 Ted Bilsland, gen. mgr.  
 Doug Keough, com. mgr.  
 Norm Berquist, ch. engr.  
 Sylvia Ayres, film buy.  
 Harry O. Watts, prom. mgr.  
 Jim Bugyo, news ed.

**SUMMARY OF RATES (Temporary Rate Card)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1 Sec.
Class AA (7-10:30 p.m., daily)					\$50.00	\$25.00
Class A (Program Units—6-11 p.m., Mon-Fri; 8-11 p.m., Sun. Announcements—8-9 p.m., Mon-Fri; 10:30-11 p.m., daily; sign-on-7 p.m., Sat., Sun.)	\$120.00	\$70.00	\$49.00	\$33.50	\$43.00	\$22.00
Class B (Program Units—5-6 p.m., Mon-Fri; sign-on-8 p.m., Sat.; sign-on-5 p.m., Sun.; 11 p.m.-sign-off, nightly. Announcements—Noon-1:30 p.m., 5-6 p.m., Mon-Fri; 11 p.m.-midnight, daily)	\$100.00	\$60.00	\$41.00	\$26.00	\$40.00	\$20.00
Class C (All other times)	\$70.00	\$45.00	\$30.00	\$24.10	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

MANITOBA

BRANDON

CKX-TV

**LICENSEE:** Western Manitoba Broadcasters Ltd. Address: 3945 Victoria Ave. Phone: 522.  
**FACILITIES:** Ch. 2. Authorized Eff. Rad. Pow.: Visual 15.3 kw, Aural 148 kw. Present Operating Pow.: Visual 15.3 kw, Aural 9.65 kw. Antenna Height: Above average terrain 520 ft.; above ground 244 ft.  
**OPERATION:** Began Jan. 28, 1956.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am, CKX.  
**REPRESENTATIVES:** Sales, All-Canada Tv, Weed Tv.  
**EXECUTIVES:**  
 John B. Craig, pres. & gen. mgr.  
 Archie Olson, com. mgr.  
 Doug Lee, pgrn. dir.  
 E. H. Davies, engr.  
 A. M. Gomes, engr.  
 Shirley Wright, prom. mgr.  
 Jim Struthers, news ed.

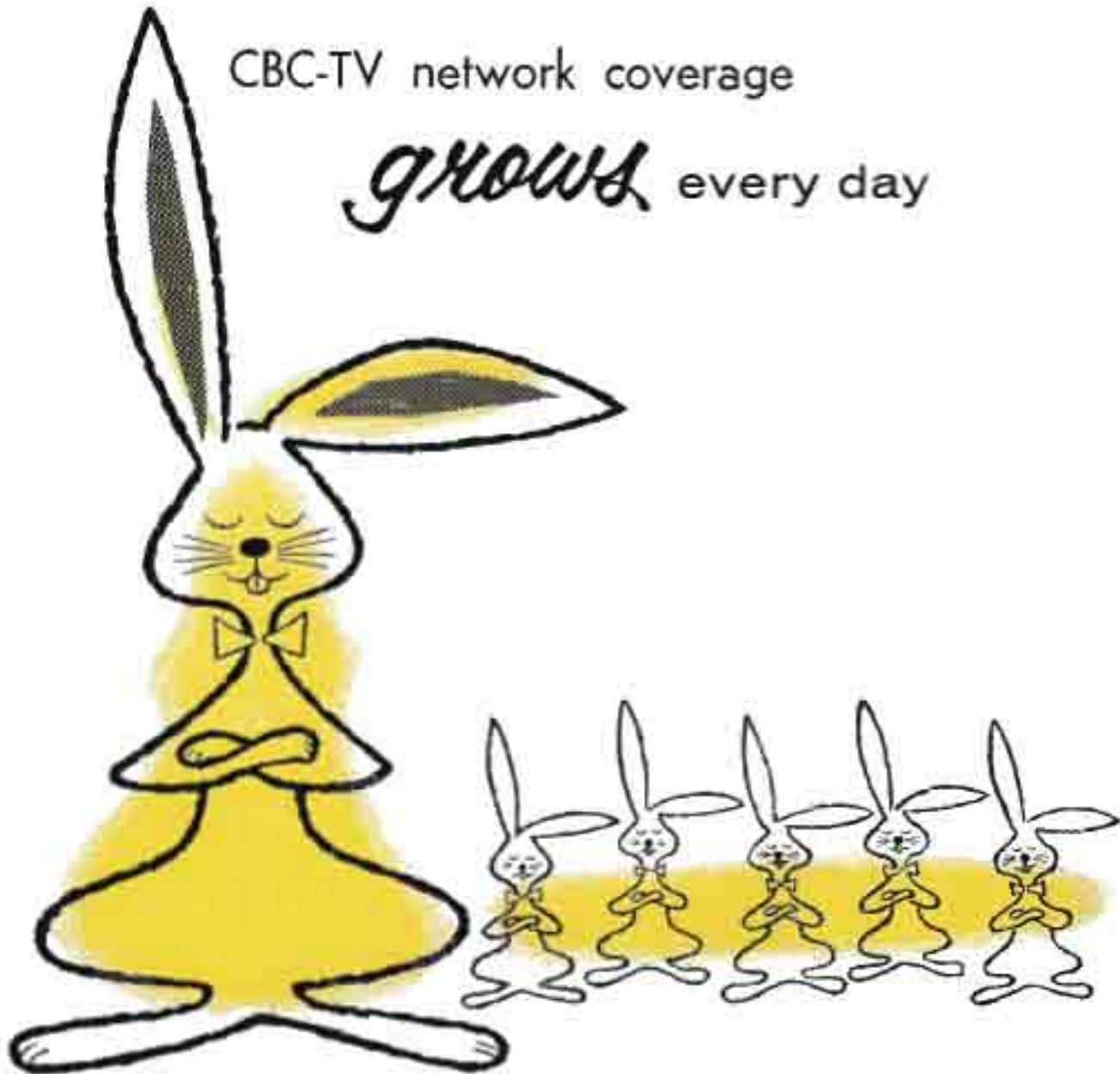
**SUMMARY OF RATES (Card No. 2, Jan. 1, 1964)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	1 Sec.
Class A (8-11 p.m., daily, all day Sun.)	\$170.00	\$125.00	\$88.00	\$60.00	\$81.00	\$37.00
Class B (All other times)	\$103.00	\$61.00	\$41.00	\$28.00	\$31.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

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Serve 2 out of every 3  
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with more selling impact, more coverage than ever. Call, 'phone or  
write today for more information about Canada's greatest advertising  
medium... the CBC-TV networks—still growing.

**CBC TELEVISION**  
commercial division

Halifax  
Montreal

Ottawa  
Toronto

Winnipeg  
Vancouver

WINNIPEG

CBWT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 241 Portage Ave. Phone: Spruce 4-0041

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 36.2 kw, Aural 33.7 kw. Present Operating Pow.: Visual 36.2 kw, Aural 33.7 kw. Antenna Height: 195 ft.; above ground 202 ft.

OPERATION: Began May 21, 1954.

AFFILIATIONS: Tv Network, CBC, Station, Am, CBW

REPRESENTATIVES: Sales, CBC Commercial Division

EXECUTIVES:

W. G. Carpentier, dir. tv. Grace M. Brown, film dir.  
 H. L. Herby, sta. rep. C. E. L'Ami, superv. pres. & information  
 Bruce D. McFarren, pgm. dir. A. W. Denton, vt. in chg.  
 Harry C. Hayward, tech. dir.

SUMMARY OF RATES (Card No. 1, July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:30-10:30 p.m., Mon.-Sat.)						\$100.00 \$60.00
Class A (Program Units—6-11 p.m., Mon.-Sat.) (1-1 p.m., Sun. Announcements—4-7:30 p.m., 10:30-11 p.m., Mon.-Sat.)	\$400.00	\$200.00	\$150.00	\$120.00	\$80.00	\$40.00
Class B (Program Units—4-6 p.m., Mon.-Fri.; 1-3 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m.-sign-off, daily Announcements—1-6 p.m., Sat.; 3-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Mon.-Sat.)	\$300.00	\$150.00	\$100.00	\$80.00	\$60.00	\$30.00
Class C (All other times)	\$200.00	\$100.00	\$80.00	\$70.00	\$60.00	\$30.00

Above are one-time rates. Frequency discounts allowed.

NEW BRUNSWICK

MONCTON

CKCW-TV

LICENSEE: Moncton Broadcasting Ltd. Address: Halifax St., 2710 Nelson Centre. Phone: Evergreen 4-0011

FACILITIES: Ch. 2. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 15 kw. Present Operating Pow.: Visual 20 kw, Aural 15 kw. Antenna Height: Above average terrain 300 ft.; above ground 220 ft.

OPERATION: Began Dec. 1, 1954.

AFFILIATIONS: Tv Network, CBC, Station, Am, CKCW.

REPRESENTATIVES: Sales, Canadian Station Representatives, Horace N. Smith & Co.

PRINCIPAL STOCKHOLDERS: F. A. Lynds, Jr., C. H. Hickey, C. E. Legoy, E. M. Palmer, C. L. Peters.

EXECUTIVES:

F. A. Lynds, pres. & gen. mgr. Keith MacConnell, ch. mgr.  
 Keith S. Chase, com. mgr. Barbara Parsons, prom. mgr.  
 Joseph S. Irvine, pgm. dir. & film buy. Bill Cook, news ed.

SUMMARY OF RATES (Card No. 2, July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily; all day Sun.)	\$200.00	\$100.00	\$75.00	\$60.00	\$50.00	\$25.00
Class B (7-8 p.m., 11 p.m.-midnight, daily, Mon.-Sat.)	\$150.00	\$75.00	\$60.00	\$50.00	\$40.00	\$20.00
Class C (All other times)	\$100.00	\$50.00	\$40.00	\$35.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

SAINT JOHN

CHSJ-TV

LICENSEE: New Brunswick Broadcasting Co. Address: 18 Queen St. Phone: 5-3354.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 90 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 120 ft.; above ground 40 ft.

OPERATION: Began March 21, 1954.

AFFILIATIONS: Tv Network, CBC, Station, Am, CHSJ.

REPRESENTATIVES: Sales, All-Canada Tv, Weed Tv.

EXECUTIVES:

T. F. Drummond, sta. rep. J. G. Bishop, ch. mgr.  
 George A. Crosswell, gen. mgr. William Stewart, pgm. dir. & news ed.

SUMMARY OF RATES (Card No. 4, July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun.)	\$200.00	\$100.00	\$80.00	\$65.00	\$50.00	\$25.00
Class B (Non-1 p.m., 4-6 p.m., 11 p.m.-sign-off, daily)	\$150.00	\$75.00	\$60.00	\$50.00	\$40.00	\$20.00
Class C (Sign-on-comm., 1-4 p.m., daily)	\$100.00	\$50.00	\$40.00	\$35.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

NEWFOUNDLAND

ARGENTIA

CJOX-TV (Satellite of CJON-TV ST. JOHN'S)

LICENSEE: Newfoundland Broadcasting Co. Address: Prince of Wales St., St. John's. Phone: St. John's 7108.

FACILITIES: Ch. 10. Authorized Eff. Rad. Pow.: Visual 15 kw, Aural 997 kw. Present Operating Pow.: Visual 15 kw, Aural 997 kw. Antenna Height: Above average terrain 221 ft.; above ground 72 ft.

OPERATION: Began May 20, 1957.

AFFILIATIONS: Tv Network, CBC, Station, Am, CJON.

REPRESENTATIVES: Sales, All-Canada Tv, Weed Tv.

PRINCIPAL STOCKHOLDERS: G. W. Stirling, 50%; Don Jamieson, 40% and F. Dawe, 10%.

EXECUTIVES:

Geoff Stirling, pres. Oscar Herby, ch. mgr.  
 Don Jamieson, vt. & gen. mgr. E. Davis, film buy.  
 Jack Baird, com. mgr. Mary Myler, prom. mgr.  
 Colin Jamieson, pgm. dir. Jim Thoms, news ed.

SUMMARY OF RATES: (See CJON-TV St. John's)

ST. JOHN'S

CJON-TV (Parent Station of Satellite CJOX-TV Argentia)

LICENSEE: Newfoundland Broadcasting Co. Address: Prince of Wales St. Phone: 7108, TWX No. 7108.

FACILITIES: Ch. 6. Authorized Eff. Rad. Pow.: Visual 25.6 kw, Aural 112 kw. Present Operating Pow.: Visual 25.6 kw, Aural 112 kw. Antenna Height: Above average terrain 224 ft.; above ground 120 ft.

EQUIPPED TO COLORCAST network programs.

OPERATION: Began Sept. 5, 1955.

AFFILIATIONS: Tv Networks, CBC, CBS, NBC, ABC, Station, Am, C200.

REPRESENTATIVES: Sales, All-Canada Tv, Weed Tv.

PRINCIPAL STOCKHOLDERS: Geoff W. Stirling and Don Jamieson.

EXECUTIVES:

Geoff Stirling, pres. Oscar Herby, ch. mgr.  
 Don Jamieson, vt. & gen. mgr. E. Davis, film buy.  
 Colin Jamieson, com. mgr. Mary Myler, prom. mgr.  
 George Macdonald, pgm. dir. Jim Thoms, news ed.

SUMMARY OF RATES (Card No. 1, Oct. 1, 1955)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., Mon.-Sat.; sign-on-11 p.m., Sun.)	\$200.00	\$100.00	\$75.00	\$60.00	\$50.00	\$25.00
Class B (Non-1 p.m., 1-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Mon.-Sat.; sign-on-6 p.m., Sat.)	\$150.00	\$75.00	\$60.00	\$50.00	\$40.00	\$20.00
Class C (1-4 p.m.-comm., 1-5 p.m., Mon.-Fri.)	\$100.00	\$50.00	\$40.00	\$35.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

NOVA SCOTIA

HALIFAX

CBHT (TV)

LICENSEE: Canadian Broadcasting Corp. Address: 75 Bell Rd. Phone: 3-6213.

FACILITIES: Ch. 3. Authorized Eff. Rad. Pow.: Visual 160 kw, Aural 90 kw. Present Operating Pow.: Visual 100 kw, Aural 30 kw. Antenna Height: Above average terrain 625 ft.; above ground 424 ft.

OPERATION: Began Dec. 20, 1954.

AFFILIATIONS: Tv Network, CBC, Station, Am, CBHT.

REPRESENTATIVES: Sales, CBC Commercial Division.

EXECUTIVES:

G. F. Brokensha, dir. tv. H. Postle, film dir.  
 D. G. LeBlanc, sta. rep. A. W. Wilson, pres. & information rep.  
 Carl F. MacCaul, pgm. dir. Robert Toye, reg. vt. in chg.  
 J. Anonson, tech. dir.

SUMMARY OF RATES (Card No. 4, July 1, 1956)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:30-10:30 p.m., Mon.-Sat.)						\$70.00 \$40.00
Class A (Program Units, 6-11 p.m., Mon.-Sat.; 1-11 p.m., Sun. Announcements, 6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.)	\$200.00	\$100.00	\$75.00	\$60.00	\$50.00	\$25.00
Class B (Program Units, 1-6 p.m., Mon.-Fri.; 1-6 p.m., Sat.; 1-6 p.m., Sun.; 11 p.m.-sign-off, daily Announcements, 1-6 p.m., Sat.; 1-6 p.m., Mon.-Fri.; 11 p.m., sign-off, Mon.-Sat.)	\$150.00	\$75.00	\$60.00	\$50.00	\$40.00	\$20.00
Class C (All other times)	\$100.00	\$50.00	\$40.00	\$35.00	\$30.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

SYDNEY

CJCB-TV

LICENSEE: Cape Breton Broadcasters Ltd. Address: M14 Rd. Phone: 343.

FACILITIES: Ch. 4. Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 90 kw. Present Operating Pow.: Visual 120 kw, Aural 30 kw. Antenna Height: Above average terrain 220 ft.; above ground 200 ft.

OPERATION: Began Sept. 25, 1954.

AFFILIATIONS: Tv Network, CBC, Station, Am, CJCB, Pm, CJCB-Pm.

REPRESENTATIVES: Sales, All-Canada Tv, Weed Tv.

**EXECUTIVES:**

J. Maxton Matheson, pres. & gen. mgr.  
Douglas A. Clarke, com. mgr.  
E. J. Reynolds Jr., natl. mkt. mgr.  
Mrs. M. C. MacQuarrie, pgm. dir.  
R. J. Norton, ch. engr.  
Rose Northrop, film buy.  
John Sone, prom. mgr.  
Lewell Murray, news ed.

**SUMMARY OF RATES (Card No. 3, July 1, 1984)**

Hour	10 Min.	15 Min.	15 Min.	30 Min.	Min.	15 Sec.
Class A (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.)	\$275.00	\$190.00	\$110.00	\$90.00	\$62.00	\$48.00
Class B (Noon-5 p.m., Mon.-Fri.; 9-11 p.m., midweek, daily)	\$210.00	\$125.00	\$75.00	\$75.00	\$52.00	\$38.00
Class C (Sign-on, 5 p.m., Mon.-Fri.; sign-on, 4 p.m., Sat.; sign-on, noon, Sun.)	\$160.00	\$90.00	\$65.00	\$65.00	\$45.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**ONTARIO**

**BARRIE**

**CKVR-TV**

**LICENCEE:** Ralph Snodgrove Television Ltd. Address: P.O. Box 98, Phone: 747-5555

**FACILITIES:** Ch. 1, Authorized ET, Rad. Pow.: Visual 25.6 kw, Aural 13.3 kw. Present Operating Pow.: Visual 28.8 kw, Aural 13.3 kw. Antenna Height: Above average terrain 130 ft., above ground 704 ft.

**OPERATION:** Began Sept. 21, 1983.

**AFFILIATIONS:** Tv Network, CBC Station, AM, URB.

**REPRESENTATIVES:** Sales, Young Tv. Prod. Mulvill & Co., John N. Hunt & Assoc.

**PRINCIPAL STOCKHOLDER:** Ralph Snodgrove, 90%.

**EXECUTIVES:**

Ralph Snodgrove, pres. & gen. mgr.  
Charles Tierney, com. mgr. & prom. mgr.  
Evalett Smith, pgm. dir. & film buy.  
Jack Matherley, ch. engr.  
Bill Harrington, news ed.

**SUMMARY OF RATES (Card No. 2, June 1, 1983)**

Hour	30 Min.	15 Min.	15 Min.	30 Min.	Min.	5 Sec.
Class AA (7-11 p.m., daily)	\$300.00	\$150.00	\$120.00	\$90.00	\$70.00	\$50.00
Class A (6-7 p.m., daily; sign-on, 1 p.m., Sun.)	\$200.00	\$120.00	\$75.00	\$75.00	\$55.00	\$40.00
Class B (Noon-1 p.m., 5-6 p.m., 11 p.m., sign-off, daily; noon-5 p.m., Sat.)	\$200.00	\$120.00	\$90.00	\$75.00	\$60.00	\$45.00
Class C (Sign-on, noon, 1-5 p.m., daily)	\$150.00	\$90.00	\$65.00	\$65.00	\$45.00	\$35.00

Above are one-time rates. Frequency discounts allowed.

**ELLIOT LAKE**

**CKSO-TV-1 (Satellite of CKSO-TV SUDBURY)**

Target Date, Oct. 15, 1987

**LICENCEE:** CKSO Radio Ltd. Address: 126 Ash St. Sudbury, Ont. Phone: 626-6711 (Sudbury)

**FACILITIES:** Ch. 3, Authorized ET, Rad. Pow.: Visual 4 kw, Aural 2 kw, Antenna Height: Above average terrain 432 ft.

**AFFILIATIONS:** Tv Network, CBC Station, AM, CKSO, Sudbury.

**REPRESENTATIVES:** Sales, All-Canada Tv., Wood-Tv.

**PRINCIPAL STOCKHOLDERS:** G. M. Miller, 50%; W. H. Pleasant Sr., 25%; J. M. Cooper, 25%; W. J. Woodhill 10%; W. B. Patten Jr., 5% with two shareholders owning 12%.

**EXECUTIVES:**

George M. Miller, pres.  
Walt J. Woodhill, gen. mgr.  
Dan Boyd, pgm. dir.  
Betty Gaudin, com. mgr.  
Wally Hubert, ch. engr.  
John O'Grady, film buy.  
Robert Burns, news ed.

**HAMILTON**

**CHCH-TV**

**LICENCEE:** Kogers Television Ltd. Address: 141 Jackson St. W. Phone: Jackson 3-1121

**FACILITIES:** Ch. 11, Authorized ET, Rad. Pow.: Visual 100 kw, Aural 50 kw. Present Operating Pow.: Visual 100 kw, Aural 40 kw. Antenna Height: Above average terrain 310 ft., above ground 504 ft.

**OPERATION:** Began June 1, 1984.

**AFFILIATIONS:** Tv Network, CBC Station, AM, CKOC.

**REPRESENTATIVES:** Sales, All-Canada Tv., Canadian Station Representatives

**PRINCIPAL STOCKHOLDERS:** Kenneth D. Sobie, gen. mgr., operator of CHML, 31-1/3%; Westworth Radio Syst. Co. (4 B. Canada) operators of CKOC, 29-1/3%; Hamilton Spectator (St. Clair Bellway Jr.) operators of CHCH-TV, 12-1/3%; Clifford Sifton, operator of CKCK-TV Regina, minority owner.

**EXECUTIVES:**

K. D. Sobie, gen. mgr.  
G. J. Hilde, asst. gen. mgr.  
J. R. Petak, com. mgr.  
J. S. Purvis, com. mgr.  
W. E. Jones, ch. engr.  
D. C. Gaze, film buy.  
D. P. Hattenbach, prom. mgr.  
D. C. Roberts, news mgr.

**SUMMARY OF RATES (Card No. 2, Sept. 1, 1983)**

Hour	10 Min.	15 Min.	15 Min.	30 Min.	Min.	5 Sec.
Class A (6-11 p.m., Mon.-Sat.; 5-11 p.m., Sun.)	\$350.00	\$230.00	\$150.00	\$150.00	\$100.00	\$70.00
Class B (6-7 p.m., Mon.-Sat.; 11-11:30 p.m., Mon.-Sat.; sign-off 8-9 p.m., Sat.)	\$225.00	\$145.00	\$100.00	\$100.00	\$70.00	\$50.00
Class C (Sign-on-3 p.m., Mon.-Fri.; 11:30 p.m. - sign-off, Mon.-Sun.)	\$275.00	\$160.00	\$110.00	\$90.00	\$65.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**KAPUSKASING**

**(Satellite of CFCL-TV Timmins)**

(Target Date, Fall 1985)

**LICENCEE:** J. Conrad Lavigne Enterprises Ltd. Address: P. O. Box 426, Timmins, Ont. Phone: 377 (Timmins)

**FACILITIES:** Ch. 2, Authorized ET, Rad. Pow.: Visual 224 kw, Aural 217 kw. Antenna Height: Above average terrain 180 ft.

**AFFILIATIONS:** Tv Network, CBC Station, AM, CFCL, Fm, CFCL-FM.

**REPRESENTATIVES:** Sales, Joseph Hershby McGuilva.

**PRINCIPAL STOCKHOLDERS:** J. Conrad Lavigne, 80%; Marie J. Lavigne, 15%; A. M. Sam 5%.

**EXECUTIVES:**

J. Conrad Lavigne, pres.  
Irene Barrette, gen. mgr. & com. mgr.  
Jean DeVilliers, pgm. dir.  
Ruth Demers, ch. engr.  
Hazel Clement, film buy.  
Ken Varty, prom. mgr.  
Vic Power, news ed.

**SUMMARY OF RATES:** See parent station CFCL-TV Timmins

**KINGSTON**

**CKWS-TV**

**LICENCEE:** Frontenac Broadcasting Co. Address: 170 Queen St. Phone: Liberty 2-4771

**FACILITIES:** Ch. 11, Authorized ET, Rad. Pow.: Visual 257 kw, Aural 154 kw. Present Operating Pow.: Visual 261 kw, Aural 154 kw. Antenna Height: Above average terrain 431 ft., above ground 607 ft.

**OPERATION:** Began Dec. 1984.

**AFFILIATIONS:** Tv Network, CBC Station, Am, CKWS, Fm, CKWS-Fm.

**REPRESENTATIVES:** Sales, All-Canada Tv.; Canadian Station Representatives

**PRINCIPAL STOCKHOLDERS:** Senator W. Ernest Davis, pres., 27%; Roy Thomson Jr., 25%; CHEX-AM-TV Peterborough, Ont. have same ownership. Affiliated with Kingston Whig-Standard and Peterborough Examiner. Mr. Thomson a newspaper chain publisher.

**EXECUTIVES:**

Senator W. E. Davis, pres.  
Roy W. Robinson, mgr.  
Harry M. Edgar, com. mgr.  
Donald Hahn, pgm. dir.  
Burt Cuth, ch. engr.

**SUMMARY OF RATES (Card No. 1, Jan. 1, 1983)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	5 Sec.
Class A (6-11 p.m., Mon.-Sat., all day Sun.)	\$200.00	\$150.00	\$112.00	\$90.00	\$61.00	\$42.00
Class B (Noon-1 p.m., 5-6 p.m., 11 p.m. - sign-off, Sun.-Fri.; noon-5 p.m., Sat.)	\$110.00	\$70.00	\$61.00	\$43.00	\$31.00	\$22.00
Class C (Sign-on-noon, 1-5 p.m., daily)	\$100.00	\$70.00	\$67.20	\$53.80	\$39.00	\$28.00

Above are one-time rates. Frequency discounts allowed.

**KITCHENER**

**CKCO-TV**

**LICENCEE:** Central Ontario Television Ltd. Address: 804 King St. W. Phone: Sherwood 5-4222

**FACILITIES:** Ch. 12, Authorized ET, Rad. Pow.: Visual 272 kw, Aural 142 kw. Present Operating Pow.: Visual 312 kw, Aural 252 kw. Antenna Height: Above average terrain 187 ft., above ground 683 ft.

**OPERATION:** Began March 1, 1984.

**AFFILIATIONS:** Tv Network, CBC.

**REPRESENTATIVES:** Sales, West-TV, Joseph A. Harty & Co.; John N. Hunt & Assoc.

**PRINCIPAL STOCKHOLDERS:** Famous Players Canadian Corp., 30% (Banters); Kitchener-Waterloo Banting Corp., 26% (licensee of CKCB Kitchener); Carl A. Pollock 25% (pres. CKCO-TV).

**EXECUTIVES:**

Carl A. Pollock, pres.  
Eugene E. Fitzgibbons, gen. mgr.  
William D. McCreage, ops mgr.  
Don Marts, pgm. dir. & film buy.  
Alexander H. Day, ch. engr.  
Bill Whiting, prom. mgr.  
Alan O. Hodge, news ed.

**SUMMARY OF RATES (Card No. 2, March 1, 1983)**

Hour	10 Min.	15 Min.	10 Min.	5 Min.	Min.	5 Sec.
Class A (6-11 p.m., daily from -11 p.m., Sun.)	\$400.00	\$260.00	\$180.00	\$140.00	\$90.00	\$60.00
Class B (6-7 p.m., 11-midnight, daily; Noon-5 p.m., Sat.)	\$200.00	\$130.00	\$115.00	\$90.00	\$60.00	\$40.00
Class C (All other times)	\$200.00	\$144.00	\$90.00	\$80.00	\$75.00	\$50.00

Above are one-time rates. Frequency discounts allowed.

**LONDON**

**CFPL-TV**

**LICENCEE:** London Free Press Printing Co. Address: P. O. Box 488, Phone: 4-2125

**FACILITIES:** Ch. 10, Authorized ET, Rad. Pow.: Visual 328 kw, Aural 195 kw. Present Operating Pow.: Visual 325 kw, Aural 195 kw. Antenna Height: Above average terrain 119 ft., above ground 573 ft.

**EQUIPPED TO COLDCAST** network programs, local live, local slides.

**OPERATION:** Began May 20, 1983.

**AFFILIATIONS:** Tv Networks, CBC, ABC, CBS, NBC Stations, Am, CFPL, Fm, CFPL-FM.

**REPRESENTATIVES:** Sales, All-Canada Tv., Wood-Tv., Consulting Engineer, Keith A. MacKinnon.

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**SUBURBY**

**CKSO-TV**

**LICENSEE:** CKSO Radio Ltd. Address: 328 Ash St. Phone: Osborne 4-4711.  
**FACILITIES:** Ch. 5. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 14 kw.  
 Present Operating Pow.: Visual 200 kw, Aural 1.2 kw. Antenna Height: Above average terrain 250 ft.; above ground 309 ft.  
**OPERATION:** Began Oct. 29, 1955.  
**AFFILIATIONS:** Tv Network, CBC, CBE, CBC, ABC. Station, Am. CBCO.  
**REPRESENTATIVES:** Sales, All-Canada Tv, Wood Tv.  
**PRINCIPAL STOCKHOLDER:** George M. Miller, Q. C.

**EXECUTIVES:**  
 George M. Miller, pres.  
 W. J. Woodhill, gen. mgr. & site buy.  
 Betty Sellers, com. mgr.  
 Jim Boyd, pgm. dir.  
 Jim McRae, ch. engr.  
 Robert Evans, news ed.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily; all day Sun.)	\$210.00	\$144.00	\$96.00	\$64.00	\$32.00	\$28.00
Class B (All other times)	\$150.00	\$90.00	\$60.00	\$40.00	\$20.00	\$17.00

Above are one-time rates. Frequency discounts allowed.

**TIMMINS**

**CFCL (TV)**

**LICENSEE:** J. Conrad Lavigne Enterprises Ltd. Address: P. O. Box 429. Phone: 577.  
**FACILITIES:** Ch. 8. Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 40 kw.  
 Present Operating Pow.: Visual 11.5 kw, Aural 3.25 kw. Antenna Height: Above average terrain 380 ft.; above ground 330 ft.  
**OPERATION:** Began July 1, 1956.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CFCL.  
**REPRESENTATIVES:** Sales, Joseph Herthey McGillivray, John N. Hunt & Assoc.  
**PRINCIPAL STOCKHOLDER:** J. Conrad Lavigne, mng.

**EXECUTIVES:**  
 J. Conrad Lavigne, own.  
 Rene Barrette, gen. mgr. & com. mgr.  
 Jean DeVilliers, pgm. dir. & site buy.  
 Bob Demer, ch. engr.  
 Ken Varley, prom. mgr.  
 Vic Power, news ed.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily; all day Sun.)	\$200.00	\$130.00	\$86.67	\$57.78	\$28.89	\$25.00
Class B (All other times)	\$125.00	\$75.00	\$50.00	\$33.33	\$16.67	\$14.00

Above are one-time rates. Frequency discounts allowed.

**TORONTO**

**CBLT (TV)**

**LICENSEE:** Canadian Broadcasting Corp. Address: 284 Jarvis St. Phone: Water 1-3443.  
**FACILITIES:** Ch. 6. Authorized Eff. Rad. Pow.: Visual 20.5 kw, Aural 13.5 kw.  
 Present Operating Pow.: Visual 20.5 kw, Aural 33.5 kw. Antenna Height: Above average terrain 462 ft.; above ground 411 ft.  
**OPERATION:** Began Sept. 2, 1952.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CBLT & CIBC, Pm. CBLT-FM.  
**REPRESENTATIVES:** Sales, CBC Commercial Div.

**EXECUTIVES:**  
 Fernan Mertes, dir., tv. prog.  
 J. W. S. Graham, asst. dir., tv.  
 John Malloy, supvr., tv. sta.  
 Peter McDonald, dir., tv. network planning.  
 Reginald Burton, tech. dir.  
 W. R. Moyer, film procurement off.  
 Charles Wells, asst. press & information.  
 L. E. Duffey, mtr., natl. tv. news serv.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:30-10 p.m., Mon.-Sat.)						\$250.00
Class A (Program Units—6-11 p.m., Mon.-Sat. 4-11 p.m., Sun. Announcements—6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.)	\$1,000.00	\$600.00	\$400.00	\$266.67	\$133.33	\$100.00
Class B (Program Units—5-6 p.m., Mon.-Fri.; 1-4 p.m., Sat.; 1-5 p.m., Sun.; 11 p.m. sign-off, daily; Announcements—1-6 p.m., Sat.; 5-6 p.m., Mon.-Fri.)	\$700.00	\$420.00	\$280.00	\$186.67	\$93.33	\$70.00
Class C (All other times)	\$400.00	\$240.00	\$160.00	\$106.67	\$53.33	\$40.00

Above are one-time rates. Frequency discounts allowed.

**WINDSOR**

**CKLW-TV (DETROIT, MICH.)**

**LICENSEE:** Western Ontario Broadcasting Co. Address: 225 Riverside Dr. W. Phone: Clearwater 4-1155.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 320 kw, Aural 180 kw.  
 Present Operating Pow.: Visual 320 kw, Aural 180 kw. Antenna Height: Above average terrain 970 ft.; above ground 817 ft.  
**OPERATION:** Began Sept. 1, 1954.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CKLW, Pm. CKLW-FM.  
**REPRESENTATIVES:** Sales, Young Tv

BROADCASTING • TELECASTING

**EXECUTIVES:**

J. E. Campbell, pres. & gen. mgr.  
 S. C. Bishko, asst. mgr. & pgm. dir.  
 Norm Hawley, com. mgr., natl.  
 Charles Grant, com. mgr., loc.  
 Stewart Clark, ch. engr.  
 Arthur MacCall, film buy.  
 Arthur Dunbar, prom. mgr.  
 Austin Grant, news ed.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (7-11 p.m., Mon.-Sat.; 7:30-11 p.m., Sun.)	\$220.00	\$140.00	\$93.33	\$62.22	\$31.11	\$28.00
Class B (9-11 p.m., Mon.-Sat.)	\$150.00	\$90.00	\$60.00	\$40.00	\$20.00	\$18.00
Class C (All other times)	\$100.00	\$60.00	\$40.00	\$26.67	\$13.33	\$14.00

Above are one-time rates. Frequency discounts allowed.

**WINGHAM**

**CKNX (TV)**

**LICENSEE:** Radio Station CKNX Ltd. Address: Cutting Terrace. Phone: 138.  
 TWX No., Walkerton 265 W12.  
**FACILITIES:** Ch. 4. Authorized Eff. Rad. Pow.: Visual 20 kw, Aural 10.5 kw.  
 Present Operating Pow.: Visual 38 kw, Aural 19.5 kw. Antenna Height: Above average terrain 560 ft.; above ground 450 ft.  
**OPERATION:** Began Nov. 15, 1955.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CKNX.  
**REPRESENTATIVES:** Sales, All-Canada Tv.; Canadian Station Representatives.  
**PRINCIPAL STOCKHOLDER:** W. T. Crickshank, 100%

**EXECUTIVES:**  
 W. T. Crickshank, pres. & gen. mgr.  
 C. R. Hamilton, com. mgr. & prom. mgr.  
 D. G. Holmstead, pgm. dir. & film buy.  
 S. C. Smith, ch. engr.  
 John Strong, news ed.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., Mon.-Sat., all day Sun.)	\$225.00	\$135.00	\$90.00	\$60.00	\$30.00	\$28.00
Class B (9:00-1 p.m., 3-4 p.m., Mon.-Fri.; 11 p.m. sign-off, Mon.-Sat.; noon-6 p.m., Sat.)	\$175.00	\$105.00	\$70.00	\$46.67	\$23.33	\$20.00
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$32.00	\$16.00	\$14.00

Above are one-time rates. Frequency discounts allowed.

**PRINCE EDWARD ISLAND**

**CHARLOTTETOWN**

**CFCY-TV**

**LICENSEE:** Island Radio Broadcasting Co. Ltd. Address: 25 Kent St. Phone: 527.  
**FACILITIES:** Ch. 13. Authorized Eff. Rad. Pow.: Visual 75 kw, Aural 35 kw.  
 Present Operating Pow.: Visual 75 kw, Aural 35 kw. Antenna Height: Above average terrain 771 ft.; above ground 585 ft.  
**OPERATION:** Began July 1, 1954.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CF CY.  
**REPRESENTATIVES:** Sales, All-Canada Tv.; Wood Tv.  
**EXECUTIVES:**  
 Mrs. M. S. Rogers, pres.  
 R. F. Lough, mgr. & com. mgr.  
 E. F. Williams, pgm. buff. mgr.  
 Jenn G. Jay, ch. engr.  
 Y. McFarlane, film ed.  
 Jane Weidow, prom. off.  
 A. E. Dickson, news dir.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily; 1-11 p.m., Sun.)	\$130.00	\$78.00	\$52.00	\$34.67	\$17.33	\$16.00
Class B (All other times)	\$115.00	\$69.00	\$46.00	\$30.67	\$15.33	\$14.00

Above are one-time rates. Frequency discounts allowed.

**QUEBEC**

**JONQUIERE**

**CKRS-TV**

**LICENSEE:** Radio-Television Ltd. Address: 305 St. Hubert St. Phone: Liberte 3-5311.  
**FACILITIES:** Ch. 12. Authorized Eff. Rad. Pow.: Visual 42 kw, Aural 21 kw.  
 Present Operating Pow.: Visual 42 kw, Aural 21 kw. Antenna Height: Above average terrain 328 ft.; above ground 250 ft.  
**OPERATION:** Began Dec. 1, 1955.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CKRS.  
**REPRESENTATIVES:** Sales, Young Tv.; Joseph A. Hardy & Co.  
**EXECUTIVES:**  
 Henri Lepage, pres.  
 Tom Burham, gen. mgr. & prom. mgr.  
 Paul J. Audette, sta. & com. mgr.  
 Gerard Lemieux, pgm. dir.  
 Eugene Michaud, film dir.  
 Lionel Tremblay, news dir.  
 Odette Arsenault, pgm. dir.

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily; all day Sun.)	\$200.00	\$120.00	\$80.00	\$53.33	\$26.67	\$20.00
Class B (All other times)	\$137.50	\$82.50	\$55.00	\$36.67	\$18.33	\$16.75

Above are one-time rates. Frequency discounts allowed.

**MATANE**

**CKBL-TV**

(Target Date: Jan. 1987)

**LICENSEE:** La Compagnie de Radio-Diffusion de Matane, Ltd. Address: 144 St. Jerome Ave. Phone: 222  
**FACILITIES:** Ch. 9 Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw  
 Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 212 ft.; above ground 250 ft.  
**AFFILIATIONS:** Tv Network: CBC Station, Am, CKBL  
**REPRESENTATIVES:** Sales: Young Tv., Joseph A. Hardy & Co.  
**EXECUTIVES:**  
 Rene Lapointe, pres. & gen. mgr. Octave Lapointe, vp. & com. mgr.

**MONTREAL**

**CSFT (TV)**

**LICENSEE:** Canadian Broadcasting Corp. Address: P. O. Box 8006, Place Uni-  
 versity 6-2711  
**FACILITIES:** Ch. 2 Authorized Eff. Rad. Pow.: Visual 100 kw, Aural 50 kw  
 Present Operating Pow.: Visual 100 kw, Aural 50 kw. Antenna Height: Above average terrain 212 ft.; above ground 250 ft.  
**OPERATION:** Began Sept. 8, 1952  
**AFFILIATIONS:** Tv Network: CBC, Stations, Am, CFM, Fm, CFM-FM  
**REPRESENTATIVE:** Sales: CBC Commercial Div.  
 Andre Goumet, tv dir. J. P. LePodreux, film dir.  
 L. Y. Vign, asst. tv dir. Robert Elie, superv. press & info-  
 Maurice Valiquette, com. mgr. mation.  
 Fernand Guenard, pgrn. dir. S. H. LeMyre, ed. in chg.  
 Charles Frenette, tech. dir.

**SUMMARY OF RATES (Card No. 1, July 1, 1986)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:30-12:30 p.m., Mon.-Sat.)						
	\$250.00	\$125.00	\$83.33	\$41.67	\$20.83	\$6.94
Class A (Program Units—5-11 p.m., Mon.-Sat., 5-11 p.m., Sun. Announcements— 6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.)	\$1,000.00	\$500.00	\$333.33	\$166.67	\$83.33	\$25.00
Class B (Program Units—3-8 p.m., Mon.-Fri., 1-6 p.m., Sat., 1-6 p.m., Sun., 11 p.m. - sign-off, daily, Announcements—1-6 p.m., Sat., 3-8 p.m., Mon.-Fri., 11 p.m. - sign-off, Mon.-Sat.)	\$750.00	\$375.00	\$250.00	\$125.00	\$62.50	\$18.75
Class C (All other times)	\$650.00	\$325.00	\$216.67	\$108.33	\$54.17	\$16.25

Above are one-time rates. Frequency discounts allowed.

**CSMT (TV)**

**LICENSEE:** Canadian Broadcasting Corp. Address: P. O. Box 8006, Place Uni-  
 versity 6-2711  
**FACILITIES:** Ch. 6 Authorized Eff. Rad. Pow.: Visual 62.5 kw, Aural 31.2 kw  
 Present Operating Pow.: Visual 62.5 kw, Aural 31.2 kw. Antenna Height: Above average terrain 220 ft.; above ground 260 ft.  
**OPERATION:** Began Jan. 16, 1954  
**AFFILIATIONS:** Tv Network: CBC, Stations, Am, CHM, Fm, CHM-FM  
**REPRESENTATIVE:** Sales: CBC Commercial Div.  
**EXECUTIVES:**  
 Andre Goumet, tv dir. J. P. LePodreux, film dir.  
 Maurice Valiquette, com. mgr. Robert Elie, superv. press & in-  
 (Quebec) formation.  
 D. E. McGill, pgrn. dir. S. D. LeMyre, ed. in chg.  
 Charles Frenette, tech. dir.

**SUMMARY OF RATES (Card No. 1, July 1, 1986)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (7:30-12:30 p.m., Mon.-Sat.)						
	\$487.50	\$243.75	\$162.50	\$81.25	\$40.63	\$12.39
Class A (Program Units—5-11 p.m., Mon.-Sat., 5-11 p.m., Sun. Announcements— 6-7:30 p.m., 10:30-11 p.m., Mon.-Sat.)	\$750.00	\$375.00	\$250.00	\$125.00	\$62.50	\$18.75
Class B (Program Units—3-8 p.m., Mon.-Fri., 1-6 p.m., Sat., 1-6 p.m., Sun., 11 p.m. - sign-off, daily, Announcements—1-6 p.m., Sat., 3-8 p.m., Mon.-Fri., 11 p.m. - sign-off, Mon.-Sat.)	\$662.50	\$331.25	\$220.83	\$110.42	\$55.21	\$16.56
Class C (All other times)	\$600.00	\$300.00	\$200.00	\$100.00	\$50.00	\$15.00

Above are one-time rates. Frequency discounts allowed.

**QUEBEC**

**CFCM-TV**

**LICENSEE:** Television de Quebec (Canada) Ltd. Address: 200 St. Jean Borel  
 Postal Zone 10, Phone: Murray 3-6985  
**FACILITIES:** Ch. 4 Authorized Eff. Rad. Pow.: Visual 126 kw, Aural 63 kw  
 Present Operating Pow.: Visual 126 kw, Aural 63 kw. Antenna Height: Above average terrain 472 ft.; above ground 630 ft.  
**OPERATION:** Began July 17, 1964  
**AFFILIATIONS:** Tv Network: CBC  
**REPRESENTATIVES:** Sales: Wood Tv., Joseph A. Hardy & Co./ John H. Hunt  
 & Assoc.  
**PRINCIPAL STOCKHOLDERS:** Famous Players Canadian Corp., 30%. CBCRC  
 Quebec, 25%. CRCV Quebec, 25%. A. C. Piquet, 10%.  
**EXECUTIVES:**  
 Gaston Pratte, pres. Marcel Chabot, ch. engr.  
 Jean A. Proulx, gen. mgr. Benoit de Marceville, pgrn. mgr.  
 E. W. Miller, com. mgr. Gaetan Flahault, news ed.  
 Jacques Filteau, pgrn. dir. & film  
 buy.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1986)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-11 p.m., Mon.-Sat. all day Sun.)	\$250.00	\$125.00	\$83.33	\$41.67	\$20.83	\$6.55
Class B (3-8 p.m., 11 p.m. - midnight, Mon.-Sat., noon-6 p.m., Sat.)	\$150.00	\$75.00	\$50.00	\$25.00	\$12.50	\$3.75
Class C (All other times)	\$75.00	\$37.50	\$25.00	\$12.50	\$6.25	\$1.88

Above are one-time rates. Frequency discounts allowed.

**CKMI-TV**

**LICENSEE:** Television de Quebec (Canada) Ltd. Address: 300 St. Jean Borel  
 Ave. Postal Zone 10, Phone: Murray 3-6985  
**FACILITIES:** Ch. 9 Authorized Eff. Rad. Pow.: Visual 14 kw, Aural 2.8 kw  
 Present Operating Pow.: Visual 14 kw, Aural 2.8 kw. Antenna Height: Above average terrain 472 ft.; above ground 630 ft.  
**OPERATION:** Began March 12, 1982  
**AFFILIATION:** Tv Network: CBC  
**REPRESENTATIVES:** Sales: Horner H. Stearns & Co. Ltd.  
**PRINCIPAL STOCKHOLDERS:** Famous Players Canadian Corp., 20%. CBCRC  
 Quebec, 20%. CRCV Quebec, 20%. A. C. Piquet, 10%.  
**EXECUTIVES:**  
 Gaston Pratte, pres. Marcel Chabot, ch. engr.  
 Jean A. Proulx, gen. mgr. Andrew N. McMillan, pgrn. mgr.  
 Arthur P. Fitzgibbon, com. mgr. Fernand Simard, news ed.  
 Guy G. Gauthier, pgrn. dir. & film  
 buy.

**SUMMARY OF RATES (Card No. 1, Feb. 1, 1987)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (6-11 p.m. daily, all day Sun.)	\$250.00	\$125.00	\$83.33	\$41.67	\$20.83	\$6.55
Class B (3-8 p.m., 11 p.m. - midnight, Mon.-Sat., noon-6 p.m., Sat.)	\$150.00	\$75.00	\$50.00	\$25.00	\$12.50	\$3.75
Class C (All other times)	\$75.00	\$37.50	\$25.00	\$12.50	\$6.25	\$1.88

Above are one-time rates. Frequency discounts allowed.

**RIMOUSKI**

**CJBR-TV**

**LICENSEE:** Central Public Service Corp. Address: 517 St. Jean St. Phone: Ray-  
 mond 3-2217  
**FACILITIES:** Ch. 9 Authorized Eff. Rad. Pow.: Visual 20.6 kw, Aural 10.3 kw  
 Present Operating Pow.: Visual 20.6 kw, Aural 10.3 kw. Antenna Height: Above average terrain 127 ft.; above ground 127 ft.  
**OPERATION:** Began Nov. 21, 1954  
**AFFILIATIONS:** Tv Network: CBC, Stations, Am, CBR, Fm, CBR-FM  
**REPRESENTATIVES:** Sales: Canadian Station Representatives Ltd., Heloise M.  
 Stevie & Co., Consulting Engineers, Keith McClellan.  
**EXECUTIVES:**  
 Jacques Brisson, pres. Marcel Vallee, ch. engr.  
 Andre Lussier, gen. mgr. & com. Guy Ross, pgrn. mgr.  
 MRF Sandy Burrows, news ed.  
 Francois Raymond, pgrn. dir. &  
 film buy.

**SUMMARY OF RATES (Card No. 2, July 1, 1956)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (Hourly) p.m., 5:30-10:30 p.m., daily, all day Sun.)	\$240.00	\$120.00	\$80.00	\$40.00	\$20.00	\$6.00
Class B (All other times)	\$152.00	\$76.00	\$50.67	\$25.33	\$12.67	\$3.80

Above are one-time rates. Frequency discounts allowed.

**ROUYN**

**CKRN-TV**

(Target Date: Sept. 2, 1987)

**LICENSEE:** Northern Radio—Radio Nord Inc. Address: 30 Grande St. W. Phone:  
 Roger 2-7741  
**FACILITIES:** Ch. 9 Authorized Eff. Rad. Pow.: Visual 30 kw, Aural 15 kw  
 Antenna Height: Above average terrain 421 ft.  
**AFFILIATIONS:** Tv Network: CBC, Station, Am, CKRN  
**REPRESENTATIVES:** Sales: Wood Tv., Joseph A. Hardy & Co.  
**PRINCIPAL STOCKHOLDERS:** Jean J. Goyet, 21.5%, David A. Goyet, 23.2%,  
 Paul E. Rivest, 12.5%. Five other shareholders with total of 19%.  
**EXECUTIVES:**  
 David A. Goyet, pres. & gen. mgr. Jean G. Langren, ch. engr.  
 George A. Chartrand, com. mgr. &  
 pgrn. mgr.

**SHERBROOKE**

**CHLT-TV**

**LICENSEE:** La Tribune Ltd. Address: 221 Dufferin St. Phone: Lorraine 9-2522  
**FACILITIES:** Ch. 7 Authorized Eff. Rad. Pow.: Visual 180 kw, Aural 170 kw  
 Present Operating Pow.: Visual 180 kw, Aural 170 kw. Antenna Height: Above average terrain 1,800 ft.; above ground 180 ft.  
**OPERATION:** Began Aug. 12, 1966  
**AFFILIATIONS:** Tv Network: CBC, Stations, Am, CHLT & CMTS  
**REPRESENTATIVE:** Sales: Joseph A. Hardy & Co., Consulting Engineers, Keith  
 McClellan.  
**EXECUTIVES:**  
 Paul Desrosiers, pres. Leo O'Beau, ch. engr.  
 Alphonse Gauthier, gen. mgr. Germain L'Esperer, pgrn. mgr.  
 Jean Louis Gauthier, com. mgr. Guy Richard, film buy.  
 Pierre Brunson, pgrn. dir. Louis Bibeau, news ed.

**SUMMARY OF RATES (Card No. 1, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class A (6-11 p.m., daily, all day Sun.)	\$400.00	\$240.00	\$160.00	\$140.00	\$110.00	\$30.00
Class B (5-6 p.m., 12 p.m.-midnight, Sun.-Sat.; 10:00-6 p.m., Sat.)	\$300.00	\$180.00	\$120.00	\$90.00	\$60.00	\$20.00
Class C (All other times)	\$240.00	\$144.00	\$96.00	\$72.00	\$52.50	\$14.00

Above are one-time rates. Frequency discounts allowed.

**THREE RIVERS**

(Target Date, Late 1957)

**LICENSEE:** Beaul Acadiet. Address: Three Rivers  
**FACILITIES:** Ch. 12, Authorized Eff. Rad. Pow. Visual 207 kw. Aural 122 kw. Antenna Height Above average terrain 207 ft.  
**AFFILIATION:** Tv Network, CBC.  
**EXECUTIVE:**  
 Beaul Acadiet, gen. & gen. mgr.

**SASKATCHEWAN**

**PRINCE ALBERT**

**CKBI-TV**  
 (Target Date, Late 1957)  
**LICENSEE:** Central Broadcasting Co. Address: Sanderson Bldg., Central Ave.  
**FACILITIES:** Ch. 5, Authorized Eff. Rad. Pow. Visual 81 kw. Aural 36.5 kw. Antenna Height Above average terrain 100 ft.  
**AFFILIATIONS:** Tv Network, CBC, Station, Am. CKBI.  
**REPRESENTATIVES:** Sales, Wood Tv.; All Canada Tv.  
**EXECUTIVE:**  
 E. A. Rawlinson, gen. mgr.

**REGINA**

**CKCK-TV**  
**LICENSEE:** Trans-Canada Communications Ltd. Address: Leader Post Bldg. Phone: LA 3-6671.  
**FACILITIES:** Ch. 2, Authorized Eff. Rad. Pow. Visual 190 kw. Aural 52.5 kw. Present Operating Pow. Visual 100 kw. Aural 32.5 kw. Antenna Height Above average terrain 80 ft., above ground 824 ft.  
**OPERATION:** Began July 2, 1954.  
**AFFILIATIONS:** Tv Networks, CBC, CBS, Station, Am. CKCK.  
**REPRESENTATIVES:** Sales, Wood Tv.; All-Canada Tv.; Consulting Engineers, Keith McKinnon.  
**EXECUTIVES:**  
 Clifford Sifton, pres.  
 Harold A. Christensen, gen. mgr.  
 Lloyd Westmacott, gen. mgr.  
 Larry Glover, gen. dir. & gen. way.  
 E. A. Strong, ch. engr.  
 William Ross, prom. mgr.  
 James McIntosh, news ed.

**SUMMARY OF RATES (Card No. 2, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	\$ Sec.
Class AA (5-10:30 p.m., Mon.-Sat.)						\$23.00 \$20.00
Class A (Program Units 4-11 p.m., Mon.-Sat., 10:00-11 p.m., Sun. Accommodations 4-11 p.m., Mon.-Sat., 10:00-11 p.m., Sun., 10:30-11 p.m., Mon.-Sat.)	\$200.00	\$120.00	\$80.00	\$60.00	\$40.00	\$18.00
Class B (Program Units 10:30-11 p.m., 5-6 p.m., Mon.-Fri., 10:00-8 p.m., Sat.; 11 p.m.-midnight, Mon.-Sat.; Accommodations 10:30-11 p.m., 5-6 p.m., 11 p.m.-midnight, Mon.-Sat.)	\$225.00	\$135.00	\$90.00	\$70.00	\$50.00	\$22.00
Class C (All other times)	\$180.00	\$108.00	\$72.00	\$54.00	\$39.00	\$16.00

Above are one-time rates. Frequency discounts allowed.

**SASKATOON**

**CFQC-TV**  
**LICENSEE:** A. A. Murphy & Sons Ltd. Address: 218 First Ave. N. Phone: 3-0811.  
**FACILITIES:** Ch. 6, Authorized Eff. Rad. Pow. Visual 100 kw. Aural 40 kw. Present Operating Pow. Visual 100 kw. Aural 40 kw. Antenna Height: Above average terrain 800 ft., above ground 850 ft.  
**OPERATION:** Began Dec. 4, 1954.  
**AFFILIATIONS:** Tv Networks, CBC, NBC, ABC, CBS, Station, Am. CFQC.  
**REPRESENTATIVES:** Sales, Canadian Station Representatives, Herlan Oakes & Assoc. (West Coast), Television Representatives.  
**EXECUTIVES:**  
 A. A. Murphy, pres.  
 G. Blair Nelson, gen. mgr. & com. mgr.  
 Walter Romanow, gen. dir.  
 J. G. Hoston, ch. engr.  
 H. Edmonds, prom. mgr.  
 Bill Cameron, news ed.

**SUMMARY OF RATES (Card No. 2, July 1, 1957)**

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min. or 30 Sec.	\$ Sec.
Class A (6-11 p.m., Mon.-Sat., all day Sun.)	\$220.00	\$132.00	\$88.00	\$66.00	\$44.00	\$22.00
Class B (Nonp-1 p.m., 5-6 p.m., Mon.-Sat.)	\$175.00	\$105.00	\$70.00	\$52.50	\$37.50	\$17.50
Class C (All other times)	\$120.00	\$72.00	\$48.00	\$36.00	\$27.00	\$12.00

Above are one-time rates. Frequency discounts allowed.

**SWIFT CURRENT**

(Target Date, Late 1957)

**LICENSEE:** William D. Ford. Address: Swift Current.  
**FACILITIES:** Ch. 5, Authorized Eff. Rad. Pow. Visual 5 kw. Aural 4.5 kw. Antenna Height: Above average terrain 510 ft.  
**AFFILIATION:** Tv Network, CBC.  
**EXECUTIVE:**  
 William D. Ford, pres. & gen. mgr.

**CANADIAN BROADCASTING CORP.**

Executive Offices: 140 Wellington St. Ottawa, Ont. Phone Central: 6-7311.

Business Offices and Studios: 354 Jarvis St., Toronto, Ont. Phone: Walnut 3-5481.

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**CBC NATIONAL EXECUTIVES\***

J. A. Ouellet, gen. mgr.; E. L. Bushnell, asst. gen. mgr.; R. P. Landry, controller of administration; Harry Braggish, pres.; Charles Jennings, controller of busng.; Marcel Ouellet, asst. controller of busng.; J. P. Gilmore, controller of ops.; A. K. Morrow, asst. controller of ops.; M. Carter, comptroller; R. C. Fraser, dir. press & information services; George Young, dir. ext. relations & reg. prog. regulations; D. C. McArthur, dir. ext. prog. projects; Helen James, asst. sup., talks & pub. aff. (women's interest); (Toronto).

Andrew Cowan, sup. (loop tests); Hugh Kemp, script sup. (Toronto); C. E. Stiles, dir. personnel & admin. services; N. M. Morrison, dir. audience research bureau; Geoffrey Waddington, dir. music (Toronto); W. G. Richardson, dir. eng.; J. E. Hayes, ch. eng. (Montreal); D. G. McKinstry, ch. architect (Montreal); W. H. Hogg, ch. news ed. (Toronto); A. E. Powley, sup. sp. events (Toronto); F. W. Peers, sup. talks & pub. aff. (Toronto); B. J. Lambert, sup. school best. dept. (Toronto); W. J. Dunlop, sup. internat. exchange, institutional, religious & children's bests. (Toronto); Andrew Allan, sup. drama (Toronto); W. E. Powell, com. mgr. (Toronto); G. C. Wilson, mgr. nat'l. tv film service (Toronto); W. R. Brodie, sup. best. language (Toronto); R. G. Knowles, sup. farm & fisheries bests. (Toronto); R. W. McGill, sup. id. variety (Toronto); E. S. Hallgren, dir. radio network signing (Toronto); P. McDonald, dir. tv network signing (Toronto).

\* All headquarters in Ottawa unless otherwise noted.

**CBC REGIONAL OFFICES**

Newfoundland Region: T. A. Hall, St. John's, N. F.

Galaxy, dir. for Province of Newfoundland.  
 Maritime Region: United Services Bldg., 100 Backville St., Halifax, W. E. S. Briggs, dir. for Maritime Provinces.  
 Prairie Region: 343 Portage Ave., Winnipeg, Man. J. R. Pinsky, dir. for Prairie Provinces.  
 British Columbia Region: 718 Hensley St., Vancouver, B. C. K. R. Capin, dir. for Province of British Columbia.  
 Quebec Region: 1433 Dorchester St., Montreal. Gerard Lemarchand, dir. for Province of Quebec.  
 Ontario Region: 354 Jarvis St., Toronto. Irs Ellsworth, dir. for Province of Ontario; H. G. Walker, asst. dir.  
 European Offices: 29 Oxford St., London, W. 1, England. Donald Gordon, correspondent, London; D. Lachance, correspondent, Paris; Jean-Marie Beaudet, CBC rep., Paris.  
 United Nations: c/o United Nations, New York, N. Y. Charles Lynch, correspondent.

**CANADIAN TELEVISION STATIONS BY CALL LETTERS**

(Corrected to June 1)

CHFT-TV—Montreal, Que., ch. 2	CFJ-TV—Port Arthur, Ont., ch. 2	CHAT-TV—Quebec, Que., ch. 6	CHU-TV—St. John's, N. B., ch. 4	*CHL-TV—Stade, Que., ch. 2	CHUN-TV—Steyn, Que., ch. 4
CHT-TV—Halifax, N. S., ch. 2	CFI-TV—Thames, Ont., ch. 4	*CHC-TV—Halifax, N. S., ch. 2	CHV-TV—Rimouski, Que., ch. 2	CKCK-TV—Regina, Sask., ch. 2	CHUS-TV—Jonquiere, Que., ch. 12
CHY-TV—Toronto, Ont., ch. 6	CFM-TV—Quebec City, Que., ch. 4	*CHCA-TV—St. John's, N. S., ch. 2	CHW-TV—Sault Ste. Marie, Ont., ch. 2	CKCO-TV—Kitchener, Ont., ch. 12	CHV-TV—Sudbury, Ont., ch. 5
CHNT-TV—Montreal, Que., ch. 8	CFB-TV—Kamloops, B. C., ch. 4	CHCB-TV—St. John's, N. S., ch. 1	CHX-TV—Lethbridge, Alta., ch. 1	CKCW-TV—Montreal, N. E., ch. 2	CKVR-TV—Barrie, Ont., ch. 3
CHOT-TV—Ottawa, Ont., ch. 4	CFY-TV—Charlottetown, P. E. I., ch. 13	CHCT-TV—Calgary, Alta., ch. 4	CHZ-TV—Victoria, B. C., ch. 4	CKN-TV—North Bay, Ont., ch. 10	CKWS-TV—Kingston, Ont., ch. 11
CHOP-TV—Ottawa, Ont., ch. 5	CFPL-TV—London, Ont., ch. 20	CHK-TV—Victoria, B. C., ch. 4	CHZ-TV—Victoria, B. C., ch. 4	CKLW-TV—Windsor, Ont., ch. 3	CKY-TV—Brandon, Man., ch. 1
CHU-TV—Vancouver, B. C., ch. 2	CFQC-TV—Saskatoon, Sask., ch. 6	CHL-TV—Portsmouth, Ont., ch. 12	CHZ-TV—Victoria, B. C., ch. 4	CKMI-TV—Quebec City, Que., ch. 3	
CHV-TV—Winnipeg, Man., ch. 4	CFRN-TV—Edmonton, Alta., ch. 2	CHL-TV—Sherbrooke, Que., ch. 1		CKNX-TV—Wingham, Ont., ch. 8	

\* Construction permit.

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**TRANSMITTERS, TRANSMITTING  
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- Acme Camera Corp.**  
Burbank, Calif., 2704 W. Olive St.; John Kist, vp.;  
Tel.: Victoria 9-2144  
Products: microscope recording cameras, monitors, animation equipment
- Adler Electronics Inc.**  
New Rochelle, N. Y., One LeFevre Lane; Edward Galusha, sls. eng.; Tel.: 8-1939  
Products: low power vhf. uhf translators, unlicensed antennas
- Affino Industries**  
Valley Park, Mo., 406 St. Louis Ave.; Harry F. Scheyer, sls. mgr.; Tel.: Woodland 1-6128  
Products: recording tape, film, magnetic tape recorder, magnetic film and film strip servos, recording components
- Allied Radio Corp.**  
Chicago 91, Ill., 100 N. Western Ave.; E. H. Levy, mgr. commercial div.; Tel.: Haymarket 1-6990  
Products: broadcast station equipment (stage orchestra, microphone transmitting table, audio equipment, playback equipment for all speeds, amplifiers, compressors, C.A.A. approved light control, Studer tone attenuator, equalizers, disc, tape recording equipment, resistor, patch panels and cords, address systems, receivers, microphones, mics and discoloring recording equipment, test equipment, transformers, camera cable connectors
- Allied Recording Products Co.**  
Long Island City 1, N. Y., 32-32 Greenpoint Ave.; J. Strauss, mgr.; Tel.: 313Well 4-2314  
Products: professional recording discs
- Altec Lansing Corp.**  
Anaheim, Calif., 2515 S. Manchester; H. S. Morris, prod. sls. mgr.; Tel.: Prospect 4-8100  
New York 13, N. Y., 181 Sixth Ave.; D. C. Collins, vp. sls.; Tel.: Algonquin 5-9606  
Products: microphones, amplifiers, audio control consoles, mixing consoles, studio input equipment, loudspeakers, microphone stands
- Ampeco Electronic Corp.**  
Hicksville, L. I., N. Y., 220 Duffy Ave.; Frank Randall, gen. sls. mgr.; Tel.: West 1-4200  
Products: transmitting, power, receiver tubes, lead antenna condensers, transmitters, germanium diodes
- Amper Corp.**  
Redwood City, Calif., 334 Charter St.; C. E. Paulson, dist. sls. mgr., audio div.; Tel.: Emerson 8-1921  
Atlanta, Ga., 322 Tenth Valley Rd.; Wm. A. Fink, mgr.; Tel.: Atlanta 9400  
Decatur, Ga., 1307 Shackleton Dr.; Jack Harvey, dist. sls. mgr.; Tel.: Atlanta-Trinity 4-0738  
Joliet, Ill., 2202 Madonna Ave.; Leonard Ham, dist. sls. mgr.; Tel.: Villa Park-Terrace 1-1000  
New Milford, Conn., RFD #3; Harold J. Hrazian, dist. sls. mgr.; Tel.: New York-Plaza 3-9232  
New York, N. Y., 1345 East 95th St.; T. J. Meroni, dist. sls. mgr.; Tel.: Plaza 3-6822  
Philadelphia, Pa., 9019 Evergreen Pl.; Charles Lucombe, dist. sls. mgr.  
Products: magnetic tape recorders, audio and video
- Amplifier Corp. of America**  
New York 13, 188 Broadway; A. J. Gillette, sls. mgr.; Tel.: Worth 4-2629  
Products: battery-operated portable and standard AC magnetic tape recorders
- Automation Equipment Corp.**  
New Rochelle, N. Y., 28 Hudson St.; A. Kap Livingston, vp.; Tel.: 9-8129  
Products: animation stands, animation camera registration devices, printer control, optical printers
- Audio Devices Inc.**  
New York 22, N. Y., 414 Madison Ave.; Byron Hayes, vp.; Tel.: Plaza 3-9773  
Chicago 11, Ill., 607 N. Dearborn Ave.; B. N. Freisold, mgr.; Tel.: Newcastle 1-0800  
Hollywood 46, Calif., 1800 N. Fairfax Ave.; A. H. Bodge, mgr.; Tel.: Hollywood 9-6909  
Products: magnetic recording tape and film, instantaneous recording discs, play-back stylus
- Audio & Video Products Corp., Special Effects Div.**  
New York 19, 730 Fifth Ave.; C. Robert Paulson, mgr.; Tel.: Plaza 7-2804  
Products: complete special effects equipment and consulting service; independent and are still background projectors; T-VU-graphs multipurpose projector; photo backgrounds; slide library and processing service; rear projection screens and mobile frames; VU-graphs projecting system; video screen; animation and other special effects gimmicks
- Atlas Sound Corp.**  
Brooklyn 19, N. Y., 1400 89th St.; E. C. Isenhardt, sls. mgr.; Tel.: Gateway 3-3729  
Products: horns, microphone stands, accessories
- Beides Mfg. Co.**  
Chicago 11, Ill., 467 W. Van Buren St.; Leo A. Thayer, sls. mgr.; Tel.: Eastabook 8-1930  
Dallas 21, Tex., 395 Levee Lane; Kerry C. Garret, mgr.; Tel.: Zenith 818
- Ben Elix, III, 228 Maple St., Chatham Schreyack, mgr.; Tel.: 1041**  
Los Angeles, Box 2022 Terminal Avenue; Harold Hoffman, mgr.; Tel.: Century 9-1384  
Marietta, Ga., 100 Normandy Drive; George Mann, mgr.; Tel.: 5-0245  
New York, N. Y., 47 E. 87th St.; John McEwen, mgr.; Tel.: Trafalgar 4-6234  
Products: cameras, accessories
- Bell & Howell Co.**  
Chicago 48, Ill., 2100 McCormick Rd.; G. L. Oakley, sls. mgr.; Tel.: Armburgside 2-1800  
Glendale, Calif., 823 Rodier Dr.; H. W. Remerscheid, vp.; western ops.; Tel.: Chapman 5-0831  
Woodside, L. I., N. Y., 37-15 31st St.; E. S. Lindquist, vp.; eastern ops.; Tel.: Illinois 7-1500  
Toronto 18, Ont., 38 Industry St.; O. V. Bright, vp. & gen. mgr.; Canada Ltd.; Tel.: Hoger 7-1131  
Products: projectors, printers, cameras, editing equipment
- Bell Sound Systems, Inc.**  
Columbus 1, Ohio, 302 Marion Rd.; Earl V. Sava, Jr.; Tel.: Hickory 4-1181  
Products: Tape recorders, high speed multi-track, stereophonic accessories
- Belle Screen & Projector Co.**  
San Francisco, Calif., 1341 Broadway; F. O. Fox III; E. M. Bodde Jr., gen. mgr.; and T. W. Holbrook; Tel.: Emery 5-2821  
Products: background projection equipment, slide projector, transparent screens for background projection, rear projection systems
- Broadcast Equipment Specialties Corp.**  
Beacon, N. Y., P. O. Box 148; Albert C. Trevis Jr., pres.; Tel.: 3-4587  
Products: portable self-powered magnetic tape recorders
- Califone Corp.**  
Hollywood 34, Calif., 1841 N. Sycamore Ave.; R. G. Metzner, sls. mgr.; Tel.: Hollywood 2-2553  
Products: portable transcription players, turntables
- Camera Equipment Co.**  
New York 38, N. Y., 213 W. 43rd St.; Eugene H. Levy, sls. mgr.; Tel.: Judson 9-1420  
Products: tripod head and tripod, microwave relay tilt head, balanced to head, beam reflector head, spider dolly, dolly, lens mounts, maintenance repair shop
- Camera Start Inc.**  
New York 23, N. Y., 1245 Broadway; E. C. Hyman, mgr.; Tel.: Plaza 1-4907  
Products: camera slides, portable video lenses, optional effects, film editing equipment, sound film readers
- Canadian Marconi Co.**  
Montreal, Que., Can., 6005 Ave. St. Louis Rd.; A. B. Clapp, mgr.; tel.-tv sta. units, sls.; Tel.: Riverview 8-7711  
Calgary, Alberta, 1720 Third St. N.E.; R. Hill, mgr.; Tel.: Calgary 905732  
Halifax, Nova Scotia, 632-674 Barrington St.; D. J. Murphy, mgr.; Tel.: Halifax 31325  
Toronto, Ontario, 600 Bayview Ave.; J. Gibbon, sr. rep.; Tel.: Mayfair 6461  
Vancouver, British Columbia, 3084 Main St.; J. S. Baxter, mgr.; Tel.: Emerald 4374  
Winnipeg, Manitoba, 169 Market Ave.; J. Hunt, mgr.; Tel.: Winnipeg 932435  
Products: transmitters, receivers, mobile units, audio equipment
- CBS-Hytron, Div. of Columbia Broadcasting System Inc.**  
Danvers, Mass., 100 Endicott St.; John Q. Adams, vp.; Tel.: Danvers 3390  
Chicago, 5671 W. Diversey Ave.; W. Brock, mgr.; Tel.: National 2-1421  
Newark, N. J., 1260 Broad St.; Leon Jaffe, mgr.; Tel.: Market 5-5423  
Products: tubes, accessories
- Century Lighting Inc.**  
New York 29, N. Y., 311 W. 43rd St.; N. Sussnerfeld, mgr.; Tel.: Glenshaw 4-7388  
Santa Monica, Calif., 1839 Berkeley; Louis E. Harter, mgr.; Tel.: Venice 3-0901  
N. Miami, Fla., 1875 N.E. 120th St.; George Gill, mgr.; Tel.: Plaza 4-9474  
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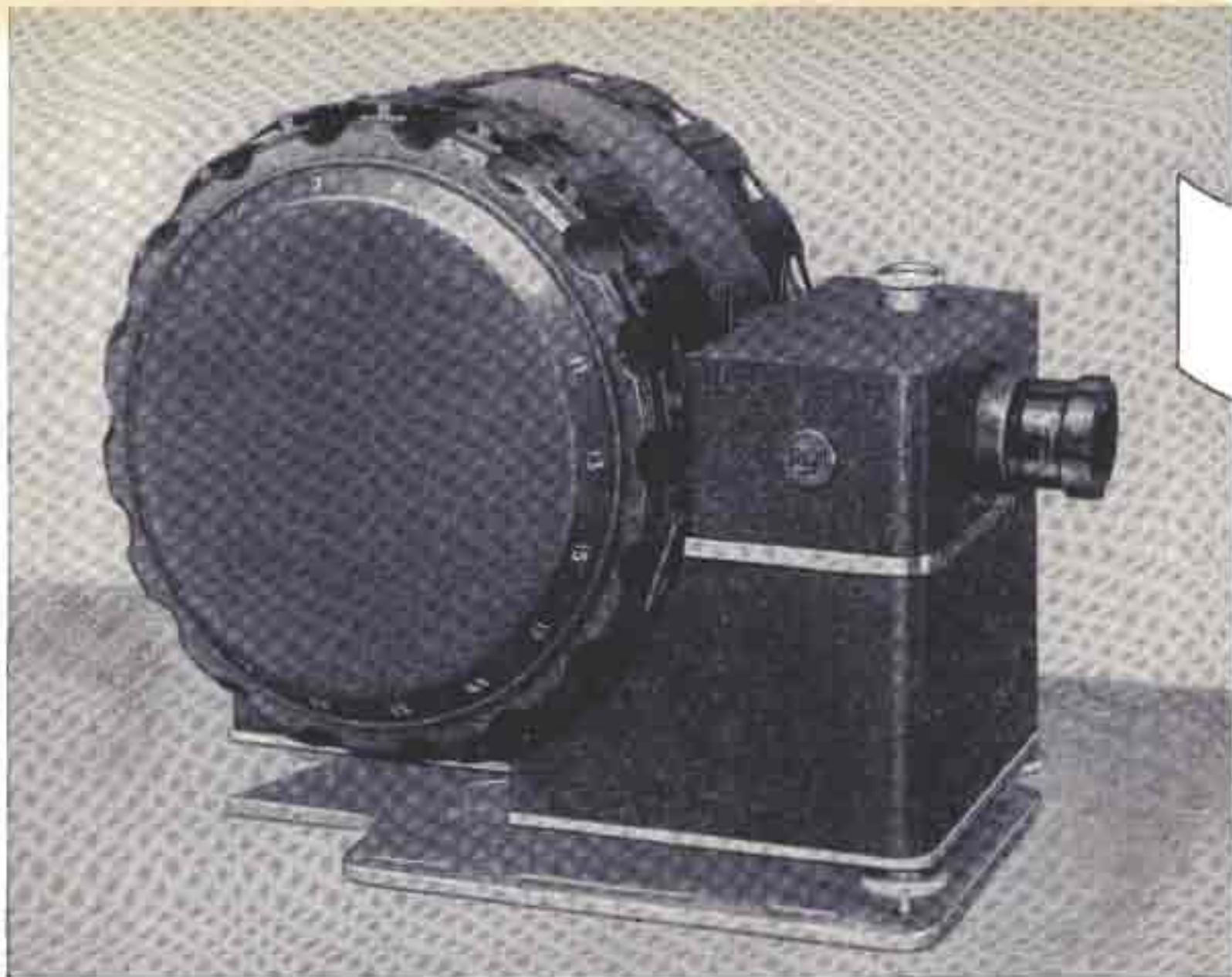
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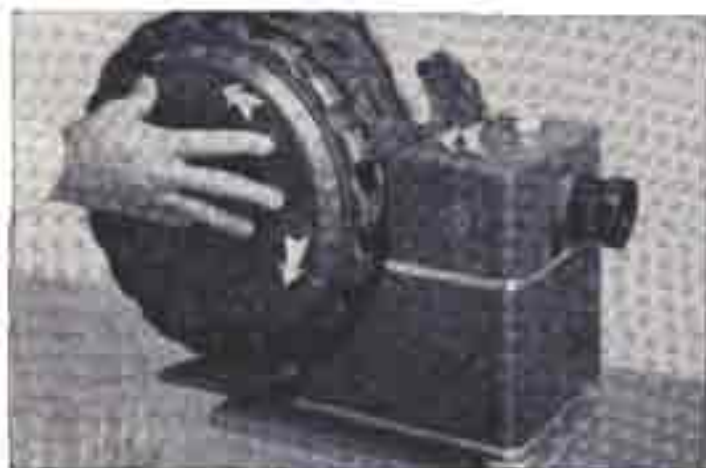






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 St. Louis 8, Mo., 2930 Forest Park Blvd., U. A.  
 Gilbert, sls. mgr.; Tel.: Jefferson 3-0209  
 St. Paul 1, Minn., 361 Grove St., C. M. Jacobson,  
 sls. mgr.; Tel.: Prospect 8-4211  
 Products: magnetic tapes, accessories

**Michell Camera Corp.**  
 Glendale 4, Calif., 895 W. Harvard St., J. D. Mc-  
 Call, vp.; Tel.: Chaparral 3-1888  
 Products: professional motion picture cameras  
 and accessories

**Miles-Richardson Co.**  
 Hollywood 28, Calif., 337 N. Spanglers Ave., W. K.  
 Parker, dist. vp.; Tel.: Glendale 4-3600  
 Products: photographic lighting equipment, mi-  
 crophone booms, pernatulators

**Newsade Products Corp.**  
 New York 13, N. Y., 250 W. 37th St., L. E. Jones,  
 sls. mgr.; Tel.: 3-2010  
 Products: film equipment, film storage cabinets  
 and racks, cleaners, rewinds, mixing and  
 projector tables

**ORRadio Industries Inc.**  
 Opelika, Ala., Shamrock Circle, Max Welch, vp.;  
 Tel.: Sherwood 3-4622  
 Chicago, Ill., 328 E. Burlington St., J. J. McBride,  
 Midwest mgr.; Tel.: Riverside 1-812-2  
 Los Angeles, Calif., 4217 W. Jefferson Blvd.,  
 Claude Erlanger, western mgr.; Tel.: Regalair  
 1-3228

**Pathmanet, L. I. N. Y.**, 1 Park Ave., Praxton  
 Mack, eastern mgr.; Tel.: Manhattan 7-1428  
 Products: studio and video tapes

**Pellard Products Inc.**  
 New York 22, N. Y., 100 Sixth Ave., Victor Wolf,  
 dist. sls. mgr.; Tel.: Canal 8-8628  
 Products: lenses, movie cameras

**Phlice Corp., Government & Industrial Div.**  
 Philadelphia 46, 4700 Woodbury Ave., Kenneth  
 C. Moritz, cont. sls. mgr.; Tel.: Yonkers  
 8-4009

Dallas 4, Tex., 201 Southland Life Bldg., J. J.  
 Johnston, mgr.; Tel.: Riverside 1014  
 Dayton 2, Ohio, Talbot Bldg., John W. Kinnally,  
 mgr.; Tel.: Michigan 6979

Los Angeles 25, Calif., 30588 Santa Monica Blvd.,  
 Charles Volkang, mgr.; Tel.: Granada 8-4268  
 Redwood City, Calif., 808 Chestnut St.  
 Washington 6, D. C., 744 Jackson Pl., N.W., John  
 L. Berre, mgr.; Tel.: Executive 3-7305  
 Products: film slide equipment (color and  
 monochrome), microwave equipment for re-  
 mote pickup and all color test and monitoring  
 equipment, hermetically sealed transistors,  
 low power transistors

**Trade Recording Corp.**  
 Paramus, N. Y., 80th St. at Forest Ave., L. Le-  
 Kachewski, vp. sls.; Tel.: Diamond 2-7759  
 Products: tape & disc recorders, turntables

**Product Sales Corp.**  
 Burbank, Calif., 2994 W. Olive Ave., John Kiel,  
 gen. mgr.; Tel.: Ventura 3-2144  
 Products: recording cameras, animation and  
 special effects, motion picture equipment

**Radio Corp. of America**  
 Camden 2, N. J., Front & Cooper Sts., E. C. Tracy,  
 sls. mgr.; Int. Bk'g. dept.; Tel.: Jackson  
 4-7700

Atlanta 3, Ga., Rhodes Haverty Bldg., 191 Peach-  
 tree St., N. W.; Tel.: Lamar 7700  
 Boston 10, Mass., John Hancock Bldg.; Tel.: Hub-  
 bard 2-1700

Chicago 94, Ill., 1188 Merchandise Mart Plaza,  
 Tel.: Delaware 7-0700  
 Cleveland 12, Ohio, Keith Bldg.; Tel.: Cherry  
 1-3400

Dallas 38, Tex., 300 Freeway 2100; Tel.: Fleet-  
 wood 2-2811  
 Hollywood 28, Calif., 1800 N. Vine St.; Tel.: Holly-  
 wood 2-1134

Kansas City 5, Mo., Deoria Bldg., 308 Grand Ave.,  
 Tel.: Harrison 1-4400  
 New York 20, N. Y., 88 W. 49th St.; Tel.: Judson  
 8-2000

San Francisco 4, Calif., 625 Taylor St.; Tel.: Orf-  
 way 3-8077  
 Seattle 4, Wash., 1200 First Ave., S.; Tel.: Main  
 2320

Washington, D. C., 1825 K St., N.W.; Tel.: Har-  
 trict 1-1200  
 Products: video equipment, ikt and vkt trans-  
 mitters, audio and monitoring equipment, test  
 equipment, mobile equipment, cameras, con-

trol room equipment, distribution amplifiers,  
 antenna systems, transmission line equip-  
 ment, jacking lighting equipment, access-  
 ories, microwave equipment

**Radio Engineering Labs. Inc.**  
 Long Island City 3, N. Y., 36-40 37th St., F. A.  
 Guntar, vp.; Tel.: Stillwell 4-2100  
 Products: studio transmitter lines for aural  
 programming

**Raytheon Mfg. Co., Equipment Marketing Dept.**  
 Waltham 24, Mass., 100 River St., A. E. Kolihar  
 Jr., mgr.; Tel.: Twynbrook 3-4800, ext. 609  
 Atlanta 2, Ga., 2128 Maple Drive, Room 22, R. W.  
 Marney, Tel.: 2-2707

Baltimore 20, Md., 1435 Key Hwy.; E. F. Keeler,  
 Tel.: Saratoga 1-7220  
 Boston, Mass., 1115 Boylston St.; Tel.: Kenmore  
 5-3228

Chicago 31, Ill., 1197 W. Addison St., J. C. Prud'el,  
 Tel.: Mulberry 5-4225  
 Cleveland 11, Ohio, 2075 W. 117th St., R. L. Harri-  
 son, Tel.: Burton 1-7002

Kansas City, Mo., P. O. Box 808; Tel.: Farley  
 3-3070  
 New Orleans 25, La., 403 Thalia St.; E. J. Ramey,  
 Tel.: Canal 3511

New York 11, N. Y., 589 Fifth Ave., D. B. Whit-  
 more; Tel.: Plaza 3-3005  
 Plano, Texas (Dallas), 806 18th St.; Tel.: 350

San Francisco, California, 945 7th St.; Tel.: Mar-  
 ket 1-1485  
 Seattle 10, Wash., Fishermen's Terminal, H. H.  
 Gunnar Jr.; Tel.: Alder 4600

Wilmington, Calif., 114 W. B St.; J. L. Lovett,  
 Tel.: Terminal 4-8775  
 Products: microwave accessory equipment and  
 relay systems

**RCA Victor Co. Ltd.**  
 Montreal, Que., Can., 1020 Larocque St.; R. E. See-  
 brook, mgr.; Tel.: Wellington 7281  
 Calgary, Alta., Can., 421 Ave.; D. Lloyd, mgr.;  
 Tel.: 44-2288

Vancouver, B. C., Can., 2028 Bunker St.; H. B. See-  
 brook, mgr.; Tel.: Dexter 8025  
 Toronto, Ont., Can., 1450 Castlefield Ave.; R. G.  
 Croshaw, mgr.; Tel.: Bogn 5-4188

Hallam, N. S., Can., 43-51 Colquhoun St.; B. Hen-  
 derson, mgr.; Tel.: 5-7997  
 Products: transmitters, antennas, video studio  
 and audio equipment accessories

**Reeves Soundcraft Corp.**  
 New York 22, N. Y., 10 E. 32d St.; William H.  
 Deacy, vp.; Tel.: Plaza 3-2944  
 Los Angeles, Calif., 328 N. La Brea; Bruce Man-  
 sfield, mgr.; Tel.: Webster 4-9181  
 Products: magnetic recording tapes, films, re-  
 cording blades

**Ross Electronic Supply Co.**  
 Detroit 28, Mich., 14825 Wyoming; V. A. Wilton,  
 mgr.; Tel.: Texas 4-8420  
 Grand Rapids, Mich., 325 Jefferson S.E.; W. Mac-  
 Phail, mgr.; Tel.: Glendale 3-4811  
 Products: magnetic recorders, centers & power tubes,  
 recording film, tape

**Rust Industrial Co. Inc.**  
 Manchester, N. H., 130 Silver St.; Donald G. In-  
 man, cont. sls. mgr.; Tel.: National 3-2288  
 Products: studio lighting control panel

**Paul Behner Custom Engineering**  
 Burbank, Calif., 235 S. 3rd St.; Paul C. Schaefer,  
 own.; Tel.: Thornwall 5-8581  
 Products: remote control systems applicable for  
 remotely controlling and teleoperating trans-  
 mitter via telephone lines

**R.O.S. Cinema Supply Corp.**  
 New York 24, N. Y., 602 W. 42d St.; Don J. Ca-  
 panno, vp.; Tel.: Plaza 7-0940  
 Hollywood 28, Calif., 6231 Hollywood Blvd.; Ann  
 C. Macauley, western rep.; Tel.: Hollywood  
 5-2224

Products: animation stands, bases, microphones,  
 camera pads, film edge synchronizing machines,  
 film editing equipment, film lab equipment,  
 film projectors, processors, lighting equipment,  
 motors, camera readers, sound, film syn-  
 chronizers, filters, film string machines, hot  
 press

**Scenic Backgrounds Inc.**  
 Los Angeles 40, Calif., 2048 Sunset Blvd.; Allen F.  
 Hackley, pres.; Tel.: Crestview 1-7101  
 Los Angeles, Calif., 818 N. LaBrea Ave.; Tel.:  
 Hollywood 2-0090  
 Products: scenic backgrounds

**Herman Rosmer Scott Inc.**  
 Cambridge 20, Mass., 305 Putnam Ave.; Victor H.  
 Pember, mgr.; Tel.: Kirkland 7-0848  
 Philadelphia 28, 7135 Germantown Ave.; R. Ester-  
 zahn, mgr.; Tel.: Woodlawn 7-1818  
 Pittsburgh 15, P. O. Box 848; E. Tydings, mgr.;  
 Tel.: Fieldcrest 1-3138  
 Products: audio amplifiers

**Shure Brothers Inc.**  
 Evanston, Ill., 222 Hartrey Ave.; V. Machin, Tel.:  
 Davis 8-9000  
 Products: microphones, photographic pickup car-  
 tridges, magnetic recording & erase heads

**Supercraft Corp.**  
 New York 25, 111 W. 45th St.; R. H. Oppenheimer,  
 vp.; Tel.: Judson 5-7130  
 Products: sound and recording equipment

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For descriptive literature, write Department B

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**Anscochrome Professional Camera Film Type 242.** A new product designed to produce the finest masters with unusual advantages. Of low contrast, fine grain and Tungsten balance, it accurately records colors in their proper relationships and combines unusually brilliant print-through characteristics.

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**16mm Anscochrome is the only films reversible color film with an exposure index of 22.** And it can be easily pushed up to 171 by processing adjustment. In much less light than that demanded by conventional color films, you can get

faster action, closer-up, with higher frame speeds and with greater depth of field. And this means unprecedented image quality. 16mm Anscochrome (available PN) (Processing not included in purchase price.)

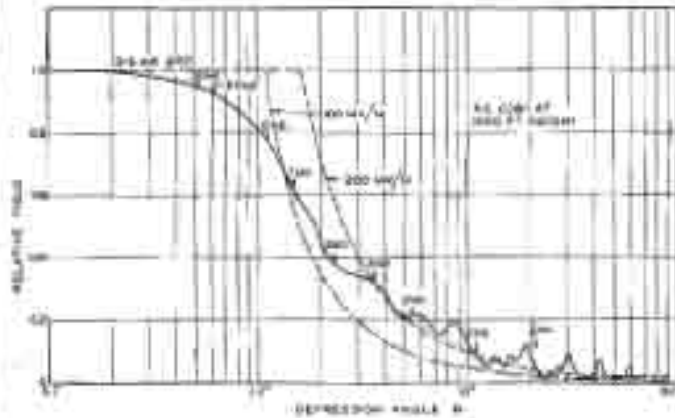
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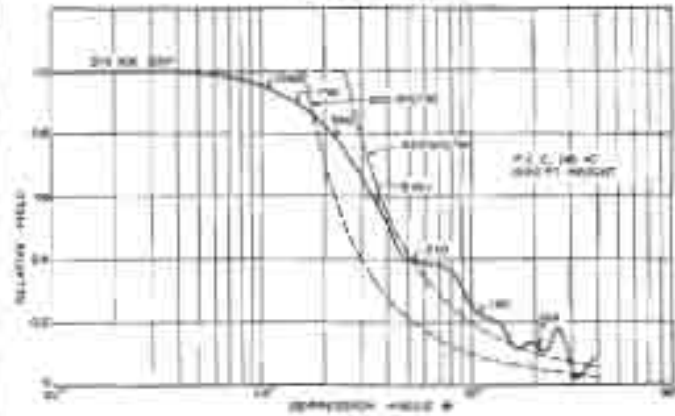
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**FOR HIGH-BAND  
VHF OMNIDIRECTIONAL  
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CLOSE-UP OF ANTENNA SHOWING  
UNIQUE SLOT RADIATOR DESIGN



TRADE MARK

**RADIO**



# Wave" Antenna

**Combines Improved Electrical Characteristics  
with Mechanical Simplicity and Economy . . .  
for High Power TV Applications**

Here is a VHF high-band antenna that has an inherently low VSWR and produces better patterns. A new design, based on slot radiators, results in improved circularity. This new antenna also features low wind resistance and better weather protection.

#### **INHERENTLY LOW VSWR**

The traveling-wave nature of the feed results in a low VSWR along the antenna. This characteristic inherently gives the antenna a good input VSWR without any compensating or matching devices. The input tee has been broad-banded to provide a smooth transition from the transmission line to the antenna.

#### **ALMOST IDEAL VERTICAL PATTERN**

A vertical pattern is obtained which is an extremely smooth null-less pattern—see accompanying patterns. This provides the service area at most locations with a uniformly high field strength. Gains from approx. 6 to 20 at VHF high band can be obtained.

#### **IMPROVED CIRCULARITY**

The individual patterns produced by slot radiators when added in phase quadrature result in an over-all pattern with improved circularity. In addition, there are no external elements in the field. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

#### **LOW WIND RESISTANCE**

#### **AND WEATHER PROTECTION**

The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 paf on flats, or 33½ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage. The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without having to rely on any insulator type of support to carry the dead weight. The pole is designed for tower mounting with a buried section extending into the tower. The pole socket carries the dead weight of the antenna. Polyethylene slot covers are fastened to the pole over every slot.

#### **SIMPLIFIED FEED SYSTEM**

The feed system is completely inside the antenna, hence any effects on the pattern have been eliminated. The feed system is a simplified one consisting of a large coax line and coupling probes.

*The RCA "Traveling Wave" Antenna can provide you with the answer to your need for a VHF High Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications. Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. In Canada: RCA VICTOR Company Limited, Montreal.*

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## Make your own critical test

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EMT precision equipment is manufactured in the Black Forest area of Western Germany. It is the unmatched standard for all modern European stations.

The Nagra Portable Recorder is made in Switzerland. It too is unequalled in precision construction and performance.

Now, rather than give you our praise of this equipment, we offer you the opportunity to examine, test, compare it for yourself. You be the judge as to which is best for you. And—no obligation.



### EMT Model 930 Compact Turntables

1. Preselection and size of syllables
2. Remote switching operation
3. Line level output (active pre-amp)
4. All equalization US and Foreign
5. Continuously variable needle-noise filter
6. Tone-arm raise/lower mechanism
7. Exceeds NARTS standards for wow/flutter/speed stability/signal to noise
8. Built-in speed strobe and vernier adjust
9. 78/45/33/23/14.6 rpm

A group of EMT 930's can be cued up in advance in seconds, and played back on the syllable in any combination, from a remote point.

### Nagra Model II C 1 Portable Recorder

1. Studio Quality in an 11 lb. unit (7.5 lbs)
2. Monitor speaker
3. Pushpull High Exp. bias & erase
4. Spring tension indicator
5. Volume level indicator
6. Stabilized, printed circuit electronics
7. Choice of plug-in input transformers
8. Provision for condenser microphones
9. Wide range of output impedances
10. Swiss precision manufacture
11. "Spoken" filter for noisy area pickups
12. Standard, available nicad and flashlight batteries give up to 20 hours of operation



The Nagra guarantees studio quality from man-to-the-seconds instant.

### EMT Model 140 Reverberation Unit

1. True echo chamber characteristics from 1.2 to 6 seconds instantly selectable
2. Remote control available
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6. Vibrating plate (Dr. Kuhl) design and electronic assembly robust and trouble-free
7. No coloration of original sound
8. Line level input/output



EMT 140 can be effectively used to brighten up "dead" pickups at video releases. Unit shows with side cover removed.

### EMT Models 414 and 418 Wow & Flutter Test Sets

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Quality stations should check their recording equipment on a weekly schedule. How long since you checked your film, tape, or disc equipment for wow & flutter?



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# ELECTRONIC APPLICATIONS

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New York 16, N.Y. MU 5-7824

## EQUIPMENT

**Stanell-Hoffman Corp.**  
Hollywood 38, Calif., 881 N. Highland Ave., W. V.  
Stanell, pres.; Tel.: Hollywood 4-7451  
Products: magnetic tape recording, reproducing equipment

**Standard Electronics, Div. of Radio Engineering**

Lab., Inc.  
L. I., New York 1, N. Y., 20-21 Jordan Ave., Wm.  
H. Zilger, op. Wm. H. Sappoff, mgr. of customer's service; Tel.: 922-6611

Los Angeles 26, Calif., 642 E. Curson Ave., L. E.  
Pett, mgr.; Tel.: Webster 1-4382

New Orleans 14, 228 Madison St.; S. Perry Johnson; Tel.: Baymont 0020

Palo Alto, Calif., 3013 Bu. Court; H. Dumont Peckham, Jr.; Tel.: Davenport 5-3942

Prescription, Ill., B. C. Hutchens, mgr.; Tel.: 45  
Washington 6, D. C., 1029 17th St., N. W. James  
T. Campbell, mgr. a/c. engr.; Tel.: Republic  
7-2248

Products: transmitters, studio control equipment, cameras, tape generators, shutters, audio and video switching gear, amplifiers

**Studio Television Products Sales Corp.**  
New York 28, N. Y., 242 West 40th St.; J. W. Newman, a/c. engr.; Tel.: Oxford 5-2226

Products: camera lenses, lenses, tripod, crane booms

**Sarker-Tarntan Inc., Broadcast Equipment Inc.**  
Bloomington, Ind., East Hillside Dr., Blagio Press, a/c. mgr.; Tel.: 723

Products: vid. transmitters, vidicon film chain and studio equipment, sync generators, film projectors, automatic slide projectors, monitors, switching systems, audio control, radio distribution units, microwave all IFD, power supplies

**Telechrome Inc.**  
Amityville, N. Y., 26 Hazak Dr.; H. F. Gilson, vp.; Tel.: Lumbus 1-3008

Products: complete equipment for generating color news, creating etched and composite pictures from transparencies, color signal certification, transmission reception, monitoring and analysis of color pictures, telemonitoring research and development instruments

**Teletro Industries Corp.**  
Long Island City 1, N. Y., 25-14 79th St., Harry Sussman; Tel.: Yellowstone 2-8800

Products: magnetic tape recorders and equipment

**Teletransonic Corp.**  
Long Island City 1, N. Y., 25-18 79th St.; David Lissner, a/c. mgr.; Tel.: Yellowstone 4-8800

Products: magnetic tape recorders

**Teletransmitter Corp.**  
New York 26, N. Y., 211 W. 42d St.; H. W. Hinder, op.; Tel.: Judson 2-2000

Chicago 11, 177 N. State St.; Ted Donateman, mgr.; Tel.: Franklin 2-8920

Los Angeles, Calif., 227 N. La Brea, Fred Burton, mgr.; Tel.: Webster 6-6195

Miami, Fla., 2750 Bruce Terr.; Charles Kruman; Tel.: 5-9100

Washington, D. C., 3340 Conn. Ave., N. W., Bob Doyle, mgr.; Tel.: Columbia 4-3141

Toronto, Ont., Can., 447 Jarvis St.; S. W. Cardwell, mgr.; Tel.: Walnut 2-5140

Products: synchronized timing equipment, rear screen projection equipment, automation equipment, studio equipment

**Television Specialty Co. Inc.**  
New York 1, N. Y., 220 W. 114th St.; Alfred Jenkins, pres.; Tel.: Longacre 4-2224

Gather, N. C., 104 Lakeside Dr.; John C. Hanner Toronto, Ont., Can., 487 Jarvis St., S. W. Caldwell, mgr.; Tel.: Walnut 2-2122

Havana, Cuba, Calle 9 No. 521, G. A. Vasquez

Products: rear screen projector, lighting equipment, studio boms, desks, used equipment, interlocking equipment, film processing equipment

**Television Utilities Corp.**  
Corona 16, L. I., N. Y., 112-27 Colonial Ave.; A. E. Rosen, pres.; a/c. mgr.; Tel.: TW 4-1000

Products: video and recording facilities, still-fast, timing devices, voltage regulators, video monitors, video distribution switches and video line equalizers, video timing devices for remote control, recording monitors, voltage regulators

**Television Zoomer Corp.**  
New York 26, N. Y., 500 8th Ave.; J. A. Fogler, pres.; Tel.: Bryant 2-8828

Products: lenses

**Tel-Instrument Electronics Corp.**  
Carlebach, N. J., 728 Garden St.; E. W. Brinkerhoff, vp., a/c. mgr.; Tel.: Webster 1-1800

Products: generators, amplifiers, microwave equipment, transmitters

**Trans-Lux Corp.**  
New York 21, N. Y., 125 Madison Ave.; S. W. Roth, a/c. mgr.; Tel.: Plaza 1-2114

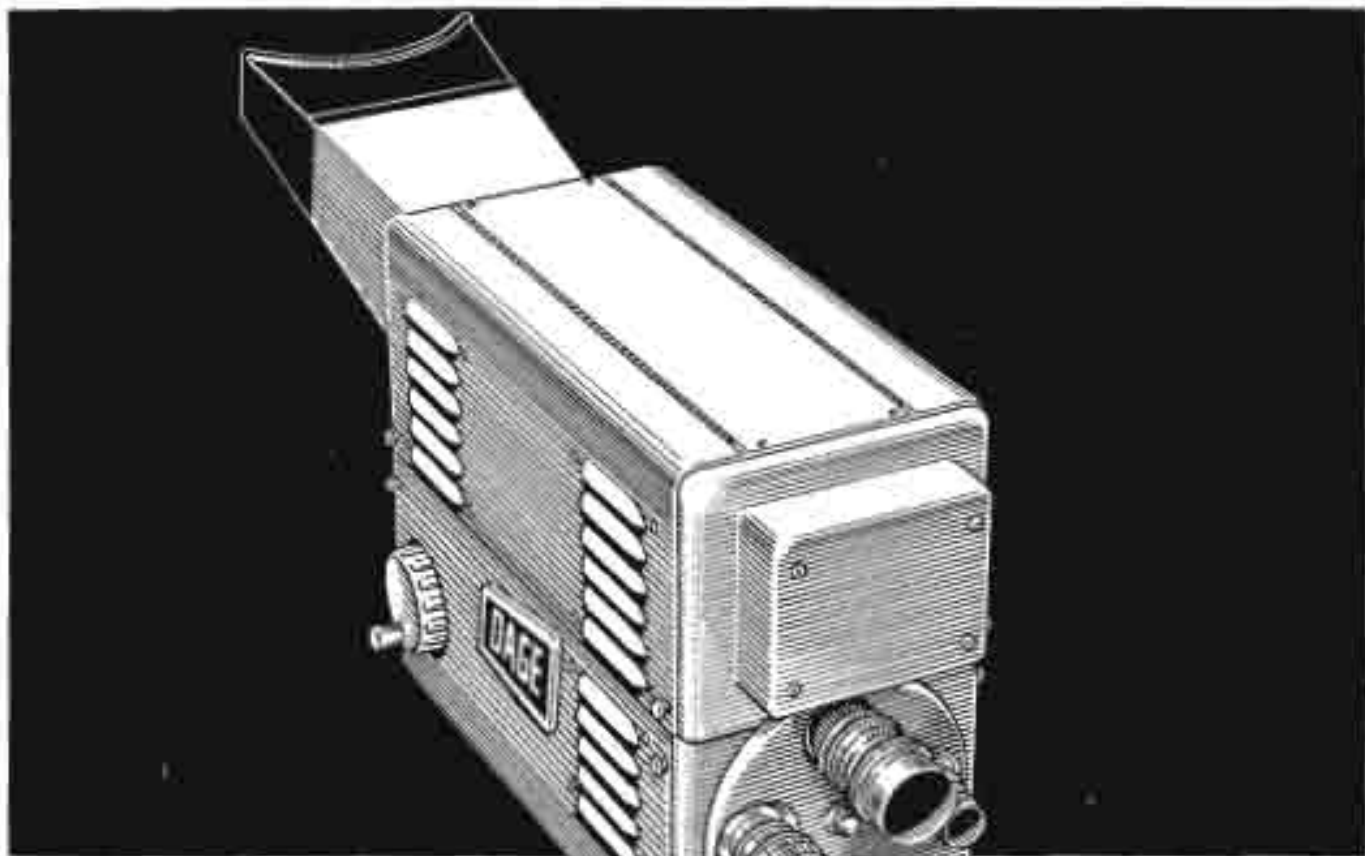
Houston 1, N. Y., 182 12th St., D. F. Newman, mgr.; Tel.: Eastwood 4-7400

Products: rear screen projectors, screens and frames, news signs for radio stations

**Trestell Television Productions Inc.**  
Chicago 3, Ill., 111 W. Washington St.; F. Tracey, a/c. mgr.; Tel.: Financial 4-2916

Phoenix, Ariz., 908 E. Amelia; E. Morris, mgr.; Tel.: Eastwood 4-7400

Products: projector/remote controlled automatic slide and opaque projector with multiplexer designed for use with telecamera and vidicon; also V color



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- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
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**EXCLUSIVE NEW DAGE** master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave-form monitor, built-in calibration pulse for level adjustments.

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**U. S. Recording Co.**  
Washington, D. C., 1121 Vermont Ave., N.W.  
Tel.: Lincoln 3-2705  
Products: complete studio facilities for recording both tape and transcription

**Vacuum Associates**  
Palo Alto, Calif., 811 Hansen Way, W. M. Schreyer, mgr. Tel.: Balconyport 3-9822  
San Carlos, Calif., 390 Varian St., W. M. Schreyer, mgr. Tel.: Emerson 4-3941  
Products: high power three resonator Klystron amplifiers and waterloads for uhf transmitters

**Joseph Vaarentonin Inc.**  
Long Island City 1, N. Y., 45-18 Bough Kills Rd.  
Joseph Vaarentonin, pres. Tel.: Stillwell 4-4250

**Burbank Calif., 2221 Burbank Blvd., Sylvia Lester, Tel.: Victoria 3-2629**  
Products: see-track and wire guide counter-weight systems, turntables, videophone beam dollies, monitor racks, panel frames, etc.

**Wilcox-Ray Corp.**  
Charlotte, Mich., Richard E. Sawyer, mgr. Tel.: 481  
Brooklyn, N. Y., 79 Washington St., George Curina, Tel.: Charlotte 148  
Chicago 16, Ill., 342 N. LaSalle St., Leonard Ashbach, mgr. Tel.: Whiskey 4-8977  
Los Angeles, Calif., 2234 Santa Monica Blvd., Harold Ashbach, mgr. Tel.: Dunsmuir 1783  
Products: tape recorders

**Willis Motors Inc., Electronics Div.**  
Toledo 1, Ohio, 6225 Behore Rd., A. R. Eitzer, mgr. Tel.: 491  
Arlington 2, Va., Box 3079, Eads Bldg., J. C. Landerbach, mgr. Tel.: OHS 4-8950  
Products: oscilloscopes, camera systems, switches, video tape generators, master monitors, power supply, console equipment, audio equipment of studio

### ANTENNAS & TOWERS Plus Auxiliary Equipment

**Afford Mfg. Co., Inc.**  
Boston 18, Mass., 207 Atlantic Ave., Harold H. Leach, owner mgr. Tel.: Hancock 6-2150  
Products: antennas, dipole, crystal transmission lines, coaxial switches, components, test equipment

**Andrew Corp.**  
Chicago 19, Ill., 303 E. 75th St., Robert Lamona, mgr. Tel.: Triangle 4-2408  
Carmichael, Calif., Box 444, Jeff D. Montgomery, Jr., owner mgr. Tel.: Lyeonring 3-3503  
Hedgeswood, Pa., Box 415, E. C. Buekel, owner mgr. Tel.: Gilbert 4-2500  
Waukesha, Wis., 223 High St., C. H. Laub, owner mgr. Tel.: DeWitt 7-2521  
Ocala, Fla., 182 Orange Blvd., E. F. Matthews, Tel.: Broadway 3-3982  
Products: crystal transmission lines, wave guide, tower lighting equipment, transmission line accessories, microwave systems, coaxial switches for uhf and vhf

**Blaw-Knox Co.**  
Pittsburgh 30, Pa., P. O. Box 1130, R. A. Tronant, mgr. tower div. Tel.: Steading 1-7710  
Birmingham, Ala., Broken Stars Bldg., W. E. Harlock, mgr. Tel.: Birmingham 24-1641  
Chicago 25, Ill., Peoples Gas Bldg., J. C. McQuade, mgr. Tel.: Harrison 7-7622  
New York, N. Y., Chrysler Bldg., W. F. Simmons, mgr. Tel.: Vanderbilt 4-3681  
Philadelphia, Pa., Suburban Sta. Bldg., W. F. Simmons, mgr. Tel.: Rittenhouse 6-1581  
San Francisco, Calif., 681 Market St., J. P. Coffin, mgr. Tel.: Yukon 2-1581  
Wisconsin, D. C., Wire Bldg., Marvin Marcus, mgr. Tel.: Regulus 7-2142  
Products: see, fm and tv structures

**William Brand & Co., Inc.**  
Williamstown, Conn., 11 North St., F. M. Sander, mgr. Tel.: Harrison 3-4281  
Chicago 11, Ill., 200 N. LaSalle Ave., William F. Ryan, mgr. Tel.: Lakeview 3-4220  
Products: transmission lines  
**Communication Products Co., Inc.**  
Marlboro, N. J., State Hwy. 70, J. L. Bernard Jr., pres. Tel.: Freshfield 8-1800  
Products: uncoated dipoles, towers, dehydrators, transmitting specialties, antennas, transmission line cables

**Continental Tower Service**  
Ft. Wayne 8, Ind., 1123 Michigan Ave., Nelson Swager, gen. mgr. Tel.: Adams 1-2222  
Products: towers, lighting systems, service on erection

**Crouse-Hinds Co.**  
Syracuse 1, N. Y., Wolf & 7th North St., H. M. Patten, exec. mgr. Tel.: Granite 4-1011

Chicago 8, Ill., 600 W. Jackson Blvd., W. F. Johnson, Tel.: Franklin 3-2817  
Houston, Tex., 2805 San Jacinto St., G. G. Griffin, Tel.: Central 3-3225

Los Angeles 12, Calif., 114 W. Orange Blvd., R. L. White, Tel.: Richmond 7-3288  
Washington 2, D. C., 1811 K St., W. W. H. L. Gullsey, Tel.: Republic 7-2021

Products: tower lighting kits for tv-microwave towers, flashing beacons, obstruction lights, switches, photoelectric controls, tower lighting controllers, junction boxes, coaxial fittings

**Devereaux Co.**  
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Los Angeles 14, Calif., 2808 E. Vermont Ave., R. H. Stout, mgr. Tel.: Plummer 6-4134  
Products: towers

**Electrical Tower Service Inc.**  
Peoria, Ill., 220 S. Washington St., Stanley Bernstein, pres. Tel.: 3-8644  
Products: tower erection and maintenance

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Peoria, Ill., 220 S. Washington St., Stanley Bernstein, pres. Tel.: 3-8644  
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Garland, Tex., P. O. Box 388, J. E. Ocker, plant mgr. Tel.: 3-1810  
Los Angeles 24, Calif., P. O. Box 288, J. H. Anderson, plant mgr. Tel.: Jefferson 280  
Products: towers

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**Hughes & Phillips Inc.**  
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Chicago 31, Ill., 977 Northwest Hwy., R. L. Lang, mgr. Tel.: Spring 4-3610  
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Tel.: Sherburne 7-3111  
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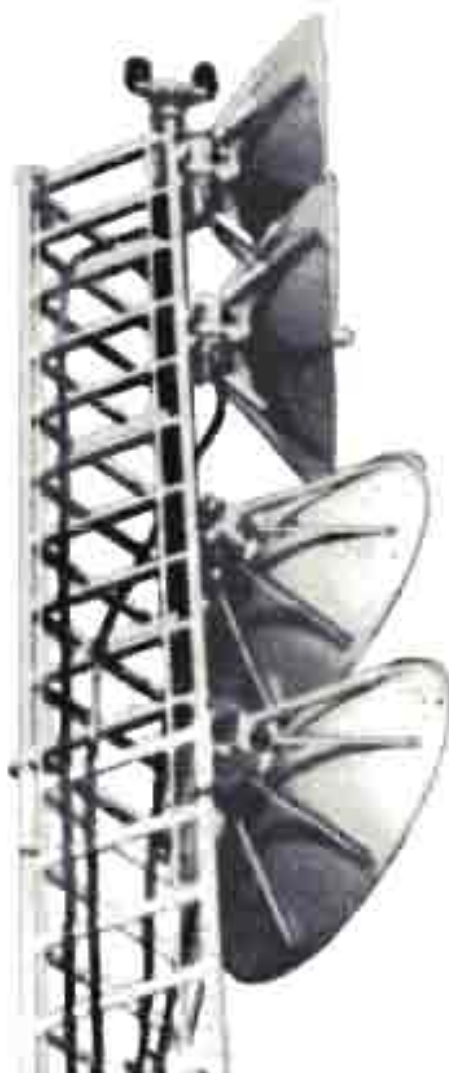
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Products: towers, installation, maintenance, lighting equipment

Vulcan Tower Co.

Birmingham, Ala., P. O. Box 2607; W. J. Brum-ann, mgr.; Tel.: 24-444

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Products: towers

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Boston, 80 Federal St.; L. H. Puzelli; Tel.: Hub-ard 2-0920

Chicago, 207 E. Ontario St.; S. Dean; Tel.: White-hall 4-1428

Galien, 1400 St. Louis Drive; P. V. DeGraff; Tel.: Riverside 0811

Detroit, Fenochow Bldg.; E. R. Mortuary; Tel.: Woodward 3-7929

Los Angeles, 1601 N. La Brea Ave.; W. B. Bligher; Tel.: Oldfield 4-0556

San Francisco, 540 Second St.; M. A. Snow; Tel.: Sutter 1-2811

Toronto, Ont., 1400 Queensway Way, New Toronto Postal Station; F. A. Clouse; Tel.: Clifford 1-3112

Washington, D. C., 1000 Wisconsin Ave. N. W.; H. Pao; Tel.: Emerson 5-4113

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Audio Instrument Co. Inc.

New York 11, N. Y., 133 W. 14th St.; C. J. Label; pres.; Tel.: Oregon 3-0830

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3-3000

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Cambridge 38, Mass., 447 Concord Ave., Tel.  
Trowbridge 4-3800

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M. Cain, sla. mgr., Tel.: Capitol 5-1251

**Salem, Mass.** Pingree & Lewis Sts., Robert B.  
Davison, Tel.: Pioneer 9-0100

**Products:** electrical condensers and DC solenoids

**Cardwell Condenser Corp.**  
Pasadena, Conn., W. Whiting St., J. W. Anderson,  
gen. div. mgr., Tel.: Sherwood 1-2341

**Products:** condensers, variable

**Caterpillar Tractor Co.**  
Peoria, Ill., Tel.: 4-2211

**Products:** diesel electric sets for prime or  
stand-by power

**Cigar Watch Corp.**  
New York 21, N. Y., 121 Fifth Ave., L. E. Newer-  
son, sla. mgr., Tel.: Murray Hill 2-3881

**Products:** stopwatches, timers, chronographs

**Commercial Radio-Sound Corp.**  
New York 18, N. Y., 650 2nd Ave., A. W. Schwei-  
der, gen. mgr., Tel.: Oregon 9-9699

**Products:** tv systems design; closed circuits

**Community Engineering Corp.**  
State College, Pa., P. O. Box 224, C. A. Baker, sla.  
mgr., Tel.: Adams 7-7221

**Products:** Electronic equipment for community  
antenna tv systems, amplifiers, vid pre-amplif-  
ers, generators, cable theater sub-channel  
converts, vid band pass filters

**Daven Co.**  
Livingston, N. J., 330 W. Mt. Pleasant Ave., Rt. 10,  
E. L. Grayson, sla. mgr., Tel.: 8-4309

**Products:** audio, video & tv attenuators; trans-  
mission measuring equipment; attenuation  
networks; rotary video lag switches; high  
frequency non-inductive metal film resistors;  
switch and diode units

**Dawling Crystal Co.**  
Westminster, Md., 331 Shaffer Ave., H. M. Ethan,  
sla. office mgr., Tel.: Ylford 3-7338

**Products:** quartz crystals, crystal ovens

**M. Deaconess Co.**  
New York 28, N. Y., 330 Fifth Ave., A. G. Step-  
hens, mgr., Tel.: Plaza 1-2286

**Products:** radio-ty-teleprinter stopwatches, time-  
ing instruments and service

**E. I. DuPont de Nemours & Co.**  
Wilmington 30, Del., W. A. Telf. sla. ch.

**Products:** tv film

**New York 240 W. 18th St., J. H. Kertz Jr., dist.  
mgr., S. C. Meadley, motion picture sla. super.,  
Tel.: Watkins 4-3151**

**Atlanta 4, Peachtree Bldg., William M. Springer,  
Tel.: Trinity 3-2841**

**Chicago 30, 4848 Touhy Ave. (Lincolnwood), Tel.  
Orchard 3-2339**

**Cleveland 15, 10958 Center Ridge Road, W. D.  
Baker, Tel.: Edison 1-0775**

**Dallas 7, 1528 Outlaw Ave., F. H. Smith, Tel.  
Riverdale 1-1494**

**Los Angeles 35, 7001 Santa Monica Blvd., M. A.  
Hathfield, Tel.: Hollywood 9-0147**

**Philadelphia 308 E. Lancaster Ave. (Wynwood),  
R. K. Perrone, Tel.: Trinity 2-2706**

**Edison Electronic Co.**  
Tomball, Texas, 182 N. 3rd St., Merrill Eitton,  
mgr., Tel.: Prospect 2-3005

**Products:** quartz crystal units, frequency meas-  
uring service

**Elmac Co.**  
Chicago 2, Ill., 29 E. Madison St., H. Weiner, mgr.,  
Tel.: Central 4-8612

**Products:** distributing audio-visual lenses and  
chronographs

**Engineering Annex**  
Dayton 5, Ohio, 424 Patterson Rd., C. C. Littell  
27, Tel.: Walnut 3-602

**Products:** miscellaneous lab equipment

**Erlanger Sales Co.**  
Los Angeles 14, Calif., 4211 W. Jefferson Blvd.,  
Paul W. Erlanger, mgr., Tel.: Burbank 1-2256

**Products:** electronic testing equipment

**General Communications, Broadcast Div. Inc.**  
St. Albans, Wis., P. O. Box 189, E. D. Peterson,  
Tel.: Jordan 3-0817

**Products:** video, pulse distribution amplifiers,  
camera, program, dial controlled monitor  
switching system, Master power supplies,  
voltage regulators, individual voltage regu-  
lated power supplies, program master moni-  
tors. Pre-set lighting control panels, audio  
pre and line and monitor amplifiers, audio  
control consoles, relay power supplies

**F. Summer Hall Inc., Audio Equipment Sales Div.**  
New York 17, 140 West 33rd St., F. Summer Hall,  
mgr., Tel.: Bryant 3-4275

**Products:** jack panels, jacks, patch cords, plugs,  
replacement units, accessories, wall letter  
plates and accessories, record labels

**Hallcrafters Co.**  
Chicago 24, 430 W. Fifth Ave., Richard A. Gra-  
yer, vp. charge sla. & marketing, Tel.: Van  
Buren 6-2300

**Products:** receivers

**Hewlett-Packard Co.**  
Palo Alto, Calif., 351 Page Mill Rd., Curt Van  
Hornel, sla. mgr., Tel.: Davenport 2-4451

**Products:** modules, related test equipment

**International Crystal Manufacturing Co. Inc.**  
Oklahoma City 2, Okla., 18 N. Lee St., P. M. Free-  
land, vp., gen. mgr., Tel.: Tower 2-1168

**Products:** quartz crystals

**International Telemeter Corp.**  
Los Angeles 22, Calif., 3000 Stoner Ave., Wm. C.  
Rubenstein, Tel.: Grand 3-1751

**Los Angeles, Calif., 3544 Pontiac Ave., L. A.  
Novits, Tel.: Grand 7-4211**

**Products:** community tv equipment

**Jerrald Electronics Corp.**  
Philadelphia 1, Pa., 2nd & Chestnut St., Wm.  
Miller, sla. mgr., Tel.: Laurel 4-2711

**Baltimore 18, Md., 214 E. 21st St., Jerry Hastings  
mgr., Tel.: Hopkins 1-2224**

**Indian Tex., 1107 South St., James Steward, mgr.  
Tel.: Riverside 4-2822**

**Denver 2, Colo., Mining Exchange Bldg., Elmer  
Mets, Tel.: Arden 2-2822**

**New York 31, N. Y., 7 Hugh Grant Circle, Lee  
Zemnick, mgr., Tel.: Sprouck 3-2726**

**Pittsburgh 2, Pa., 381 Stone Blvd., Lee Zemnick,  
mgr., Tel.: Highland 1-2224**

**St. Louis, Mo., 214 E. Sarah St., L. P. Weder-  
man, mgr., Tel.: Olive 2-1222**

**San Carlos, Calif., 102 Terminal Way, Jordan  
Beyer, Tel.: Lido 1-4272**

**Seattle 10, Wash., 120 W. Thomas St., Anthony  
Katona, mgr., Tel.: Burdick 1117**

**Toronto 16, Ont., 55 Wimpole Ave., Alan Daw-  
kin, mgr., Tel.: Russell 1-8114**

**Products:** community antenna systems, closed  
circuit industrial systems

**Johns Manville Sales Corp.**  
New York, N. Y., 30 E. 48th St., P. J. Washburn,  
mgr. assistant, Tel.: Lexington 3-7000

**Products:** auxiliary materials

**Kass Engrs. Corp.**  
Palo Alto, Calif., 300 Middlefield Rd., Frank A.  
Genneth, sla. mgr., Tel.: Davenport 2-909

**Products:** console, console receiver

**Kiper Labs.**  
Phasing, L. I. Is. N. Y., 121-29 Sanford Ave.,  
M. Kuperberg, gen. mgr., Tel.: Independence  
1-2381

**Products:** voltage regulated power supplies,  
electronic equipment

**Lambda-Pacific Engineering Inc.**  
Van Nuys, Calif., 14724 Alameda St., Steve Sodi-  
lan, Tel.: Main 1-2492

**Products:** microwave links, vid transfer stations,  
lens and auxiliary equipment

**Maxon Instruments, Div. of W. L. Maxon Corp.**  
L. I. N. Y., N. Y., 41-27 Astor Place, Albert  
Schwartz, mgr., audio & video sla., Tel.:  
Riverside 4-1480

**Products:** distribution racks, amplifiers

**Measurement Corp.**  
Boonton, N. J., Albert B. Eldridge, sla. mgr.,  
Tel.: Deerfield 4-3113

**Products:** standard signal, pulse square wave  
generators; intermodulation ratio noise and  
field strength, megacyclic meters, vacuum tube  
voltmeter, crystal calibrators

**Mycales Corp. of America**  
Clifton, N. J., 125 Clifton Blvd., J. H. DuBois, vp.  
mgr., Tel.: Prospect 2-3880

**Chicago, Ill., 607 Northwest Hwy., L. F. Thomp-  
son, mgr., Tel.: Newman 1-1362**

**Dayton, Ohio, 344 West 1st St., Harry D. Lott,  
mgr.**

**Los Angeles, Calif., 3071 Wilshire Blvd., K. V.  
Timothy, mgr., Tel.: Webster 4-2143**

**Washington, D. C., 341 Pa. Ave. N.W., J. Kalla,  
mgr., Tel.: Republic 1-1100**

**Products:** glass-beamed thin vacuum com-  
ponents, tube sockets and bases, synthetic  
leaks

**NARDA Corp.**  
Minneapolis, N. Y., 110 Herricks Rd., W. A. Bosack,  
vp., Tel.: Pioneer 8-6555

**Products:** microwave, vid electronic equipment

**Nemo-Carbo Inc.**  
Silver Spring, Md., 311 Jessup-Hoar Drive, K. E.  
Hodding, sla. dept., Tel.: Jumper 1-2200

**Products:** broadband modems, jack panel,  
patch cords and locking plugs

**Newark Electric Co.**  
Chicago 4, Ill., 321 W. Madison St., F. J. McAnis-  
ter, sla. mgr., Tel.: State 2-2344

**Products:** radio, tv & electronic components

**Ohio Plasma Corp.**  
Worthington 4, Mass., 30 Foster St., A. N. Averill,  
vp., Tel.: Pleasant 1-8018

**Products:** thermocouple insulated wires, cathode  
contacts, harness assemblies, plugs

**Petard Electronics Corp.**  
Long Island City 1, N. Y., 45-26 34th St., A. A.  
Goldberg, sla. mgr., Tel.: Ester 2-4200

**Products:** color sync generators, frequency di-  
viders, resonator, color slide scanners, power  
supply units, amplifiers, picture and signal  
generating equipment, measuring equipment,  
power supplies, portable cathode distribution  
couplers, radio call system transmitter and  
receiver

**Precision Apparatus Co. Inc.**  
Glendale 27, N. Y., 78-31 64th St., G. S. Gold-  
berger, vp., Tel.: Davenport 4-3992

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tube testers, single generators, oscilloscopes,  
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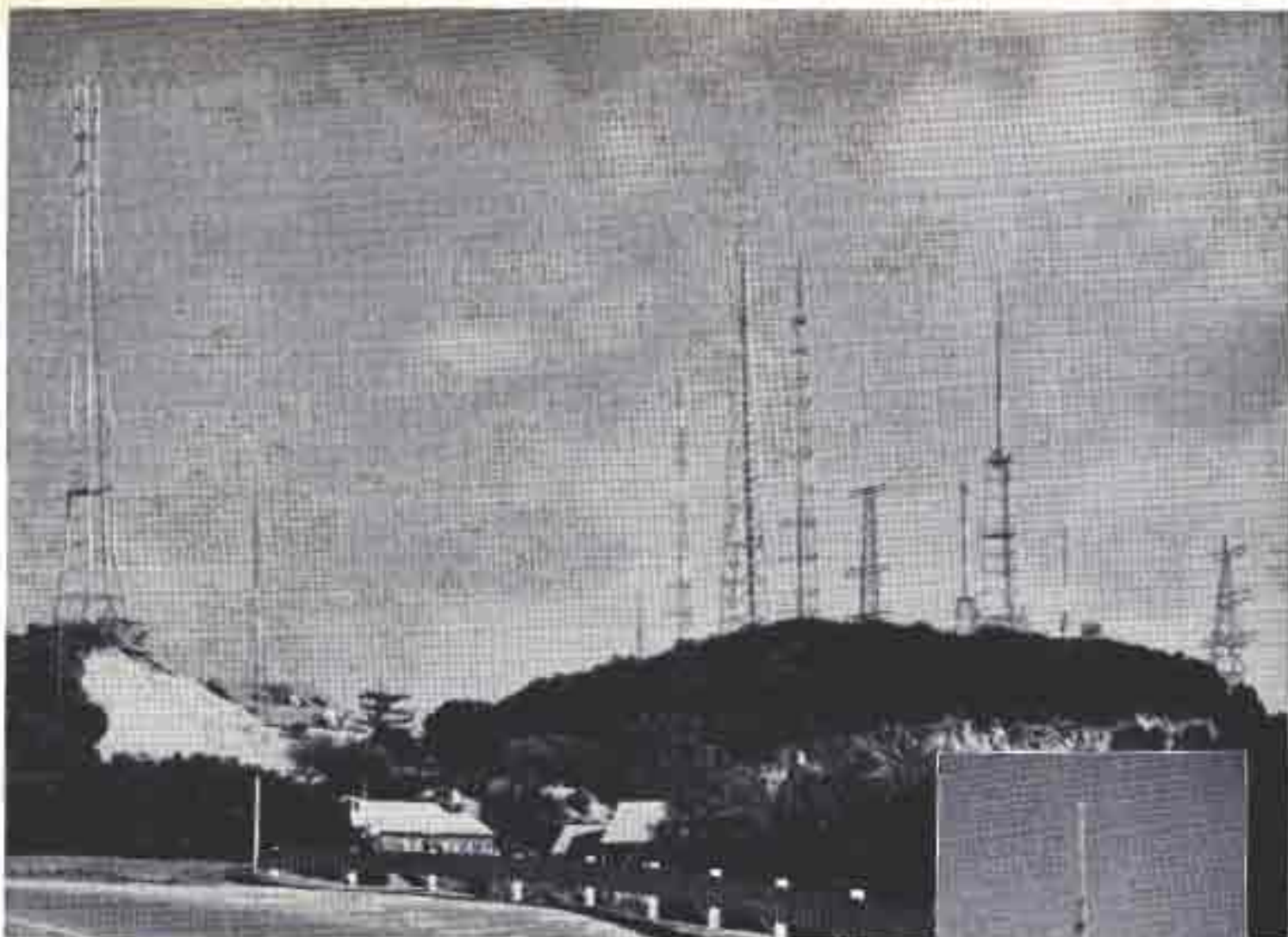
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## EQUIPMENT

- Pyrotech Co. Inc.**  
New York 27, N. Y., 421 E. 128 St., Richard D. Peterson, gen. mgr., Tel.: Osborne 4-2820  
Products: powered line codes
- Pro-Tex Reel Band Co.**  
Cleveland 14, Ohio, Film Bldg., 2108 Payne Avenue, T. S. Kulis, proprietor; Tel.: Prospect 1-4074  
Products: non-magnetic clips for tape reels, plastic film reel bands for motion picture film reels
- Rader Corp.**  
Chicago 14, Ill., 2016 Station Ave., R. & Cook, dist. mgr.; Tel.: Armitage 9-5900  
Products: test equipment, air amplifiers, electrostatic air circulator
- Radian Corp.**  
Chicago 14, Ill., 1136 W. Wisconsin Ave., Dan O'Connell, vp.; Tel.: Michigan 4-4811  
Products: indoor tv antennas
- Romano Corp.**  
Chicago 17, Ill., 4245 N. Knox Ave.; H. Wunderlich; Tel.: Mulberry 9-0000  
Products: picture tubes
- Recon Corp.**  
Long Island City 4, N. Y., 52-35 Barnard Ave., S. J. Karas, vp.; Tel.: Defender 2-2344  
Products: phonograph needles, recording stylus, recording arms and tape, magnetic cartridges
- Rawden Smith Associates Inc.**  
Washington 7, D. C., 2817 M St. N.W.; F. H. Smith, mgr.; Tel.: District 7-1570  
Products: tape duplication equipment
- Ready-Gods and Bolan**  
Sandy Hook, Conn., Walnut Tree Hill, Henry Roger, own.; Tel.: Garden 2-2453  
Products: motion picture, optical-electric, engineering, special devices, electric hoists, camera drivers, remote controls, projection equipment, scientific fixtures, sound film computers, film editing, intervalometers, optical-electric engineering, consultants
- Ryder Sound Services, Inc.**  
Hollywood 28, Calif., 1181 Vine St., Gene Garcia, gen. mgr.; Tel.: Hollywood 2-2311  
New York 23, N. Y., 25 West 92nd St.; Richard S. Barone; Tel.: Judson 2-2300  
Products: a sound recording service for producers of tv and motion picture films
- Self Whistling Clock Co. Inc.**  
Brooklyn 3, N. Y., 210-211 Willoughby Ave., Stanley Fried, gen. mgr.; Tel.: Main 2-4000  
Products: continuous operating clocks
- Scruton-Carlson, Inc.**  
New Brighton, St. Paul 3, Minn.; H. E. Tyler, gen. mgr.; Tel.: Metro 2-1331  
Products: monitors, receivers
- Shallcross Mfg. Co.**  
Collingdale, Pa., 325 Pusey Ave.; D. M. O'Halloran, vp.; Tel.: Ludlow 8-5120  
Products: attenuators, switches, resistors
- Sierra Electronics Corp.**  
Menlo Park, Calif., 3000 Bohannon Drive; Tel.: Davenport 8-2060  
Products: monitors, directional couplers
- Skiatron Electronics & Television Corp.**  
New York 14, N. Y., 100 Varian St.; Arthur Levey, pres.  
Products: sized communication receivers, lens and focus phantoms and lenses
- Small Motors Inc.**  
Chicago 13, Ill., 3016 Station Ave., R. R. Cook, pres.; Tel.: Armitage 8-0000  
Products: motors, blowers, generators, dynamometers, step motors
- Sound Apparatus Co.**  
Syracuse 1, N. Y., Main & Morris Sts., E. T. Shea, Jr., mgr.; Tel.: Millington 4-0800  
Products: graphic sound recorders, mixers
- South Bend Lath Works**  
South Bend 12, Ind., 425 E. Madison St.; N. D. Janssen, adv. dept.; Tel.: 2-3311  
Products: lathes, drill presses, bench shapers, tool grinders, accessories
- Synthetic Mass Corp.**  
Caldwell Township, N. J., Pysan Ave. & Beverly Rd.; Tel.: Caldwell 8-4225  
Products: Synthetic mass
- Tare Electronics Inc.**  
Westbury 1, L. I. N. Y., 48 Urban Ave.; M. L. Cook; Tel.: Ridgewood 4-3000  
Products: color and monochrome broadcast test equipment, amplifiers, power supplies, color camera, encoders, color generators, studio switches, decoder
- Technology Instrument Corp.**  
Acton, Mass., 311 Main St.; H. L. Gray, mgr.; Tel.: Colonial 3-7111  
North Hollywood, Calif., 11920 Sherman Way; J. M. Looney; Tel.: Poplar 8-8825  
Products: vacuum tube voltmeters, rf oscillators
- Tektro, Inc.**  
Portland 7, Ore., P. O. Box 811; W. K. Dallas, vp. marketing; Tel.: Cypress 2-2811  
Albany 1, L. I. N. Y., 640 Willis Ave., Howard King, dept. eng.; Tel.: Pioneer 7-4330

- Altrougherow, N. Mex., 1200 Jefferson St., H. E., 40 Corn, field eng.; Tel.: 8-1375**
- Baltimore 14, Md., 2123 Harford Rd.; Leo Wolff, field eng.; Tel.: Enterprise 1-4023**
- Bronxville 8, N. Y., 48 Pondfield Rd.; J. J. Cassidy, div. mgr.; Tel.: Deerfield 1-3771**
- Cleveland 14, Ohio, 2533 Edgewood Terr.; Keith Williams, field eng.; Tel.: Chagrin 2-1111**
- Dallas, Tex., 4211 Denton Drive, V. O. Bay 2124; Charles Sandrock, field eng.; Tel.: Fairwood 2-7023**
- Dayton 2, Ohio, 389 Linden Ave.; Gordon Allison, field eng.; Tel.: Lincoln 1774**
- Elmwood Park 23, Ill., 1514 W. North Ave.; George Edens, dist. mgr.; Tel.: Gladstone 8-7030**
- Houston 4, Tex., 2611 Westgrove Ln.; Warren Dixon, field eng.; Tel.: Mohawk 7-8201**
- Menlo Park, Calif., 1435 El Camino Blvd., Ed Heider, dist. mgr.; Tel.: Davenport 2-2220**
- Minnetonka, Minn., 2007 Oak; Charles Sandrock, field eng.; Tel.: Washburn 2-4222**
- Newarkville, Mass., 12 Austin St.; Dick Phillips, field eng.; Tel.: Enterprise 1-0700**
- Philadelphia 20, Pa., 1750 Ogontz Ave.; H. E. Christensen, field eng.; Tel.: Waverly 4-0870**
- Phoenix, Ariz., 3412 E. McDowell Rd.; Dick Edstrom, field eng.; Tel.: Bridge 1-5242**
- Syracuse 10, N. Y., 111 Millingham Rd.; Stafford Pyle, field eng.; Tel.: 72-2220**
- Union, N. J., 413 Chestnut St.; Harry Allison, field eng.; Tel.: Maroon 4-0222**
- West Los Angeles, Calif., 12344 Santa Monica Blvd.; Francis Frost, field eng.; Tel.: Granite 2-1100**
- Willowdale, Ontario, Can., 3 Finch Ave. East, Marilyn Crouch, field eng.; Tel.: Baldwin 9-1130**
- Products: oscilloscope and wave form monitor
- Yates Inc.**  
St. Paul 4, Minn., Telex Bldg.; L. H. Jonsson, dist. mgr.; Tel.: Marway 6-3311  
Products: hamsets, pillow speakers, tape 2
- Terminal Radio Corp.**  
New York 7, N. Y., 25 Cortlandt St.; Frank Miller, sec.; Tel.: Worth 4-5311  
Products: electronic equipment
- Tertut Co.**  
Cedar Rapids, Iowa, 208 11th St. S.E.; T. H. Mann, jobber dist. mgr.; Tel.: 2-4344  
Products: microphones, vti boxes
- United States Motors Corp.**  
Oshkosh, Wis., 400 Nebraska St.; L. D. Meisler, dist. mgr.; Tel.: Blackhawk 2100  
Products: standby engine-generator sets, micro-processor
- United Transformer Co.**  
New York 11, N. Y., 130 Varian St.; J. A. Stronach, pres.; Tel.: Algonquin 5-3200  
Los Angeles 4, Calif., Box 45126 Airport Station, A. Korntum, mgr.; Tel.: Republic 1-6013  
Products: transformers, reactors, filters, equalizers, inductors
- Universal General Corp.**  
New York 11, N. Y., 229 Canal St.; M. Greenberg, pres.; Tel.: Waller 5-2642  
Products: relays, other control parts
- University Landmakers Inc.**  
White Plains, N. Y., 30 S. Kemble Ave.; L. J. Epstein, gen. mgr.; Tel.: 6-7700  
Products: landwalkers, airwork computers
- Visual Electronics Corp.**  
New York 20, N. Y., 201 West 40th St.; J. B. Tharpe, pres.; Tel.: Longacre 4-6822  
Atlanta 12, Ga., 294 East Ponce de Leon Rd.; L. C. Redford Jr.; Tel.: Cedar 7-4422  
Chester, Wyoming, P. O. Box 130; Lyle O. Kay, Houston, Tex., 4927 Bellaire; Wayne Marcy; Tel. Madison 5-4808  
Mansfield, Ohio, 21 West Maye Ave.; Felix Busch, color; Tel.: 8-2522  
St. George, Utah, P. O. Box 686; Hal Arnold; Tel.: 219-24  
Products: closed circuit and Debye tv subcarrier studio equipment, industrial tv aerials, community antennas
- Wallach & Associates Inc.**  
Cleveland 3, Ohio, 1288 Adlawan Rd.; Charles Wallach, dist. mgr.; Tel.: Sweetwater 1-5580  
Products: disc, tape, film storage systems
- Wary Copping & Nipple Co.**  
Wary, Mass., Silver St.; D. W. Howe Jr., mgr.; Tel.: 302  
Products: remote control equipment, manual alert system, audio control amplifiers
- Western Electrical Instrument Corp., Subsidiary of Newark 12, N. J., 614 Fralingshysse Ave.; R. F. Pytkow, dist. mgr., electrical instruments; Tel.: Bigelow 2-4700  
Products: oscilloscope, circuit testers, vacuum tube voltmeters, electronic test equipment, ga and oh meters; panel instruments, ana lysers, calibrators, tube testers, oscilloscopes**
- Winko Engineering & Construction Co.**  
Calden 4, N. J., 1115 B. Ferry Ave.; Albert Good; Tel.: Woodlawn 4-4812  
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Manufacturers of Antennas, Waveguides,  
and Coaxial Transmission Lines

## HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Am, Fm, Tv and Related Services

### 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 174 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.

Any qualified office, 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 and Procedure," while station operation is covered by Part 2, "Rules Governing Radio Broadcast Service," 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 50 to 500 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger sections of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night. There is no separate classification for an operation by educational stations.

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 in the area to be served. The Commission has tentatively allocated geographic bands 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 unlicensed community within 25 miles of the listed community. Commercial tv stations are authorized for unlimited hours of operation and are of a single class with maximum power determined by the size of the principal city and maximum power dependent on antenna height and allocation zone. Classes are reserved for noncommercial educational tv operations.

#### 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 for new broadcast stations are twice reviewed by the Commission—when first tendered, and again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

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.

The law requires that, in general, final decision on uncontested 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.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for 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.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 10 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

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 30 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 10 days thereafter, any party involved may petition for rehearing.

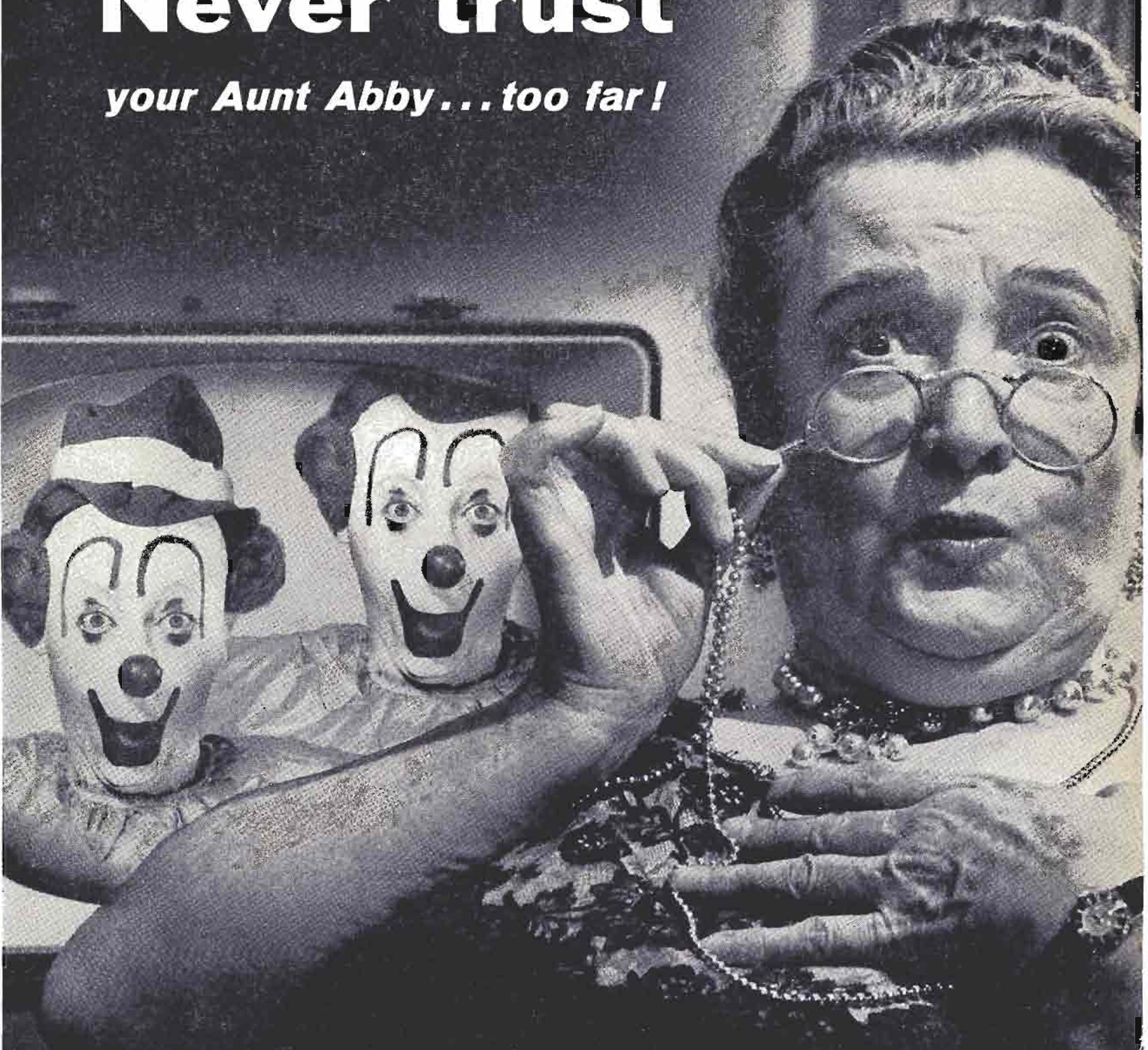
If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission. Court appeals can be taken within 30 days following announcement of the Commission decision.

#### 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 (not 6 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

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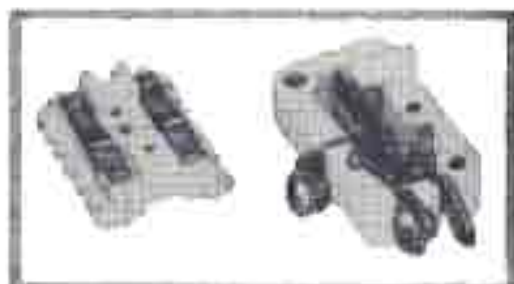
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Supramica ceramoplastics, the world's most nearly perfect high temperature insulations, are formulated with SYNTHAMICA\* synthetic mica. Supramica possesses high temperature and thermal shock resistance, and complete dimensional stability. Thermal expansion coefficients are the same as steel. They have low electrical loss, excellent arc resistance, high dielectric strength, and are impervious to moisture, oil and organic solvents, with permanent resistance to radiation.

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Radar receiving parts fabricated from MYCALEX 400 glass-bonded mica



Glass breaker arc chute fabricated from MYCALEX 385 glass-bonded mica

## MYCALEX\* glass-bonded mica . . .

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Mycalex glass-bonded mica formulations have been recognized for many years as high-temperature, high-frequency insulation . . . impervious to oil and water, resistant to high temperatures, with total, permanent dimensional stability and thermal expansion coefficient equivalent to that of insert metals . . . resistant to radiation.

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MYCALEX TM Commutator Switch with commutator plates precision milled of SUPRAMICA 565 ceramoplastic. Plate is CP-348, 3-poles, 360 contacts.

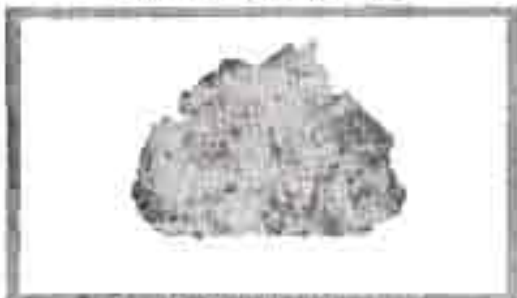
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Precision-molded Supramica ceramoplastic commutator plates have introduced a degree of accuracy and sustained dependability never before approached in telemetry. Where warpage of only .0002" of the commutator plate will distort and destroy the value of the signal, these precision switches withstand extremes of temperature, altitude, shock and vibration and deliver a clean, unvarying signal . . . tests show completely satisfactory performance of these switches after more than 1000 hours at 1200 RPM.

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for extension of time on Form 781 ("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 licenses 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 cause 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 304 ("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 355 ("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 300 ("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 June 15, 1957

Compiled With the Cooperation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

**Allocation and Assignment of Frequencies**

§1.600 Numerical designation of television channels.

Channel No.	Frequency band (Megacycles)	Channel No.	Frequency band (Megacycles)
3	54-60	43	644-650
4	60-66	44	650-656
5	66-72	45	656-662
6	72-78	46	662-668
7	78-84	47	668-674
8	84-90	48	674-680
9	90-96	49	680-686
10	96-102	50	686-692
11	102-108	51	692-698
12	108-114	52	698-704
13	114-120	53	704-710
14	120-126	54	710-716
15	126-132	55	716-722
16	132-138	56	722-728
17	138-144	57	728-734
18	144-150	58	734-740
19	150-156	59	740-746
20	156-162	60	746-752
21	162-168	61	752-758
22	168-174	62	758-764
23	174-180	63	764-770
24	180-186	64	770-776
25	186-192	65	776-782
26	192-198	66	782-788
27	198-204	67	788-794
28	204-210	68	794-800
29	210-216	69	800-806
30	216-222	70	806-812
31	222-228	71	812-818
32	228-234	72	818-824
33	234-240	73	824-830
34	240-246	74	830-836
35	246-252	75	836-842
36	252-258	76	842-848
37	258-264	77	848-854
38	264-270	78	854-860
39	270-276	79	860-866
40	276-282	80	866-872
41	282-288	81	872-878
42	288-294	82	878-884
43	294-300	83	884-890

(b) In the Territories of Alaska and Hawaii the frequency bands 78-82 mc and 82-86 mc are allocated for nonbroadcast use. These frequency bands (Channels 8 and 9) will not be assigned in the Territories of Alaska and Hawaii for use by television broadcast stations.

**Channel Utilization**

§1.606. Table of Assignments. (a) The following Table of Assignments contains 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 15 kc above or below, respectively, the normal carrier frequencies.

EDITOR'S NOTE: See Summary of TV Allocations, Applications, Assignments, page 418.

§1.607. Availability of channels.—(a) Subject to the provisions of paragraph (b) of this section, applications 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 provided, however, that applications specifying channels which accord with publicly announced Commission orders changing the Table of Assignments will be accepted for filing even though such applications are tendered before the effective dates of such channel changes.

(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." (This publication may be purchased from the Government Printing Office, Washington, D. C.) If said publication does not contain the coordinates of cities or both communities, the coordinates of the main post office in either of both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 1.631 (d).

§1.608. Zones. (a) For the purpose of allocation and assignment, the United States is divided into three zones as follows:

(1) 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 parallels 23½° and 45½° North American datum): Beginning at the most westerly point on the State boundary line between North Carolina and Virginia; thence in a straight line to a point on the Virginia, West Virginia boundary line located at North Latitude 37° 45' and West Longitude 81° 17' 30"; thence westerly along the westerly boundary line of the States of West Virginia, Ohio, Indiana and Illinois to a point at the location of the Illinois, Kentucky, and Missouri State boundary line; thence northerly along the westerly boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern State boundary line of Illinois to the 91st meridian; thence north along this meridian to the 41st parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 49th parallel; thence east along the 49th 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 Figure 1 of §1.608.)

(2) 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.

(3) 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 23½° 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-mile radius to the north from the following specified points:

North Latitude	West Longitude
a) 30° 00' 00"	82° 00' 00"
b) 30° 00' 00"	81° 12' 00"
c) 30° 12' 00"	80° 00' 00"
d) 30° 00' 00"	81° 24' 00"
e) 30° 00' 00"	80° 00' 00"
f) 29° 42' 00"	81° 18' 00"
g) 29° 42' 00"	80° 00' 00"
h) 29° 42' 00"	80° 00' 00"
i) 27° 00' 00"	81° 00' 00"

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II. (See Figure 2 of §1.608.)

§1.610. Separations. (a) The provisions of this section relate to assignment separations and station separations. Petitions to amend the Table of Assignments (§1.606(b)) (other than those also expressly requesting amendment of this section or §1.607) 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 paragraphs (b), (c) and (d) of this section.

Note: Licensees and permittees of television broadcast stations which were operating on April 14, 1952

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paragraph to one or more separations below those set forth in §1.620 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 §1.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel assignment and station separations:

Zone	Channels 2-13	Channels 14-23
I	170 miles	150 miles
II	180 miles	175 miles
III	220 miles	200 miles

(c) 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.

(d) Minimum assignment and station adjacent channel separations applicable to all zones:

Channels 2-13	Channels 14-23
80 miles	55 miles

(e) Due to the frequency spacing which exists between Channels 4 and 3, between Channels 8 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 §1.602).

(f) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum assignment and station separations between stations on Channels 16-21, inclusive, as set forth in Table IV of §1.608 must be met in other rules making proceedings looking towards the amendment of the Table of Assignments (§1.606(b)) or in licensing proceedings. No channel listed in column (I) of Table IV of §1.608 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 column (I) of Table IV, hereinafter, are met with respect to each of the channels listed in those columns and parallel with the channel in column (I).

(g) 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.

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- regulated power supply
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- low cost
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V-9A 5-inch TV Waveform Monitor

- 4 inputs—with push-button selection
- wide sweep expansion—for viewing equalizing and vertical pulses
- 1 x video & 4 x sync calibration pulse
- time markers
- push-button field shift
- built-in regulated power supply
- permanent power controls



V-102A Vidium Film Multiplexer

- complete facilities for multiplexing 2 film, 1 slide and 1 optical projector
- designed to handle sprocket with high efficiency light transmission
- precision spirit and travel surface mirrors
- freedom from ghosts



V-7B 333 Line TV Sync Generator

- Pos. and Neg. signal
- All BETMA sync signals
- Binary counter
- No tube selection
- Color—converted by V-9A
- Built-in film generator
- Dec output separate
- Component tubes
- 5 lock-in sources
- external board connector
- master test points
- powered by one V-1A



V-3B Keyed Video Signal Generator

- Response of Transmitter, Link, and Studio
- Full composite signal
- No doublet of clamps
- Direct response of Waveform monitor
- Direct indication test of picture monitor
- Timing and pulse width measurements
- Differentiate sync and phase throughout color band measurements
- Full-range 50 Hz to 10 Mc
- Built-in regulated power supply



V-15A Aperture and Phase Corrector

- independent aperture correction strips picture
- wide range independent phase correction correction controls
- 4-wire aperture correction from far to 8:1 at 8 mc
- constant in power state and in use
- picture level does not shift with correction



V-8A Color Subcarrier Generator

- Internally converts V-7B to NTSC color
- Binary frequency divider plus stabilized multivibrator
- Low power drain provided by V-10A supply
- Meets FCC Specs for color frequency stability and rate of change of frequency
- Extremely stable oven-controlled crystal oscillator

V-17A Color Burst Keying Generator

- Provides precisely-positioned 8-cycle keying pulse
- light cable



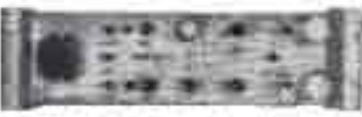
V-3A Amplitude Linearity Tester

- phase-locked linear sweep signal at horizontal frequency
- blanking component for use with clamp circuits
- full composite picture signal with sync component optional (separate)
- Video level adjustable, 0 to 3.4 volt
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V-1A Video Distribution Amplifier and Mixer

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- All the plus features of V-7B (see above)
- Built-in power supply
- Heavy rubber and built-in film generator
- Light weight
- Low cost



V-4A Linearity and Convergence Test Generator

- meets BETMA standard for geometric distortion measurements
- Full composite picture signal with sync optional
- number of dots adjustable, 10 to 20 Hz; 7.11 V
- choice of dots on standard blanking
- selective of white dots (black background) or black dots (white background)
- phase control in both horizontal and vertical directions
- contrast control provided
- self-contained power output, regulated



V-2A  
400 MA  
Power Supply

- conservative design (250 v to 150 v reg)
- 100 x high supply included
- low source impedance; less than 0.2 ohms
- ripple less than 20 mv rms
- low cost
- only 1 1/2" of rack height



V-4A  
5-Channel Sync  
Distribution  
Amplifier

- 5 input channels—including one for a low-dist gated signal, with both positive and negative output for each input
- sharpening and squaring of all pulses
- level control of output pulses
- selective distribution of blanking or blackness plus gating pattern
- low power drain (included by V-10A supply)



F-104A Color TV Tester

- completely self-contained
- standard white color comparator for motion in camera
- correct contrast range from reference white to black level
- mid-gray reference
- extremely low cost
- only 3" x 4" x 3"



V-10A 255 MA Power Supply

- conservative design (250 v to 150 v reg)
- low source impedance; less than 0.2 ohms
- ripple less than 20 mv rms
- low cost
- only 1 1/2" of rack height



F-101A  
TV Light Box

- 4 x 4 x 4 inch Video High Precision 9" x 9" 1/2" 1/2" illuminated type transparency
- available in three models—monochrome image motion, monochrome video, and color image motion and video
- in use by all major TV camera manufacturers for precise alignment of TV cameras
- saves time and improves quality of camera performance

NEW!

- V-10A Sync Signal Simulator
- V-21A Differential Test Set
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- V-23A Master Control Panel
- V-24A Microscope Camera
- V-24A 2" X 2" Flying Spot Scanner
- V-28A Sync Slave

COMPLETE LINE of Test Units, Oscilloscopes & Film in 2" x 2", 1 1/2" x 4", 4" x 3", 8" x 10", & 14" sizes.

Table IV

(1) Channel	(2) 20 miles (1:1 beam)	(3) 25 miles (2:1 beam)	(4) 30 miles (3:1 beam)	(5) 35 miles (4:1 beam)	(6) 40 miles (5:1 beam)	(7) 45 miles (6:1 beam)
14	23	16-19	15	21	28	35
15	23	17-20	14,16	22	29	36
16	24	18,19-21	13,17	23	30	37
17	25	14-15,19-22	14,18	24	31	38
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20	28	15-18,22-25	19,21	27	34	41
21	29	16-19,23-26	20,22	28,24	35	42
22	30,34	17-20,24-27	21,23	29,25	36	43
23	31,33	18-21,25-28	22,24	30,26	37	44
24	32,34	19-22,26-29	23,25	31,27	38	45
25	33,37	20-23,27-30	24,26	32,28	39	46
26	34,38	21-24,29-32	25,27	33,29	40	47
27	35,39	22-25,29-33	26,28	34,30	41	48
28	36,40	23-26,30-33	27,29	35,31	42,44	49
29	37,41	24-27,31-34	28,30	36,32	43,45	50
30	38,42	25-28,32-35	29,31	37,33	44,46	51
31	39,43	26-29,33-36	30,32	38,34	45,47	52
32	40,44	27-30,34-37	31,33	39,35	46,48	53
33	41,45	28-31,35-38	32,34	40,36	47,49	54
34	42,46	29-32,36-39	33,35	41,37	48,50	55
35	43,47	30-33,37-40	34,36	42,38	49,51	56
36	44,48	31-34,38-41	35,37	43,39	50,52	57
37	45,49	32-35,39-42	36,38	44,40	51,53	58
38	46,50	33-36,40-43	37,39	45,41	52,54	59
39	47,51	34-37,41-44	38,40	46,42	53,55	60
40	48,52	35-38,42-45	39,41	47,43	54,56	61
41	49,53	36-39,43-46	40,42	48,44	55,57	62
42	50,54	37-40,44-47	41,43	49,45	56,58	63
43	51,55	38-41,45-48	42,44	50,46	57,59	64
44	52,56	39-42,46-49	43,45	51,47	58,60	65
45	53,57	40-43,47-50	44,46	52,48	59,61	66
46	54,58	41-44,48-51	45,47	53,49	60,62	67
47	55,59	42-45,49-52	46,48	54,50	61,63	68
48	56,60	43-46,50-53	47,49	55,51	62,64	69
49	57,61	44-47,51-54	48,50	56,52	63,65	70
50	58,62	45-48,52-55	49,51	57,53	64,66	71
51	59,63	46-49,53-56	50,52	58,54	65,67	72
52	60,64	47-50,54-57	51,53	59,55	66,68	73
53	61,65	48-51,55-58	52,54	60,56	67,69	74
54	62,66	49-52,56-59	53,55	61,57	68,70	75
55	63,67	50-53,57-60	54,56	62,58	69,71	76
56	64,68	51-54,58-61	55,57	63,59	70,72	77
57	65,69	52-55,59-62	56,58	64,60	71,73	78
58	66,70	53-56,60-63	57,59	65,61	72,74	79
59	67,71	54-57,61-64	58,60	66,62	73,75	80
60	68,72	55-58,62-65	59,61	67,63	74,76	81
61	69,73	56-59,63-66	60,62	68,64	75,77	82
62	70,74	57-60,64-67	61,63	69,65	76,78	83
63	71,75	58-61,65-68	62,64	70,66	77,79	84
64	72,76	59-62,66-69	63,65	71,67	78,80	85
65	73,77	60-63,67-70	64,66	72,68	79,81	86
66	74,78	61-64,68-71	65,67	73,69	80,82	87
67	75,79	62-65,69-72	66,68	74,70	81,83	88
68	76,80	63-66,70-73	67,69	75,71	82,84	89
69	77,81	64-67,71-74	68,70	76,72	83,85	90
70	78,82	65-68,72-75	69,71	77,73	84,86	91
71	79,83	66-69,73-76	70,72	78,74	85,87	92
72	80,84	67-70,74-77	71,73	79,75	86,88	93
73	81,85	68-71,75-78	72,74	80,76	87,89	94
74	82,86	69-72,76-79	73,75	81,77	88,90	95
75	83,87	70-73,77-80	74,76	82,78	89,91	96
76	84	71-74,78-81	75,77	83,79	90,92	97
77	85	72-75,79-82	76,78	79	91	98
78	79	73-76,80-83	77,79	71	94	99
79	78	74-77,81-84	78,80	72	95	100
80	77	75-78,82-85	79,81	73	96	101
81	76	76-79,83	80,82	74	97	102
82	75	77-80	81,83	75	98	103
83	74	78-81	82	76	99	104

Power and Antenna Height

13.014. Power and antenna height requirements.—(a) Minimum requirements. Applications will not be accepted for filing if they specify less than —18 dbm (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 power 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)
5-6	10 dbk (100 kw)
7-13	15 dbk (315 kw)
14-62	27 dbk (1000 kw)

(1) In Zone I, on Channels 5-13, inclusive, the maximum powers specified above for those channels may be used only with antenna heights not in excess of 1000 feet above average terrain. Where antenna heights exceeding 1000 feet above average terrain are used on Channels 5-13, or antenna heights exceeding 2000 feet above average terrain are used on

Channels 14-62, the maximum power shall be based on the chart designated as Figure 3 of 13.009.

NOTE: This limitation shall not apply to any licensee or permittee in Zone I who received an authorization after March 29, 1961 to relocate its transmitter site and construct a new tower and antenna to a height in excess of 1000 feet above average terrain and who constructed or who had substantially completed construction of said tower and antenna prior to April 14, 1962. In such case, maximum power may be utilized at the height above average terrain specified in the authorization. The limitation shall apply, however, where the tower or other principal supporting structure had been constructed prior to the date of such authorization.

(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 200 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 tele-

vision 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

13.030. Multiple ownership.—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control) 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 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.

(b) Paragraph (a) of this section is not applicable to non-commercial educational stations.

Note 1: The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

Note 2: In 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.

Studio Location

13.012. 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-by-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 in paragraph (a) of this section. 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 license or permittee shall notify the Commission promptly of any change of the 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.

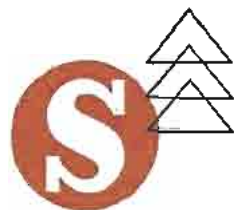
Operating Schedules

13.021. Time of operation.—(a) All television broadcast stations will be licensed for unlimited time operation. Each such 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 sixteen 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 aerial presentations accompanied by the incidental use of fixed visual images which have no substantial relation-

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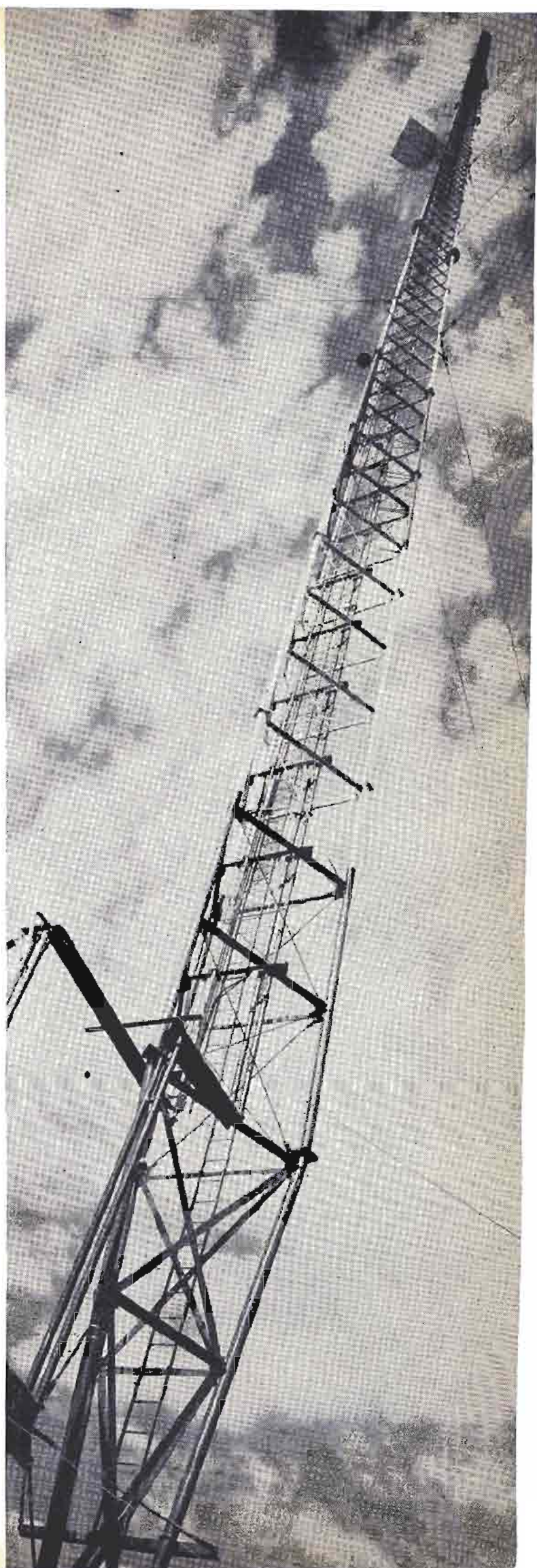
WBRC	WINT	KODE	WFBC
WCOV	WKJG	WTOK	KELO
WABT	KWWL	WTWW	WDXI
WTIQ	KQTV	KOLN	KOSA
WTVY	WOC	KHPL	WVEC
WKRG	KEDD	KHOL	WSVA
KVEC	KOAM	WRTV	WXEX
KHSL	WPBN	KOAT	WCYB
KCCC	WSIX	KICA	WKNA
KFRE	KSIX	WKNY	WTAP
KCSJ	KARD	WCNY	WHTN
KRDO	WKLO	WBNF	WKBT
KOA	WEHT	WUNC	WMTV
WNBC	WLEX	WITN	WBAY
WATR	WLAM	WRAL	WMBV
WVUE	WTWO	KCJB	CKCK
WMBR	WAGM	KUMV	CFPA
WDBO	WWLP	WHIZ	CHCT
WJHP	WWOR	WIMA	CJIC
WINK	WMGT	KCEB	CKX
WFTL	WKZO	KTEN	CKCW
WMAZ	WKNX	WGAL	CKVR
WETV	WPAG	WHUM	CJLH
WDAK	WTAC	WGLV	CKNX
WALB	WJIM	WEEU	CKCO
WAGA	WOOD	WTVU	CKGN
WEEK	WNEM	WTPA	CHEK
WTVP	WTVS	WARD	CKVR
WGEM	KTSM	WLBR	CMQ
WREX	KGBT	WSEE	WPTA
WDAN	KDAL	WCMB	KPLO
WFBM	KTCA	WHP	WANE
WFIE	KRCG	WNET	KXJB
WRAY	KTVO	WCOS	KBIZ
WDAL	WIN	WNOK	CHAT
WPFH	WKNB	WJMC	WCOC
WNEC	WKBV	CJOC	WOOF
			WUOM

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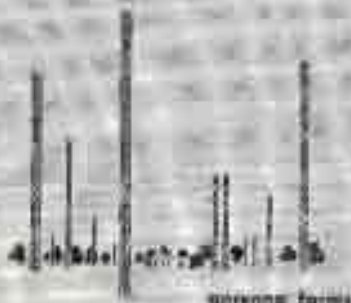
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 Inakust Electric Co.  
 Motorola, Inc.  
 Page Communications Engineers, Inc.  
 Philco Corp.  
 Radio Corporation of America  
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 Western Electric  
 American Telephone & Telegraph Co.  
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## FCC RULES

ship 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 1.800, 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 expected 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 transmissions 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

§1.801. 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. 388) 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.



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## FCC RULES

### Network Rules

**§3.858. 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 organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.)

(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 when 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 at 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 options for network programs any time subject to call on less than 60 days' notice, or more time than a total of 3 hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 6 a.m. to 1 p.m.; 1 p.m. to 5 p.m.; 5 p.m. to 11 p.m.; 11 p.m. to 6 a.m. (These 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.) Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any of all of the time covered by the option, or other time, to other network organizations.

Note 1: As 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.

Note 2: All 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.

(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: (1) 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 (2) 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.

(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 control of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are on a 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. (The 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.)

(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 under-

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standing, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering the 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 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, alternatively, 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 June 18, the FCC's proposal was still pending.

**Common Antenna Site**

**§1.335. 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 Filed\***

**ALL BROADCAST STATIONS**

**§1.341. Financial report, broadcast licensee and permittee.**—(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 licensee and permittee.**—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 time 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 time 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 §1.342 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.
- (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, trust agreements, and other ancillary 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 such 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 effecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee leaving no interest, direct or indirect, in the licensee or permittee as specified by §1.341 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 "steering," transcribing, "back-ground music," and similar services. This provision does not require the filing of contracts granting functional music licenses or permits the right to broadcast copyright music.

(e) Time sales contracts with the same option 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 assistants, 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 licensee and permittee.**—(a) The licensee of each broadcast station shall file an Ownership Report (FCC Form 325) 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.
- (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;
  - (iv) full information as to family relationship or business association between two or more officials and/or stockholders.

**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

\* Any change in partners or in their rights will require prior consent of the Commission upon 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. 325 (Short Form).

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 an on back to natural persons.

(4) In the case of all licensees (i) list of all contracts still in effect required to be filed with the Commission by §1.343 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 325) shall be filed by each licensee or permittee within 30 days after any change\* 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:

- (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.

(c) 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 Sections 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.

\* Before 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. 215(b) of the Communications Act.

**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 STT, Television Pickup, Television STT, 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 1.341-1.343, reference to which by date and file number shall be included in the application.

\* The 60-day requirement does not apply to Amateurs.

(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.

**§1.335. Normal license period.** (a) All television

\* **EDITOR'S NOTE:** Regarding reports filed in compliance with these sections, §1.341(c) provides, in part: "The information filed under §1.341 and below and transcription contracts filed pursuant to §1.342 shall not be open to public inspection."



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broadcast station license will be issued for a normal license period of three years. License 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, 1957.
- (2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1957.
- (3) For stations located in North Carolina, South Carolina, December 1, 1957.
- (4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1958.
- (5) For stations located in Alabama and Georgia, April 1, 1958.
- (6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1958.
- (7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1958.
- (8) For stations located in Ohio and Michigan, October 1, 1958.
- (9) For stations located in Illinois and Wisconsin, December 1, 1958.
- (10) For stations located in Iowa and Missouri, February 1, 1959.
- (11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1959.
- (12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1959.
- (13) For stations located in Texas, August 1, 1959.
- (14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1959.
- (15) For stations located in California, December 1, 1959.
- (16) For stations located in Washington, Oregon, Alaska, Guam, and Hawaii, February 1, 1960.
- (17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, April 1, 1960.
- (18) For stations located in New Jersey and New York, June 1, 1960.

**Station Identification**

**§1.602. 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**

**§1.604. Sponsored program, 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, if 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, tapes, 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, tapes, scripts or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made in the case of any such program of 5 minute 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 to 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 as 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 1959, 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 sells you . . ." or "Smith Store Co. offers you . . ." or "Ajax News brings you . . ." The following are not acceptable: "Write to the Comb Mee . . ." or "Send your money to Nyons, Bon . . ." or "This program is sponsored by your Sink Man . . ."

**Recordings**

**§1.605. Mechanical reproductions.** (a) No mechanically reproduced program, whether visual or aural, consisting of a speech, news event, news commentator, drama, panel discussion, or special event in which the element of time is of special significance, or any other program in which the element of time is of special significance and presentation of which would create, either intentionally or otherwise, the impression of belief on the part of the listening audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used and that it is a mechanical reproduction of a mechanically reproduced program; provided, however, that each such program of one minute or less need not be announced as such.

(b) The exact form of identifying announcements is not prescribed, but the language shall be clear and in terms instantly used and understood. Any other program mechanically reproduced or series of mechanical reproductions, including a mechanical reproduction used for background music, sound effects, station identification, program identification (names music of short duration) or identification of sponsorship of the program proper, need not be announced as provided in subsection (a), but the licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

(c) The requirements of subsection (a) are waived with respect to network programs, transmitted and retransmitted at a later hour because of the time zone differential between the place where the program originates and where it is rebroadcast, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast at an hour not exceeding the time zone differential between the place where the program originates and where it is rebroadcast. Each station which rebroadcasts network programs at a later hour in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10 a.m. and 10 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. This waiver provision also applies during the annual periods in which daylight saving time will be effective with respect to network programs transmitted and rebroadcast one hour later because of the time differential resulting from the adoption of daylight saving time in some areas.

**Political Broadcasts**

**§1.606. 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 ballot, 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 license 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 his 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 payments 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**

**§1.607. Rebroadcast.** (a) The term "rebroadcast" as used below means reception by radio of the program of a television broadcast station, and the simultaneous or subsequent retransmission of such program by a broadcast station. The broadcasting of a program received by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast. (As used in this section, program includes any complete program or part thereof.)

(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.

**Note 1:** The 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.

**Note 2:** By Order No. 32, dated and effective June 28, 1941, until further order of the Commission, Section 1.607(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.

(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.

**Revocations, Modifications, Suspensions**

**OF STATION LICENSES (ALL CLASSES)**

**§1.401. 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.

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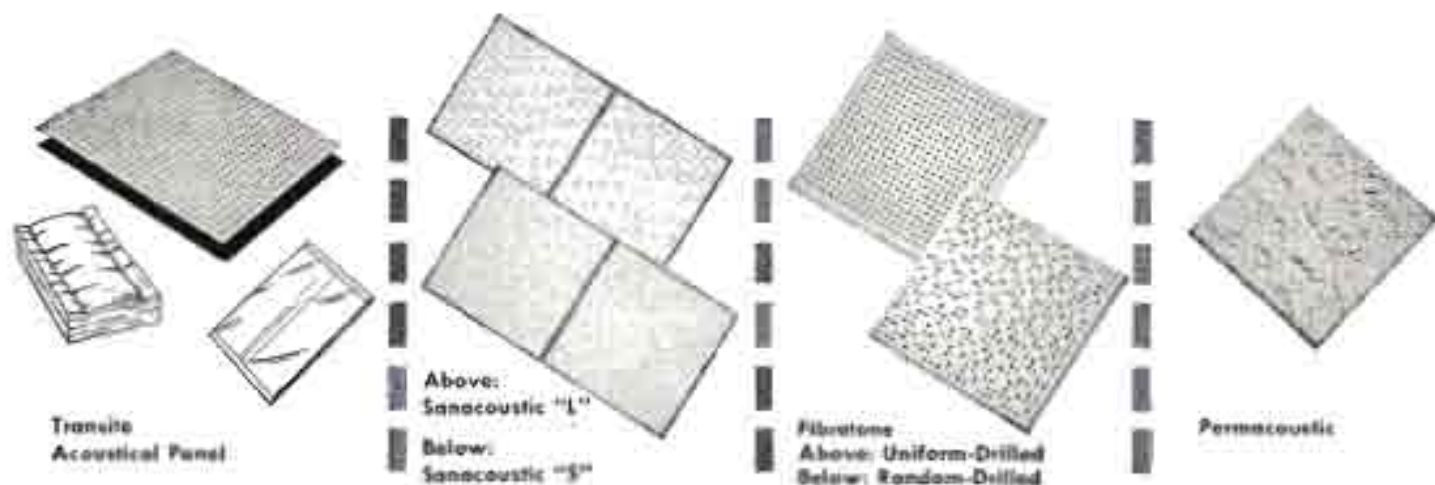
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tion of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to violations that may be due to the physical or electrical 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 proposed 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.

**11.02. Revocation of station licenses and construction permits and suspension 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 7 and 8 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. 1.852 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 decision 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.

\* See 1.850-1.851 of the Rules.

(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.

**11.03. Modification of licenses.**—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act or of any treaty entered into 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 directed, 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 . . .**

**11.04. 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 Service 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**

**11.05. 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 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 consider that a program comes within the provisions of paragraph (a) of this section if it constitutes 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.

**11.06 (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 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 . . .**

**11.07 (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**

**11.08 (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 \$1,000 or imprisoned not more than two years, or both.

**Transfers and Assignments**

**11.09. Assignment or transfer of control.**—(a) Voluntary. Application for consent in 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 Licenses), 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 a 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 1946, 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. 314 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed in the foregoing interests under the laws of the place having jurisdiction over the estate involved.

# TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors, see Listing, Page 338)

## SYMBOLS

A—tv live programs; B—tv film shows; C—live commercials; D—tv film commercials; E—soundies; F—educational shorts; G—industrial shorts; H—religious films; I—newsreels; J—animation, black & white; K—animation, color; L—musical effects; M—package tv live shows; N—package (= film shows); O—tv talent; P—tv scripts; Q—syndicate tv film; R—syndicate sound effects library; S—export film; T—import film; U—rent studios & facilities; V—sound or laboratory facilities & services; W—process film.

## A

**AAP INC. (ASSOCIATED ARTISTS PRODUCTIONS CORP.)**  
342 Madison Ave., New York 17, Tel.: Murray Hill 4-3223, Elliot Hyman, pres.  
Services: BDPGHT  
Chicago—75 E. Wacker Drive, Tel.: Dearborn 2-3832; Ben Elton, reg. mgr.  
Dallas—1511 Bryan St., Tel.: Riverside 1-4821, Roman C. Long, reg. mgr.  
Los Angeles—6110 Sunset Boulevard, Tel.: Crestview 6-5998, Lester Tobias, reg. mgr.

**AARHAMSON, NAT M.**  
1420 Broadway, New York 16, Tel.: Longacre 4-899  
Nat Aarhamson, mgr.  
Services: 500; closed circuit tv.

**ACADEMY FILM PRODUCTIONS INC.**  
133 W. Chestnut St., Chicago 10, Tel.: Michigan 2-3077, Bernard Howard, pres.  
Services: ABCDFGHJKLNPQV; agency consultant, writing, planning.

**ACADEMY FILMS**  
805 N. Beverly St., Hollywood 38, Tel.: Hollywood 2-0744, James A. Larson, pres.  
Services: BDPGJKLNQVW

**ACADEMY PICTURES INC.**  
39 W. 54th St., New York 36, Tel.: Plaza 1-8748  
C. Moray Faulk, pres.  
Services: DFGJK

Los Angeles—422 S. Fairfax Ave., Tel.: Webster 1-8238, Bill Lightfoot, prod. mgr.

**ACME FILM LABS INC.**  
1151 N. Highland Ave., Hollywood 38, Tel.: Hollywood 4-7173, Samuel Swedlow, pres.  
Services: VV

**ADVERTISERS' BROADCASTING CO.**  
117 W. 68th St., New York 16, Tel.: Plaza 1-7069  
Sheldon Kupperman, pres.  
Services: ACU

**AFFILIATED PROGRAM SERVICE INC.**  
125 Fifth Ave., New York 11, Tel.: Murray Hill 1-1821, Paul F. Allen, pres.  
Services: CDFGJK; semi-animation.

**ALADDIN TELEVISION PRODUCTIONS INC.**  
245 N. Larchmont Blvd., Los Angeles 4, Tel.: Hollywood 2-4888, Julius F. Tuchel, gen. mgr.  
Services: E

**ALCONA PRODUCTIONS**  
6011 Garden Ave., Dallas 16, Tel.: Tivoli 1002  
Charles E. Edwards, pres.  
Services: BDPGHIJKNOPQSTUVW

**ALPHA FILM PRODUCTIONS**  
P. O. Box 2225, Baltimore 3, Tel.: Valley 3-8877  
W. Bruce Wood, pres.  
Services: BDPGKQVW

**ALPHA TELEVISION PRODUCTIONS INC.**  
126 El Camino, Beverly Hills, Tel.: Crestview 4-2547, Chester Erskine, pres.  
Services: E

**ALEXANDER FILM CO.**  
Alexander Film Bldg., Colorado Springs 1, Tel.: Meador 4-1771, D. M. Alexander, pres; Earl Anderson, Jr., asst. pres.  
Services: DFGJKQVW

**ALEXANDER, M & A PRODUCTIONS INC.**  
680 Sunset Blvd., Hollywood 26, Tel.: Hollywood 4-9424, Arthur Alexander, pres.  
Services: BDNQV

New York—17 W. 73rd St., Tel.: Trafalgar 3-4113, Larry Stern.

**ALL-CANADA TELEVISION**  
86 Richmond St. W., Toronto, Tel.: Empire 3-8818  
Ivo Thompson, mgr.  
Services: QT; film editing & shipping.  
Montreal—422 Dominion St., Tel.: University 3-8888  
Eurt Hall, mgr.

**Whitney, Man.—706 Electric Railway Chambers Bldg., Tel.: Chambers 890-881, M. V. Chesnut**  
Calgary, Alta.—Taylor-Pearson & Carson Bldg., Tel.: Amhurst 2-1801, J. E. Cavanaugh, mgr.  
Vancouver, B. C.—1181 Melville St., Tel.: Tatlow 7-6511, J. E. Baldwin, mgr.

**ALLEYBOND PRODUCTIONS INC.**  
607 N. La Brea Ave., Los Angeles 38, Tel.: Webster 4-2131, Algeonon O. Walker, exec. dir.  
Services: DFGI

New York—17-5-A-S, 1 Tudor City Place, Tel.: Murray Hill 3-3629, J. L. Sogal, asst. dir.

**ALLEN-MOORE PRODUCTIONS INC.**  
7936 Santa Monica Blvd., Hollywood 48, Tel.: Out-Sold 4-8815  
Services: F

**ALLEY, PAUL PRODUCTIONS**  
619 W. 54th St., New York 19, Tel.: Judson 8-2398  
Paul Alley, pres.  
Services: DFGI

**ALL-SCOPE PICTURES INC.**  
1417 N. Western Ave., Hollywood 37, Tel.: Hollywood 2-6231, Gordon S. Mitchell, pres.  
Services: DFGJK

**AMENIC INC.**  
2421 N. Ramsey, Springfield, Mo., Tel.: 1-1367, Beal R. Younger, bus. mgr.  
Services: DFGI; talking trademark commercials.

**AMERICAN FILM CO.**  
1329 Vine St., Philadelphia 7, Tel.: Walnut 2-1800  
Ben Harris, mgr.  
Services: CDFGHIJ, Storage, advertising.

**AMERICAN FILM PRODUCERS**  
1600 Broadway, New York 19, Tel.: Plaza 1-5813  
Robert Gross, exec. prod.  
Services: BDEFGJKLN; film inserts for live shows.

**AMERICAN FORUM AND YOUTH WANTS TO KNOW**  
1621 K St. N.W., Washington 6 D.C., Tel.: National 3-4900, Theodore Grandt.  
Services: AE

**ANDERSON, CLYDE MOTION PICTURES**  
234 'A' St., San Luis Obispo 2, Tel.: Empire 1-5277  
Clyde Anderson, own. mgr.  
Services: DFGJKLV; stills and slides.

**ANIMATED FILM PRODUCERS OF AMERICA**  
158 E. Chicago Ave., Chicago 11, Tel.: Whitehall 3-3024, Cal Dunn, exec. prod.  
Services: DFGJK

**ANIMATION EQUIPMENT CORP.**  
28 Hudson St., New Rochelle, N. Y., Tel.: 4-8128  
A. Rip Livingston, vp. & gen. mgr.  
Services: Supply equipment for production of animation shorts for D, education and industry.

**ANIMATION INC.**  
2024 Melrose Ave., Hollywood 38, Tel.: Olympic 2-3548, Earl Klein, pres.  
Services: DFGJKLQ  
Detroit—1690 Packard Ave., Tel.: Broadway 2-3000, Ted Petak.  
New York 11—424 Madison Ave., Tel.: Plaza 3-2799  
Eric Zimmerman.  
San Francisco—426 Pine St., Tel.: Union 2-9833, Dick Deamer.  
Chicago—128 E. Chicago Ave., Tel.: Delaware 1-6882, Jay Norman.

**APOLLO PRODUCTIONS**  
129 Carlton St., Toronto, Tel.: WA 2-1281, Richard Swanson, pres.  
Services: BDEJLNQ

**ARCO FILM PRODUCTIONS INC.**  
800 Fifth Ave., New York 22, Tel.: Columbus 2-6886  
E. J. Oulman, pres.  
Services: BDKLNQ  
Paris—29 Rue de la Paix, «El. Opera 8-02, Pierre Gradwohl, vp.

**ARMSTRONG, J & CO.**  
12 W. 45th St., New York 36, Tel.: Murray Hill 1-9889, Joseph Armstrong, own.  
Services: D

**ARROW PRODUCTIONS INC.**  
278 Sunset Place, Hollywood, Tel.: Hollywood 2-6871, Leon Frankson, prod.  
Services: BK

**ARROWHEAD PRODUCTIONS**  
323 N. Beverly Dr., Beverly Hills, Tel.: Crestview 4-2328, Bert L. Harris, gen. mgr.  
Services: BQ

**ARTISTS RECORDING STUDIOS**  
618 Grand Ave., Kansas City 8, Mo., Tel.: Harrison 1-4129, Bill L. Goddard, own.  
Services: BV; sound track production.

**ASSOCIATED BROADCASTING CO.**  
115 Bay St., Toronto, Tel.: Walnut 4-1111, Adele Evans, gen. mgr.  
Services: ABCDFGHIJKNPQSTUVW.

**ASSOCIATED PRESS**  
88 Rockefeller Plaza, New York 20, Tel.: Plaza 1-1111, Julius A. Aspivwall, 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 Hochbaum Jr., vp.-gen. mgr.  
Services: BDNQV; shows.

**ASSOCIATED SCREEN NEWS LTD.**  
205 Northcliffe Ave., Montreal, Tel.: Dexter 1188  
Murray Brickin, exec. asst. to pres.  
Services: BDPGHIJW  
Vancouver, B. C.—371 Granville St., Tel.: Kerrisdale 652, Ross Beasley, mgr.

**ATLAS FILM CORP.**  
111 E. Blvd., Oak Park, Ill., Tel.: Euclid 6-3186, L. P. Montine, pres.  
Services: BDEFGHIJKNLPQVW  
Washington—501 13th St. N.W., Tel.: Republic 1-2303, R. C. Barrett.  
Hollywood—1331 Rodney Dr., Tel.: Normandie 1-7888  
L. J. Marinow  
Chicago—229 N. LaSalle St., Tel.: Austin 1-8828, J. Danielson, asst. exec.

**ATLAS TELEVISION CORP.**  
226 E. 48th St., New York 17, Tel.: Eldorado 2-7943  
Dr. Henry Heman, pres.  
Services: BENSU

**ATV FILM PRODUCTIONS INC.**  
5 E. 57th St., New York 1; 350 Northern Blvd., Long Island City, Tel.: Excelsior 2-4048, Mickey Schwarz, pres.  
Services: BDFGHIUV

**AUDIO-MASTER CORP.**  
17 E. 45th St., New York 17, Tel.: Oxford 1-6728  
Herbert Rosen, pres.  
Services: BLNR

**AUDIO PICTURES LTD.**  
219 Lakeshore Rd., Toronto 14, Tel.: CHURCH 1-8211  
Murray Brickin, asst. to pres.  
Services: BW

**AUDIO PRODUCTIONS INC.**  
623 Ninth Ave., New York 38, Tel.: Plaza 1-6788  
Harold B. Lipman, mgr. in chg.  
Services: CO

**AUDIO-VISIO RECORDING CO.**  
120 Fifth Ave., New York, Tel.: Judson 2-3088  
Arthur Rosen, exec. vp.  
Services: LRUV; stereo tape recording for transfer to film.

**AUDIO VISUAL ASSOC.**  
1458 N. Beverly, Hollywood 38, Tel.: Hollywood 4-6444, Richard Hart, prod. mgr.  
Services: ABCDFGJKLNQV

**AURVIE PRODUCTIONS**  
(Div. Radio's Spanish Resources)  
P. O. Box 111, Philadelphia 1, Tel.: Locust 4-4228  
Frank O. Paxon, own. mgr.  
Services: ABCDEFGHIJKLNQSTV

**AULENDER, LELAND PRODUCTIONS**  
221 Sunset Blvd., Hollywood 38, Tel.: Olympic 1-5529, Leland L. Aulender, mgd. dir.  
Services: ABMN

**AUSTIN PRODUCTIONS INC.**  
222 N. Main St., Lima, Ohio, Tel.: 6881, E. Otto Austin Jr., pres.  
Services: DCF

**AUTHORS PLAYHOUSE INC.**  
630 N. Brennon Ave., Los Angeles 1, Tel.: Hollywood 2-7143, Eugene Bolow and Brewster B. Morgan, prod.  
Services: E

**AVIS FILM INC.**  
P. O. Box 443, Burbank, Calif., Tel.: Thornehill 2-2668, Leslie Helms, pres.  
Services: FKV

## B

**BAKER, BOB MARIONETTE PRODUCTIONS**  
687 Sunset Blvd., Hollywood 28, Tel.: Hollywood 2-2945, Robert Baker and Alton Word, co-rights.  
Services: Funbelt.

**BALDWIN ORGANIZATION INC.**  
133 East 54th St., New York 22, Tel.: Plaza 1-9838  
Ted Baldwin, pres.  
Services: FG

**BARRER, THOMAS J. PRODUCTIONS**  
2328 S. Bellare St., Denver 12, Tel.: Skyline 8-8882  
Thomas J. Barrer, own. mgr.  
Services: BDFGHIJKNPQV

**BARNETT INTERNATIONAL FORWARDERS INC.**  
545 W. 68th St., New York 38, Tel.: Circle 8-6000  
William Barnett, pres.; Norman Barnett, vp.  
Services: Handle import and export film and accessories.  
Los Angeles—4364 Santa Monica Blvd., Tel.: Hollywood 4-8221, Lewis Barnett, Healer Rantistevan.

**BARRY & ENRIGHT PRODUCTION**  
607 Madison Ave., New York 17, Tel.: Templeton 2-8608, Jack Barry, pres.  
Services: ABMN

**BARRY-GRAFMAN & ASSOC.**  
263 N. Wabash Ave., Chicago 1, Tel.: Central 8-1301  
Ben Barry, Howard Grafman, pres.  
Services: NQR

**BASCH RADIO & TELEVISION PRODUCTIONS**  
17 E. 45th St., New York 17, Tel.: Murray Hill 2-8077, Charles J. Basch Jr., pres.  
Services: ABCDFGHIJKNPQST

**BASS FILMS INC.**  
300 Fourth Ave., New York 3, Tel.: Gramercy 3-6694, Roger Bass, pres.  
Services: Ad Check, Kinoscope.

**BEACON TELEVISION FEATURES INC.**  
138 Newbury St., Boston 18, Tel.: Commonwealth 6-6881, J. L. Sanderson, pres.  
Services: ABCDFGHIJKNOP

**BECKER, V & PRODUCTIONS**  
521 Fifth Ave., New York 17, Tel.: Murray Hill 2-0777, Viola S. Becker, own.  
Services: ABCDFGHIJKNPQST

**BEKLAND-WOOD FILMS INC.**  
Spring St., Atlanta, Ga., Charles D. Bekland Jr., pres.

**BELL PRODUCTIONS**  
287 Fifth Ave., New York 17, Tel.: Oxford 1-8888  
Alan Abel, pres.  
Services: ABFGHIN

**BELO, A. H. CORP.**  
(WFAA-TV)  
300 Harry Hines Blvd., Dallas 1, Tel.: Riverside 311, Beloit W. Nicomand, asst. mgr.  
Services: ACINOU

**BEMLER PRODUCTIONS**  
226 Hyperion Ave., Hollywood 37, Tel.: Normandie 2-241, David C. Berray, bus. mgr.  
Services: CDEFGHIJKQSU

# PRODUCERS

**BENGAL PICTURES**  
1000 N. Western Ave., Los Angeles 18, Tel.: Hollywood  
3-3011; Phil E. Cantonwine, prod. dir.  
Services: BDFGJKLN.

**BIRKBEY MARIONNETTES INC.**  
1123 Broadway, New York 10. Tel.: Chelsea 3-9476.  
Services: Puppets.

**HIDDICK, GUY CO.**  
1045 S. Olive St., Los Angeles 18, Tel.: Richmond  
8-8184. Guy Hiddick, mgr.  
Services: DJ.

**BIG D PICTURES INC.**  
6211 Gaston Ave., Dallas. Tel.: Victor 1641. Charles  
H. Edwards, pres.  
Services: ABCDEFGHIJKLMNOPQRSTUVWXYZ.

**BLOCKI, FRITZ PRODUCTIONS**  
1260 1/2 Flamingo Ave., Hollywood 46, Tel.: Holly-  
wood 3-5071. Fritz Blocki, pres.  
Services: AM.

**BONDED TV FILM SERVICE INC.**  
8230 Santa Monica Blvd., Los Angeles 46, Tel.:  
Olive 4-7175. Stanley Halperin, gen. mgr.  
Services: After-production services for tv film.  
New York—430 Ninth Ave., Tel.: Judson 5-1030.  
Manny Kandel, vp.-gen. mgr.

**BRAY STUDIOS INC.**  
729 Seventh Ave., New York 10. Tel.: Circle 3-4833.  
Paul A. Bray, vp.  
Services: FGHIJKLMNPS.

**BRISCOE, GOLDBLUM & ARTHUR INC.**  
221 Fifth Ave., New York 10. Tel.: Murray Hill  
3-4244. Johnson Briscoe, George Goldblum, Har-  
vey Arthur.  
Services: O.

**BRITISH INFORMATION SERVICE**  
93 Southampton Plaza, New York 20, Tel.: Circle  
6-3130. Anthony C. Chalk, dir., radio-tv div.  
Services: ABCDEFGHIJK.

Chicago—120 N. Michigan Ave., Tel.: Whitehall  
3-1482. Holly Indoch.

Kansas City—4-522 Walnut Green, Tel.: Grand  
1-1044. M. K. Newton.

Boston 18—John Hancock Bldg. Tel. Liberty 3-3218.  
Allen Barker.

San Francisco—2018 Pacific Ave., Tel.: Fillmore  
6-3022. Donald Stokes.

Washington, D. C.—Nat. Press Bldg. Tel.: Executive  
3-4228. David de Beauvoir.

**BROADCASTING & FILM COMMISSION, NATIONAL COUNCIL OF CHURCHES OF CHRIST IN USA**  
220 Fifth Ave., New York 1. Tel.: Oregon 6-2960.  
E. Franklin Mack, exec. dir.  
Services: H.

Hollywood—3788 Sunset Blvd. George Hammerick, dir.

**BRODY BERNARD & ASSOC.**  
6425 Hollywood Blvd., Tel.: Hollywood 3-4188. Ber-  
nard B. Brody, own.  
Services: Music-illustration service for tv films.

**BRUCE-HALL CO.**  
333 N. Michigan Ave., Chicago 1. Tel.: Franklin  
3-7180. Robert H. Hicks, pres.  
Services: ABCDFGHIJKLMNPQ.

**BRV KINESCOPE LABS**  
3214 W. Devon Ave., Chicago 45, Tel.: Orchard  
3-0960. A. Arthur Becker, jointing dir.  
Services: HDEGHIJK; air track kinescope in color and  
black & white.

**BURRELL HILL PRODUCTIONS**  
1322 N. Van Ness Ave., Hollywood 28, Tel.: Holly-  
wood 1-4189. Hill Burrell, pres.  
Services: ABCDFGHIJKLMNPQ.

**BYRON INC.**  
128 Wisconsin Ave., Washington 1. Tel.: Federal  
3-4960. Byron Roudabush, pres.  
Services: UVW.

## C

**C & B MUSIC LIBRARY INC.**  
6114 Selma Ave., Hollywood 28, Tel.: Hollywood  
3-4282. Harry Bluestone, pres.  
Services: L.

**C AND G FILM EFFECTS**  
1809 Broadway, New York 19, Tel.: Plaza 1-2006.  
Hugo A. Caschero-Milton Ostlieb, owners.  
Services: JK. slide film, black and white; optical  
effects, tint & trim, black and white; art work.

**CALDWELL, S. W. LTD.**  
47 Jarvis St., Toronto 6. Tel.: Walnut 3-2105. S. W.  
Caldwell, pres.  
Services: ACDFGHIJKLMNOPQRSTUVWXYZ.

Montreal—1475 Stanley St., Tel.: Avenue 3-4634.  
J. H. Debow, mgr.

Ottawa—285 Main St., Tel.: Cedar 3-1023. Donald  
Manson, mgr.

Windsor—Lindsay Bldg. Tel.: 92-4542. Murray  
Manson, mgr.

Vancouver—Alaska Pine Bldg. Tel.: Marice 6723.  
Max F. Watt, mgr.

**CALHOUN STUDIOS INC.**  
282 E. 8th St., New York 10. Tel.: Lemig 3-3120.  
Brian Calhoun, pres.  
Services: CDEFGHUV.

**CALIFORNIA INTERNATIONAL PRODUCTIONS**  
8720 Melrose Ave., Hollywood 28, Tel.: Webster  
3-3481. H. F. O'Donnell, own.  
Services: HDEFGHIJK.

**CALIFORNIA STUDIOS INC.**  
625 N. Brennan St., Los Angeles 4. Tel.: Hollywood  
3-7141. Philip R. Krasac, pres.  
Services: HDEFGHIJKLMNOP.

**CALONIS, LARS PRODUCTIONS INC.**  
45 W. 49th St., New York 20, Tel.: Plaza 1-4280.  
Lars Calonius, pres.  
Services: DGHJK.

**CAMPUS FILM PRODUCTIONS INC.**  
14 E. 23d St., New York 10. Tel.: Plaza 1-3280. Neil  
Campus, pres.  
Services: BCFGN.

**CANADIAN FILM INDUSTRIES CO.**  
310 Lakeshore Rd., Toronto 14, Tel.: Clifton 1-8211.  
Arthur Gottlieb, pres.  
Services: BDFGHIJKLMN.

**CANYON FILMS OF ARIZONA**  
234 N. Seventh Ave., Phoenix. Tel.: Alamo 3-3718.  
Ray Boley, own.-mgr.  
Services: DFGHIJK.

**CAPITAL FILM LABS INC.**  
1905 Fairview Ave., N.E., Washington & D. C. Tel.:  
Lawrence 6-4621. James A. Barber, pres.  
Services: LNRVW, creative production and editing.

**CAPITAL FILM SERVICE**  
224 Abbott Rd., East Lansing, Mich. Tel.: Edgewood  
2-3244. James Robert Hunter, pres.  
Services: ABCDEFGHIJKLMNOP.

**CAPITOL LIBRARY SERVICES**  
(Capitol Records Div.)  
1750 Vine St., Hollywood 28, Tel.: Hollywood 3-4282.  
Frederic Grimes, sls. mgr.  
Services: L; syndicate disc and tape recording &  
editing.

**CAPTAIN Z-RO PRODUCTIONS INC.**  
225 E. 40th St., New York 17, Tel.: El Dorado  
3-7842. Henry Brown, pres.  
Services: HDT.

San Francisco 18—365 Jackson St., Tel.: Bayview  
1-2202. Kathleen K. Rawlings.

**CARAVEL FILMS INC.**  
730 Fifth Ave., New York 15, Tel.: Circle 1-6110.  
Calvin McKean, prod. vp.  
Services: HDEFGHIJK.

**CARSON-STEMPEL ENTERPRISES**  
904 Sunset Blvd., Hollywood 46, Tel.: Crestview  
4-8243. Frank Stempel, own.  
Services: AMNO.

**CARTWAY SOUND STAGE**  
3807 W. Pico Blvd., Los Angeles 23, Tel.: Webster  
3-2124. Jack Miles, mgr.  
Services: V.

**CARTOONISTS INC.**  
100 E. Ohio St., Chicago. Tel.: Superior 1-4235.  
Ross Watzel, pres.  
Services: DJK; plus slide film.

**CASCADE PICTURES OF CALIFORNIA INC.**  
1021 N. Seward St., Hollywood 28, Tel.: Hollywood  
3-4481. Bernard J. Carr, pres.  
Services: DFGHIJKLMN, slides.

**CATE & McGLONE**  
425 Cross Roads of the World, Hollywood 28, Tel.:  
Hollywood 3-1112. T. W. Cate, pres.; E. D. Mc-  
Glone, vp.-pres.  
Services: DG; stock footage library.

**CATHEDRAL FILMS**  
148 N. Hollywood Way, Burbank, Calif. Tel.: Thera-  
wall 3-2921. Clifford Howcroft, sls. mgr.  
Services: HJ.

**CALVACADE TELEVISION PROGRAMS**  
224 Santa Monica Blvd., Hollywood 16, Tel.: Old-  
field 4-5141. Harvey Pergament.  
Services: HDEFGHIJK.

**CAVALIER PRODUCTIONS**  
120 Hildale Manor, New Hyde Park, N. Y. Tel.:  
Plaza 2-5268. Dr. J. L. Levitt, pres.  
Services: HDEFGHIJKNO.

New York 19—145 W. 40th St., Tel. Circle 1-4206.  
Miles Master, exec. dir.

**CAVALIER PRODUCTIONS INC.**  
310 Sunset Blvd., Los Angeles 16, Tel.: Crestview  
4-4774. Robert Young Eugene B. Rodney, vp.  
pres.; Ben Ringler, exec.  
Services: H.

**CENTURY LIGHTING INC.**  
221 W. 45 St., New York 20, Tel.: Chokering 4-3020.  
Edward Koch, pres.  
Services: Lighting equipment.  
Miami—1477 N.E. 1st St., Tel. Plaza 4-9874. George  
Gill, mgr.  
Santa Monica—1825 Berkeley St., Tel. Texas 4-4061.  
Louis Erhardt, mgr.

**CHAIN, HU ASSOC.**  
40 E. 69th St., New York 14, Tel.: Murray Hill  
4-7220. Hubert V. Chain, own.  
Services: HDEFGHIJK.

**CHAPEL BELL INC.**  
3228 Conchel Blvd., Toledo 8, Tel.: Christmas 2285.  
Irv Stahl, pres.  
Services: ABHJMNQ.

**CHAPMAN, BRUCE CO.**  
125 W. 142 St., New York 20, Tel.: Wisconsin 1-3044.  
Bruce Chapman, pres.  
Services: ABHJN.

**CRATHAM, LEW ASSOC.**  
Chatham Bldg., Claremore, Okla. Tel.: 112. L. A.  
Chatham, gen. mgr.  
Services: ABOE.

**CHERTOK TELEVISION INC.**  
1040 N. Las Palmas Ave., Hollywood 28, Tel.: Holly-  
wood 3-8106. Jack Chertok, pres.  
Services: HDEFGHIJKLMNOPQRVW.

**CHESHIRE & ASSOC.**  
886 Selma Ave., Hollywood 18, Tel.: Hollywood  
3-4282. R-hert Reichenbach, gen. mgr.  
Services: ALMN.

**CHETWYND FILMS LTD.**  
21 Grenville St., Toronto. Tel.: Walnut 4-4488. Ar-  
thur Chetwynd, pres.  
Services: HDEFGHUV.

**CHICAGO FILM LAB INC.**  
36 E. Superior St., Chicago 11, Tel.: Whitehall 4-4071.  
A. G. Dunlap, pres.  
Services: DFGHUV.

**THE CHRISTOPHERS INC.**  
18 E. 10th St., New York 10. Tel.: Plaza 4-4280.  
Mary H. Sullivan, vp. rep.  
Services: HJH.

**CINEGRAPHICS INC.**  
(Belmont Pictures Inc.)  
1 E. 9th St., New York 10. Tel.: Plaza 1-1710. Fran-  
ces C. Thayer, pres.  
Services: DFGIJK.

**CINEMA SERVICE CORP.**  
58 West End Ave., New York 10. Trafalgar 3-1411.  
Joseph Seltzer, pres.  
Services: HJHJ.

**CINEMA-VUE CORP.**  
241 W. 50th St., New York 18, Tel.: Judson 6-1226.  
Joseph P. Smith, pres.  
Services: ABCD.

Hollywood 18—1148 Sunset Blvd., Tel.: Hollywood  
3-7421. Elton Tyler, gen. mgr.

Laurens 23, Mich.—311 Townsend, Tel.: Ivanhoe  
3-2202. W. A. Pomroy.

**CINEQUE COLORFILM LABS INC.**  
424 E. 88th St., New York 20, Tel.: Sacramento  
3-2277. Sam Marcus, pres.  
Services: JKW. slides, color film, film strips.

**CINESCOPE FILMS**  
25 Ritten Hill Rd., Scarsdale, N. Y. Tel.: 3-2967.  
George J. George, pres.  
Services: HJHJ.

**CINEBOUND CO.**  
107 N. LaBrea Ave., Hollywood 28, Tel.: OL 4-3004.  
Russ A. Layne, exec.-mgr.  
Services: V.

**CINESOUND LTD.**  
561 Rogers Rd., Toronto, Tel.: Roger 3-7338. B. J.  
Barr Jr., pres. & own. mgr.  
Services: DFGHIJKLMNOP.

**CINE-TELE PRODUCTIONS**  
625 Santa Monica Blvd., Hollywood 28, Tel.: Holly-  
wood 3-3376. Harry J. Lehman, own.  
Services: DFGHIJKLMN.

**CINETOON PRODUCTIONS**  
107 Fort St., Honolulu 14, Hawaii, Tel.: 40877.  
Maurice D. Myers.  
Services: DGHJK.

**CINE-VIDEO PRODUCTIONS INC.**  
Milford Conn., Tel.: Trinity 4-6280. G. W. Ray,  
pres.  
Services: FGH.

**CIN ASSOC.**  
Chamber of Commerce Building, Scranton, Tel.:  
Diamond 4-2011. Bernard Eiler, mgr.  
Services: Public relations consultation,  
Washington—376 N. 23rd, Arlington, Va., Tel.: Jack-  
son 4-0240. Thomas Connor.

Wiles-Barry—12 Huston St., Tel.: Va 4-4500. James  
Jennings.

**CLAMPETT, BOB ENTERPRISES**  
121 N. Hamilton, Los Angeles 28, Tel.: Hollywood  
3-4681.  
Services: ABCFMN.

**CNC PRODUCTIONS INC.**  
21 W. Ontario St., Chicago 10, Tel.: Michigan 2-1533.  
William Newfarmer, exec. prod.-vp.  
Services: ACMP.

**COASTAL RECORDING CO.**  
Coastal "3"—130 W. 32nd St., New York 19, N. Y.  
Tel.: Circle 3-2895. Coastal "4"—80 W. 40th St.,  
New York 12, Tel.: Circle 6-3960. Arthur Shaer,  
exec. vp.  
Services: Sync tape recording for transfer to film.

**COFFMAN FILM CO. INC.**  
655 Maple Ave., Dallas 5, Tel.: Lakewood 4-3622.  
Raymond Coffman, pres.  
Services: BDF.

**COLLIER FILM SERVICES INC.**  
484 N. Wacker Dr., Chicago 5, Tel.: Dearborn 2-6286.  
Henry Ushinsky, exec. prod.  
Services: HDEFGHIJKLMNOP.

**COLLINS, TED CORP.**  
800 Fifth Ave., New York 10, Tel.: Chokering  
4-2226. Ted Collins, mgr.  
Services: AO.

**COLMES-WERRENATH PRODUCTIONS INC.**  
440 N. Lake Shore Dr., Chicago 11, Tel.: Michigan  
2-1410. Walter Colmes, pres.  
Services: ABCDEFGHJ.  
Greenwich, Ill.—182 Woodland Dr., Tel.: Independ-  
ence 3-7290. Lewis Conavitt, prod. mgr.

**COLOR REPRODUCTION CO.**  
704 Santa Monica Blvd., Hollywood 44, Tel.: Old-  
field 4-6718. Larry E. Layne.  
Services: V.

**COLSON, H. D. & CO.**  
1200 W. 48th Ave., Wheatridge, Colo. Tel.: Harvest  
4-8102. Henry Colson, gen. mgr.  
Services: Produce radio and tv programs.  
Denver—376 Sherman St., Tel.: Taber 3-2291. Rob-  
Maidson.

**COLUMBIA ARTISTS MANAGEMENT INC.**  
113 W. 11th St., New York 13, Tel.: Circle 1-2280.  
Humphrey Dulant, vp.  
Services: O.  
Los Angeles—427 W. Fifth St., Tel.: Madison 4-2271.  
David Ferguson, mgr.

**COMMERCE PICTURES**  
225 Poydras St., New Orleans, Tel.: Magnolia 3025.  
Robert Wagoner.  
Services: DGHJKVW.

**COMMERCIAL SYNDICATED FILMS INC.**  
1411 North Wells, Chicago 10, Tel.: Superior 1-0077.  
Services: DJK.

**COMMERCIALS UNLIMITED**  
8012 Sunset Blvd., Hollywood 28, Tel. Hollywood  
3-8334. Maurice Hart, pres.  
Services: DFGJK.

**COMMODORE PRODUCTIONS & ARTISTS INC.**  
6888 Hollywood Blvd., Hollywood 28, Tel.: Holly-  
wood 3-7502. Walter White Jr., pres.-exec. prod.  
Services: AEDGN.

**COMMONWEALTH FILM & TELEVISION INC.**  
322 Seventh Ave., New York 19, Tel.: Circle 3-9448.  
Muri Sackett, pres.  
Services: ABMIG.

**COMMUNICATIONS UNLIMITED**  
801 So. LaCienega Blvd., Beverly Hills. Ralph A.  
Burgart.  
Services: ABCDF; also prom. slide films, records.

**CONCORD CO.**  
906 Sunset Blvd., Hollywood 48, Tel.: Bradshaw  
2-2801. Charles H. Purcell-Lee Adams, pres.  
Services: ABCDGHJKMNPQ.

**CONDOR FILMS INC.**  
1006 Garry St., St. Louis 1, Tel.: Main 1-8872.  
Arthur E. Wright Jr., pres.  
Services: DLKILUV.

**CONDOR PICTURES INC.**  
828 Viewmont Terrace, Hollywood 48, Tel.: Olympia  
2-5447. Milton Simons, pres.  
Services: B.

**CONSOLIDATED FILM INDUSTRIES**  
829 Seward St., Hollywood 38, Tel.: Hollywood  
9-4441. Sidney P. Solow, vp.-gen. mgr.  
Services: VW.

**Fort Lee, N. J.—Consolidated Park, Tel.: 1-2406.  
Al Duryea.**

**New York—821 W. 210th St., Tel.: Circle 1-4400.  
Ted Gask.**

**CONTINENTAL PRODUCTIONS CORP.**  
589 Vine St., Chattanooga 1, Tenn., Tel.: Amertel  
1-4282. James E. Webster, pres.  
Services: BDFGHJKUV.

**THE COOPERATIVE LEAGUE OF THE U.S.A.**  
243 E. Dearborn St., Chicago 4, Tel.: Wabash 2-8887.  
Jerry Young, exec. dir.  
Services: FRST. See film on cooperatives for sus-  
taining or public service TV.

**CORELLI JACOBS FILM MUSIC INC.**  
722 7th Avenue, New York, Tel.: Judson 3-8773.  
Albino Corelli, pres.  
Services: R, music and effects library.

**CORONEY FILMS**  
85 E. South Water St., Chicago 1, Tel.: Dearborn  
2-7876. Elsworth C. Dent, dir. of distribution.  
Services: PN.  
New York—28-388 Madison Ave., Tel.: Plaza 8-3332.  
Irving Silverman.

**COHENS PRODUCTIONS INC.**  
1616 Broadway, New York, Tel.: Columbia 3-1388.  
Clayton W. Cousins, pres.  
Services: DFGHJ.

**COYT PRODUCTIONS**  
1225 S. Hudson Ave., Los Angeles 18, Tel.: Webster  
2-2802. Cy Both, pres.  
Services: BDFGHJKMST.

**CRAVIN FILM CORP.**  
48 W. 42d St., New York 36, Tel.: Bryant 8-1228.  
Thomas Cravin, pres.  
Services: BDFGHJK.

**CRAWLEY FILMS LTD.**  
19 Fairmount Ave., Ottawa, Tel.: Parkway 8-1613.  
Graeme Fraser, vp.  
Services: BDFGJKLUVW.  
Toronto—21 Dundas Sq., Tel.: Empire 1-0284. Ste-  
wart D. Behura, mgr.  
Montreal—1471 Mansfield St., Tel.: Avenue 8-2201.  
J. A. Fraser, mgr.

**CREST FILMS**  
Box 1008, Beverly Hills, Tel.: Dunsmuir 1-8118. Jack  
Palmer, exec. prod.  
Services: BDFGHIJKST.

**Los Angeles 2-3906 W. 24th St., Tel.: Deniker 2-2948.  
A. J. Balaban.**

**CRITERION FILM LABS INC.**  
62 W. 42nd St., New York 36, Tel.: Columbia 3-4128.  
Fred G. Tallan, pres.  
Services: W.

**CROSBY KING ENTERPRISES INC.**  
8229 Sunset Blvd., Los Angeles 48, Tel.: Crestview  
1-1773. Donald F. Grillo, exec. vp.  
Services: BQ.

**CROWLEY BROADCASTING CORP.**  
140 W. Ninth St., Cincinnati 2, Tel.: Cherry 1-1822.  
E. E. Dunville, pres.  
Services: AC.  
New York 28-620 Fifth Ave., Tel.: Circle 6-1818.  
Scott McLean.

**Chicago 1-380 N. Michigan Ave., Tel.: State 2-8608.  
Harry Altonoid.**

**CROSSROADS TV PRODUCTIONS**  
Radio-TV Bldg., 1311 S. Glenstone, Springfield, Mo.,  
Tel.: 2-4422. John E. Matuszky, E. E. Roman Jr.,  
mgng. vps.  
Services: ABNO.

**CTN FILM PRODUCTIONS**  
(Div. of Commercial Telecast Networks Inc.)  
402 10th Ave., New York 28, Tel.: Circle 1-6288.  
Lloyd W. Dugard, pres.  
Services: ABCDGHKMP.

**CULHANE SHAMUS PRODUCTIONS INC.**  
201 E. 97th St., New York 18, Tel.: Murray Hill  
2-6223. Shamus Culhane, pres.  
Services: BDFGJKLUV.

**Los Angeles—6226 Vista St., Hollywood 28, Tel.:  
Hollywood 4-1126. Bill Hurtz, exec. prod.**

**Chicago—79 Wacker Drive, Tel.: State 2-7728. Dun-  
bar Roman.**

**CUSTOM FILM LAB**  
1780 Broadway, New York 33, Tel.: Circle 4-4833.  
Victor Kayfels, own.  
Services: VW.

D

**DALTON FILM CO.**  
812 Daniel Pdq., Trumbull 1, Tel.: Luther 1-0973.  
Russell W. Kirby, pres.  
Services: ABCDMP.

**DAVIS PRODUCTIONS, LEE**  
289 Madison Ave., New York 17, Tel.: Yorker 6-7280.  
Lee Davis, own.  
Services: ACM.

**DAVIS, PHIL MUSICAL ENTERPRISES**  
1655 Broadway, New York, Tel.: Columbia 3-4248.  
Phil Davis, pres.  
Services: DL.

**DAWSON, RONALD ASSOC.**  
245 Fifth Ave., New York 17, Tel.: Murray Hill  
1-2883. Ronald Dawson, own.  
Services: AMP.

**DAY GORDON & PRODUCTIONS**  
132 E. 50th St., New York 18, Tel.: Orange 2-2888.  
Gordon M. Day, writer-prod.  
Services: DIL.

**DEBI, NAIR TELEVISION TALENT**  
1074 Broadway, New York 18, Tel.: Columbia  
3-3622. Nair Debi, exec. dir.  
Services: ACTHMP, specialists for Oriental talent  
& consultants.

**DENOVE, JACK PRODUCTIONS INC.**  
611 Santa Monica Blvd., Hollywood 38, Tel.: Holly-  
wood 4-8313. Jack Denove, pres.  
Services: BDFGHJKLNQ.

**DEPHURE STUDIOS INC.**  
782 Commonwealth Ave., Boston 11, Tel.: Beacon  
2-3722. Joseph Dephure, pres.  
Services: BCDPQKUCVW.

**DEPOTO FILMS CORP.**  
24 W. 14th St., New York 8, Tel.: Columbia 2-7622.  
John Barry, pres.  
Services: DFLJK.

**DE ROCHAMONT, LOUIS ASSOC INC.**  
20 Madison Ave., New York 17, Tel.: District 1-6930.  
F. Richard Macq, pres.  
Services: BFGHJKL.

**DESILE PRODUCTIONS INC.**  
346 N. Cahuenga Blvd., Hollywood 38, Tel.: Holly-  
wood 3-9911. Martin Desile, exec. vp.  
Services: BDFGHKLVU.

**de YONNANCOUR, BENOIT FILMS**  
2101 St. Catherine St. W., Montreal, Tel.: Wal-  
lington 7319.  
Services: BC; French language film production.

**DISNEY, WALT PRODUCTIONS**  
3109 W. Alameda Ave., Burbank, Calif. Tel. Thorn-  
wall 2-6131. Walt Disney, exec. prod.  
Services: BC.

**DOUGFAIR CORP.**  
685 N. Robertson Blvd., Los Angeles 36, Tel.: City-  
psa 2-1288. H. Alexander MacDonald, pres.  
Services: BS.

**DOUGLAS PRODUCTIONS**  
1425 S. Racine Ave., Chicago 8, Tel.: Haymarket  
1-9420. A. B. Jones, dir.  
Services: BDFGHIJKLUVW. "Liv-A-Loc" department  
for live product animation sound slide films.

**Midwaukee—822 N. Jackson St., Tel.: Broadway  
2-3680.**

**BURGIS, JEAN CO.**  
1274 Dahlia St., Denver 1, Tel.: East 2-6122. Jean M.  
F. Duhur, own.  
Services: PGI.

**BUDLEY TELEVISION CORP.**  
808 Santa Monica Blvd., Beverly Hills, Tel.: Crest-  
view 1-7118. Carl Dudley, pres. National Colli-  
stone, chronic of prints & vt.  
Services: BGLJLN.  
New York—301 Madison Ave., Tel.: Eldorado 2-3622.

**DYNAMIC FILMS INC.**  
112 W. 80th St., New York 24, Tel.: Trafalgar 1-6222.  
Nathan Zucker, pres.  
Services: CDEFGHJKLNOQV.

E

**ECONOMIE TELEVISION PROGRAMS**  
501 Madison Ave., New York 17, Tel.: Plaza 2-8884.  
Pierre Wells, gen. mgt. mgr.  
Services: Q.

**EDITORIAL FILMS INC.**  
11 E. 20th St., New York 18, Tel.: Murray Hill 6-3772.  
Babette J. Doniger, pres.  
Services: BEFGH.

**EDUCATIONAL FILM ENTERPRISES INC.**  
510 N. Wilcox Ave., Los Angeles 1, Tel.: Hollywood  
1-2888. George J. Bowe.  
Services: ABEFF.

**EDUCATIONAL FILMS CORP. OF AMERICA**  
1501 Broadway, New York 18, Tel.: Pennsylvania  
4-1189. Earle W. Hammons, pres.  
Services: DFGHJKLN; financing shows.  
New York—221 W. 71st St., Tel.: Judson 6-7049.  
Everett Rosenbalm.

**ED-VENTURE FILMS**  
1122 Cimada St., Los Angeles 81, Tel.: AN 1-1283.  
William E. Hines, prod.  
Services: BDFGHN.

**EDWARDS, RALPH PRODUCTIONS**  
1655 N. Cherokee Ave., Hollywood 28, Tel.: Holly-  
wood 3-8121. Ralph Edwards, pres.  
Services: AM.

**EISENBACH, JACK**  
8229 Melrose Ave., Hollywood 28

**ELAN-PORTER PRODUCTIONS INC.**  
12 W. 45th St., New York 18, Tel.: Judson 2-1292.  
Raphael Elan, pres.  
Services: CDFGHN.

**ELECTRO-VOX RECORDING STUDIOS**  
854 Melrose Ave., Hollywood 28, Tel.: Hollywood  
3-2189. Bert S. Gottschalk, pres.  
Services: GGI; slides.

**ELLIOT, UNGER & ELLIOT INC.**  
114 W. 54th St., New York 18, Tel.: Judson 4-8882.  
Stephen Elliot, pres.  
Services: DGV.

**ENCYCLOPAEDIA BRITANNICA FILMS INC.**  
(See Associated Program Services)  
1120 Wilmette Ave., Wilmette, Ill., Tel.: 4626. Mau-  
rice E. Mitchell, pres.  
Services: F.  
New York—221 E. 94th St., Tel.: Murray Hill 1-7121.  
E. Krueger.  
Dallas—1214 Dragon St., Tel.: Riverside 1-4071. J.  
Dickman.  
Hollywood—3625 Hollywood Blvd., Tel.: Hollywood  
1-4822. T. Harlan.  
Atlanta—217 Pharr Rd. N.E., Tel.: Cedar 1-6941. D.  
Deccio.  
Toronto—378 The Queen's Way, Tel.: CHford 1-6881.  
G. Anderson.

**ENDERS, ROBERT J. INC.**  
1001 Connecticut Ave. N.W., Tel.: Sterling 1-2222.  
Washington 6. D. C. Robert J. Enders, pres.  
Services: ABCDEFGHIJKLMNOPRUV.  
New York—11 E. 42nd St., Tel.: Plaza 1-6981. Mar-  
shall Schacher.  
Culver City, Calif.—MCN Studios, Tel.: Texas  
9-3311. Robert L. Freund.

**ENDORSEMENTS INC.**  
41 E. 52nd St., New York 18, Tel.: Plaza 1-4828.  
Julius Albert, pres. Robert Brimmaro, vp. in chg.  
of tv and films.  
Services: Endorsements & testimonials live & film  
for tv.

**Hollywood—912 Sunset Blvd., Tel.: Crestview  
3-1272. Chas. F. Rivers.**

**ENTERPRISE PRODUCTIONS**  
3701 Cahuenga Blvd., North Hollywood, Tel. Stan-  
ley 7-3295. Sherman I. Weiss.  
Services: ABCDEFGMN.

**ENTERTAINMENT PRODUCTIONS INC.**  
370 Madison Ave., New York 17, Tel.: Plaza 8-3388.  
Harry Fleischer, pres.  
Services: ABCM.

**ERRAUGH, TED STUDIOS INC.**  
108 W. 45th St., New York 18, Tel.: Trafalgar 1-6222.  
Ted Erraugh, pres.  
Services: BDFGHJKLNQV.

**ESPAÑA MEXICO ARGENTINA S. A. de C. V.**  
Suzanne No. 12, Mexico D. F., Tel.: 25-10-24.  
Gen. Juan F. Arzate, pres.-gen. dir.  
Services: CDFGJKLN.

F

**FACTS FORUM INC.**  
119 Jackson, Dallas, Tel.: Sterling 2281. David  
Schuffert, asst. to pres.  
Services: B.

**FADMAN ASSOC. LTD.**  
1801 Broadway, New York 18, Tel.: Larkmont  
4-9444. Edwin Fadman, mgr.  
Services: AS.

**FAIRBANKS, JERRY PRODUCTIONS  
OF CALIFORNIA**  
1228 N. Vine St., Hollywood 28, Tel.: Hollywood  
2-1121. Jerry Fairbanks, pres.  
Services: BDFGHIJKLN.  
Chicago—422 N. Michigan Ave., Tel.: Whitehall  
4-2128. Robert Kemper.  
San Antonio—Magnum Bldg., Tel.: Capital 1-6841.  
John J. Miller.

**FAMILY FILMS INC.**  
5629 Santa Monica Blvd., Hollywood 28, Tel.: Holly-  
wood 3-2203. Sam Herin, pres.  
Services: DGIJKLNTUV.

**FAMILY THEATER INC.**  
1201 Sunset Blvd., Hollywood 48, Tel.: Hollywood  
3-1213. Ray Patrick Peyton, C.A.C., pres.  
Services: BIL.

**FAMOUS ARTISTS CORP.**  
444 Wilshire Blvd., Beverly Hills, Tel.: Creative  
4-9429. Murray L. Newman.  
Services: BNOCP.  
New York—415 Fifth Ave. 1st. Fl.: Circle 1-4210.  
Charles Abramson.

**FANCHON & MARCO INC.**  
828 Hollywood Blvd., Hollywood 28, Tel.: Holly-  
wood 1-2188. Marco Wolfe, pres.  
Services: ADFGHIKMP.

**FANTASY FEATURES INC.**  
(See Lanes Productions Inc.)

**FAVORITE PRODUCTIONS**  
1440 N. State Pkwy., Chicago 10, Tel.: Michigan  
2-6013. Charles L. Acree, gen. mgr.  
Services: AB.

**FEDERSON, DON PRODUCTIONS**  
131 E. Camino Beverly Hills, Tel.: Bradshaw 2-8822.  
Don Federson, pres.  
Services: B.

**FEDERAL TELEFILMS CORP.**  
160 W. Furman Ave., Hollywood 48, Tel.: Holly-  
wood 1-8111. Harry Joe Brown, pres.  
Services: BIL.



PRODUCERS

FELD, GUSTAVE A CO. 152 South Ave., New York 12. Tel. Columbus 5-3888. Sydney A. Feld, sec. Services: Rent furniture and props.

FENNELL, PAUL J. CO. 404 N. LaCienega Blvd., Los Angeles 48. Tel. Olympia 2-2812. Paul J. Fennell, own. Services: DFGHJK.
FERRIN, FRANK CO. 4028 Sunset Blvd., Hollywood 28. Tel. Hollywood 1-3523. Frank Ferrin, own. Services: NU.
FIALOFF, BERMAN AGENCY 1560 Broadway, New York 26. Tel. Judson 2-4227. Berman Fialoff, own. Services: MHPQ. Foreign films for tv. Hollywood-3809 Dussan Ave. Rm 4r Janina-Capotechaka Hotel. Chicago-Wrighty Bldg. Tokys-Aashi P. O. Box 23.
FILMACK TELEVISION STUDIOS 1227 S. Wabash Ave., Chicago 4. Tel. Harrison 1-3290. Bernice Mack, pres. mgr. Services: BDFGJLKNPQUVW.
FILM-AIDE 500 Harrison St., Amarillo, Tex. Tel. (Area 2-2777). George Johnson, mgr. Services: DFUVW.
FILM-ART SERVICE 41 W. 47th St., New York 24. Tel. Circle 2-3228. Margaret Bana. Services: DFGJK. animation and work.
FILM ARTS PRODUCTIONS INC. 1700 S. 19th St., Milwaukee 4. Tel. Milwaukee 5-2521. Brian P. Gray, pres. Services: DFGVW.
FILM ASSOC. INC. 680 S. Davis Hwy., Dayton 3 Ohio. Tel. Walnut 2194. Edward R. Lang, gen. mgr. Services: BCDGJKLNQUVW.
FILMASTER PRODUCTIONS INC. 520 N. Brynmae Ave., Hollywood 4. Tel. Hollywood 4-4122. Robert W. Stahler, pres. Services: RDN.
FILMCRAP PRODUCTIONS 5811 Melrose Ave., Los Angeles 48. Tel. Olive 1-2426. Mrs. Regis Landenbaum, pres. Services: ABCDFGHIJKMN.
FILM CREATIONS 18 E. 40th St., New York 18. Tel. Murray Hill 9-4982. E. S. Caruso, pres.
FILMEFFECTS OF HOLLYWOOD 1127 N. Highland Ave., Hollywood 26. Tel. Hollywood 4-2622. Linwood G. Dean, gen. mgr. Services: DGVW. specialized photographic lab services, 16mm & 35mm (show-reels).
FILM GRAPHICS INC. 240 W. 42nd St., New York 36. Tel. Judson 6-1222. Lee E. Hill. Services: FGJKU.
FILM ORIGINALS 6538 Robertson Dr., Brentwood, Calif. Tel. 1-3602. George G. Smith, own. Services: HJJN.
FILM REPORT PRODUCTIONS 21 E. Beverly Dr., Beverly Hills. Tel. Bradshaw 2-6125. Gene Roberts, pres. Services: BCGNQ.
FILM SERVICE LABORATORIES INC. 4327 Santa Monica Blvd., Hollywood 28. Tel. Hollywood 2-2222. Gilbert R. Scott, vp-pres. mgr. Services: VW.
FILMS OF INDIA 100 E. Hollywood Ave., Los Angeles 48. Tel. Westside 1-3822. E. M. Bagni, pres. Services: H7.
FIORE FILMS 600 Bergen Ave., Jersey City 4. Tel. Henderson 2-4724. Albert A. Fiore, vp. Services: ABCDFGHJ.
FISCHER PHOTOGRAPHIC LABORATORY INC. 450 W. North Ave., Oak Park, Ill. (Chicago). Tel. Columbus 1-2774. Don W. Westbach, lab mgr. Services: LW.
FISHERMAN, FRIEDA 562 W. 27th St., New York 23. Tel. Circle 2-4228. Frieda Fisherman, own. Services: P.
FISHERMAN, ALAN M. PRODUCTIONS 333 N. Michigan Ave., Chicago 1. Tel. Dearborn 3-4887. Alan M. Fisherman, own. Services: ACDM.
FITZPATRICK'S, JAMES A. TRAVEL PICTURES 829 Sunset Blvd., Hollywood 46. Tel. Oleantha 1-8611. James A. FitzPatrick, pres. Services: B.
FIVE STAR PRODUCTIONS INC. 4520 Sunset Blvd., Hollywood 28. Tel. Hollywood 2-4827. Carl Glasbey, pres. Services: DGLJQPU.
FLICKA FILMS 12 E. Grand Ave., Chicago 11. Tel. Superior 1-2221. William R. Johnson, gen. mgr. Services: BDFGJK.
FLYING A PICTURES INC. 811 Paul, Minn.-622 Dayton Ave., Tel. Capital 4-2986. John D. Christenson. Lansing 23, Mich.-314 Townsend. Tel. Ivenhoe 4-2220. W. A. Pomeroy.
FLYING A PICTURES INC. 6000 Sunset Blvd., Hollywood 28. Tel. Hollywood 9-1422. Armand L. Schaefer, own. in chg. of prod. Services: BD.

FORDSELL FILMS INC. 1217 University Ave., New York 22. Tel. Ludlow 2-2128. Clifford F. Ford, pres. Services: BDFGHJKLNQV.

FORT DELIVERY INC. 650 N. Bronson Ave., Los Angeles 4. Tel. Hollywood 2-7141. Brewster B. Morgan, pres. Services: B.
FOTOVOX INC. 1817 Union Ave., Memphis 4. Tel. Broadway 2-1122. Elton Leonard, pres. Services: BDFGJKV.
Lidia Bank-418 E. Manhattan. Tel. Franklin 1-6002. Harry Westlake, mgr.
FORTUNE RECORDS 1122 Woodward, Detroit 4. Tel. Townsend 1-2227. Douglas S. Brown. Services: C.
FOUNDATION FILMS FOR TELEVISION Citizens Bank Bldg., Pasadena 1, Calif. Tel. SYCAMORE 4-4049. John Bolen & Eldon L. Day. Services: Religious motion pictures (16mm b&w color).
FOUR STAR FILMS INC. 828 W. Washington Blvd., Culver City, Calif. Tel. Vermont 1-2124. Dick Powell, pres. Services: ADFGJKLN.
FOX GEO. CORP. 208 Crossroads of the World, Hollywood 28. Tel. Hollywood 4-2242. George S. Fox, pres. Services: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.
FOX-MARQUEE PRODUCTIONS 610 Sunset Boulevard, Hollywood 28. Tel. Crestview 1-9914. R. S. Fox. Services: AMN.
FRAMER, WALT PRODUCTIONS 1350 Avenue of the Americas, New York 36. Tel. Oxford 1-2322. Walt Framar, pres. Services: AM.
FULTON RECORDING CO. (See Coastal Recording Co.)
GAINES, BLANCHE 25 W. 77th St., New York 19. Tel. Plaza 1-2527. Blanche Gaines, own. Services: P.
GALLAGHER FILMS INC. 137 N. Oakland Ave., Green Bay, Wis. Tel. Hennock 1-1367. James L. Gallagher, pres. Services: BDFGHIJKPQU.
Hollywood 28-700 N. Vine St., Tel. Hollywood 7-4411. Jack Taylor, mgr.
GALLUCCI BROTHERS & ASSOC. 127 Nevada Road, Waterbury & Conn. Tel. Plaza 2-4272. Joe Gallucci, pres. Services: MHPQ. sell local time for national. Lanesville-1228 Haven Ave. Tel. Glendale 4-6021. N. J. Gallucci, vp. Devereux-P. O. Box 1228. L. W. Calloni, lab mgr.
GENERAL FILM PRODUCTIONS INC. 214 South State St., Salt Lake 11. Tel. Arnhurst 4-7344. William G. Norm, lab. & prod. mgr. Services: CDFGJKV.
GENERAL PICTURES PRODUCTIONS INC. 192 Key Way, Des Moines 14, Iowa. Tel. Atlantic 6-2114. William H. Scheidt, own-pres. Services: BDFGHIJKLNQUVW.
GENERAL SERVICE STUDIOS 1048 N. Las Palmas Ave., Hollywood 28. Tel. Hollywood 1-8111. James Nassar, pres. George Nassar, vp. Services: B C D E F G H I J K L M N O P Q R S T U V W X Y Z.
GERALD PRODUCTIONS INC. 22 W. 46th St., New York 19. Tel. Plaza 1-2128. Gerald Auerbach, pres. Services: ABCFGIJKLNQV.
GERTZ, MITCHELL AGENCY 100 N. Hollywood, Beverly Hills, Calif. Tel. Crestview 4-6691. Mitchell Gertz, own. Services: B M N O P Q R.
GLANAR STUDIO 612 Sunset Blvd., Hollywood 28. Tel. Hollywood 4-6622. Sid Glanar, own. Services: CDFIK.
GOTTZ, JACK 612 Sunset Blvd., Hollywood 28. Tel. Hollywood 4-6622. Services: BUVW.
GOLD, MEL PRODUCTIONS INC. 125 Broadway, New York 19. Tel. Judson 2-4444. Melvin L. Gold, pres. Services: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.
LONG Island City, N. Y. 41-01 Broadway, Tel. Ravenswood 2-4888. Martin Rich, prod. man.
GOLDEN KEY PRODUCTIONS INC. 1251 Hillhurst Ave., Hollywood 27. Tel. Normandy 1-4421. Dr. Gene Spuler, pres. Services: BFGJNU. production and distribution of educational films.
GOODMAN, HARRY S. PRODUCTIONS 10 E. 32nd St., New York 22. Tel. Plaza 1-2211. Harry S. Goodman, pres. Services: ADJQ.
GOODSON-TODMAN PRODUCTIONS 41 E. 57th St., New York 22. Tel. Plaza 1-6666. Marc Goodson & Bill Todman, pres. Services: ABMN.
Beverly Hills, Calif.-448 S. Beverly Dr. Tel. Crestview 4-7257. Harris Kathanan.
GOTHAM FILM PRODUCTIONS INC. 11 E. 44th St., New York 17. Tel. Murray Hill 2-4426. Susan Wynn, vp. Services: BDFGHILN. complete national services.

GRAPHIA PRODUCTIONS 250 Jackson St., San Francisco 18. Tel. Broadway 1-2222. Kathleen K. Sawlaga, own. Services: ARWEN.

GRAY O'REILLY STUDIOS 400 Lexington Ave., New York 17. Tel. Plaza 2-2080. James E. Gray, vp. Services: DG.
GREEN, LEWIS G. PRODUCTIONS 320 N. Michigan Ave., Chicago 11. Tel. Whitehall 4-7448. Lewis G. Green, mgr. Services: ABCDGLMNU.
GREENE, BEN FILM PRODUCTIONS 1420 Broadway, New York 16. Tel. Plaza 1-2622. Ben Greene, own. Services: CDEFGU.
GRESHAM, ABNER J. PRODUCTIONS INC. 8101 Wilshire Blvd., Beverly Hills. Tel. Olympia 1-2012. Abner J. Gresham, pres.; Arthur U. Gregory, sec. to pres. Services: ADDMNOP.
New York 28-RKO Bldg., Radio City. Tel. Circle 7-3623. Fred Harris, mgr.
GROSS-KRANE INC. 620 N. Bronson Ave., Hollywood 4. Tel. Hollywood 1-7541. David Mathews, gen. mgr. Services: BDFGHIJKLNQVW.
GUDEL, JOHN PRODUCTIONS 2211 Beverly Blvd., Los Angeles 28. Tel. Western 6-4229. John Guedel. Services: A B C D Q.
GUIDED TOUR PRODUCTIONS 110 Buses St., Hockessin, N. J. Tel. Hockessin 4-8212. Alice McGowan, vp. Services: BDFGHIJKLNQVW.
Orlando, Florida-620 East Franklin. Tel. Marion 1-2514. Chester Redfern, pres.
GUILD FILMS CO. 460 Park Ave., New York 22. Tel. Murray Hill 4-2222. Reub Kaufman, pres.; Burton Adler, sec. to pres. mgr.; John Cole, vp. in chg. of sb. Loy Dickey, producer. Dr. J. G. sup.; Irving Feld, writer. Dr. G. sup.; Jerry Lillard, eastern dist. mgr.
Services: BDFGHIJKLNQVW.
Chicago-28 E. Jackson Blvd. Tel. Wabash 2-2222. Mary Lane.
Dallas-302 Fairmount St. Tel. Riverock 4-4227. Bruce Collier.
Kansas City-705 E. A-544 Terrace. Tel. Wabash 2-4212. Vic Pock.
Hollywood-825 Sunset Blvd. Tel. Orlinda 4-2779. Dalton Damon.
Portland, Ore.-411 N. Tillamook St. Tel. Atlantic 4-2222. Merriman Holtz, sr.
Atlanta-124 Sheryl Place, S.W. Tel. Trinity 1-2424. El Sumrall.
St. Louis-Arrive 2222. Tel. Main 1-1753. Ed Whelan.
Tampa, Fla.-217 Jarvis St. Tel. Walnut 1-2222. R. W. Caldwell, rep.
Knoxville, Tenn.-Deacon Bridge Farm, St. 1. Tel. Greenwood 4-1426. Tom Maxwell.
Columbus, S. C.-4221 Woodstone Road. Tel. Sunset 1-2227. Herb Pearson.
H
BACK, HERMAN PRODUCTIONS & SCRIPTURE FILMS 240 N. Beachwood Dr., Hollywood 28. Tel. Hollywood 7-4527. Herman Back, own. Services: B C E M P Q.
HAMBURG, MITCHELL J. AGENCY 274 Sunset Blvd., Hollywood 28. Tel. Orlinda 1-2222. Mitchell J. Hamburg, own. Services: ABCDEFGHIJKLNQVW.
HAMMOND, LAWRENCE PRODUCTIONS INC. 408 E. 31st St., New York 32. Tel. Plaza 2-2214. Michael Carr. Services: AFGHMN.
HANEY, PAUL PRODUCTIONS INC. 170 Broadway, New York 10. Tel. Circle 1-8140. Paul Haneay, pres. Services: FG.
HANDEL FILM CORP. 825 Melrose Ave., Hollywood 28. Tel. Western 4-2222. Leo A. Handel, pres. Services: BDFGHIJKLNQVW.
HANDY, JAM ORGANIZATION 281 E. Grand Blvd., Detroit 11. Tel. Trinity 1-2222. James Handy, pres. Services: BDFGHIJKLNQVW.
New York-1775 Broadway. Tel. Judson 2-4888. W. J. Riley.
Chicago-228 N. Michigan Ave. Tel. State 2-2227. Harold Dait.
Dayton-Tel. Enterprise 2222. Hollywood-142 N. Ridgewood Pl. Tel. Hollywood 1-2221. Thomas G. Johnson.
Pittsburgh-Tel. Smith 2142.
HANKINSON STUDIO INC. 13 W. 45th St., New York 36. Tel. Judson 6-2222. Frederick L. Hankinson, pres. Services: DGLJQPU.
HANNA, MARK 524 Madison Ave., New York 22. Tel. Thompson 2-2722. Mark Hanna, own.
HARRIOTT, BYRON RADIO, TAPE & TV SOUND FILM PRODUCTIONS 3075 37th St. N., St. Petersburg 4, Fla. Tel. Hemlock 8811. Byron Harriott, own. Services: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z.
HARRISCOPE INC. 25 N. Beverly Dr., Beverly Hills. Tel. Crestview 4-5222. Roy J. Harris, pres. Services: ABCDEFGHIJKLNQVW.

**HARRIS-TURMAN PRODUCTIONS**  
101 N. Highland Ave., Hollywood 38. Tel.: Webster  
6-1288. Ralph G. Turman, gen. mgr.  
Services: DFGJK.  
New York 35-556 8th Ave. Tel. Plaza 5-308. Joseph  
Michael.

**HARTLEY PRODUCTIONS INC.**  
230 E. 48th St., New York 17. Irving Hartley, pres.  
Services: BDFGNVUW.

**HASTINGS, SUE MARIONETTES**  
1006 McKinney Ave., Dallas 4. Tel.: Lakeside  
4-2222. Lynne Roberts, pres.  
Services: Marionettes.

**HAYES, SAM PRODUCTIONS**  
590 Sunset Blvd., Hollywood 38. Tel.: Hollywood  
3-1511. Sam Hayes, pres. & gen. mgr.  
Services: ABCDE.

**HEALTH & WELFARE MATERIALS CENTER INC.**  
15 E. 44th St., New York 17. Tel.: Murray Hill  
2-4322. Victor Weingarten, pres.  
Pleasantville, N. Y.—Munson 884. Tel.: Rogers  
8-4221. Violet Weingarten, vp.  
Services: ABCDE.

**HEARST METROTONE NEWS INC.**  
160 W. 34th St., New York 18. Tel.: Plaza 3-4120.  
Caleb B. Stratton, exec. dir.  
Services: BDFGHLNPSVW.  
Chicago 3-1323 S. Wabash Ave. Tel.: Wabash  
2-1024. Frank Koca, mgr.  
Los Angeles 15-1151 S. Broadway. Tel.: Hollywood  
8-7761. Norman W. Alday.  
San Francisco—482 Howard St. Tel.: Douglas 3-4215.  
Roy Kluber.  
Washington—1905 Fairview Ave. Tel.: District 3-4204.  
Charles Shutt.

**HEED, GEORGE PRODUCTIONS**  
Wilbur Fern Hotel, Pittsburgh 26, Pa. Tel.: Grand  
1-3888. George Heed, pres.  
Services: ACM.

**HEMISPHERE PRODUCTIONS LTD.**  
1824 N. St. N. E., Washington D. C. Tel.: District  
1-4955. George H. Tappin, pres.-exec. prod.  
Services: AEN.

**HEZBERG, WALTER AGENCY**  
820 Sunset Blvd., Los Angeles 48. Tel.: Olympic  
3-7218. Walter Herzberg, own.  
Services: C.

**HOPFERG PRODUCTIONS INC.**  
301 W. 44th St., New York 36. Tel.: Circle 8-6221.  
Jack H. Hopferg, pres.  
Services: APT.

**HOLLAND-WEGMAN PRODUCTIONS**  
197 Delaware Ave., Buffalo 1, N. Y. Tel.: Madison  
1-411. Edward J. Wegman, pres.  
Services: BDFGHLNLUVW.

**HOLLIS PRODUCTIONS LTD.**  
624 Madison Ave., New York. Tel.: Plaza 3-3282.  
Charles Irving, pres.  
Services: ABCDEGN.

**HOLLYWOOD FILM CO.**  
554 Seward St., Hollywood 38. Tel.: Hollywood  
3-2284. Leo and Harry Teitelbaum, own.  
Services: Sale of tv editing supplies & equipment.  
New York—247 W. 3rd St., N. Y. Manhattan Kaplan,  
mgr.

**HOLLYWOOD FILM ENTERPRISES INC.**  
4800 Sunset Blvd., Hollywood 38. Tel.: Hollywood  
4-2181. T. H. Emmett, ch. mgr.  
Services: BDFGHLKNSVW.

**HOLLYWOOD SPOTLITE NEWSFILM SERVICE  
INC.**  
601 N. La Brea Ave., Los Angeles 38. Tel.: Webster  
8-1101. Jack Siegal, eastern ch. mgr.; Algernon  
G. Walker, pres.; W. A. Blanchard, western ch.  
mgr.  
Services: I.

**HOWARD RADIO-TV PRODUCTIONS**  
621 W. Chestnut St., Chicago 19. Tel.: Michigan  
2-9471. Bernard Howard, own.  
Services: ABCDFGHIJKLMNOPQUV.

**HOWARD, SANDY PRODUCTIONS**  
621 W. Chestnut St., Chicago 19. Tel.: Michigan 2-9471.  
Sandy Howard.  
Services: AEM.

**HOYT, HARRY G. PRODUCTIONS**  
2545 Kellum Ave., Los Angeles 14. Tel.: Brighton  
8-4757. Carl Soyaker.  
Services: AE (color and color); Science to producers.

**HUBBELL, RICHARD W. & ASSOC.**  
260 First Ave., New York 16. Tel.: Oregon 1-6118.  
Richard Hubbell, chmn.  
Services: Consultant in broadcasting and advertising.

**HULLINGER PRODUCTIONS INC.**  
Evening Star Television Center, 4481 Connecticut  
Ave., N.W., Washington 8, D. C. Tel.: Emerson  
3-2538. Edwin Ware Hullinger, pres.  
Services: BDEFCHLKMNOU.

**HUNT, HUBBARD PRODUCTIONS**  
1436 N. Bevard, Hollywood 38. Tel.: Hollywood  
3-8444. Hubbard Hunt, own.  
Services: CDEFGJLKNRSV.

**HURWITZ, MILTON**  
125 Madison St., Seattle 22. Tel.: Franklin  
1-68. Milton Hurwitz. Services: ABCDANPQ.

**IMPERIAL WORLD FILMS INC.**  
12 E. Delaware Pl., Chicago 11. Tel.: Michigan  
1-4208. Gene Lukas, gen. mgr.  
Services: BDFGHIQ.

**IMPRO INC.**  
1324 Santa Monica Blvd., Hollywood 46. Tel.: UH-  
band 4-2668. Herbert L. Struck, pres.

Services: BGGHNRV.  
**LIMA, PERU—Hotel Critlon** Kenneth Harris  
**INDEPENDENT PRODUCERS FILM EXCHANGE  
INC.**

2026 Melrose Ave., Hollywood 38. Tel.: Webster  
1-4202. Jack A. Eisenbach, pres.  
Services: BCDPQHIJN.

**INDIAN TRAILS**  
9215 W. Washington Blvd., Los Angeles 16. Tel.:  
Webster 4-2622. Robert Callahan, own.  
Services: AF.

**INFORMATION PRODUCTIONS INC.**  
(See Dated States Productions Inc.)

**INSTITUTE OF VISUAL TRAINING INC.**  
49 E. 49th St., New York 17. Tel.: El Dorado 2-1443.  
William J. Gant, pres.  
Services: FGKJ.

**INTERNATIONAL FILM FOUNDATION INC.**  
1 E. 42nd St., New York 17. Tel.: Oxford 7-0220.  
Julien Bryan, exec. dir.  
Services: EJK.

**INTERSTATE TELEVISION CORP.**  
4374 Sunset Dr., Hollywood 27. Tel.: Normandie  
2-8181. G. Ralph Brighton, pres.; Robert M. New-  
gard, western ch. mgr.  
Services: BNSQ.

New York 25-443 Park Ave. Tel.: Murray Hill  
8-2542. Lloyd Lind, ch.  
Chicago—1245 E. Wabash Ave. Tel.: Wabash 2-7893.  
Paul Blain.

Chicago—1425 Central Parkway. Tel.: Parkway  
1-3173. Dick Osterlander.  
Dallas—228 Commerce St. Tel.: Prospect 888. Jay  
Bulfinch.

Detroit—2230 Oak Ave. Tel.: Woodward 1-2282.  
Greenwich, N. C.—2222 Friendly Rd. Tel.: Green-  
boro 2-1211. Nancy Probstman.

Kansas City—121 W. 10th St. Tel.: Harrison 1-2282.  
William Kahn.

**IRWIN, CAROL**  
271 Park Ave., New York. Tel.: Plaza 1-4970. Carol  
Irwin, prod.  
Services: AE.

**IRWIN, LOU INC. AGENCY**  
913 Sunset Blvd., Hollywood 38. Tel.: Creative  
1-7131. Lou Irwin, pres.  
Services: NOP.

**ITALIAN MOTION PICTURE ASSN.**  
1279 Sixth Ave., N. Y. 10. Tel.: Judson 3-4040. Sey-  
mour Fox, vp.  
Services: BFGHJKLNU.

**JACKSON, RILEY PRODUCTIONS**  
6223 Hollywood Blvd., Hollywood 38. Tel.: Holly-  
wood 3-2224. Riley Jackson, own.  
Services: ABCDGLKNSHQ.

**JAFFE AGENCY**  
4441 Wilshire Blvd., Beverly Hills. Tel.: Creative  
4-7223. Marc Newman, head tv-radio dept.  
Services: BLOP.

New York—610 38th Ave. Charles Abramson.  
**JAMIESON FILM CO.**  
325 Bryan St., Dallas 4. Tel.: Taylor 3-8138. Bruce  
Jamieson, mgr.  
Services: DEFGKJW.

Atlanta 9-1938 W. Peachtree, N.W. Tel.: Trinity  
4-8223. Chester Glennon.

**JAN PRODUCTIONS**  
6011 Santa Monica Blvd., Hollywood 38. Tel.: Holly-  
wood 4-6221. Ann Fairleigh, pres.  
Services: BDK.

**JEWELL RADIO AND TV PROD.**  
548 North Michigan, Chicago 11. Tel.: Madison  
4-9757. James E. Jewell, pres.  
Services: BIKN.

Detroit—3225 French Rd. Tel.: Woodward  
2-6227. W. Ralph Jewell, exec. in charge.  
Hollywood—1589 N. La Brea. Tel.: Hollywood  
1-2111. Michael Brown, mgr.; Lewis Foster, dir.

**KANE, AL PRODUCTIONS INC.**  
1411 Walnut St., Philadelphia 8. Tel.: Rittenhouse  
6-0252. Albert M. Kane, pres.  
Services: ADFGHIJN; kinescopes recording; closed-  
circuit "Video Electronic" film production.

**KARAS, JONATHAN**  
Jennifer Ct., Durham, N. H. Tel.: B. Jonathan Karas,  
own.  
Services: ABCDFGMNP.

**KARLEN, BERNARD E. PRODUCTIONS**  
11 E. 48 St., New York 17. Tel.: Plaza 8-2301. Ber-  
nard E. Karlen, pres.  
Services: ABCEN.

**KATFEZ, VICTOR PRODUCTIONS INC.**  
178 Broadway, New York 18. Tel.: Circle 3-8226.  
Victor Katfez, own. exec. prod.  
Services: BFGHIE.

**KEACH, STACY PRODUCTIONS**  
1174 Ventura Blvd., Studio City, Calif. Tel.: Poptar  
7-8828. Stacy Keach, pres.  
Services: BDFGMNP.

**KEITH FILM PRODUCTIONS**  
220 Barney St., Omaha 2. Tel.: Jackson 2128.  
James C. Keith, pres.-own.  
Services: BDEFGLKLUVW.

**KEITZ & BERNDON**  
449 Belmont, Dallas. Tel.: Taylor 1-5187. L. F.  
Berndon Jr., ch. mgr.  
Services: BDFGJKLNU.

**KELLEY-FRASER PRODUCTIONS INC.**  
818 Madison Ave., Madison 1. Tel.: Cherry 4-1377.  
Fenton Kelley Jr., pres.  
Services: DFKIQ.

**KERROW, HERBERT INC.**  
485 Lexington Ave., New York 17. Plaza 1-1225.  
Herbert Kerrow, pres.  
Services: DFG.

**KEY PRODUCTIONS INC.**  
101 Madison Ave., New York 17. Tel.: Edmond  
3-2282. James D. Kantor, pres.  
Services: BFG.

**KILLIAM SHOWS INC.**  
9 E. 59th St., New York 17. Tel.: Edorado 2-0311.  
Paul Killiam, pres.  
Services: ABB.

**KIN-O-LUX**  
17 W. 45th St., New York 36. Tel.: Judson 8-1880.  
Rudolph Pfeiffer, pres.  
Services: FGHIJNPSTYW.

**KLEIMAN PRODUCTIONS**  
745 Main Ave., St. Louis 14. Tel.: Volunteer  
3-0771. Jerome J. Kleiman, own.  
Services: DFGHJK.

**KLINE, FRED W. PRODUCTIONS**  
832 Selma Ave., Hollywood 28. Tel.: Hollywood  
2-6771. Fred W. Kline, gen. mgr.  
Services: BCDPQNRSTUV.

New York 15-111 W. 57th St. Tel.: Judson 8-7771.  
Walter Mayo, exec. vp.

**KLINO FILM ENTERPRISES INC.**  
124 W. Washington Blvd., Chicago 1. Tel.: Sweet  
4-4211. Harry W. Lang, exec. vp.  
Services: BDFGHIJKLMNOPQUV.

Hollywood—1418 N. LaBrea. Tel.: Hollywood 2-2181.  
Jack Penmore, vp.

**KLUGER FILM PRODUCTIONS**  
280 N. Kenmore St., Milwaukee 12. Tel.: Franklin  
1-4261. Donald E. Kluge.  
Services: DFGV.

**KNICKERBOCKER PRODUCTIONS INC.**  
180 Broadway, New York 19. Tel.: Circle 5-8710.  
Howard A. Lasser, pres.  
Services: BDFGJKL.

**LAB TV**  
241 W. 49th St., New York. Tel.: Judson 4-2282. Jack  
Ladd, own.  
Services: W. black and white reversal film only.

**LAKESIDE TELEVISION CO.**  
182 Broadway, New York 36. Tel.: Langens 4-4582.  
Bernard Lakewood, vp.  
Services: BDFQ.

**LANCE PRODUCTIONS INC.**  
113 W. 7th St., New York 19. Tel.: Circle 8-7028.  
Loren Lance, pres.  
Services: BDFGHIJKLNU.

**LANGLOIS FILMUSIC INC.**  
1728 Broadway, New York 18. Tel.: Judson 8-0105.  
C. O. Langlois Jr., pres.  
Services: IJN.

Hollywood 38—Capital Tower. Tel.: Hollywood  
2-6222. George Jones.

Toronto—441 Jarvis St. Tel.: Walnut 2-2108. Gordon  
Keeble, mgr.

**LAUFMAN, HERBERT S. & CO.**  
211 N. LaSalle St., Chicago 1. Tel.: Randolph 4-4988.  
Herbert S. Laufman, pres.  
Services: ABCFGHINQ.

**LAWRENCE, ROBERT PRODUCTIONS INC.**  
128 W. 5th St., New York 19. Tel.: Judson 4-4242.  
Robert L. Lawrence, pres.  
Services: BDFIJKNU.

New York 19—Lonsky & Norling Studios Inc., 269  
W. 126 St. Tel.: Circle 3-2288. Jack Norling, vp.  
Gene Dreyfus, vp.; Pinoff-Lawrence Productions  
Inc., 128 W. 126 St. Tel.: Circle 1-4214. Ernest  
Dreyfus, vp.

Hollywood—Creative-Lawrence Animation Inc., 118  
N. La Brea. Tel.: Webster 8-8138. Roy Patterson,  
pres.

Toronto—Robert Lawrence Prod. (Canada) Ltd., 119  
Front St. W. Tel.: Empire 4-1448. John T. Ross,  
vp.

**LESSER, BOI PRODUCTIONS INC.**  
938 W. Washington Blvd., Culver City, Calif. Tel.:  
Texas 8-8851. Boi Lesser, pres.  
Services: B.

**LESTER, GENE PRODUCTIONS**  
1491 N. Vine St., Hollywood 28. Tel.: Hollywood  
4-7287. Gene Lester, own.  
Services: BD.

**LEVINE, CAROL PRODUCTIONS**  
286 Valley St., San Francisco 11. Tel.: Sutter 1-3222.  
Carol Levine, own.  
Services: ABCDFGHIQ.

**LEWIS, JACK THEATRICAL ENTERPRISES**  
124 Broadway, New York 18. Tel.: Plaza 3-9111.  
Jack Lewis.  
Services: AGLMOP.

**LEWIS, VERNON PRODUCTIONS INC.**  
71 W. 46th St., New York 36. Tel.: Judson 8-1322.  
Vernon Lewis, pres.  
Services: BDFGHIQ.

**LEWIS & MARTIN FILMS INC.**  
1421 N. Wells, Chicago 10. Tel.: Whitehall 4-7977.  
Harshall G. Lewis, pres.  
Services: BDEGLKLPQRUV.

**LEWISLOH ENTERPRISES INC.**  
908 Charlotte Blvd., Beverly Hills. Tel.: Cre-  
view 4-9522. Thomas E. A. Lewis, pres.  
Services: B.

**LIFETIME TRANSCRIPTIONS**  
No. 3 Gilbert Court, Peoria 2, Ill. Tel.: 2-0462  
Supt. John Buschele, pres.  
Services: BDLN

**LLOYD, JACK**  
1445 Miller Way, Hollywood 46 Tel.: Ordway 4-4847  
Jack Lloyd, exec. dir.  
Services: CDLMOP

**LODGE, ARTHUR PRODUCTIONS INC.**  
21 W. 46th St., New York 36, Tel.: Plaza 7-8846  
Arthur J. Lodge Jr., pres.  
Services: BFGHJ; film library.

**LOVE RANGER INC.**  
270 N. Canon Drive, Beverly Hills Tel.: Crestview  
4-3321. Sherman A. Harris, vp.  
Services: B

**LONGNECKER, ROBERT AGENCY**  
3423 Melrose Pl., Los Angeles 40, Tel.: Olive 2-7770  
Services: ABMNOP

**LOUCKS & NORLING STUDIOS INC.**  
245 W. 155th St., New York 19, Tel.: Claude 7-2368  
Lucas Rhodes.  
Services: DFGJK

**LOVE, JAMES PRODUCTIONS INC.**  
115 W. 45th St., New York 36, Tel.: Junction 1-4822  
James A. Love, pres.  
Services: BDFGJKK

**LOYTON, JOHN W. RADIO & TELEVISION PRODUCTIONS**  
515 Sunset Blvd., Los Angeles 48 Tel.: Crestview  
1-7225. John W. Loyton, pres.  
Services: B

**LUTHERAN TELEVISION PRODUCTIONS**  
215 N. Broadway, St. Louis 2, Mo. Tel.: Chestnut  
1-8006. Melvin Schlicht, exec. sec.  
Services: B

**LYONS & LYONS INC.**  
227 Madison Ave., New York 22, Tel.: Plaza 1-2888  
Arthur S. Lyons, pres.  
Services: MNCPQ

M

**MACGREGOR, C. P. RECORDING STUDIO**  
729 S. Western Ave., Los Angeles 1, Oxford 1-4771  
Edward H. Lowry, gen. mgr.  
Services: (TV)

**MACK, ROY AGENCY**  
5120 Sunset Blvd., Hollywood 48, Tel.: Crestview  
1-3321. Roy Mack, own.  
Services: F

**MAGIC CIRCLE PRODUCTIONS**  
2271 Pacific View Dr., Hollywood 28, Tel.: Holly-  
wood 4-8818. Sam E. Sebby, prod.  
Services: ACM

**MARATHON TV NEWSREEL INC.**  
24 E. 48th St., New York 17, Tel.: Murray Hill  
1-2885. Kenneth Kalber, pres.  
Services: DFGKQ

**MARK VII LTD.**  
694 Radford Ave., North Hollywood Tel.: Starline  
1-5211. Jack Webb, pres.  
Services: B

**MARSHALL ORGANIZATION INC.**  
321 Fifth Ave., New York 17, Tel.: Murray Hill  
1-2722. Anthony W. Marshall, pres.  
Services: ABCDFGMR

**MASTER MOTION PICTURE CO.**  
35 Piedmont St., Boston 18, Tel.: Barnock 4-2822  
Aviner Rakov, pres.  
Services: DFGHUVW

**MASTERTONE RECORDING STUDIOS INC.**  
711 Eighth Ave., New York 39, Tel.: Circle 7-7722  
Gene Sayel, recording supt.  
Services: UV

**MAXWELL, ROBERT ASSOC.**  
3736 Sunset Blvd., Hollywood 28, Tel.: Hollywood  
1-5027. Robert Maxwell, pres.  
Services: BLN

**MCA TV LTD.**  
(Music Corp. of America)  
38 Madison Ave., New York 17, Tel.: Plaza 1-7500  
David V. Sutton, ex. in chg.  
Services: BNPQS  
Beverly Hills—3220 Santa Monica Blvd. Tel. Crest-  
view 4-2881  
Atlanta—Glen Ridge Bldg. Tel.: Jackson 1-4781  
Boston—41 Charlestown Rd., Newton. Copies 1-8828  
Buffalo, N. Y.—351 Grady Rd., Tonawanda, N. Y.  
Admiral 5245  
Chicago—68 N. Michigan Ave. Tel. Delaune  
1-7130  
Charlotte, N. C.—138 E. Caldwell St., P. O. Box 1283  
Tel. Franklin 1-3286  
Cleveland—Union Commerce Bldg. Tel. Chere  
1-8915  
Dallas—231 Cedar Springs, Tel.: Riverbank 1-3228  
Detroit—1507 W. Eight Mile Rd. Tel. Broadway  
2-5595  
Houston—224 Marshall, Tel. Jackson 2-5178  
Kansas City—4014 W. 24 Terrace, Tel. Niagara  
2-2664  
Miami—7530 Bucyrus Blvd. Tel. Plaza 6-2211  
Minneapolis—Northwestern Wash. Bldg. Tel. Fed-  
eral 3-5532  
New Orleans—Delta Bldg. Tel.: Elysian 2887  
Philadelphia—771A Wagner Way, Elkins Park, Tel.  
Rittenhouse 6-4816  
Pittsburgh—Gateway Center Bldg. 2d. Tel. Giant  
1-9995  
Salt Lake City—Eaton Bldg. Tel.: Empire 2-650  
San Francisco—105 Montgomery St. Tel. Douglas  
2-4086  
Seattle—Jones Bldg. Tel.: Mutual 4407  
St. Louis—721 Olive St. Tel.: Central 1-4221

Tennate—120 University Ave. Tel.: Empire 4-2811  
London—129 Broadway Tel.: Mayfair 7211  
Paris—40 Rue Avenue Hoche, Tel. Wagram 20-41  
Rome—12 Via Patagonia, Tel. 22899

**MCCARDEN PRODUCTIONS**  
1240 N. Las Palmas, Los Angeles 28, Tel.: Hollywood  
1-2121. George Baran, pres.  
Services: BDCN

**McGOWAN PRODUCTIONS INC.**  
215 N. LaBrea, Hollywood 28, Tel.: Chestnut 1-0721  
Dorrell McGowan, pres.  
Services: BDFGJKNSU

**McGRAW-HILL BOOK CO. TEXT-FILM DEPARTMENT**  
220 W. 42nd St., New York 36, Tel.: Langens 4-2000  
ext. 8236. Albert J. Rosenberg, text-film mgr.  
Services: FG

**MCLARTY PICTURE PRODUCTIONS INC.**  
40 Stanley St., Buffalo, N. Y. Tel. Taylor 2241  
Harry D. McLarty, pres.  
Services: BDFGHLKRNPUVW

**MEDALLION TV ENTERPRISES INC.**  
6030 Sunset Blvd., Hollywood 28, Tel.: Hollywood  
2-9825. John A. Krieger, pres.  
Services: ABDEJKNSQS  
New York—444 Madison Ave. Tel.: Eldorado 1-4828  
Bob Hoffman  
Chicago—383 Wabash Ave. Tel. Central 8-0818. Ben  
Barry  
Boston—1100 Bin. Tel.: Junction 1-3000. Nate  
Bellows  
Portland, Ore.—511 N. Tillamook, Tel.: Atlantic  
1-4252. Merriman Harts

**MEDICAL RESEARCH INSTITUTE**  
Hillside Manor, New Hyde Park, L. I., N. Y. Tel.  
Forsner 2-2506. Dr. J. L. Lovell, pres.  
Services: Program consultants  
New York—141 W. 42nd St. Tel.: Circle 7-8288. Dr.  
J. L. Lovell

**MERCER, RAY & CO.**  
323 Normal Ave., Los Angeles 28, Tel.: Northside  
1-3221. Ray Mercer  
Services: JK; special effects, films, miniatures

**MERIDIAN FILMS LTD.**  
1231 Woodbine Ave., Toronto 1, Tel. Ontario 8-1822  
Ralph Foster, pres.  
Services: CJK

**MERRIWELL, FRANK ENTERPRISES**  
225 S. Calhoun Dr., Beverly Hills, Calif. Tel.  
Crestview 4-3651. Tony London, pres.  
Services: B

**MERTON'S TRAVELS INC.**  
391 N. Prodrat, El Paso, Tel.: 1-366. Harvey Mas-  
sell, pres.  
Services: BDFGJN

**METRO ARTIST BUREAU**  
220 Fifth Ave., New York 19, Tel.: Circle 9-6470. Ted  
Nelson, dir.  
Services: AMQP

**METROPOLITAN SOUND SERVICE INC.**  
105 E. 168th St., New York 29, Tel.: Enright 4-7000  
C. O. Langins Jr., vp.  
Services: UV

**MGM-TV (Service of Lowy's Inc.)**  
241 Seventh Ave., New York 18, Tel.: Junction 1-2881  
Charles C. Barry, vp. in chg.  
Services: BDFGJKNUV  
Culver City, Calif.—MGM Studios, Tel.: Texas  
1-2211. Sam Marx, exec. prod.

**MICHELSON, CHARLES INC.**  
42 W. 45th St., New York 36, Tel.: Plaza 7-4888  
Charles Michelson, pres.  
Services: BEFLQRSSTV

**MIDWEST FILM STUDIOS**  
288 N. Clark St., Chicago 28, Tel.: Sheffield 2-1228  
Alfred E. Levy, pres. mgr.  
Services: ABFGHNP

**MILNER PRODUCTIONS**  
330 Liberty Heights Ave., Baltimore 18, Md. Tel.  
Nobark 4-4221. Irvyn M. Milner, pres.  
Services: DEFGHJKLOUV

**MODE-ART PICTURES INC.**  
1022 Forbes St., Pittsburgh 19, Pa. Tel.: Express  
1-1468. James L. Baker, pres.  
Services: BDFGLNUV  
Cleveland—Western Reserve Bldg. Tel. Superior  
1-3132. Donald C. Jones, vp.

**MODERN TELESERVICE INC.**  
219 E. 44th St., New York 17, Tel.: Oxford 7-2552  
J. R. Blinnou, pres.  
Services: Print procurement, positive editing and  
trafficking of tv film programs and spot announce-  
ments  
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H. E. Casperhiser, mgr.  
Los Angeles—2450 Wilshire Blvd. Tel.: Dunbar  
4-2211. John Lipsky, mgr.

**MOGULL'S FILM CO.**  
112-114 W. 48th St., New York 36, Tel.: Plaza 7-4114  
Charles Mogull, pres.  
Services: Rights to copyrighted material and shorts

**MORAN FILM CO.**  
Security Bldg., Phoenix, Ariz. Tel.: Alpine 4-1220  
George A. Moran, pres.  
Services: DJTQVW

**MORRIS, DWIGHT MOTION PICTURE PRODUCTIONS**  
141 S. Boston, Tulsa 19, Tel.: Luther 1-2242. Dwight  
Morris, own.-exec. prod.  
Services: FGHJKVW

**MORRIS, NELSON PRODUCTIONS INC.**  
11 E. 48th St., New York 17, Tel.: Plaza 1-4484  
Nelson Morris, pres.  
Services: BDG

**MORRIS, WILLIAM AGENCY**  
750 Broadway, New York 19, Tel.: Junction 8-4446  
Services: MNO  
Chicago—323 N. Michigan Ave. Tel.: Whitehall  
1-7744

**MOORE, HUBB—131 E. Canino, Tel. Crestview 4-7481**

**MOORE, CARLTON E. ENTERPRISES**  
188 N. Vine St., Hollywood 28, Tel.: Thornwell  
1-3028. Carlton E. Moore, pres.  
Services: AP

**MORTON PRODUCTIONS**  
44 E. Loop St., Chicago 1, Tel.: Central 8-4144  
Morton Jacobson, pres.  
Services: C

**MOTION PICTURE ADVERTISING SERVICE INC.**  
1222 Cabaneret St., New Orleans 18, La. Tel.: Bay-  
mond 222. C. J. Mabry, pres.  
Services: BDEGJKNOQSV

**MOTION PICTURE CENTER STUDIOS**  
648 N. California Blvd., Hollywood 28, Tel.: Holly-  
wood 9-2822. Joseph Justman, pres.  
Services: U

**MOYON PICTURE SERVICE CO.**  
129 Hyde St., San Francisco 1, Tel.: Ordway 2-4482  
Gerald L. Karak, pres.  
Services: DGLKLVW

**MOTION PICTURES FOR INDUSTRY**  
248 Kellon Ave., Los Angeles 44, Tel.: Empire  
9-4787. Harry G. Hoyl, pres.  
Services: BDFGHN

**MOTION PICTURE STAGES INC.**  
1 E. 37th St., New York 22, Tel.: Plaza 1-4990  
Charles F. Vetter Jr., pres.; Gerald Margolis, stu-  
dio mgr.  
Services: U; complete film production services,  
specialists in stop motion & insert photography

**MOULIN STUDIOS**  
182 Second St., San Francisco 2, Tel.: Yukon 8-4226  
Raymond M. Moulin, pres.  
Services: BDEFGHJKLMRUV

**MOVIELAR FILM LABS INC. AND MOVIELAR COLOR CORP.**  
125 W. 52d St., New York 19, Tel.: Junction 8-4446  
Saul Jellie, pres.  
Services: UVW; cutting room and theatre facilities

**MPO PRODUCTIONS INC.**  
11 E. 12nd St., New York 22, Tel.: Murray Hill  
6-7828. Joan L. Fullock, pres.  
Services: BDFG

**MPO TV FILMS INC.**  
12 E. 12nd St., New York 22, Tel.: Murray Hill  
6-7828. Joan L. Fullock, pres.  
Services: U

**MURPHY, OWEN PRODUCTIONS INC.**  
723 Seventh Ave., New York 19, Tel.: Plaza 1-2888  
Owen Murphy, exec. prod.  
Services: BDFGHN

**MUSIC SOUND TRACK SERVICE**  
100 Broadway, New York 19, Tel.: Circle 9-8807  
Edward Craig, own.  
Services: LR; background film music, sound effects  
for film

N

**NASSOUR STUDIOS INC.**  
460 W. Third St., Los Angeles 12, Tel.: Olive 2-4488  
William and Edward Nassour  
Services: BDCNQT

**NATIONAL AUDUBON SOCIETY**  
129 Fifth Ave., New York 18, Tel.: Enright 1-4100  
John H. Baker, pres.  
Services: 7-200K footage American wildlife  
Berkeley 1, Calif.—228 Bancroft Way, Tel.: Thorn-  
well 2-5422. William Goodall  
Miami 37—12 McAllister Avenue, Tel.: Miami 4-  
2222. Charles Brockwell

**NATIONAL CONCERT & ARTISTS CORP.**  
131 Fifth Ave., New York 19, Tel.: Plaza 1-2888  
Bob Oswald, radio-TV dir.  
Services: MO  
Los Angeles—Philharmonic Auditorium Bldg. Tel.  
Madison 1-2441. Ruth St. George  
Boston—12 Newberry St. Tel.: Belmont 2-6227  
Austin Blumenthal

**NATIONAL COUNCIL OF CHURCHES OF CHRIST IN THE USA**  
(Broadcasting & Film Commission)  
220 Fifth Ave., New York 17, Tel.: Empire 2-2882  
Albert Cross, tv dir.  
Services: ABH  
Hollywood 28—3746 Sunset Blvd. Tel. Hollywood  
4-7484. George Heimlich

**NATIONAL FILM BOARD OF CANADA**  
P. O. Box 610, Montreal 1, Tel.: Riverside 7-4211  
Guy Roberge, film commissioner Pierre Jussau,  
ex. dir.  
Services: B for Canadian Government  
Montreal—1423 Avenue Ave. Tel.: Fitzroy 8811  
Irene Bonnier, reg. supervisor  
Toronto—70 Yorkville Ave. Tel. Warden 6-2140  
Vaughan Deacon, reg. supervisor  
Vancouver, B.C.—335 W. Georgia St. Tel. Pacific  
5152. K. A. Williams, reg. supervisor  
Saskatoon, Sask.—194 Third Ave. N. Tel.: 1-4034  
John Dunslop, reg. supervisor  
Fredericton, N.B.—Federal Bldg. P. O. Box 218  
Tel. 642. H. J. Hibber, reg. supervisor  
Halifax, N.S.—27 Dresden Row, Tel.: 1-4081. Helen  
Gibson, reg. supervisor  
Charlottetown, P.E.I.—Confederation Bldg. Tel.  
5812. H. B. Chandler, district office  
St. John's, Newfoundland—Cannon Bldg., Church  
Bldg. Tel.: 228. Walter Stralingspeed, reg. supt.

**NATIONAL FILM STUDIOS**  
165 11th St., S.E., Washington, Tel.: Lincoln 4-3822  
F. William Hart, vp.  
Services: BDFGJJKU

**NATIONAL RETAIL RADIO SPOTS INC.**  
501 Hollywood Blvd., Hollywood 28, Tel.: Holly-  
wood 4-1888, Philip H. Sogget, ch.; Jack Ross,  
pres.

**NATIONAL SCREEN SERVICE CORP.**  
145 Madison Ave., New York 17, Tel.: Circle 2-2700  
Robert L. Green, vp.  
Services: BDFGJJKU

**NATIONAL SCREEN SERVICE CORP.**  
Hollywood 28—7028 Santa Monica Blvd., Tel.: Re-  
public 1-4108, Ben Aizm, dir.

**NATIONAL THEATRE HOUSE**, 46th Square, Arnold  
Williams, dir.

**NATIONAL STUDIOS**  
42 W. 46th St., New York 36, Tel.: Luitana 2-1928  
H. A. Rosenberg, pres.

**NATIONAL TELEVISION FILMS**  
330 W. Third St., Charlotte, N. C. Tel.: EChan 4-6123  
J. Francis White, pres.

**NAYFACE FILMS**  
24 W. 45th St., New York 36, Tel.: Plaza 1-4148  
James Naylack, own.

**NBC TV FILMS**  
483 Fifth Ave., New York 23, Tel.: Circle 7-8300, H.  
Walter Koenig, vp.

**New York—Eastern Division, 955 FIFTH AVE. TEL.**  
Circle 1-4226, John Tobin, ch. mgr.

**Chicago—Central Division, Merchandise Mart, Tel.**  
Wichita 1-2222, Edward Rozamus, ch. mgr.

**Hollywood—Southern Division, 3229 Sunset Ave., Tel.**  
Hollywood 3-4551, Clifford Ogden, ch. mgr.

**NEAL, WENLEY PRODUCTIONS INC.**  
475 Fifth Ave., New York, Tel.: Murray Hill 2-6206  
Donald J. Lane, pres.

**Services: DFGK**

**Chicago—410 N. Dearborn, Tel.: Michigan 2-8823**  
Robert M. Peck

**Denver—460 Logan, Tel.: Pearl 3-3741, Ross Thomas**  
Washington—Monsey Bldg., Tel.: Sterling 3-3512,  
A. A. Dink

**Los Angeles—1271 N. Clark St., Tel.: Crestview**  
4-8865, Scher Marbo

**NEEL, HARRIS BARCOCK**  
217 E. 86th St., New York 16, Tel.: Murray Hill  
1-4941

**Services: Ventriloquist figures, hand puppets, marion-  
ettes, stop action figures made on order.**

**NETHERLANDS INFORMATION SERVICE**  
111 Third Ave., New York 17, Tel.: Oxford 7-5284  
J. P. van den Bergert, dir.

**Services: AEFN**

**San Francisco—Mills Bldg., Tel.: Embarcadero 2-1888**  
Julia G. Lynch, dir.

**Holland, Mich.—Coy Hall, Tel.: Export 2-5229, Wil-  
lard C. Wiebers**

**NEW ALBION FILMS INC.**  
951 Tennessee St., Rao Yachuboo T., Tel.: Valencia  
4-4488, Ernie Thompson Sales, pres.

**Services: BGNMU**

**NEW WORLD PRODUCTIONS**  
1370 Ventura Blvd., North Hollywood, Tel.: Stanley  
1-0674, Ted Robinson, pres.

**Services: BDFGJJKU**

**Boston—Staley Bldg., N. W. Ropes**  
New York—42 W. 12th St., P. H. Robinson  
Peoria, Ill.—224 N. Glenwood, G. Abey

**NICOLL, OLIVER W. PRODUCTIONS**  
23 W. 48th St., New York 24, Tel.: Judson 2-2128  
Oliver W. Nicoll, exec. dir.; Sandra Munzell, asst.  
dir.

**Services: ABLMNU; consultation**

**NILES, FRED A. PRODUCTIONS INC.**  
22 W. Hubbard St., Chicago 10, Tel.: Superior 7-0768  
Fred A. Niles, pres.

**Services: BDFGJJKU**

**Culver City, Calif.—BKO-Farms, Tel.: Texas 3-2544**  
Chris Peterson, vp.

**New York—43 W. 44th St., Tel.: Murray Hill 1-2271**

**NOLA, V. J., THE PENTHOUSE SOUND STUDIOS**  
OF  
112 W. 81st St., New York, Tel.: Judson 2-0944, V.  
Thomas Nola

**Services: UV**

**NORMAN, JOHN PRODUCTIONS**  
P. O. Box 9800, Palm Springs, Cal. Tel.: 7124, John  
Norman, mgr.

**Services: DGFN**

**Hawthorne—8111 Brookside, Tel.: Walnut 8-1422**  
Charles Norman, gen. mgr.

**NORTH AMERICAN TELEVISION PRODUCTIONS**  
INC.  
222 E. 48th St., New York, Tel.: Murray Hill 1-2912  
E. M. Gluckman, pres.

**Services: I**

**NORTH, MEYER B.**  
1564 Broadway, New York 34, Tel.: Plaza 7-3145  
Meyer B. North, own.

**Services: O**

**NORTHERN MOTION PICTURE LABS LTD.**  
14 Dal Park Ave., Toronto 18, Tel.: Russell  
1-6800, S. J. Chetani, pres.

**Services: VW**

**NORTHWEST MOTION PICTURES**  
1712 8th Ave. W., Seattle 29, Tel.: Garfield  
8229, Ray Paulsen, pres.

**Services: DFGJJKU**

**NTA PRODUCTIONS INC.**  
89 W. 30th St., New York 10, Tel.: Plaza 1-3100, Ely  
A. Landau, pres.

**Services: B**

**Chicago—412 N. Michigan Ave. Tel.: Michigan**  
2-5561, Jerry Craft

**Hollywood—7811 Sunset Blvd., Tel.: Olympia 2-7222**  
Ed Gray

**OSHERLINE INC.**  
P. O. Box 251, Beverly Hills, Tel.: Creative  
4-2128, Oliver Osherline, pres.

**Services: MY**

**OFFICIAL FILMS INC.**  
25 W. 43rd St., New York 36, Tel.: Plaza 1-0208  
Harold I. Hachert, pres. & ch. mgr.

**Services: BNOFGST**

**Beverly Hills—181 S. Lapeer Dr., Tel.: Crestview**  
6-3226, Jerry Lee

**San Francisco—199 Funt Blvd., Tel.: Jumper 3-3218**  
Barney Mackall

**Minneapolis—311 Habbigh Ave., Tel.: Walnut 2-3744**  
Art Streeter

**Granville 22, Mo.—208 E. Essex St., Tel.: Yorktown**  
5-3251, Jack Gervant

**Atlanta—1228 W. Peachtree St., N.E., Tel.: Trinity**  
4-2618, Jeff Davis

**Boston—419 Boylston St., Tel.: Kenmore 6-2228**  
Dave Abbott

**Philadelphia—1420 Walnut St., Tel.: Penuypocket**  
5-3700

**Dallas—3rd Unit, Santa Fe Bldg.**

**OKUN, LILIAN INC.**  
162 E. 28th St., New York 16, Tel.: Murray Hill  
2-3554, Lilian Okun, pres.

**Services: MP; children's and teen-ager programs**

**OLYMPIA FILM PRODUCTIONS INC.**  
112 W. 88th St., New York 26, Tel.: Jackson 6-1242  
Daniel H. Kahn, vp.

**Services: BDFGJJKU/LANPQTVU**

**OMEGA PRODUCTIONS INC.**  
1989 Dorchester St. W., Montreal 25, Tel.: Glos-  
trow 3526, Pierre Hayward, vp.

**Services: BDFGJJKU**

**ON FILM INC.**  
33 Witherspoon St., Princeton, N. J., Tel.: 1-6088  
Robert Bell, pres.

**Services: DFGJJKU**

**New York—12 E. 42nd St., Tel.: Plaza 2-1678, H. Gell,**  
pres.

**Pittsburgh, Pa.—161 Government Bldg., Tel.: Court**  
1-5222, John Thompson

**ORLEANS, SAM & ASSOC. INC.**  
211 W. Cumberland Ave., Knoxville, Tenn., Tel.:  
1-6088, Sam Orleans, pres.

**Services: FGHINTU; mobile service unit with crews**  
and equipment

**New York—105 E. 100th St., Tel.: Ensign 4-8802**  
Larry Molloy, pres.

**OWEN, DEL PRODUCTIONS**  
202 N. Michigan Ave., Chicago 1, Tel.: Franklin  
2-4811, Del Owen, pres.

**Services: ACDFJLMNP**

**OWENS, HARRY TELEVISION PRODUCTIONS**  
4715 Melrose Ave., Hollywood 28, Tel.: Webster  
9-1481, Homer O'Donnell, vp.

**Services: BDC**

**PACIFIC COLORFILM**  
1944 Santa Monica Blvd., Los Angeles 40, Tel.: Glos-  
trow 4-0747, Betty Cox, mgr.

**Services: thru color duplications**

**PACIFIC PROGRAMS INC.**  
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**PARAMOUNT TELEVISION PRODUCTIONS INC.**  
1501 Broadway, New York 36. Tel.: Bryant 4-8700.  
Paul Harbort, pres.  
Services: ABCDFGHIJKL  
Hollywood 13-1600 Sunset Blvd. Tel.: Hollywood  
3-2351. Lou Arnold, vp.  
Services: HOPQIKLNOUV

**PARRY FILMS LTD.**  
1225 Caplan, N. Vancouver, B.C. Tel.: Ya 1184.  
L. M. Parry, pres. & mgr.  
Services: HOPQIKLNOUV

**PARRY, PAUL PRODUCTIONS**  
7417 Sunset Blvd., Hollywood 46 Tel.: Hollywood  
7-4774. Paul Parry, pres.  
Services: ABCDFGHIJKL

**PARSONS, LINDSEY PRODUCTIONS INC.**  
3458 Cahuenga Blvd., Hollywood 28 Tel.: Holly-  
wood 9-3641. Lindsey Parsons, pres.  
Services: HON

**PATHE PICTURES INC.**  
23 W. 50th St., New York 36. Tel.: Judson 2-3299.  
Ben Frys, pres.  
Services: ABCDFGHIJKLMNOPQSTV

**PATHESCOPE CO. OF AMERICA INC.**  
16 Columbia Circle, New York 36. Tel.: Plaza  
7-5338. Edward J. Lamm, pres.  
Services: HOPQIKL

**Long Island City, N. Y.—23-29 49th St., Te-  
l.: Astor 4-3033. John Hall, studio mgr.**

**PATIN PRODUCTIONS, RAY**  
6050 Sunset Blvd., Los Angeles 26. Tel.: Hollywood  
2-1147. Ray Patin, pres.  
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**PEERLESS FILM PROCESSING CORP.**  
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Hollywood—259 Howard St. Tel.: Hollywood 7-2222.  
Victor C. Krava, vp.

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46 W. 48th St., New York 36. Tel.: Circle 4-1701.  
Thomas J. Dunford, pres.  
Services: DFGHIJK

**PETRI, TONY STUDIO**  
144 Westminster St., Providence, R. I. Tel.: Gaspee  
1-2242. Tony Petri, pres.  
Services: HOPQIKL

**PHILLAN, E. A. PRODUCTIONS**  
220 Fifth Ave., New York 36. Tel.: Circle 9-1828.  
Raymond Phillipan, pres.  
Services: DFG

**PILOT PRODUCTIONS INC.**  
1015 Ridge Ave., Dayton, Ill. Tel.: Ashmun  
2-4241. C. Robert Eady, pres.  
Services: FGV

**PINTOFF-LAWRENCE PRODUCTIONS INC.**  
129 W. 84th St., New York 18. Robert Lawrence.  
Eugene Pintoff.  
Services: DJ

**PIX ENTERPRISES**  
1214 Hillside St., Studio City, Calif. Tel.: Poplar  
2-4112. George Grenville, prod. mgr.  
Services: DFGK

**PLAYHOUSE PICTURES**  
1401 N. LaBrea, Hollywood 46. Tel.: Hollywood 2-  
2325. Adrian Wauery, pres.  
Services: DFGIK

**POLARIS PICTURES INC.**  
369 W. Third St., Los Angeles 26. Tel.: Webster  
8-2281. Perry King, pres.  
Services: HOPQIK

**POLLACK, LEW PRODUCTIONS INC.**  
325 W. 140th St., New York 36. Tel.: Plaza 7-0323.  
Lew Pollack, pres.  
Services: DG

**PORTAFILMS**  
Orchard Lake, Mich. Tel.: Empire 2-0881. William  
H. Murray, pres.  
Services: HFKJ

**POWER, JULES PRODUCTIONS INC.**  
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Services: ACM  
New York—1 E. 52nd St., Tel.: Regent 8-1276. James  
Boony, pres.

**POWERS, LELAND SCHOOL INC.**  
15 Evans Way, Boston 12. Tel.: Ashmun 7-2900.  
Hayden M. Powers, principal.  
Services: G

**PRECISION FILM LABS INC.**  
21 W. 46th St., New York 36. Tel.: Judson 2-2711.  
Dorrie Vrhlich, pres.  
Services: W

**PREMIER FILM & RECORDING CORP.**  
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Willis Dabed, vp.  
Services: HOPQIKLNOUVVW

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126 Fifth Ave., New York 16. Tel.: Algonquin 2-3668.  
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Services: AB  
Los Angeles 17—1501 Wilshire Blvd. Tel.: Midway  
6984. Rev. Clifton E. Moore, dir.  
East Orange, N. J.—115 E. Main Ave. Tel.: Orange  
2-2222. Rev. Charles Brackett Jr., exec. dir.

**PRINCESS PICTURES INC.**  
11 W. 43rd St., New York 36. Tel.: Longacre 2-1825.  
Burt Balaban, pres.  
Services: HJ

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Services: HOPQIKLNOVQRSTUV. distribute  
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**PRODUCERS FILM STUDIOS**  
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Services: HOPQIKLNOV  
Miami Beach 34—10241 E. Bay Harbor Dr. Tel.:  
1-3222. H. F. Loh.

**PRODUCTION CENTER INC.**  
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Hilman Brown  
Services: HOGHNU

**PROGRAM SERVICE INC.**  
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Sylvester L. Weaver Jr., pres., Girard Chester,  
dgm. exec., Lewis Macey, sis. exec.  
Services: AB

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340 Newark St., N.W., Washington, D. C. Tel.:  
Woodley 4-2711. Patricia Z. Bond, pres.  
Services: ABCDFGHIJKL

**PYRAMID PRODUCTIONS INC.**  
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Leonard Lasky, pres.  
Services: ABCDE

**QUARTET FILMS INC.**  
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Leslie A. Goldman, vp. prod.  
Services: DFGJKL  
Chicago—360 N. Michigan Ave. Tel.: Randolph  
2-1211. Dick Lewis.  
New York—4 W. 40th St. Tel.: Oxford 2-4226. Nel-  
sie King.

**QUINCY PRODUCTIONS INC.**  
25 W. 49th St., New York 36. Tel.: Murray 2-22  
7-2211. Peter M. Power, pres.  
Services: HON  
Hollywood—6022 Sunset Blvd. Tel.: Hollywood 2-  
1222. Russell Hayden, vp. exec. prod.  
Chicago—268 N. Wabash Ave. Tel.: State 2-2212.  
John Russell, vp.

**Q**

**R**

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Services: ACDMN

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Services: HOPQIKLNOV

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Chicago—224 E. LaSalle St. Tel.: Financial 2-2242.  
Frank Balkin, mgr.  
Hollywood—2202 Hollywood Dr. Tel.: Creative 1-  
600. Saul Slikin.

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Wallace Conrad, SE sis. rep.  
Dallas—7901 Fwyway 182. Tel.: Eastwood 2-2241.  
John Alvin, SW sales rep.  
Hollywood—1016 N. Sycamore Ave. Tel.: Oldfield  
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Services: AB

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19155 Canoga Ave., Chatsworth, Calif. Tel.: Dickens  
2-2222.  
Services: HOPQJ

**REED, ROLAND PRODUCTIONS INC.**  
220 North Broadway Ave., Los Angeles 4. Tel.: Holly-  
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son, vp.  
Services: HOPQIKLNOVQYW

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Norman Paulsen, gen. mgr.  
Services: UVW

**REGAL TELEVISION PICTURES INC.**  
151 W. 40th St., New York 36. Tel.: Judson 2-1677.  
Mae Kerpan, pres.  
Services: HQT

**REPUBLIC TELEVISION FEATURES**  
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Services: ABCDEFHIJKLMNOPQST

**REYUS PRODUCTIONS INC.**  
924 Bedford Studio City, Calif. Tel.: Fowler  
6-2271. Tyrl Schreiber, vp.  
Services: HJ

**REYNOLDS, STEUART PRODUCTIONS**  
2110 Sunset Blvd., Los Angeles 16. Tel.: Creative  
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Services: B

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Services: HOPQIKL

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port 8-2222. F. W. Jones, exec. prod.  
Services: HOPQIKLNOVSTUV  
Midway 14—220 Westmoor Blvd. Tel.: Spring  
4-1222. Robert Zoric.  
Cleveland 21—520 Brun Dr. Tel.: Bedford 1-2222.  
Pat Bancall.

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Services: ABMNQU

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Services: UV

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9522 W. Washington Blvd., Culver City, Calif. Tel.:  
Texas 2-2221. Hal Roach Jr., pres.; R. B. Van  
Keroun, gen. mgr.-vp.  
Services: HOPQIKLNOVSTUV  
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**ROCHEMONT, LOUIS DE ASSOC. INC.**  
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Services: HOPQIKLNT

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Services: FG

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Services: ABCDFGHIJKLMNOPQSTUV. public rela-  
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Services: HOPGRU

**ROLAR STUDIOS & ROLAR PHOTO SCIENCE  
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2-2222. Henry Roger, own. dir.  
Services: DFGHNSUV

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2-2222. Everett E. Rogers, own. dir.  
Services: CDFGHI

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316 Sunset Blvd., Hollywood 46. Calif. Tel.: Creati-  
view 2-2222. Mel Rosker, own.  
Services: MNOP

**ROSS-DANZIG PRODUCTIONS**  
622 Hollywood Blvd., Hollywood 28. Tel.: Holly-  
wood 2-8864. Frank K. Danzig, pres.  
Services: AMNO.

**ROSS-GAFFNEY INC.**  
14 West 45th St., New York 36. Tel.: Judson 2-3744.  
Angelo Ross, pres.  
Services: L.

**ROUZER, DANNY STUDIO**  
3022 Melrose Ave., Hollywood 30. Tel.: Webster  
2-2494. Danny Rouzer, own.  
Services: BDFGHINS.

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4-8941. W. Arnold Rush, pres.  
Services: ABBSNQ.

**RUSSELL-BARTON FILM CO.**  
4223 Wyler St., Jacksonville, Fla. Tel.: Evergreen  
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Services: BDFGHINSUVW.

**RUSSELL, JACK & ASSOC.**  
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Jack Russell, own.  
Services: OPQT.

5

**SAMUELS, SAM**  
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Samuels.  
Services: OP.

**SAPHIER, JAMES L. AGENCY INC.**  
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Services: ABBSNQ.

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Services: ABCDEFGHIKLNPTVW.

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Services: BDGST.

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**SCREEN GEMS (MONTREAL) LTD.**  
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**SCREEN GEMS (VANCOUVER) LTD.**  
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Services: L.

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Services: HDX.

**SHIMMEL-MESERVEY TELEVISION PRODUCTIONS  
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view 4-0130. Louis C. Shimmick, pres.  
Services: BFG.

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1640 N. Los Palms, Hollywood 38. Tel.: Holly-  
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Services: BCN.

**SIXTEEN SCREEN SERVICE CO.**  
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Services: BDFGHJK.

**SMITH, FLETCHER STUDIOS INC.**  
221 E. 44th St., New York 17. Tel.: Murray Hill  
2-1920. Fletcher Smith, pres.  
Services: BDFGJKV.

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136 E. 212d St., New York 22. Tel.: Edinboro 2-7212.  
Walter Harrison Smith, pres.  
Services: ABCDFGK.

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117 Tonawanda Ave., Pittsburgh 22. Pa. Tel.: Express  
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Services: BDFGHIJKLQVW.

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1710 N. La Brea, Hollywood 95. Tel.: Webster  
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Services: BDFU.

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Services: ABCDFGHIJLMNOQ.

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205 W. 85th St., New York 24. Tel.: Broughton  
1-1797. Joseph I. Sonnenreich, pres.  
Services: AM.

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1121 N.W. 11th Ave., Miami 37. Tel.: Freedom 4-2222.  
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Services: BDFGHIJKLNPQVW.

**SOUND MASTERS INC.**  
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Services: BDFJKL.

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Services: A.

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Services: ABCDFGLMNO.

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Services: ABCDFGJKLST.

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Services: DFGJKNT.

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Services: ABCDFJKNOPQ.

**STRITCH, WILBUR PRODUCTIONS INC.**  
145 W. 53d St., New York 19. Tel.: Judson 2-3814.  
Wilbur J. Stritch, pres.  
Services: DFGJK.

**STRICKLAND FILMS INC.**  
328 Pharr Rd., N. E., Atlanta 5. Tel.: Cedar 3-8217.  
C. L. Strickland, pres.  
Services: GKLUVW.

**STUDIO & ARTISTS RECORDERS**  
4037 Sunset Blvd., Hollywood 30. Tel.: Hollywood  
4-8241. Lewis Finston, mgr.

**STUDIO CITY TELEVISION PRODUCTIONS INC.**  
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4020 Cahuenga St., North Hollywood. Tel.: Poplar  
3-8677. Murton W. Scott, pres.  
Services: BD.

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Services: BFGHJKNP.

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Services: BDFGLK; special effects motion picture  
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Gold 4-8908. Whitney Ellsworth, sp.  
Services: B.

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Jack Lohman, pres.**

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sforth 8-5121. John Sutherland, pres.-gen. mgr.  
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Services: ABCDFGIMN.

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Jarrod A. Swank, pres.  
Services: DG.

**SWANSTRON PRODUCTIONS**  
787 Madison Ave., Hollywood 46. Tel.: Webster  
3-6680. Carl Swanstron, exec.  
Services: BDFGJKUV.

**SWIFT-CHAPLIN PRODUCTIONS INC.**  
1128 N. Highland Ave., Hollywood 28. Tel.: Holly-  
wood 3-0781. Charis Chaplin, pres.  
Services: D.

## T

**TCF TELEVISION PRODUCTIONS INC.**  
1417 N. Western Ave., Hollywood 21. Tel.: Holly-  
wood 3-8221. Irving Asher, exec. tv prod.  
Services: BDKNQV.

**TEACHING AIDS SERVICE INC.**  
31 Union Square West, New York 2. Tel.: Weatins  
3-3635. Gertrude Jacobs, pres.  
Services: DFGJKPSTU.

**TECHNISONIC STUDIOS INC.**  
1201 Brentwood Blvd., St. Louis 11. Tel.: Parkway  
7-1655. Charles E. Harrison, pres.  
Services: BDFGHIJKLQV; record promoting.

**TELE-PICTURES INC.**  
10125 W. Washington Blvd., Culver City, Calif. Tel.:  
Vermont 4-2203. E. J. Baumgarten, pres.  
Services: Q.

**NEW YORK—1650 Broadway, Tel.: Columbus 3-8840  
Jack Flax.**

**NEW YORK—733 Seventh Ave. Tel.: Plaza 7-0100  
John Lee.**

**Chicago—380 N. Michigan Ave. Tel.: Andover 3-9432  
Marvin Lewis.**

**TELECAST FILMS INC.**  
267 W. 48th St., New York 24. Tel.: Judson 6-8008.  
Gordon W. Hedweg, exec. sec.  
Services: BFNQST; consultants; editorial.

**TELEKINE FILM STUDIOS INC.**  
150 S. Northwest Highway, Park Ridge, Ill. Tel.:  
Talcot 4-1113. Byron L. Friend, pres.  
Services: BDFGHIJKLQV.

**Barbark, Calif.—420 N. Myers, Tel.: Thornwell  
2-9453. Henry Ball.**

**TELEFILM INC.**  
525 Hollywood Blvd., Hollywood 28. Tel.: Holly-  
wood 3-1200. J. A. Thomas, pres.  
Services: DFGJKLUVW; 35mm motion picture tech-  
nical services.

**TELEMAX**  
431 S. Fairfax Ave., Los Angeles 16. Tel.: Webster  
7-7231. Sidney V. Freeman, dir. sds. mgr.  
Services: CDFJKNXY.

**Toronto—55 W. Caldwell Ltd., 447 Jarvis St. Tel.:  
WA 2-2105. Ken Page.**

**TELEMOBILITY PICTURES INC.**  
P. O. Box 1108, Santa Monica, Calif. Henry B.  
Dunstan, pres.  
Services: B.

**TELENEWS FILM CORP.**  
530 10th Ave., New York 19. Tel.: Judson 6-2608.  
Norman H. Livingston, exec. vp.  
Services: BDFGJKLQV.

**TELEPIX CORP.**  
1118 N. Western Ave., Hollywood 21. Tel.: Holly-  
wood 4-7281. Robert F. Newman, pres.  
Services: BDFGJKLQV.

**New York—420 Madison Ave. 16. Plaza 3-9021. P.  
Fitzpatrick.**

**Chicago—110 E. Michigan. Tel.: Sunnyside 4-7483.  
B. Edmonds.**

**Portland, Ore.—Wilson Bldg. Tel.: Capital 3-6331.  
H. S. Jacobson.**

**London W1—18 Sheraton St. Vernon Burns.**

**TELESCENE FILM PRODUCTION CO.**  
317 16th Ave., New York 1. Tel.: Channing 4-6222.  
Services: BDKQV.

**TELESHIPPERS INC.**  
420 Ninth Ave., New York 19. Tel.: Judson 6-1394.  
Chester M. Ross, pres.  
Chicago—1301 S. Wabash Ave. Tvl. Webster 8-1486.  
Joy Ringman.

**Los Angeles—2290 Santa Monica Blvd. Tel.: Old-  
field 4-3173. Stanley Halperin.**

**TELESTAR FILMS INC.**  
600 Madison Ave., New York 22. Tel.: Murray Hill  
3-4648. Bernard L. Schubert, chmn. of bd., Cy  
Weintraub, pres.  
Services: B.

**Hollywood—2000 Sunnyside Dr.  
Badae—1010 Alhambra Dr. Tel.: Fleetwood 1-6280  
Chicago—915 N. Michigan Ave. Tel.: Superior 7-2413.  
Pittsburgh Pa. 15110. Eileen Dr. Tel.: Walnut 1-2023.  
Atlanta—682 Greenwilde Rd. N. E. Tel.: Malrose  
5-2263.**

**TELEVISION INC.**  
142 Broadway, New York 26. Tel.: Wisconsin 1-1488.  
George E. Gould, pres.  
Services: AFGHIMU; videotape production.

**TELEVISION ADVENTURE FILMS CORP.**  
524 W. Washington Blvd., Culver City, Calif. Tel.:  
Yves 4-2811. Julian Lerner, pres.  
Services: B.

**TELEVISION GRAPHICS INC.**  
845 W. 58th St., New York 19. Tel.: Nelson 4-1322.  
Bernard Rubin, pres.  
Services: BDKL.

**TELEVISION PROGRAMS OF AMERICA INC.**  
68 Madison Ave., New York 21. Tel.: Plaza 3-1208.  
Milton A. Gordon, pres.  
Services: B.

**Los Angeles 16—2141 Sunset Blvd. Tel.: Hollywood  
3-6072. Bruce Bels, vp. sds.**

**Chicago 11—403 N. Michigan Ave. Tel.: Whitehall  
4-4717. Walter Plant, mgr., central division.**

**TELEVISION & RADIO FEATURES OF AMERICA**  
17 W. 99th St., New York 19. Tel.: Judson 2-5136.  
Geyer W. Hines, exec. dir., Sandra Munce, asst. dir.  
Services: ABCLMNOP; consultation.

**TELEVISION SCREEN PRODUCTIONS INC.**  
17 E. 42nd St., New York 17. Tel.: Murray Hill 2-8277.  
Charles J. Hantz Jr., pres.  
Services: BFGJKLQV.

**TELEVISION LIBRARY INC.**  
7 E. 27th St., New York 10. Tel.: Plaza 2-8999.  
Charles F. Vetter Jr., pres.  
Services: Q.

**TELL, WILLIAM PRODUCTIONS INC.**  
16 W. 14th St., New York 21. Tel.: Southampton  
7-0616. William T. Chermak, pres.  
Services: ABDFGHINO.

**TEL-BA PRODUCTIONS**  
615 Walnut St., Philadelphia 3. Tel.: KJ 8-4140.  
W. Wallace Orr, pres.  
Services: ABCDFGJKLQV.

**TEBB, MICHAEL INC.**  
1278 N. Crescent Heights, Hollywood 48. Tel.: Old-  
field 4-1568. Michael Tebb, pres.  
Services: B.

**TERRYTOONS**  
(Division of CBS Tv Film Sales Inc.)  
26 Centre Ave., New Rochelle, N. Y. Tel.: 2-3488.  
William M. Wein, vp.-gen. mgr.  
Services: BDFGJKL.

**New York 21—(sales office) 425 Madison Ave. Tel.:  
Plaza 1-2316. Newell T. Schwim, sds. mgr.**

**TEXAS BASSELIN FILM**  
Culver & Industrial Blvd., Dallas. Tel.: Riverside  
8-2823. Maurice Bens, gen. mgr.  
Services: BDK.

**THEATRE GUILD**  
25 W. 34th St., New York 19. Tel.: Columbus 8-6170.  
H. William Fishman, mana. dir.  
Services: A.

**THEODORE PRODUCTIONS INC.**  
130 Fifth Avenue, New York 19, N. Y. Tel.: Judson  
6-4212. George F. Foley, vp.  
Services: ABCDFGLM.

**TOBBY PICTURES CO.**  
145 Walton St., N. W., Atlanta 1. Tel.: Murray  
2-1177. Ted Tobby, pres., James L. Roberts, sds.  
mgr.  
Services: BCGNY.

**TOMLIN FILM PRODUCTIONS INC.**  
406 Lexington Ave., New York 17. Tel.: Plaza 6-8858.  
Frederick A. Tomlin, pres.  
Services: DFGJK.

**TOMOGA PRODUCTIONS INC.**  
448 S. Beverly Drive, Beverly Hills. Tel.: Crestview  
4-8111. Worthington Moss, pres.  
Services: B.

**TOTEM FILM PRODUCTIONS INC.**  
512 A Pine Street, Seattle 2. Tel.: Mutual 3622.  
Frank J. Barrett Jr., own.  
Services: DFGJK.

**TOWN & COUNTRY NETWORK**  
112 N. Irving St., Arlington, Va. Tel.: Jackson  
3-3681. Jane E. Trimmer, sds.  
Services: ABCDFG; country music exclusively.

**TRANSFILM INC.**  
25 W. 40th St., New York 18. Tel.: Judson 2-1988.  
William Miesogues, pres.  
Services: BDFGLK.

**Hollywood 48—8225 Beverly Blvd. Tel.: Webster  
3-3823. Robert Drucian, mgr.**

**TRENDLE-CAMPBELL-MURPHY INC.**  
Mutual Bldg., Detroit 26. Tel.: Woodward 5-8164.  
George W. Trendle, pres.  
Services: B.

**TRESSEL STUDIO**  
790 S. Barnham Ave., Chicago 11. Regent 4-1788.  
George W. Tressel, mgr.  
Services: FGHJKV.

**TRIANGLE PRODUCTIONS**  
1515 North Western Ave., Hollywood 27. Tel.: Holly-  
wood 4-7441. LeRoy M. Smith, pres.  
Services: ABCDFGHJKLNQ.

**TRI-STATE 18mm PRODUCTIONS**  
P. O. Box 112, Pittsburgh 31, Pa. George LaRay,  
prod. mgr.-own.  
Services: DFGHJK; b/w duplication.

**TULSA STUDIO PRODUCTIONS**  
Wright Bldg., 113 W. Third St., Tulsa 8. Tel.:  
Luther 4-8714. Claude H. Hill, own.  
Services: UV.

**TV ART INC.**  
7 N. 7th St., St. Louis 22. Tel.: Central 1-4781. Dan-  
iel Bishop, pres.; William Hann, prod. mgr.  
Services: BDNOP.

**TV & MOTION PICTURE PRODUCTIONS INC.**  
117 E. Main Street, Richmond, Va. Tel.: Richmond  
3-4444. John C. Wood, pres.  
Services: DFGHIUV.

**TV STATIONS INC.**  
3 E. 75th St., New York 21. Tel.: Trafalgar 9-4226.  
Hurt Jacobs, gen. mgr.  
Services: Script-wanted collective film buying or-  
ganization.

**TV UNLIMITED INC.**  
27 E. 45th St., New York 17. Tel.: Oxford 3-4783.  
Herbert Ross, pres.  
Services: BDFGLMNOQR. Library of sound and image  
music.

U

**ULLMAN, GEORGE AGENCY**  
 6910 Sunset Blvd., Los Angeles 48. Tel.: Crestview  
 4-6238. George Ullman, pres.  
 Services: MNDP.

**UNIFILMS INC.**  
 329 E. 47th St., New York 17. Tel.: Murray Hill  
 8-0328. Charles E. Callagher, pres.  
 Services: BDFGHJLNUV.

**UNITED FILM & RECORDING STUDIOS**  
 201 E. Erie St., Chicago 11. Tel.: Superior 7-8114  
 William L. Klein, pres.  
 Services: BDFGHJLNUV.

**UNITED GERMAN FILM ENTERPRISES INC.**  
 134 Broadway, New York 38. Tel.: Curve 6-2886  
 Munro Poduzis, pres.

**UNITED NATIONS TELEVISION & FILM SERVICE**  
 United Nations, New York. Tel.: Plaza 4-1224. Peter  
 Ayles, dir.  
 Services: A2372.

**UNITED PRESS MOVIE/NEWS**  
 462 W. 34th St., New York 18. Tel.: Murray Hill  
 2-0606. W. B. Higginbotham, mgr.

**UNITED SOUND SYSTEMS**  
 5242 Second Ave., Detroit 2. Tel.: Trinity 1-3378  
 James V. Strawn, pres.

**UNITED STATES PRODUCTIONS INC.**  
 2 E. 37th St., New York 22. Tel.: Plaza 4-1716. Fran-  
 cis C. Thayer, pres.

**UNITED STATES PRODUCTIONS INC.**  
 Albany 1, N. Y.—118 Washington Ave., Tel.: Albany  
 3-4227. Thomas G. Carroll.

**WASHINGTON 48-400 Massachusetts Ave., N.W., Tel.:**  
 Emerson 3-6041. John F. Holman.

**HOUSTON 18-1714 Holly, Tel.:** Jackson 2-2044. Bar-  
 bara Artwell.

**UNITED TELEVISION LABS**  
 397 Park Dr., Shively, Louisville, 16. Tel.: Emerson  
 8-2265. Verne Baxter, ch. engr. & dir.  
 tech. training.

**UNIVERSAL BROADCASTING SYSTEM**  
 2193 Commonwealth Ave., Boston 22. Tel.: Algon-  
 quin 4-8095. Richard L. Coffey, gen. mgr.

**UNIVERSAL PICTURES CO. TELEVISION DEPT.**  
 445 Park Ave., New York 22. Tel.: Plaza 4-2828.  
 Norman E. Gluck, gen. mgr.

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 445 Park Ave., New York 22. Tel.: Plaza 4-2828.  
 Norman E. Gluck, gen. mgr.

**SERVICES: ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
 Detroit 18—Dome Bldg. Tel.: Woodward 2-8828  
 Fred F. Frick, gen. mgr.

**MIAMI-3143 Ponce de Leon Blvd., Coral Gables.**  
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 Hollywood 48-1099 N. Las Palmas Ave., Tel.: Holly-  
 wood 2-1241. Hugh S. Holt, vp.

**VARSITY U.S.A. INC.**  
 232 Fifth Ave., New York 18. Tel.: JUDSON 6-4009  
 Barney Ward, pres.  
 Services: A23EMNOP.

**VAVIN INC.**  
 124 E. 27th St., New York 22. Tel.: Murray Hill  
 2-2821. Richard de Hochmann, tel. chm.  
 Services: ABCDFG; public relations films, closed cir-  
 cuit shows.

**PARIS-32 Ave. de l'Opera, Tel.:** Opera 11-88. Andre  
 Schwab, vp.  
 Badersloh-Dusseldorf, Germany-4. Blumenstrasse,  
 Tel.: Badersloh 628. N. Z. Moskau, vp.

**VENARD ORGANIZATION**  
 112 N. Madison Ave., Peoria, Ill. Tel.: 4-2688. Alva  
 C. L. Venard, pres.  
 Services: FGHIJUV.

**VIDEART INC.**  
 342 Lexington Ave., New York 17. Tel.: Lexington  
 2-1278. Joe Zuckerman, pres.  
 Services: JK; optical photography, art work, films  
 as aid to motion picture producers.

**VIDEO CRAFTS INC.**  
 80 W. 12th St., New York 11. Closure 2-1100. Arthur  
 Barkin Jr., pres.  
 Services: CDFGHJK, tv film art production services  
 New York—phone lab 30 W. 12th. Tel.: Ch 4-1227.  
 Mike Rosenthal.

**VIDEO EXPEDITING INC.**  
 631 8th Ave., New York 36. Tel.: JUDSON 6-1638.  
 John A. Fitzpatrick Jr., vp.  
 Services: W.  
 Chicago 5-1301 E. Wabash. Tel.: Wabash 2-1828.  
 Joseph Radigan.

**LOS ANGELES 44-2296 Santa Monica Blvd., Tel.:**  
 Gidhett 4-7575. Stanley Halperin.

**VIDEO FILMS**  
 104 E. Jefferson Ave., Detroit 7. Tel.: Woodward  
 2-3408. Clifford Hanna, gen. mgr.  
 Services: DEFGHIJKLMNOPUV.

**VIDEO PICTURES INC.**  
 56 Fifth Ave., New York 36. Tel.: Lockwood  
 4-2812. Charles L. Turner, exec. prod.  
 Services: BDFGHJLNUV.

**VIDEO VIEW INC.**  
 7627 Sunset Blvd., Hollywood 38. Tel.: Hollywood  
 3-4175. Bradley Kemp, pres.  
 Services: NP.

**VIDEO VITLES INC.**  
 243 E. 95th St., New York 28. Tel.: Trudagan 6-0888.  
 Al King, gen. mgr.  
 Services: CD; specialty in preparing food for live  
 and closed circuits.

**VIDEAM PICTURES CORP.**  
 215 E. 75th St., New York 1. Tel.: Algonquin  
 4-7102. Al Jurtin, pres.  
 Services: DFG.

**VIRING FILMS INC.**  
 201 E. 43d St., New York 17. Tel.: Oxford 7-4908.  
 James M. Serman, pres.  
 Services: BFC.

**VILLAGE DANCE & PUPPET CENTER**  
 329 W. 21st St., New York 11. Tel.: WADSWORTH 9-0885.  
 Lew and Gil Wallace, co-dirs.  
 Services: ABM (with puppets).

**VINCENT, CHICK CO.**  
 809 Madison Ave., New York 22. Tel.: Midvale  
 2-0731. Chuck Vincent, own.  
 Services: ABM.

**VISION FILMS INC.**  
 220 Royal St., New Orleans. Tel.: Express 119.  
 Charles N. Burris, pres.  
 Services: DFGHIU.

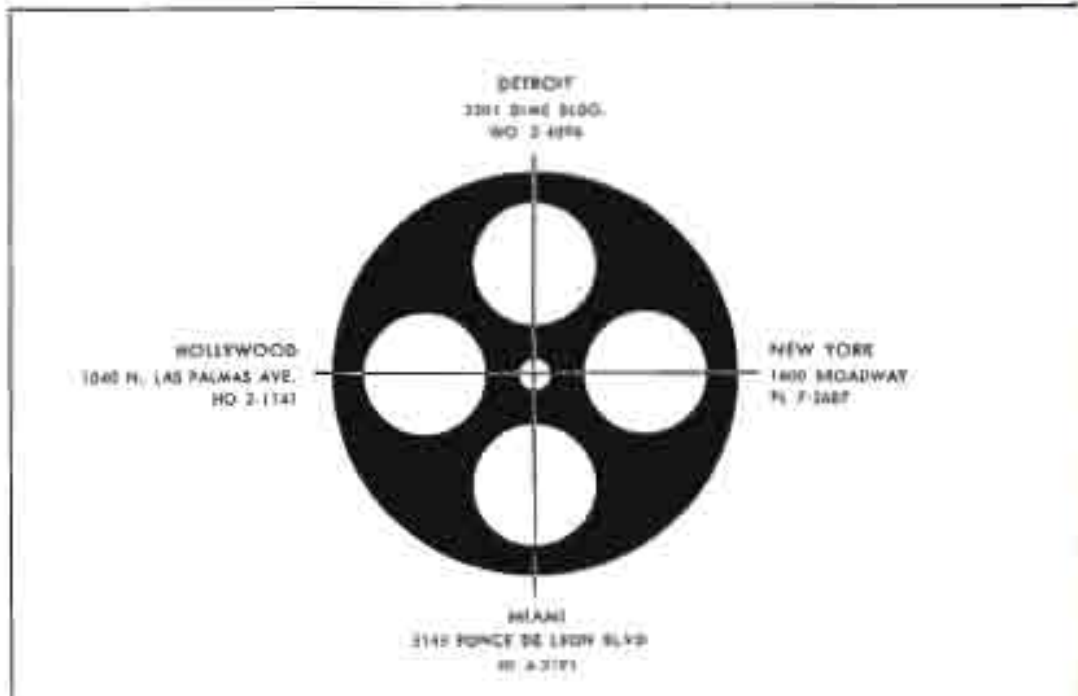
**VOGUE FILM PRODUCTIONS INC.**  
 Bowman Field, Louisville 2. Tel.: Glendale 4-2888.  
 Hal Vinson, own.  
 Services: DFGI.

**VOICE OF EXPERIENCE PRODUCTIONS**  
 309 West 8th St., Los Angeles. Tel.: DUNKER 1-2818.  
 Jack Parker, exec. prod.  
 Services: ABP.

**VOLCANO PRODUCTIONS INC.**  
 1080 N. Las Palmas, Los Angeles 38. Tel.: Holly-  
 wood 1-3111. James Bank, pres.  
 Services: BDFGJN.

W

**WALK, EDGER PRODUCTIONS INC.**  
 15 W. 48th St., New York 28. Tel.: Circle 7-6277.  
 Edger Walk, pres.  
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**WASHINGTON VIDEO PRODUCTIONS INC.**  
158 Connecticut Ave., N.W., Washington 4. Tel.: Adams 4-2737. George F. Johnston, pres.  
Services: BDFGH/KLVJ.  
Tokyo—CPO Box 710.

**WEISS, LOUIS & CO.**  
685 N. Fairfax Ave., Los Angeles 38. Tel.: Olive 5-4449. Adrian Weiss.  
Services: BDEFGHQRST.

**WELGOT TRAILER SERVICE**  
132 Ninth Ave., New York 36. Tel.: Circle 8-6958.  
Martin Gottlieb, prod. (film).  
Services: BDFGHK. make titles on 35mm. 16mm film.

**WESTERN CINE SERVICE INC.**  
114 E. Eighth Ave., Denver 3. Tel.: Tabor 3-3222.  
Herman Vachek, pres.  
Services: BDFGHJKLUVW.

**WESTON INC.**  
628 N. Broadway Ave., Los Angeles 4. Tel.: Hollywood 7-7411. Rosemarie H. Morgan, Eugene Smith, prods.  
Services: BDK. full-length feature films.

**WESTON Woods STUDIOS INC.**  
Weston, Conn. Tel.: Capital 7-9770. Martin Smith, Gen. pres.  
Services: BFNQV.

**WFB PRODUCTIONS INC.**  
627 E. Broad St., Sunderland, Pa. Tel.: Parkway 5-7777. William Baghurst, pres.  
Services: V.

**WICK FILMS INC.**  
68 E. 57th St., New York 22. Tel.: Plaza 8-2288.  
Charles Wick, pres.  
Services: B.

**WICHAM FILMS**  
1428 W. Glenmore Blvd., Glendale 1. Coll. Tel.: Citrus 4-1292. George R. Wickham Jr., pres. mgt.  
Services: BDFGHV.

**WILBER SVARR-JERRY LAYTON INC.**  
6 E. 45th St., New York 17. Tel.: Oxford 7-6969.  
Wilbur Svarr, pres.  
Services: ABMN.

**WILDING PICTURE PRODUCTIONS INC.**  
1245 Argyll St., Chicago 46. Tel.: Longbeach 1-4410.  
L. S. Thompson, exec. vp.; Jack Steinblyum, as. vp.; Ed. K. J. A. Kelleck, vp. etc.; C. H. Bradford Jr., pres.; Ruth Rapercraft, dir. in charge; Jack Lashman, asst. mgr.; G. G. Joe Martin, mid-west mgr. in ch.  
Services: BDFHKLNP. plus pre-filming consultation, storyboards, stop motion photography, rear screen photography, processing and printing.

**WILSON FILMS INC.**  
New York—381 Madison Ave. Tel.: Plaza 6-6611. Tel. Westchester, N.Y.  
Detroit—4855 Cadillac Rd., Tel.: Toledo 3-9740. Don Calhoun, vp.  
Cleveland—1610 Euclid Ave., Tel.: Down 1-8448. Dean Colton, dist. mgr.  
Cincinnati—417 Vine St., Tel.: Garfield 4471. R. L. McMillan, dist. mgr.

**WILLARD JR., FRANK PRODUCTIONS**  
222-6 Canal Hill Pl., N. W. Avenue 1. Tel.: Cedar 7-2252. Frank H. Willard Jr., own.  
Services: BDFGH/KLVJ. editing, narration of films.

**WILLIAMS & MEYER CO.**  
Prudential Plaza, Chicago 1. Tel.: Wabash 2-3600.  
A. Allen, prod. mgr.  
Services: TV slides, halps, teleps, tv live cards, photo backgrounds.

**WIRLING, RUPE**  
Hidden Haven, Chesham, Pa. Tel.: Lexington 7-4977.  
Rupe Wirling.  
Services: C.

**WILLIAMS & HILL LTD.**  
1 Albert St., Toronto. Tel.: Regina 2-1222. Richard H. Hill, vp.  
Services: IPT. MFM-Portland, slide.

**WILLIAMS, AUBREY ADV. INC.**  
223 Barracks St., New Orleans 18. Tel.: Raymond 2-88. Aubrey Williams, pres.  
Services: ABCDMNP.

**WINDOW-GLEN PRODUCTIONS**  
424 Radford Ave., North Hollywood. John Payne, pres.

**WINK FILMS CORP.**  
232 W. 53rd St., New York 24. Tel.: Circle 4-7000.  
Leslie Wink, pres.  
Services: BDFGHK. sports stock shorts.  
Chicago—22 N. Wacker Dr. Tel.: Central 9-8222. Al LeVita.  
Portland, Ore.—621 S. Vancouver St. Tel.: Atlanta 4-4222. Morrison Hark.

**WIS ARTIST BUREAU**  
1228 W. Washington Blvd., Chicago 7. Tel.: Murray 8-4788. George Ferguson, mgr.  
Services: (Representing WLB talent) ABM.

**WOLFF, RAFAEL G. STUDIOS**  
5621 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 7-6128. Rafael G. Wolff, pres.  
Services: DFGHJK. business films cameramen in 72 countries and in U.S. for photographing film assignments; foreign and domestic film library.  
New York—218 Park Ave. Tel.: Plaza 3-3388. Deyan Mahajan.  
Chicago—1202 Springfield Ave., Evanston, Ill. David 2-7226. Carl Weinst.  
Detroit—3774 Joseph Cozens Hwy. Tel.: Rosch 5-4-6222. Harold B. Troy.  
Cincinnati—1088 Emerson Rd., Covington, Ky. Tel.: Azbell 628. Robert Saxon.

**WONDEL, CARLISLE & DUNPHY INC.**  
186 Broadway, New York 39. Tel.: Circle 7-1800.  
Harold Wendel, pres.  
Services: DFGHJKLV.

**WORLD BROADCASTING SYSTEM INC.**  
88 Madison Ave., New York 17. Tel.: Murray Hill 6-4100. Robert W. Friedbald, vp.; Dick Lawrence, pres. mgt.  
Services: World television service of production music and sound (transmitted for 16 mm film, background, etc.).  
Cincinnati—322 Madison Rd. Tel.: Plaza 1-1222. Leo Gutman, pres. mgt.  
Los Angeles—124 Santa Monica Blvd. Tel.: 688-5611 7-2252.

**WEATHER, JACK PRODUCTIONS**  
276 N. Canon Dr., Beverly Hills. Tel.: Century 5-4988. Sherman A. Harris, vp. services: B.

**WRIGHT, CARTER ENTERPRISES**  
633 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 9-0244. Carter Wright, own.  
Services: ABCD.

**WRITERS CRAFTERS**  
388 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 3-2111. Carl Goodale, dist.  
Services: BDFV.

**WURTELL FILM PRODUCTIONS**  
P. O. Box 354, Orlando, Fla. Tel.: 305. Harold E. Wurtele, own.  
Services: DGV.

**YOUNG AMERICA FILMS INC.**  
18 E. 41st St., New York 17. Tel.: Lexington 2-4111.  
Gudrey Elliot, pres.  
Services: F.

**YOUNG, MARVIN ASSOC.**  
185 N. Highland Ave., Hollywood 26. Tel.: Hollywood 2-2624. Marvin Young, head assoc.  
Services: ABCDMN. advertising agency representation.

**ZIV TELEVISION PROGRAMS INC.**  
88 Madison Ave., New York 17. Tel.: Murray Hill 8-4705. M. J. Rifkin, dist. vp.  
Services: BDKSU.  
Cincinnati—322 Madison Rd. Tel.: Plaza 1-1222. Edward Brown, central div. as. mgr.  
Los Angeles—324 Santa Monica Blvd. Tel.: 610-6111 4-2624. Allen Martin, western div. dist. mgr.  
Chicago—326 N. Michigan Ave. Tel.: Whitehall 4-1433. A. Unger, vp.

**ZOVARY, MARICÉ H. TV PRODUCTIONS**  
32 W. 24th St., New York 13. Tel.: Circle 4-8211.  
Maricé H. Zovary, pres.  
Services: ABCDFGHJKL. stock shorts.

**ZURKO, S. J. PRODUCTIONS**  
10225 114 St., Edmonton, Alta., Canada. Tel.: 4-8888.  
N. J. Zurko, own.  
Services: DFGHJKLVW.

**WORLD BROADCASTING SYSTEM INC.**  
88 Madison Ave., New York 17. Tel.: Murray Hill 6-4100. Robert W. Friedbald, vp.; Dick Lawrence, pres. mgt.  
Services: World television service of production music and sound (transmitted for 16 mm film, background, etc.).  
Cincinnati—322 Madison Rd. Tel.: Plaza 1-1222. Leo Gutman, pres. mgt.  
Los Angeles—124 Santa Monica Blvd. Tel.: 688-5611 7-2252.

**WEATHER, JACK PRODUCTIONS**  
276 N. Canon Dr., Beverly Hills. Tel.: Century 5-4988. Sherman A. Harris, vp. services: B.

**WRIGHT, CARTER ENTERPRISES**  
633 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 9-0244. Carter Wright, own.  
Services: ABCD.

**WRITERS CRAFTERS**  
388 Hollywood Blvd., Hollywood 28. Tel.: Hollywood 3-2111. Carl Goodale, dist.  
Services: BDFV.

**WURTELL FILM PRODUCTIONS**  
P. O. Box 354, Orlando, Fla. Tel.: 305. Harold E. Wurtele, own.  
Services: DGV.

**YOUNG AMERICA FILMS INC.**  
18 E. 41st St., New York 17. Tel.: Lexington 2-4111.  
Gudrey Elliot, pres.  
Services: F.

**YOUNG, MARVIN ASSOC.**  
185 N. Highland Ave., Hollywood 26. Tel.: Hollywood 2-2624. Marvin Young, head assoc.  
Services: ABCDMN. advertising agency representation.

**ZIV TELEVISION PROGRAMS INC.**  
88 Madison Ave., New York 17. Tel.: Murray Hill 8-4705. M. J. Rifkin, dist. vp.  
Services: BDKSU.  
Cincinnati—322 Madison Rd. Tel.: Plaza 1-1222. Edward Brown, central div. as. mgr.  
Los Angeles—324 Santa Monica Blvd. Tel.: 610-6111 4-2624. Allen Martin, western div. dist. mgr.  
Chicago—326 N. Michigan Ave. Tel.: Whitehall 4-1433. A. Unger, vp.

**ZOVARY, MARICÉ H. TV PRODUCTIONS**  
32 W. 24th St., New York 13. Tel.: Circle 4-8211.  
Maricé H. Zovary, pres.  
Services: ABCDFGHJKL. stock shorts.

**ZURKO, S. J. PRODUCTIONS**  
10225 114 St., Edmonton, Alta., Canada. Tel.: 4-8888.  
N. J. Zurko, own.  
Services: DFGHJKLVW.

**ACADEMY FILM PRODUCTIONS INC.**  
122 W. Chestnut St., Chicago 18. Tel.: Michigan 2-5877. Bernard Harkov, pres. & exec. prod.  
Services: Packaging and distributing own shows, commercials.

**ACUS PICTURES CORP.**  
185 W. 49th St., New York 36. Tel.: Plaza 7-4065.  
Patrick S. Ghanahan, pres.  
Services: Distributor of feature films.

**ADELPHI BOOKING SERVICE**  
206 N. 13th St., Philadelphia 1. Tel.: Locust 1-2066.  
Robert E. Gabriel, dist. mgr.  
Services: Middle Atlantic states sales representative for Atlantic Television Corp., Film Vision Corp., M. C. Pictures, Specialty Television, Fortune Features, Government Television, Major Television, Signet Television, Louis Wachs & Co.

**ADVERTISERS' BROADCASTING CO.**  
117 W. 40th St., New York 36. Tel.: Plaza 7-3060.  
Shalom Rubinowitz, pres., prod. dir.  
Services: Produce live tv shows, radio programs.

**ALEXANDER FILM CO.**  
Alexander Film Bldg., Colorado Springs 1. Tel.: Melrose 3-1771. D. M. Alexander, pres., Earl Austin, in ch. mgr.  
Services: Producers and distributors of commercials, industrial & educational films.

**ALEXANDER M & A PRODUCTIONS INC.**  
616 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-2124. Hollywood 4-7571. Arthur Alexander, exec. pres.; Distributor of films.  
New York—44 W. 12th St., Tel.: Trafalgar 2-4122. Larry Stern.

**ALL-CANADA TELEVISION (Film Div.)**  
88 Richmond St. W., Toronto 1. Ont., Tel.: Empire 4-2226. Rex Thompson, mgr.  
Services: Distributors and stills syndicated tv-hour programs; maintains film service department for importing, editing, timing and shipping.

**Montreal, Que.—Dominion Sq. Bldg., Tel.: University 4-5888. Burt Hall, mgr.**

**Winnipeg, Man.—766 Electric Railway Chambers Bldg., Tel.: Chambers 628-881. M. V. Chenuf.**

**Calgary, Alta.—Taylor-Pearson & Curran Bldg., Tel.: Ambush 2-3881. J. E. Cavacough, mgr.**

**Vancouver, B. C.—181 Melville St., Tel.: Tallon 741. J. E. Halberst, mgr.**

**AMENIC INC.**  
2621 N. Ramsey, Springfield, Mo. Tel.: 4-1265. Neal R. Younger, vp.  
Services: Tailor made trademarks commercials, tv productions.

**AMERICAN AUTOMOBILE ASSN.**  
1712 G St., Washington & D.C. Tel.: Metropolitan 8-4009. Edgar Parsons.  
Services: Distribute educational films.

**Associated offices in 130 cities.**

**AMERICAN FILM REVIEWS INC.**  
429 E. Jay St., Newark, Ind., Herbert Shultz, pres., Marie Gough, vp.  
Services: Quarter-hour travel-adventure films produced by commercials.

**Chicago 4-49 N. Wacker Dr., Tel.: Central 8-8820. Alfred D. LaVine.**

**DISTRIBUTORS OF FILM FOR TELEVISION**  
(For Program Production and Related Services see page 327)

**ACADEMY FILM PRODUCTIONS INC.**  
122 W. Chestnut St., Chicago 18. Tel.: Michigan 2-5877. Bernard Harkov, pres. & exec. prod.  
Services: Packaging and distributing own shows, commercials.

**ACUS PICTURES CORP.**  
185 W. 49th St., New York 36. Tel.: Plaza 7-4065.  
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Alexander Film Bldg., Colorado Springs 1. Tel.: Melrose 3-1771. D. M. Alexander, pres., Earl Austin, in ch. mgr.  
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**ALEXANDER M & A PRODUCTIONS INC.**  
616 Sunset Blvd., Hollywood 28. Tel.: Hollywood 4-2124. Hollywood 4-7571. Arthur Alexander, exec. pres.; Distributor of films.  
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**Winnipeg, Man.—766 Electric Railway Chambers Bldg., Tel.: Chambers 628-881. M. V. Chenuf.**

**Calgary, Alta.—Taylor-Pearson & Curran Bldg., Tel.: Ambush 2-3881. J. E. Cavacough, mgr.**

**Vancouver, B. C.—181 Melville St., Tel.: Tallon 741. J. E. Halberst, mgr.**

**AMENIC INC.**  
2621 N. Ramsey, Springfield, Mo. Tel.: 4-1265. Neal R. Younger, vp.  
Services: Tailor made trademarks commercials, tv productions.

**AMERICAN AUTOMOBILE ASSN.**  
1712 G St., Washington & D.C. Tel.: Metropolitan 8-4009. Edgar Parsons.  
Services: Distribute educational films.

**Associated offices in 130 cities.**

**AMERICAN FILM REVIEWS INC.**  
429 E. Jay St., Newark, Ind., Herbert Shultz, pres., Marie Gough, vp.  
Services: Quarter-hour travel-adventure films produced by commercials.

**Chicago 4-49 N. Wacker Dr., Tel.: Central 8-8820. Alfred D. LaVine.**

**ANIMATION INC.**  
5841 Wilshire Ave., Hollywood 46, Cal.; Olympia 2-3333; Earl Klein, pres.

**Services:** Story, music and production services required for animated titles, commercials and program films. Films for circulation on leasing, purchase and stock sale.

New York 17—425 Madison Ave., Rm. 602 Tel: Plaza 8-2740; Eric Pennerman

Detroit—1805 Ferndale Ave.; Tel: Broadway 4-9000; Ted Price

San Francisco—496 Pine St.; Tel: Yukon 4-9000; Dick Donner

Chicago—155 E. Chicago Ave., Suite 303; Tel: Delaware 3-9600; Jay Noeman

**ARMSTRONG, J. & CO.**  
11 W. 44th St., New York 18; Tel: Murray Hill 1-9800; Joseph Armstrong, own.

**Services:** Custom production of tv commercials, syndicated tv commercials for brewers, banks, savings and loan associations and dairies.

**ATYANNA PTY. LIMITED**  
112 Phillip St., Sydney, Australia; Tel: 6036; Robert Lord, mgr.

**Services:** Produce live and film tv shows, commercials, distribute imported tv shows.

Melbourne, Victoria—208 Lonsdale St.; Tel: NU 6241; Leonard Feltz, mgr.

New York, U.S.A.—Fremont Overseas Radio & TV Inc., 200 Madison Ave., Tel: Murray Hill 1-0314; Paul Yelton

Johannesburg, South Africa—Belray Bldg. Fox & Yousa Bldg., Tel: 22-0228; John Walker

**ASSOCIATION FILMS INC.**  
317 Madison Ave., New York 17; Tel: Murray Hill 4-8573; J. R. Bingham, pres.

**Services:** Distributors of news films.

Higginbotham, N. J.—Broad at Elm St.; Tel: Whitney 3-8000; E. K. Pearson, mgr.

Lafayette, Ill.—581 Hillgrove Ave.; Tel: Placwood 4-5076; M. G. Wolford, mgr.

San Francisco—190 Stevenson St.; Tel: Underhill 1-4436; W. O. Siler, mgr.

Dallas 3—1120 Jackson St.; Tel: Riverside 3-2114; Carl Stahl, mgr.

**ATLANTIC TELEVISION CORP.**  
121 W. 40th St., New York 18, Tel: Judson 3-2226; David A. Butler, exec. vp.

**Services:** Distributors of feature and western film television.

**ATLAS FILM CORP.**  
111 South Blvd., Oak Park, Ill.; Tel: East 9-3226; L. P. Moushous, pres.

**Services:** Production facilities for film commercials, package shows, sound recording, film processing and creative script writing.

Chicago—228 N. LaSalle; Tel: Austin 7-9520; J. Daneshian, acct. exec.

Washington—Warner Bldg., 101 12th St., N.W.; Tel: Hamblet 7-2203; R. C. Barrett, acct. exec.

Hollywood—1101 Rodney Drive; Tel: Normandie 1-0800; Louis J. Marlowe

**ATLAS TELEVISION CORP.**  
225 E. 49th St., New York 17; Tel: Eldorado 4-7642; Henry Brown, pres.

**Services:** Distributor film.

**AURORA FILM DISTRIBUTORS INC.**  
1125 Woodward St., Omaha 2; Tel: Atlantic 8498; Keith T. Smith, pres.

**Services:** Film distributor.

**AUSTIN PRODUCTIONS INC.**  
222 N. Main St., Lima, Ohio; Tel: 8-7891; B. Otto Austin, Jr., pres.

**Services:** Sponsored films for free tv programming.

**AVED THEATRE & TELEVISION PROGRAM SERVICE**  
Lynchburg Exchange Building, Mississippi 1; Tel: Federal 3-8823-8941; A. L. Aved, pres.

**Services:** Rep. for Atlantic TV Corp., Atlas, Wagon, Louis Weiss & Co., Jerome Bahart Films Inc.

B

**BAGNALL, GEORGE & ASSOC. INC.**  
827 Olympia Blvd., Beverly Hills; Tel: Overston 1-1123; George Bagnall, pres.; J. J. O'Loughlin, vp-exec. dir. mgr.

**Services:** Distributor film.

New York 17—28 Vanderbilt Ave.; Tel: Murray Hill 8-1343; Les Anthony

Chicago 11—28 W. Northgate Ave.; Tel: Michigan 2-3223; Wm. A. Palmberg

**THE BALDWIN ORGANIZATION INC.**  
123 E. 98th St., New York 22; Tel: Plaza 3-6836; Klaus Jensen, dir. of film dist.

**Services:** Distribute public service films.

**BARRY-GRAFMAN & ASSOC.**  
212 N. Wabash, Chicago 1; Tel: Central 6-1802; **Services:** Distributor, half hour and feature films for tv.

**BASCH RADIO & TELEVISION PRODUCTIONS**  
57 E. 45th St., New York 17; Tel: Murray Hill 2-8871; Charles J. Basch Jr., pres.

**Services:** Distributes film and packages tv programs.

**BEACON TELEVISION FEATURES INC.**  
112 Newbury St., Boston 16; Tel: Commonwealth 4-6823; J. Leonard Henderson, pres.

**Services:** Sponsored tv film, package & package tv programs.

**BECKER, V. & PRODUCTIONS**  
371 Fifth Ave., New York 17; Tel: Murray Hill 2-6777; Viola S. Becker, pres.

**Services:** Producers of tv package shows (live & film), tv commercials, handles talent.

**BELL PRODUCTIONS**  
307 Fifth Ave., New York 17; Tel: Oxford 1-5385; Alan Abel, pres.

**Services:** Distributor live and filmed programs for tv.

**BENGAL PICTURES**  
1022 N. Western Ave., Hollywood 36; Tel: Hollywood 2-3827; Phil E. Cantonwine, pres.

**Services:** Sponsored pictures, historical, travelogue, tv spots.

**BITE BLOCK PRODUCTIONS**  
17264 Fountain Ave., Hollywood 46; Tel: Hollywood 2-2071; Fritz Block, pres.

**Services:** Live tv shows.

**BRAY STUDIOS INC.**  
329 Seventh Ave., New York 16; Tel: Circle 3-4820; Paul A. Bray, vp.

**Services:** Distributor feature and short subjects.

**BRITISH INFORMATION SERVICES**  
45 Rockefeller Plaza, New York 16; Tel: Circle 8-5306; Dorothy C. Chalk, dir. sales & div.

**Services:** Distributes documentary films for tv on Great Britain and Commonwealth.

Los Angeles—418 S. Hill St.; Tel: Madison 8-3211

San Francisco—2516 Pacific Ave.; Tel: Willmore 8-3023

Washington 4, D. C.—National Press Bldg.; Tel: Executive 3-8225; David H. Bonville, dir. dist.

Chicago 11—120 S. Morgan Ave.; Tel: Whitehall 2-1400

Boston 12—John Hancock Bldg.; Tel: Liberty 2-3220

**BRUCE-HALL CO.**  
123 E. Michigan Ave., Chicago 4; Tel: Franklin 3-7100; Robert E. Korda, pres.

**Services:** Live and film tv production and custom-made commercials on film.

C

**C & C TV CORP.**  
51 Lexington Ave., New York 17; Plaza 1-3109; E. H. Ezam, vp-gen. dir. mgr.

**Services:** Distribute feature films.

**CALDWELL TV FILM SALES (DIV. OF S. W. CALDWELL LTD.)**  
41 Jarvis St., Toronto 8, Ont., Canada; Tel: Walnut 2-2128; R. H. Shoppard, film dist. mgr.

**Services:** Distribute feature films, commercials; distributor film for CBS, Guild Films Inc., Wolf Schwimmer; Toronto, B.C.

Winnipeg, Man.—212 McIntyre Block Main St.; Tel: 266-62; Harold Retzack

Vancouver, B. C.—111 W. George St.; Tel: Main 822; Florence Adams

Stevens, Ore.—122 Main St.; Denver Station

**CANADIAN PACIFIC AIRWAY CO.**  
57 Fifth Ave., New York 17; Tel: Plaza 6-4021; F. T. Cole, pres. & dir. ad.

**Services:** Free film on Canadian travel, outdoor sports.

**CANADIAN TELEVISION LIBRARY**  
639 5th Ave., New York 16; Tel: Judson 8-2400; J. W. Cosman

**Services:** Free documentary films.

**CANADIAN TRAVEL FILM LIBRARY**  
628 3d Ave., New York 16; Tel: Judson 8-1400; J. W. Cosman

**Services:** Free travel & wildlife images

**CAPITAL FILM SERVICE**  
225 Abbott Rd., East Lansing, Mich.; Tel: Edgewood 2-3244; J. R. Hunter, own.

**Services:** Film producer-distributor (educational).

**CARAVAN PRODUCTIONS**  
154 Carlton St., Toronto, Ont., Canada; Tel: Walnut 2-2262; Richard Rosenberg, pres.; Jerry H. Sobel, vp.

**Services:** Distributors of feature films, unedited shows, shorts, in French and English.

**CARLIN FILMS INC.**  
611 W. 58th St., New York 19; Tel: Plaza 7-4444; Ruth S. Shilin, pres.

**Services:** Distributor films for tv.

**CASINO FILM EXCHANGE INC.**  
1664 Broadway, New York 16; Tel: Judson 8-2412; Murray Padnos, pres.

**Services:** Film distributor.

**CATHOLIC MOVIES**  
1480 22d St., North Bergen, N.J.; Tel: Un-3-1120; Stan Laska, mgr.

**Services:** Film distributor

New York—220 W. 42d St.; Longacre 1-9021

**CAVALCADE TELEVISION PROGRAMS**  
7504 Santa Monica Blvd., Hollywood 46; Tel: Chiffold 4-4141; Harvey Pergament, pres.

**Services:** Distributor of motion picture films; producers of tv shows.

**CBS TELEVISION FILM SALES INC.**  
465 Madison Ave., New York 17; Tel: Plaza 1-2315; Leslie Harris, vp & gen. mgr.

**Services:** Distributor filmed tv shows.

Chicago—420 N. McClurg Ct.; Tel: Whitehall 4-8888; Henry A. Gilmartin

Hollywood—1311 N. Vine St.; Tel: Webster 2-3211; William Parkinson

Atlanta—22 Peachtree St., S.E.; Tel: Trinity 6-0772; James McCormick

San Francisco—Palmer Hotel; Tel: Yukon 2-7000; Glen Yarr

Dallas—Fidelity Union Bldg.; Tel: Stonecote 8-6995; Corral Ringo

Detroit—232 Fisher Bldg.; Tel: Trinity 1-2020; Bart Steens

Boston—Statler Office Bldg.; Tel: Berkshire 2-2222; H. Roy Marks

St. Louis—North & Sawyer Sts.; Tel: Prospect 4-1126; George H. Diederich

Toronto—447 Jarvis St.; Tel: Walnut 1-2102; E. W. Caldwell

**CENTER FOR MASS COMMUNICATION (DIV. Columbia U. Press)**  
1125 Amsterdam Ave., New York 18; Tel: University 2-8099; Dorothy Oshlag, mgr.

**Services:** Production of films for rental programs.

**BRUCE CHAPMAN CO.**  
123 W. 42d St., New York 16; Tel: Westcott 1-2649; Bruce Chapman

**Services:** Live and film package shows

**CHERYL TV CORP.**  
204 Motor Ave., Los Angeles 14; Tel: Texas 5-6126; Jack Broder, pres.

**Services:** Distributor motion pictures.

**CHESHIRE & ASSOC.**  
1024 Selma Ave., Hollywood 18; Tel: Hollywood 3-4220; Ben Katzendach, gen. mgr.

**Services:** Distributor films for tv Hollywood rep. for Charles Mitchell Inc., N.Y.

**CHRISTIAN MISSION FILMS**  
2320 Hyperion Ave., Hollywood 17; Tel: Normandie 2-3241; Rev. Richard T. Beaudier, industry mgr.

**Services:** Distributors of religious films.

**THE CHRISTOPHERS INC.**  
11 E. 40th St., New York 17; Tel: Plaza 1-4030; Mary H. Sullivan, vp. mgr.

**Services:** Distributors half-hour religious-educational films.

**CINEMA CORP. OF AMERICA**  
24 Vauxhall Way, Paterson 1, N.J.; Tel: Mountain View 8-2277; Alan F. Martin, vp.

**Services:** Distributors of The King of Kings.

**CINEMA-VUE CORP.**  
242 W. 52d St., New York 19; Tel: Judson 8-1126; Joseph P. Smith, pres.

**Services:** Producers-distributors of film for tv.

Hollywood 28—2546 Sunset Blvd.; Tel: Hollywood 2-7521; Susan Taylor, dir. mgr.

Lansing 23, Mich.—114 Townsend; Tel: Dunbar 8-2226; W. A. Pomeroy, dist. dist. mgr.

**GEORGE W. COLBURN LAB. INC.**  
184 N. Wacker Dr., Chicago 6; Tel: Dearborn 2-8286; John E. Colburn, exec. vp.

**Services:** Distribute complete film recordings, studio & printing service.

**H. D. COLSON & CO.**  
1220 W. 48th Ave., Wheatridge, Colo.; Harry Colson, gen. mgr.

**Services:** Distributors of outdoor participation programs.

**CONTEMPORARY FILMS INC.**  
17 E. 27th St., New York 16; Tel: Murray Hill 4-6526; Leo B. Donahoe, dir. of cont.

**Services:** Rental of short subjects, art films, lectures, loans of public domain films.

**COOPERATIVE LEAGUE OF THE U. S. A.**  
343 So. Dearborn St., Chicago 4; Tel: Walnut 2-6667; Jerry Voertman, exec. dir.

**Services:** Distributor free film about cooperatives.

Washington 1, D. C.—3025 Vermont Ave., S.W.; Tel: National 8-0793; Wallace J. Camibell, dir.

## FILM DISTRIBUTORS

### CORONET FILMS

89 W. South Water St., Chicago 1, Tel.: Dearborn 5-7978; Ellisworth C. Hunt, dir. of dist.  
 Services: Package to answers on film.  
 New York 22-488 Madison Ave., Tel.: Plaza 9-0323; Irv Silverman.

### TOM CORRADINE ASSOC. INC.

2745 Sunset Blvd., Hollywood 28, Tel.: Hollywood 2-4444; Tom J. Corradine, pres.

Services: Distributes films.

New York 11 W. 44th St., Murray Hill 7-0031; Peter Ficht.

Lansing 11, Mich.—214 Townsend Ave., Tel.: Fran-  
 sco 9-2930; William Pomeroy.

Washington, D. C.—825 New Jersey Ave., N.W.,  
 Tel.: Republic 7-0276; Mike Neils.

## D

### DALTON FILM CO.

Daniel Bldg., Tulsa 1, Tel.: Luther 5-9173; Stuart  
 W. Karta, pres.

Services: Distributes givo-away, western films and  
 commercial advertisements.

### DART FILM DISTRIBUTION INC.

112 W. 45th St., New York 36, Tel.: Jathan 6-1144;  
 Dan Kahn, vp.

Services: Distributors of film packages for tv.

### DEPHOUX STUDIOS

282 Conoverwood Ave., Boston 18, Tel.: Boston  
 2-5722; Joseph Dephoux, own.

Services: Distributes industrial films, training films,  
 television programs, television commercials. Also  
 provide services to producers in sound, processing,  
 printing, editing, and recording.

### DEROCHÉMENT, LOUIS ASSOC. INC.

380 Madison Ave., New York 17, Tel.: Oxford 7-0316;  
 Helen T. Gordon, distrib. chief.

Services: Production and distribution of film shorts.

### DUDLEY TELEVISION CORP.

3005 Santa Monica Blvd., Beverly Hills, Tel.:  
 Greenview 1-7288; Carl Dudley, pres.

Services: Distribute film and package tv programs.  
 New York 22-207 Madison Ave., Tel.: Eldorado  
 3-1276.

## E

### ECONOMIE TELEVISION PROGRAMS

(Affiliate of Eiv Tv Programs Inc.) 561 Madison  
 Ave., New York 17, Tel.: Plaza 3-6884; Pierre  
 Weis, gen. mgr.

Services: Distributors of film for tv.

### EDITORIAL FILMS INC.

10 E. 40th St., New York 16, Tel.: Murray Hill  
 4-3773; Babette J. Doniger, pres.

Services: Produce and distribute public service  
 films.

### ENTERPRISE PRODUCTION

521 Calverton Blvd., N. Hollywood, Tel.: Stanton  
 7-2460; Sherman L. Wass, exec. prod.

Services: Distribution of tv film.

### ESPAÑA MEXICO ARGENTINA, S. A. & C. V.

Calle de Barcelona No. 13, Mexico, D. F. M., Tel.:  
 36-10-44; General Juan F. Acarata, dir. gen.

Services: Distributors of films.

### JOHN EYTLINGER ASSOC.

400 Sunset Blvd., Hollywood 33, Tel.: Hollywood  
 2-4823; John A. Eytlinger.

Services: Representative for tv distributors and pro-  
 ducers.

## F

### FAMILY THEATRE INC.

124 Sunset Blvd., Hollywood 48, Tel.: Hollywood  
 3-1377; James F. Anderson, dir. gen.

Services: Distributes religious films, Catholic, for  
 public service use.

### FILMMAKERS INC.—PHIL COOPER

169 Marmon Ave., Hollywood 44, Tel.: Hollywood  
 3-0376; Phil Cooper, vp. tv dist.

Services: Sales and service of films for tv.

### FILM ART TRAILERS

21 Dundas Square, Toronto 2, Tel.: Empire 3-7721;  
 S. L. Vinson, pres. gen. mgr.

Services: Service trailers, educational films.

### FILM COMMERCIALS INC.

61 Madison Ave., New York 16, Tel.: Oregon 9-3970;  
 John C. Ryder, vp.

Services: Distributes commercials.

### FILM STUDIOS OF CHICAGO

125 E. LaSalle St., Chicago 3, Tel.: Central 6-8147;  
 H. A. Szwarc, gen. mgr.

Services: Distributes tv shorts and features.

### FILM VIDEO RELEASING CORP.

225 W. 32nd St., New York 20, Tel.: Circle 6-8821;  
 Maurice H. Zouary, pres.

Services: Stock shot library.

### FILMS OF INDIA

169 E. Edinburg Ave., Los Angeles 33, Tel.: Web-  
 ster 1-3822; R. M. Bagel, pres.

Services: Distributes features about India.

### FLAMINGO FILMS INC.

488 Madison Ave., New York 22, Tel.: Murray Hill  
 3-4888; David L. Wolper, exec. vp.

### FOUNDATION FILM CORP.

23 Columbia Bank Bldg., Pasadena, Tel.: Ryan  
 1-4121; John A. Bolter, chmn. of bd., Elmer L. Eby,  
 sec. treas.

Services: Distribute religious films.

### FREMANTLE OF CANADA LTD.

108 Peter St., Toronto 28, Tel.: Empire 4-0881;  
 Ralph C. Ellis, gen. mgr.

Services: Distributes films for tv.

### FREMANTLE OVERSEAS RADIO & TV INC.

96 Madison Ave., New York 17, Tel.: Murray Hill  
 7-4244; Paul Talbot, pres.

Services: Distributes tv films to foreign markets.

London—89 Ebury St., SW 1; Lane Blackwell.

### Mexico City—Telcelentele. Av., Chapultepec 18;

Rene Aronson.

Toronto, Ont.—108 Peter St.; Ralph Ellis.

### JOSEPH A. FROHOCK

816 47th St., N. St. Petersburg, Fla., Tel.: 7-7781;  
 Joseph A. Frohock, pres. dir.

Services: Distributes public service films.

## G

### GATEWAY PRODUCTIONS INC.

1409 Powell St., San Francisco 11, Tel.: Sutter  
 1-8444; Alvin J. Gordon, pres.

Services: Distributes educational films for educa-  
 tional and commercial tv stations.

### GRACE GIBSON RADIO & TV PRODUCTIONS

City Mutual Bldg., 40 Hunter St., Sydney, Australia.  
 Grace Gibson, pres.

Services: Distributors of American film series in  
 Australia.

New York 38-45 W. 45th St., Tel.: Plaza 7-0805;  
 Charles Middleton, mgr.

### GOLDEN KEY PRODUCTIONS INC.

1521 Hillhurst Ave., Hollywood 27, Tel.: Normandie  
 3-9421; Dr. Gene Spiller, pres.

Services: Distributes educational, instructional and  
 industrial films.

### HARRY S. GOODMAN PRODUCTIONS

19 E. 33rd St., New York 32, Tel.: Plaza 3-0231; Harry  
 S. Goodman, pres.

Services: Distribute films.

Toronto, Ont.—441 Jarvis St., Tel.: Walnut 2-2100;  
 Sam Page, ch. mgr.

### GOVERNOR TELEVISION ATTRACTIONS INC.

151 W. 45th St., New York 36, Tel.: Judson 4-9474;  
 Arthur Kerman, pres.

Services: Distributors of film for television.

Chicago 1-482 N. Webster Ave., Tel.: Central 4-2828;  
 Barry Goodman, Assoc.

Houston—100 Sims, Tel.: Jackson 2-2068; Nathan A.  
 Zellnow.

Lansing, Mich.—314 Townsend, Tel.: Franboe 9-2226;  
 Bill Pomeroy.

### JOHN GUERRI PRODUCTIONS

821 Deverly Blvd., Los Angeles 48, Tel.: Webster  
 9-8291; John Guerdel, vp.

Services: Distribute film.

Sherman Oaks, Calif.—896 Bellingham, Tel.: Pop-  
 ular 9-1146; Dick Pettit, vp.; 15418 Sutter St., Tel.:  
 Suite 2-2676; Martin Hill, vp.

## H

### HERMAN HACK PRODUCTIONS & SCRIPTURE

2411 N. Beachwood Dr., Hollywood 28, Tel.: Holly-  
 wood 7-0937; Herman Hack, own.

Services: Distributes religious, educational, travel  
 films.

# STILL NUMBER 1!

## JANUARY

### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Looney & Hardy (Governor)	93
2.	Willy (Official)	48
3.	Wicker Weaver Show (Screencraft)	36
4.	Anna 'n' Andy (CBS)	36
5.	My Hero (Official)	29
6.	Great Gildersleeve (NBC)	28
7.	Boyz (TPA)	23
8.	My Little Margie (Official)	22
9.	Boyz (Flamingo)	22

## FEBRUARY

### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Looney & Hardy (Governor)	93
2.	Wicker Weaver Show (Ziv)	50
3.	Willy (Official)	48
4.	Life With Father (CBS)	39
5.	Anna 'n' Andy (CBS)	36
6.	Wicker Weaver Show (Screencraft)	36
7.	Life of Riley (NBC)	29
8.	Great Gildersleeve (NBC)	28
9.	Boyz (TPA)	23
10.	Boyz (Flamingo)	22
11.	My Little Margie (Official)	22

## MARCH

### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Looney & Hardy (Governor)	94
2.	Willy (Official)	48
3.	Wicker Weaver Show (Screencraft)	37
4.	Anna 'n' Andy (CBS)	36
5.	Wicker Weaver Show (Ziv)	31
6.	Life of Riley (NBC)	29
7.	My Hero (Official)	29
8.	My Little Margie (Official)	28
9.	Great Gildersleeve (NBC)	28
10.	Boyz (TPA)	23

## MAY

### AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Looney & Hardy (Governor)	98
2.	My Hero (Official)	61
3.	Anna 'n' Andy (CBS)	33
4.	Wicker Weaver Show (Ziv)	31
5.	Life of Riley (NBC)	31
6.	My Little Margie (Official)	30
7.	Great Gildersleeve (NBC)	29
8.	Boyz (TPA)	23
9.	Boyz (Flamingo)	22
10.	Ray Milland Show (MCA)	14

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# GOVERNOR TELEVISION ATTRACTIONS, INC.

151 West 46th Street, New York — JUDSON 6-3675

ARTHUR KERMAN, President



## FILM DISTRIBUTORS

Portland 13, Ore.—411 N. Tillamook, Atlantic 4-3350; Meritman Holtz.

### WOM-TV—A SERVICE OF LOEW'S INC.

701 Seventh Ave., New York 26; Tel.: Judson 2-2000; Charles G. Barry, vp. for tv.

Services: Pre-1940 MGM features, production, sale of tv commercials & programs.

Culver City—3600 Scudboe Tel.: 5-3311; Marie Graham, west. div. mgr.

### MICHELSON, CHARLES INC.

65 W. 42d St., New York 20; Tel.: Plaza 7-4800; Charles Michelson, pres.

Services: Distributors of films, backgrounds and sound music library.

### MIZRACHI WOMEN'S ORGANIZATION OF AMERICA

245 Fourth Ave., New York 2; Tel.: Goldway 7-4720; Marjorie Singer, national pub. rel. dir.

Services: Distributes educational films in Israel.

### MODE-ART PICTURES INC.

1025 Parker St., Pittsburgh 12, Pa.; Tel.: Express 7-1660; James L. Bassett, pres.

Services: Producer and distributor of films.

### MOHAN FILM CO. INC.

811 Security Building, Phoenix; Tel.: Alpine 4-1120; Guido Mohan, pres.

Services: Syndicated spots.

### MPO TELEVISION FILMS INC.

15 E. 53d St., New York 22; Tel.: Murray Hill 8-3830; Judy J. Pollock, pres.

Services: Has own shooting facilities for production of commercials.

## N

### NATIONAL ALDRICH SOCIETY

110 Fifth Ave., New York 28; Tel.: South 7-5100; John H. Baker, pres.

Services: Stock footage library of American with 250 to 300,000 color.

Berkely—305 Bancroft Way, Thornwell; Tel.: 8-6942; Wm. H. Goodall.

Miami—13 McAlister Avenue; Tel.: Miami 8-2200; Charles Brockwald.

### BROADCASTING & FILM COMMISSION—

NATIONAL COUNCIL OF CHURCHES

230 Fifth Ave., New York 1; Tel.: Oregon 3-2882; Dr. E. Franklin Mott, exec. dir.

Services: Free films for tv.  
Hollywood—6746 Sunset Blvd.; Tel.: Hollywood 8-7894; George Heinrich, dir.

### NATIONAL TELEFILM ASSOC. INC.

85 W. 82d St., New York 18; Tel.: Plaza 7-3110; Ely A. Landau, pres.

Services: Distributors of filmed tv programs.

Atlanta—4181 Maple Dr.; Tel.: Credit 3-3004; Gary Eubanks.

Boston—Stadler Office Bldg.; Tel.: Liberty 3-0823; N. W. Russ.

Chicago—612 N. Michigan Ave.; Tel.: Michigan 3-2521; Fanny Grant.

Dallas—3818 Eastwood Dr.; Tel.: Davis 3-3114; Roy George.

Hollywood—6311 Sunset Blvd.; Tel.: Olympic 3-2222; Ed Gray.

Los Angeles—Sunrock Bldg.; Tel.: Jackson 6-1580; Charles D. McIntosh.

Minneapolis—1331 Curtis Ave.; Tel.: Federal 2-7843; Don Sewart.

Montreal, Que.—1408 St. Catherine St.; Tel.: University 4-9460; N. Vallinmort.

Toronto—57A Televisio of Ontario Ltd., 122 Bloor St. E.; Tel.: Walnut 4-7791; David Grelaud.

### NATIONAL TELEVISION FILMS

260 W. Third St., Charlotte 1, N. C.; Tel.: Edison 4-6428; Scott Lett, ch. mgr.

Services: 12 action features and 18 quarter hour westerns.

### NBC TV FILMS

(Div. of California National Productions)

883 Fifth Ave., New York 24; Tel.: Circle 7-8200; Robert D. Levitt, pres.; H. Walter Keever, vp. in chg. etc.; John Tobin, eastern div. mgr.

Services: Film syndication, film stock library, film exchange.

Chicago 34—Merchandise Mart; Tel.: Mahawk 3-6322; Edward Montanus, ch. mgr.

Hollywood 28—Schuel & Visa; Tel.: Thruway 3-2586; Clifford Ogden, ch. mgr.

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Chicago 34—Merchandise Mart; Tel.: Mahawk 3-6322; Edward Montanus, ch. mgr.

Hollywood 28—Schuel & Visa; Tel.: Thruway 3-2586; Clifford Ogden, ch. mgr.

### NELSON, BYRON GOLF

26 N. Wacker Dr., Chicago 18; Tel.: Central 8-8185; Alfred D. Levine, ch. mgr.

Services: Series of filmed golf lessons.

Wichita Falls, Texas—1906 Bluff St.; Tel.: 7-4138; Charles E. King.

New York—Harry S. Good Prod., 10 East 53rd St.; Tel.: Plaza 8-6111; Everett Goodman.

### NILES, FRED A. PRODUCTIONS INC.

21 West Hubbard St., Chicago 18; Tel.: Superior 7-0780; Fred A. Niles, pres.

Services: Tv commercials & National Beer Deans and Cross Country Program.

Culver City, Calif.—880-Palmer; Tel.: Texas 8-2222; Chris Peterson, vp.

New York—47 W. 40th St.; Tel.: Murray Hill 7-2257.

### NORMAN, JOHN PRODUCTIONS

P. O. Box 3808, Palo Alto, Calif.; Tel.: 718; John Norman, mgr.

Services: Film shown. Has commercial association.

Hawson—4111 Broadway; Tel.: 6-1422; Chas. Schmidt, pres. mgr.

### NORTH AMERICAN TELEVISION PRODUCTIONS INC.

221 East 87th St., New York 17; E. M. Gluckman, pres.

Services: Distributors of own productions.

## O

### OFFICIAL FILMS INC.

28 W. 6th St., New York 36; Tel.: Plaza 7-8100; Harold L. Hackett, pres.

Services: Distributors and producers of films.

Minneapolis—3118 Washburn Ave.; Tel.: Walnut 2-2714; Art Brecher.

Philadelphia—1418 Walnut St.; Tel.: Pennsylvania 4-3100.

Atlanta—1280 Peachtree St. N.E.; Tel.: Trinity 7-0810; Jeff Davis.

Beverly Hills—123 S. Paper Dr.; Tel.: Overseas 4-2118; Jerry Lee.

Boston—415 Boylston St.; Tel.: Kenmore 6-0220; Dave Abbott.

Greenville, Mo.—282 E. River St.; Tel.: Yorktown 3-6223; Jack Carroll.

San Francisco—136 Post Blvd.; Tel.: Justice 4-2211; Bernard MacCall.

Dallas—2nd Floor, Santa Fe Bldg.

### ONYX PICTURES CORP.

85 W. 49th St., New York 26; Tel.: Plaza 7-7474; Sam Lasker, pres.

Services: Distributes features and shorts, including shorts.

Chicago 11—282 N. Wabash Ave.; Tel.: Central 6-1885; Barry & Grafman.

Hollywood—6800 Sunset Blvd.; Tel.: Hollywood 2-4630; John Ellinger Associates.

Houston—3109 Elgin; Tel.: Jackson 2-3990; Nathan A. Zellnow.

Lansing, Mich.—Tel.: Woodward 1-8883; W. A. Pomeroy & Associates Inc.

## P

### PACKAGED PROGRAMS INC.

24 Penn Ave., Pittsburgh 22, Pa.; Tel.: Grant 1-4708; M. E. Fernal, ch. mgr.

Services: Distributors of film.

### PATHE PICTURES INC.

25 West 26th St., New York 22; Tel.: Fulton 2-1100; Ben Frye, pres.

Services: Produce tvs, filmed tv programs and commercials.

### POLARIS PICTURES INC.

1655 W. Third St., Los Angeles 24; Tel.: Webster 9-2311; Perry King, pres.

Services: Production of filmed commercials and motion pictures.

### POMEROY, W. A. AND ASSOCIATES INC.

114 Townsend, Lansing 20, Mich.; Tel.: Iveshoe 3-2200; W. A. Pomeroy, pres.

Services: Represent various distributors; handle features, westerns, cartoons, operettas, syndicated properties and commercial production.

Detroit 26—Book Building; Tel.: Woodward 1-9980.

### PUBLIC SERVICE PRODUCTIONS INC.

3409 Newark St. N.W., Washington, D. C.; Tel.: Woodley 8-2610; Patricia Beall, pres.

Services: Distributes public service films tv.

## QUALITY FILMS INC.

1445 N. Los Palms, Hollywood 28; Tel.: Hollywood 7-3111; Charles Weintraub, pres.; Maurice Jacob, vp.

Services: Distributes motion pictures for tv, produces half-hour tv shows.

## R

### RAY, REID H. FILM INDUSTRIES INC.

2305 Ford Parkway, St. Paul 14, Minn.; Tel.: Midway 9-1280; Reid H. Ray, pres.

Services: Planning, producing & distribution of films & commercials.

Hollywood—718 S. LaBrea; Tel.: Webster 2-3737; Arnold Kirschoff.

Chicago—220 E. LaSalle St.; Tel.: Franklin 6-1440; Frank Babin.

Dayton—104 W. First St.; Tel.: Henlock 317; A. M. Simpson.

### RCA VICTOR CUSTOM RECORD DIVISION

15 E. 24th St., New York 10; Tel.: Murray Hill 4-7500; Burnett H. Dunn.

Services: Production, distribution of tv films.

Chicago—445 N. Lake Shore Dr.; Tel.: Winthrop 4-3215; A. E. Hazlet.

Hollywood—1014 N. Sycamore Ave.; Tel.: Chalfont 4-1980; R. C. Bucholtz.

Nashville—1825 McGowan St.; Tel.: Alpine 2-6901; E. J. James.

Toronto—220 Mutual St.; Tel.: Empire 3-3643; L. D. Hadley.

### RELIGIOUS FILM DISTRIBUTION

600 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hollywood 4-0332; Dorland Dryer, pres.

Services: Distribution of religious films for tv.

### REPUBLIC TELEVISION FEATURES

44 E. Lake St., Chicago 1; Tel.: State 2-9440; Caplen Kappa, pres.

Services: Distributors & producers.

### REYNOLDS, STUART PRODUCTIONS

315 Sunset Blvd., Los Angeles 28; Tel.: Crestview 4-0382; Stuart Reynolds.

Services: Tv production.

### BROOK ISLAND DEVELOPMENT COUNCIL, INFORMATION DIVISION

State House, Providence 1, Tel.: Jackson 7-1700; Thomas A. Woodson, exec. dir.

Services: Loan films.

### RIDDICK, MARION PRODUCTIONS LTD.

130 Eberhard Houston 18; Tel.: Jackson 4-8822; Marion Riddick.

Services: Children's series, commercials produced and distributed.

### RIVIERA PRODUCTIONS

8508 S. Western Ave., Lomita, Calif.; Tel.: Devonport 61876.

Services: Motion picture and commercial production program planning and script writing.

Milwaukee—250 Westmoor Blvd.; Robert Zens.

Cleveland—365 Birch Dr.; Pat Ranoff.

### RKO TELERADIO PICTURES INC.

(Film Division)

140 Broadway, New York 18; Tel.: Longacre 4-8900; C. Robert Murby, vp.

Services: Distributors of feature and office length film for tv.

Chicago—107 Tribune Tower Bldg.; Tel.: Whitehall 4-6940; Richard T. Whitner.

Atlanta—85 11th St. N.E.; Tel.: Trinity 7-0890; Alex Sharanoff.

Los Angeles—380 Cover St.; Tel.: Hollywood 1-9461; William Goodman.

### ROFFMAN, RICHARD H. ASSOC.

615 West End Ave., New York 23; Tel.: Riverside 9-3647; Richard H. Roffman, pres.

Services: Public relations, publicity, promotion, production of tv shows and commercials.

Los Angeles—7725 Hollywood Blvd.; Alex Winston.

Hollywood—3222 Sunset Blvd.; Alex Bennett.

Boston—124 Beacon St.; Marie Wald.

Miami—440 Little Havana Dr.; Mrs. Peter Dröben.

Beverly—1525 Lomas; Frances Blomket.

Madrid, Spain—Audax Films Desingano 18; Henri Lelaie.

### ROSEN, DAVID ASSOC.

127 Vine St., Phila. 7; Locust 8-4429; David Rosen, pres.

Services: Distributes film for theatre and tv exhibition.



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- The Buccaneers

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- Star Performance
- The American Legend
- Trouble With Father
- The Star And The Story
- Dateline Europe
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- Cross Current
- Rocky Jones, Space Ranger
- My Hero
- Colonel March of Scotland Yard
- The Hunter
- Willy
- Terry And The Pirates

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- Atlanta

## FILM DISTRIBUTORS

**RUSSELL, JACK & ASSOC.**  
200 N. Wabash Ave., Chicago 3; Tel.: State 2-2818;  
Jack Russell, own.  
Services: Handle by talent, scripts, syndicate film &  
films for tv.

### S

**SACK TELEVISION ENTERPRISES**  
Film Exchange Bldg., Dallas, Tex.; Tel.: Judson  
3-2228; Alfred Sack.  
Services: Distribution of films.

**SAPERSTEIN, ABE TV ENTERPRISES**  
120 N. Dearborn St., Chicago 2; Tel.: Dearborn  
2-2627; Abe Sapirstein, pres.  
Services: Distributes children's tv film shows.  
New York 1—Emette State Bldg., Tel.: Longport  
2-6777; Walter Kennedy.

**SCHWIMMER, WALTER CO.**  
10 E. Wacker Dr., Chicago 3; Tel.: Franklin 2-4827;  
Walter Schwimmer, pres.  
Services: Film and live tv programs for network  
and syndicated markets.  
New York—327 Madison Ave.; Tel.: Eldorado  
3-6016; Jack Arden, mgr.  
Hollywood—Huan Tyler & Assoc.  
Toronto—E. W. Caldwell Ltd.

**SCREEN GEMS INC.**  
71 10th Ave., New York 22; Tel.: Plaza 1-4402;  
Ralph Cohn, vp. & gen. mgr.  
Services: Produces and distributes films for tele-  
vision.  
Chicago—300 N. Michigan Ave.; Tel.: Franklin  
2-3698; Stan Dudek.  
Hollywood—1288 N. Beachwood; Tel.: Hollywood  
2-1111; Richard Dinsmore.  
Tevante—102 Peter St.; Tel.: Empire 2-4696; Lloyd  
Burns, vp. & gen. mgr.  
Detroit—Fox Bldg.; Tel.: Woodward 1-2978.  
New Orleans—323 Royal St.; Tel.: Express 2813;  
Frank Bourne.

**SHERRY, WILLIAM E.**  
116 Broadway, New York; Tel.: Cortlandt 1-2073;  
William E. Sherry.  
Services: Film distributor, Pearl White Serial.

**SILVER FILM SERVICE CORP.**  
450 W. 20th St., New York 16; Tel.: Plaza 3-1210;  
Burt S. Silver, pres.  
Services: Free loan sponsored films.

**SIMMEL-MESERVEY TELEVISION PRODUCTIONS**  
911 W. Pico Blvd., Los Angeles 23; Tel.: Crest-  
view 4-8186; Louis C. Simmel, pres.  
Services: Production and distribution of films.

**SKIBO PRODUCTIONS INC.**  
185 West 49th St., New York 20; Tel.: Plaza 7-2262;  
Patrick E. Skibon, pres.  
Services: Distribute shorts.

**SMITH, WALTER HARRISON PROD. INC.**  
126 E. 10th St., New York 22; Tel.: Eldorado 2-7212;  
Walter Harrison Smith, pres.  
Services: Distribute educational, informational and  
public service films.

**SMITH, WARREN A. INC.**  
177 Peach St., Philadelphia 22, Pa.; Tel.: Express  
1-4418.  
Services: 16 and 35mm commercial production.

**SOUTHERN ATTRACTIONS INC.**  
Chatham Bldg., Charlotte, N. C.; Tel.: Franklin  
2-8674; T. D. Kemo Jr., pres.  
Services: Tv film distribution, production, talent.

**SOUTHERN BAPTIST CONVENTION, RADIO AND  
TV COMMISSION**  
620 Camp Avenue Blvd., Ft. Worth 16, Tex.; Tel.:  
Freaking 8-2118; Rev. Paul M. Strom, dir.  
Services: Public service religious films.

**SPORTLITE INC.**  
10 N. Wacker Drive, Chicago 6; Tel.: Central 5-8855;  
Alfred D. LeVine, pres.  
Services: Tv film shows, primarily sports.  
Wichita Falls, Tex.—1900 bluff St.; Charles E. King.  
New York—Harry M. Goodman Prod., 38 East 53rd  
St.; Tel.: Plaza 9-8131; Everett Goodman.  
Toronto—Screen Gems Ltd., 102 Peter St.; Tel.:  
Empire 2-8988; Lloyd Burns.

**SPORTS TV INC.**  
118 N. Highland Ave., Hollywood 38; Tel.: Holly-  
wood 4-1171; John Hinghead, exec. vp.  
Services: College football film.

**SQUARE DEAL PICTURES CORP.**  
Pines Bridge Rd., Gaithersburg, N. V.; Tel.: Gaithers-  
burg 2-2817; Donn Marvic, vp.  
Services: Production and distribution of films.

**STANDARD TELEVISION CORP.**  
800 Sunset Blvd., Hollywood 28; Tel.: Hollywood  
4-7071; Marvin Kaslart, vp. & gen. mgr.  
Services: Distributes tv films.

**STANLEY-MARSHALL CO. & FRANKLIN TV PRO-  
DUCTIONS**  
1404 Penderas Pl., Los Angeles 28; Tel.: Crestview  
4-0270; John Jay Franklin, pres. dir.  
Services: Film producers.  
New York—22 Vanderbilt Ave.; Reg. Geo. Bagund  
& Assoc.  
Stillwater, Minn.—Reg. Gustav Gustafson.

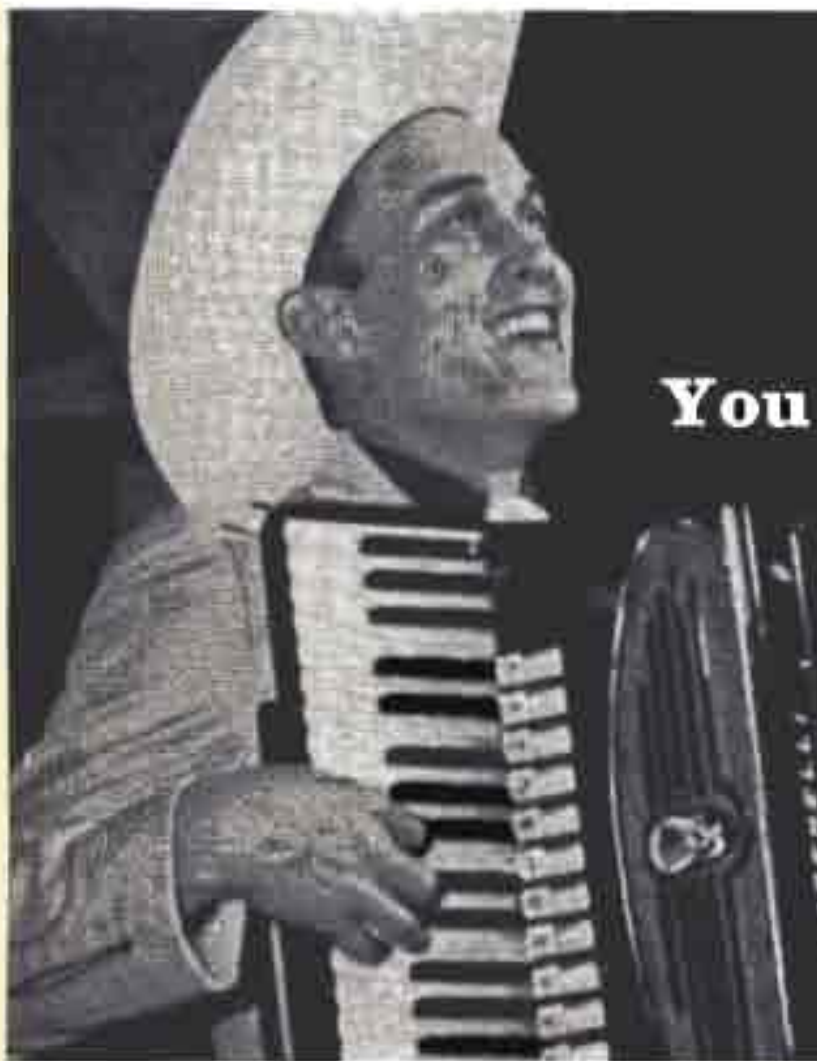
**STERLING FILMS LTD.**  
King Edward Hotel, Toronto; Tel.: Empire 6-6221;  
George Collahan, vp. & gen. mgr.  
Services: Films for tv.

**STERLING MOVIES U.S.A. INC.**  
21 West 61st Street, New York; Tel.: Circle 5-8291;  
Charles F. Dolan, exec. vp.  
Services: Free public service films.  
Los Angeles 28—4715 Hollywood Blvd.; Tel.: Holly-  
wood 4-8117; Lee Orgel.

**STERLING SPEAKERS BUREAU**  
6 East 39th St., New York 18; Tel.: Murray Hill  
2-4261; Gustave E. Janssen, mgr.  
Services: Quizzes, interviews, speakers for live  
shows.

**STERLING TELEVISION CO. INC.**  
6 E. 39 St., New York 18; Tel.: Murray Hill 2-6206;  
Sam J. Turell, pres.  
Services: Distributes film, shorts, cartoons.  
Hollywood 28—4715 Hollywood Blvd.; Tel.: Holly-  
wood 4-8111; Lee Orgel.  
Chicago 2-30 N. LaSalle St.; Tel.: Central 4-3266;  
Elliott Abrams.

**STEVENS PICTURES FOR TV**  
101 Walter St., N.W., Atlanta 2; Tel.: Jackson 2-3479;  
Ed H. Stevens, pres.  
Services: Distribute films, also "Play Marco".  
Dallas—211 E. Pearl Express Way; Tel.: Sterling  
2206; W. H. Juts.



Jimmy Dean, red hot new TV star, has skyrocketed right to the top with his hefty network Nielsen. Now RCA Recorded Program Services makes him available to win big sponsor dollars for you locally in 52 entertainment-packed quarter-hour film shows, black-and-white or color... and 86 half-hours (black-and-white only).

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Dean's country music variety show, "Town and Country Time," is yours — exclusive in your market — if you act now. Just contact the nearest office of

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174 Peachtree St., N. W., Atlanta 2, Ga. JA 8-7700  
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- "The World Around Us," nature's exciting stories (30 1/2-hour)
- "The Real World Show," 30 5-minute expert "golf talks"
- "Foy Willing and the Riders of the Purple Sage," western musical for (100 5-minute features)
- "The Little Match Girl," special Christmas show

## FILM DISTRIBUTORS

**STRATFORD, JOHN G. CORP.**  
111 W. 55th St., New York 19, Tel.: Judson 5-3296.  
Services: Produce films, commercials; import film  
for tv.

**SYNDA-FIN**  
710 Liberty Ave., Pittsburgh 22, Pa. Tel.: Grant  
1-6742; Peter Mannera, own.  
Services: Distributes films; package.

**SYNDICATED FILMS**  
1022 Fulton St., Pittsburgh 23, Pa. Tel.: Express  
1-1222; H. John Kewener, mgr.  
Services: Sales and distribution of tv film shorts.

### T

**TECHNISONIC STUDIOS INC.**  
1201 Brentwood Blvd., St. Louis 17, Tel.: Parkview  
1-3106; Charles R. Harrison, pres.  
Services: 16mm and 35mm films.

**TELECAST FILMS INC.**  
301 W. 48th St., New York 20, Tel.: Judson 6-5488.  
Gordon W. Hedwig, exec. mgr.  
Services: Distribute features and shorts.

**TELEFILM OF CANADA**  
120 Carlton St., Toronto 2, Ont., Tel.: Walnut 3-3822.  
Jerry Selway, pres.; Richard Baumberg, gen. mgr.  
Services: Distributes feature and short films, syndi-  
cated shows in both French and English.

**TELEMAT**  
62 E. Fairfax Ave., Los Angeles, Tel.: Webster  
3-3731; Alan Wise, prod. mgr.  
Services: Animated commercials, cartoons syndi-  
cated service.

**TELEMOUNT PICTURES INC.**  
P. O. Box 1106, Santa Monica, Calif., Henry B. De-  
cember, pres.  
Services: Cowboy C. Men shows, distributed by  
Flamingo Films Inc.

**TELE-PICTURES INC.**  
18125 W. Washington Blvd., Culver City, Calif.,  
Tel.: Texas 9-4677; E. J. Baumgarten, pres.  
Services: Distribute feature film.  
Chicago—280 N. Michigan Ave., Tel.: Anderson  
3-6028; Marvin Lowe, vp. and dist. dir.

**TELESCENE FILM PRODUCTIONS CO.**  
257 10th Ave., New York 1, Tel.: Chatterbox 4-6222.  
Robert D. Tobias, dist. mgr.  
Services: Distributes Pulse of the City.

**TELESTAR FILMS INC.**  
205 Madison Ave., New York 22, Tel.: Murray  
Hill 5-4248; Bernard L. Schubert, dist. of fil.,  
By Weintraub, pres.

Services: Distribute tv film shows; syndicated tv  
film.  
New York 22—309 Madison Ave., Tel.: Murray Hill  
5-8940; Raymon L. Hamilton, dist. mgr.; Wallace H.  
Landon, eastern div. mgr.

Chicago—618 N. Michigan Ave., Tel.: Superior  
3-5423; Charles McGregor, southwestern div. mgr.

Dallas—1023 Aladdin Drive, Tel.: Fritchwood 1-4200.  
Ken Rowsewell, southwestern div. mgr.

Pittsburgh—128 Edison Drive, Tel.: Walnut 1-2822.  
Ken Leach, east central div. mgr.

Atlanta—240 Georgeville Rd., N. E., Tel.: Malone  
4-2600; Bill McDonald, southern div. mgr.

**TELEVISION CLEARING HOUSE**  
752 Melrose Ave., Los Angeles 60, Tel.: Webster  
5-7078; S. S. Lippitt, pres.  
Services: Complete facilities for film services.

**TELEVISION PROGRAMS OF AMERICA INC.**  
488 Madison Ave., New York 22, Tel.: Plaza 3-2100;  
Milton A. Gordon, pres.

Services: Distribute tv film programs; production.  
Los Angeles—5148 Sunset Blvd., Tel.: Hollywood  
3-6771; Steve Kella, vp. dist.

Chicago—310 N. Michigan Ave., Tel.: Wisconsin  
4-2327; Walter Plant.

**TELEVISION SCREEN PRODUCTIONS**  
47 E. 42nd St., New York 17, Tel.: Murray Hill  
3-8871; Charles J. Bush Jr., pres.

Services: Distribution of films, production.  
**TEL RA PRODUCTIONS**  
118 Walnut St., Philadelphia 2, Tel.: Kingsley  
5-4140; W. Wallace Orr, pres.; Bozh Fritzbard, dist.  
mgr.

Services: Produce and distribute sports film for tv.  
**TEXAS BASSLIN FILMS INC.**  
Cedar and Industrial Blvd., Dallas, Tel.: Riverside  
3-2882; Maurice Beck.

Services: Production and distribution of wrestling  
films.  
**TEXT-FILM DEPARTMENT, MCGRAW-HILL  
BOOK CO. INC.**  
330 W. 42 St., New York 36, Tel.: Longacre 4-3000.  
Albert J. Eisenberg, gen. mgr.

Services: Rent films in tv stations.

**THEATRICAL ENTERPRISES INC.**  
42 East 55 St., New York 10, Tel.: Plaza 3-2020.  
David Savage, pres.  
Services: Produce live and film tv programs.

**THE THOMPSON-KOCH CO. INC.**  
1420 Broadway, New York 10, Tel.: Lackawanna  
4-6400; Robert W. Hall.  
Services: Distribute tv films.

**TOODY PICTURES CO.**  
148 Walton St., N. W. Atlanta 1, Ga., Tel.: Murray  
4-2117; Ted Toody, pres.  
Services: Distribute film, production.

**TOMODA PRODUCTIONS INC.**  
440 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crest-  
view 4-4511; Worthington Miner.  
Services: Distribute tv film shows.

**TOWER TV INC.**  
316 S. Harvard, Dallas 1, Tex.; Randolph 7726.  
Arnold L. Saveriede, gen. mgr.  
Services: Distribute of feature films.

**TRANS-LUX TELEVISION CORP.**  
225 Madison Ave., New York 22, Tel.: Plaza 1-2119.  
Richard Carlson, vp. dist.

Services: Distribute Encyclopaedia Britannica film  
for tv.  
Los Angeles—1060 So. Vermont, Tel.: Republic  
1-2000; Al Sazoff, W. Coast mgr.

**TRIBUNE FILMS INC.**  
141 E. 41st St., New York 17, Tel.: Murray Hill  
7-3280; Miss Norma Sfredde, pres.  
Services: Distribute free films to tv.

**TYLER HANN & ASSOC.**  
2148 Sunset Blvd., Hollywood 28, Tel.: Hollywood  
7-2813; Hann J. Tyler.  
Services: Film sales representatives for eleven  
western states.

### U

**ULLMAN, RICHARD H. INC.**  
255 Delaware Ave., Buffalo 2, N. Y., Tel.: Cleveland  
2006; Richard H. Ullman, pres.

Services: Producers of animated children's shows,  
syndicated animated commercials for all types of  
business.  
Miami 27—2120 S.W. 11th Ave., Tel.: Franklin  
4-2824; Robert D. Ruchman, mgr.

**UNITED FEATURE SYNDICATE INC.**  
220 E. 42d St., New York 17, Tel.: Murray Hill  
3-2000; James Hennessy, dist. mgr.  
Services: Ann Vanderbilt's Etiquette film.

**UNITED KINGDOM INFORMATION SERVICE**  
111 Beaver Hall Bldg., Montreal, Quebec, Tel.: Uni-  
versity 9-9271; T. A. H. Scott, reg. rep.  
Services: United Kingdom government films.

**UNITED NATIONS TV AND FILM SERVICES**  
United Nations, New York, Tel.: Plaza 4-1294; Peter  
Ayles (dir. radio and visual services div.).  
Services: UN research and films; facilities for live  
program origination.

**UNITED PRESS MOVIE-TONE NEWS**  
460 West 44th St., New York 10, Tel.: Murray Hill  
2-6009; W. H. Higginbotham, mgr.

Services: Daily service in film ranging up to 30  
minutes daily, on current news and backgrounds.  
Special sports reviews and weekly sports news.  
UP has bureaus in 100 cities in the U. S. and abroad.

**UNITED WORLD FILMS INC.**  
140 Park Ave., New York, Tel.: Plaza 4-2000; Hor-  
man E. Olick, vp.

Service: Distribute, produce tv film commercials,  
package programs, rent film shows.  
Chicago—361 E. Dearborn St., Tel.: Walnut 3-1840;  
Frank Manservell.

Los Angeles—909 Melrose Ave., Tel.: Webster  
5-6125; Frank Harrington.  
Atlanta—287 Teckwood Dr., N.W., Tel.: Cypress 6201;  
L. Bern, mgr.

Dallas—2227 Bryan St., Tel.: Sterling 4277; Gene  
Remels.  
Miami, Fla.—1311 N.E. Bayshore Dr., Tel.: 1-588; Al  
Myler.

Portland, Ore.—3023 N.E. Sandy Blvd., Tel.: Garfield  
3222; Herman Rosen.  
Universal City, Calif.—Tel.: Stanley 7-1211; George  
Bole, vp.

**UNIVERSAL PICTURES CO. INC. TV DEPT.**  
452 Park Ave., New York 22, Tel.: Plaza 1-4000.  
Norman Gluck, gen. dist. mgr.

Services: Production of commercials, industrials  
and sponsored films.  
Universal City, Calif.—411 Studios, Tel.: Stanley  
7-1211; George Bole, in charge prod.

Atlanta—287 Teckwood Dr., Tel.: Cypress 6201; Len-  
nie Bernh.

Miami—1311 N.E. Bayshore Dr., Tel.: Miami 5-2404;  
Al Myler.  
Portland, Ore.—3023 N. E. Sandy Blvd., Tel.: Gar-  
field 3222; Herman Rosen.

Dallas—2227 Bryan St., Tel.: Sterling 4277; Gene  
Remels.  
Chicago—361 E. Dearborn St., Tel.: Walnut 3-1840;  
Frank Manservell.

Los Angeles—6665-19 Maxwell Ave., Tel.: Webster  
6-6125; Frank Harrington.  
**UNIVERSITY OF CALIFORNIA**  
(University Extension Div.)  
Educational Film Sales Dept., University of Cali-  
fornia, Los Angeles 24, Tel.: Bradshaw 3-6103 ext.  
721; O. E. Patterson, acting head.

Services: Distribute educational films; production.

### V

**THE VENARD ORGANIZATION**  
113 N. Madison Ave., Peoria, Ill. 4-2400; C. L.  
Venard.  
Services: Distribute free films; production, espe-  
cially agricultural films.

**VIDEO PICTURES INC.**  
500 Fifth Ave., New York 10, Tel.: Lackawanna  
4-2014; Charles L. Turner, exec. prod.

Services: Complete production of tv films and com-  
mercials.  
Los Angeles 46—126 N. Doheny Dr., Tel.: Crestview  
1-5882; George W. Gilman, vp.

**VISUAL DRAMA INC.**  
129 N. Vermont Ave., Los Angeles 6, Tel.: Dunkirk  
8-0925; William J. Farn, prod.  
Services: Distribution of tv film.

### W

**LOUIS WEISS & CO.**  
604 N. Fairfax Ave., Los Angeles 26, Tel.: Olive  
3-4440; Adrian Weiss.  
Services: Distribute film, production.

Washington, D. C.—Shawnee Film Co.  
Massachusetts—Avid Theatre & Tv Program Service  
Chicago—Harry Grafman & Assoc. Inc.

New York—Lakeside Tv Co.  
Philadelphia—Adelphia Booking Service.  
Portland, Ore.—H. S. Jacobson.

San Francisco—Videofilm Assoc.  
**WINIK FILMS CORP.**  
220 West 57th St., New York 10, Tel.: Circle 4-2382;  
Leah Winik, pres.

Services: Produce and distribute syndicated film  
shows, commercials, show special package on as-  
signment; have extensive library of sports stock  
shots.

Portland, Ore.—411 N. Tillamook St., Tel.: Atlantic  
4-4225; Norman Roth.  
Chicago 4—80 N. Wacker Dr., Tel.: Central 6-8952;  
Alfred D. LeVine.

**WESTON WOODS STUDIOS INC.**  
Weston, Conn., Tel.: Capital 7-8326; Morton Schin-  
del, pres.  
Services: Syndication of Picture Book Parade film  
series.

**WORLD HORIZON FILMS**  
Maryland, H. V., Tel.: Oceaning 2-1200; Rev. Albert  
T. Neve, dist.  
Services: Distribute film free.

**WURTELE FILM PRODUCTIONS**  
P. O. Box 594, Orlando, Florida, Tel.: 938; Harold  
S. Wurtele, own.  
Services: Distribute free tv films.

### Z

**ZIV TELEVISION PROGRAMS INC.**  
400 Madison Ave., New York 22, Tel.: Murray Hill  
2-4700; M. J. Rifkin, dist. vp.; Walt Kingley, nat'l.  
dist. mgr.; Jack Gregory, western dist. dist. mgr.;  
Leo Picotino, N. Y. C. dist.

Services: Producers and distributors of tv film,  
also filmed tv commercials.  
Cincinnati—1503 Madison Rd., Tel.: Plaza 1-1320; E.  
Broman, central div. dist. mgr.

Los Angeles—2124 Santa Monica Blvd., Tel.: Gar-  
field 4-2800; Allen Martin, western dist. dist. mgr.  
Chicago—520 N. Michigan Ave., Tel.: Whitehall  
4-1020; A. Ugeux, vp.; Jim Shaw, nat'l. dist.



# SERVICES RELATED TO THE BUSINESS OF BROADCASTING

## ASSOCIATIONS, COMMITTEES

### Advertising

ADVERTISING ASSN. OF THE WEST—403 High St., San Francisco 3, Cal. Garfield 1-6948. Chas. W. Collins, exec. vp. Marie B. Carlton, office mgmt.

ADVERTISING COUNCIL—25 W. 40th St., New York 18, N.Y. Tel.: Judson 2-1551. Officers: Louis N. Brown, pres.; exec. vp. Young & Rubicam, (exec.) Lee H. Bristol, Leo Burnett, James C. Sharkey, v. pres.; Frederic R. Gamble, sec.; Paul E. West, treas.; Theodore S. Reppner, pres.; Allan M. Wilson, George P. Ludwig, vps.; Maxwell Fox, pub. rel. dir.; Gordon C. Kinney, radio-tv dir.; Mrs. I. E. Schwartz, Midwest vpr.; Robert Coffey, Pacific Coast rep.; Washington office, 1206 18th St., N.W. Tel.: Sterling 3-9133. Chicago office, 305 North Wabash Ave., Tel.: Randolph 6-1135. L.A. office, 4100 Sunset Blvd., Tel.: Crestview 4-3100.

ADVERTISING FEDERATION OF AMERICA—230 W. 42nd St., New York 18, N.Y. CROSA 8-2431. Officers: Ralph Freeman, Wall Street Journal, exec. of Bd.; C. James French, exec. gen. mgmt.

ADVERTISING RESEARCH FOUNDATION INC.—2 E. 94th St., New York 17, N.Y. Tel.: Plaza 1-3050. Officers: Dr. W. H. Wulfsberg, exec. of Bd.; Ben R. Damschler, v. chmn. of Bd.; William A. Hart, pres.; A. W. Lehman, mgmt. dir.; Arno H. Johnson, treas.; D. B. Lucas, tech. dir.; Directors: David Adams, John F. Aposy Jr., Vincent B. Bliss, Rex M. Baid, William H. Carr, Glenwood Dodge, Frederic R. Gamble, Arthur H. Hayes, Andrew Heiskell, Walter C. Kurtz, F. H. Munnich, Frank W. Mansfield, J. Ward Stewart, Paul Montgomery, Charles A. Foster, Henry Schaefer, D. P. Swisher, John C. Sterling, Paul S. West.

AMERICAN ASSN. OF ADVERTISING AGENCIES—425 Lexington Ave., New York 17, N.Y. Tel.: Lexington 2-2905. Officers: Melvin Berdy, Neffman, Louis A. Burby, im. chmn. of Bd.; J. Davis Dantowitz, ERDO, v. chmn.; Russ H. Hyder, Ryker & Onyler Inc., sec. treas.; Frederic R. Gamble, pres.; Committee on Broadcast Media: Kenneth Godfrey, AAAA sec to committee; Committee on Television & Radio Adm.: Dorothy Copeland, AAAA sec to committee.

AMERICAN MARKETING ASSN.—21 E. Madison St., Chicago 4, Tel.: Central 4-8200. Officers: D. Raymond Phelps, pres.; Wendell E. Smith, pres.; Frank W. Macintosh, Roy E. Stone Jr., Hugh G. Waite, vps.; Archyler F. Green, sec.; LeRoy F. Church, treas.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1, Tel.: Empire 2-8946. Officers: T. M. Atkinson, DuPont Co. of Canada Ltd., pres.; R. E. Whitehead, Kimberly, Clark Products Ltd., exec. vp.; vps.: G. C. Clarke, Standard Brands Ltd.; J. J. McGill, Imperial Tobacco Co.; E. T. Galar, CIGM Mfg. Ltd.; J. C. Miller, Ford Motor Co. of Canada; A. A. Yates, Prudential Insurance, vpr.; H. E. Lagan, gen. mgr.-exec. Director; J. A. Hay, British Power Commission; J. W. Cook, Scarborough Water & Power Co.; Scott Pyrie, Imperial Oil; P. J. McLaughlin, Bell Telephone Co. of Canada; M. G. Grace, Wilson McGovern; E. C. Johnson & Son Ltd.; E. H. Woodley, Northern Electric Co. Ltd.; K. J. Farthing, Canadian Westinghouse; Allan R. Ross, Goodyear Tire & Rubber of Canada; R. H. McInnis, General Foods Ltd.

ASSN. OF MEXICAN ADVERTISING AGENCIES (Asociación Mexicana de Agencias de Publicidad)—Apartado Postal 9488, Mexico, D. F. Officers: Alfredo Galvez y Fuentes, pres.; Peter Dunham, vp.; Guillermo Morales, sec.; Ronald W. Watz, treas.; Edward T. Goodard, asst. pres.; Raul Guiberville, asst. vpr.; Kenneth Camacho, asst. vpr.; James C. Oliver, asst. vpr.; Lic. Jose Morales Rodriguez, leg. adv.; Jose R. Bulido, mgr.

ASSN. OF NATIONAL ADVERTISERS INC.—225 East 49th St., New York 17, N.Y. Tel.: Oxford 7-5200. Officers: George E. Rowley, Seagram-Broadway Co., chmn. of Bd.; Ralph Winslow, Koppers Co., v. chmn.; Paul H. West, pres.; Cy Norton, vp.; M. L. McKelvey, vp.; Joseph M. Allen, vp.; Peter W. Allport, sec.; Henry Schaefer, treas.

BRAND NAMES FOUNDATION—427 Fifth Ave., New York 18, N.Y. Tel.: Murray Hill 4-9888. Henry E. Ald, pres.; Albert H. Heibel, asst. pub. rel.; William R. Sande, Sr., media rel.

BUREAU OF ADVERTISING of American Newspaper Publishers Assn.—483 Lexington Ave., New York 17, N.Y. Tel.: Murray Hill 7-2600. Richard L. Jones Jr., chmn. of Bd.; Robert L. Moore, acting dir.

LIGAGE OF ADVERTISING AGENCIES INC.—225 W. 42nd St., New York 18, N.Y. Tel.: Letcheranna 4-8738. Officers: Louise Harrison, Lester Harrison Inc., pres.; Ben M. Reisz, Larry Schwartz, Philip I. Ross, vps.; Julian Ross, exec. asst.; Nat. Roth, treas.; Louis D. Field, Martin J. Simon, leg. coun.; Lucius H. Coleman, legal adviser; Booth Black, pub. rel. coun.

RADIO ADVERTISING BUREAU—460 Park Ave., New York 17, N.Y. Tel.: Murray Hill 4-8800. Keris B. Sullivan, pres.; John P. Harberty, vp.-gen. mgr.; Harold Taylor, vp.-dir. of press.; Oscar Eber, sec. for information.

TELEVISION BUREAU OF ADVERTISING INC. (TVB)—441 Madison Ave., New York 17, N.Y. Tel.:

Murray Hill 4-8812. Officers: W. D. Rogers Jr., pres.; Texas Telecasting Inc. (KDUIS-TV Lubbock and KPAP-TV Sweetwater-Abilene), exec. of Bd.; Roger W. Clapp, vp.; Triangle Publications stations, sec.; Lawrence H. Rogers, pres.-exec. mgmt.; WBAZ-TV Huntington, W. Va., treas.; Norman E. Cunn, pres.

## ASSOCIATIONS, COMMITTEES

### Broadcasters

AMERICAN WOMEN IN RADIO & TELEVISION—202 Madison Ave., New York 17, N.Y. Tel.: Eglestrate 2-2291. Officers: Kayme Fern Meiron, WXY2 Detroit, pres.; Betty Butterfield, WATV (TV) Newark, N. J., eastern vp.; Martha Crane, WLS Chicago, central vp.; Edith Ford, WLVA (TV) Atlanta, southern vp.; Sarah Jane Moon, Nacogdoches Broadcasting Co., Nacogdoches, Tex., southwestern vp.; Martin Rowe, KPIX (TV) San Francisco, western vp.; Neng Balaloch, Nat'l Sec. of Crippled Children & Adults, New York, sec. treas.; Martin Anderson, exec. sec.

ASSN. OF MAXIMUM SERVICE TELECASTERS—128 Delaware St. N.W., Washington 6, D. C. Tel.: District 7-2412. Officers: Jack Harris, KJBC-TV Houston, pres.; Charles H. Crutcher, WBTW (TV) Charlotte, N. C., 1st vp.; Don D. Davis, KMSC-TV Kansas City, 2nd vp.; Harold Gussis, WJMN-TV Lansing, Mich., sec. treas.; Lester W. Lindow, sec. leave from WFDF Flint, Mich.; exec. dir. and asst. sec. treas.: John H. DeWitt Jr., chmn., technical committee.

ASSN. OF RADIO NEWS ANALYSTS—270 Quincy House, ASC, 17 W. 66th St., New York 13, N.Y. Tel.: Southampton 1-6660 (Ext. 312). Quincy House, ASC, president; W. W. Chalkin, NBC, and Joseph C. Haver, NBC, vps.; Larry Lehman, CBS, sec.; Camer Searlinger, treas.

BROADCASTERS PROMOTION ASSN.—c/o David Partridge, Westinghouse Broadcasting Co., 125 E. 42nd St., New York 17, N.Y. Tel.: Murray Hill 7-8888. Officers: David Partridge, Westinghouse Broadcasting Co., pres.; Charles Willem, WGN Chicago, 1st vp.; Monte Tilden, KWTV (TV) Oklahoma City, 2nd vp.; Ellen Johnson, Westinghouse, sec. treas.

CANADIAN ASSN. OF RADIO & TELEVISION BROADCASTERS—Main office: 108 Spadina St., Toronto, Tel.: Central 3-6824. Sales branch: 200 St. Clair Ave. W., Toronto, Tel.: Walnut 2-3234. Officers: V. Dallas, CPQC Saskatchewan, pres.; D. A. Gower, Radio News, vp.; Royce P. G., vp. radio; G. Baring, CJOH-TV St. John's, Nfld., vp. television; Director: F. A. Lewis, CKCW Montreal, N. B.; J. A. Manning, CHMT, Truro, N. S.; Leslee Morris, CIMS Montreal; T. Harrison, CERS-TV Quebec, P. Q.; F. B. Burt, CHMO Sudbury, Ont.; J. M. Davidson, Northern Bony Ltd., Toronto; A. Dupont, CIAD Montreal; W. N. Hawkins, CPOR Owen Sound, Ont.; E. E. Fitzgerald, CKCO-TV Kitchener, Ont.; W. N. Stevin, CJRQ Belleville, Ont.; R. J. Bagg, CHAT Montreal; H. S. Ait, J. O. Bank, CAGB Winnipeg; Max N. Botterill, CILB-TV Lethbridge, Alta.; C. J. Burt, CHUB Nanaimo, B. C.; A. G. Scroocock, CJB Vernon, B. C.; D. M. Armstrong, CHEN-TV Victoria, B. C.

CLEAR CHANNEL BROADCASTING SERVICE—Brooklyn Bldg., Washington, D. C. Tel.: Executive 3-2828. Officers: Hollis M. Heagy, dir.; Edwin W. Craig, WGN Nashville, chmn.; Harold Hough, WRAP Fort Worth, treas.; Reed T. Ball, counsel; Bernice Haas, rep. Executive Committee; Edwin W. Craig, WSM; Victor A. Shells, WHAN Louisville; Harold Hough, WRAP Fort Worth; James Shouse, WLW Cincinnati; Ward L. Quast, WGN Chicago.

COMMITTEE FOR COMPETITIVE TELEVISION—128 Delaware St. N.W., Washington 6, D. C. Tel.: District 7-2224. Officers: John W. Estabrook, chmn.; Thomas P. Christian, treas.; Philip McCarty, sec. com.; Wallace M. Bradley, exec. dir.

COMMUNITY BROADCASTERS ASSN.—c/o WHOP Hopkinsville, Ky. Officers: F. Stuart Lecker, WHOP Hopkinsville, Ky., pres.; Robert Mason, WMBN Nation. Dist., vp.; John R. Hanzel, WHDL Olean, N. Y., sec. treas.; Howard Schellenberg Jr., atty.

DAYTIME BROADCASTERS ASSN.—17th & Broadway, Mattson, Ill. Tel.: 4444. Officers: Ray Livesey, WJHL Mattson, Ill., board chairman; Richard E. Adams, WFOX-Fremont, Mass., pres.; Al H. Lambert, KSCE Topeka, vp.; Karl Baker, WJHL Jacksonville, Ill., vp.; Chairman: Jack Youngs, WEEB Southfield, Mich., N. C., vp.; govt. relations; Joe M. Leonard Jr., RCAF Gainesville, Tex., sec. treas.; Bennett P. Collins, atty.

FM BROADCASTERS—4800 Brookville Rd., Silver Spring, Md. Sponsors: Merrill Lindsey, WBOY-FM Debuter, Ill.; Calvin J. Smith, KFAC-FM Los Angeles; Ben Stroum, WWDC-FM Washington; Ed Wheeler, WEAW-FM Evanston, Ill.; Gardner Green, Browning Labs., Winchester, Mass.; sec.: Leonard Marks, Washington, counsel.

FM DEVELOPMENT ASSN.—221 W. 11th Blvd., Los Angeles 19, California 6-1148. Robert A. Bragg, pres.

INTER-AMERICAN ASSN. OF BROADCASTERS—Ricardo Vruhs, Chila, pres.; Raul Portera, Uruguay; 1st vp.; Alberto Lopez Camargo, Colombia, 2d

vp.; Emilio Acosta, Mexico, sec.; Gilmore M. Nunn, WLAP Lexington, Ky., U. S. member.

NATIONAL ASSOCIATION OF GASWRITERS—P.O. Box 258, Grand Central Station, New York City 17, N.Y. Tel.: Spring 7-8232. Director: George Q. Lewis. Associate: William Treadwell, Fred P. Pitzer.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N. St. NW, Washington 6, D. C. (See complete listing, page 21.)

NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS—Officers: Jack Timmons, KWKH Shreveport, La., pres.; Wm. Saylor, WIBW Topeka, vp.; Don Tuttle, WUY Schenectady, N. Y., sec. treas.; Mark Flanck, WFO Dan Moore, historian.

NATIONAL COMMUNITY TELEVISION ASSN.—1111 E St., N.W., Washington, D. C. Tel.: Metrocenter 8-1413. Officers: George J. Barco, Meadville, Pa., pres.; Glenn E. Flinn, Tyler, Tex., vp.; A. J. Mahu, Hamstead, N. H., sec.; Clive Busselle Jr., Williamsport, Pa., treas.; E. Stratford Smith, gen. coun.; Edward P. Whitney, exec. dir.

NATIONAL COUNCIL OF DISC JOCKEYS FOR PUBLIC SERVICE—21 W. 42nd St., New York 18, N.Y. Tel.: Plaza 7-6842. Officers: Murray Kaufman (WRMCA New York), pres.; Al Jarvis (KFWB Buffalo), exec. vp.; Bob Clayton (WHEN Buffalo), treas.; Don McLeod (WJMK Detroit), sec.

RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSN.—221 Lexington Ave., New York 17, N.Y. Tel.: Plaza 7-2726. Officers: Julian Anthony ABC, pres.; Nick Archer, News of the Day-Telenews, 1st vp.; Herb Schwartz, CBS, 2nd vp.; George Jettison, NBC, 3rd vp.; Ruth Knopf, sec.; Charles Canale, 4th vp.; Richard Milbauer, Telenews Film Corp., treas.; Marie A. Dunn, exec. sec.

RADIO PIONEERS—700 Fifth Ave., New York 17, N.Y. Tel.: Plaza 8-1238. Officers: John F. Parr, pres.; Frank E. Pellegrini, 1st vp.; Charles A. Wall, treas.; M. H. Shapiro, exec. sec.

RADIO-TELEVISION CORRESPONDENTS ASSN.—Radio-Television Galleries, The Capitol, Washington, D. C. Tel.: National 8-3228. Officers: Robert F. Hauligh, MBS, pres.; Edward P. Morgan, ABC, vp.; Julian Goodman, NBC, sec.; Lewis W. Shofield, CBS, treas. Exec. Ed.; Royce W. Burke, UP; Ann M. Corrick, Productions; Leslie W. Higbie, Lat. Am. Int. Assoc.; Joseph P. McCaffrey, McCaffrey Reports, member ex officio.

RADIO & TELEVISION EXECUTIVES SOCIETY—Hotel Hamilton, New York 17, N.Y. Tel.: Murray Hill 8-3888. Officers: John C. Dettl, pres.; Bernard Goss, vpr.; 1st vp.: John E. Pavey, vp.; Geraldine Berthoff, vp.; Oscar F. Eise Jr., vpr.; Frank Pellegrini, pres.; Clara Barrow, sec. of Bd. of Governors; Ted Beigmann, Kenneth Bilby, Robert J. Burton, Hagg Eskin, Norman Glenn, Herman Gluck, Robert J. Lauer, Mary McKenna, Harold B. Mers, Sam J. Hale.

RADIO-TELEVISION GALLERIES OF CONGRESS—The Capitol, Washington, D. C. Tel.: National 8-3120. (Leads: Robert C. Hough, mpt. House; Robert Hough, mpt.)

RADIO-TELEVISION NEWS DIRECTORS ASSN.—Officers: Ted King, CBS Washington, pres.; Jack Knauer, WTSM Milwaukee, program vp.; Les White, KJWB Clinton, Ia., vpr.; Ralph Herick, WTTJ (TV) Miami, tv vp.; Richard Peterson, KLB Denver, 1942.

RADIO & TELEVISION NEWS CLUB OF SOUTHERN CALIFORNIA—Box 906, Victory Center post-office annex, North Hollywood, Calif.; Tel.: Hollywood 9-1212. Officers: Joe Michino, Los Angeles Civil Defense, asst. dir.; Jacqueline de Kau, General Public Relations Inc., sec.-treas.; Pat O'Leary, ABC, vp. Board; Jack Beck, CBS Radio; John Thompson, NBC; Alan Lissner, KRBC; Ray Wilson, KPMX-TV.

RADIO-TV WOMEN OF SOUTHERN CALIFORNIA—1977 Sorensen Bld., Los Angeles 24, Cal. Officers: 2-4286. Dorothy L. Weston, pres.; Clara Hughes, 1st vp.; Janet Clark, 2nd vp.; Ruth Avery, comm. sec.; Milene Kay, 3rd vp.; MRS. Ida, treas.

SPORTS BROADCASTERS ASSN.—Box 225, Radio City Station, New York 18, N.Y. Tel.: 2nd St. 6-1121. Officers: Mel Allen, pres.; Chis Schenkel, 1st vp.; Frank Litsky, 2nd vp.; Perry Smith, sec.; Guy Letow, treas.

STATION REPRESENTATIVES ASSN.—101 Park Ave., New York 17, N.Y. Tel.: Murray Hill 8-4181. Officers: Frank M. Healey, pres.; H. Preston Peters, vp.; Eugene Katz, treas.; Robert Meeker, sec. Director; Adams J. Young Jr., John F. Stein; Lewis H. Avery, Joseph J. Wood, Lawrence Wash, mgmt. Ct.

WESTERN ASSN. OF BROADCASTERS—8 J. Ross Chlat-TV Medicine Hat, Alta. Directors: J. O. Bicka, CJOB Winnipeg, Man.; Vern Dallas, CPQC Saskatoon, Sask.; N. Botterill, CILB-TV Lethbridge, Alta.; C. J. Rado, CHUB Nanaimo, B. C.

## ASSOCIATIONS, COMMITTEES

### Educational

AMERICAN COUNCIL ON EDUCATION—178 Massachusetts Ave., N.W., Washington 6, D. C. Tel.: Home 2-8320. Dr. John C. Adams, chmn. of Committee on Television.

**ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION**—1771 N. St. NW, Washington 5, D. C. Tel.: Decatur 2-6200. Frederick L. Garriga (NABTE), exec. sec.

**BROADCASTING FOUNDATION OF AMERICA**—8 W 30th St., New York 12. Tel.: Lodiawana 4-6708. Chas. F. Post, exec. dir. (non-profit, educational organization sponsoring production of cultural radio and tv programs between U. S. stations and those abroad).

**EDUCATIONAL TELEVISION & RADIO CENTER**—2222 Washington Ave., Ann Arbor, Mich. Tel.: Normandy 2-8204. Dr. H. K. Newton, pres.

**INSTITUTE FOR EDUCATION BY RADIO-TELEVISION**—Ohio State U., Columbus 10, Ohio. Tel.: Azalea 9-2568. Ed. 260. J. Keith Tyler, dir.; Betty Wallach, sec.

**JOINT COUNCIL ON EDUCATIONAL TELEVISION**—198 Massachusetts Ave., N.W., Washington 6, D. C. Tel.: Hudson 3-4620. Ralph Neefke, exec. dir. Members: Dr. Albert N. Jorgensen, Natl. Assn. of State Universities; chmn.; James H. Denton, Assn. of Land-Grant Colleges & State Universities; v. chmn.; Dr. Carroll V. Newsom, American Council on Education; Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newton, Educational Television and Radio Center; Burton Post, Nat'l. Assn. of Educational Broadcasters; Edward L. Ryanon, Nat'l. Citizens Committee for Educational Television; James H. Scanlon, Nat'l. Congress of Parents and Teachers; Dr. Lyle Ashby, Nat'l. Education Assn. of the U.S.

**NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS**—14 Gregory Hall, Urbana, Illinois. Officers: Burton Post, pres.; Richard Hull, vp.; Robert Coleman, treas.; Jack McBride, sec.; Dr. Harry J. Skorrda, exec. dir.; Harold Hill, assn. dir.

**NATIONAL EDUCATION ASSN.**—190 18th St. N.W., Washington 5, D. C. Tel.: Adams 4-8252. William G. Carr, exec. sec.; Roy K. Wilson, dir., Division of press, radio relations; Mrs. Suvvy Baker, asst. dir. radio-tv.

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**NATIONAL ELECTRICAL MFRS ASSN.**—165 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. A. A. Berard, Ward Leonard Electric Co., pres.; vps.: N. J. MacDonald, Thomas & Betts Co.; J. J. Muller Jr., Murray Electric Co.; B. C. Neese, Lendert, Fry & Clark; W. V. O'Brien, GE; J. L. Singleton, Allen-Chalmers Mfg. Co.; F. F. Lusk, Allen-Bradley Co., treas.; J. F. Miller, mgmt. dir.

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**UNITED LUTHERAN CHURCH IN AMERICA**, Dept. of Press, Radio & TV—221 Madison Ave., New York 17. Tel.: Lexington 2-3455. Charles C. Harp, exec. dir.; Richard T. Buhliffe, assoc. dir. in charge of radio and television; Liaison for United Lutheran Church in America and national TV networks.

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NATIONAL RETAIL DRY GOODS ASSN.—108 W. 42nd St., New York 1, Tel.: Chicksand 4-5786. Officers: Richard H. Roth, pres.; J. Gordon Deas, exec. vp.; Treas.: Edward F. Eagle, mgr.; 6th prom. visual merch. Office: 711 14th St., N. W., Washington, D. C. Tel.: National 2-3388. John C. Hazen.

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TELEVISION ALLOCATIONS STUDY ORG.—Warner Bldg., Washington, D. C. Tel.: District 1-4982. George H. Tush, executive director

UNITED NATIONS RADIO—Dept. of Public Information, United Nations, New York 17, Tel.: Plaza 4-1234. Officers: Ahmad Bokhari, under-sec. for pub. inf.; Alfred G. Katsin, deputy under-sec. for pub. inf.; Peter Ayles, dir. radio and visual services div.; Thorold Dickinson, ch. 3rd sec.; William Hanson, ch. 4th sec.; Cecil Chubb, ch. radio serv.; Michael Hayward, ch. central serv.; J. Donald Pringle, ch. Eng. language radio section.

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CLOSED-CIRCUIT TELEVISION DIV., EUGENE SINGER ELECTRONIC CORP.—397 Poplar Blvd., Los Angeles 21, Tel.: Capitol 2-9798. Eugene Singer, pres.-gen. mgr.; Gene Reed, ch.-in-charge. New York: 52 Vanderbilt Ave. (Wells Ty Inc.) Tel.: Murray Hill 2-4789. Arnold Wells, ch. rep. (Produces closed-circuit telecasts.)

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HOTEL TV BROADCASTING CORP. (affiliate of Magnolia Corp. of America)...See Wells Closed Circuit Television, Inc. (Operates in cooperation with Wells) WBE Dallas, Tex.

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SEERATION CLOSED CIRCUIT TELEVISION INC. (Group Communications Div. of TelePrompTel Corp.)—311 W. 42nd St., New York, Tel.: Columbus 1-3228. William P. Rosenman, vp.; Robert Rosenman, ch. mgr. (Produces and arranges closed-circuit telecasts.)

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CIVIL DEFENSE PRESS, Div. of American Radio Publications Inc.—2019 N.E. Perry St., Peoria, Ill., Tel.: 4-1282. Ben C. Howard, Treas. gen. mgr.; Geneva Hall, mng. editor (Civil Defense Material).

CUMMING, WILLIAM KENNETH—Box 521, Columbia, Mo., Tel.: Glisan 2-2211. (Educational television consultant in programming, production and teaching via tv.)

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**RBI RADIO-TV RESEARCH BUREAU**—Div. of Radio's Reliable Resources, P.O. Box 415, Philadelphia 5. F. O. Pease, dir. of operations; A. H. Paase, dir. of field operations; H. I. Greene, mgr. (Local and national audience surveys; market, program and audience research; customer-per-dollar studies, contest and mail handling; motivational research in advertising, sales testing, consultant services and new product testing for firms and agencies; merchandise sampling and theatre checkings.)

**RADIO REPORTS INC.**—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-2822. Officers: Edward F. Lounis, pres.; Gordon V. Carruth, vp.; David Finn, vp. and gen. mgr.; George W. Lammie, vp.-sec.; George Mages, vp.; Carl Hirschfeld, midwest vp. in chg. of Chicago and Detroit. Branch offices: 5035 Joy Road, Detroit 4, 1550 E. 53rd St., Chicago 15; 36 Springfield St., Wilbraham, Mass.; 3024 W. 8th St., Los Angeles 1; 3235 Connecticut Ave., N.W., Washington 1, D. C.; 254 Arlington Ave., Berkeley, Calif.; 4327 W. Montgomery Ave., Philadelphia 11, Pa. (Transcripts, digests and analysis of radio and tv news and comments, surveys of program content; monitoring of commercials in about 200 markets; off-the-air tv photography services; tape and disc recordings.)

**RESEARCH CO. OF AMERICA**—59 Fifth Ave., New York 17. Tel.: Plaza 7-1865. A. Edwin Fein, mgng. dir.; E. de Piacelli, dir. international development; dir.; John H. Dahn, dir. research; W. H. McDermid, exec. and consultant; A. W. Zeisnek, consulting economist.

**ROPER & ASSOC. ELMO**—30 Rockefeller Plaza, New York 17. Tel.: Plaza 1-4890. Elmo Roper, Buena Vista, Carolyn Crutcher, exec. vps.; Joel Brooks, Gerhard D. Wolfe, research execs.

**ROSENBAUGH CO. H. C.**—317 Madison Ave., New York 17. Tel.: Murray Hill 4-2182. Publisher: H. C. (Duke) Rosenbaum; Gertrude Layton, ex. editor. (Publishes quarterly Rosenbaum Report on Spot Television Advertising; also special reports on spot tv expenditures by advertisers, brands markets.)

**SCHWEIN RESEARCH CORP.**—1715 Broadway, New York 15. Tel.: Judson 1-4282. Harasa S. Schwein, pres.; Leonard Kullback, exec. vp.; Henry H. Newell, Raymond K. Maceval, Donald H. McCallum, vps. (Radio, television, motion picture qualitative research and commercial studies.)

**SINDLINGER & CO.**—(1) E. Buckley Ave., Bailey Park, Pa. Tel.: Lehigh 2-4100. Albert Sindlinger, pres.

**SOUTHWEST RESEARCH INC.**—3517 W. Mockingbird Lane, Dallas 16. Tel.: Fleetwood 1-8489. Officers: Mary H. Winters, pres.; Ira G. Corb Jr., vp.; Verne C. Huck, sec.-treas.

**STANDARD AUDIT & MEASUREMENT SERVICE INC.**—80 Broad St., New York 4. Tel.: Whitehall 1-2377.

**STARBUCK & STAFF DANIEL**—Boston Post Rd. & Beach Ave., Mamaroneck, N. Y. Tel.: Mamaroneck 2-3400. Daniel Starbuck, chmn.; Howard A. Stone,

**TRENDEX INC.**—226 Fifth Ave., New York 17. Tel.: Murray Hill 2-1182. Edward G. Hyman Jr., pres. and treas.; Robert H. Rogers, exec. vp.; Mary I. Smith, vp. sec.; John F. Litt, treas.

**VIDEODIX INC.**—211 Madison Ave., New York 17. Tel.: Murray Hill 7-2827. Allan V. Jay, mgr. (Television audience research; data reported on local, national program ratings, county-by-county penetration.)

# ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

National Network (N), Regional Network (RN), Spot (S)

## A

**ACCURATE ADV. AGENCY INC.**  
3842 Broadway, New York  
Tel.: Circle 7-3800  
Tv Dept.: Richard A. Jaeger, radio-tv dir.

**ADAMS, ADV., A. D.**  
503 Fifth Ave., New York 17  
Tel.: Circle 6-3940  
Tv Dept.: A. D. Adams, own. Alfred Hipp, creative dir.

**ADDINGTON-KRUTTEN ADV.**  
2928 Bowler Ave., Dallas 9, Tex.  
Tel.: Lakewood 4254  
Tv Dept.: Glenn D. Addington, Albert E. Krutten.

**ADDISON & CO., JOHN**  
540 W. Washington Blvd., Chicago 5  
Tel.: Franklin 2-6448  
Tv Dept.: John A. Addison, own. acct. exec.; L. L. Sabin, timebuyer, copy research dir.

**ADLER INC., WILLIAM BART**  
918 North Michigan Blvd., Chicago 11, Ill.  
Tel.: Whitehall 4-6303

**ADVERTISERS PRODUCTION AGENCY**  
1119 S. Hope St., Los Angeles 15  
Tel.: Richmond 8-7261  
Tv Dept.: Helen Ferguson, media dir., timebuyer.

**ADVERTISING AGENCIES INC.**  
13417 Ventura Blvd., Studio City, Calif.  
Tel.: Stanley 7-0861  
Tv Dept.: Kent Goodman, president, D. E. Bradford, prod. ex.

**ADV CONSULTANTS**  
2346 24th Pl. N.E., Washington 14, D. C.  
Tel.: Lawrence 6-9074  
Tv Dept.: Sidney Wolfe, radio-tv dir.  
Tv Accounts: Boyd's Diamond House, George's Radio & TV Co.

**ADVERTISING COUNSELORS OF ARIZONA**  
4480 N. Central Ave., Phoenix 17, Ariz.  
Tel.: Greenwood 4-2526  
Tv Dept.: Gertha Van Dyke, tv dir.; Grant Webb, media dir.

**ADV ENGINEERS CORP.**  
644 N. Hill St., Los Angeles 12  
Tel.: Mission 3-6038  
Tv Dept.: Keith McMathan, tv dir.

**ADV INC.**  
Box 417, Va.  
Tel.: Richmond 81-6335  
Tv Dept.: J. Lynn Miller, pres.; M. T. Miller, vp.

**AITKEN-KYNNEY CO., THE**  
1400 S. Penn Sq., Philadelphia 1  
Tel.: Rittenhouse 6-7820  
Tv Dept.: Richard L. Olanoff, tv director; Alan Gray, acct. tv director; Miss E. M. Gots, timebuyer; Alan Bolbo, tv media director.

**TV Accounts:** Carling Brewing Co., South Bottling Co., Campbell's Soup Co., Electric Storage Battery Co., Fels & Co., Greater Philadelphia Fuel Conference, Mrs. Paul's Kitchen, Stephum Bros., Wolf's Head Oil Ref. Co. (all S).

**ALBER CO., R. H.**  
68 N. Laramie Blvd., Los Angeles 1  
Tel.: Hollywood 8-8872  
Tv Account: Christian Science Committee on Publications for Southern Calif.

**ALLEN CO., MARYIN**  
300 W. Third St., Los Angeles 14  
Tel.: Webster 4-4724  
Tv Dept.: Martin Allen, own.

**ALLEN & MARSHALL ADV. AGENCY**  
215 S. Sycamore St., Los Angeles 1  
Tel.: Dunsmuir 1-2946  
Tv Dept.: Charles A. Scott, pres.; H. M. West, vp.; Jack Duff, acct. exec. dir.

**ALLEN & REYNOLDS**  
Woodmen of the World Bldg., Omaha 2  
Tel.: Atlantic 4443  
Tv Dept.: Milton J. Stephens, pres., radio-tv dir.; Don B. Arnsden, acct. dir.; Jack Blitzer, Judy Swarford, Rose Fosythe, copywriters; Jean Segalberg, timebuyer; Alvin Bolker, Beverly Douville.

**TV Accounts:** Commercial Saving & Loan Assn., C. A. Cooper Foods, Evans Cigarettes, Fairmont Foods Co., T. H. Mennen Co., Merchants' Mutual Co., Nebraska-Iowa Electric Council, Omaha Public Power District, Peter Pan Bakery, Atlas Co., Trans-Val Hybrid Co., Uncle Sam Breakfast Food, U. S. Nat'l Bank, Missouri Valley Stock Co. (all S).

**ALLIED ADV. AGENCIES INC.**  
4843 Beverly Blvd., Los Angeles  
Tel.: Hollywood 2-8897  
Tv Dept.: W. F. Gardner, pres.; Dick Gardner  
TV Accounts: Arden Farms Co. Dr. F. E. Campbell,

Gold's Furniture-Appliance, Pavo de Grande Inc., West Pico Furniture, Friedman Davis Optometrist, Washon's 808 Garage.

**ALLIED ADV. AGENCY INC.**  
180 Hoyden St., Boston 18  
Tel.: Hubbard 7-4108  
Tv Dept.: Mary F. Shandae.  
Tv Accounts: Beach Co.

**ALLMAYER, FOX & RESBICK AGENCY**  
30 East Lincoln Blvd., Kansas City 8, Mo.  
Tel.: Jefferson 1-1420

**AMBRO ADV. AGENCY**  
Dana Bldg., Cedar Rapids, Iowa  
Tel.: 4-4125  
Tv Dept.: Francis C. Gilson, vp., radio-tv dir.  
Des Moines—Single Bldg.: Tel.: 4-8071, William Nelson, acct. exec.

**AMUNDSON-BOLSTEIN INC.**  
307 Benson Bldg., Sioux City, Iowa  
Tel.: 1-6888

**ANDERSON & CAIENS INC.**  
120 E. 93d St., New York 22  
Tel.: Murray Hill 8-3806  
Tv Dept.: Victor Seydel, vp. in charge radio-tv; Anne Bartholmeier, acct. exec.; Frank Lowe, prodn.

**TV Accounts:** Albert's Coffee, Alderway Dairy, Associated Bulk Grocers of Holland, Bantam Plains Co., Dew Canning Corp., Dymet, Nutt, Home Furnishings Store, Seeman Bros. (all S).

**ANDERSON-McCONNELL ADV. AGENCY INC.**  
721 N. La Brea Ave., Los Angeles 13  
Tel.: Webster 1-1701  
Tv Dept.: South Coast, media dir.; Mary Garner, Bruce Allison, Bud Bennett, Doug Anderson, Gen. McConnell, Bob Smith, Norman Borroughs, acct. exec.; Kirby Board, vp.; Stu Neuman, acct. exec.; Walt Tobias, tv-radio dir.; Faythe Van media dir. for Stan Factor.

**TV Accounts:** Crested Valley Canning Co., Klompig Dist. Co., Metropolitan Savings & Loan, Thrift-Savings-Flowerhouse Savings Inst., Williams Music Co., Max Factor, Gold's Furniture Wm. E. Phillips, Bob-Booster.

**ANGLO-AMERICAN ADV. ASSOC.**  
2925 Melrose Ave., Los Angeles 18  
Tel.: Hollywood 1-1837

**ANTHRACTITE ADV. AGENCY**  
Scranton Times Bldg., Scranton 1, Pa.  
Tel.: Diamond 1-0338  
Tv Dept.: L. L. Ruzmelle, tv acct. exec.

**TV Accounts:** Payson Cigar Co., Fowler & Williams Inc., Skottling's Williams Baking Co., Woodlawn Dairy Co., Wahl Bottling Co. and Trages Mfg. Co. (all S).

**APPLEGATE ADV. AGENCY INC.**  
150 Minnesota Blvd., Muskegon, Ind.  
Tel.: 4-1357  
Tv Dept.: M. Ray Applegate, pres.; W. Edith Carter, media dir.

**APPLESTEIN, LEVINSTEIN & GOLNICK ADV.**  
342 N. St. Charles St., Baltimore 1, Md.  
Tel.: Santiago 1-1184

**ARBE AGENCY INC.**  
229 Wabash Ave., Terre Haute, Ind.  
Tel.: Crawford 584  
Tv Dept.: W. L. Smith, vp.

**ARNOLD, PRESTON, TRAPIN, LAMB & REES INC.**  
160 N. 15th St., Philadelphia 2  
Tel.: Laurel 4-4400  
Tv Dept.: Irving W. Mark, media dir.; Robert N. D. Armit, S. E. Preston Jr., Norton J. Bond, Robert C. Chapin, William E. Robinson, Earl Klingensmith, Bertrams A. Tunnell, Earl C. Thompson, Jane Sigmon, Ed Walbert, Bernard T. Converse Jr., acct. execs.

**ARNOLD ADV. AGENCY, RUPERT**  
430 S. Western Ave., Los Angeles 5  
Tel.: Dunsmuir 1-0806

**ARNOLD & CO.**  
282 Washington St., Boston 4  
Tel.: Richmond 2-1320  
Tv Dept.: Edward Mattemar, tv dir.  
TV Accounts: Dairy Dot Bakery, Post-Cross Cakes, Serts Mattias, Stop & Shop.

**ARNOLD & CO.**  
Majestic Bldg., Denver 2  
Tel.: Alamo 1-2550  
Tv Dept.: Samuel P. Arnold, pres.

**ART-COPY ADV. AGENCY**  
11 Hill St., Newark 2, N. J.  
Tel.: Market 1-1530  
Tv Dept.: Seymour Steinhart, radio-tv dir.  
(See Keyes, Marjorie & Co.)  
11 Hill St.

**ASSOCIATED ADV. AGENCY INC.**  
First Nat'l Bank Bldg., Cincinnati 2  
Tel.: Main 8811  
Tv Dept.: Indoras H. Stroscher, media dir.

**ASSOCIATED ADV. AGENCY INC.**  
1017 W. La Cleve Blvd., Los Angeles 48  
Tel.: Olympic 1-7890  
Tv Dept.: P. G. Narveson, pres., timebuyer.

**ASSOCIATED BROADCAST ADV. CO.**  
129 N. Western Ave., Los Angeles 29  
Tel.: Hollywood 1-0888  
Tv Dept.: Irvon T. Porter, acct.; Geoffrey T. Porter, timebuyer.

**ASSOCIATED BROADCASTING CO.**  
1129 Bay St., Toronto 5  
Tel.: Walnut 4-1111  
Tv Dept.: Arlene Evans, dir.; Lillian Goldberg, acct. ex. dir.; Murray Raymond, Jack Maxwell, acct. exec.

**ATHERTON ADV. AGENCY**  
355 Melrose Pl., Los Angeles 48  
Tel.: Olive 1-2296  
Tv Dept.: Alton Auerbach, timebuyer.

**ATHERTON & CURRIE INC.**  
420 Lexington Ave., New York 17  
Tel.: Orange 4-8882  
Tv Dept.: John P. Atherton, dir.; Hubert Sweet, media dir.; Midge Krone, timebuyer; J. W. Atherton, J. D. Melner, Anne Nelson, Arthur Lempt, acct. execs.

**AUBREY, FINLAY, MARLEY & HODGSON INC.**  
210 N. Michigan Ave., Chicago 1  
Tel.: Financial 4-1800  
Tv Dept.: Fred Hanson, media dir.; Pat Krul, timebuyer; Wilbur N. Davidson, Paul Hanson, acct. execs.

**TV Accounts:** Terry Foods (S); Williamson Candy Co. (S); Murphy Products Co. (S).

**AXELSEN ADV.**  
428 Commercial West Bldg., Salt Lake City 1, Utah  
Tel.: Eigen 1-7754

**AYLIN ADV. AGENCY**  
304 Lovett Blvd., Houston 4, Tex.  
Tel.: Jackson 6-7788  
Tv Dept.: R. H. Aylin, pres.; Josephine Mues, radio-tv dir.; Charles R. Lewis, vp. acct. exec.; Robert A. Lahr, vp. acct. exec.

**TV Accounts:** Albert Berry Dodge-Flynn's, Arthur Murray Studio of Houston, Bank of the Southwest, Ralph Bradley, James Bate Co., C. E. Seligman, Gulf Coast Fuel, Wade, Hanks & Field, The Houston Post, Johnston Motor Co., Marchand Nat'l Bank of Port Arthur, Nichols Industries, Bloom Mfg. Co. (all S).

**AYER & GILBERT ADVERTISING INC.**  
1222 S. Tryon St., Charlotte 1, N. C.  
Tel.: Edgemoor 4-3739  
Tv Dept.: Miss Beth Smith, radio-tv dir.; Charles E. Grenada, William Lane Withers, Beth Smith, acct. execs.; Joyce Clark, timebuyer.

**TV Accounts:** Charlotte Board of Fire & Casualty Agents, Boudley Packing Co., Allison-Brown Co., Neese Soups Co.

**AYER & SON, N. W.**  
W. Washington St., Philadelphia 5  
Tel.: Lombard 3-0105  
New York 20-30 Rockefeller Plaza; Tel.: Plaza 7-3200  
Tv Dept.: James E. Hanna, vp.-dir.; J. J. McLaughlin, vp.; J. E. Callahan, acct. exec.; John W. Ryan, copy ch.; C. W. Webb, copy ch.; J. A. Smith Jr., tv research; J. Bradshaw, tv dir.; Gen. M. McCoy, broadcast exec.; S. S. Sweeney, ch. timebuyer; H. P. Koenigsberger & Galt, J. N. Simons, H. Haysling, F. McLaughery, V. Ruter, W. Miller, L. Kiegl, S. Israel, A. Randall, F. Carver, L. Peters, timebuyers.

**Boston 18-2241er Office Bldg., Tel.: Hubbard 2-8900 E. C. Greiner, vp.**

**Chicago 3-1345 Lathale St., Tel.: Anderson 1-7111, A. B. Mansard Jr., vp.; J. E. Robertson, tv prodn.**

**Detroit 26-4175 Penobscot Bldg., Tel.: Woodward 2-3321 John Garbarino, vp.**

**Hollywood 29-114 Tapp Bldg., Tel.: Hollywood 1-0771, Glenball Taylor, mgf.**

**Memphis 96-225 Dillingham Bldg., Tel.: 96-6821, J. F. Smith, mgf.**

**TV Accounts:** American Telephone & Telegraph Co.; Atlantic Bell, Atlantic Bell, Armour & Co., B. C. Remedy Co., Barrell Carpet Sweeper Co.; Carrier Corp.; Chesapeake & Potomac Telephone Cos.; Check & Tinner Div.; General Electric Co.; Reuben H. Donnelly Corp.; Electric Co., Advertising Program; First Pennsylvania Banking & Trust Co.; Gordon Baking Co.; P. H. Hahn; Hawaiian Pottery Co. Ltd.; Hill Bros. Coffee Inc.; Charles E. Hires Co.; Illinois Bell Telephone Co.; Insurance Co. of North America; Johnson & Johnson; Howard D. Johnson Co.; Michigan Bell Telephone Co.; The Ohio Oil Co.; Philip Morris Inc.; Plymouth Dev.; Chrysler Corp.; Southern Supply Dev.; National Dairy Products Corp.; Stoddard Farms Co.; Tasty Baking Co.; Stepano E. Whitman & Sons Inc.; United Air Lines; Yardley of London Inc.



**BENNETT CO., VICTOR A.**  
 8 E. 43rd St., New York 17  
 Tel.: Murray Hill 7-1480  
 Tv Dept.: Edward Kahn, vp.; Alvin Stamatus, radio-tv buyer.  
 Toronto 3, Ont.—Pemberton, Freeman, Bennett & Milne Ltd., 47 Wellesley St., Tel.: Walnut 4-9317  
 Tv Accounts: Longlines-Withnauer Co.

**BENNETT & CO., WALTER F.**  
 20 N. Wacker Dr., Chicago 9  
 Tel.: Franklin 2-1231  
 Tv Dept.: Jane Gunther, media dir., timeshayer; Walter F. Bennett, pres., acct. exec.  
 Tv Accounts: Betty Graham, Evangelist Assn. (N); Pentecostals 2-1829 Spruce St.; Tel. Assembly 1-9803; Fred Bremer, mgng. dir., acct. exec.; Frank G. Pichler Jr., acct. exec.  
 Hollywood 26-2005 Sunset Blvd.; Tel.: Hollywood 4-4861; W. E. Stone, mgr.

**BENTON & BOWLES INC.**  
 341 Madison Ave., New York 17  
 Tel.: Murray Hill 4-1100  
 Tv Dept.: L. T. Steele, vp. dir. and member of board in chg. of radio-tv and media; David J. Crane, vp. in chg. of media; Thomas McDermott, vp. in chg. radio-tv; Oliver Barber, vp. chg. creative radio-tv services; M. Donovan, vp. and asst. mgt. dir.; Bob, vp. and asst. mgt. dir.; J. Collins, E. Bowman, D. Harris, asst. media dir.; Y. Mahon, B. Murphy, L. Curran, R. Kane, acct. media dir.; Roger Clapp, Rudy Wolff, Gary Porterfield, Bob Meyers, Fred Beardon, Ed Bennel, Peter Dalton, Justin Gosline, Dave Haughey, Hank Linden, Dave Waddock, John Green, Helen Kowalsky, Dave Lardner, Dick Truss, Don Chapman, Joe Ferris, Sam Hayes, acct. buyers.  
 Hollywood 26-4220 Hollywood Blvd., Tel.: Hollywood 4-6111; Al Katz, vp.-gen. mgr.  
 Toronto 1-1401 Yonge St., Tel.: Walnut 4-4225; Ralph S. Miller Jr., mgr.

**BERGHOFF ASSOC. INC.**  
 221 N. La Cienega Blvd., Los Angeles 16  
 Tel.: Olvera 5-1228  
 Tv Dept.: Jerry Berghoff, pres.; Jeanne Schaeffer, timeshayer.  
 Tv Accounts: Aladdin Plastics, Baby Line Mfg. Co., D. F. Peitman & Co., Jayco Mfg. Co., Stanley Chevrolet Co., Beverly Mfg. Co., Coval Novelty Co., Duplex Straw Dispenser Co., Executive Drawer Supply Co., Ann-Ette of Hollywood, Evy of California, Navajo Furniture Industries, Modern Foods Alliance.

**BERMAN CO., JACK**  
 180 Broadway, New York 18  
 Tel.: Orchard 2-2582

**BERMINGHAM, CASTLEMAN & PIERCE INC.**  
 128 E. 20th St., New York 10  
 Tel.: Lexington 2-7200  
 Tv Dept.: Myrtil K. Lindsay, vp. in chg. radio-tv; Jean Rosendorfs, timeshayer.

**BERNSTEIN & CO., BO**  
 24 Mason St., Providence 1, R.I.  
 Tel.: Jackson 1-8805

**BERNSTEIN ASSOC., TED**  
 112 W. 34th St., New York 1  
 Tel.: Litchaven 4-7111  
 Tv Dept.: Sylvester J. Bernstein, media dir.; Ted Bernstein, Sylvester J. Bernstein, Ted Kaufman, acct. execs.

**BEREL & ASSOC., JULIAN R.**  
 281 Union Pacific Ave., Los Angeles 23  
 Tel.: Angeleno 3-4121

**BEST CO., GORDON**  
 228 N. LaSalle St., Chicago 1  
 Tel.: Main 3-5086  
 Tv Dept.: Shepard Charis, vp. chg. of tv; Richard E. Best, acct. exec.; Katherine L. Knight, timeshayer.  
 Tv Accounts: Anity Leather Products (Anity Div.) (N); Bestiger Inc., Checker Cab Co., Halcutt Cuffin Products Inc., Shampoo Plus Egg; Suave Shampoo, Crown Rinses (Leatherie Tweed Hair Spray) (N-S); Fluchheim Shoe Co. (S); Fuel Packing Co. (S); General Finance Co. (S); Gordon Motors; Grand Central Motors; Grandtel Bros.; Maybelline Co. (N-S); Milner Products Co. (S); Royal Lumber Co. (S); Sokol & Co. (S); Universal Bowling & Golf.

**BETTERIDGE & CO.**  
 226 Penobscot Bldg., Detroit 26  
 Tel.: Woodward 2-0786  
 Tv Dept.: B. W. Betteridge, pres.-radio-tv dir.; West O'Donoghue, acct. exec.  
 Tv Accounts: DeSoto-Plymouth Dealers, Pelee Savings Co., Pacific Products Co., Shedd-ter-bath Foods Inc. (all S).

**BETTS ADV. BOB**  
 825 Broadway Bldg., Denver  
 Tel.: Ardena 2-1375  
 Tv Dept.: Kenneth W. Drager, radio-tv dir.-timeshayer.

**BEVIS ASSOC. ADV**  
 1140 Ingraham Bldg., Miami 32, Fla.  
 Tel.: Franklin 9-8188

**BING ADV. CO., RALPH**  
 2063 E. Fourth St., Cleveland 16  
 Tel.: Superior 1-2773  
 Tv Dept.: Ralph S. Bing, tv dir.  
 Tv Accounts: Blumfield's Hatons, AJ Sirst Grollin, Ohio Paint & Color Inc., Speedwriting Inc., Pirrey Lee Cream, Park-Aromatic Inc. (all S).

**BINGHAM LTD., JOHN McKENNEY**  
 25 Front St., West, Toronto, Can

**BISCAYNE ADV. AGENCY**  
 2128 Biscayne Blvd., Miami, Fla.  
 Tel.: Franklin 4-3629

**BISHOP & ASSOC.**  
 121 N. Seaward Ave., Los Angeles 18  
 Tel.: Hollywood 1-1286  
 Tv Dept.: Jim Bishop, pres.; Mary Kaufman, acct. exec., media dir.

**BISHOP/ROE/GREEN/FIELDEN INC.**  
 381 S.W. Third Ave., Miami 48, Fla.  
 Tel.: Franklin 1-4435  
 Tv Dept.: W. Arthur Fielden, radio-tv vp.; Norman A. Swatman, tv dir. acct. prod.; Kim dir.; Adrienne Cox, tv prod. buyer.  
 Tv Accounts: Merchants-Commercial Banks, Chase Federal Savings & Loan Assn., Miami Herald, City of Miami, Pepsi-Cola Bottling Co. of Miami Inc., Pepsi-Cola Co. of Jacksonville Inc.

**BLACK AGENCY TED**  
 Medical Arts Bldg., Reading, Pa.  
 Tel.: 3-4287

**BLAINE-THOMPSON CO.**  
 221 W. 44th St., New York 18  
 Tel.: Longacre 2-9880  
 Tv Dept.: Albert Lerner, pres., radio-tv dir.; Lee Frankel, media dir.  
 Tv Accounts: Marat Inc., Warner Bros. Motion Pictures.

**BLISS & CO., BEN B.**  
 The Penthouse, Times Tower, Times Square, New York 20, N.Y.  
 Tel.: Bryant 9-5528

**BLACK ASSOC., FRANK**  
 212 N. Kingshighway, St. Louis 8  
 Tel.: Forest 1-4200  
 Tv Dept.: Syd Blumenthal, media-research dir.; Carlos Frantz, timeshayer, media clearing.  
 New York—420 Madison Ave., Tel.: Main 2-4222; Carlton A. Frantz.

**TV ACCOUNTS: Knapp-Moscow Co. (N); Luthberg Television Productions (N); Walkley Bank Co. (S); Radio & Television Commission of Southern Baptist Convention (N); United Media Exchange, Winthrop Elm Co. (all S).**

**BOBLEY CO.**  
 8 West 87th St., New York 19, N.Y.  
 Tel.: Plaza 1-1056

**BOCCARD, DUNSHEE & JACOBSEN INC.**  
 128 Delaware St., Denver 4  
 Tel.: Tabor 5-4328  
 Tv Dept.: Victor C. Boccard, pres.; Norma Jordan, media dir.

**BOCK ADV. CO., THE FRED**  
 Second Natl. Bldg., Akron 6 Ohio  
 Tel.: Portage 2-4615  
 Tv Dept.: Bob Wass, prod. dir.; Fred Bock, Jack List, Pearl Fairall, acct. execs.  
 Tv Accounts: M&B Fruit Juices, A. Polisky Co., Adam Cichora, Galat Packing Co. (all S).

**ROBERTS INC., THE**  
 642 Howard St., Los Angeles 18  
 Tel.: Hollywood 2-4821  
 Tv Dept.: E. V. Rupert, media buyer, acct. execs.

**BOGGS ADV., CLYDE G.**  
 1412 J. St., Sacramento 16, Calif.

**BOND & STARR INC.**  
 Gateway Park Penthouse, Pittsburgh 22, Pa.  
 Tel.: Grant 1-1221  
 Tv Dept.: John M. Wagnall, acct. vp.; Helen B. Washmeyer, media dir., timeshayer.

**BOONE & CUMMINGS**  
 1803 Louisiana, Houston 8, Tex.  
 Tel.: Jackson 8-3577  
 Tv Dept.: Lauri Schull, radio dir., timeshayer; Malcolm Cummings, ptr.-acct. exec.; Graham Boone, ptr.-acct. exec.  
 Tv Accounts: DeLundred Balch, First City National Bank of Houston, Lewis & Clark Theatre, Southwestern Savings & Loan, Steve-Frank Outlets Shopping City (all S).

**BOYFORD, CONSTANTINE & GARDNER**  
 11 E.W. Fourth Ave., Portland 4, Ore.  
 Tel.: Capital 4-9543  
 Tv Dept.: Ray Andrews, acct. vp.; Francis O'Connell, timeshayer.  
 Seattle 1—Tower Bldg., Tel.: Elliott 3223.  
 San Francisco 2—425 Market St., Tel.: Embarcadero 2-7385.

**BOTT JR. ADV., LEO P.**  
 61 E. Jackson Blvd., Chicago 4  
 Tel.: Harrison 2-3127  
 Tv Dept.: Leo P. Bott Jr., Ed Morgan, acct. execs.

**BOWEN ADV. AGENCY, CHARLES**  
 280 W. Sixth St., Los Angeles 5  
 Tel.: Dunsmuir 1-8881  
 Tv Dept.: Margaret McDermott, radio-tv dir.

**BOYBARY, LOVETT & BEAN INC.**  
 125 South Alvarado St., Los Angeles 12  
 Tel.: Dunsmuir 4-2344  
 Tv Dept.: William J. Boybary, Robert E. Lovett, James A. Bean.

**BOZELL & JACOBS INC.**  
 Electric Bldg., Omaha 1, Neb.  
 Tel.: Jackson 2000  
 Tv Dept.: Clay Green, broadcast media dir.; F. C. Miller, Clara Hanes, Randall Packard, John Banel, Richard John, Joseph Kelly, Hazelletta F. Kinser, Frances McGhan.  
 Baltimore 18—214 N. Charles St., Tel.: Belmont 4-3026; Arthur Booth.  
 Beverly Hills, Calif.—30 N. Rodeo Dr.; Tel.: Bradshaw 3-7081; David Brown.

Chicago 1—405 N. LaSalle St., Tel.: Central 6-0870; Philip Bouda, vp.  
 Houston, Tex.—Advertising Arts Bldg., Tel.: Fairfax 3-4100; Carl Storey, vp.  
 Indianapolis 1—1820 N. Meridian St.; Tel.: Walnut 3-4528; Chas. A. Gallup, vp.  
 Kansas City 1, Mo.—Baltimore Bldg., Tel.: Baltimore 1-4987; Bert Brannen.  
 Minneapolis—WCCO Bldg., Tel.: Main 4507; Sam Kaufman, vp.  
 New York 36—1 W. 42nd St., Tel.: Murray Hill 1-4252; Harold Felt, vp.  
 Seattle 1—Tower Bldg., Tel.: Mutual 9827; R. H. Wainberg, vp.  
 St. Petersburg—Fairfield Bldg., Tel.: 1-8124; Walter T. Pfeiffer, vp.  
 Washington 4—Sprentest Bldg., Tel.: Starling 9-2406; Max Barnes.

Tv Accounts: Adams & Kelly, Ak-Sac-Ben (S), Cadaby Packing Co. (N), Eaton Metal Products, Glad-G-Lau Co., Iowa Master Brewers, Kansas-Ky-Mo-Natural Gas Co., Mutual of Omaha, Omaha Foods Co., Skinner Mfg. Co. (all S), Star Brewing Co. (N-S).

**BRATISCH, ARTHUR ADV.**  
 13 Westminster St., Providence 1, R.I.  
 Tel.: Dexter 1-5213  
 Tv Dept.: Arthur Bratisch, radio dir.; Roberts A. Rodgers, acct.; John A. Lottman, acct. exec.

**BRAND ASSOC., MICHAEL**  
 1228 Victory Blvd., North Hollywood, Calif.  
 Tel.: Poplar 2-6221

**BRANTLEY ADV. AGENCY, J. CARSON**  
 201 E. Main, Salisbury, N.C.  
 Tel.: 386  
 Tv Accounts: Carolina Bee Corp., Jamular Brick & Tile, Duke Power Co., Hanna Co. (all S).

**BRIG ASSOC.**  
 1715 Walnut St., Philadelphia 3  
 Tel.: Rittenhouse 6-8536  
 Tv Dept.: Jean Brig, pres., acct. exec.

**BREITRAUPT LTD., MILSON**  
 44 Edgmont Ave., W. Toronto, Can.  
 Tel.: Hudson 1-3481

**BRENNAN, MCGARY, ROBINSON**  
 1414 W. Clay St., Houston 15, Tex.  
 Tel.: Jackson 4-7381  
 Tv Dept.: J. Earl Brennan, pres., acct. exec.; John E. McGary, acct. vp.; E. Byron Robinson, vp.; J. A. Aylward, tv dir.; Jonathan James, copywriter; Lorraine Del Eja, timeshayer.

**BRETH INC., R. C.**  
 115 Pine St., Green Bay, Wis.  
 Tel.: Broadway 2-0289

**BREWSTER & CO., BRUCE B.**  
 900 Walnut St., Kansas City 8, Mo.  
 Tel.: Harrison 1-4889  
 Tv Dept.: John Kierwan, dir.; Mary Kierwan.

**BRIGHTMAN CO., JULIAN**  
 102 Beacon St., Boston 15, Mass.  
 Tel.: Commonwealth 4-0450

**BRINDLEY-BOTH INC.**  
 Book Bldg., Detroit 26  
 Tel.: Woodward 1-4226  
 Tv Dept.: R. Beaton Brindley, pres., radio-tv dir., timeshayer.

**BRINLEY ADV. AGENCY**  
 802 Cedar St., Dallas 1, Tex.  
 Tel.: Madison 2-8228

**BRISACHER, WHEELER**  
 (Div. of Cunningham & Walsh Inc.)  
 1920 Bush St., San Francisco 4, Calif.  
 Tel.: Prespot 5-9610

**BROADCAST ADV.**  
 170 S. Beverly Dr., Beverly Hills, Calif.  
 Tel.: Bradshaw 2-4840

**BROADCAST ADV. INC.**  
 2 Newbury St., Boston 18  
 Tel.: Kenmore 6-0224

Tv Dept.: J. E. Morley, radio dir.-acct. exec.; J. J. Manning, timeshayer; F. P. Russell, merc. dir.

# AGENCIES

**E. P. Clauger, prod. mgr.**  
TV Accounts: Marjorie Mills, Ken & Carolyn  
Kitchin (RN), By-Troun (S).

**BROOKS CO., ROWLAND**  
Dan Waggoner Bldg., Fort Worth 1, Tex.  
Tel.: Edison 2-4801

TV Dept.: Maxwell Goodman, pres.-asst. exec.;  
Claudia Benge, radio-tv dir.-asst. exec.; C. C.  
Brown, acct. exec.

TV Accounts: Barbara Katz, Camera Shop, First  
National Bank, Gordon Bowwell, Flowers, Hat-  
ter Inc. (all S).

**BROOKE, SMITH, FRENCH & DORRANCE INC.**  
3405 E. Jefferson Ave., Detroit 18  
Tel.: Valley 2-3388

To Dept.: William Goehardt, radio-tv dir.; H. E.  
Meyer, John B. Bowen, Hal E. Rumbolt, Ines-  
Morris, George Johnson, H. K. Jones, C. Allison  
Morris, Frederick J. Wicker, acct. execs.

New York 15-32 Vanderbilt Ave., Tel. Murray Hill  
8-1890, H. E. Fungali, va., media mgr.

San Francisco-140 California St., Tel.: Yukon  
8-6888; King Harris.

**BROOKS ADV. AGENCY**  
1010 Argyle Ave., Hollywood 28  
Tel.: Hollywood 4-1158

TV Dept.: A. H. Brooks, own.-acct. exec.; Jean G.  
Shay, timebuyer-acct. exec.

TV Accounts: Bakina Van & Storage Co. (RN),  
Western Rudy Appliance Co. (S).

**BROOKS ADV. LTD.**  
21 Dundas Square, Toronto, Ont., Canada  
Tel.: EM 2-2286

**BROOKS ADV. AGENCY, E. M.**  
Osten Bank Bldg., Little Rock, Ark.  
Tel.: PR 2-1274

**BROOKS ADV., BERNARD M.**  
Aster Bldg., San Antonio 1, Tex.  
Tel.: Capital 1-2454

TV Dept.: Bernard M. Brooks, pres.-acct.; Ted E.  
Friedricks, dep. dir.; Hill Youngblood, acct.  
exec.

TV Accounts: Central Lumber Co., Gillette Motors,  
Kalkstein's, McNeel's Jewelers, Nehi Bottling Co.,  
Playland Park, R&B Optical, San Antonio Music  
Co., Sears, Roebuck Co., Southern Texas Appli-  
cance Corp., Superior Dairies, Travis Savings &  
Loan Assn., Wolf & Mary Dept. Store (S).

**BROTHER & CO., D. P.**  
General Motors Bldg., Detroit 1  
Tel.: Trinity 2-6250

TV Dept.: Kenneth G. Maxwell, vp.-radio, tv dir.;  
Richard P. Reynolds, acct. dir.; radio-tv, J. J.  
Walsh, mgr.; radio-tv timebuying: Richard Hoff-  
man, radio-tv timebuyer

New York 14-720 Fifth Ave.; Tel.: Columbus 2-1054  
Hollywood 28-1080 N. Vine St., Tel.: Hollywood  
2-9775

TV Accounts: General Motors (Oremville Div. (S)),  
AC Sparkplug (N).

**BROWN & STAFF, BYRON H.**  
4411 Wilshire Blvd., Los Angeles 48  
Tel.: Glendale 2-4320

TV Dept.: Deborah Jordan, media, tv-radio dir.;  
Lawrence B. Moses, acct. exec.

**BROWNE ADV., BURTON**  
415 N. Michigan Ave., Chicago 11  
Tel.: Superior 8-7700

TV Dept.: Robert Abbott, vp., pres. admt.; Joceline  
Abbott, media dir.

TV Accounts: Hammack & Hoag Dist. (S).

**BROYLES CO., GALEN E.**  
281 Clayton St., Denver 5  
Tel.: Florida 2-3581

TV Dept.: Claude E. Davis, vp., radio-tv dir.

**BUCHANAN & CO.**  
1301 Broadway, New York 18  
Tel.: Bryant 5-7880

TV Dept.: Nat. Strom, radio-tv dir.; Mildred Duguid,  
timebuyer

Los Angeles 48-421 E. LaCienega Blvd.; Tel.: Creat-  
iveview 2-5221; Frank O'Brien, vp.

San Francisco 4-225 Montgomery St., Tel.: Yukon  
5-2021; Ray Hamilton, vp.

TV Accounts: Air France, Eskimo Pie Corp., New  
York Paramount Theatre, Paramount Pictures  
Inc., Servco, Hertz Co., Tidewater Oil Co.,  
Western Airlines (all S).

**BUCHANAN-THOMAS ADV. CO.**  
410 S. 18th St., Omaha 2  
Tel.: Atlantic 2121

TV Dept.: Adam Rethemuhl, dir., timebuyer; Don  
Edwards, acct. dir.

**BUCHEN CO.**  
406 W. Madison St., Chicago 4  
Tel.: Randolph 6-8105

TV Dept.: Arthur L. Decker, vp. chg. tv; John K.  
Cala, tv dir.; Joseph H. Caro, Arthur Peterson,  
George Weissenbach, vps., acct. execs.; Lee Car-  
son, timebuyer

TV Accounts: Chicago Title & Trust Co., Mammoth  
Corp. (N); Wood Conservation Co. (S).

**BUCKLEY ORGANIZATION**  
Pillsb. Natl. Bank Bldg., Philadelphia 7

Tel.: Eriehouse 4-5089  
TV Dept.: Elyse A. Mueller 21, radio-tv dir.

**BULL & CO., FRANK**  
1220 N. Highland Ave., Los Angeles 28  
Tel.: Hollywood 2-4384

TV Dept.: Frank Bull, acct. exec. & acct.; Bill Asty,  
acct. exec.; Hal Beach, acct. exec.; John Z.  
Darden, timebuyer

**BULLARD AGENCY**  
1284 Allen Road, St. Clair, Mich.  
Tel.: Yukon 2-8713

TV Dept.: Roskwood Bullard, gen. mgr.

TV Accounts: Henry French Sons Inc., Alma Trader  
Co.

**BUNTING & ASSOC. INC.**  
305 Broadway National Bank Bldg., Nashville 3,  
Tenn.  
Tel.: Adams 2-0000

**BURK INC., NORMAN G.**  
321 Fourth Ave., Pittsburgh 22, Pa.  
Tel.: Express 1-3380

TV Dept.: Patricia Maxwell, radio-tv dir.

**BURLINGAME-GROSHAN ADV.**  
207 S. Wabash Ave., Chicago 4  
Tel.: Wabash 1-0381

TV Dept.: Sidney J. Bruchta, tv dir.; Mary Gray and  
H. Sisk, acct. execs.

TV Accounts: Peoples Punnett, Mid State Food, Mo-  
Leod Ford (all S).

**BURNETT CO., LEO**  
Prudential Plaza, Chicago 1  
Tel.: Central 4-6888

TV Dept.: L. E. Matthews, vp. chg. media; Thomas  
A. Wright, media sup.; Lee Hines, program-  
ming vp.; Dave Dale, tv. vp.; Paul Lantz, pro-  
gramming vp.; Glen Beach, program mg.;  
Doug Hersh, Dick Cosma, Gus Plesner, Jim  
Sewer, Hal Tillson, media group super.; Dave  
Arnold, John Blacksten, George Miller, John  
Schubert, acct. group super.

Hollywood 28-1600 N. Vine St., Tel.: Hollywood  
4-7374; Wendell Williams, vp.

New York 35-471 Fifth Ave.; Tel.: Murray Hill  
8-9480; William McVey, vp.

Toronto 1-418 Richmond St. W.; Tel.: Empire  
2-8011; John Miles, vp.; Ted Haiman, vp.; How-  
ard Whiting

TV Accounts: Adstate Insurance Co., Bayer &  
Black, Blue-Jay, Campbell Soup Co., Kallong  
Co., Philip Morris Co., Marlboro, Robert Chas.  
Pipes Co., Pillsbury Mills, Premier & Garbrie  
(all S); Commonwealth Edison, Eastside Beer,  
Manitowoc, Ashliman, Topyka & Sargis Fe. Tea  
Canned FIRA, Pure Oil Co. (S); Hoover Co.,  
Brown Shoe Co. (N).

**BURNS ADV. AGENCY**  
120 Guy St., Montreal, Que., Canada  
Tel.: FLMary 220

**HURRY ADV. GEORGE**  
4000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-1161

TV Dept.: George Hurtt, Gwen Schultz

**BURTON ADV. AGENCY, ERVIN L.**  
450 E. Walnut St., Pasadena, Calif.  
Tel.: Rosemead 2-3882

**BYER & BOWMAN ADV. AGENCY**  
86 S. Fifth St., Columbus 13, Ohio  
Tel.: Capital 1-7711

TV Dept.: E. N. Haddock II, radio-tv dir.; John D.  
Melager, timebuyer; Gus Bowman Jr., Ann Chal-  
dy, E. N. Haddock, James Keim, Richard Kan-  
nard, John McEathie, Herb Paine, Marthe Sul-  
ivan, acct. execs.

TV Accounts: Buckeye Potato Chips, City Natl.  
Bank, Dollar Federal Savings, Lomas Rest-  
aurant, Marzetti's Salad Dressings, Ohio State  
Fair, August Wagner Breweries, Bob Evans  
Sausage, Venckin-Majestic Paint, Nationwide In-  
surance (all S).

**BYRDE, RICHARD & POUND ADV. AGENCY**  
381 Fourth Ave., New York 18  
Tel.: Oregon 9-4371

TV Dept.: H. C. Morris, acct. exec. vp.; Earl Schuk, media  
buyer

**BYRUM ADV. AGENCY**  
984 Broadway, Denver 1  
Tel.: Taber 5-7745

TV Dept.: R. H. Byrum, dir.-timebuyer

TV Accounts: Calvary Temple, Denver Gospel Cen-  
ter, International Evangelistic Assn.

## C

**CABAT-GILL ADV. AGENCY**  
194 N. Church St., Tucson 1, Ariz.  
Tel.: Main 2-6352

TV Dept.: Ernest Cabat, tv dir.; Sally Rutliff, time-  
buyer

TV Accounts: Monte Mansfield Motors, Pioneer  
Paint & Varnish Co., Stallings Motor Co. (all S).

**CABLE & ASSOC., JACK**  
1211 Pecos St., Houston 4, Tex.  
Tel.: Keynote 4422

**CARDY & CO., HAROLD**  
124 Federal St., Boston 18  
Tel.: Hancock 6-7600

TV Dept.: Harold Cardy Jr., radio-tv dir.; David B.  
Williams, media sup.; Barbara Liss, Gene De-  
Blasio, timebuyer; Joseph H. Walker, James I.  
Barnhart, Edward F. Chase, Eugene R. Mac-  
Arthur, vps.

TV Accounts: Boston Gas Co., Cavalier Brewing Co.  
(New England), Circuit City Co., New England  
Electric System, New England Telephone &  
Telegraph Co., R. S. Pierce Co., Rock of Ages  
Corp., National Shawmut Bank (all S).

**CARR-MILLER INC.**  
516 St. Paul Pl., Baltimore 3  
Tel.: Saratoga 7-4481

TV Dept.: C. LeRoy Miller, vp.

**CARL-ADH**  
281 E. St., Butte, Calif.  
Tel.: BHBada 2-6197

TV Dept.: Dean Carl, acct.

**CALDWELL, LARRIN & SIDNER-VAN RIFEN  
INC.**  
Merchants Bank Bldg., Tempe, Ariz. 4  
Tel.: Mohave 2-6181

TV Dept.: Donald G. Howell, radio-tv dir.; Dave H.  
Foster, Frank McGrath, acct. execs.

**CALKINS & HOLDEN INC.**  
367 Park Ave., New York 17  
Tel.: Plaza 8-0905

TV Dept.: Peter A. Krug, dir., radio-tv; Robert  
Bowell, timebuyer

Chicago 1, Ill.-Prudential Plaza; Tel.: Randolph  
4-3020; George B. Bugart, vp.

Los Angeles-112 S. Custom Ave.; Tel.: Webster  
4-5345; William Chalmers, vp.

Seattle 1-Joe Vance Bldg., Tel.: Main 1-388; P. E.  
Baker, pres. (Frederick E. Baker Co. affiliate).

TV Accounts: Oakite Products, C. F. Mueller Co.,  
Yoncos Corporation, Boeing Airplane Co., K. Y.  
Stock Exchange, Bavarian Brewing Co., Mar-  
shall Field & Co.

**CALVIN & CO.**  
287 North Grand Blvd., St. Louis 1, Mo.  
Tel.: Olive 2-4917

**CAMM COSTIGAN INC.**  
1224 W. Wabasha Ave., Milwaukee 3, Wis.  
Tel.: Division 2-3858

**CAMP & CO., J. W.**  
213 W. Wesley, Wheaton, Ill.  
Tel.: Wheaton 8-8850

TV Dept.: John M. Camp, pres.-radio dir.; Grace R.  
Jordan, timebuyer-acct.

TV Accounts: Back to the Bible, Chapel of the Air,  
Genus of Cross, Home That Live, Marching  
Truth, Mandy Bible Institute, Pacific Garden  
Mission, Youth on the March (all S).

**CAMPBELL-SWALE CO.**  
General Motors Bldg., Detroit 1  
Tel.: Trinity 2-6201

TV Dept.: Philip L. Mottagh, vp., radio-tv dir.

Atlanta 2-42 Edgewood Ave.; Tel.: Jackson 4-3884,  
Arthur T. Duhaison, mgr.

Chicago 1-210 N. Michigan Ave.; Tel.: Central  
4-1948; Reginald G. Carey, vp.; mgr.: E. W.  
Clements, vp.

Cincinnati 2-441 Vine St.; Tel.: Main 1-0590; James  
E. Deffenbach, mgr.

Dallas 1, Tex.-Bryan & Bullington Sts.; Tel.: River-  
side 2-4883; Loren F. Denton, mgr.

Denver 2-750 Broadway; Tel.: Taber 4-5221; Rich-  
ard H. Katerndahl, mgr.

Hollywood-1550 Vine St., Tel.: Hollywood 2-3911,  
Richard L. Eastland, mgr.; Willard Bacon, radio-  
tv acct. exec.

Los Angeles-3800 Wilshire Blvd.; Tel.: Dusk  
4-1234; R. C. Francis, vp., West Coast mgr.

Kansas City 11, Mo.-6510 Washington Ave.; Tel.:  
Jefferson 1-2611; Ross C. Morgan Jr., mgr.

New York 25-426 Madison Ave.; Tel.: Murray Hill  
8-2109; F. W. Townsend, vp., mgr.; A. B. Ross,  
radio-tv dir.

San Francisco 4-235 Montgomery St.; Tel.: Extrac  
2-0142; T. Miham Johnston, vp., mgr.

Washington 8, D. C.-1717 H St.; Tel.: Republic  
7-1440; John L. Lowden, mgr.

**CAMPBELL-MITHUN INC.**  
Northwest Bank Bldg., Minneapolis 2  
Tel.: Federal 9-1283

TV Dept.: Arthur H. Lund, dir.; Philip Archer, vt.  
timebuyer; Joe Spary, prod. mgr.

Chicago 11-Pennmore Bldg.; Tel.: Delaware 1-1820;  
Clay Woodland, media dir.; Paul Ingvaldsen,  
prod. mgr.; William J. Stemon, ch. timebuyer.

Los Angeles 28-Hollywood-Taft Bldg.; Tel.: Holly-  
wood 9-4018; E. P. Anderson, prod. mgr.

TV Accounts: Champion Paper Mills, Ham's Brew-  
ing Co., Land O'Lakes Creameries, Kruger, Lar-  
sen Co., Malt-O-Meal Co., Nash-Culber Co.,  
Nash-Paul Co., Northern States Power Co.,  
Northwestern National Bank (all S), Pillsbury  
(RN-S), Red Heart Div. of John Marrell & Co.,  
Top Value Stamp (S), American Dairy Assn.  
(N), Gold Seal Co. (N, S), Penn. Broc., Kampe  
Ice Cream, Midway Hubber & Wenden,  
Northwest Airlines, O'Brien Corp., Quality  
Cheese Dairy, Springhill Assoc. (all S).

## CANADIAN ADV. AGENCY

1424 Mountain St., Montreal, Canada  
Tel.: Plateau 581

## CAPLES CO.

245 E. Oakley St., Chicago 12  
Tel.: Superior 1-632

Tv Dept.: (Miss) H. M. Taylor, media dir.; Ray Rosen, acct. exec.

Los Angeles 5-3811 S. Kingsley Dr., Tel.: DUNBROK 7-4225 R. R. Bullman, vp.

New York 11-295 Madison Ave.; Tel.: Murray Hill 4-8905 G. M. Kaiser, vp., mgr.

Ottawa 2-1304 Dodge St.; Tel.: Jankovitch 7118 L. M. Brown, vp.

Portland 1, Ore.—210 S.W. Third Ave.; Tel.: Capital 4-3881 R. J. Livingston, exec. vp., acct. exec.

Tv Accounts: Union Pacific Railroad (N-S)

## CARDAN LTD., ROSE

121 St. Catherine St. W., Montreal, Canada  
Tel.: Plateau 3931

## CARROLL &amp; WILSON INC.

11 N. Second St., Richmond 19  
Tel.: 1-3495

Tv Dept.: E. Manning Hutton, radio-tv dir.; Robert C. Hill Jr., media dir.; timebuyers: James W. Carroll, Edward Acres, David Martin, acct. exec.

Tv Accounts: First & Merchants Natl. Bank, First Natl. Bank, Southfield Packing Co., Va. Farm Bureau, Sam McDaniel & Sons

## CARLSON CO., MILTON

240 W. Wilshire Blvd., Los Angeles 1  
Tel.: DUNBROK 4-3159

Tv Dept.: Bill Johnson, timebuyer; Milton Carlson, James R. Kilian, acct. exec.

Tv Accounts: Stallions Corp., Circus Foods, Scotch-Edo Inc. (all B)

## CARMONA &amp; ALLEN INC.

260 B. Kearny Ave., Los Angeles 1  
Tel.: DUNBROK 2-2893

Tv Dept.: William C. Allen

## CARMY ADV. AGENCY INC.

228 W. Wisconsin Ave., Milwaukee 1  
Tel.: Broadway 2-3568

Tv Dept.: William G. Carver, exec.

## CARPENTER ADV. CO.

Coryville Bldg., Cleveland 11  
Tel.: Main 1-1310

Tv Dept.: V. J. Jones, timebuyer, acct. exec.

## CARPENTER-PROCTOR INC.

625 Broad St., Newark 2, N. J.  
Tel.: Market 1-1944

Tv Dept.: T. A. Curran, tv-radio timebuyer

## CARSON-ROBERTS INC.

831 Alden Dr., Los Angeles 48  
Tel.: Bradshaw 2-8388

Tv Dept.: Beverly Plottin, timebuyer; Ralph Carlson, Cy Hollister, Gail Steele, Lynn Medberry, acct. exec.

## CARTER ADV. AGENCY INC.

612 Baltimore Ave., Kansas City 2, Mo.  
Tel.: Harrison 1-1536

Tv Dept.: William G. Rowe, tv dir.; Curtis C. Berglund, Ray F. Reed, Fred Kemp, W. G. Burns, acct. exec., timebuyers

## CARTER OF CANADA LTD., GARRY J.

24 Avenue St., Toronto 1  
Tel.: Walnut 2-2881

Tv Dept.: Robert Howe, acct. exec.; radio dir.; Norma Stevens, timebuyer; George Aykroyd, acct. exec.

Tv Accounts: Addison Cadillac-Goldmobile Ltd., Chevrolet Shop, Crossword Busch, Dehaymond Golf Driving Range, Famous Upholsters, Ford Household Appliances, Five Wheels Ltd., Hancock Tv & Appliances, Margaret's Donuts, Pat McGowan, Moraw Jewelers, Polge Credit Jewelry, Riberry's Ltd., Simey's Ltd., Spie & Spie, York Mills Motor, Somerville Motors (all B)

## CARY-HILL INC.

2225 Grand Ave., Des Moines 12, Iowa  
Tel.: Cherry 4-3481

## CAYANAUGH-MORRIS ADV. INC.

286 West Liberty Ave., Pittsburgh 12, Pa.  
Tel.: Leonard 1-3918

## CAYTON INC.

2 E. 49th St., New York 18  
Tel.: Lexington 1-1771

Tv Dept.: Fred Lopez, radio-tv dir.; Sally Lucia

Tv Accounts: Charles Anril Inc., Hercules Chemical & Mfg. Co., Mirasol Adhesives Corp., National Chemical Products (all B), H. & S. Doll Co. (N), Wall-Tex Co. (B)

## CHAMBERS INC., W. CRAIG

512 Second Ave., Pittsburgh 19, Pa.  
Tel.: Atlantic 1-488

Tv Dept.: Hal A. McKey, vp.

## CHAMBERS &amp; WISWELL INC.

Park Square Bldg., Boston 18  
Tel.: Liberty 2-7583

Tv Dept.: Gene Kilian, radio-tv dir.

## CHAPIN-DAMM ADV.

812 S. St., Sacramento 14, Calif.  
Tel.: Gilbert 1-8111

## CHARNEY &amp; CO., CHARLES J.

191 W. 55th St., New York 19  
Tel.: Plaza 7-0953

Tv Dept.: Alvin George, radio-tv dir.

## CHERRY SOLT &amp; ASSOC.

419 Mile High Center, Denver 2, Colo.  
Tel.: Alpine 5-0361

## CHESMAN CO., NELSON

245 East 11th St., Chattanooga 1, Tenn.  
Tel.: 6-4342

## CHIRBURG CO., JAMES THOMAS

Park Sq. Bldg., Boston 18  
Tel.: Beacon 9-7349

Tv Dept.: Jackson L. Parker, media dir.  
New York 17-Chance Bldg.; Tel.: Murray Hill 1-5685

## CHRISTIANSEN ADV. AGENCY INC.

123 S. LaSalle St., Chicago 3  
Tel.: Central 9-7994

Tv Dept.: Martin Pitts, media dir.; Virginia Walker, timebuyer

Tv Accounts: E. L. Bruce Co. (Flour Preparation Div.) (S)

## CHRISTOPHER CO., ALLEN

21 State St., Westbury, N. Y.  
Tel.: Edgewood 4-0591

## CHRISTOPHER AGENCY INC., ROBERT

20 N. Wacker Drive, Chicago 6, Ill.  
Tel.: Randolph 4-7000

## CLARK INC., C. F.

James Robertson Hotel, Nashville 2, Tenn.

## CLARK CO., BARWIN H.

1142 W. 6th St., Los Angeles 11, Calif.  
Tel.: Madison 2-3441

## CLARK &amp; ELEUS ADV.

1228 H. St., Sacramento 14, Calif.  
Tel.: Gilbert 2-2258

## CLARK INC., BAIRD WALTER

831 Sherman St., Denver 2  
Tel.: Cherry 4-6821

Tv Dept.: Golden Bowler, vp.; Richard Claffier, media dir.

## CLARK &amp; ASSOC. INC., ROBERT E.

1614 DuPont Bldg., Miami 33, Fla.  
Tel.: 3-4489

## CLINE ADV. SERVICE INC.

First Natl. Bank Bldg., Boston, Idaho  
Tel.: 2-4231

Tv Dept.: Phil Granham, acct. exec.

## CLOCKFIELD, BROWN &amp; CO.

201 Canada Central Bldg., Montreal 2, Canada  
Tel.: University 1-1771

## COHAN ADV., JOHN

P. O. Box 481, Salinas, Calif.  
Tel.: Salinas 2-7488

## COHEN &amp; ALESHIRE INC.

41 E. 43rd St., New York 17  
Tel.: Central 1-0803

Tv Dept.: Frank Brady, vp.; Beth Black, timebuyer; dir.; Robert Kelly, Bernard Singer, Emmanuel Klein, timebuyers; Robert Wall, radio-tv prod. dir.; Dave Davidson, radio-tv prod. dir.

Tv Accounts: Grove Labs. Inc., F. W. Fish Co., Frenchells Co., Lydia E. Pinkham Medicine Co., Chastain Medicine Co., Duesler Products Inc., West End Brewing Co.

## COHEN ADV., I. T.

448 W. Ave., N.W., Washington 12, D. C.  
Tel.: Emerson 2-1887

Tv Dept.: I. T. Cohen, exec.

## COLE &amp; WEBER INC.

Curtis Bldg., Portland 4, Ore.  
Tel.: Central 9-2823

Tv Dept.: Helen Almgren, radio-tv dir.  
Seattle 1—Republic Bldg.; Tel.: Elmer 817 Robert C. Ward, radio-tv dir.

## COLE CO., L. C.

404 Sutter St., San Francisco 8  
Tel.: Embarcadero 1-1285

Tv Dept.: William E. Haberman, pres., acct. exec.; Katharine Doyle Spurr, acct. exec.

## COLLARD ADV. AGENCY, CLARK

226 W. 11th St., Los Angeles 11  
Tel.: Dunsmuir 7-3381

## COMER &amp; POLLARD INC.

1203 Summit St., Kansas City 4, Mo.  
Tel.: Jefferson 636

Tv Dept.: Lillian Kay, media dir.

## COMPEN ADV. INC.

825 Madison Ave., New York 17  
Tel.: Plaza 4-1108

Tv Dept.: Lewis H. Titartow, vp. chg.; radio-tv programming: John Egan, Richard Duwe, acct. exec.; Frank Kemp, media dir.; B. Mulligan

T. Carson, timebuying pupers; E. Ahlwein, T. Cordani, H. Davis, H. Lidof, G. Schubert, F. Swanson, E. Winter, timebuyers

Chicago 4-141 W. Jackson Blvd.; Tel.: Harrison 7-8141 Lawrence O. Holtberg, vp., mgr.

Los Angeles 48-4735 Sunset Blvd.; Tel.: Crestview 4-1545; Alvin Kabaner, vp.; Pacific Coast Group

Midwaukee 3-244 N. 4th St.; Tel.: Broadway 1-1611; Richard Davis, acct. mgr.

San Francisco—20 Market St.; Tel.: Gasfield 1-8894; N. Mack, vp. in chg.

Tv Accounts: Allis-Chalmers Bldg. Co., American Can Co., American Mutual Liability Ins. Co., Avco Mfg. Corp., Clough-Bronck-Pond's Inc., M. S. Gentry Brewing Co., Goodyear Tire & Rubber Co., Kelly-Springfield Co., Nita Corp., N. Y. Life Ins. Co., Permal Products Inc., Procter & Gamble Co., Remington-Rand, Socony-Mobil Oil Co., Standard Brands Inc., Sterling Drug Inc., S. Y. Frosch Co.

## COMSTOCK &amp; CO.

631 Delaware Ave., Buffalo 2, N. Y.  
Tel.: Lincoln 8181

Tv Dept.: Herbert E. Moore, media dir.; timebuyer; Duane J. Miller, radio-tv dir.; Eugene F. Novak

James G. Wells, Alfred E. Osborne Jr., John B. Morton, Walter B. Stanley, Stans T. Palmer, acct. exec.

## CONDON CO.

Blair Bldg., Toronto 2, Wash.  
Tel.: Market 8181

Tv Dept.: Herbert E. Moore, media dir.; timebuyer; Duane J. Miller, radio-tv dir.; Eugene F. Novak

James G. Wells, Alfred E. Osborne Jr., John B. Morton, Walter B. Stanley, Stans T. Palmer, acct. exec.

## CONNER ADV. AGENCY INC.

411 W. Colfax Ave., Denver 4  
Tel.: Keystone 4-3281

Tv Dept.: Samuel G. Howard, vp.; radio-tv dir.

## CONNOR ASSOC.

121 Hill Ave., Aurora, Ill.  
Tel.: 4-2714

## CONROY INC., THOMAS F.

Maple Bldg., San Antonio 5, Tex.  
Tel.: Capital 1-4338

Tv Dept.: William F. Hutchins, radio-tv dir.

## CONTI ADV. AGENCY INC.

20 West Ridgewood Ave., Ridgewood, N. J.  
Tel.: Gilbert 8-4400

## COOLICAN, COE &amp; COOLICAN INC.

Denison Bldg., Syracuse 2, N. Y.  
Tel.: 2-0226

## CO-ORDINATED ADV. CORP.

16 W. 48th St., New York  
Tel.: Judson 2-2468

Tv Dept.: Lela L. Wolff, pres.; Irving Horn, Asst. Mgr.; vp.; Charles Arnsperg, radio-tv dir.

## CODY &amp; COOPER

225 Montgomery St., San Francisco 4  
Tel.: Douglas 2-1888

Tv Dept.: Maxine Stone, timebuyer

## COVINGTON ADV. LAWRENCE E.

Madison Tower, Kansas City 11, Mo.  
Tel.: Logan 1-3322

## COX &amp; TANK

132 B. 21st St., Philadelphia 1, Pa.  
Tel.: Rittenhouse 6-7102

## CRAIG ADV. INC., JOHN GILBERT

512 Washington St., Wilmington 98, Del.  
Tel.: Olympia 6-8148

Tv Dept.: J. Norman Walsh, Kathleen A. Walsh, William H. Gordy, acct. exec.

## CRAIG &amp; REID INC.

6055 Sunset Blvd., Hollywood 28, Calif.  
Tel.: Hollywood 4-8228

## CRAIG &amp; WEBSTER ADV. AGENCY

All American Executive Life Bldg., Lutzock, Tex.  
Tel.: Porter 2-2314

Tv Dept.: Y. Bruce Craig, Rex Webster, Leon Harris

## CRAMER-KRASSLEY CO.

121 N. Van Buren St., Milwaukee 2  
Tel.: Broadway 4-1600

Tv Dept.: Roger Lefland, radio-tv dir.; Loretta Mahler, timebuyer; Ken Hegard, John Pritchard, acct. exec.

## CRAWFORD &amp; PORTER ADV. INC.

Marietta Bldg., Atlanta 2  
Tel.: Jackson 4-6301

Tv Dept.: Darcy Carol Porter, vp., timebuyer

## CROLLY ADV. AGENCY

42 E. Market St., Wilkes-Barre, Pa.  
Tel.: 2-7138

## CROWELL ADV. AGENCY

200 W. 43rd St., New York 18, N. Y.  
Tel.: Plaza 1-1365

## CROOK ADV. AGENCY INC.

Adolphus Tower, Dallas 1, Tex.  
Tel.: Riverside 2211

Tv Dept.: Fremont W. Rutledge, media dir.

## CROOK CO., SAMUEL

28 W. 44th St., New York 18  
Tel.: Bryant 2-2588

## AGENCIES

**CROSSY SERVICE, ARTHUR**  
215 Fifth Ave., New York 28, N.Y.  
Tel.: Murray 3-3228

**CULBERTSON ADV. ROBERT C.**  
131 N. La Granga Blvd., Beverly Hills, Calif.  
Tel.: Glendale 5-6314

**CULP AGENCY, EARL E.**  
225 S. Oxford St., Los Angeles 5  
Tel.: Dunkirk 3-4668

**CUMMINGS, BRAND & McPHERSON**  
2225 N. Main Rd., Rockford, Ill.  
Tel.: 7-5799

**CUNNINGHAM & WALSH INC.**  
265 Madison Ave., New York 17  
Tel.: Murray Hill 3-4895

**TV Dept.**: Edward Mahoney, vp., radio-tv dir.; Jerome Feinberg, vp., tv-radio programming; Jack Bray, James Dancy, Joseph Gantz, James Geffert, Robert Palmer, Val Ritter and Jerry Sprague, timebuyers.

**TV Accounts**: American Cyanamid Co., American Export Lines, Chase Manhattan Bank, Colgate Palmolive, Eschschaltz Inc., J. A. Falger & Co., Kleenex of Sara Lee, Narragansett Brewing Co., New York Daily News, R. H. Squibb & Sons, Sunshine Discuits Inc., The Tussie Co., Universal Pictures Inc., Adv. Federation of America, Sears, Roebuck & Co., The Brooklyn Union Gas Co., Smith-Corona Inc., The Wheatena Corp., Good Humor Co. and American Telephone & Telegraph.

Chicago 3-6 N. Michigan Ave.; Tel.: Abover 3-3123

Hollywood 48-4721 Sunset Blvd.; Tel.: Crestview 4-7241

Los Angeles 37-4208 W. Third St.; Tel.: Dunkirk 8-2111

San Francisco 9-4489 Bush St.; Tel.: Prospect 6-2681

**CURTIS ADV. CO.**  
1 Park Ave., New York 16, N.Y.  
Tel.: Lexington 2-3013

**CUSICK-SCHWESKE & WILD**  
401 E. Travis St., San Antonio 1, Tex.  
Tel.: Capital 6-2948

### D

**DANCER-FITZGERALD-SAMPLE INC.**  
241 Madison Ave., New York 17  
Tel.: Oregon 5-8826

**TV Dept.**: J. James Neale, dir.; L. T. Fischer, media dir.; David Myers, exec. prod.

Chicago 1-231 N. LaSalle St.; Tel.: Financial 6-4390; Tom O'Connell

Los Angeles 1088 N. Vine St.; Tel.: Hollywood 5-3228; Betty O'Hara

San Francisco 4-300 Ross Bldg.; Tel.: Dramas 2-5107; Glen Wilmoth

Tombolo 7-200 St. Claire Ave. W.; Tel.: Walnut 4-8428; Gil Furnas

**DANIEL & CHARLES INC.**  
185 Madison Ave., New York 16, N.Y.  
Tel.: Murray Hill 6-7288

**D'ARCY ADV. CO.**  
Missouri Pacific Bldg., St. Louis 3  
Tel.: Central 1-6700

**TV Dept.**: Harry E. Benfro, radio-tv dir.; J. Dolan Walsh, Janet Hyatt, James Mayfield, timebuyers.

Atlanta—75 Eighth St.; Tel.: Vernon 8114

Chicago—Prudential Plaza; Tel.: Michigan 2-6332; Peter A. Cavella Jr., dir.

Cleveland—Terminal Tower; Tel.: Tower 1-3911

Dallas—Fidelity Union Life Bldg.; Tel.: Sterling 1-582

Detroit—Frontier Bldg.; Tel.: Woodward 1-7881

Knoxville—Texas National Life Bldg.; Tel.: Capital 4-9134

Los Angeles—365 Wilshire Blvd.; Tel.: Dunkirk 3-3171

New York—439 Park Ave.; Tel.: Plaza 9-2890; Frank Oll, vp.

Tombolo—27 Bluer St. W.; Tel.: Walnut 1-3332

**DAYCIE ADV. CO.**  
730 N. 12th St., St. Louis 1, Mo.  
Tel.: Chestnut 1-3286

**DAVID ADV. AGENCY, ALLAN**  
21 W. Huron St., Chicago 18, Ill.  
Tel.: Michigan 2-6333

**DAVID INC.**  
First National Bank Bldg., St. Paul 1, Minn.  
Tel.: Capital 4-3872

**DAVIS ADV. CHARLIE**  
2706 S. Candon Ave., Los Angeles 24  
Tel.: Administrator 5-5358

**DAVID-DANIELS INC.**  
138 Cadillac Sq., Detroit 26, Mich.  
Tel.: Woodward 3-8974

**DAVIS CO., HENRY L.**  
12 E. 41st St., New York 17, N.Y.  
Tel.: Murray Hill 9-1881

**DAVIS ADV. LEONARD**  
107 Front St., Worcester 8, Mass.  
Tel.: Pleasant 7-3677

**TV Dept.**: Marine Davis, radio dir.; Dolores La Bock, women's programs; Ann Zimmerman, copy dept.

**DAWSON & TURNER INC.**  
225 Pittsck Block, Portland 3, Ore.  
Tel.: Capital 4-4025

**DAY & CO. WESLEY**  
265 Ingraham Ave., Des Moines 23, Iowa  
Tel.: Atlantic 6-2222

**De BLASI ADV. AGENCY**  
21 Chambers St., New York 7, N.Y.  
Tel.: Worth 3-7501

**DEBRUYN ADV.**  
206 Hineswood Bldg., El Paso, Texas  
Tel.: Dial 3-6688

**DENNIE, PARSONS & COOK INC.**  
226 Lynch Bldg., Jacksonville 2, Fla.  
Tel.: El 6-8825

**DENNIS ADV. AGENCY, ROBERT J.**  
112 Wilshire Blvd., Los Angeles 17  
Tel.: Madison 6-2182

**TV Dept.**: Robert F. Dennis, tv dir.; timebuyer, acct. exec.; Herta M. Keilina, asst. timebuyer

**DEVINE & BRASSARD INC.**  
Beatty Bldg., Spokane 1, Wash.  
Tel.: Downtown 3-3688

**TV Dept.**: Mrs. Lois K. Krueger, timebuyer

**TV Accounts**: Bohemian Breweries Inc., Spokane, Bohemian Breweries Inc., Boise, Idaho; Big West Oil Co. of Montana, Early Dawn Dairy, Hazen & Jaeger Federal Home, Lincoln First Federal Savings & Loan, Old Natl. Bank (all Ill.)

**DIENER & DORSKIND INC.**  
147 W. 42d St., New York  
Tel.: Bryant 2-6200

**TV Dept.**: Leo Greenland, dir.; John Patrick Harris, acct. exec.

**BITTMAN & RANE INC.**  
222 S. 15th St., Philadelphia 1, Pa.  
Tel.: Pentyocker 2-1248

**DOHERTY, CLIFFORD, STERN & SHENFIELD INC.**  
286 Fifth Ave., New York 1  
Tel.: Bryant 2-0445

**TV Dept.**: Hal James, vp. chg. radio-tv; Harry Brantler, vp. radio-tv com. engr.; Russell Ambrosetti, exec. prod. tv producer; Don Quinn, media dir.; David Lewis, exec. film producer; Sam Viti, Robert Wilhoit, timebuyers.

**TV Accounts**: Bristol-Myers (Vitamin Minn. Food, Minn. Sub., Ammonia, Pharmacia (Pamogenol, Proor, Regurol, Masi-Gum), Horner's Butard Coffee, Fulham Bros. (First Fisherman Brand food), J. B. Williams Co. (Cash stamps), McCormack & Co. (carbonated beverages).

**DONROWER CO., RALPH L.**  
11 E. Franklin St., Richmond 11, Va.  
Tel.: 2-1113

**TV Dept.**: Ralph L. Donrower Jr., vp., radio-tv; Janet Hanson, timebuyer; Nicholas Moody, prod. mgr.

Washington—Woodward Bldg.; Tel.: Republic 7-1488; Philip Rosenfeld, mgr.

**TV Accounts**: T. C. Slaughter Co., AFL-CIO, Ergle's Clothiers, Aash's Amalia Co., Central National Bank.

**DONAHUE & COE INC.**  
1270 Ave. of Americas, New York 20  
Tel.: Columbus 5-2772

**TV Dept.**: A. Carl Rigrod, dir. tv-radio; Evelyn Lee Jones, bus. mgr., tv-radio.

Atlanta 3-Hurt Bldg.; Tel.: Murray 4-8882; Harry L. Merrill Jr.

**TV Accounts**: Chemway Corp. (Lady Esther cosmetics).

**DONALD ADV. BICK**  
328 S. Western Ave., Los Angeles 4  
Tel.: Dunitz 2-2888

**DONER & CO., W. B.**  
225 Washington Blvd. Bldg., Detroit 26  
Tel.: Woodward 3-7488

**TV Dept.**: Mrs. Ellen Dryer, media dir.; Charles F. Baugh, vp.; Felix Howell, vp.; Julian A. Grass, exec.

Baltimore 12-2225 N. Charles St.; Tel.: Belmont 5-4312; Herbert D. Fryer, vp.

Chicago 1-283 N. Wabash; Tel.: Dearborn 3-4874; Clifford F. Kaufman, vp.

Hollywood 48-485 N. LaGranga Blvd.; Tel.: Olympia 2-8428

Milwaukee 3-1225 W. Wisconsin; Tel.: West 3-8114; Gilbert Breckenridge, vp.

**DOREMY & CO.**  
130 Broadway, New York  
Tel.: Worth 4-6789

**TV Dept.**: A. Hunsley Griffin, Marge Thomas

San Francisco 8-423 Bush St.; Tel.: Yukon 2-4088

**TV Accounts**: Diamond Match Co., National Assn. of Insurance Agents, Calvin Bullock Ltd., Chemical Corn Exchange Bank, Smith, Kline & French.

**DORLAND ADV. AGENCY**  
1 No. Ohio Ave., Atlantic City, N.J.  
Tel.: 4-8274

**DOWD INC., JOHN C.**  
(see Dwyer, Bedford & Johnstone Inc., affiliated agency)

Park St. Bldg., Boston 18  
Tel.: Hubbard 2-8526

**TV Dept.**: Joseph L. Tully, radio-tv dir.; William H. Monaghan, timebuyer; John C. Dowd, pres.; Edward D. Fawcett, exec. vp.; Lillian Travers, vp.

**TV Accounts**: Albany Carpet Cleaning Co., American Laundry Works, Boston Edison Co., Boston Globe, Harriman & Merrill, Colt Bottling Co., First National Stores, Megawen Educator, & G. Sullivan Inc.

**DOWD, BEDFIELD & JOHNETONE INC.**  
(also see John C. Dowd Inc.)

281 Madison Ave., New York 22  
Tel.: Murray Hill 6-1275

**TV Dept.**: Harry Torg; media dir.; Betty Neme, Carolyn Dean, timebuyers.

**TV Accounts**: Berjon (Silmur); Grove Lab., David Kahn Inc. (Waxpaper pencils), Chan, Fijer (Cigarettes, Menageries), Albert Eblar's Coffee, Cott Beverages.

**DOYLE DANE HEINBACH INC.**  
30 W. 43d St., New York 36  
Tel.: Longacre 6-7878

**TV Dept.**: Jean Simpson, Jan Gilbert, Jerry Sachs, timebuyers; Harry Parnes, media dir.; Joan Walker, prod.-bus. mgr.

Los Angeles 3-188 S. Hobart Blvd.; Tel.: Dunkirk 5-2233; Ben Norman, dir.-talent buyer; Bob Gels, prod.-bus. mgr.; Bernius Levitas, timebuyer.

**TV Accounts**: Boston & Maine Railroad, Chemstrand Corp., Mas Factor & Co., Fairmont Foods Co., Forest Lawn Memorial Park, E. & J. Gallo Winery, A. Goodman & Sons, Henry S. Levy & Sons, Mission Appliances, Revell Inc., Regal Shoe Co., Bay-On Drugs, CBS Radio, Polaroid Land Corp., Venus Pen & Pencil Corp. (S&N).

**DOYNE ADV. AGENCY**  
415 Church St., Nashville 3, Tenn.  
Tel.: Chapel 2-7372

**TV Dept.**: George W. Doynes, pres.; J. Thomas Deems, vp., acct. exec.; H. C. Daniels, acct. exec.

**DOZIER-KAYMAN & CO.**  
468 N. Silverlake Blvd., Los Angeles 28  
Tel.: Dunkirk 3-4871

**TV Dept.**: E. C. Eastman and Marion Dozier, execs.

**DREHER INC., MONROE F.**  
31 Rockefeller Plaza, New York 20  
Tel.: Circle 6-8875

**TV Dept.**: Hal Weaver Jr., radio-tv dir.; Rudy Klages, acct. media dir.; Lou Peaty, timebuyer.

**DREYFUS CO.**  
211 W. La Granga Blvd., Los Angeles 42  
Tel.: Glendale 5-4222

**TV Dept.**: Harold Dreyfus, pres.; Charles B. Gorn, radio-tv dir.; Gladys M. Yaffe, timebuyer.

**DUBIN, FELDMAN & KAHN INC.**  
Bighelm Bldg., Pittsburgh 12, Pa.  
Tel.: Atlantic 1-3222

**DUNCAN-BROOKS INC.**  
137 Willis Ave., Mineola, N.Y.  
Tel.: Pioneer 3-2121

**DUNDEE & FRANK INC.**  
64 W. 48th St., New York 36  
Tel.: Plaza 7-3730

**TV Dept.**: Ben Frank, radio-tv dir.

**DUGAN AGENCY, JAY J.**  
1621 Chestnut St., Philadelphia 3  
Tel.: Locust 4-3486

**TV Dept.**: Jay J. Dugan, pres.

**DUNNAN & JEFFREY INC.**  
113 Fifth Ave., New York 22, N.Y.  
Tel.: Plaza 1-1850

**DURSTINE INC., ROY S.**  
255 Madison Ave., New York 17  
Tel.: Tompelson 6-9900

**TV Dept.**: Dorothy Jean Barnwell, radio-tv timebuyer; Thomas S. Jennings, media dir.; John W. Eisenhart, Roy S. Durstine Jr., Frank Dymon, E. M. Brewster, acct. exec.

Los Angeles 3-344 Wilshire Blvd.; Virginia Curran Weigle, timebuyer.

San Francisco 11-1728 Serrano St.; Edith Curtis, timebuyer.

**TV Accounts**: Wine Advisory Board of Calif., Lady's Choice Foods, Atlantic Moon's Night, Boston Meal Bread, DeWitt's Beverages, Baldwin Electronic Organs.

**DWIGHT ADV. HUGH**  
125 S.W. Fourth Ave., Portland 4, Ore.  
Tel.: Capital 2-2722

## E

**EASTERN AND RIEGEL**

523 Spring St., N.W., Atlanta 9  
Tel.: Versar 4100  
Birmingham, Ala.—This Guarantee Bldg., T. 6  
White, mgr.

**EASTERN ADV. AGENCY**

2562 W. Clay St., Richmond 21, Va.  
Tel.: 4-6681

Tv Dept.: Raymond L. Berry, mgr.

**ECOFF & JAMES INC.**

121 S. Broad St., Philadelphia 7  
Tel.: Pennsylvania 3-1458

Tv Dept.: Donald E. Barrie, vp., timebuyer

**EDWARDS AGENCY INC.**

115 E. La Cienega Blvd., Los Angeles 48  
Tel.: Olmstead 5-7300

Tv Dept.: Edward L. Kobits, pres.; Sue James, media dir.

**EISAMAN-JOHNS ADV.**

814 Sunset Blvd., Hollywood 48  
Tel.: Crestview 1-2438

Tv Dept.: Jean M. Johns, J. R. Eversman III, pres.; acct. execs.; timebuyer; Bill Egan, tv-radio prod. mgr.

**ELLINGTON & CO.**

515 Fifth Ave., New York 17  
Tel.: Murray Hill 7-4300

Tv Dept.: Hal James, vp., tv-radio, Dan Kane, bus. mgr., timebuyer; James Swabner, timebuyer; A. Burke Cliney, acct. prod.; Harry Bailey, executive dir.

**ELLS ADV. CO.**

Hotel Statler, Buffalo 1, N.Y.  
Tel.: Cleveland 8181

**EMERY ADV. CORP.**

1201 St. Paul St., Baltimore 2  
Tel.: N. 1. Highwaysman, vp.

**EMERY ADV. AGENCY, TALLEY**

24 E. Third Ave., Miami 22, Fla.  
Tel.: Frankie 1-3881

**ENDERS ADV., ROBERT J.**

101 Connecticut Ave., N.W., Washington 5, D.C.  
Tel.: Sterling 3-4222

Tv Dept.: Mary Griffin Jr., tv-radio dir.; Anne Merriam, timebuyer

**ENVART & ROSE ADV.**

848 N. Fairfax Ave., Los Angeles 18  
Tel.: Oldfield 4-8978

Tv Dept.: Jack Elbert & Alfred Rose, timebuyers, acct. execs.

**EPSTEIN ADV., ALVIN**

1717 F St., N.W., Washington 5  
Tel.: Sterling 3-4836

Tv Dept.: Sol Finkle, radio-tv dir.

**ERWIN WASEY & CO. LTD.**

894 Wilshire Blvd., Los Angeles 28  
Tel.: Wilshire 1-1131

Tv Dept.: Robert L. Swick, vp. chf. radio-tv; Charles Lewis, acct. dir.; Jules Back, creative dir.; Jack Sherman, dir.; June Kirkpatrick, Marjorie Bullis, timebuyers; Bill Morgan, production director.

Chicago 1—(Erwin Wasey & Co. Ltd.)—391 N. Michigan Ave.; Tel.: Randolph 6-4952

Minneapolis (Erwin Wasey & Co. of Minn.)—329 Marquette Ave.; Tel.: Federal 3-1233

New York—711 Third Ave.; Tel.: Oxford 7-4888

Oklahoma City 1 (Erwin Wasey & Co. of South)—First Nat'l Bank Bldg.; Tel.: Oklahoma 1-3428

Toronto 2 (Erwin Wasey of Canada Ltd.)—418 Church St.; Tel.: Hamilton 3181

Also offices in London, Paris, Rio de Janeiro and Stockholm.

**ERY CO., WILLIAM**

108 E. 42nd St., New York 17

Tv Dept.: Mitchell Johnson, vp.; August Forest, vp. chf. comm.; Richard C. Crank, acct. buyer.

Hollywood 28—4211 Hollywood Blvd.; Tel.: Hollywood 2-4200; Arnold J. Weater, vp., West Coast mgr.

Tv Accounts: F. Ballantine & Sons (RN-8), The Learning & Co. (3), Nat'l Carbon Co. (18), R. J. Reynolds Tobacco Co. (N-5).

**ETTINGER ADV. AGENCY**

415 6th St. N.E., Cedar Rapids, Iowa  
Tel.: 1-8163

**EVANS & ASSOC. ADV.**

Don Waggoner Bldg., Fort Worth 2, Tex.  
Tel.: Kellam 2-2901

Tv Dept.: Mrs. Barbara B. Sever, media dir.; Stanley Schlenker, Gordon Teague, acct. execs.

Tv Accounts: Ace High Co., Continental Nat'l Bank, Downtown Fort Worth Assn., Foremost Dairies, Hawk & Buck Co. (all 8).

**EVANS & ASSOC., DAVID W.**

120 Second Hill Ave., Salt Lake City, Utah  
Tel.: Elgin 2-2828

**EVANS, McCLURE & ASSOC.**

401 Market St., San Francisco 4, Calif.  
Tel.: Yukon 2-4128

**EVERS-WHITE ADV. AGENCY**

2501 Temple Bl., Los Angeles 28  
Tel.: Danvers 2-1118

## F

**FADELL ADV. AGENCY MIRE**

523 Northwestern Bank Bldg., Minneapolis 2, Minn.  
Tel.: Atlantic 3410

**FAIRFAX INC. ADV.**

275 Madison Ave., New York 18  
Tel.: Murray Hill 4-4469

Tv Dept.: James Hamilton, media dir.

**FALKENBACHER ADV., CARL**

412 S. La Cienega Blvd., Los Angeles 48  
Tel.: Bradshaw 3-0128

Tv Dept.: Carl Falkenbacher, acct. exec.; Jody Caldwell, timebuyer.

**FALLON & CO.**

1805 Sunset Blvd., Los Angeles 48  
Tel.: Hollywood 2-2822

**FARQUHAR & CO.**

143 Geneva St., Utica 1, N.Y.  
Tel.: 2-6108

**FERGENBAUM & WERMEN ADV. AGENCY**

1929 Spruce St., Philadelphia 19  
Tel.: Locust 1-1499

Tv Dept.: Marjorie Yarnow, radio-tv dir.-acct. exec.; J. Leonard Scharf, David Weissen, Jay Bernstein, Harry Fergenza, acct. execs.

Tv Accounts: Beryl Cigarettes Inc. (RN-5); Professional Laundry Foundation; Sears, Roebuck & Co. (Phila. Brand Div.); Kings Wine (all 5).

**FERGUSON INC., COURTLAND B.**

Natl. Press Bldg., Washington  
Tel.: National 4-7111

Tv Dept.: Mrs. Nan Hannum, timebuyer.

Tv Accounts: Bergman's Laundry, Mischel's (rug cleaning), Liberty Bldg., Mann's Potale Chips, Schmidt's Peanut Butter, Smith's Tanager, Solaris Floor Wax, Elms Laundry, Moore-Grove Motors, Stanley Horner Motors, Harbinger's.

**FIGURE & FIGURE**

128 Mallory Ave., Jersey City 4, N. J.  
Tel.: Henderson 2-8300

Tv Dept.: Michael A. Flore, pres., timebuyer; Albert A. Flore, vp., radio-tv dir.; D. John Criswell, acct. exec.; Ursula C. Flore, media dir.; Dolores DeLassus, pub. rel. mgr.; Roger T. Burke, traffic mgr.

**FISHER ASSOC., M. M.**

10 W. Monroe St., Chicago 2  
Tel.: Central 8-6288

Tv Dept.: Jack L. Fisher Sr., co-own., acct. exec.; Jack L. (Bud) Fisher Jr., co-own., acct. exec.; Joe Berger, acct. exec.; Alan Fishburn, copy ch.; Helene Heinz, timebuyer; Beth Curtis, publicity dir.

Tv Accounts: Bell Savings & Loan Assn.; Anderson Loan Assn.; Kesslin Poultry Co.; National Foundation for Juvenile Paralysis; South American Mathematics Co.; Concrete; Tom O'Shane; Country Club (golf tournament) mfr.; Yak-a-pak Farms.

**FITZGERALD ADV. AGENCY**

Lee Circle Bldg., New Orleans 12  
Tel.: Tulane 3131

Tv Dept.: William H. Thomas, dir.; E. Boyd Beghert, acct. dir.; Mrs. Marie O'Shea, timebuyer.

**FITZGERALD INC., L. C.**

128 Weymouth St., Providence 2, R.I.  
Tel.: Gaspee 1-4328

**FITZMORRIS ADV. INC.**

8 N. Michigan Ave., Chicago 2, Ill.  
Tel.: Central 6-8082

**FLAHER ADV. AGENCY INC.**

412 S. Warren St., Syracuse 1, N.Y.  
Tel.: 2-6181

Tv Dept.: David Casey, radio-tv dir.; William Cook, Jr., Guyer Hubbard, Edward Latta, Milton L. Baska, timebuyers, acct. execs.

**FOLEY ADV., RICHARD A.**

1528 Walnut St., Philadelphia 2  
Tel.: Pennypacker 3-8381

Tv Dept.: Frank Knight, vp.-tv-radio dir.; Alice Montey, timebuyer

Tv Accounts: Abbotts Dairies, Barn's Meats, E. Y. French Co., D & O Railroad, Delaware Park Race Track, John Wenzel & Co., Freshford Baking Co., Mrs. Smith's Pie Co., Spruance Co.

**FOLTY-WESSINGER INC.**

120 N. Stippin St., Lancaster, Pa.  
Tel.: 3-8161

Tv Dept.: David E. Wageneller, vp.

**FOOD RESEARCH & ADV.**

150 E. Chicago Ave., Chicago 11  
Tel.: Superior 1-8888

Tv Dept.: Norman E. Kraft, pres., media dir.

**FOOTE, CONE & BELDING**

247 Park Ave., New York 17  
Tel.: Murray Hill 8-3000

Tv Dept.: Roger Pryor, radio-tv vp.; R. L. Simpson,

prod. buyer; Thomas H. McCoy, chf. planning dir.; Arthur Percel, Charles Hoffman, acct. exec. buyers.

Chicago 11—128 E. Superior St., Tel.: Superior 1-4888; John E. Simpson, radio-tv vp.; Harry Dieter, radio-tv bus. mgr.; Gwen Dardel, Genevieve Longes, Dorothy Froehner, timebuyers.

Hollywood 28—4211 Hollywood Blvd.; Tel.: Hollywood 2-4200; Edmund L. Eastman, vp. chf. prod. Houston 2—818 Main St.; Tel.: Capital 4-6265; Grace Spantel, timebuyer.

London W. 1—27 Hill St.; Tel.: Mayfair 8182; Bruce F. McCabe, acct. dir.; Godfrey Howard, radio-tv mgr.

Portland 4, Ore.—Pacific Bldg.; Tel.: Capital 3-4720; Leola F. Abbott, mgr.

Detroit—Natl. Bank Bldg.; Tel.: Woodward 2-8770.

San Francisco 4—210 Montgomery St.; Tel.: Sutter 1-2305; John H. Little, vp. chf.; Lew A. Jones, Robert Leisheit, media dirs.

Toronto—10 St. Marys St., Tel.: Empire 2-8888; Harry Radcliffe, vp.

Waco, Tex.—Ave. Immaculate Sac No. 102.

Tv Accounts: Ayrault & Co., Capital, Edgel Div. of Ford Motor Co., General Foods (Perkins Div.), Kimberly-Clark, Kraft Foods, Hall Bros., Pears, Lipton Bros. (Pendleton, Imperial margarine), Paper Mate Pen, Savin Coffee, B. C. Johnson & Son, Rheingold Beer, Bunkist Growers.

**FORCE INC.**

1 Church St., Fairport 1, N.J.  
Tel.: Lambert 8-2266

**FORD & CO.**

416 Providence Rd., Charlotte 1, S. C.  
Tel.: Edison 1-7122

Tv Dept.: John L. Fort, timebuyer.

**FOSTER ADV. LTD.**

149 Alcorn Ave., Toronto 7, Ont., Can.  
Tel.: Walnut 4-8881

**FOSTER & DAVIES INC.**

Kett Bldg., Cleveland 12  
Tel.: Cherry 1-7011

Tv Dept.: Moses C. McKearney, vp., tv dir., acct. exec.; Jeanne Robert, timebuyer.

Tv Accounts: Alliance Mfg. Co. (8).

**FOULKE AGENCY INC.**

Grand Tower, Minneapolis 2  
Tel.: Federal 2-8881

**FRANCO ASSOC. INC., CARLOS**

510 Madison Ave., New York 17  
Tel.: Plaza 3-8722

Tv Dept.: Carlos Franco, dir.

Tv Accounts: Lutheran Church, Missouri Synod, Apolliter Corp. (RN-5), Dahlquist Co. (3), Rhodes Pharmaceutical Co., S. R. Stern Labs. (RN-5), Vanitas (8).

**FRANCOM ADV. AGENCY**

220 Edison St., Salt Lake City 1, Utah  
Tel.: Elgin 2-7897

**FRANK-QUENTRE LAW INC., ALBERT**

121 Cedar St., New York 5  
Tel.: Cortlandt 7-3066

Tv Dept.: Robert W. Dav. vp.; Larry Butler, timebuyer.

**FRANK INC., CLINTON E.**

Merchandise Mart, Chicago 14  
Tel.: Whitehall 4-3881

Tv Dept.: Buckingham W. Young, vp., tv dir.; Helen Lyden, acct. tv dir.; Helen Davis, acct. media dir.

Hollywood 28—1888 N. Vine St., Tel.: Hollywood 2-4211; Richard L. Davis, Robert Nye.

New York 19—113 W. 57th St.; Tel.: Columbia 8-8178; Lee Davis, Jack Miller.

Tv Accounts: Dean Milk Co. (RN-5), Fort Howard Paper Co. (18), Grocery Store Products Co. (Foods Div.) (8), Quaker Oats Co. (Foods Div.) (8), Reynolds Metals Co. (N-5), Tostitos, Premier Shampoo, Brightening Hair Shampoo (Creme Rinse) (2-5), Wilson Silk Co. (8).

**FRANK ADV. AGENCY, HERBERT W.**

214 Stuart St., Boston 16, Mass.  
Tel.: Hancock 8-9463

**FRANK & ASSOC., JULIAN**

25 East 4th St., Chicago 11, Ill.  
Tel.: Superior 7-9117

**FRANKEL CO. JONES**

180 N. Wabash Ave., Chicago 1  
Tel.: Dearborn 2-2949

Tv Dept.: Henry I. Sherry, dir.; Aaron G. Galmer, Howard Martin, Howard S. Stone, acct. execs.

**FREDRICK-CLINTON CO.**

345 Fifth Ave., New York 17  
Tel.: Murray Hill 2-7418

Tv Dept.: Harold S. Reiff, radio-tv dir.

Tv Accounts: Adair Shoes for Men, Emory Plastic, Western Inc. (diamond brand).

**FREIBERGER & CO., CURT**

1429 Court Pl., Denver 2  
Tel.: Alpine 3-2622

Tv Dept.: C. J. Freiburger, pres.; Robert C. Lechrie, acct. exec.; vp., radio-tv; Jeanne Schrader, tv dir.



# AGENCIES

## FRENCH & ASSOC. OAKLEIGH B.

4233 Lindell Blvd., St. Louis 8  
Tel.: Jefferson 1-6027  
Tv Dept.: C. S. Paugmann, vp., timebuyer.

## FRIED ADV. AGENCY, AD

150 Santa Clara Ave., Oakland 16, Calif.  
Tel.: Olympia 4-3733  
Tv Dept.: Ad. Fried, radio-tv dir., own.; Mary La-Von Lynch, radio-tv timebuyer; Kay Sussman, art. dir.; Elaine Fried, music dir.; Ilmarin; Glenn Elko, prod. dir.; Ad. Fried, Mary Lynch, Kay Bachrach, Dave Williams; Elaine Fried, Phil Mortimer, Elissa Erbe, radio-tv producer.

## FRIEND-BEISS ADV.

221 W. 37th St., New York 18  
Tel.: Plaza 1-3626  
Tv Dept.: Edward Baber, radio-tv dir.  
Tv Accounts: Cabnet Corliss Inc., Greenwood Foods Inc., Kring Baking Co., Lafayette Radio, Levitt Vanellon Blinds, Halfway Bakeries, Toy Guidance Council, Playskool Toys, De Jour Cameras.

## FRIIS ADV. INC., DAVE

371 East 86th St., Albany 18, N.Y.  
Tel.: 3-1229

## FRITZ & ASSOC. JIMMY

1330 N. Vine St., Hollywood 19  
Tel.: Hollywood 3-3251  
Tv Dept.: Dan Cordray, tv dir.

## FROELICH & CO., L. W.

24 East 31st St., New York 22, N.Y.  
Tel.: Plaza 8-0886

## FROEY CO. HARRY H.

250 Tremont St., Boston 28  
Tel.: Liberty 2-6146  
Tv Dept.: Harvey P. Newman, vp., radio-tv dir.

## FUCHS, KEMP & PELANDER INC.

151 167th Ave., St. Petersburg 8, Fla.  
Tel.: 21-4771

## FULLER & SMITH & ROSS INC.

236 Park Ave., New York 17  
Tel.: Murray Hill 6-6699  
Tv Dept.: Arthur E. Daxson, vp., radio-tv; William M. Tuttle, tv acct. exec.; Bernard G. Rosenbaum, long. media mgmt.; Peter S. Candow, vp., creative copy.  
Chicago 3-1111 W. Adam St. Tel.: Anderson 1-5041; Edward J. Lauson, mgr.  
Cleveland 15-1331 Euclid Ave. Tel.: Cherry 1-6700; T. G. Miller, radio-tv dir.  
Tv Accounts: Aluminum Co. of America (N), Commercial Advertisers Corp. (N), Diamond Block Lead Co. (N-S), Edison Electric Institute (N), Hercules Powder Co. (N), Libbey Owens Ford Glass Co. (N), Palliser Products Inc. (N), Westinghouse Electric Corp. (N).

## FURMAN, BOYD & CO.

117 West 69th St., New York 19, N.Y.  
Tel.: Plaza 7-7333



## GABRIEL ADV. AGENCY

Uniter Bldg., Cleveland 13  
Tel.: Main 1-9444  
Tv Dept.: W. J. Gabriel, dir.; M. Morris, timebuyer.

## GALLOWAY-WALLACE ADV. AGENCY

1118 N.E. 23rd St., Oklahoma City 11, Okla.  
Tel.: Jackson 4-2266

## GARDNER ADV. CO.

213 Olive St., St. Louis 3  
Tel.: Central 1-3226  
Tv Dept.: William D. Fisher, vp., radio-tv; May Kohler, Jim Fishola, prod. supervisors; Mazy Lou Mann, inv. mgr.  
New York 16-8 Rockefeller Plaza; Tel.: Columbus 1-2000; Roland Martini, vp.; Lois Martini, acct.  
Tv Accounts: Aulander-Bauch Inc.; Barton Mfg. Co.; First Natl. Bank in St. Louis; Granite City Steel Co.; Natl. Milk Co.; Pepper & Gumbel; Safeway; Pacific Co.; St. Louis Independent Packing Co.; St. Louis Post Dispatch; Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; Western Railroad Co.

## GARDNER ADV. INC., DONALD W.

41 Mt. Vernon St., Boston 8, Mass.  
Tel.: Capitol 1-5517

## GARDNER & ASSOC. H. W.

2820 Wilshire Blvd., Beverly Hills  
Tel.: Granada 5-7826

## GARFIELD ADV. INC.

26 O'Farrell St., San Francisco 11  
Tel.: Erbyank 5-3420  
Tv Dept.: Sidney A. Garfield, pres.; Alan Canner, exec. vp.; Thurston G. McGuffee, media dir.; W. C. Anderson, acct. exec.

## GARN CO., ROY

223 Lafayette St., New York 14, N.Y.  
Tel.: Beacon 3-6393

## GAYNOR COLMAN PRENTIS & VARLEY INC.

405 Madison Ave., New York 17, N.Y.  
Tel.: Plaza 3-3750

## GEARE-MARSTON INC.

22nd & Locust Sts., Philadelphia 13  
Tel.: Locust 4-9531  
Tv Dept.: Joan O. McCrea, tv dir., timebuyer.  
New York 17-421 Lexington Ave.  
Tv Accounts: Kendall & Mattison Co., "Jenny" Soap, Cosmetic Appliances, Lawn-Boy, Pp., Straw-hat & Clothing, Western Savings Fund (43 N).

## GERSSINGER & CO., W. H.

311 N. Flores St., Los Angeles 48  
Tel.: Webster 3-7178

## GENERAL ADV. AGENCY INC.

1022 Sunset Blvd., Hollywood 18  
Tel.: Hollywood 2-5228  
Tv Dept.: Paul M. Spangler, pres.; Stan Brown, vp. and timebuyer.  
Tv Accounts: Fazzary Insurance Group, Hup Club, Stauffer Home Plan, V. J. Towell Co., Los Angeles Motor Car Dealers Assn.

## GERBER CO. JOSEPH R.

1205 & W. 12th Ave., Portland 1, Ore.  
Tel.: Capitol 1-4612  
Tv Dept.: F. D. Warden, tv dir.; George E. Clinton, tv timebuyer; Robert C. Orth, tv prod. dir.

## GERDS CO., H. J.

66 E. 43rd St., New York 17  
Tel.: Murray Hill 2-6971  
Tv Dept.: Catherine J. Slater, vp., radio-tv dir.

## GERST SYLVESTER & WALSH, INC.

313 Prospect Ave., Cleveland 18, Ohio  
Tel.: Hamilton 1-4719

## GETSCHAL CO.

49 East 31st St., New York 22, N.Y.  
Tel.: Plaza 8-4130

## GEYER ADV. INC.

591 Madison Ave., New York 22  
Tel.: Plaza 1-3360  
Tv Dept.: Ray Miner, vp. and creative dir.; Don McGuinn, bus. mgr.; James Harbey, film prod. mgr.; LaRoy Emmertich, prod. mgr.; Ralph Robertson, vp., marketing dir.; Elizabeth Powell, Ed Richardson, timebuyers.  
Detroit-14256 Plymouth Rd. Tel.: Webster 1-5585; Ed Rodgers, tv dir.  
Dayton 5, Ohio-Third Natl. Bldg.; Tel.: Fulton 443; E. G. Frost, vp.  
Tv Accounts: Boyle-Midway Div. of American Home Products, Kalmeyer, Rambler, Nash Div. of American Motors Corp., Doyle Packing Co.

## GIBSON ADV. AGENCY INC.

Dames Bldg., Tulsa  
Tel.: Lottin 1-3644  
Tv Dept.: Mercedes Freidley, tv dir.; J. Burt Gibbons, 3708, John R. Gibbons, vp.  
Tv Accounts: State Federal Savings & Loan Assn., World Bank Co., Tom P. McDermott Inc., V. Clark Inc., Peacock Labs. Inc., Community Finance Corp., Venture Federal Savings & Loan, Public Service Co. of Oklahoma.

## GIBSONS LEE, J. J.

42 St. Clair Ave. E., Toronto 1, Ont., Canada  
Tel.: WA 1-8281

## GIBRALTAR ADV. AGENCY INC.

17 E. 49th St., N.Y., 31, N.Y.  
Tel.: Murray Hill 1-3196  
Tv Dept.: Ronald Dawson, tv dir.; Frances Smith, timebuyer; Charles J. Beach Jr., tv producer.  
Tv Accounts: Burnside Mills Inc.

## GILBERT AND ASSOC. ADVERTISING

277 W. Gold Ave., S.W., Albuquerque, N.M.  
Tel.: 1-891

## GILL AGENCY, CLIFFORD

6711 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Olympia 2-3840  
Tv Dept.: Gilbert (191), tv dir.; Dorothy Gill, timebuyer.

## GILLE-BELFAIRE INC.

Manhattan Bldg., Detroit 2, Mich.  
Tel.: Temple 2-7256

## GILMAN ADV. AGENCY

Continental Bank Bldg., Salt Lake City  
Tel.: Empire 4-5116  
Tv Dept.: Heber G. Wolsey, dir.; M. C. Nelson, pres.-acct. exec.; Lou Richardson, tv vp.-acct. exec.; R. F. Bunting, Wendell J. Ashton, Jay V. Tibben, Arthur W. Atack, and George E. Harvey, acct. execs.  
Tv Accounts: Cleveland Dairy, Fisher Brewing Co., First Security Bank, Fox Dairy Co., Fwyly Ford Co., Purdy Biscuit Co., Royal Baking Co., Sago Milk Products Co., Stearns Chevrolet Co., Union Pacific Railroad, Utah Oil Co., Utah Power & Light Co., Western Colorado Power Co.

## GILSON-REYNOLDS LTD.

621 Cypress St., Toronto 1, Canada  
Tel.: Walnut 4-7264

## GITTING ADV. INC., BERT E.

220 N. Broadway, Milwaukee 2  
Tel.: Broadway 6-3894  
Tv Dept.: Gerald L. Beckman, radio-tv dir.; Vern Luchman, acct. radio-tv dir.; Esther Block, media dir.

Tv Accounts: Aldrich-Chalmers Mfg. Co. (N-S), Babson Bros. Co., Plankinton Packing Co., Swift & Co., Wm. F. Henk & Sons (all N).

## GLASSER-GALEY INC.

2878 Wilshire Blvd., Los Angeles 4  
Tel.: Dunsmuir 4-2141  
Tv Dept.: Bruce Glasser, pres., timebuyer; Art Anderson, timebuyer.

Tv Accounts: Bostwick-Pink County Fair Pies, Higgins-Young Coffee, L. H. Labs., Ralph Graczyk Co., Colonial Dances Cosmetics.

## GLEASON ADV. AGENCY

Fisher Bldg., Detroit 2, Mich.  
Tel.: Trinity 2-8121

## GLENN ADV. INC.

261 E. 73rd St., Fort Worth, Tex.  
Tel.: Edison 4-6126  
Tv Dept.: Merle W. Dell, A. G. McDaniel.  
Dallas, Tex.-Republic Natl. Bank Bldg.; Tel.: Riverside 6836; Ward W. Wilcox, vp.; John H. Stewart.  
Houston, Tex.-302 Lovett Ave.; Tel.: Jackson 3-4714; Rex E. Potter.  
Los Angeles-2309 Wilshire Blvd.; Tel.: Webster 1-8085; Raymond E. Prosser.  
San Antonio, Tex.-Transit Tower; Tel.: Capitol 1-2388; Robert Holman; Jack Schloerbaum.

Tv Accounts: Associated Products, Fort Worth Band & Gravel, Fort Worth Natl. Bank, Gerhardt's Chili Powder Co., Goldmembers Jewelers, Glaxo Laboratories, Household Furniture Co., Johnson Storage & Van, Jordan Motors, Lone Star Brewing Co., New Braunfels Textile Mills, Postnet Mortgage Co., Republic Natl. Bank, Southern Transfer & Storage, Texas Dry Concrete Co., Texas Co. of Corpus Christi, Fort Worth Motors.

## GLOBE ADV. SERVICE

400 Bellevue Ave., Detroit 2, Mich.  
Tel.: Lottin 1-3863

## GOBER ADV. AGENCY

F & M Bldg., Beaumont, Tex.  
Tel.: 3-3111

## GODDY & CROSS ADV. AGENCY

D. y. O. Vella, Sr., Havana, Cuba  
Tel.: 1-3176

## GODWIN ADV. AGENCY

Electric Bldg., Anson, Jackson, Miss.  
Tel.: 3-6976  
Tv Dept.: Thomas L. Spengler, radio-tv dir.; New Orleans-Richards Bldg.; Tel.: Canal 4871; David M. Kjeck, mgr.  
New York 6-95 Liberty St.; Tel.: Woola 1-4282; Albert Stern, mgr.

## GOBER ASSOC., STEPHEN

48 E. 43rd St., New York 17  
Tel.: Murray Hill 2-2697  
Tv Dept.: Elyse Henley, media buyer.

## GOLDMAN & SHOOP INC.

William Penn Hotel, Pittsburgh 13, Pa.  
Tel.: Atlantic 1-4228

## GONDA ADV. CO., FRANCIS B.

6512 Hollywood Blvd., Los Angeles 28  
Tel.: Hollywood 2-6571  
Tv Dept.: F. D. Gonda, pres.-acct. exec.; Alex N. Victor, tv dir.; Frances Lee, Mr. Victor, timebuyers.

## GOODMAN ADV.

511 & San Vicente Blvd., Los Angeles 48  
Tel.: Webster 5-2883  
Tv Dept.: Herman Lakey, media dir.  
Tv Accounts: Republic Studios, United Artists, Universal-International Studios, Warner Bros. Studios (all N).

## GORDON AGENCY, PHIL

23 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 1-2158  
Tv Dept.: E. Sachs, media dir.; Roy Ralston Philip W. Abrams, acct. execs.

## GORE/SERWER INC.

120 Madison Ave., New York 17, N.Y.  
Tel.: Murray Hill 2-6887

## GOTRAN-VLADIMIR ADV. INC.

343 Madison Ave., New York 17  
Tel.: Oxford 1-0260  
Tv Dept.: Arthur A. Kros, radio-tv acct. exec.  
Chicago 2-1 E. LaSalle St. Tel.: Anderson 3-6966; San Francisco 2-221 Haight St.; Tel.: Fulton 3-5288

## GRACEMAN ADV. INC.

103 Main St., Hartford 1, Conn.  
Tel.: Jackson 1-3136  
Tv Dept.: Edward M. Grauman, pres.

## GRAVE SCHWENCK & BAKER INC.

220 N. Michigan Ave., Chicago 11, Ill.  
Tel.: Whitehall 1-3383

## GRANT ADV. AGENCY, WILL

265 S. Alexandria Ave., Los Angeles 4  
Tel.: Dunsmuir 7-2751

## GRANT ADV. INC.

215 N. Michigan Ave., Chicago 4  
Tel. Superior 7-4222

Tv Dept.: Raymond L. DeBore, media dir.; Fred Norman, acct. exec.; Jeanne Busch, tv-radio prod.; Dees Voight, timebuyer; Howard A. Jones, exec. vp.; W. E. Watson, Andrew J. Shepard, Carl Post, spe.; Don Matthews, Maurice F. Dunne Jr., acct. execs.

Dallas 3-Davis Bldg.; Tel.: Prospect Hill; Jack Edwards, va. mgr.

Dayton 3-Highway Bldg.; Tel.: Michigan 7845; Vincent P. Black, vp.-mgr.

Detroit 26-Quercus Bldg.; Tel.: Woodward 3-4900; Robert Mack, tv dir.

Hollywood 26-Taft Bldg.; Tel.: Hollywood 1-8221; John Giani, vp. in charge; G. Jack Parker, tv dir.

Miami 26-1215 St. at Second Ave., N. W.; Tel.: Franklin 3-6444; John A. Day, va. mgr.

New York 11-111 Third Ave.; Tel.: Oxford 1-5801; John Pinto, va. in charge; W. William Patterson, tv dir.

Portland 6-American Bank Bldg. Tel.: Capitol 2-4610; John A. Goss, mgr.

San Francisco 1-One Nob Hill Circle, Tel.: Baker 1-4211; Robert England, vp.-mgr.

Other Offices: Bangkok, Thailand; Belo Horizonte, Brazil; Bogota, Colombia; Bombay, India; Buenos Aires, Argentina; Calcutta, India; Cape Town, South Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong; Johannesburg, South Africa; Karachi, Pakistan; Lima, Peru; London, England; Madras, India; Manila, P. I.; Mexico City, Mexico; Monterrey, Mexico; Montevideo, Uruguay; Montreal, Canada; New Delhi, India; Panama, Panama; Porto Alegre, Brazil; Santiago, Chile; Sao Paulo, Brazil; Toronto, Canada.

Tv Account: Creative Brewing Corp., Airtime Div. of Chrysler Corp.; Cornet Rins, Clark Candy, Ferrer's, Raisin, Raisin Dishes, Caporetto (all S); Dodge Inv. of Chrysler Corp. (N 800-S); Dr. Pepper Electric and-Lite Florida Telephone Directory Agcy. (all RN-S); Plymouth Div. of Chrysler (N and Park & Third Corners) (N-S).

## GRAY &amp; ROGERS

12 S. 12th St., Philadelphia 1  
Tel.: Walnut 4-4044

Tv Dept.: Edmund H. Rogers, pnt.-dept. super.; Walter M. Erickson, dir.; David E. Henderson, acct. exec.; John H. Bostner, R. Lawrence Zinger, acct. exec. and copy; Edward Pasenich, timebuyer; Charlotte L. Sammons, traffc.

Tv Account: American Chemical Farm Co., Bell Telephone Co. of Pennsylvania, Diamond State Telephone Co., Fibery-Philadelphia Trust Co., Harleysville Insurance, Charles M. Munnich Co., Philadelphia Saving Fund Society (all S), High Street & Robbins Co. (RP-S); Vogel Hill Inv. (N).

## GREENTHAL CO., MONROE

86 Madison Ave., New York 22, N.Y.  
Tel.: Plaza 8-8040

## GREGORY-GIEZENHANNER CO.

393 Louisiana St., Houston 2, Texas  
Tel.: Jacinto 4-2111

## GREGORY &amp; CO., WILLARD G.

416 W. Eighth St., Los Angeles 14  
Tel.: Triunty 6524

Tv Dept.: Willard G. Gregory, pres.; Edmund J. Phillips, va.; Lawrence Kraft, acct. exec.

## GREGORY-HOUSE ADV. CO.

2101 Euclid Ave., Cleveland 18  
Tel.: Main 1-7322

Tv Dept.: Mrs. Marion Reeves, gen. mgr.-media dir.

## GRESHAM &amp; RUSH INC.

Starling Bldg., Memphis 3, Tenn.  
Tel.: Jackson 3-5395

Tv Dept.: E. H. Greenhaw, vp. R. H. Spotts, acct. exec.; Mrs. Dora Ferguson, media dir.

Tv Account: Home Federal Savings & Loan Assn. (N), John Rusk & Flor De Melba Cigars.

## GRESH &amp; KRAMER

321 S. 10th St., Philadelphia 1, Pa.  
Tel.: Kingsley 5-3433

## GREY ADV. AGENCY INC.

420 Park Ave., New York 22  
Tel.: Plaza 1-6226

Tv Dept.: Alfred L. Hollander, vp. in charge; radio-va. M. David, vp.; radio-va. Dr. Lawrence Deegan, acct. va. media dir.; Tom Kelly, Andrew Zepher, Phil Branch, Helen Wilbur, media group heads; Jean Rubin, Joan Stark, Jack Cummings, Ken Kearns, Dorothy Houghery, Dave Keenan, Aline Wolf, Cy Parson, media buyers; Paul Selsbut, art. dir.; Rogers Bradstreet, George W. Feld, Richard A. Lubin, producers.

Hollywood-1730 N. Vine St.; Robert D. Wolfe, mgr. | Tel.: Hollywood 4-7347.

Tv Account: Associated Products Int., Black Drug Co., Hoffman Beverage Co., Frontier & Gen. Mfg. Co., C. Krueger Brewing Co., Lohs & Fink Products, Marmora Co., RCA Victor Records, Shoggy's Hrs., Inc., Union Pharmaceutical Co., United Train, Teel's Toy City.

## GRIFFITH ADV. AGENCY INC.

Times Bldg., St. Petersburg 1, Fla.

## Trs. 1-8183

Tv Dept.: Florence H. Huchcraft, media dept. mgr.

## GREENWOLD-ESTLEMAN CO.

Territorial Tower, Cleveland 13  
Tel.: Tower 1-3225

Tv Dept.: Richard C. Woodruff, radio-va. dir.

## GROSSBERG, POLLOCK &amp; GWARTZMAN LTD.

71 Charles St., W., Toronto, Canada  
Tel.: MI 6-7386

## GROSS ADV. AGENCY, CHARLES ANTHONI

201 N. E. Second Ave., Miami 31, Fla.  
Tel.: 85-6771

## GROSS-BROWN-FRY ADV. AGENCY

Franklin Bldg., Norfolk 10, Va.  
Tel.: Madison 1-8228

## GROSS &amp; ASSOC. INC., JULIAN

770 Agham Ave., Hartford 3, Conn.  
Tel.: Chapel 9-4041

Tv Dept.: Julian Gross, pres.; Robert Clark, radio-va. dir.

## GROSS &amp; ASSOC., L. H.

126 N. Wabash Ave., Chicago 1  
Tel.: Dearborn 2-6711

## GROSSFELD &amp; STAFF

22 W. Monroe St., Chicago 2  
Tel.: Anderson 3-6000

Tv Dept.: Stanley D. Levitz, tv dir.; acct. exec.; Edward A. Grossfeld, own., acct. exec.

## GRUM &amp; PETERSEN ADV.

111 N. Market St., Champaign, Ill.  
Tel.: 4-2700

Tv Dept.: Dale R. Arradine, radio-va. dir.; Jack Long, timebuyer; Earl Brinson, acct. radio-va. dir.; acct. exec.; Earl Brinson, Marshall Scott, D. R. Arradine, acct. execs.

Tv Account: Ripco's Hardware Co., Green Creek Duck Farm, Robert Orchard Assoc., Egan Grocery Co., First National Bank of Champaign, Hobbs Candy Co., Hollywood Biscuits Int., Kelly Food Products, Thompson Lumber Co., Wareham-Hudson Dairy, Illinois Canning Co. (all S).

## GUNTHER, BROWN &amp; BERNE INC.

Englewood Bldg., Cincinnati 2  
Tel.: Garden 1944

Tv Dept.: Cliff Baker, radio-va. dir.; Wilfred Gunther, pres.; Albert Stern Jr., David A. Brown, va.

Wheeling, W. Va.—National Biscuit of W. Va. Bldg., Tel.: 2200; John F. Schroeder, mgr.

Tv Account: Noodle Bakery, Utton-Finkens Co. (both S).

## GURIN, JOHNSTONE, JEFFRIES INC.

6546 York Blvd., Los Angeles 42  
Tel.: Clinton 1-4371

Tv Dept.: Paul H. Gurin, acct. exec.

## GUILD, BASCOM &amp; BENTIGLI INC.

135 Kearny St., San Francisco 2  
Tel.: Union 3-8995

Tv Dept.: Peg Harris, media dir.; SHEEN Schaefer, dir. of media production.

New York 22-313 Madison Ave., Tel.: Plaza 3-7317

Hollywood 26-1736 N. Vine St.; Tel.: Hollywood 4-8227; Dave Fulmer, pnt. dir.

Tv Account: Mothers Cakes & Cookies Co., Shippy Peanut Butter, Raleigh Parlin Co.

## GULF STATE ADV. AGENCY

214 Danville St., Houston 2, Texas  
Tel.: Jackson 4-3-11

## GUMBINNER ADV. AGENCY INC., LAWRENCE C.

265 Madison Ave., New York 22  
Tel.: Templeton 4-1771

Tv Dept.: Paul G. Gumbinner, vp.; radio-va. Anita Wasserman, Diane Neugebarten, timebuyers; Irene Allen, acct. timebuyer; Norman Kernan, producer; media; Robert Arnobranter, co-ordinator-trad.

Tv Account: American Tobacco, IPiller Tin Tareyton; Black Drug Co., Amn-i-deal, Hein, Omega, Proust (RP-S); Georgia Inc. (N); Q-Tips Inc., Saffar Cosmetics Inc. (both S).

## GUTMAN ADV. CO.

Peoples Federal Bldg., Wheeling, W. Va.  
Tel.: Wheeling 2-14

## H

## HACKENBERG ADV. WM. J.

200 Main St., Wheeling, W. Va.  
Tel.: Cedar 3-2388

Tv Account: Casey-Bentz Co., Colfax.

## HADLOCK &amp; ASSOC.

1983 Sunset Blvd., Hollywood 48  
Tel.: Hollywood 1-4744

Tv Dept.: Richard J. Anderson, acct. exec.; James F. Hadlock, pres. & tv dir.; Eury Bennett, production mgr.; Don Harris, timebuyer.

Tv Account: Tidy Chemical Co., First Federal Savings & Loan Assn.

## HALL-NEAGLE INC.

211 W. Franklin St., Hammond 19, La.  
Tel.: 1-2827

## HALL &amp; THOMPSON INC.

First National Bldg., Oklahoma City 2, Okla.  
Tel.: Regent 4-1422

## HALPIN ADV. JOHN I.

371 State St., Schenectady 2, N. Y.  
Tel.: Franklin 1-9492

Tv Dept.: John I. Halpin, acct. exec.; M. G. Halpin, timebuyer.

## HALPIN ASSOC., W. R.

15 E. 42nd St., New York 17  
Tel.: Chatterbox 3-9320

Tv Dept.: Hal Kirk, radio-va. dir.; M. F. White, acct. exec.

Tv Account: Arona Coffee, Capital Foods, D-200 Products, Palmdale Hay Preparations, Hamlet Foods, Rustic Foods, U. S. Navigation Corp. (all S).

## HALSTED &amp; VAN VECCHEN INC.

11 Wharf Ave., Red Bank, N.J.  
Tel.: Red Bank 4-6266

## HAMMER CO.

171 Chapel St., Hartford 2, Conn.  
Tel.: Jackson 1-4042

Tv Dept.: Patricia Hall, tv dir.; M. H. Hammer, pres.

New York 16-101 W. 10th St.; Tel.: Plaza 3-0855.

## HANAU &amp; ASSOC., BENNY

501 Park Ave., San Jose, Calif.  
Tel.: Cypress 1-3113

## HANAWAY INC., JAMES F.

Hospital Trust Bldg., Providence 1, R. I.  
Tel.: Gaspee 1-3117

## HANSON &amp; RIDLON INC.

212 Beury St., Boston 11  
Tel.: Hancock 6-4004

Tv Dept.: John A. Ridlon, pres.

## HARPER CO.

Finney Bldg., St. Paul 1, Minn.  
Tel.: Capital 4-7254

## HARRINGTON-RICHARDS

(Div. of Fletcher D. Richards Inc.)  
26 Center St., San Francisco 4  
Tel.: Embarcadero 3-4025

Tv Dept.: MarLean Chandler, radio-va. dir.; Marysue Harmond, timebuyer; Jean Kahne, radio-va. prod.; Houston Lawson, Holly Peterson, acct. execs.

Tv Account: Bank of California, Avonet Co. (both S), Morris Plan Co. of California (RP-S), Western Pacific Railroad (S).

## HARRIS &amp; MONTAGUE ADV. INC.

Walker Bank Bldg., Salt Lake City 1  
Tel.: Empire 2-8212

Tv Dept.: Robert H. Lane, vp.-radio-va. dir.

Tv Account: Associated Food Stores, Solid Club, Hudson Food Co., Morning Milk Co., Clover Club Foods, Prudential Federal Savings, Walker Bank & Trust.

## HART CONWAY CO.

Triangle Bldg., Rochester 4, N.Y.  
Tel.: Lunatic 3-3620

Tv Dept.: R. Lyman Hart, John F. Street, Harold E. Kennedy, Joseph P. Brown, John M. Nixon, E. Ward Phillips, John W. Sullivan, acct. execs.

Tv Account: H. E. Sherman Blue Boy Dole, Blue Boy Ice Cream Co., Cream-Fruit, Genoa Valley, Westall Corn, Boston Foods Int., Pepsi-Cola Co., Slay Mattress Co., Standard Brewing Co. (all S).

## HARTMAN CO., GEORGE H.

207 N. Michigan Ave., Chicago 1  
Tel.: Anderson 3-6239

Tv Dept.: Virginia Caldwell, media dir.; Jean Seaman, timebuyer; Kay Bush, acct. exec.; time-

buyer; Jack Leonard, tv prod. super.

New York 71-480 Lexington Ave.; Tel.: Murray Hill 4-8627; Jane D. Berg, tv dir.

## HARVEY ADV. TOM

1125 Glenview St., Philadelphia 28  
Tel.: Devonshire 3-3432

Tv Dept.: Tom Harvey, media dir.

## HARVEY INC., WILLIAM W.

277 Melrose Ave., Los Angeles 30  
Tel.: Hollywood 3-0774

Tv Dept.: H. E. Jacobson, radio-va. dir. (timebuyer); James W. Blinnema, acct. exec.

## HARVEY-MASSENGALE CO.

Walton Bldg., Atlanta 2  
Tel.: Walnut 9111

Tv Dept.: E. William Harvey, pres.

Durham, N. C.—Tel.: 677; C. Kloss, Masses, mgr.

## HARWOOD ADV.

26 West Elm St., Tucson 16, Ariz.  
Tel.: Main 4-4438

# AGENCIES

**HAYBURN CO. LTD. F. H.**  
1 King St. E., Toronto 1  
Tel.: Empire 8-0331  
Tv Dept.: E. D. Angus, radio-tv dir.; C. M. Harrison, producer; Mary Gulella, timebuyer.  
Montreal—1516 Drummond St.; Tel.: Harbour 9131;  
J. B. Leupold, mgr.; Mrs. Denyse Mathieu, radio-tv dir.; Yvon Desautels, timebuyer.

**HAYS ADV. AGENCY INC.**  
222 College St., Burlington, Vt.  
Tel.: 3-3777  
Tv Dept.: Norman R. Myers, pres.

**HAZARD ADV. CO.**  
44 Madison Ave., New York 22  
Tel.: Plaza 9-9100

**HEDDIE ADV. CO.**  
67 Eglinton Ave. East, Toronto 15, Ont., Canada  
Tel.: Hudson 3-5125

**HEIMAN INC. SHELDON M.**  
28 W. Washington St., Chicago 2  
Tel.: Central 4-3016  
Tv Dept.: Sheldon M. Heiman, tv dir.; Roger Brown, timebuyer.  
Tv Accounts: Lucky Auto Seat Cover Service, Stauffer System of Chicago (both S).

**HEINEMAN, KLEINFELD, SHAW & JOSEPH INC.**  
1220 Sixth Ave., New York 20  
Tel.: Circle 7-7660  
Tv Dept.: Franklin Brown, Mort Heiman, Mo. J. Kleinfeld, acct. exec.; Julius Joseph Jr., media dir.; Allan Black, tv dir.; Alvin Kohn, timebuyer.  
Los Angeles 4—452 N. Cherokee Ave., Tel.: Hollywood 3-4888, Howard Blake  
Tv Accounts: Galt Inc. (S), Johnson Candy (N-RN-S), Red White Crystal Blends, Rochester Raceway, Sitrus Tattos, Yorkers Raceway (all S).

**HEINZ & CO.**  
611 Wilshire Blvd., Los Angeles 27  
Tel.: Madison 4-3531  
Tv Dept.: Mary Mervette, copy ch.; Ken Higgins, tv acct. copy and prod.; Diana West, media dir.  
San Francisco 9—340 Stockton St.; Tel.: Garfield 1-5473; East Valley, acct. exec.  
Tv Accounts: Keston Creamery Co., Standard Federal Savings & Loan Assn., Grapp's Inc., Lulluzette Coffee (William B. Neely & Co.), Tilde Lewis Tasty-Diet Foods, Hancock Oil Co., Barbara Ann Baking Co. (all S).

**HEINZ & PENFOUND**  
22 West Madison St., Chicago 3, Ill.  
Tel.: Central 9-8238

**HELLER ADV. PAUL LYNN**  
1127 - 19th St. N.W., Washington 4  
Tel.: National 8-7522  
Tv Dept.: Paul Lynn Heller, timebuyer.

**HENDERSON ADV. AGENCY INC.**  
Insurance Bldg., Greenville, S. C.  
Tel.: 3-7611  
Tv Dept.: Guy Ehsan, prod.; Betty McCowan, timebuyer.

**HENDERSON ADV. SCOTT**  
Suite 510, 1001 Tenthon, Arts  
Tel.: Main 4-3421

**HENDI HURST & McDONALD INC.**  
121 W. Wacker Dr., Chicago 5  
Tel.: Franklin 3-9110  
Tv Dept.: Lee Randon, mgr. tv dept.; Laura Hall, timebuyer.

**HEPWORTH ADV. CO.**  
1405 McKinney Ave., Dallas 2  
Tel.: Larkwood 4-7700  
Tv Dept.: E. W. Hepworth, pres. acct. exec.; William Bell, tv. acct. exec.; M. C. Olson, radio-tv dir.  
Tv Accounts: Brocton Foods Co. (RN-S), Belle Roberts Corp., Flegal Co., Standard Foods Distributing Co., Union Bankers Insurance (all S).

**HESS ADV. AGENCY INC., AL**  
225 E. Michigan St., Milwaukee 2  
Tel.: Broadway 4-2110  
Tv Dept.: Elton W. Kocian, vp. radio-tv dir.

**HICKERSON ADV., J. M.**  
331 Fifth Ave., New York 17  
Tel.: Oxford 7-6226  
Tv Dept.: William A. Miller, gen. mgr.; Des Moines 18, Iowa—203 Grand Ave.; Tel.: Atlantic 4-6231; Sheldon R. Hous, vp., mgr.

**HICKS & GREIST**  
225 Fifth Ave., New York 17  
Tel.: Murray Hill 7-2800  
Tv Dept.: Theodore J. Grosswald, vp. radio-tv dir.; Vincent Darso, ch. timebuyer; E. H. Jennings, timebuyer.  
Los Angeles 2—3450 Wilshire Blvd., Tel.: Double 9-1331; Robert Black  
Tv Accounts: Dixie Cyt Co. (N-S), Johnson Candy, Lewey Corp. (both S), Sandara Corp. (N-S), Taylor-Road (S).

**HICKS ADV. WARD**  
221 Gold Ave., S.W., Albuquerque, N. M.  
Tel.: 1-4884

**HILTON & BIGGIO INC.**  
1 W. 50th St., New York 18  
Tel.: Plaza 1-3000  
Tv Dept.: Maria Carayal, media dir., ch. timebuyer.  
Tv Accounts: Southern Biscuit Co., LPFV Cookies, Natl. Selected Products Inc., New Products Institute (all S), Hill L. Frozen Foods (RN-S), Stap & Sava Trading Stamps Corp. (S), Sausage Paper Corp., Tritone Vermont (S).

**HIRSH, FANM & ELLMAN INC.**  
20 N. 13th St., St. Louis 1  
Tv Dept.: Herman I. Moscovy II, radio-tv dir.

**HIXON & JORGENSEN INC.**  
3340 Wilshire Blvd., Los Angeles 2  
Tel.: Jamboree 8-2121  
Tv Dept.: R. D. Walsh, dir.; Harriett M. Whitford, timebuyer; Tyler Matsonald, Ross Sawyer, Lena Thamer, Lewis K. Woodward, Wm. K. Balle, acct. exec.  
San Francisco 3—421 Market St., Tel.: Douglas 3-2001; Cary Coleborn, acct. exec.  
Tv Accounts: Richfield Oil Corp. (RN-S), Alpha Beta Mergers Inc., Arrowhead & Purcell Waters Inc., Bessie Voss Corp., Carrier Corp., Challenge Cream & Butter Assn., Church Products, Libsons Natl. Trust & Savings Bank of Los Angeles, Kleuril & Co., O'Keefe & Merrill Co., Hering Mig Co. (all S).

**ROAD & PROVANDI INC.**  
128 Federal St., Boston 19  
Tel.: Hancock 4-2222

**HOFFER, DIETHECH & BROWN INC.**  
411 Jackson St., San Francisco 4  
Tel.: Union 2-2225

**HOFF ADV. DAVID**  
129 Boylston St., Boston 18, Mass.  
Tel.: Liberty 2-1285

**HOFFMAN-MANNING INC.**  
203 Madison Ave., New York 21, N.Y.  
Tel.: Tamilton 9-8220

**HOFFMAN INC. MELVIN J.**  
14 West 12th St., New York 21, N.Y.  
Tel.: Columbus 3-2425

**HOFFMAN & VORE INC.**  
610 W. Viter St., Milwaukee  
Tel.: Broadway 8-6312  
Tv Dept.: Joel Karmel, vp. radio-tv; J. P. Mulvaney, timebuyer; media dir.: James Dwyer, acct. exec.

**HOJE, HUBER & SONS**  
601 Madison Ave., New York 21, N.Y.  
Tel.: Trapstone 4-2026

**HOLLAND ASSOC. WILLIAM F.**  
210 Auburn Ave., Cincinnati 2  
Tel.: Capital 1-7722  
Tv Dept.: Wm. F. Holland, timebuyer; Dept. J., Holland, radio-tv dir. and acct. exec.; Irwin Tannenmajer and Bruce Holland, acct. exec.

**HOLMES & ASSOC. JACK T.**  
401 Eighth Ave., Fort Worth, Tex.  
Tel.: FA 7825

**HOLEY & CUMMINGS & MYERS LTD.**  
170 Kappeler Blvd., Honolulu 4  
Tel.: 85201  
Tv Dept.: Trem Christman, dir.; Don Webb, vp.  
Tv Accounts: Hawaiian Airlines, Hawaiian Sugar Planters Assn., Hawaiian Electric Co., Pineapple Co. of Hawaii, and Kodak (Hawaii) (all RN); Hawaiian Tuna Packers, Dubing Trust Co., Van Hamo-Young Co., Lowery & Cooke, and Matson Navigation Co. (all S); Bishop National Bank (RN-S).

**HONG-COOPER CO.**  
1275 Columbus Ave., San Francisco 11  
Tel.: Ordway 3-4480  
Tv Dept.: John W. Davis, media dir.; Charles McDermott, timebuyer; Long Range, R. E. Aber, E. E. Krogh and Eric Hollingill, acct. exec.

Los Angeles 46—439 Wilshire Blvd., Tel.: Weisler 4-5241; K. D. Stewart, vp.  
Seattle 1—Tower Bldg.; Tel.: Main 180; Warren E. Kraft, vp.  
Tv Accounts: Glass Charmel Co., Hahn Swiss Colony, Lashin Mail Co., E & W Fine Foods Inc., Wells Fargo Bank, Butler-Shut Brand and Star-Kat Foods Inc.

**HOOT, KIRK & HALL**  
221 W. 42nd St., New York 1  
Tel.: Channing 4-6636  
Tv Dept.: Harold Kirk, dir.; D. D. Halls, acct. exec.  
Tv Accts: Chateau Martin Wines, Hunter cosmetics & perfumes, Hansen Dealers (ethnic groups), General Electric Dealers (ethnic groups), United States Navigation Corp. (all S).

**HORTON, CHURCH & GOFF**  
121 Georgia Ave., Providence 2, R.I.  
Tel.: Stuart 1-3436

**HOCK & CO.**  
2012 S. Jefferson St., Roanoke, Va.  
Tel.: Diamond 1-8112  
Tv Dept.: William B. Hock, vp. acct. exec.; Bob-

ert Holmes, tv dir., timebuyer.  
Tv Accts: Appalachian Electric Power Co., Crowley Sealing Co., Elk Rearing Co., Norfolk & Western Railway and State-Bankers Bank of Commerce & Trade.

**HOUSE & LELAND**  
Municipal Terminal Bldg., Portland 4, Ore.  
Tel.: Broadway 3411

**HOUSTON INC., BRYAN**  
730 Fifth Ave., New York 18  
Tel.: Plaza 1-6600

Tv Dept.: William B. Templeton, vp. chg. radio-tv; Harold DeLorenzo, vp. media dir.; Jules Bundgen, radio-tv mgr.; Ches Kuylen, exec. film prod.; John Ennis, Bob Kuylen's Frances John, timebuyers.  
Tv Accounts: Colgate-Palmolive Co., Seattle Co., Sebring Inc., Mrs. Tucker's Shortening

**HOWARD CO., E. T.**  
40 East 40th St., New York 17, N.Y.  
Tel.: Plaza 1-4720

**HOWARD ADV. AGENCY, J. T.**  
205 W. Morgan St., Raleigh, N.C.  
Tel.: Temple 1-0800

**HOYT & CO. CHARLES W.**  
240 Madison Ave., New York 17  
Tel.: Murray Hill 2-3200

Tv Dept.: William F. Smith, vp. radio-tv dir.; Douglas Humes, Dwight Braggins, timebuyers; Thomas Lee, Clifford Simpson, copywriters.  
Miami 3, Fla.—Chamber of Commerce Bldg.; Tel.: Franklin 1-2180; John McAtee, vp., mgr.

Tv Accounts: American Home Foods (N-RN-S), Arrow Bakery (RN-S), Blusherry Co-op, Asta (S), Milton Bradley Co. (S), Frank Ball Dairy Co. (S), Charles Gildner Inc. (S), Kores Fibre Co. (S), KLM Royal Dutch Airlines (S), Mail Fresh Tobacco Co. (S), Marsh & Lu (S), Milk Blueberry Growers (S), American Magazine Co. (Grenville's Magazine), Knox Gelatin Co., A. S. Harrison Co. (Preston Beerworks), Nutrilodge Drug Co. (Old Remedies), National Fire Clay Co., Slati-Meyer Inc. (meat products), Stanley Home Products, N. Y. & New England Apple Institute

**HUBBELL ADV. AGENCY INC.**  
1200 Euclid Ave., Cleveland 12  
Tel.: Cherry 1-8212  
Tv Dept.: Victor D. Laird, tv dir.

**HUMBOLDT ADV. AGENCY CHRISTY**  
142 N. Forest, Webster Groves 12, Mo.  
Tel.: Woodland 1-3727

**HUMPHREY, H. D., ALLEY & RICHARDS INC.**  
375 Lexington Ave., New York 17  
Tel.: Lexington 2-3200

Tv Dept.: Harcum P. Dunneil, vp. in charge, radio-tv; Elaine Ams, timebuyer.

Boston 16—State Office Bldg.; Tel.: Liberty 1-6108; Marianne Mohr, timebuyer.

Tv Accounts: Ford & Son Inc., John E. Brock Inc., Leo & Perrine (all N); General Telephone Directory Co. (S).

**HUMPHREY, PRENTKE & ASSOC.**  
1146 Euclid Ave., Cleveland 5  
Tel.: Blandish 1-4502  
Tv Dept.: Herbert E. Prentke, tv dir.

Tv Accounts: National Aircraft Shows for Air Foundation, Cleveland Automobile Show (for Cleveland Automobile Dealers Assn., C. W. Yager Co. (all S).

**HUNER & WILLHITE ADV. AGENCY**  
1240 N. Highland Ave., Hollywood 28  
Tel.: Hollywood 4-4321  
Tv Dept.: Gene Manning, vp., tv dir.; Phil Ford, Bob DeLaunha, acct. exec.

**HUNTINGTON-PARMELEE ADV.**  
222 N. Canon Dr., Beverly Hills, Calif.  
Tel.: Broadway 2-8220

**HUGH L.H. J. E.**  
60 St. Nicholas Bldg., Montreal 1  
Tel.: Plateau 421

**HURLEY ADV. CO.**  
Securities Bldg., Des Moines 2, I-46  
Tel.: Cherry 1-4220

**HUNTER CO., EDWIN C.**  
518 Winona St., N.E., Knoxville 16, Tenn.  
Tel.: 5-1181

**HUTCHINS ADV. CO.**  
12 East Ave., Rochester 1, N. Y.  
Tel.: Hamilton 2-1150  
Tv Dept.: Wm. F. Lacey, vp.; Albert J. Hark, James L. Gould, Roy M. Smith, acct. exec.

Trenton 4—38 Hayden St.; Tel.: Walnut 4-3720; W. A. Swanson, mgr.; Don Wood-Jones, acct. exec.

**HUTCHINSON ADV. CO.**  
129 N. Vine St., Hollywood 28  
Tel.: Hollywood 2-4600

Tv Dept.: Roger S. Hutchinson, pres., timebuyer; Harry Lawton, dept. dir.; Margaret Robinson, media exec.; Don Swanson, acct. exec.

Tv Accounts: Dean Van Lines Inc., Golden Hill Restaurant, C. T. Moore Fire Extinguisher Co., Sports Car Rental Assn., Truip Corp., Patis Snow Co. (all S).

**HUTCHINSON INC., CHARLES F.**  
112 Newbury St., Boston 18

Tel.: Cincinnati 6-2312  
 Tv Dept.: Helen C. Harrigan, tv timebuyer; Charles F. Hutchinson, William A. Marston, Kenneth D. Clegg, Mildred W. O'Brien  
 Tv Accounts: Food Specialties Inc. (N-S), Habitat Soap Co., C. M. Kimball Co., Dale Carnegie Courses, Chevrolet Dealers' Assn., Nat'l Packing Corp., Charles E. Merry Co., Holiday Coffee Corp. and Irving Paper Mills.  
**HUTZLER & LONG INC.**  
 371 W. Park St., Dayton 2, Ohio  
 Tel.: Michigan 3881  
 Tv Dept.: Frank H. Clark, copy chief; J. E. Matthews Jr., prod.-craft mgr.

**IDAHO ADV. AGENCY**  
 115 Groves St., Boise, Idaho  
 Tel.: 2-7874

**ILLINOIS SIMMONDS & SIMMONDS INC.**  
 521 N. Michigan Ave., Chicago 11  
 Tel.: Michigan 3-3398  
 Tv Dept.: Paul W. Tobias Jr., acct. exec.; Stephanie Seewer, media dir.  
 Tv Accounts: Gard Industries (S)

**INCALLS-MINTY-HAUGHEY CO**  
 125 Newbury St., Boston 18, Mass.  
 Tel.: Commonwealth 4-9787

**INTERNATIONAL ADV. AGENCY**  
 817 Greenway Blvd., Los Angeles 12  
 Tv Dept.: William J. Roberts, dir.; Vivian M. Runneman, timebuyer; John Olson, acct. exec.  
 Tv Accounts: HiWay to Happiness, Words of Life

**IRWIN & ASSOC. HOWARD M.**  
 200 W. Seventh St., Los Angeles 2  
 Tel.: Donkey 4-2228

**IRWIN-LOS ANGELES INC.**  
 226 N. Canon Dr., Beverly Hills, Calif.  
 Tel.: Bradshaw 3-5425  
 Tv Dept.: George W. Irwin, pres.; Paul Lyngford, vp.; Larry Colton, Perry E. Patterson, acct. exec.

**JACKSON, BAHR, PETERSON & HALL INC.**  
 Jefferson Bldg., Peoria, Ill.  
 Tel.: 6-3752

Tv Dept.: Graham Jackson, tv dir.; Edward J. Klein, tv copy dir.; Paul Harvey, Barbara A. Hall, Ray Peterson, acct. exec.  
 Jefferson City, Mo.—202 Adams St., Tel.: 8-3371, Lynn Birkhoff, acct. exec.  
 Minneapolis 1—1108 Nicollet Ave., Tel.: Federal 3-3228, Sherman E. Peterson, acct. exec.  
 Tv Accounts: Missouri Power & Light, Peoria Savings & Loan and Super Value Stores (all S).

**JACKSON & HEDRICK INC.**  
 62 Worth St., New York 12  
 Tel.: Worth 4-7865

Tv Dept.: Paul H. Hedrick, pres.  
**JACKSON ADV. AGENCY, SEWARD**  
 179 Southern Blvd., Chatham, N.J.  
 Tel.: Mercury 3-3622

**JACOBS AGENCY, BILLARD**  
 193 Peachtree St., N.E., Atlanta 4, Ga.  
 Tel.: Trinity 4-7911

**JACOBS ADV. AND MERCHANDISING INC., JOSEPH**  
 342 Madison Ave., New York 17, N.Y.  
 Tel.: Murray Hill 7-6224

**JACOBS ADV. AGENCY, YEVIE**  
 108 E. Washington St., Indianapolis 4, Ind.  
 Tel.: Madras 4-4222

**JAFFE-NAUGHTON-RICH ADV.**  
 1104 Curtis Ave., Minneapolis 2, Minn.  
 Tel.: Mann 3689

**JARVIS LTD., ALBERT**  
 64 Yonge St., Toronto  
 Tel.: Empire 1-2438  
 Tv Dept.: Evan Morton, tv dir.  
 Montreal—1406 Crescent St.; Tel.: Plateau 872; Paul Corbett, dir.

**JENKINS ADV. INC., RAY C.**  
 Building Exchange, Minneapolis 1  
 Tel.: Federal 2-4222

**JESSOP ADV. CO.**  
 25 W. State St., Adams 8, Ohio  
 Tel.: Franklin 6-2360

**JETT ADV. AGENCY**  
 4900 Sunset Blvd., Hollywood 28  
 Tel.: Hollywood 4-6628  
 Tv Dept.: Thales E. Hadden, tv dir.; Robert Searle, dir.; Paula Greenman, timebuyer  
 Tv Accounts: Mobilize Tv, Allied Builders, Robert Curley Ltd. (all S).

**JOHNSON CO., CHARLES F.**  
 611 Market St., San Francisco 4  
 Tel.: Douglas 2-3228

**JONES & BRAKLEY INC.**  
 126 Nassau St., New York 24  
 Tel.: Broadway 2-2212  
 Tv Dept.: Henry T. Backwell, pres.; Marc C. Fowler, media dir., timebuyer

**JONES CO., DUANE**  
 122 E. 42nd St., New York 17  
 Tel.: Murray Hill 7-0270

**JONES & JONES ADV. AGENCY**  
 Leavitt Bldg., Oklahoma City 2  
 Tel.: Futel 2-6284  
 Tv Dept.: Henry C. Jones, exec. mgr., timebuyer

**JONES CO., RALPH E.**  
 Cassin Tower, Cincinnati 2  
 Tel.: Garfield 1-3200  
 Tv Dept.: Ann Smith, radio-ty dir.; Betty Deris, Jack Higgins, Evelyn Mauch, timebuyers, Jan Laffler, film buyer.  
 New York 36—380 Fifth Ave., Tel.: Plaza 7-4805.  
 Tv Accounts: The Kruger Co., Striebrmann Biscuit Co., Miami Margarine Co., Ashland Oil & Refining Co. (all S).

**JUREAU INC., C. B.**  
 8417 Wilshire Blvd., Beverly Hills, Calif.  
 Tel.: Oliv 1-7772  
 Tv Dept.: Edward Ballin, Sr., Anne D. Ballin, timebuyer.  
 Tv Accounts: Harry Wilton Fisher, Los Angeles Federal Savings, Hartford Builders, J. E. Banker Co. (all S).

**JURNEY & ASSOC., ROSS**  
 178 Santa Mall Ave., Salt Lake City 1, Utah  
 Tel.: EM 1-9738

**K**

**KAL, ENRICH & MERRICK**  
 Star Bldg., Washington 4  
 Tel.: Executive 2-2268  
 Tv Dept.: David P. Thomas, dir.; Nadia C. Mann, timebuyer.

**KAMENY ASSOC.**  
 2 West 40th St., New York 18, N.Y.  
 Tel.: Oxford 7-4840

**KAMMANN-MAHAN INC.**  
 Equinox Bldg., Cincinnati 2, Ohio  
 Tel.: Cherry 1-0322

**KANE ADV.**  
 225 N. Center St., Birmingham, Ill.  
 Tel.: 4-2321  
 Tv Dept.: Robert D. Armstrong, media dir.; Joe Coulter, radio-tv dir.

**KAPPS CO**  
 84 E. Lake St., Chicago 1  
 Tel.: State 2-0460  
 Tv Dept.: Capion Kapps, Joseph Kapps, Albert Kapps, D. Dally, Harold Gordon  
 Tv Accounts: Public Service Stores, Western Supply & Furnish Co., Miracole Staff Co., Traveler Radio Corp., Home Economy Foods, Dewey Motors Inc., Authorized Freedom Co., Standard Air Service Mfg., Traveler Radio Corp., 125 St. United Service & Loan Assn., Lynde Stewart Distributing Co., Maxwell Building Mfg. (all S).

**KARCH ADV. AGENCY, JOHN**  
 281 Broadway, New York 7, N.Y.  
 Tel.: Barclay 7-1048

**KASTOR & SONS ADV. CO., R. W.**  
 75 E. Wacker Dr., Chicago 1  
 Tel.: Central 6-3331  
 Tv Dept.: James H. West, dir.; Harvey Mann, media dir.; Marvin Bayra, Herman Keefer, John T. Uric, Far H. Williamson, John S. Wiggins, acct. exec.  
 Tv Accounts: Concrete Sales Co., Dry-Mix Concrete Co., International Milling Co., Orange-Crush Co., Procter & Gamble Co., Union Sweets & Refining Co. (all S).

**KASTOR, FARRELL, CHESELEY & CLYFORD INC.**  
 630 Madison Ave., New York 17  
 Tel.: Plaza 1-1811  
 Tv Dept.: Jack B. Peters, media dir.; Mary Dunlavy, Berj Seidenberg, Roger Arnold, timebuyers

**JOSEPH RAY CO**  
 22 W. Chase St., Baltimore 2  
 Tel.: Lexington 9-1200  
 New York 27—225 Fifth Ave.; Tel.: Murray Hill 7-4225

**KAUFMAN ADV. INC., MARK**  
 111 N. Clark St., Baltimore 1  
 Tel.: Barring 7-9988  
 Tv Dept.: Bruce Elias, radio-ty dir.

**KAUFMAN & ASSOC., HENRY J.**  
 1415 H St., N.W., Washington 1  
 Tel.: District 7-5220  
 Tv Dept.: Jeffrey A. Abel, Robert E. Maizer, Arthur Haasler, Helen Decker.

**KEEGAN ADV. AGENCY**  
 Title Bldg., Birmingham 2, Ala.  
 Tel.: 2-2477  
 Tv Dept.: Frances McKay, acct.

Tv Accounts: Birmingham Paper Co. and others (all S)

**KEELER INC., LEE**  
 Fox Theatre Bldg., Philadelphia 2  
 Tel.: Rittenhouse 4-9785

**KEELING & CO.**  
 Chamber of Commerce Bldg., Indianapolis 4  
 Tel.: Melrose 2-0424

Tv Dept.: Mary C. Hill, media and timebuyer; M. P. Jenkins and Victor G. Varro, vps., acct. exec.  
**KEEL:** American Fletcher Nat'l Bank & Trust Co., Blue Commisive Shield, Powers & Pillsbury, Union Federal Savings & Loan Co. (all S).

**KEELOR & STILES CO.**  
 Carver Tower, Cincinnati 2  
 Tel.: Parkway 1-1311  
 Tv Dept.: Arthur A. Redkey, vp., radio-tv dir.; David J. Clark, timebuyer.

**KELLEY CO., RUSSELL F.**  
 627 Main St., East Hamilton, Ont., Canada  
 Tel.: Jackson 2-1125

**KELLOGG CO., EDWARD S.**  
 481 S. Carolan Blvd., Los Angeles 27  
 Tel.: Dunbar 7-2212  
 Tv Dept.: W. J. Sadler, radio-tv dir.; Alan M. Berger, acct. radio-tv dir.

**KELLY & LAMB ADV. AGENCY**  
 67 High Ave., Columbus 8, Ohio  
 Tel.: Astor 4-2382  
 Tv Dept.: Mrs. Dorrit Willingham, radio-tv dir.; Paul A. Kern, Kelly Gladys J. Lamb  
 Tv Accounts: Modern Finance Co., Geo. Byers Book Int., Van Botting Co.

**KELLY, FAHENDY & KELLY INC.**  
 242 Huntington Ave., St. Louis 16  
 Tel.: Madison 3-2884  
 Tv Dept.: Virgil A. Kelly, dir.; Walter W. Zahradt, timebuyer and acct. exec.; Robert W. Keady, William H. Thumann, acct. exec.

Tv Accounts: Newberry Radio Co., Miss St. Louis Committee, Maxco Sales Inc., United Van Lines (all S).

**KELSO CO., M. B.**  
 823 W. 8th St., Los Angeles 4  
 Tel.: Dunbar 2-2022  
 Tv Dept.: Robert J. Jansen, dir.  
 Tv Accounts: Bennett's Fruit Products Inc., Dagar Electric Tool Inc.

**KEMP ADV., JOHN W.**  
 130 E. Shannon Ave., Los Angeles  
 Tel.: Adams 7-7358

**KEMPER CO., DON**  
 910 No. Michigan Ave., Chicago 11  
 Tel.: Superior 3-4116  
 Tv Dept.: Florence A. Hightower

**KENNEDY & CO**  
 150 F. Ohio St., Chicago 11  
 Tel.: Superior 7-3642

**KENNEDY, WALKER & WOOTEN**  
 884 Wilshire Blvd., Beverly Hills  
 Tel.: Glendale 7-0228

**KENTON & ECKHARDT INC.**  
 241 Park Ave., New York 17  
 Tel.: Murray Hill 8-9700  
 Tv Dept.: Jim Beale, vp., chg. radio-tv; Joseph Vranin, vp., media dir.  
 Atlanta 2—392 Peachtree St., N.E. Tel.: Trinity 8-7811; John T. Shannon, vp.  
 Boston 18—82 Baystate St.; Tel.: Coppley 7-2590;  
 Frank S. Christien, vp.  
 Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-6628;  
 Walter A. Lawrence, vp.  
 Detroit 26—45 Griswold St.; Tel.: Woodward 3-0200;  
 William F. Macke, vp.  
 Hollywood 28—Equitable Bldg.; Tel.: Hollywood 4-2312; Jack W. Bowers, vp.  
 Miami City—Shifko Square Artech. Ave. Bldg.—number Bar 182; Bart Avudis, vp.  
 Montreal 1—510 Sherbrook St., W.; Tel.: Plateau 324; A. B. Brown, vp.  
 Philadelphia 7—Pills. First Nat'l Bank Bldg.; Tel.: Rittenhouse 6-8628; Owen Spelman, vp.  
 San Francisco 4—420 Market St.; Tel.: Embarcadero 7-5588; Sydney G. Walton, vp.  
 Toronto 1—221 Eber St.; Tel.: Waver 4-2321; Donald E. Smith, vp.  
 Tv Accounts: American Match Co. (S-S), Beecham Packing Co., Chase-Nation Bank, Cuts & Clark Inc., Mercury Div. of Ford Motor Co., Nat'l Biscuit Co., Pepsi-Cola Co., Radio Corp. of America.

**KETCHUM, McLEOD & GROVE INC.**  
 41 Seventh Ave., Pittsburgh 18  
 Tel.: Court 1-3148  
 Tv Dept.: Edgar J. Donatson, radio-tv dir.; James L. Shannon, timebuyer.  
 New York—152 E. 42d St.; Tel.: Murray Hill 7-5685  
 Columbus 1—4 E. Long St.; Tel.: Capital 4-9025

**KEYES & CO., MARTIN**  
 1 Hill St., Newark, N. J.  
 Tv Dept.: Seymour Steinhardt, W. dir., timebuyer.

# AGENCIES

## KIMBALL CO. ABBOTT

200 Park Ave., New York 17  
Tel.: YUkon 4-7000

Tv Dept.: Barbara Reid, radio-ty., timebuyer; Elizabeth Friedman, research; Marjorie San Abbott Kinball, R. B. LaQuette, Rita McNamara, asst. execs.

Chicago—441 N. Michigan Ave.; Tel.: Michigan 2-3800; George Kruppert, mgr.

Los Angeles—4-402 Windsor Blvd.; Tel.: Dunbar 1-2200; George Lock, mgr.

San Francisco—4-401 Montgomery St.; Tel.: Embarcadero 1-5220; Alfred Trouton, mgr.

Tv Accounts: Brownlow Inc., William G. Rely Co. (accounting), Apex News & Print Co. (hair preparation)

## KIRCHER, BELTON & COLLETT

2000 Far Hills Ave., Dayton, Ohio

Tel.: Walnut 10191

Tv Dept.: Watson H. Metcalf, Norman Van Zant, acct. execs.; Dan R. Lyons, radio-ty. dir.

## KLAUVAN PETERSON DUNLAP INC.

744 N. Fourth St., Milwaukee 3

Tel.: Broadway 1-4300

Tv Dept.: Robert K. Long, radio-ty. dir.; Edward F. Hill, timebuyer; Roy Higgins, creative copy; Spencer W. Fitzer and Robert W. Jones, tv acct. execs.; Charles F. Collins, Eugene E. Cooper, John D. Fisher, Richard E. Johnson, John T. Lisch, James M. Miller, Robert D. Reed, Jerry W. Rasm, Gilbert Gowd, Victor P. Lawrence, Charles W. Gilmer, Donald H. Inwards, acct. execs.

Tv Accounts: Burden Co., General Mills Inc., Hess & Clark Inc., Mueller Chemical, Solutio Chemical, Wisconsin State Fair, Terebinth Sales Co., Toledo Edison Co., Thorp, Flanagan Corp., Wisconsin Electric Power, North Central Airlines, Wisconsin State Dept. of Agriculture

## KLEIN ADV. INC., PHILIP

2000 Square Bldg., Philadelphia 1

Tel.: Philadelphia 4-2020

Tv Dept.: Edward F. Johnson, ty. dir.

## KLEIN CO., WALTER A.

1234 Elmwood Ave., Charlotte 4, N. C.

Tel.: Franklin 1-1000

Tv Dept.: Alan Burke, dir., acct. exec.; Maureen Powers, Jan Freeland, timebuyers; Robert Buckler, Charles L. Moss, Guy Zwahlen, asst. execs.

New York—17 E. 45th St.; Tel.: Murray Hill 1-4411; Charles Beach III.

Chapel Hill, N. C.—1110 E. Franklin Extension; Tel.: Chapel Hill 4-3441; Guy Zwahlen.

## KLETZER ASSOC. INC., EDWARD

112 Madison Ave., New York 17

Tel.: Plaza 1-4800

Tv Dept.: Charles M. Boland, ty. dir.; Don Stewart, acct. ty. dir.; Herbert Grabos, ty. media dir.; Gerald J. Lopez, asst. ty. media dir.; Ruth M. Bayer, timebuyer.

## KLETZER CO., MARTIN R.

3670 Wilshire Blvd., Los Angeles 5

Tel.: Dunbar 1-8100

Tv Dept.: Marilyn E. Klitken, pres.; Elaine Davison, media dir.; Calvin Beech, acct. exec.

## KNIGHT & GILBERT INC.

Industrial Bank Bldg., Providence 4, R. I.

Tel.: Jackson 1-0412

## KNOLLER ADV. AGENCY

281 Sutter St., San Francisco 4

Tel.: Sutter 1-4112

## KNOX-ACKERMAN ASSOC.

1414 Cassen Blvd., Oklahoma City 4

Tel.: Jackson 4-2211

## KNOX REEVES ADV. INC.

First Nat'l Sun Life Bldg., Minneapolis 2

Tel.: Federal 4-0912

Tv Dept.: Russell E. Neff, vp., radio-ty. dir.; John Becker, timebuyer; William Shepherd, radio-ty. prod. mgr.

Tv Accounts: Marks Inc. and Georgia Mills (N. H.), Minneapolis; Brewing Co. (RM. R.), Pauline Gamble Robinson and Air Instruction 240 (R).

## KOHLER CO., ALBERT A.

25-11 Grand Beach Ave., Old Greenwich, Conn.

Tel.: Neptune 1-1200

## KOLBER ADV. AGENCY, NAY H.

Emory Bldg., Philadelphia 1

Tel.: Kingsley 4-1222

Tv Dept.: Nat. H. Kolker

## KOPMEYER CO., M. R.

Realty Bldg., Louisville 1, Ky.

Tel.: Dunbar 2-1011

Tv Dept.: Ken D. Thompson, radio-ty. dir.

Tv Accounts: Arkansas Rice Growers Coop., Amer. Cereal Brewing Co., Fischer Packing Co. (all R).

## KOSCHNY LTD., E. A.

12 East 46th St., New York 17

Tel.: Plaza 1-4200

## KORN & CO., J. M.

1225 Walnut St., Philadelphia 1

Tel.: Kingsley 4-0800

Tv Dept.: M. R. Korn, pres.

## KOTTWITZ ADV. ROBERT

Academy Bldg., New Orleans 18

Tel.: Canal 6100

## KRONSTAUF AGENCY

711 14th St. N.W., Washington 5

Tel.: Hamilton 7-8012

Tv Dept.: Henry L. Kronstauf, dir.; Claire P. Fouts, timebuyer

## KUDNER AGENCY INC.

225 Madison Ave., New York 17

Tel.: Murray Hill 4-6700

Tv Dept.: Myron F. Kink, vp., acct. radio-ty. dir.; John P. Marzich, timebuyer; E. Owen, K. Tolde, acct. execs.

Detroit 2—New Center Bldg.; Tel.: Tri-city 4-2210; Martin Ross, vp.; John H. Sheldon, acct. exec.

San Francisco 3—401 Market St.; Tel.: Garfield 1-5410; J. H. Harvett

Washington—Station Bldg.; Tel.: National 4-2000; Mrs. Ida Getty

Tv Accounts: Hunt Frigidare Div. of General Motors, Goodyear Tires (N-S), General Motors (Institutional)

## KUSHIN, ANDERSON & TAKARO INC.

15 E. 48th St., New York 17, N.Y.

Tel.: Plaza 1-2000

## KUTNER & RUTNER INC.

448 N. Michigan Ave., Chicago 11

Tel.: Superior 1-7440

Tv Dept.: Stanley K. Kutner, vp., media dir.

Tv Accounts: Community Builders

# L

## LARR ADV. AGENCY INC.

312 N. Pennsylvania St., Indianapolis 1

Tel.: Madison 4-3100

Tv Dept.: Fred W. Larr, pres.

## LARK-SPINO-BURMAN INC.

Radio Center Bldg., Memphis 2, Tenn.

Tel.: 2-1271

Tv Dept.: Mrs. L. Spino, timebuyer

## LAMBERT & FRASER INC.

425 Park Ave., New York 17

Tel.: Murray Hill 4-4400

Tv Dept.: Frank W. Mann, pres.; Joseph Richard, ty. dir.; media; John Bates, vp. chg. ty. radio; William B. Himmig, Frank Sweeney, timebuyers; G. Douglas Morris, vp. chg. Lambert acct.

Tv Accounts: Wyner-Lambert Pharmaceutical Co., Phillips Petroleum Co.

## LANCE ADV. AGENCY

5096 Sunset Blvd., Los Angeles 46

Tel.: Crestwood 1-6100

Tv Dept.: Joel Douglas, Acile Rogers

## LANDAU INC., A. E.

120 Broadway, New York 17

Tel.: Studio 1-4412

## LANDO ADV. AGENCY

Carlton House, Pittsburgh 14, Pa.

Tel.: Atlantic 1-4807

## LANDY ADV. AGENCY, CYE

203 East Tower St., Columbus 15, Ohio

Tel.: Central 1-3600

## LANE ADV. AGENCY, BRADLEY

1261 Elati St., Denver 4

Tel.: Kearsley 1-0620

## LANG ADV., RAYMOND L.

118 New Montgomery St., San Francisco 4

Tel.: Yalson 2-9020

Tv Dept.: Neville Edmund, media dir.

## LANG, FISHER & STABROWER INC.

1610 Euclid Ave., Cleveland 12

Tel.: Prospect 1-4300

Tv Dept.: Alvin B. Fisher, vp., radio-ty. dir.; John L. Cronin, dept. mgr.; Gary C. McKelvey, chief timebuyer; David L. Stabrower, asst. dept. mgr.; Helen T. Dwyer, asst. timebuyer

## LAROCHE & CO., F. J.

20 Park Ave., New York 17

Tel.: Plaza 1-7711

Tv Dept.: Tom Lewis, vp. chg. radio-ty. timebuyer; J. Gerry, asst. timebuyer; J. Berliozsky, radio-ty. production asst.; C. J. Larocche, media dir.

Los Angeles—401 Wilshire Blvd.; Tel.: Bradshaw 2-2111; Stuart Ludlum, mgr.

Tv Accounts: New England Confectionery Co. (Nesco), North American Phillips Co., Nestle (N), U. B. Tobacco Co., Warner Bros. Co. (undergarments)

## LARSON ADV. AD

3125 Riverside Dr., Los Angeles 27

Tel.: Normandie 4-4302

## LAVENSON BUREAU OF ADV. INC.

1222 Chestnut St., Philadelphia 1

Tel.: Walnut 4-1222

Tv Dept.: H. A. Egbert, vp., media dir.; E. J. Schreiner, asst. media dir.

## LAWRENCE ADV. AGENCY, SHERMAN

650 McCarter Highway, Newark 2, N.J.

Tel.: ME 2-0000

## LAWSON ADV. CO., CARL

4722 Broadway, Kansas City 12, Mo.

Tel.: Jefferson 1-0100

Tv Dept.: John B. Lawson, pres.; Wayne H. Bow, exec. vp.

## LEE & ASSOC.

6127 Beverly Blvd., Los Angeles 48

Tel.: Webster 1-3100

Tv Dept.: Lee Productions, exec.

## LEEDS & YORR INC.

112 East Wacker Dr., Chicago 11

Tel.: Michigan 2-2900

## LEITON CO., AL PAUL

1817 Pennsylvania Blvd., Philadelphia 3

Tel.: Rittenhouse 4-1200

Tv Dept.: A. H. Griffin, vp., radio-ty. dir.

Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-2511

New York 17—11 Vandorbill Ave.; Tel.: Murray Hill 4-7420; R. J. Herbs, vp., mgr.

## LELAND, WAYNE R. ADV.

1000 SW Sixth, Portland 10, Ore.

Tel.: Capital 7-9400

Tv Dept.: Mrs. Lydia A. Tizon, radio-ty. dir.; Wayne R. Leland, acct. exec.

Tv Accounts: Dairy Co.-vs. Amer. and Kopp Feed (S-S)

## LENNEN & NEWELL INC.

200 Madison Ave., New York 17

Tel.: Murray Hill 3-4400

Tv Dept.: Nicholas E. Kennedy, sr. vp. chg. radio-ty.; Francis C. Barton Jr., vp., radio-ty. acct. mgr.; Anthony J. Parr, vp., admin. prod. dir.; Leo Florsve, Ernest Harrison, John Strang, Bruce Allen, prog. superv.; Anthony DePiero, Yvonne media dir.; Herbert D. Stoll, W. D. Smith, Arthur H. Ude, Herbert Reiner, media superv.; Joan Jaffe, Marion Jones, Robert Koltun, Perry Saatzman, Leo Tavener, Sherwood Heath, Ina-Isabel, James E. Graham, Bennett B. Holmquist, acct. mgrs.; Conna Bran, Maria C. Leonard, exec. & publishers; Anna Maria Dobby, asst. mgr.

Beverly Hills—200 N. Santee Dr.; Tel.: Crestwood 1-1221; Frank Woodruff, prog. acct. mgr.; Theodore Shuman, acct. prod. mgr.; Elizabeth C. Metzger, asst. mgr.

San Francisco—Bank Bldg., 222 Montgomery St.; Tel.: Douglas 2-7711-2

Tv Accounts: American Airlines, Armatting Builders Co. (all R), Godecke-Palmolive Co., Drumology Co. (both N-S), Esmaron Drug Co. (N-S), McCornick & Co., Skizko-Van Camp (both R)

## LESSEREAU ADV. B.

1528 Walnut St., Philadelphia 1, Pa.

Tel.: PE 1-3400

## LEVENTIS ADV. AGENCY, D. K.

1220 W. Carnegie Ave., Chicago 11

Tel.: Greenleaf 7-2200

## LEVY ADV. AGENCY, TED

2441 Welton St., Denver 1

Tel.: Main 3-7100

Tv Dept.: Barbara Allen, Eugene Fisher, radio-ty. dir.; timebuyers

## LEVY ADV. AGENCY

48 Commerce St., Newark 2, N. J.

Tel.: Mitchell 1-3320

## LEVYNE CO., THE S. A.

247 St. Paul Pl., Baltimore 2

Tel.: Mulberry 1-1200

Tv Dept.: Murray Valenakos, acct. dir.; Betty Rimmer, acct. exec.; Vivian B. Jakobik, media dir.

## LEWALD ADV. CYRIL

1900 N.W. 26th St., Miami

Tel.: Newton 4-4200

## LEWIS WILLIAMS & SAYLOR INC.

120 E. 38th St., New York 17

Tel.: Murray Hill 4-6200

Tv Dept.: Sidney Matthew Weiss, pres.; Wray D. Kennedy, vp. acct. exec.; Norman East, radio-ty. dir.; Harry Dymen, media dir.; timebuyer

Newark 2, N. J.—11 Commerce St.; Tel.: Mitchell 1-1220; Leonard Newsletter, vp., acct. exec.; Richard H. Galtch, vp. P. Harvey, acct. exec.

## LEWIS ADV. AGENCY

1921 N. McCordley Pl., Hollywood 10

Tel.: Hollywood 4-0000

## LEWIS ADV. AGENCY

11 Academy St., Newark 2, N. J.

Tel.: Winfield 1-9411

Tv Dept.: Milton L. Lewis, pres.

## LEWIS & GILMAN INC.

1528 Walnut St., Philadelphia 1

Tel.: Pennsylvania 1-9000

Tv Dept.: Peter Kondras, media dir. and timebuyer; Evelyn Washburn, asst. media dir. and timebuyer; John Woodruff, ty. prod.; David Melinsky, acct. ty. prod.; John A. E. McClave, Robert Lewis and Helen Reinhardt, acct. execs.

Tv Accounts: Bowers Ice Cream Co., Koshler Biscuit Co., James Industries (all R)

**LEWIS, HUNTER & HATT INC.**  
1 No. 12th St., Philadelphia 1, Pa.  
Tel: MOharr 8-0302

**LEWIS ADV. AGENCY, J. H.**  
First National Bank Bldg., Mobile 14, Ala.  
Tel: HC 8-2950

**LIQUET ADV. INC., CARR**  
818 Superior Ave., Cleveland 14, Oh.  
Tel: CHerry 1-9894  
Tv Dept.: John L. Martini, media dir.

**LILLER, NEAL & BATTLE ADV. AGENCY**  
Walton Bldg., Atlanta 3  
Tel: JACKson 4-8102

Tv Dept.: Pamela A. Tabberer, media dir.; Avriella Phillips, Patricia F. Clark, timebuyers.  
New York 22-205 Madison Ave., Tel: PLaza 2-4122.  
Helen E. Goodson, mgr.

Tv Accounts: Carling Brewing Co., Tappan Chemicals Inc., Colonial Stores Inc., H. W. Lay & Co., Piedmont Airlines, Agronut Fertilizer Works, Patton Seed Co., Pomona Products, Trust Co. of Georgia, H. G. Hartinger Co. (all 3).

**LINDSEY & CO.**  
8 N. Eighth St., Richmond 18, Va.  
Tel: 7-3465

Tv Dept.: W. Leroy Hester, radio-ty dir.; Dorothy L. Nelson, timebuyer.

**LITTLE & CO.**  
219 Wilshire Blvd., Los Angeles 3  
Tel: DIAnkirK 9-1287

**LLEWELLYN INC., BOSS**  
220 No. LaSalle St., Chicago 1, Ill.  
Tel: BRyde 2-4211

**LOCKE, JOHNSON & CO. LTD.**  
221 Devonport St., Toronto 2, Ont.  
Tel: WATson 4-6481

Tv Dept.: W. John Hobden, radio-ty dir.; Miss Bernice Buzak, timebuyer.

Tv Accounts: Henry Birke & Sons Ltd., Dunlop Canada Ltd., Imperial Flo-Glaze Ltd., Max Factor & Co., Canadian Thermos Products Ltd., Remington Rand Ltd., National Carbon Co., Onesto-Community Ltd.

**LOEFF ADV. INC., R. M.**  
30 W. Wacker Drive, Chicago 5, Ill.  
Tel: ANdover 2-4254

**LOGAN ADV., DUDLEY E.**  
304 S. Ardmore Ave., Los Angeles 2  
Tel: DIAnkirK 2-4911

**LONG ADV. INCORPORATED**  
681 Market St., San Francisco  
Tel: GARfield 7-1334

**LONG CO., W. E.—INDEPENDENT BAKERS**

**COOPERATIVE**  
138 W. Randolph St., Chicago 1, Ill.  
Tel: RANDolph 2-4608

Tv Dept.: David R. Hayes, tv dir., acct. exec., timebuyer; John Peslak, acct. to dir., timebuyer.

Tv Accounts: Amish's Bakery, Mrs. Schaefer's Bakery, Cotton Bros. Baking Co., Cotton Baking Co., Cotton's Inc., Fox's Royal Bakery, Fox's Baking Co., Gartner Baking Co., Gase Baking Co., Hubert Bakers Inc., Va. Hubert Bakers Inc., Hubert Baking Co. of Harrison and Wash, Tex., McLaughlin Bakeries Corp., John J. Nissen Baking Co. (Portland and Brewer, both Me.), Phoenix Bakery Inc., Shipley Baking Co., W. G. Shipley Baking Co., Silverdust Baking Co., Old Homestead Bread Co., Star Baking Co. (all 5).

**LONG, HAYNES ADV. AGENCY**  
Brynwood Bldg., Winston-Salem, N. C.  
Tel: PAck 2-2228

Tv Dept.: Curtis E. Long, mgr.; Aurlie H. Carr, acct. super.; Dorothy B. Murchison, timebuyer.

**LOVICK & CO., JAMES**  
1178 W. Pender St., Vancouver 1, B. C., Canada  
Tel: TAYlor 8221

**LOWE & HALL ADV.**  
News Bldg., Greenville, S. C.  
Tel: 5-5489

Tv Dept.: Elliott H. Hill Jr., Scherer L. Lowe, W. A. Lewis, acct. execs.

Tv Accounts: First Federal Savings & Loan Assn., Harper Bros., Mackey, Morbury, Southern Home Show, Neth-Rite Bottling Co. (all 5).

**LOWE & STEVENS**  
625 W. Peachtree St., Atlanta 8  
Tel: VERNon 3884

Radio Dept.: Audrey Jones, media dir., timebuyer.

**LUBELL ADV. ASSOC.**  
13 E. 44th St., New York 17, N.Y.  
Tel: PLaza 1-0282

**LUCERNA CO.**  
17 East 43rd St., New York 17, N.Y.  
Tel: MURray 2-2387

**LUCKOFF & WAYBURN INC.**  
220 W. Lafayette Blvd., Detroit 26  
Tel: WOODward 2-9709

Tv Dept.: Louis H. Luckoff, pres.; Leon E. Wayburn, exec. vp.; Edith Ross, media dir.; Alan E. Luckoff, radio-ty dir., timebuyer.

**LUDGIN & CO., HARLE**  
121 W. Wacker Dr., Chicago 1, Ill.  
Tel: ANdover 3-1888

Tv Dept.: Jean Dady, vp., tv dir.; Ruth Bahina, head timebuyer; Marilyn Rosenfeld, Kay Morgan, timebuyers; Larry Burns, Bud Carver, Fred Klein, Kenneth Mann, Richard Owens, Walter Edward, George Kline, Bill Johnson, Ralph Whiting, acct. execs.

Tv Accounts: Best Foods (S), Helene Curtis (N.S.), W. F. McLaughlin (S), Bath Packaging Co. (N), Zenith Radio Corp. (N).

**LUTION CO., JOHN MATHER**  
490 Lexington Ave., New York 17, N.Y.  
Tel: MURray Hill 6-8888

**LYNN ORGANIZATION**  
15 S. Franklin St., Wilkes-Barre, Pa.  
Tel: VALley 2-7122

Tv Dept.: William F. McLaughlin Jr., media dir., timebuyer.

**LYON CO., W. D.**  
300 Second Ave. S.E., Cedar Rapids, Iowa  
Tel: EMpire 2-2451

Tv Dept.: Eileen Burns, timebuyer; Robert Egan and Robert Schubert, acct. execs.; Robert Criswell, vp. and acct. super.

Des Moines City, Iowa—Oxycarbon Bldg., Tel: 2-2545; Robert Colburn, 15 1/2 St., Des Moines, mgr. acct. exec.

Tv Accounts: Ames Bank, First Nat'l Bank, Hupp Town Dairy, Kani Feed Co., Miller Kidder Co., Williges Furs, Tolerton-Warfield Brokerage, Turner Mortuary, Wells Blue Bunny Dairy, Gerkin Co. (all 5).

## M

**MACDONALD-COOK CO.**  
Sherlock Bldg., South Bend 1, Ind.  
Tel: CENTral 2-8283

**MACFARLAND, AVEYARD & CO.**  
215 N. Michigan Ave., Chicago 1, Ill.  
Tel: RANDolph 4-8002

Tv Dept.: James C. Skelley, vp. to dir.; William B. Goodrich, acct. to dir.; Alfred E. Trade Jr., media dir.; Miss Beverly Hahn, timebuyer; Deanna Starr, acct. timebuyer.

Tv Accounts: Draytons Ltd. USA, Heindelberg Brewing Co., Martin-Jenour Paints, Standard Knitting Mills Inc., Stewart-Warner Corp. (all 5).

**MacLAREN ADV. C. LTD.**  
111 Richmond St. W., Toronto 1, Ont.  
Tel: EMpire 2-4221

Tv Dept.: Hugh Horler, vp. and radio-ty dir.; Mary Moran, timebuyer.

Montreal—Dominion Sq. Bldg.; Tel: University 8-2331; Laurent Trudel and Roland Boudier.  
Ottawa—437 Queen St.; Tel: CENTral 2-3144, W. F. Harrison.

Winnipeg—411 Electric Railway Chambers; Tel: 92-0221; W. Wilson.

Vancouver—1185 W. Pender; Tel: MARine 6282; J. Bierland.

Tv Accounts: Canada Dey Ltd., Canadian G.E. Co. Ltd., Dept. of National Defense, Dominion Stores Ltd., General Motors Products of Canada Ltd., H. J. Hahn Co. of Canada Ltd., Imperial Oil Ltd., Javes Co. Ltd., Lever Bros. Co. Ltd. (Breeze), Lowe Bros. Ltd., Molson's Brewery (Ont.) Ltd., Mutual Life Assurance Co. of Canada, Harold F. Hicible & Co. Ltd. (Bilkrum), Standard Brands Ltd., Tackett Tobacco Co. Ltd.

**MacLAUGHLIN ADV. AGENCY**  
Elliott Sq. Bldg., Buffalo 1, N.Y.  
Tel: MOharr 6-3102

Tv Dept.: Frederick R. MacLaughlin, own.; Helen Malanowicz, timebuyer.

**MACMANS & ADAMS INC., JOHN**  
Long Lake Rd. & Woodward, Bloomington Hills, Mich.  
Tel: MIDwest 8-1260

Tv Dept.: Charles N. Campbell, head timebuyer; William A. Bestway, John T. Hartigan, Becki Carter, E. Susanne Sharp, timebuyers.

New York—44 Madison Ave.; Tel: PLaza 2-2221, Henry G. Fowles, vp. dir.; Theodor Albrecht, tv account exec.; Mark Lawrence, vp. tv director; Roger C. Homestead, NY media dir.; William Beth, tv account exec.

Tv Accounts: Pacific Water Ins., Dow Chemical Co., Minnesota Hating & Manufacturing Co., Super Bottling Co., White Bush Bottling Co., Good Humor Corp., Gerrell Wine Co., S. A. Schenbrun (Mezaglia D'Orò Coffee), Caribell & Co., Thomas Bakers, Noxzema.

**MACHEKLEIN-NELSON ADV.**  
820 East Montanan St., Milwaukee 2, Wis.  
Tel: BRoadway 6-8641

**MAESCHER ADV. INC., AL**  
25 So. Bercanton Ave., Clarks Summit, Pa.  
Tel: PARKview 1-4861

**MAHOOL ADV. INC.**  
714 N. Charles St., Baltimore 1, Md.  
Tel: PLaza 2-3616

Tv Dept.: Katherine H. Mahool, Robert D. Myers, acct. execs.

**MALE LTD., W. H.**  
184 Kona St., Honolulu, T.H.  
Tel: 51178

Tv Dept.: Mrs. Leola Culbertson, tv coordinator and timebuyer; H. V. Beadle, Paul Davis, Philip & Raymond Allen Green, acct. execs.

Tv Accounts: Crown Sales Co., Dairymen's Assn. Ltd., Duke's Day Paint Store, Hawaii Brewing Corp., Levy's Special & Bread Co., McWayne Marine Supply, Modia Hawaii, Pepsi-Cola Bottling Co., Pel Mills Co., R. C. Johnson & Son, Y. Higg Enterprises, Honolulu Iron Works, Oahu Plumbing & Supply, Philippine-American Life Insurance Co., Royal Tire & Supply, Seaman Carriage Co., Overthorough Mfg. Co., Wai-Kai Lau Yee Chai (5).

**MALIEL ADV. INC., DAVID**  
4 Newbury St., Boston 14, Mass.  
Tel: CABley 1-9888

**MALCOLM-HOWARD ADV. AGENCY**  
233 N. Wabash Ave., Chicago 1, Ill.  
Tel: ANdover 1-0022

Tv Dept.: Maxine Zia, media dir.; Art Holland, Max Holland, R. A. Berkus, Robert Larson, Fran Weiss, acct. execs.

Tv Accounts: Coral Stone, Country Motors, Hiram Bond Free Bottling, Magna Sport Store, Royal Lumber Co., Vernon's Gingle Ale Bottling (all local).

**MANAGEMENT ASSOC. OF CONNECTICUT INC.**  
1135 Summit St., Stamford, Conn.  
Tel: FIREside 4-7105

Tv Dept.: Suzanne Wells, Sr., John Curtis, timebuyer.

Tv Accounts: Glendrella International.

**MANCHESTER ADV., J. GORDON**  
1796 Pennsylvania Ave., N.W., Washington 8, D. C.  
Tel: METropoliTan 8-0081

Tv Dept.: J. Gordon Manchester, pres.; Richard T. Williams, radio-ty dir.

Tv Accounts: American Tea-Dr. Co., Capital Foods Co., Railway Stores Inc., Orlenberg's Bakery Inc., C. F. Sweet Co.

**MANSFIELD CO., LLOYD**  
110 Pearl St., Buffalo 2, N.Y.  
Tel: WASHINGTON 2712

Tv Dept.: John H. Miller, timebuyer.

**MANSON-GOLD-MILLER INC.**  
Boonville Bldg., Minneapolis 2, Minn.  
Tel: EE 6-8621

**MARCUS ADV. AGENCY**  
304 Payne Ave., Cleveland 14, Oh.  
Tel: SUPERior 1-0220

**MARKS & CO., ROBERT M.**  
22 E. 20th St., New York 22, N.Y.  
Tel: PLaza 2-3824

**MARSHALL & PRATT**  
(Div. McCann-Erickson Inc.)  
26 Park Ave., New York 22, N.Y.  
Tel: TRempleton 2-8222

Tv Dept.: Glen Rammann, radio-ty dir.; Henry C. Bain, acct. to radio-ty dir.; Bob Russell, Charles Mittelstadt, S. L. Meulenberg, Bob Corbett, John McManus, Harry Hirschbach, Bob Wood, acct. execs.

Tv Accounts: One-Cycle Bottling Co. of N.Y. and other bottlers, Messers Co., National Lead Co., Sulva Wash Co. (Electric Razor), Gemma Brewing Co. (N. EN., 5).

**MARSTELLER, RICKARD, GERHARDY & REED INC.**

808 Second Ave., New York 17, N.Y.  
Tel: YUkon 4-6161

Tv Dept.: Howard Sherman, acct. vp.; Julius Gray, media dir.  
Chicago 1—120 N. Wabash Ave.; Tel: FRanklin 2-5222; Richard Christian, acct. vp.  
Pittsburgh 22—Oliver Bldg.; Tel: EXpress 1-1618; Rodney Reed, acct. vp.

**MARTIN ADV. AGENCY, HARWOOD**  
2512 Connecticut Ave., Washington 8 D.C.  
Tel: ADams 2-1121

Tv Dept.: Lora's Hammond, tv dir.; Mildred Martin, Mae Scanlon, Jean Robertson, acct. execs.

Tv Accounts: Clements Catering, W. Hahn & Co., P. J. Hax Co., Woodward & Lothrop, Peppy Feet Inc. (R.I.), Addison Chevrolet, Barry-Pal Chevrolet, Cinnamon Inc., Suit Shop, Thomas E. Clark (5).

**MARTIN CO. ADV.**  
201 No. Wells St., Chicago 6, Ill.  
Tel: CR 2-2515

**MARTIN CO., WILLIS S.**  
220 W. Wacker St., Ft. Wayne, Ind.  
Tel: ANTHONY 8122

Tv Dept.: David G. Lee, tv dir. and acct. exec.; Paul Golan, Floyd Jeffers, John D. Fitzgerald, acct. execs.

Tv Accounts: Indiana & Mich. Electric Co., Allen County Machine, Ft. Wayne National Bank, Columbia Motor Co., Squigley Candy Co. (RE and 5).

# AGENCIES

**MAYHEW INC., J. M.**  
59 Madison Ave., New York 17  
Tel.: Lexington 2-7450  
Tv Dept.: Head H. Wight, radio-tv dir.; Richard E. Jackson, asst. radio-tv dir.; Mrs. Edna K. Ochsart, timebuyer; Patricia A. Hartnett, Mary Steiner, asst. timebuyers.

**MAURY, LEE AND MARSHALL**  
720 Park Ave., New York 1  
Tel.: Murray Hill 2-4414

**MAXFIELD CO., JOSEPH**  
57 Weybosset St., Providence 2, R. I.  
Tel.: Gaspee 1-4656  
Tv Dept.: Joseph M. Finke, acct. exec.; Archie M. Finke, timebuyer.

**MAXON INC.**  
571 E. Jefferson Ave., Detroit 7  
Tel.: Larkin 7-3770  
Tv Dept.: P. C. Beatty, media dir.  
Chicago 11-644 N. Rush St.; Tel.: Wilmont 2-3372  
L. Martin Kautler, mgr.  
New York 22-12 E 52d St.; Tel.: Plaza 2-7974  
Edwin A. Wilhelm, dir.; Thomas P. Maguire, bus. mgr.; Ray L. Stone, George Huchler, timebuyers.  
Tv Accounts: Gilette Co., H. J. Heinz Co., Grinnell Brewing Co., Pilsner Brewing Co., Pittsburgh Paint, Rotolink Appliances.

**MAYERS DIVISION, CUNNINGHAM & WALSH INC.**  
333 W. 2nd St., Los Angeles 17  
Tel.: DU 2-2111

**MAYS & CO.**  
112 W. 6th St., Los Angeles 14  
Tel.: Trinity 5534  
Tv Dept.: Roderick A. Mays, own-sect. exec.; Catherine Abner, timebuyer.  
Tv Accounts: Barker Bros., Kevonator Div. of American Motors Sales Corp. (L.A.), DuPont-Kelvinator (all St.).

**MEADAMS INC., WILLIAM DOUGLAS**  
120 E. 30th St., New York 22  
Tel.: Plaza 2-4360  
Tv Dept.: Stephen W. Schwartz, radio-tv dir.; Martin L. Henry, radio-tv bus. mgr.  
Chicago-137 N. Michigan Ave.; Tel.: Whitehall 4-2614  
Tv Accounts: Upjohn Co.

**MCCABE & ASSOC., FRANK**  
25 Weybosset St., Providence 2, R. I.  
Tel.: Jackson 1-2321

**MCCANN-ERICKSON INC.**  
88 Lexington Ave., New York 17  
Tel.: Oxford 7-4009  
Tv Dept.: C. Terence Glynn, vp., chm. plan. review dir.; George Haight, vp., radio-tv dir.; Ted Bergmann, Lansing Lindquist, vp., asst. radio-tv dir.; J. Francis Gilday, radio-tv mgr.; Dorothy McCann, vp., acct. prodn.; Mary Barrie, ppn. super.; William C. Dicker, vp., media dir.  
AGENTS 4-626 W. Peachtree St., N.W.; Tel.: Trinity 3-4281; Mark B. Suttman Jr., mgr.  
Boston 16-200 Berkeley St.; Tel.: Liberty 2-7322  
Watson M. Gordon, vp.  
Chicago 4-315 N. Michigan Ave.; Tel.: Webster 3-1701; Peter O. Peterson, vp.  
Cleveland 14-350 Euclid Ave.; Tel.: Cherry 1-6850  
H. W. Daitley, vp.  
Dallas 3-Gibraltar Life Bldg.; Tel.: Riverside 1402  
Billy H. Semmel, mgr.  
Detroit 26-Dwight Bldg., 447 Griswold St.; Tel.: Woodward 2-4722; Paul E. Foley, vp.  
Houston 4-880 Lovell Bldg.; Tel.: Jackson 2-4861  
Joseph B. Wilkinson, vp.  
Los Angeles 1-3420 Wilshire Blvd.; Tel.: Dunbar 4-3310; Bert Cochran, vp.  
Louisville 2, Ky.-Commonwealth Bldg., 4th & Broadway; Tel.: Juniper 4-6170; J. Mae Wynn, mgr.  
Portland 4, Ore.-Public Service Bldg.; Tel.: Capitol 4-4325; T. H. Tracy, mgr.  
San Francisco 4-114 Sansome St.; Tel.: Douglas 2-3555; Philip L. Reissman, vp.  
Toronto 1-205 Bloor St. E.; Tel.: Walnut 2222  
Ervin W. Bayler, pres., McCann-Erickson Ltd.  
Montreal 25-1000 Sherbrooke St. W.; Tel.: Grandview 621-2; J. Lawrence Dampier, vp.  
Vancouver, B. C.-Vancouver Hotel; Tel.: Mutual 3-0502; F. W. Ellis, mgr.  
London EC 4-McCann-Erickson House, Peter La.; Tel.: Fleet Street 4543; W. E. McKenna, man. dir.  
Frankfurt a/m, Germany-H. K. McCann GmbH, 28 Neue Mainzer Strasse; Tel.: 5121; Robert A. Wells, mgr.

Hamburg, Germany-H. K. McCann GmbH, Neue Wall St.; Tel.: 5-2281; Helmut Prall, mgr.  
Paris-GODFICO S.A.-21 Rue Pierre Charron; Tel.: Palais 25-36 or Elysee 34-14; Charles Boudell, mgr.  
Brussels-McCann-Erickson Int'l., 10 Chaussee de Charleroi; Tel.: 35-2940; Joliet Van Hoorn, mgr.  
Tv Accounts: Bulova Watch Co., Calif. Pkg. Corp., Cheshrough-Ponds Mfg. Co., Chrysler Corp., Chrysler Sales Div., Coca-Cola, Cowles Magazine, Lahn & Fish Products Corp., Liggett & Myers (Cigarettes), Longwell Cigarettes, Lumy Light Brewing Co., Red Bull Co., Pacific Coast Soap Co., S.O.S. Co., Standard Oil Co. (Ind.) (Ind.), Westinghouse Electric Corp. (N.).

**MCCARTY CO.**  
3570 Wilshire Blvd., Los Angeles 1  
Tel.: Dunbar 3-4011  
Tv Dept.: Herb C. Brown, dir.; Felix Mansbach Jr., tv creative dir.; Judith Maurer, timebuyer; William R. Goslar and Arnold Damon, acct. execs.  
Chicago 11-425 N. Michigan Ave.; Tel.: Michigan 2-2002  
Dallas 1-1366 Jackson St.; Tel.: Riverdale 1227  
New York 17-122 E. 42d St.; Tel.: Oxford 2-4000  
San Francisco 5-114 New Montgomery St.; Tel.: Sutter 1-4221  
Seattle 1-1113 Second Ave.; Tel.: Mutual 1032  
Tv Accounts: Seaside Oil Co., Sparkletts Drinking Water, Alhambra Water Co., International Metal Products Co. (all St.).

**MCCRACKEN LTD., W. A.**  
112 St. Clair Ave., West Toronto, Canada  
Tel.: WA 4-0721

**MCDANIEL-FISHER & SPELMAN CO.**  
1210 F-1 National Tower, Alton 4  
Tel.: Franklin 5-7100

**MCCLEERY & McNEILL**  
3578 Wilshire Blvd., Los Angeles 1  
Tel.: Dunbar 3-3272  
Tv Dept.: Kay McNeill Sr., Ken McNeill Jr., C. Russell Zeemmer, acct. execs.  
San Francisco 3-118 New Montgomery St.; Tel.: Dunbar 2-0225; Lee Carlton, timebuyer.  
Tv Accounts: Arthur Murray School of Dancing, Newly Weds Baking Co., Weston Blemlit Co. (all St.).

**MCCONNELL, EASTMAN & CO. LTD.**  
Huron & Erie Bldg., London, Ont.  
Tel.: 4-0322  
Tv Dept.: J. E. McConnell, chm. of bd.; C. E. Bowen, asst. pres.  
Manhattan-Dominion Square Bldg., W. T. Huskey, vp., mgr.  
Toronto-141 University Ave., A. Moran, radio-tv dir.  
Vancouver-1188 W. Pender St., C. G. Wood, vp., mgr.  
Winnipeg-328 Portage Ave., G. B. McCrea, vp., mgr.  
Calgary-277 Eighth Ave., C. Wallace, mgr.; J. Jaffe, radio-tv dir.  
Edmonton-1020 86th St., Walter M. Kery, vp., mgr.; Jack Winterton, radio-tv dir.

**MCCORMICK CO.**  
217 E. Seventh Ave., Amarillo, Tex.  
Tel.: Drake 4-5233  
Tv Dept.: G. Don Curphey, E. Lynn Cosgrove, H. G. Mills, acct. execs.  
Tv Accounts: Shawrock Oil & Gas Corp. (Ill. St.), Varco Furlo Co., First Natl. Bank, Freshville Insurance Agency, Southwestern Investment Co., Western Natl. Life Insurance (all St.).

**MCCREERY INC., WALTER**  
146 S. Canon Dr., Beverly Hills.  
Tel.: Crescent 2-2833  
Tv Dept.: Howard Flynn, tv dir.; Virginia White, timebuyer; Walter McCreery, Howard Flynn, Jack Stafford, acct. execs.

**MCHUGH-CATHER ADV. AGENCY INC.**  
126 N. Canon Dr., Beverly Hills, Calif.  
Tel.: Bradshaw 2-9532  
Tv Dept.: Phil D. McElhiney, pres.; Donald B. Knecht, asst. dir.; Ida Mettranga, acct. exec.

**McKEE-BURNS ADV.**  
3381 Santa Monica Blvd., Los Angeles 25  
Tel.: Hollywood 7-4214  
Tv Dept.: Miner J. Burns, own.

**McKIN ADV. LTD.**  
1514 Drummond St., Montreal 22.  
Tel.: Marymount 4322  
Tv Dept.: W. L. Charland, vp. in charge; F. D. Stevens, radio-tv dir.; J. S. Moore, radio-tv prod. super.; Clark Lewis, radio-tv creat. dir.; Joan Bridges, timebuyer.  
Toronto-1401 Yonge St.; Tel.: Walnut 4-0801; F. C. Church, radio-tv acct. mgr.; W. C. Brennan, radio-tv super.; Beverley Nichol, timebuyer.  
Winnipeg, Man.-230 Portage Ave.; Tel.: BEJ-461  
A. A. Brown, dir.  
Vancouver, B. C.-561 Burrard St.; Tel.: Mutual 1-2324; R. E. Jefferson, dir.  
Tv Accounts: Cadbury's Breweries, Solida Tea Co.

(INT), Confection (Canada) Ltd., Imperial Tobacco Co., Trans-Canada Telephone, Tont Co., American Motors Co., Progressive-Conservative Assn. (N.), Hygrade Food Products, International Fruit, Rackett & Cannon, Balda, Province of Ontario, Salvation Army, McGavin Bakeries (N.).

**McLEAN ADV. AGENCY, J. WALTER**  
Sooke-man Review, Ag. inc., Rickens 4  
Tel.: Temple 4-2208

**MEANY CO., PHILIP J.**  
255 W. 13th St., Los Angeles 17  
Tel.: Michigan 2063  
Tv Dept.: Ray Clinton, media dir.

**MELDRUM & FEWSEY INC.**  
1220 Huron St., Cleveland 15  
Tel.: Cherry 1-2143  
Tv Dept.: Bruce Staederman, radio-tv dir.; Mural Lamport, timebuyer.  
New York 29-9 Rockett Place; Tel.: Circle 4-1202; Wash. Frazzette.

**MEYERSON & FURSMITH INC.**  
375 Market St., San Francisco 3  
Tel.: Union 2-3677  
Tv Dept.: Hans L. Stern, tv dir.; Wallace X. Aron, vp. and acct. exec.; Michael Wynn, media dir.; Los Angeles 46-622 Wilshire Blvd.; Tel.: Webster 2-2222; Earl Beaman, Jeff Rogers, acct. execs.  
Tv Accounts: Galleanco Store, Cecil Whitehouse Ford Motors (INT), Brooks Camera, Seely-Witzler (N.).

**MEYERSON ADV. AGENCY, DAVID E.**  
24 Madison Ave., New York 16  
Tel.: Murray Hill 2-2244

**MERUHANDISING FACTORS INC.**  
111 Montgomery St., San Francisco 4  
Tel.: Sutter 1-4222

**METCALF CO., GEORGE T.**  
11 Canal St., Providence 2, R. I.  
Tel.: Union 1-2624

**MEYERHOFF & CO., ARTHUR**  
110 N. Michigan Ave., Chicago 11  
Tel.: Delaware 7-7850  
Tv Dept.: Stuart L. Novy, tv dir.; Evelyn R. Vandenberg, Pat Gray, Frances Goldfine, Robert DeAngelis, timebuyers.  
Los Angeles 26-2421 Beverly Dr.; Tel.: Olive 2-1622  
James Ward, mgr.  
Minneapolis 2-234 N. Milwaukee Ave.; Broadway 1-3144; George Graber, mgr.  
Phoenix-112-129 N. Central Ave.; Tel.: Alhambra 3-6007; Richard Gobel, mgr.  
Toronto-11 Bloor St., East; Tel.: Walnut 2-1322  
John Ketter, mgr.  
Tv Accounts: I. J. Grass Huckle Co.; Illinois Meat Co.; William Weigley Jr. Co. (all St.).

**MICHENER & O'CONNOR INC.**  
1001 N. Front St., Harrisburg Pa.  
Tel.: Cedar 4-2222

**MILLER CO., C. L.**  
521 Fifth Ave., New York 17  
Tel.: Murray Hill 2-3010  
Tv Dept.: H. C. Maddux, radio-tv dir.; Doreen Rogers, prod. dir.; Rita Driscoll, Frank Delaney, timebuyers.  
Chicago 1-222 N. Michigan Ave.; Tel.: Central 6-1444; Irving M. Tannin, acct. super.  
Tulsa 29-1442 E. Boulder; Tel.: Gibson 7-2225; Mrs. Margaret Cummins, timebuyer.  
Tv Accounts: Diem Products Refining Co., Graf Roberts (Evangelist).

**MILLER INC., HARRY M.**  
595 East Broad St., Columbus 16, Ohio  
Tel.: Capital 4-7243

**MILLER, MACKAY, BOECK & HARTUNG**  
224 Virginia St., Seattle 1  
Tel.: Mutual 522

**MINER CO., DAN E.**  
354 S. Kingsley Dr., Los Angeles 2  
Tel.: Dunbar 4-3301  
Tv Dept.: Mildred Sanders, radio-tv vp.; Albert B. Huffington, asst. radio-tv dir.; Kay O. Gaudier, acct. timebuyer; Sylvia Schatz, timebuyer.  
San Francisco 1-222 Market St.; Tel.: Union 1-4408  
Charles K. Walden, mgr.  
Tv Accounts: Buck Dealers Assn., De-Tax Products Ltd., Blue Cross of S. Cal., Buena Vista Homes, Clifton's Cafeteria, Hoffman Television Corp., Interstate Bakeries Corp., Luer Packing Co., Sun's Jr. Vintage Co., Thrifty Drug Stores, Van's Grocery Co. (all St.).

**MITCHELL & MITCHELL INC.**  
1545 Hennepin Ave., Minneapolis 1  
Tv Dept.: V. L. Beck, timebuyer

**MITCHELL ADV.**  
284 N. Martin St., St. Paul  
Tel. 2-2011  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**MOORE-PRIVATE INC.**  
112 S. Carson Ave., Los Angeles 18  
Tel. Webster 8-1243  
Tv Dept. Joan Laidler, radio dir.; Humphrey, Norman  
W. Muggs, John A. Private, Herb Beaven,  
Jack Schuster, art. execs.

**MOORE CO., EMIL**  
225 Madison Ave., New York 17  
Tel. Templeton 6-1190  
Tv Dept. Leslie L. Danner, vp. in charge; Myron  
A. Mahler, vp. & creative dir.; Roy de Medina,  
Henry Collins, radio-tv prod. dir.; Jerome Har-  
rison, exec. in prod.; Elaine E. Wislen, ch.  
incharge; Lynn Diamond, Ed Tashjian, Belle  
T. Schuman and Joyce Polaris, incharge.

**MOORE ASSOC. INC.**  
40 Madison Ave., New York 17  
Tel. Plaza 9-1009  
Tv Dept. Mary Nimmo, incharge.  
Tv Accounts: Alexander Murray, Davidson, Baking  
Co.; Frank Chevrolet Co.; U.S. National Bank.

**MONTGOMERY & ASSOC. RICHARD G.**  
1128 S.W. 12th Ave., Portland 3, Ore.  
Tel. Capitol 2-2228  
Tv Dept. Mary Nimmo, incharge.  
Tv Accounts: Alexander Murray, Davidson, Baking  
Co.; Frank Chevrolet Co.; U.S. National Bank.

**MOORE & CO.**  
1700 Summer St., Standard, Conn.  
Tel. Florside 4-2222  
Tv Dept. William L. Weymouth, tv dir.; Kay Shaban-  
nan, incharge; S. F. Edwards, art. exec.  
Tv Accounts: Standard Baking Co.

**MORSE, HUMM & WARWICK**  
220 Fifth Ave., New York 1  
Tel. Longacre 4-2222  
Tv Dept. William L. Weymouth, tv dir.; Kay Shaban-  
nan, incharge; S. F. Edwards, art. exec.  
Tv Accounts: Standard Baking Co.

**MORGAN CO. RAYMOND B.**  
220 Hollywood Blvd., Hollywood 18  
Tel. Hollywood 2-2222  
Tv Dept. Raymond B. Morgan, pres.; Robert C.  
Temple, exec. vp.; Paul J. McKinnon, vp.; Ray-  
mond B. Morgan Jr., art. exec.; Audrey Fagan,  
copy chief; A.W. DeLo, radio-tv dir.; Paul  
Brady, incharge.

**MORLOCK ADV. AGENCY**  
128 No. Clark St., Chicago 1  
Tel. Randolph 8-2222  
Tv Dept. Orville E. Curisty Jr., media dir.; Ray-  
mond A. McArdle, incharge; Sumner Lyon,  
prod. dir.

**MORSE INTERNATIONAL INC.**  
122 East 42nd St., New York 17  
Tel. Oxford 3-2222  
Tv Dept. Orville E. Curisty Jr., media dir.; Ray-  
mond A. McArdle, incharge; Sumner Lyon,  
prod. dir.

**MORSE ASSOC. INC.**  
415 Lexington Ave., New York 17  
Tel. Murray Hill 7-7377  
Tv Dept. Betty Math, incharge; Joseph Moss,  
pres.; Gerald Bruce, vp.; Hunter Smith, art.  
exec.

**MOTT & STEMAN ADV. AGENCY**  
8417 Beverly Blvd., Los Angeles 48  
Tel. Webster 8-2222  
Tv Dept. Jackie Malgara, incharge; Lee Spelman,  
Edward F. Baltz, Charles A. Mott, Lee Young-  
Green, art. execs.

**MUENCH, C. WENDELL & CO.**  
12 E. Wacker Dr., Chicago 1  
Tel. Financial 5-2222  
Tv Dept. Herb Gottschalk, creative dir.; radio-tv  
dir.; Victor Johnson, media dir. and incharge;  
Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

**MULLER & ASSOC. BRICK**  
Falls Bldg., Memphis, Tenn.  
Tel. Jackson 5-2222  
Tv Dept. Helen Gottschalk, creative dir.; radio-tv  
dir.; Victor Johnson, media dir. and incharge;  
Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

**MULLER & ASSOC. BRICK**  
Falls Bldg., Memphis, Tenn.  
Tel. Jackson 5-2222  
Tv Dept. Helen Gottschalk, creative dir.; radio-tv  
dir.; Victor Johnson, media dir. and incharge;  
Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

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Falls Bldg., Memphis, Tenn.  
Tel. Jackson 5-2222  
Tv Dept. Helen Gottschalk, creative dir.; radio-tv  
dir.; Victor Johnson, media dir. and incharge;  
Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

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Tel. Jackson 5-2222  
Tv Dept. Helen Gottschalk, creative dir.; radio-tv  
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Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

**MULLER & ASSOC. BRICK**  
Falls Bldg., Memphis, Tenn.  
Tel. Jackson 5-2222  
Tv Dept. Helen Gottschalk, creative dir.; radio-tv  
dir.; Victor Johnson, media dir. and incharge;  
Dallas—Bill Jackson; Tel.: Riverside 2-2222, Mickey  
McFady.

**MURPHY INC., CARROLL DEAN**  
29 S. LaSalle St., Chicago 3, Ill.  
Tel. State 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**MURPHY, CULINER, FRANKFURTER & GOULD,**  
LTD.  
121 Bay St., Toronto 2, Ont.  
121 St. Catherine's St., W. Montreal, Que.  
207 W. Hastings St., Vancouver, B. C.

N

**NASH CO., WESLEY R.**  
1741 Washington Blvd., St. Louis 2, Mo.  
Tel. Olive 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NATIONAL EXPORT ADV. SERVICE INC.**  
200 Lexington Ave., New York 17, N.Y.  
Tel. Murray Hill 4-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NATALL & MALONEY LTD.**  
113 A Eighth Ave. E., Calgary, Alberta, Can.  
Tel. 222-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NAUMAN ADV. CO.**  
42 Walnut St., Newark 2, N.J.  
Tel. Mitchell 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NEEDHAM & GROHMANN INC.**  
22 Rockefeller Plaza, New York 17  
Tel. Circle 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NEEDHAM, LOUIS & BROEY INC.**  
Presidential Plaza, Chicago 1  
Tel. Whitehall 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NELSON & POWELL ADV. AGENCY, CARVEL**  
1404 S. W. 10th Ave., Portland 1, Ore.  
Tel. Capitol 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NELSON ASSOC., TED**  
220 Fifth Ave., New York 18  
Tel. Circle 5-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NELSON INC., GEORGE B.**  
202 State St., Montevideo 1, N.Y.  
Tel. Franklin 4-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NELSON INC., LLOYD W.**  
Synchrate Bldg., Minneapolis 1, Minn.  
Tel. Federal 4-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NEWHOFF-BLUMBERG ADV. AGENCY**  
220 N. Charles St., Baltimore 1  
Tel. Lexington 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NEWMAN ADV. EMMET J.**  
120 N. Wabash Ave., Chicago 1, Ill.  
Tel. Dearborn 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NEWMAN, LYNDE & ASSOC. INC.**  
1200 Sun Mary Blvd., Jacksonville 2, Fla.  
Tel. Edgemoor 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NOBLE ADV. ALBERT SIDNEY**  
22 Vanderbilt Ave., New York 17  
Tel. Murray Hill 4-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NOBLE-BURY & ASSOC.**  
Lib & Caspary Tower, Nashville 1, Tenn.  
Tel. Alamo 5-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**NORMAN, CRAIG & KUMMEL**  
22 Madison Ave., New York 17  
Tel. Plaza 1-2222  
Radio Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
prod. dir.; incharge; Sheldon Plaut, mgr., ra-  
dio-tv prod.  
Incharge—222 Madison Ave. Tel. Cherry 4-2222, L.  
J. McIlrath, mgr.

**Los Angeles—4122 Sunset Blvd., Tel. Crestview**  
4-2222, John H. Christ, mgr.  
Radio Accounts: Hudson Pulp & Paper Co., Borden  
Co., Borden Inc., Borden, Warner-Lambert,  
Wills-Motley, Schick & Schick, Colgate,  
Palmolive-Palco Blue Ribbon (N.S.)

**NORTH ADV. INC.**  
Northshore Bldg., Chicago 11  
Tel. Whitehall 4-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.; incharge; Jack McCord, art. exec.  
New York 17-4 E. 42d St.; Tel. United 7-2222;  
Bruce Dodge, vp.

**NEW YORK 17-4 E. 42d St.; Tel. United 7-2222;**  
Bruce Dodge, vp.  
Sewery 2222 Corp.—222 Broadway Way, Tel.  
Crestview 2-2222, Walter Miller Jr., mgr.

**NEW YORK 17-4 E. 42d St.; Tel. United 7-2222;**  
Bruce Dodge, vp.  
Sewery 2222 Corp.—222 Broadway Way, Tel.  
Crestview 2-2222, Walter Miller Jr., mgr.

**NEW YORK 17-4 E. 42d St.; Tel. United 7-2222;**  
Bruce Dodge, vp.  
Sewery 2222 Corp.—222 Broadway Way, Tel.  
Crestview 2-2222, Walter Miller Jr., mgr.

O

**OBERMEYER ADV. AGENCY, DAVID H.**  
80 W. Robinson Ave., Orlando, Fla.  
Tel. 5-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'BRIEN ADV. LTD.**  
145 W. Georgia St., Vancouver 8, B.C.  
Tel. Pacific 9174  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
220 Madison Ave., New York 17  
Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
220 Madison Ave., New York 17  
Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
220 Madison Ave., New York 17  
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I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

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Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

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220 Madison Ave., New York 17  
Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

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220 Madison Ave., New York 17  
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Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
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I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
220 Madison Ave., New York 17  
Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
220 Madison Ave., New York 17  
Tel. Plaza 2-2222  
Tv Dept. Warren T. Mitchell, Richard W. Mitchell,  
I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.

**O'CONNELL CO., R. T.**  
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I. E. Carlson Jr., others; Polly Harris, radio-tv  
dir.



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**PAGE ADV. AGENCY**  
19 W. 48th St., New York 20, N.Y.  
Tel.: Murray Hill 9-4888

**PACIFIC NATIONAL ADV. AGENCY**  
224 Fourth Ave., Seattle 1  
Tel.: Elliot 1402

Tv Dept.: Grant Harrell, radio-tv dir.  
Portland 4, Ore.—Canada BME, Tel. Central 3-3221, M22, Poland, vp., mgr.; E. Dave Habbitt, tv prod. dir.

Spokane—1122 Broadway; Tel.: Frontier 7-6888, Martin C. Ross, vp. and mgr.

San Francisco—448 Serrano St.; Tel.: Douglas 3-6081; Harvey H. Strombeck, mgr.

Tv Accounts: Blue Ribbon Growers (fruits), Gardena Packing Co. (meats), Fisher Flouring Mills Land & Co. (flour), Kallie's Inc., New England Fish Co., Washington State Fruit and Power Commission, KPTV (TV) Portland, (RA) Silver, Stockard-Wandell Motor Co. (Ford).

**PADCO ADV. CO.**  
1519 Delmar Blvd., St. Louis 8, Mo.  
Tel.: Volstead 7-3588

**PAMS ADV. AGENCY**  
2566 Indiana Ave., Dallas 28, Tex.  
Tel.: Riverside 7-2851

**PARIS & PEART**  
210 Lexington Ave., New York 17  
Tel.: Murray Hill 9-3428

Tv Dept.: Donald C. Parsons, acct. exec., radio-tv dir.; Weymouth Symmes, media dir.; Virginia Burke, timebuyer.

Tv Accounts: A & P, Brazilians, Joe Lowe Co. (Popsicle), Sage Laboratories, West Disinfecting Co., Kirsh Beverages (No-Call) (all R).

**PARKER ADV. INC.**  
112 N. Michigan St., Saginaw, Mich.  
Tel.: Pleasant 3-4488

**PARKER ADV. INC.**  
9 East 45th St., New York 17, N.Y.  
Tel.: Murray Hill 3-9549

**PARKER & ASSOC.**  
Corner Bldg., Birmingham 1, Ala.  
Tel.: 54-0587

**PATCH & CURTIS**  
2009 E. Broadway, Long Beach 3, Calif.  
Tel.: Blumhank 2-4913

Tv Dept.: John Curtis, dir.

**PATTEN CO.**  
1100 N. Woodward, Birmingham, Mich.  
Tel.: Midwest 4-5538

**PATTEN-HOLLOWAY ADV. AGENCY**  
Bank of America Bldg., San Diego 1, Calif.  
Tel.: Belmont 4-2186

**PATTON ADV. GEORGE**  
4225 Yuma St., Hollywood 28  
Tel.: Hollywood 3-8841

Tv Dept.: George Patton, radio dir.; Judith Woolsey, timebuyer; Lyn Patton, Wally Sherwin, James Chapin, Keith Hetherington and Bill McGraw, acct. execs.

Tv Accounts: Col. Farn, Hovers, Metz Co., Starke Rev., Royal Typewriters.

**PAUL & ASSOC. HARRY**  
80 Hopkins St., Racine 14, Wis.  
Tel.: Hubbard 3-2728

**PAUL & BAUM ADV.**  
4220 W. Third St., Los Angeles 48  
Tel.: Olive 3-3118

Tv Dept.: A. L. Paul, Mace Baum.

**PAUL-PHELAN ADV. LTD.**  
28 Victoria St., Toronto 2, Ont., Canada  
Tel.: Empire 3-8847

800 St. Catherine St., West, Montreal 2, Que.  
Tel.: 102 1-3437

**PAULSON-GERLACH & ASSOC. INC.**  
608 W. Wisconsin Ave., Milwaukee 3, Wis.  
Tel.: Broadway 1-8817

**PAYSTAR ADV. AGENCY**  
1161 Wilow Rd., Northbrook, Ill.  
Tel.: Cretiveview 3-3830

**PECK ADV. AGENCY**  
40 Madison Ave., New York 17  
Tel.: Plaza 3-6000

Tv Dept.: Sylvan Tiptinger, dir.; Bernard (Bum) Alben, radio-tv prod. supvr.

Tv Accounts: U. S. Time Corp. (N), D'Orazio Sales Co., Sweet-Orr & Co., Metropolitan Brewery of N.J. (all RN)

**PERLIN-PAUS CO.**  
18 E. Michigan Ave., Chicago 3  
Tel.: Randolph 6-1323

Tv Dept.: Earl Perlin, pres.; Donald L. Paus, vp.; Iva Robinson, tv dir.; Linnea Vanderling, med. dir.

New York—120 Fifth Ave., Tel.: Plaza 7-6128; 106th O'Connor

Tv Accounts: Sunbeam Corp. (N-S), Drabner Packaging Co. (R)

**PERRY-BROWN INC.**  
221 Vermont Pl., Cincinnati 18  
Tel.: Plaza 3-8228

Tv Dept.: Edward J. Doan, tv dir.; timebuyer, Robert J. Winking, and Sprague Mulikin, acct. execs. and timebuyers.

Tv Accounts: H. H. Meyer Packing Co. (R), The Permut Co. (N)

**PERSHALL CO. J. R.**  
100 W. Adams St., Chicago 3  
Tel.: Franklin 3-3610

Tv Dept.: Grace Rowworth, Harry C. Pack, media dir.; J. Robert Pershall, pres. & acct. exec.; Peter Fumhal, tv prod. mgr.; Dick Brown, William Sprout, F. Mutual Carroll, acct. execs.

Tv Accounts: Chicago Plastering Institute, Hi-C Div. of Minute Maid Corp. (RN-S), Northern Ill. Gas Co., South Radio Distributing Corp., Serta of Chicago; Kiddie-Kookles.

**PETLER ADV. AGENCY, ALFRED M.**  
4 Bryant Way, Quidada, Calif.  
Tel.: Clarendon 3-0393

Tv Dept.: Margaret Baldwin, media dir.

**PFAU-FINKLE INC.**  
148 West Hanover St., Trenton 8, N.J.  
Tel.: Lyric 8-2528

**PFLAUM & ASSOC. STANLEY**  
880 Wilshire Blvd., Beverly Hills, Calif.  
Tel.: Beverly Hills 3-0802

Tv Dept.: Stanley Pflaum, owner.

Tv Accounts: Mission Park.

**PHILLIPS-BANNEY CO.**  
104 Ivy, San Diego 1, Calif.  
Tel.: Belmont 4-0401

Tv Dept.: Orva Huff, radio-tv dir.; Robert L. Phillips, media dir.

**PICARD, MARVIN & REDFIELD INC.**  
41 E. 43rd St., New York 17  
Tel.: Murray Hill 3-0802

Tv Dept.: William S. Marvin, vp. and radio-tv dir.; Chan Ives, acct. radio-tv dir.; Florence Linton, timebuyer

**PIDGEON & ASSOC. VANCE**  
Bullseye Building, Minneapolis 2  
Tel.: Victoria 3-2800

Tv Dept.: Virginia Macread, media dir. and timebuyer

**JOSEPH J. PINNUS**  
461 Market St., Newark 2, N. J.  
Tel.: Market 3-2222

Tv Dept.: Joseph J. Pinnus, pres., timebuyer

Tv Accounts: Stone & Peters (local Birmingham-based agencies), Best Values Co. (photograph records)

**PITLUK ADV. CO.**  
125 Audubon, Orlin, San Antonio 3, Tex.  
Tel.: Capital 3-4222

**PLATT & O'DONNELL ADV. INC.**  
1 E. 45th St., New York 17  
Tel.: Murray Hill 7-3288

Tv Dept.: Thomas O'Donnell, pres., radio-tv dir. & timebuyer

Box 18—11 Providence St., Tel.: Kenmore 4-0100; Irvia E. Gould.

Tv Accounts: GKO, (U.S.A.) Ltd. (S), (ar) Zany camera, H. S. Promine (Cafe Viva espresso)

**POLYVA ADV.**  
2214 Ohio St., Terry Park, Ind.  
Tel.: Crawford 4751

**POORMAN, BUTLER & ASSOC. INC.**  
12-114 E. Gilliam St., Muncie, Ind.  
Tel.: 3-6278

**POSNER-ZAHIN**  
55 Madison Ave., New York 16  
Tel.: Murray Hill 8-2908

Tv Dept.: James B. Zabin

**POST, JOHNSON & LIVINGSTON INC.**  
297 Farmington Ave., Hartford 3, Conn.  
Tel.: Ja. 2-1717

**POTTS-WOODBURY INC.**  
223 Grand Ave., Kansas City 8, Mo.  
Tel.: Grand 1-9778

Tv Dept.: William J. Brewer, radio-tv dir.; Al Christy, Gene W. Dennis, radio-tv acct. supvr.

Tv Accounts: Brandt Airways, Daily Madison Cakes, Sherman Sweet Corp., D-X Bakery (R) Co., Interstate Baking Co., Russell Silver Center, Cook Patent & Vending Co., American Sheep Producers Council, Washburn Men's Assurance Co., Buttercup Brand, Coleman Co., Griffin Grocery Co., Guy's Potato Chips, Marmar Biscuits, Natchez Nutcracker, Post-Jet Corp., Staley Milling Co., Standard Milling Co.

**POWELL ADV. INC.**  
Penatont Bldg., Detroit 26  
Tel.: Woodward 3-6288

Tv Dept.: Robert H. Powell, tv dir., acct. exec. and timebuyer; Marjorie Lutz, acct. timebuyer.

Tv Accounts: Detroit City Ice & Fuel Co., Greater Detroit Plymouth Dealer Assn., National Candy Co., Yacker Ice Cream Co., Barton Armory & Title Co., Park Motor Sales, Park Northwest Lincoln & Mercury, Jefferson Liberty & Mercury, Hazel Park National Raceway (all R).

**POWELL, SCHOENBROD & HALL ADV. INC.**  
490 S. Michigan Ave., Chicago 11  
Tel.: Michigan 4-9888

Tv Dept.: Herbert Summers Hall, tv dir.; Judith Sawyer, acct. tv dir.

Tv Accounts: Goldberg Fashion Forum, Bauer Nash Sales, King Korn Stamp Co., Kulek Construction Co., Lawrence Ave. GSK, Lett Jewelry Co., Modernfold Door Distributors' Assn., Arthur Nagel Inc., North-American, Phillips Co., Wood-Davis Co., Walter-Adams, F. A. & Construction Co., Erie Clothing Co. (all R).

**POYNTE ADV. LTD., ALFORD R.**  
85 King St. E., Toronto, Ont., Can.  
Tel.: Empire 3-8114

**PRATER ADV. AGENCY INC.**  
705 Chestnut St., St. Louis 1  
Tel.: Garfield 3-8400

Tv Dept.: Barbara Block, dir.

Tv Accounts: Falls City Brewing Co. (R)

**PRESBA, FILLERS & PRESBA INC.**  
300 N. Michigan Ave., Chicago 1  
Tel.: Central 6-7888

Tv Dept.: Mark Smith, tv dir.; James R. Bregman, timebuyer, W. E. Presba, E. J. O'Malley, Frank Stehle, acct. execs.

Tv Accounts: Flex-O-Glass Mfg. Inc., Snow Range Ice Children, Glass Bag Co., Vaughan Seed Co., Orleans Canning Co., Car City

**PRODUCT SERVICES INC.**  
17 E. 45th St., New York 17  
Tel.: Murray Hill 3-0888

Tv Dept.: Leo L. Peraky, pres.; Lester J. Blumstein, acct. exec. vp. acct. mgr., radio-tv dir.; Harold L. Toren, M. H. Lotman, vp., Matt Baker, R. F. Petrick, Leo LaMontagne, timebuyers.

Tv Accounts: Bryant-Trotter, Continental Can-War-Var (meat), Glamorex, Robt-Brod Corp. of America, Stream Shores, Finkle-Labbe, Signal Mfg. Co., Standard Co. (theopropinone), Hallmark Labs (drugs)

**PROESTING, TAYLOR INC.**  
180 E. Ohio St., Chicago 11  
Tel.: Whitehall 4-1852

Tv Dept.: J. L. Proesting, K. C. August, acct. execs., Lucy Tye, timebuyer

**PUBLICIDAD SABELLO INC.**  
Villamil Bldg., Shop 22, Santiago, P. R.  
Tel.: 2-2718

Tv Dept.: Jose Diaz, tv dir.; Reina Hayes, timebuyer; S. E. Baffina, pres. and acct. exec.; Harwood Hill Jr., acct. vp. and acct. exec.; Jose Vera, William Vargas, Rex H. Swalley and Rafael Carrasquillo, acct. execs.

New York 17—122 E. 42nd St.; Tel.: Murray Hill 3-0921; R. A. Forman, vp. and off. mgr.

**PUFFER CO., CHARLES O.**  
15 E. Wacker Drive, Chicago 1, Ill.  
Tel.: Financial 6-0518

**QUEDNAU INC., HENRY**  
464 13th St., Tampa, Fla.  
Tel.: 2-0191

Tv Dept.: Robert E. Edrington, radio-tv dir.; Henry Quednau, pres. and acct. exec.; Henry Madsen, Clyde Sussex, vp., acct. execs.

Tv Accounts: Scrubline Park (R), Odette Chemical Co., Inf. Breweries Inc. (Southern Dlu L. Florida Dairy)

R

**RAF ADV. INC.**  
118 Raymond Blvd., Newark, N.J.  
Tel.: Market 3-2158

**RANNEY CO. ADV., JOHN**  
1585 Crossroads of the World, Hollywood 28  
Tel.: Hollywood 3-8813

Tv Dept.: John G. Ranney, owner; Peter Runnell, acct. exec.; Nicholas Martin, prod. mgr.; Martha Dickenson, media dir.

**RANDALL CO.**  
25 Pearl St., Hartford 3, Conn.  
Tel.: Jackson 7-1758

Tv Dept.: Florence F. Grealy, radio-tv dir.

Tv Accounts: Savitt Jewelers, Hartford Gas Co., New Britain Gas Light Co., State Lion Potato Chip Co., Eversum Bldg. of Conn., Crown Petroleum (all R)

**RANDALL CO., FRED M.**  
Bank Bldg., Detroit 26  
Tel.: Woodward 1-6881

Tv Dept.: C. E. Focanny, timebuyer; Hugh B. Moore Jr., Hal G. Trump, Harry Grady, acct. execs.

**RAYCLIFFE ADV. AGENCY**  
Merchants Bank Bldg., Dallas 1, Tex.  
Tel.: Riverside 3-8825

Tv Dept.: Norville K. Raycliffe Jr., acct. exec.; Mrs. Wilda R. Wilson, tv dir.

Tv Accounts: Magnolia Petroleum Co. and Mercantile Natl. Bank (both R)

**RAYMOND CO. J. W.**  
101 E. Broadway, Los Angeles 12  
Tel.: Dunbar 5-0231

Tv Dept.: J. W. Raymond, pres., Harold Jacobs, prod. mgr.; James Van Burgh, Terrance Rosen, Robert Eisenman, acct. execs.; Duane Robertson, media dir.; Jim Sisk, art. dir.

**RAYMOND CO. LARRY**  
221 Crenshaw Blvd., Los Angeles 12  
Tel.: Webster 4-4122

Tv Dept.: Larry Raymond, own., acct. exec., John Peinar, acct. exec., timebuyer.

**REACH, McCLINTON & CO.**  
221 Park Ave., New York 17  
Tel.: Plaza 1-7739

Tv Dept.: Wernat Mihal, radio-tv dir.; Timothy J. O'Leary, timebuyer, Ted Olson, prod. fr-radio acct.

Tv Acct.: Specialized Management Co., International Lumber Corp., Laram & Horn Co., (Edgewood, Holiday Hibiscus), N. J. Bell Telephone Co., Prudential Insurance Co.

**REED ADV. INC.**  
121 E. 4th St., New York 17, N. Y.  
Tel.: Murray Hill 1-1944

**REICH ADV. JAY**  
Frick Bldg., Pittsburgh 12, Pa.  
Tel.: Atlas 4-1-077

**REINCKE, MEYER & FINN INC.**  
220 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 4-7440

Tv Dept.: Lewis G. Green, tv dir.

Tv Account: Anderson Co., Chicago-Burlington-Quincy Railroad, E. A. Hertzig, Von Schrader Mfg. Co. (all 2), also special work for National Safety Council, other public service organizations.

**REINGOLD CO.**  
29 Newbury St., Boston 10  
Tel.: Kenmore 4-1800

Tv Dept.: Thomas J. Bowen, vp.; Rosemary Robinson, timebuyer; Richard D. Bragan, creative dir.

Tv Account: Citrus Fruit Juices Inc., Staffer Tissue Corp., Nissen Baking Co., Talmi Tark Co. (all 2).

**REINHARDT ADV. INC.**  
170 Franklin St., Oakland 12, Calif.  
Tel.: Telegraph 2-2000

Tv Dept.: Cyril Wells Jr., radio-tv dir.; Leo Bowman, timebuyer; Adeline Schow, media dir.

Tv Account: House Brands Inc., Klipflick's Bakery Inc., Roschies-Bussell Dairy Co. (all 2).

**REIS ADV. AGENCY, JACK M.**  
Hotel Alton, Cincinnati & Ohio

**REYNOLDS LTD. E. W.**  
124 University Ave., Toronto, Ont., Can.  
Tel.: Empire 4-2261

Tv Dept.: Henry E. Koppel, vp., radio-tv; Edward Tamm, Neil MacDonald, radio-tv coordinators; Vera Macklin, timebuyer

Montreal—140 St. Catherine St. W.; Tel.: University 4-1710; Jean Tragan, French tv-radio dir.

Tv Account: Canadian Food Ltd., Dairy Farmers of Canada Ltd., Union Carbide Co., Everhart Inc., Frier's Bubble Gum Co., E. M. Hoffmann Co., Michael Becher's Health & Accident, Elman Shoe Co. (all 2), General Mills, Skittles (Canada) Ltd. (1-22 0).

**RICHARD & GUNTHER INC.**  
24 W. 40th St., New York 18, N. Y.  
Tel.: Circle 7-4160

**RICHARDS INC. FLETCHER D.**  
110 Westchester Plaza, New York 17  
Tel.: Judson 4-1440

Tv Dept.: J. J. Fritsch, vp., tv-radio dir.; Michael Levin, tv-radio consultant; Keith Shaffer, sta. rel. & prod. devel. net. timebuyer; James M. Kelly, spot timebuyer; Bill Russell, Stan Rhodes, Robert Nugent, writers-producers; John Ward, bus. mgr.-film superv.; Bill Vance, tv-radio copy chgr.; Victor Miranda, tv art. dir.

Chicago 1—221 North LaSalle St. Tel.: Financial 4-3888; George T. Janick.

Montreal—140 Sherbrooke West; William F. Walsh.

**RICHMOND ASSOC. M. EVANS**  
121 S. 11th Philadelphia 3  
Tel.: Locust 1-1074

Boston 11—220 Boylston St.; Tel.: Copley 4-0224; R. Sanford.

Los Angeles 4—300 Wilshire Blvd. Tel.: Robert 3-1717; M. Beas.

**RIDGEWAY ADV. CO.**  
220 Granddell Ave., St. Louis 8, Mo.  
Tel.: Parkview 1-2228

**RIDE & FREDE INC.**  
421 Lakeview Ave., Chicago, N. J.  
Tel.: Greiner 1-7262

Tv Dept.: Robert J. O'Grady, media radio-tv dir.; Daniel Widens, vp., radio-tv prod. dir.; Lawrence Nuzzo, Fredy W. Morone, S. Robert Freese, George Rink, acct. execs.

New York—221 Madison Ave.; Tel.: Murray Hill 4-1122

Tv Account: G. N. Conditon Co., Royal & Royal Inc., Marcolis Mfg. Co., Jarval Co., Brown Cadillac (2).

**RIGER ADV. AGENCY, FRED**  
Fretz Bldg., Birmingham, N. Y.  
Tel.: 4-1222

**RIPPEY, BENDERSON, BECKNAM & CO.**  
220 Sherman St., Detroit 1  
Tel.: Arena 2-2621

Tv Dept.: Jack Thomas, tv prod. dir.; Sam L. Holmberg, timebuyer.

**RITTER-LIEBERMAN INC.**  
1243 Turner St., Allentown, Pa.  
Tel.: Hamilton 3-3442

**RIVEN ADV. DAN**  
1418 Walnut St., Philadelphia 7  
Tel.: Pennsylvania 2-5288

**ROBERTSON, BUCKLEY & GOTSCH**  
120 N. State St., Chicago 1  
Tel.: State 2-2226

Tv Dept.: Clarence M. Gotsch, Scott Robertson, Bob Greene, acct. execs.

**ROBERTSON ADV. AGENCY, MARSHALL**  
Speed Bldg., Detroit 1  
Tel.: Kayston 4-0220

Tv Dept.: Marshall Robertson and Mary A. Robertson, pres., tv dir., acct. execs. and timebuyer; John P. Eby, vp., acct. exec. and timebuyer; Jack Heiting, tv director.

Tv Account: Miller's Supermarkets, Uppsher Electric Co., City Blue Laundry, Star Bread, First Natl. Bank of Englewood, Blue Cross-River State (Denver), Pioneer Savings Stamp, Lindner's Meat Packing, Frumco Jewelry, O'Meara Ford, Weinert Transits & Storage (all 2).

**ROBERTSON POTTER CO.**  
20 N. Wacker Drive, Chicago 4, Ill.  
Tel.: Anderson 1-1220

**ROBINSON, ADLEMAN & MONTGOMERY INC.**  
1714 Walnut St., Philadelphia 1  
Tel.: Kingsley 1-4222

Tv Dept.: A. DiAngelo, radio-tv dir.; Edwin Cronin, media dir.

Tv Account: Tigger Dog Food, Leontomax, Wagner-Wagner Theatre, Harold S. Robinson Co., Radio stations WFEN and WIDAZ, both Philadelphia, National Heat & Power Co. (all 2).

**ROBINSON & CO. ELWOOD J.**  
111 Wilshire Blvd., Los Angeles 11  
Tel.: Mutual 2-2220

Tv Dept.: Lee Lauber, radio-tv dir.; Robert C. Newman, media dir.; Marvin A. Jensen, David R. Peters, John W. Hayes, acct. execs.

Tv Account: Carl Fed Savings, Cleaver Window Cleaners, Gardens & Sattler Range Co., Lewis Lintz Prod. Co., L.A. Water & Power Dept., Packard-Bell Co., Unity Appliance Corp., Western Federal Savings, Wilson Automotive Products, Hill Associates.

**ROCHE-SCHOFF & LEE INC.**  
2122 Beverly Blvd., Los Angeles 12  
Tel.: Olympic 3-2420

Tv Dept.: Samuel Lee, vp.; Irving Rosent, acct.; Frank Roche, pres.

**ROCHE INC. JOHN D.**  
1110 S. Hope St., Los Angeles 12  
Tel.: Burtmore 2-7781

Tv Dept.: John D. Roche, pres.; John D. Roche, Jr., Bud Baetzger, acct. execs.; Helen Ferguson, media dir.

**ROCHE, WILLIAMS & CLEARY INC.**  
115 E. LaSalle St., Chicago 1  
Tel.: Hamilton 4-9200

Tv Dept.: Kirby Roche, dir.; Frank Hanson, timebuyer; Ray Song, Missi Williamson, E. Olson, J. P. Welser, F. Patton, W. Smith, acct. execs.

Tv Account: Chicago-Milwaukee-St. Paul & Pacific Railroad Co., Harbors Mutual, John Punt Products Co., Stewart Coffee Co.

**ROCKETT-LAURITZEN**  
1226 E. Oxford Ave., Los Angeles 4  
Tel.: Republic 4-2120

Tv Dept.: Robert R. Rockett, pres.; Don Lauritzen, acct., media dir.

**ROCKLIN & ASSOC. IRVING**  
32 W. Randolph St., Chicago 1  
Tel.: Randolph 4-2224

Tv Dept.: Iva Regan, tv dir.; Irving Rocklin, Eugene Lovinger, Sue Wurtzberg, timebuyers; Irving Rocklin, Robert Spencer, Edward Lovinger, Jarrod Rocklin, Gerald Adde, Robert Swaine, acct. execs.

Tv Account: Chicago Furniture Mart, Western Tire Auto Stores, Walton Mfgs., U.S. Home Corp. of America, Parr Motors, Dury & Benson, Chrysler, Mid-American Hotel Group, Ashford Interiors (all 2), Vassar Vassar Showings TRM, S.

**ROCKWELL INC.**  
27 W. 57th St., New York 12, N. Y.  
Tel.: Plaza 2-2222

**RODGERS & ASSOC., SHERWIN ROBERT**  
22 E. Scott St., Chicago 12, Ill.  
Tel.: Superior 1-2224

**ROGERS & PORTER ADV. AGENCY**  
121 E. Avenue Rochester 1, N. Y.  
Tel.: Locust 2-4144

**ROGERS & SMITH**  
25 N. Wacker Drive, Chicago 4  
Tel.: Dearborn 2-0020

Tv Dept.: Ray H. Reynolds, acct. vp.  
Dallas 1, Tex.—Incorporated Bldg. Tel.: Riverside 1-2221; Houston 2, Tex., mgr. tv dept.  
Kansas City 8, Mo.—201 Myrtle St.; Tel.: Victor 2-4402; Richard P. Shade, mgr. tv dept.

**ROIZEN ADV. AGENCY INC.**  
291 Delaware Ave., Buffalo 2  
Tel.: Madison 2913

Tv Dept.: Maria Roizen, acct. exec., radio-tv dir., timebuyer.

Tv Account: Sattler's, Vorgorettes (both 8).

**ROLAND-RODGE ADV. CO.**  
1012 Broadway, New York 12, N. Y.  
Tel.: Circle 7-0770

**RONALDS ADV. AGENCY LTD.**  
1440 St. Catharine St. W., Montreal 22  
Tel.: University 8-4773

Tv Dept.: Peter Gofink, vp., radio-tv dir.  
Edmonton, Alta.—Tegler Bldg.; Tel.: 4-0088; W. A. Bishop, mgr.  
Toronto 1—128 Peter St.; Tel.: Bloor 2-2227; Ray J. Avelly, mgr.

**ROSE-MARTIN INC.**  
21 W. 42nd St., New York 18, N. Y.  
Tel.: Judson 2-2222

**ROSS ADV. AGENCY, CHARLES**  
520 Sunset Blvd., Hollywood 10  
Tel.: Hollywood 2-1224

**ROSS AGENCY, ELLSWORTH**  
224 Beverly Blvd., Los Angeles 4  
Tel.: Dunbar 4-2222

Tv Dept.: Ellsworth Ross, pres.

**ROSS ROY INC.**  
272 E. Jefferson Ave., Detroit 1  
Tel.: Locust 1-2222

Tv Dept.: Carl E. Humpal, dir.; H. A. Faust, timebuyer; Ralph Freeman, W. H. Gerstenbergh, acct. execs.

Hollywood 2—1220 N. Vine St.; Tel.: Hollywood 4-2222; M. C. Vaughn, vp.

Tv Account: Dodge Truck, Stewart-Warner (both 2).

**ROSSINI ADV. AGENCY**  
175 Fifth Ave., New York 12, N. Y.  
Tel.: Oregon 2-2222

**ROTHBARDT & BAAS ADV.**  
221 E. Ohio St., Chicago 11, Ill.  
Tel.: Whitehall 4-2222

**ROTHMAN ADV. S. LAWRENCE**  
May Bldg., Pittsburgh 22, Pa.  
Tel.: Atlantic 1-2221

**RUBEN ADV. AGENCY**  
226 N. Meridian St., Indianapolis 4, Ind.  
Tel.: Pl. 2272

**RUMBLE & CO., C. L.**  
129 Earl Ave., Rochester 4  
Tel.: Baker 2-2222

Tv Dept.: Dorian St. George, dir.; Grace M. Damsel, acct. dir.; William Weller, timebuyer; John Trostinsky, Donald Miller, Deborah Kilip, George Prince, Neal Gallagher, acct. execs.

Buffalo 2—378 Delaware Ave.; Tel.: Madison 2222; Everett L. Thompson, dir.; Joseph H. Ratter, creative dir.

Tv Account: Fanny Farmer, Genesee Valley Union Trust, Community Savings Bank, Synovate Farms, Korde Co., Strunberg-Carlson Dir. (General Dynamics Corp.), Eastcott Johnson Co., Harry Forman Clothes, Eastcott Co. (all 2).

**RUNBLE CO. LOWE**  
Liberty Bank Bldg., Galvestone City 2  
Tel.: Regent 2-2222

Tv Dept.: Mack Fuller, radio-tv dir.; Howard Newman, Mandy Mack, vp.; Oscar Bremer, acct. exec.

Tv Account: Local Federal Savings & Loan, Liberty Bank & Trust Co., Cain's Cakes, Kett-McGee Oil Industries, Ode Gas & Elec. Co., Colver's Dairies (all 2).

**RUTHAUFF & RYAN INC.**  
225 Lexington Ave., New York 17  
Tel.: Murray Hill 4-4444

Tv Dept.: George Wall, vp. dir.; Douglas MacFarlane, vp., radio-tv copy ch.; Roland Howe, radio-tv mgr.; Bruce McFleck, bus. mgr.; Dwight Rivers, Ted Stock, prod. superv.; Marianne Deamer, Louis de Milhan, media dir.; Daniel K. Gordon, dir.; Vincent DeLuca, media timebuyer mgr.; Daniel M. Gordon, director; Mary Dowling, Edward Sherman, timebuyers

Chicago 1—221 North Michigan Ave.; Tel.: Financial 9-1221; William D. Wilson, vp.-mgr.; George R. Anderson, vp.-radio-tv dir.; Jerry Spelling, prod. mgr.; Don Dulan, dir. of sta. training-vocal communications; Holly Shively, ch. timebuyer; Ume Dean, Edmund Kaiser, timebuyers.

# AGENCIES

Cincinnati 2—Carew Tower; Tel.: Garfield 1-5800; John L. Magro, vp.-mgr.  
 Dallas 2—Adolphus Tower; Tel.: Riverside 6453; Alex G. Pappas, mgr.  
 Detroit 2—7430 Second Boulevard; Tel.: Trinity 4-2200; Tod Reed, exec. vp.  
 Houston 4—Old Natl. Insurance Bldg.; Tel.: Jackson 4-7531; Theodore F. Keady, vp.-mgr.  
 Los Angeles 5—3440 Wilshire Blvd.; Tel.: Dunkirk 8-0571; John H. Weiser, vp.-Pacific Coast mgr.; Edward E. Simmons, West Coast dir.  
 St. Louis 1—611 Olive St.; Tel.: Main 1-0127; Oscar A. Zahner, senior vp.-mgr.  
 St. Paul 14—2650 University Ave.; Tel.: Midway 5-7711; William M. Amundson, mgr.  
 San Francisco 4—235 Montgomery St.; Tel.: Exbrook 2-4616; Ray Mount Rogers, vp., mgr.  
 Seattle 1—1218 Third Ave.; Tel.: Elliott 1572; Francis G. Mullins, vp.-mgr.  
 Washington 4—Natl. Press Bldg.; Tel.: Executive 3-6730; Donald J. Wilkins, vp.-mgr.  
**TV Accounts:** American Home Products Co., Whitehall Pharmaceutical Div., Brown & Williamson Tobacco Co., Caloric Appliance Corp., Flay-R-Straws, Frito New York, Western Div. General Electric Supply Co., Gulf States Utilities Co., Johnny Mop Division, Personal Products Corp., Lone Star Gas Co., Simon Mattress Co., Edward K. Tryon Co., Western Savings Fund Society, Bon Ami Co., Frito Inc., Janney Sample Hill & Co., Kenton Pharmaceutical Co. (all S), Lewis-Howe Co. (N-S), Red Top Brewing Co., A. E. Staley Mfg. Co. (N), Sunheat Fuel Oil (S), Sun Oil Co. (RN), Texas State Optical Co. (S), Wm. Wrigley Jr. Co. (N).

## RUTLEDGE & LILIENFELD INC.

121 W. Wacker Dr., Chicago 1  
 Tel.: Andover 3-7667  
**TV Dept.:** Anne Coyle, tv dir.; Frances Rickey, timebuyer; Lawrence Rubin, James Jorgenson, acct. execs.  
 St. Louis—1000 Market St.; Tel.: Main 1-3252; E. G. McGrath, Peggy Leonhardt, acct. execs.  
**TV Accounts:** Curtice Packing Co. (S), Hawthorn-Melody Farms Dairy (S), National Tea Co. (RN), Realemon Puritan Co. (S), Thomas J. Webb Coffee Co. (S).

## RYAN ADV. LEWIS EDWIN

726 Jackson Pl., N.W., Washington 6  
 Tel.: Republic 1-7606  
**TV Dept.:** William J. Green, radio-tv dir.; Mrs. Louise Coble, radio-tv copy ch.; John F. Hardie, William R. Doores, Samuel E. Hunsaker, Walter Kerwin, James Gould, Samuel Patterson, acct. execs.

## RYAN & SON, HOW J.

136 William St., New York 38, N.Y.  
 Tel.: Digby 9-3923

## S

## SACHS ADV. STUDIOS

3222 E. Jefferson St., Detroit 7, Mich.  
 Tel.: Wo. 1-4391  
**SACKHEIM INC., BEN**  
 2 W. 59th St., New York 19  
 Tel.: Plaza 1-2200  
**TV Dept.:** William Galker, media dir.; Robert Glatzer, timebuyer; George Pampel, Milton Mensch, acct. execs.  
**TV Accounts:** Burlington Industries (Hess, Goldsmith Co.)

## SACKHEIM & CO. INC., MAXWELL

545 Madison Ave., New York 22  
 Tel.: Plaza 1-3151  
**TV Dept.:** Joe Gans, vp., radio-tv dir.  
**TV Accounts:** American Recording Society, Art Treasures of the World, Arthur Brown & Bros. Inc., Children's Record Guild, Chilton Greetings Co., Columbia LP Record Club, Damar Products Inc., Drug Research Co., Famous Artists Schools, Greystone Press, Jackson & Perkins, Living Language Course, Music Treasures of the World, N. Y. School of Writing, Ronnie Sales Inc., Soil Builders International Corp., Viking Sloane Corp., Vitafate Corp., Zenith Stamp Co. (all N-S).

## ST. GEORGES & KEYES INC.

250 Park Ave., New York 17  
 Tel.: Yukon 8-7575  
**TV Dept.:** James J. Freeman, vp., radio-tv dir.; Alicia Frost, timebuyer.  
**TV Accounts:** Davison Chemical Co., Div., W. R. Grace & Co.

## SALES CONSULTANTS INC.

1359 S. Figueroa St., Los Angeles 15  
 Tel.: Richmond 8-5231  
**SAMPLE ADV., H. G.**  
 Glenn Bldg., Atlanta, Ga.  
 Tel.: Jackson 5-4949

## SANDERS ADV. AGENCY INC.

Interurban Bldg., Dallas 1  
 Tel.: Riverside 7-1582  
**TV Dept.:** Tena Cummings, dir.  
**TV Accounts:** American Trailways, Ark. Trailways, Continental Bus System, Continental Central

Lines, Continental Crescent Lines, Continental Dixie Lines, Continental Pacific Lines, Continental Panhandle Lines, Continental Rocky Mountain Lines, Continental Southern Lines, Continental Tenn. Lines, Continental Trailways Bus System, Continental Western Lines, Denver, Colo., Springs, Pueblo Motorways, Fleming & Sons (Wallrite), Natl. Trailways Bus System, Santa Fe Trail Transportation Co., Union Trailways, Trailways of New England (all S).

## SAUSSY ADV., WALKER

1501 Canal St., New Orleans 16  
 Tel.: Canal 9212  
**TV Dept.:** John Browne, radio-tv dir.; Stanley Starr, timebuyer.  
**TV Accounts:** American Brewing Co. (Regal beer).

## SAWDON INC., FRANK B.

60 E. 56th St., New York 22  
 Tel.: Plaza 1-4646  
**TV Dept.:** Frank B. Sawdon, pres., acct. exec.; Jerry Bess, vp., radio-tv dir.; James Hackett, radio-tv coord.; Jack Wilcher, tv prod.; Thomas Mannos, prod. coord.  
**TV Accounts:** Robert Hall Clothes Inc. (S).

## SCHANK ADV. CO.

112 E. 19th St., New York 3, N.Y.  
 Tel.: Oregon 1-5116

## SCHECK ADV. AGENCY

9 Clinton St., Newark 2, N.J.  
 Tel.: Market 2-0480

## SCHNEIDER LTD., CARLON

1224 St. Catherine St. W., Montreal, Can.  
 Tel.: Un. 1-4764

## SCHNEIDERMAN INC., HARRY

141 Jackson Blvd., Chicago 4, Ill.  
 Tel.: Webster 9-3924

## SCHNITZER INC., BERNARD B.

333 Kearny St., San Francisco 8, Calif.  
 Tel.: Yukon 2-3690

## SCHONFARBER & ASSOC., GORDON

58 Weybosset St., Providence 3, R.I.  
 Tel.: Gaspee 1-4813

## SCHREIBER ADV. MARK

431 W. Colfax St., Denver 4, Colo.  
 Tel.: Alpine 5-2088

## SCHWAB & BEATTY INC.

38 E. 57th St., New York 22  
 Tel.: Plaza 1-1557  
**TV Dept.:** George F. Perkins, dir.; Charles Alexander, timebuyer.

## SCOTT & KASPER ADV.

Interurban Bldg., Dallas, Tex.  
 Tel.: Riverside 1623

## SCOTT INC., R. JACK

814 N. Michigan Ave., Chicago 11  
 Tel.: Whitehall 4-6886  
**TV Dept.:** Robert Knapp, vp. in chg. tv, Fred Vosse, timebuyer; Albert J. Meyers, Ed Guy, R. J. Scott, Lou Sargent, Joseph Pedoot, Charles Spunglin, acct. execs.  
**TV Accounts:** Boyer International Labs (RN-S), Chicago Stadium Corp., Citrus Products Co. (S), Fitzpatrick Bros. Inc. (S), Libby Furniture & Appliance Co. (RN), Perfect Plus Hosiery Mills (S), Salerno-Megowan Biscuit Co. (S), Schutter Candy Co. (S), Golden Mix Inc. (S), Spiegel Inc. (S), Tote-Brush Inc. (S), Walgreen Drug Co., Wyler & Co. (S).

## SCOTT INC., M. B.

8721 Sunset Blvd., Los Angeles 46  
 Tel.: Olympia 2-9030  
**TV Dept.:** Lou Holzer, tv dir.-acct. exec.; R. M. Smith, Walter Leftwich, Byron W. Nieman, acct. execs.; Mary Ellen Wheeling, media dir.  
**TV Accounts:** Ben Alexander Ford (S), Alpha Laboratories (N), Balenciaga Parfums (RN), Berl Berry, Clark Markets, Courtesy Chevrolet, Curies (all S), Fenolic International Paints (RN), Good Humor (S), Robert Hall Clothes (RN), Harger-Haldeman (S), G. R. Kinney Corp. (N), Master-Bilt Fence Co. (S), Moss Stores, Tom Sawyer Foods, Seaboard Drug Co. (all RN), Bob Spreen Cadillac-Oldsmobile (S), Western Woods (RN), Wilshire Club Beverages (S), Bill Murphy Buick, Western Woods Assoc., Glatin-Plus.

## SEBRELL ADV. AGENCY, J. B.

300 S. Los Angeles St., Los Angeles 13  
 Tel.: Madison 6-9397  
**TV Dept.:** J. B. Sebrell, pres., acct. exec.; P. W. Sebrell, exec. vp., acct. exec.

## SEEDS CO., RUSSEL M.

919 N. Michigan Ave., Chicago 11  
 Tel.: Whitehall 5-2133  
**TV Dept.:** Russell B. Young, tv dir.; Merle Myers, timebuyer; Virginia Russell, asst. timebuyer; Janet Welsher, traff. mgr.; E. Dean Landis, H. B. Goldsmith, D. A. Reed, acct. execs.  
 Los Angeles 48—418 S. Robertson Blvd.; Tel.: Crestview 4-7613; Lou Placc.  
**TV Accounts:** Brown & Williamson Tobacco Corp. (N-S), Pinex Co. (S), W. A. Sheaffer Pen Co. (N-S).

## SEGAR ADV., ROSCOE W.

2125 N.E. 48th Ave., Portland 13, Ore.  
 Tel.: Trinity 3445  
**TV Dept.:** Dorothy D. Segar, owner, space buyer, pub. dir.

## SEITNER ASSOC.

Professional Bldg., Jacksonville 3, Fla.  
 Tel.: Elgin 3-6531

## SEITZ & ASSOC., KEN

2040 W. Wisconsin Ave., Milwaukee 3, Wis.  
 Tel.: West 3-5044

## SEIX CO., JAMES C.

345 Madison Ave., New York 17, N.Y.  
 Tel.: Murray Hill 6-6368

## SEKLEMIAN & NORTH INC.

18 E. 48th St., New York 17, N.Y.  
 Tel.: Plaza 5-9700

## SELDERS-JONES-COVINGTON INC.

3252 Broadway, Kansas City 11, Mo.  
 Tel.: Jefferson 1-5650

## SELLER INC., RICHARD H.

409 S.W. Stark, Portland 4, Ore.  
 Tel.: Capital 2-9122  
**TV Dept.:** John Ralston, tv dir.; Liz Morris, radio-tv prod. mgr.  
 Seattle 16, Wash.—4215 W. Oregon St.; Tel.: West 0680; Ted Best, mgr.

## SENNE ADV. INC., HENRY

75 E. Wacker Dr., Chicago 1  
 Tel.: Randolph 6-6933  
**TV Dept.:** Henry J. Senne, pres., acct. exec.; W. H. Alexander, vp., acct. exec.; William H. Barth, timebuyer, acct. exec.  
**TV Accounts:** Cadillac Heating (S), Edam Mills (S), G. A. Goodrich (S), Art Hansen Buick, Frederick Harschner Co. (S), Hutchinson Chemical Corp. (S), Gelerich & Berry (RN), Gelerich Industries (S), Open Pit Food Sales (S), Rotosphere Inc. (S), George E. Thompson Co. (S), Thompson Paper Mills (S).

## SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 N. Eighth St., St. Louis 1  
 Tel.: Main 1-2579  
**TV Dept.:** Sam B. Margulis, ptrn., radio dir.

## SHANE AGENCY, LEONARD

6061 Hollywood Blvd., Hollywood 28  
 Tel.: Hollywood 9-2258  
**TV Dept.:** Leonard Shane, tv dir.; J. M. Lench, assoc. tv dir., timebuyer.

## SHARP ADV. INC., RALPH

736 Lothrop Ave., Detroit 2  
 Tel.: Trinity 3-3950

## SHAW ADV. INC., JOHN W.

51 E. Superior St., Chicago 11  
 Tel.: Mohawk 4-6323  
**TV Dept.:** Richard L. Rogers, mgr., media dept.; Hathaway C. Kemper, radio-tv dir.; Bobbie Landers, Isabel McCauley, timebuyers.

## SHECTER & LEVIN ADV. AGENCY

Old Town Bldg., Baltimore 2, Md.  
 Tel.: Plaza 2-4088

## SHELDON FREDERICKS ADV. ASSOC.

175 Fifth Ave., New York 10, N.Y.  
 Tel.: Gramercy 7-6393

## SHELDON ADV. AGENCY LISLE

1753 N. Western Ave., Los Angeles 27  
 Tel.: Hollywood 3-2368  
**TV Dept.:** Lisle Sheldon, own.; B. J. Young, acct. exec.

## SHERRILL CO., W. W.

2609 Cedar Springs, Dallas 1, Tex.  
 Tel.: Riverside 1-6375

## SHOTET-MEYER ADV.

360 S. Broadway, Yonkers 5, N.Y.  
 Tel.: Yonkers 8-2020

## SHORT & CO., HAL

Rothchild Bldg., Portland 9, Ore.  
 Tel.: Capitol 3-3167  
**TV Dept.:** Ben Butler, Hal E. Short, S. John Schlie

## SILTON BROS. INC.

131 Clarendon Rd., Boston 16, Mass.  
 Tel.: Copley 7-3730

## SIMMONS ADV., DEAN

1430 S. La Brea Ave., Los Angeles 19  
 Tel.: Webster 1-1311  
**TV Dept.:** Dean L. Simmons, pres., Allan Maon, vp. chg. sales.

## SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.  
 Tel.: Fairfax 7-1691  
**TV Dept.:** H. N. Gwynn, timebuyer; Milton Simon, acct. exec.  
**TV Accounts:** American Snuff Co., American Tea & Coffee, Humko Co., Rigo Chemical Co., Ronco Foods (all S).

## SIMONDS, PAYSON CO.

53 Exchange St., Portland 3, Me.  
 Tel.: Spruce 4-3971

**SIMONS-MICHELSON CO.**  
Lafayette Bldg., Detroit 36  
Tel. Woodward 2-3888  
TV Dept. George J. Hill, radio-tv dir. time and talent buyer.

**SINES & ASSOC., RAYMOND L.**  
801 Geary St., San Francisco 1  
Tel. Sutter 1-8137  
TV Dept. Raymond L. Sines, pres.

**SIVE & ASSOC. INC., LEONARD M.**  
Broadway at Elgin, Cincinnati 1  
Tel. Garfield 1-3882  
TV Dept. Robert G. Gramer, vp.; Donald E. Poynter, tv dir.

**SMALLEY, LEVITT & SMITH INC.**  
843 S. Olive St., Los Angeles 14  
Tel. Mutual 5328  
TV Dept. Jackie Britton, radio-tv dir.; Helen Sullivan, timebuyer; Jack Smalley, acct. exec.  
TV Accounts: Metropolitan County Lines, Yarnes Gray Line (both St. Louis Van & Storage Co.)

**SMITH ADV., B. W.**  
Spring Bldg., Cleveland 13, Ohio  
Tel. Main 1-9900

**SMITH, BENSON & McCLURE INC.**  
111 S. Michigan Ave., Chicago 1  
Tel. State 1-1931  
TV Dept. John G. Schroeder, media dir.  
TV Accounts: Sterling Brewster Inc. (N-3)

**SMITH & GANZ INC.**  
211 N. LaCienega Blvd., Los Angeles 46, Calif.  
Tel. Hollywood 9-8224

**SMITH CO., HOWARD R.**  
Jones Bldg., Tacoma 1, Wash.  
Tel. Broadway 2223  
TV Dept. Larry Hootby, radio dir.; Ted Knight-Linger, prod.

**SMITH ADV. AGENCY, JAMES**  
44 Church St., Burlington, Vt.  
Tel. 2-3891

**SMITH & CO., MARTIN L.**  
420 Madison Ave., New York 17, N.Y.  
Tel. Plaza 9-8502

**SMITH, TAYLOR & JENKINS INC.**  
223 Fourth Ave., Pittsburgh 22, Pa.  
Tel. Atlantic 1-8822  
TV Dept. T. J. MacWilliams, tv dir.; Charles Lindgren, dir. tv & film.

**SOUTHWEST ADV. AGENCY**  
204 W. 10th St., Waco, Tex.  
Tel. 1-3881

**SPECTOR CO., RAYMOND**  
46 Park Ave., New York 22  
Tel. Murray Hill 9-4407  
TV Dept. Richard G. Blahg, radio-tv mgr.; June Colvert, radio-tv prod. dir.  
TV Accounts: Hand Booking Inc.

**SPITZ ADV. AGENCY**  
120 Oak St., Syracuse 1, N.Y.  
Tel. 2-3881

**SPITZER & MILLS LTD.**  
30 King St. W., Toronto 1, Ont., Can.  
Tel. Kinross 6-2811

**BRAGO ADV.**  
Clute Bldg., Oklahoma City 2, Okla.

**STAAR & SCHOONMAKER CO.**  
Kalamazoo Bldg., Kalamazoo 8, Mich.  
Tel. Friends 1-1811  
TV Dept. Carl B. Schoonmaker, acct.

**STARR ADV. AGENCY, CHARLES N.**  
4223 Hawthorne, Hollywood 18  
Tel. Hollywood 2-7344  
TV Dept. Don Lewis, George Malher, Jim Mansfield, Tom Mann, acct. execs.; Robert Franklin, Irma Hunt, timebuyers.

**STARR ADV. AGENCY, R. M.**  
Cleveland Bldg., Rock Island, Ill.  
Tel. 2-1421

**STANFIELD LTD., HAROLD F.**  
1040 St. Catherine St., Montreal, Que.

**STARNES ADV. AGENCY**  
22 E. Raymond Ave., Pasadena  
Tel. Rose 1-4880  
TV Dept. Edward A. Starnes, pres.

**BROADCASTING • TELECASTING**

**STEBBINS ADV., BARTON A.**  
1145 Wilshire Blvd., Los Angeles 4  
Tel. (Huntwick) 8-8131  
TV Dept. A. W. Gubelman, timebuyer, acct. exec.; Hal Jaffra, acct. exec.  
TV Accounts: Certified Gravity of Cal., Signal Oil Co. (both R-2)

**STERBINS INC., HAL**  
114 W. Olympic Blvd., Los Angeles 21  
Tel. Hammond 3-8211  
TV Dept. Paul Wilens, vp., acct. exec.; Margo Stevens, timebuyer, acct. exec.

**STEIN ADV., ELONARD**  
365 Madison Ave., New York 16, N.Y.  
Tel. Algonquin 4-0197

**STELLER, MILLAR & LESTER INC.**  
270 W. Third St., Los Angeles 12  
Tel. Dunbar 1-5277  
TV Dept. Robert P. Millar, pres. acct. exec.; M. P. Millar, acct. exec.; Hal D. Kramon, acct. exec.

**STERLING ADV. AGENCY INC.**  
120 Fifth Ave., New York 17  
Tel. Murray Hill 1-3880  
TV Dept. Alfred E. Udow, radio dir.; tv dir.  
TV Accounts: Milburn (N).

**STERN INC., GABRIEL**  
420 Boylston St., Boston 16, Mass.  
Tel. Capley 1-6862

**STERN, WALTERS & BAYLER INC.**  
68 N. Michigan Ave., Chicago 11, Ill.  
Tel. Michigan 1-3880

**STEVENSON & SCOTT LTD.**  
126 University St., Montreal, Que.  
Tel. University 8-9967

**STEWART CO., JAMES A.**  
Roxlyn Rd., Carnegie, Pa.  
Tel. Walnut 1-4112

**STILLER-ROUSE ADV.**  
126 S. La Cienega Blvd., Beverly Hills, Calif.  
Tel. Cimarron 2-6556

**STUCKLER & ASSOC., GLENN R.**  
221 Olive St., St. Louis 7, Mo.  
Tel. Central 1-0742

**STOCKTON-WEST-BURKHART INC.**  
First Natl. Bank Bldg., Cincinnati 2  
Tel. Dunbar 3508  
TV Dept. Ronald S. West, sr. vp., acct. exec. & radio dir.; Garry Lee, tv prod. mgr.; Robert J. Huber, III, radio-tv programming.

**STOCKWELL & MARCUSE**  
Industrial Bldg., Detroit 28  
Tel. Woodward 1-4824  
TV Dept. William H. Stockwell, partner & timebuyer.

**STORIEL ADV. CO.**  
806 S. Hill St., Los Angeles 14  
Tel. Van Ness 1199  
TV Dept. E. C. Stodol, tv dir.; Cliff Levine, timebuyer, prod. mgr.; Ralph Pollock, acct. exec.  
TV Accounts: Edison Springwell, Edison Elec. Prod., Crown Finance, Barnett Bank, Knapp Monarchs, United Artists Exchange, Columbia Stores (all N).

**STOETZEL & ASSOC. INC.**  
80 N. Michigan Ave., Chicago 1  
Tel. State 1-8827  
TV Dept. Lenna Murphy, media dir.; timebuyer  
TV Accounts: Bank to God Hour (R)

**STONE & SIMONS ADV. INC.**  
10821 W. McNichols Rd., Detroit 21  
Tel. University 4-0189  
TV Dept. Rudy Simons, tv dir. acct. exec.; Charles Stone, acct. exec.; Martin Stein, tv timebuyer, acct. exec.  
TV Accounts: Howe & Howie Inc., Clabery Printing, Oberdor & Ross Lbr. Inc. (all N)

**STORER ADV. CO.**  
22 East Ave., Rochester 4, N.Y.  
Tel. Baker 9448

**STRAUCHEN & McRIM ADV.**  
5 E. Fourth St., Cincinnati 2  
Tel. Main 1-4119  
TV Dept. Holmes E. Leed, radio-tv dir.; timebuyer.

**STREET & FINNEY INC.**  
43 W. 48th St., New York 36  
Tel. Circle 6-1700  
TV Dept. Helen A. Thomas, timebuyer; Howard Miller, tv dir.; Robert Prosky, Warren E. Faxon, William C. Anastos, Donald Ull, acct. exec.  
TV Accounts: Colgate-Palmolive Co. (N-3), Eastco Inc., Foster-Milburn Co., Kiwi Polish Co., Mid-West Pharmaceutical Corp. (all N)

**STROMBERGER, LAVENE, McKENZIE**  
608 S. Lafayette Park Pl., Los Angeles 21  
Tel. Dunbar 5-2211

TV Dept. Harrison O. Nelson, radio-tv dir.; George Anthony media dir.; timebuyer; Helene McDary, Margarette Sussall, Shirley Craymer, Mary Wright, timebuyers; T. L. Stromberger, C. M. Lavene, Donald McKenzie, acct. exec.  
TV Accounts: General Electric Appliances, Pro-Health Dealers.

**STROUSE & CO.**  
120 W. Hamilton St., Baltimore 8, Md.  
Tel. Broadway 7-3228

TV Dept. S. E. Strouse, dir.

**STUBER ADV.**  
9026 Brighton Way, Beverly Hills, Calif.  
Tel. Broadview 2-3422

**SULLIVAN CO., DANIEL F.**  
228 Tremont St., Boston 18  
Tel. Hancock 4-7442

TV Dept. Daniel F. Sullivan, pres.

**SULLIVAN, STAUFFER, COLWELL & BAYLES INC.**  
417 Madison Ave., New York 17  
Tel. Murray Hill 9-1600

TV Dept. Donald D. Stauffer, principal chg. tv radio; Philip H. Cohen, vp., dir.; Robert Ballin, vp. acct. development; Frank Reed, tv. mgr.; Paul Mitchell, vp. media dir.; Vera Brennan, Dan Horan, Steve Soren, timebuyers.

TV Accounts: American Tobacco Co. (Ball Malt) (N-3); Best Foods Inc. (St. Blue Coal Corp.) (N); Carter Products Co. (Lard, Soap) (N); D. L. Clark Co. (N); Z. H. Pillsbury (St. Gertrude Biscuiting Co. (N-3); Chr. Hansen's Lab. (Junket) (N); Hyland (Dr. Barry) (N); T. Laffoon & Sons Inc. (N-3); Lever Bros. (Lifebuoy, Vim) (N-3); Swanson Chemical Co. (N); Smith Bros. Inc. (N); Sperry & Hutchinson Co. (N); Whitshall Pharamal Co. (Hudal) (N); Infraction (N-3); Block Drug Co.

**SUPERIOR ADV. INC.**  
Fort Wayne Bank Bldg., Fort Wayne 2, Ind.  
Tel. Anthony 6131

TV Dept. John Straff, pres.

**SUTHERLAND-ABBOTT**  
821 Boylston St., Boston 16  
Tel. Capley 1-8862

TV Dept. Thomas B. Covey Jr., radio-tv dir.; James Sutherland, acct. radio-tv dir.  
TV Accounts: How Cross-Blue Shield (N); Gold Piled Milk Assn. (N)

**SWAFFORD & CO.**  
207 S. Robertson Blvd., Beverly Hills, Calif.  
Tel. Broadview 2-2781

TV Dept. Charles K. Swafford, pres.; Murray C. Swafford, vp. acct.; Sherman G. Muller, vp. acct.; Barbara L. Kane, tv dir.

**SYERS-PICKER & WYNN INC.**  
26 W. 14th St., Austin 7, Tex.  
Tel. Greenwood 2-1228

**SYKES ADV. INC.**  
417 William Penn Pl., Pittsburgh 14, Pa.  
Tel. Grant 1-4110

TV Dept. J. W. Cooper, Arthur Roberts, E. H. Bylaw Jr., Thomas R. Morgan, acct. exec.

**SYLVESTER ADV. AGENCY**  
1126 N. Hill Ave., Pasadena 7, Calif.  
Tel. Ryan 1-8821

**TAGGART & YOUNG INC.**  
1284 Beverly Blvd., Los Angeles 28  
Tel. Webster 9-6108

TV Dept. Ray Lewis, radio-tv dir.; Douglas R. Young, acct. exec.

**TANBY ADV. AGENCY LTD.**  
20 Carlton St., Toronto 1, Ont.  
Tel. Empire 1-6102

T

# AGENCIES

## TATHAM-LAIRD INC.

81 E. Jackson Blvd., Chicago 4, Ill.  
Tel.: Harrison 3-7700

Tv Dept.: George A. Bell, media dir.; George Stanton, asst. media dir.; John Allen, radio prog. dir.; Roy Dyer, John Sanderson, John Bagel, media superv.; Harold Bennett, John Deacon, Don Grass, Mary Dwyer, Jack, mgrs.; Jacques Greeneder, Phil Mollison, Louis Lumbard, asst. acct. mgrs.

Hollywood 28-1888 N. Vine St., Tel.: Hollywood 1-8528; Venice Branch, mgr.: David Lee Thompson

New York 22-4 E. 58th St., Tel.: Plaza 1-4800; John Malmgren, mgr.; B. Lawrence Holcomb, asst. mgr.; William Vance

Tv Accounts: Aronson & Co., General Mills, Procter & Gamble, C. A. Swenson & Sons, Todd Co., Warden Co., George Westwood Brewing Co., Albert Labs. and Patten Pen Co.

## TAUBMAN & CO., SAMUEL

301 Chestnut St., Philadelphia 6, Pa.  
Tel.: Locust 4-0022

## TAYLOR ADV. ASSOC.

1220 Wilshire Blvd., Los Angeles 11  
Tel.: Michigan 8-002

Tv Dept.: Harry F. Taylor, pres.; J. B. Taylor, sec. & treas.

## TAYLOR ADV. AGENCY, GEORGE

470 Market St., San Francisco 11  
Tel.: Gerhardt 1-8812

## TAYLOR-NORWORTHY INC.

828 N. Harwood St., Dallas 1, Tex.  
Tel.: Riverside 1-7712

## TECH AGENCY INC.

104 E. Jefferson Ave., Detroit 7  
Tel.: Woodward 2-7288

Tv Dept.: M. M. Winters, pres., copy chief radio-tv dir.; V. L. Marwick, tv timebuyer

## TELESALES CO.

220 Fifth Ave., New York 1, N.Y.  
Tel.: LEXINGTON 4-1150

## THOMPSON CO., J. WALTER

410 Lexington Ave., New York 17  
Tel.: Murray Hill 3-0900

Tv Dept.: Dan Seymour, vp. dir.; Jack Deane, vp. administrative; Earl McHugh, vp. exec. dir.; B. E. Buchanan, vp. group head; Stern Harner, Woodrow Benson, group heads

Chicago 11-410 N. Michigan Ave.; Tel.: Mohawk 4-6100; John Moorman, mgr.

Detroit 26-215 Griswold St.; Tel.: Woodward 2-2800; Donaldson Thorburn, asst. superv.; Eldon Hayward, John Heiney, asst. reps.

Hollywood 48-0200 Wilshire Blvd.; Tel.: Olive 3-0200; Corrwell Jackson, mgr.

San Francisco 4-320 California St.; Tel.: Garfield 1-3318; Forestar Madsen, group head.

Tv Accounts: Aluminum Ltd., Associated Hospital Services, New York, Griffin Mfg. Co., Baiton Food Corp., Chasebrough-Ponds Inc., Church & Dwight Inc., Ciba Pharmaceuticals Products Inc., Eastman Kodak Co., Ford Dealers Adv. Assn., Ford Div. of Ford Motor Co., Group Hospitalization Inc., Johns-Manville Corp., Laver Bros. Co., Medical Services of District of Columbia, Merck-Holliston Co., Pan-American World Airways System, Harold S. Ritchie Co., Scott Paper Co., Shell Oil Co., Standard Brands Inc., Sylvan Electric Products Inc., United Medical Services, Ward Baking Co., J. B. Williams Co., W. F. Young Inc., Kraft Foods Div. of Natl. Dairy Products Corp., Pharma-Craft Co., Quaker Oats Co., Joseph Schlitz Brewing Co., 7-Up Co. and Swift & Co.

## THOMPSON-ROCH CO.

140 Broadway, New York 38, N.Y.  
Tel.: LEXINGTON 4-6460

## THOMPSON-PETERSEN ADV. AGENCY LTD.

221 Victoria St., Toronto 1, Canada  
Tel.: Empire 3-6002

## TILDS & CANTZ ADV.

8001 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 3-1171

Tv Dept.: Walter Tilds, Marvin S. Cantz, E. W. Frank, John Sandbridge, asst. execs.

## TIME & COPY ADV.

214 Union Ave., Memphis 4, Tenn.  
Tel.: Broadway 4-288

## TODD ADV., MICHAEL

3048 Hollywood Blvd., Hollywood 18  
Tel.: Hollywood 9-8222

Tv Dept.: Michael Todd, pres., asst. exec.; J. A. Todd, asst. mgr.

## TODD-BLAS & ASSOC., CHARLES

200 S. Gar St., Knoxville, Tenn.  
Tel.: 2-0434

Tv Dept.: Even A. McJannet, radio-tv dir.

## TOWELL INC., ARTHUR

118 Madison Ave., Madison 1, Wis.  
Tel.: Alpine 3-2888

Tv Dept.: Frank T. Fetherston, dir.; Thomas Towell, sales

## TOWN CRIER AGENCY

Wichitan Bldg., Council Bluffs, Iowa  
Tel.: 778

Tv Dept.: H. H. Filbert Jr., pres.

## TRACY GENT & CO.

213 Madison Ave., New York 22  
Tel.: ELIZABETH 2-444

Tv Dept.: Robert Arzberger, radio-tv dir.; Frank Bass, F. B. Kent, W. I. Tracy, asst. execs.

Tv Accounts: J. W. Beardley's Sons, Cade Chemical Products, Charles & Co., Delwood Dairy Co., Filler Products Inc., Ashby Goldsworthy & Sons Corp., Glendale Home Inc., Moore & Co. Soap Inc. (all 8)

## TRACY-LOCKE CO.

2001 Cedar Springs, Dallas 1, Tex.  
Tel.: Riverside 3-424

Tv Dept.: Lawrence E. DuPont, radio-tv dir.

Houston, Tex.: 2112 W. Hummer Blvd.; Tel.: MO 1-528

New Orleans, La.: 811 Royal St.; Tel.: CA 878

## TRIANGLE ADV. AGENCY

864 N. Wabash Ave., Chicago 11, Ill.  
Tel.: Whitehall 1-024

## TULLIS CO.

8000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 2-622

Tv Dept.: Willy Brande, timebuyer; Russ McCullum, Bernard Swartz, Jerry Pomerance, Frank Robinson, asst. execs.

## TURNER ADV. AGENCY

216 E. Superior St., Chicago 11  
Tel.: Michigan 2-422

Tv Dept.: Rex L. Voss, sng. timebuyer; John K. Turner, J. Gordon Turner, Lee Boyd, F. E. Furbell, asst. execs.

Tv Accounts: Berry Bros. Inc., Sewall Paint & Varnish Co., O'Casey Corp. (all 8)

## U

## UHL SERVICE ADV.

188 N. Martel, Los Angeles 36  
Tel.: Webster 3-5073

Tv Dept.: Lucille Jones, own

## UNITED STATES ADV. CORP.

23 E. Jackson Blvd., Chicago 4  
Tel.: Webster 3-0911

Tv Dept.: Al Book, asst. to pres.; William J. Kirton, media dir.; Jeanette Doring, timebuyer.

Tv Accounts: Stewart's Private Blend Coffee Co. (S), Wilson Sporting Goods Co. (S)

## UNIVERSAL CRAIG & REID INC.

8000 Sunset Blvd., Hollywood 18  
Tel.: Hollywood 4-8218

Tv Dept.: Ellis E. Craig, pres.; Anthony J. Oliver, vp.; Herb McCartney, vp.; Catherine L. Villani, asst. exec.; Carol Glover, asst. mgr.

## V

## VAN DER BOOM, BUNE, McNAUGHTON INC.

812 S. Lafayette Park Pl., Los Angeles 11, Calif.  
Tel.: DUNKIRK 2-6925

## VASANT, DUGDALE & CO.

15 E. Fayette St., Baltimore 18, Md.  
Tel.: LEXINGTON 3-4400

Tv Dept.: Honor V. Walsh, dir., radio-tv dept.; Rita G. Eastman, asst. timebuyer; Evelyn Wittmann, asst. timebuyer; M. M. Steffee, films; F. D. Tillett, live prod.; K. E. Mayhew, asst. films & live prod.

Tv Accounts: Black & Decker Mfg. (N), Ditt Mathison (Anti-Freeze) (N-S), American Brewery, American Seed & Specialty, Harry T. Campbell Sons' Corp., Maryland Coop. Milk Prod., Royce Guano, Schludersberg-Kurdie, Interstate Hdg. Assn., Davam Chemical Co. (all 8)

## VER STANDING INC., M. BELMONT

1117 Eye St., N.W., Washington 4, D. C.  
Tel.: Republic 7-2520

Tv Dept.: Helen Ver Standing, timebuyer.

## VICKERS & BENSON LTD.

Keefer Bldg., Montreal, Quebec  
Tel.: University 4-7701

## VICTOR & RICHARDS INC.

363 Fifth Ave., New York 17, N.Y.  
Tel.: Murray Hill 2-8961

## VIGNOLLE & POWELL

123 N. Western Ave., Los Angeles 26  
Tel.: Hollywood 3-6289

Tv Dept.: Gus Vignolle, pres.; Maury Powell, media dir.; Wilber Harner, prod. dir.; Anne Evans, media buyer.

## VINYL ADV., CARLO

211 Fifth Ave., New York 17  
Tel.: Murray Hill 2-6061

Tv Dept.: Carlo Vinti, timebuyer; Joseph Vinti, asst. exec.

Tv Accounts: Oath Wine, Progresso Foods (RN), Stella D'Oro Biscuits, Stock Products (both 2)

## VIOLA & CO., J. FRANKLIN

121 W. 42nd St., New York 36  
Tel.: CHICKERING 4-2254

## W

## WADE ADV. AGENCY INC.

6624 Hollywood Blvd., Hollywood 28  
Tel.: Hollywood 4-7427

Tv Dept.: Edgar C. Ploner, radio-tv prod. dir.; Forrest Owen, (S), Snowden Reid, vp.; Irene Linsen, media dir.

Chicago 4-22 N. Wacker Drive; Tel.: State 2-0288; Albert G. Wade, mgr.

Tv Accounts: Miles Catherine Co. (S), Miles Labs. Inc. (N), Mapple Inc., National Van Lines Inc., Paper Products Inc. (all 8)

## WADE ADV., GEOFFREY

28 N. Wacker Dr., Chicago 3  
Tel.: State 2-7288

Tv Dept.: Paul McClure, gen. mgr.; Jack Farrell, dir. research; local pers.; Booth Lark, tv acct. dir.; Louis J. Nelson, media dir.; David S. Williams, asst. media dir.

New York 17-18 E. 42nd St.; Tel.: Plaza 2-4189; Henry J. Olovson, asst. to dir.

Tv Accounts: Alberto Cuiver Co. (S), Miles Labs. Inc. (N-S)

## WADE INC., LOUIS E.

621 Webster St., Fort Wayne, Ind.  
Tel.: Anthony 622

Tv Dept.: Richard W. Kahl, dir., acct. exec., timebuyer; Richard D. Molgati, asst. acct. timebuyer.

Tv Accounts: American Coal & Supply Thrift Center, Gilles Best Cover Co., Holiday House Restaurants, Great Plymouth Inc., Helmer Chevrolet, Pontiac Auto Sales, Habegger Furniture Co., Auburn Federal Savings & Loan Assn., Wayne Coop. Milk Producers, Sears Roebuck Co., Wolf Baking Co., Phoenix & Horn Inc. (all 8)

## WAGENSEIL & ASSOC., HUGO

Tullitt Bldg., Dayton 2, Ohio  
Tel.: Hemlock 882

**WALKER ADV. INC., W. S.**

Oliver Bldg., Pittsburgh 22  
Tel. Grant 1-1200  
 Tv Dept.: Robert E. Stevens, radio-tv dir., acct. exec.; Robert L. McKee, acct. radio-tv dir.; Charles H. Halpern, acct. exec.  
 Tv Accounts: Niagara Therapy Mfg. Corp., Sterling Oil Div. of Quaker State Oil Refining Corp., I. K. Sagan Ice Cream Co., Aunt Hannah's Bakery, Balfour Coffee Co., Pittsburgh Coke & Chemical, Pittsburgh Consolidation Fuel Co.

**WALSH ADV. CO. LTD.**

1701 Waller Rd., Windsor, Ont.  
Tel. Clearwater 8-2677  
 Montreal—University Tower Bldg.; Tel. University 4-8021; Jean Monte, radio-tv dir.  
 Toronto—Bank of Nova Scotia Bldg.; Tel. Empire 3-3322; Mrs. M. Murray, radio-tv buyer.

**WANK & COURT & LEE INC.**

45 Dwyer St., San Francisco 5  
Tel. Embarcadero 3-8545  
 Tv Dept.: Norma Lumberg, radio-tv acct. exec.; radio-tv buyer; David J. McDonald, radio-tv acct.

**WARD & ASSOC., PERRY**

220 South Union, Tulsa, Okla.  
Tel. Riverside 2-5220  
 Tv Dept.: Perry Ward, Jackie Tucker, co-owners, Howard Bradford, to dir.  
 Tv Accounts: Dennis Dennis, Doenges Motors Inc. (RN-S); Gas & Electrical Equip. Co. (RN-S); Helms Motor Co. (RN-S); Safeway (RN-S); Royal Crown Cola, Spartan Lumber & Hardware, Palace Cleaners & Shirt Laundry, Christian, Pure Milk Producers Assn. (all S), Gabels Hatch House Sausages (RN-S).

**WARREN, JACKSON & DELANEY, WILLIAM**

45 W. 105th St., New York 26  
Tel. Tudton 6-0350  
 Tv Dept.: S. P. Jackson, radio-tv dir.; William W. Surow, acct. to dir.; Harry Adleva, radio-tv dir.; Ed O'Brien, radio-tv acct. dir.  
 Tv Accounts: Dale Dunes Studios, Davage Shorts Corp., Monarch Buick Inc., Natl. Home Staff School, Refasanzler Inc., Rita Thrift Shop, Sante Quality Stores, Sals Bros., Stevens & Thompson Paper Co., Vito Staves, Watson Commodity Co., Wing & Fin Pet Center, Zenith Radio Corp. of N. Y.

**WARREN & LITZENBERGER ADV.**

First National Bldg., Liverpool, Ia.  
Tel. 8-2282

**WARNER CO., MASON**

221 N. LaSalle St., Chicago 1  
Tel. State 3-7220  
 Tv Dept.: Mason Warner, acct.

**WARREN ADV., VIRGIL A.**

First Bldg., Spokane 1, Wash.  
Tel. Madison 4-8181  
 Tv Dept.: Ralph Stewart, to dir.

**WARWICK & LEULER INC.**

250 Park Ave., New York 17  
Tel. Murray Hill 4-5800  
 Tv Dept.: William F. Warwick, radio-tv dir.; Joe Grant, Robert Egan, acct. exec.; Joseph Hudack and John T. Hughes, timebuyers.  
 Tv Accounts: Ko-Lax Inc. (S); Jacob Ruppert (RN-S); Williams Holding Co. (S).

**WASSER, KAY & PHILLIPS INC.**

1231 Kentucky (e. bd.), Pittsburgh 18, Pa.  
Tel. Louisa 1-1810  
 Tv Dept.: A. L. Roth, radio-tv dir.

**WAFFS, PAYNE ADV. INC.**

406 S. Main St., Tulsa 1, Okla.  
Tel. Diamond 1-4288  
 Tv Dept.: Don Mitchell, radio-tv dir.; Donald Dyer, Leslie Hager, George Brudenbach, acct. exec.; Larry Smith, to coord. acct.  
 Tv Accounts: Oklahoma Tire & Supply Co., Sand Springs Bedding Co., Quality Furniture Co., Mid-West Chevrolet, Mason Furniture & Appliances, Dwyer Double Dept. Store, Watt Pharmacy, Jimmy Jangle Factory, Chevrolet Darry Bell Oil & Gas (all S).

**WAYNE & CO., YUKER**

113 Franklin St., N.E., Atlanta 8  
Tel. Trinity 388  
 Tv Dept.: Anne Benton, timebuyer; New York—200 E. 35th St.  
Tel. Lexington 3-8228.

**WEAVER-GARDNER INC.**

Oppenheim Bldg., 21, 2nd St., New York  
Tel. Capital 4-4115  
 Tv Dept.: Luther Weaver, Don Gardner, acct. exec.

**WEBB ASSOC.**

220 Fifth Ave., New York 10, N.Y.  
Tel. Langara 5-4880

**WEBBER ADV. AGENCY**

Peoples Natl. Bank Bldg., Grand Rapids 2, Mich.  
Tel. Glenridge 8-1828

**WEBSTER ADV. R. W.**

413 W. Fifth St., Los Angeles 17  
Tel. Madison 8-2283  
 Tv Dept.: R. W. Webster, pres.; Dick Webster Jr., media prod.

**WEIGHTMAN INC.**

1619 Chestnut St., Philadelphia 3, Pa.  
Tel. Laurel 4-8828

**WELL & EBY INC.**

170 Franklin St., Buffalo 2  
Tel. Madison 8-2282

**WEINBERG ADV. CO., MILTON**

623 Wilshire Blvd., Los Angeles 48  
Tel. Olvera 2-2880  
 Tv Dept.: Joel Schwartz, media dir.

**WEISS & CO., EDWARD B.**

26 N. Michigan Ave., Chicago 1  
Tel. Central 8-7222  
 Tv Dept.: Martin L. Weiss, vp., co-ord., acct. exec.; Jack Ward, vp., media dir.; Nathan Eisner, media acct. mgr.; Nora Marzou, George Yaman, timebuyers; Raymond J. Gross, Robert Harris, Jerome Jan, Kenneth Marston, etc., acct. execs.  
 New York 22—460 Park Ave.; Tel. Plaza 3-0882, Edward Fogan, mgr.

Tv Accounts: Helene Capra Industries (King's Men Tolantins, Larwin Discovery, Tween Salt Fragrance Shampoo, Ender) (N-S); General Cigar Co. (Cyrina Cigars) (S); College Inn Food Products (S); Majors David Wine Corp. (N); Farns Corp. (New Blue Dutch Cleaner, Sweedheart Soap, Blue-White Beads, Protex Detergent Soap) (N-S); Park Dog Food Co. (S); H. W. Osward Co. (S); John B. Chocopa Co. (S), Betsy Inc. (S).

**WEISS-HOLLANDER ADV.**

250 E. Alvarado St., Los Angeles 27  
Tel. DUMMIT 8-1171  
 Tv Dept.: Henry W. Weiss, A. M. Hollander

**WENDY ADV. AGENCY**

Beacon Bldg., Great Falls, Mass.  
Tel. Glendale 7-4222  
 Tv Dept.: W. E. Wendt, acct. exec., W. S. Oliver, acct. exec.  
 Tv Accounts: Seabrook Foods, First Federal Savings & Loan, Great Falls Brewery Inc., Mayland Wash, Midland Equipment Co., Pioneer Dairy (all S).

**WENTZEL, WAINWRIGHT, POISIER & POORE INC.**

221 E. Grand Ave., Chicago 11, Ill.  
Tel. Delaware 7-2294

**WESLEY ASSOC.**

147 Park Ave., New York 17  
Tel. Eldorado 3-2000  
 Tv Dept.: Joseph Knapp, media dir.; Elton Collins, acct. to media dir.; J. E. Perrin, acct. exec.  
 Tv Accounts: Shulton Inc. (N-S).

**WESLEY, HEYNE & COCA INC.**

223 N. Michigan Ave., Chicago 1  
Tel. Central 8-8882  
 Tv Dept.: Norman Heyne, vp., tv dir.; James Coca, vp., acct. exec.  
 Tv Accounts: Burton Dress Corp., Morris E. Sachs (all S).

**WEST-MARQUIS INC.**

1720 Wilshire Blvd., Los Angeles 17  
Tel. Madison 8-2214  
 Tv Dept.: Ted Johns, radio-tv dir.; Mark Meyer, timebuyer; Roger Corbett, William Clark, Charles Smith, Jack Farrow, acct. execs.  
 San Francisco 1—100 Market St.; Tel. Garfield 1-1720; Norman H. Mueller, acct. exec.  
 Seattle 4—(Deane) Horton Bldg.; Tel. Mutual 1000; E. Marston, vp., mgr.

**WESTERN ADV. AGENCY INC.**

25 E. Wacker Dr., Chicago 1  
Tel. Anderson 3-4840  
 Tv Dept.: Fred W. Pess, vp., media dir.; Eugene Wis.—410 Wisconsin Ave.; Tel. 6-0805; Thomas Kallen, prod. mgr.

**WESTERN ADV. AGENCY INC.**

400 Wilshire Blvd., Los Angeles 5  
Tel. Webster 8-8000  
 Tv Dept.: Noeline Freeman, tv dir.; timebuyer; Edward E. Keeler, pres.; William E. Wilson, vp., gen. mgr.; C. M. Greve, vp., all acct. execs.

**WESTON ADV. AGENCY**

11 E. 47th St., New York 17  
Tel. Murray Hill 8-4888  
 Tv Dept.: Larry Schwartz, pres.; Adrian Prier, acct. exec.

**WHEELEY, BAKER & TILDEN INC.**

211 N. Michigan Ave., Chicago 11  
Tel. Delaware 1-6000

Tv Dept.: Louis E. Tilden, vp., to dir.; Clifford E. Ridgway, vp., timebuyer; Gordon Barry, timebuyer; George J. Jarrett, mgr.; Betty Hoss, acct. mgr.

**WHITE ADV. AGENCY**

2018 S. Union, Tulsa 4, Okla.  
Tel. Riverside 2-5428  
 Tv Dept.: L. E. White, pres., acct. exec.  
 Hollywood 26—8115 Drive Ave.; Tel. Hollywood 7-4888; Betty Woodall, mgr.

**WHITE & SHUTKOFF ADV.**

1223 Wyoming St., El Paso, Tex.  
Tel. 3-4404  
 Tv Dept.: Dan T. White, acct. exec.; James Pratt, to dir.

**WHITNEY-BIRDLOCK ADV.**

31 W. 47th St., New York 20, N.Y.  
Tel. Jackson 3-2822

**WILDER ADV., ALVIN**

1200 S. LaBrea Ave., Los Angeles 12  
Tel. Webster 3-2781  
 Tv Dept.: A. E. Wilder, pres.; Jerry Panowitch, acct. exec.; Howard Pierre, art. dir.; Audrey Jampal, copywriter.

**WILBRICK & MILLER INC.**

420 Fifth Ave., New York 20, N.Y.  
Tel. Judson 9-2010

**WILLIAMS & SONS INC., DALLAS**

210 Calhoun Blvd., Los Angeles 26  
Tel. Hollywood 2-4286  
 Tv Dept.: Dallas M. Williams, pres.; Don E. Brewer, acct. exec.

**WILLIAMS & LONDON ADV.**

28 Park Place, Newark 2, N.J.  
Tel. Market 4-0261  
 New York—40 E. 62nd St.; Tel. Murray Hill 3-0888.

**WILLS ADV. LTD.**

224 Richmond St., W. Toronto  
Tel. Empire 3-2872

**WILLS & ASSOC., HARRY G.**

404 E. Broadway, Cambridge 5, Calif.  
Tel. Chapman 7-3223  
 Tv Dept.: Harry G. Wills, acct. exec.; Janet Hansen, media dir.

**WILSON ADV. AGENCY, THOMAS C.**

P. O. Box 101—Benson Bldg., Reno, Nev.  
Tel. Pa 3-7811  
 Tv Dept.: Carol Stern, to dir.; Elma Mitchell, tv timebuyer.

**WILSON, BAIGHT, WELCH & GROVER INC.**

845 Farmington Ave., Hartford 3, Conn.  
Tel. Adams 1-8881  
 New York 17—420 E. 62nd St.; Tel. Murray Hill 1-0200

**WILSON INC., EDWIN BIRD**

57 Wall St., New York 5  
Tel. Dignity 4-4100  
 Tv Dept.: Howard B. Schatzler, acct. exec.

**WILSON ADV., MARGORIE**

1603 Forsyth St., Clayton, Mo.  
Tel. Volunteer 3-3228

**WINTS-BRANDON CO.**

1710 Olive St., St. Louis 2  
Tel. Chestnut 1-4200  
 Tv Dept.: Vernon L. Wintz, radio-tv dir.

**WYSE ADV. INC.**

2228 Euclid Ave., Cleveland 13, Ohio  
Tel. Eastwood 1-5722

**WOLFE-ACKERLING-CONLEY INC.**

227 Jane St., Detroit 26  
Tel. Wambawer 1-1221

**WOLFF & ASSOC., ED**

208 Main St. E., Rochester 4, N.Y.  
Tel. Baker 3100

**WOODWARD, VOSS & HEVNER INC.**

15 Elk St., Albany 7, N.Y.  
Tel. Albany 3-1200  
 Tv Dept.: Robert T. Fering, radio-tv dir.

**WORTMAN, BARTON & SPORN INC.**

345 Madison Ave., New York 17  
Tel. Murray Hill 4-8800  
 Tv Dept.: Albert E. M. Wortman, radio-tv dir.; Hartman Esler, timebuyer.

**WYMAN ADV.**

224 Post St., San Francisco 6, Calif.  
Tel. Douglas 3-2812

Y

**YOUNG & RUBICAM INC.**  
285 Madison Ave., New York 17  
Tel. Murray Hill 2-6000  
To Dept.: Robert F. Moorman, vp. radio-tv dir.;  
David Y. Bradshaw, radio-tv mgr.; Peter M.  
Lusatin, vp. media dir.; George H. Graham,  
vp. copy dir.; Charles Freeman, vt. chg. com-  
mercial copy & prod.  
Chicago 1-350 N. Michigan Ave., Tel. Financial  
4-9100; William W. Wilson Jr., radio-tv mgr.  
Detroit 26-848 Griswold St., Tel. Woodward 1-6661;  
Aida P. Butler, vp. in chg.  
Hollywood 26-8222 Hollywood Blvd., Tel. Holly-  
wood 3-2121; Walter H. Dunbar, vp., Hollywood  
radio-tv dir.  
Los Angeles 13-611 Wilshire Blvd., Tel. Madison  
6-7841; George K. Allison, media dir.; Wick-  
iffe W. Crisler, vp., prog. mgr. West Coast  
operations.  
San Francisco 4-420 Montgomery St., Tel. Extremes  
7-1828; George Richardson, vp., mgr.  
London, W. J-385 Regent St., Tel. Hyde Park 4331;  
A. D. Buckingham, mgng. dir.; Don Ingram,  
dir. tv sta. rel.

Mexico City—Ave. Juarez 177; Tel. MC 10-49-06.  
Santitas 1-2888; John A. Zerk, mgng. dir.  
San Juan, P. R.—1511 Ponce De Leon Ave. Tel.  
Santitas 1-2888; John A. Zerk, mgng. dir.  
Montreal—585 St. Catherine St. W., Tel. University  
3-8941; Ward F. Hagan, vp., mgr.  
Toronto—46 King St. W., Tel. Empire 2-4241; Har-  
mond B. Collett, vp., mgr.  
To Accounts: American Home Foods, Burden Co.,  
Boyle-Midway Inc., Bisco-Meyer Co., Drastoff  
Co., Drake Salesmen, Ford Motor Co., General  
Cigar Co., General Electric Co., Gulf Oil Corp.,  
Johnson & Johnson, Kaiser Aluminum & Chemi-  
cal Corp., Life Savers Corp., Lipson Inc., P.  
Leclaire Co., Metropolitan Life Insurance Co.,  
Parar, Davis Co., Paul Reed, Inc., Procter &  
Gamble Co., Rensington-Stand Inc., Royal Typo-  
writer Co., Singer Sewing Machine Co., Vitec  
Inc., Travelers Insurance Co.

Z

**ZARKER ADV. CO.**  
Pemberton Bldg., Detroit 26, Mich.  
Tel. Woodward 1-1001  
**ZIEMAN ADV. DAVID**  
215 Chestnut St., Philadelphia 1, Pa.  
Tel. Market 1-1251

**ZIMMER, KRILIK & CALVERT INC.**  
28 West Adams Ave., Detroit 26  
Tel. Woodward 1-0131  
To Dept.: C. D. Verbruggen, (purchaser, D. C. Glavin,  
H. K. Connel, J. L. Juchacz, writers and produc-  
tion); H. W. Calvert, A. H. Ritter, B. M. Glass,  
R. W. Long, Miss Gray, L. B. Williams acct.  
verts.  
To Accounts: Stroh Brewery Co., Awrey Baked  
Inc., Mission Bank.

**ZIMMER-McCLASKEY ADVERTISING AGENCY**  
1400 S. 14th St., Louisville 9, Ky.  
Tel. Metro 7-4731

**ZLOVE CO.**  
25 E. 10th St., New York 22  
Tel. Plaza 2-1194  
To Dept. Mrs. Pauline Mann, media dir.  
To Accounts: Meitzel Mfg. Co., Benson Milk Pro-  
ducts Inc., Schaffner & Co. (Almay Company).

**ZUBROW CO. & E.**  
1120 Walnut St., Philadelphia 1  
Tel. Kingsway 2-4712  
To Dept. William J. Kane, (purchaser)

ATTORNEYS IN COMMUNICATIONS PRACTICE

**A**  
Adams, Eva B., Senate Office Bldg., Washington 25,  
D. C.  
Allison, Gordon Burr, 47 East S. Temple St., Salt  
Lake City 11, Utah  
Alpertson, Fred W., Dow, Lohnes & Albertson,  
Munsey Bldg., Washington 4, D. C., Tel.: Sterling  
3-1605  
Alter, William, Alter & Wadell, Commerce-Petro-  
leum Bldg., San Antonio, Tex. Tel.: Capital 7-5136  
Altman, Norman S., Krooth & Altman, 1001 15th St.,  
N.W., Washington 5, D. C., Tel.: Executive 3-0930  
Anderson, Walter S., 150 N. Broadway, Camden 2,  
N. J.  
Anello, Douglas A., NARTE, 1771 N. St., N. W., Wash-  
ington 6, D. C., Tel.: Decatur 2-9500  
Ansberry, T. Peter, Ansberry, Long & Warner,  
Wyatt Bldg., Washington 5, D. C., Tel.: Executive  
3-3032  
Annell, Edward O., 461 Jefferson Rd., Princeton, N. J.  
Arnold, Thomas, Arnold, Fortas & Porter, 1329  
19th St., N.W., Washington 6, D. C., Tel.: Execu-  
tive 3-7300  
Ashby, A. L., 1 Cathy Pl., Menlo Park, Calif.  
Ashley, George E., American Telephone & Telegraph  
Co., 188 Broadway, New York 7

**B**  
Bakler, Wayne E., Southwestern Bell Telephone Co.,  
2815 Pine St., St. Louis 1, Mo.  
Baker, Michael H., Bailey Wolfenberg & Kasehan,  
133 Decatur St., N.W., Washington 6, D. C., Tel.:  
District 1-2224  
Bailey, Clyde R., Pennsylvania Bldg., Washington 4,  
D. C., Tel.: National 2-8222  
Baker, Philip M., Pennsylvania Bldg., Washington 4,  
D. C., Tel.: District 1-2882  
Baldwin, James W., 5301 Lincoln Rd., Bethesda, Md.  
Barker, Robert W., Wilkinson, Cragun, Barker &  
Rowland, 144 Jackson Pl., N.W., Washington, D. C.,  
Tel.: National 3-1114  
Barlow, Joel, Covington & Burling, 701 Union Trust  
Bldg., Washington 5, D. C., Tel.: Republic 1-5900  
Barnes, Maurice R., Barnes & Nelson, Munsey Bldg.,  
Washington 4, D. C., Tel.: Sterling 3-1928  
Barnes, Max G., Investment Bldg., Washington 4,  
D. C., Tel.: Sterling 3-7122  
Baron, Theodore, Scharfeld & Baron, National Press  
Bldg., Washington 4, D. C., Tel.: Sterling 3-4113  
Barnell, Lee, 222 W. Wisconsin Ave., Milwaukee 2,  
Wis.  
Bauer, William A., 3411 41st St., N.W., Washington,  
D. C., Tel.: Woodley 3-5220  
Beckhold, Frederick W., 7421 Avenue W., Brooklyn  
34, N. Y.  
Becker, A. Harry, Wyatt Bldg., Washington 5, D. C.,  
Tel.: Executive 3-3933  
Becker, George, 226 Park Ave., New York 17, Tel.:  
Eldorado 3-4928  
Becker, Ralph E., Brodcher, Becker & Dorsey, 1100  
K St., N.W., Washington D. C., Tel.: Sterling 1-1882  
Beelar, Donald C., Kirkland, Fleming, Green, Martin  
& Ellis, 18th & K St., N.W., Washington 4, D. C.,  
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Shows channels allocated (in parentheses), channels granted (bold-face numerals), channels available (light-face numerals) and applications pending or in hearing as of June 1, 1957. Asterisk (\*) indicates reserved noncommercial education channel. Note: A station on a channel identified by a plus (+) or minus (-) mark is required to operate with its carrier frequency after 30 Hz above or below, respectively, the normal carrier frequency. Full details on operating stations and those holding construction permits will be found in the Station Directory section of this volume.

## ALABAMA

- ANDALUSIA (Ch. 2-; 29)
- ANNISTON (Ch. 39+)
- AUBURN (Ch. 48)
- BIENSER (Ch. 58)
- BIRMINGHAM (Ch. 4-; \*10-, 11-, 22+, 48-; In hearing: Ch. 43-; Wooten-Iselin Bldg. Inc., Birmingham TV Corp.)
- BREWTON (Ch. 23+)
- CLANTON (Ch. 16)
- CULLMAN (Ch. 60+)
- DECATUR (Ch. 25-)
- DEMOPOLES (Ch. 18)
- DOTHAN (Ch. 9-; 19-)
- ENTERPRISE (Ch. 40+)
- EUFAULA (Ch. 44)
- FLORENCE (Ch. 41)
- FOUNTAIN (Ch. 38)
- GADSDEN (Ch. 15+; 16+)
- GREENVILLE (Ch. 40)
- GUINNVILLE (Ch. 40+)
- HUNTSVILLE (Ch. 31+)
- JASPER (Ch. 17)
- MOBILE (Ch. 3-; 14+; \*42, 48+)
- MOVINGWATER (Ch. 12, 16, \*28, 29)
- MUSKOGEE (Ch. 49+)
- OPELIKA (Ch. 28-)
- PRIMA (Ch. 2-; 30+)
- SHIPVELD (Ch. 25-)
- ST. ALBA (Ch. 24-)
- TALLADEGA (Ch. 30)
- THOMASVILLE (Ch. 28-)
- TRAY (Ch. 28-)
- TUSCALOOSA (Ch. 46, 51-)
- TURKEY (Ch. 16-)
- UNIVERSITY (Ch. 59-)

## ARIZONA

- AJO (Ch. 18-)
- ESQUE (Ch. 18)
- CASA GRANDE (Ch. 18-)
- CLAYTON (Ch. 28-)
- COCHISE (Ch. 20+)
- DOUGLAS (Ch. 2-)
- DUY (Ch. 24)
- FLAGSTAFF (Ch. 8, 12)
- GLOBE (Ch. 34+)
- HOLBROOK (Ch. 14)
- KINGMAN (Ch. 3-)
- MESA (Ch. 15-)
- MIAMI (Ch. 24+)
- MORONET (Ch. 11)
- NOGALES (Ch. 17-)
- PHOENIX (Ch. 3-; 5-; \*2, 16-)
- PRESCOTT (Ch. 15)
- SAFED (Ch. 21)
- TUCSON (Ch. 4-; \*6+, 3-, 13+)
- WILLIAM (Ch. 26)
- YUWILLOW (Ch. 16-)
- YUMA (Ch. 11-, 11-)

## ARKANSAS

- ARKADELPHIA (Ch. 24+)
- BAVERVILLE (Ch. 30-)
- BENTON (Ch. 40)
- BLYSERVILLE (Ch. 64-, 74)
- CAMDEN (Ch. 40)
- COWWAY (Ch. 62)
- EL DORADO (Ch. 18-, 26-)
- FAYETTEVILLE (Ch. \*13-, 41-)
- FOREST CITY (Ch. 20+)
- FORT SMITH (Ch. 5-; \*15-, 22, 38)
- HARRISON (Ch. 24)
- HELENA (Ch. 24-)
- HOPE (Ch. 13-)
- HOT SPRINGS (Ch. 3-; 32+)
- JARRASSO (Ch. 3, 20+)
- LITTLE ROCK (Ch. \*3-, 4, 11+, 17-, 20+)
- MAGNOLIA (Ch. 28-)
- MOHILTON (Ch. 42-)
- NEWPORT (Ch. 26)
- PARAGOULD (Ch. 25-)
- PINE BLUFF (Ch. 1-; 30)
- RUSSELLVILLE (Ch. 19)
- SHAWNEE (Ch. 23)
- SPRINGDALE (Ch. 23-)
- STUTTGART (Ch. 14-)
- TEXARKANA (Ch. 6) (see Texarkana, Tex.)

## CALIFORNIA

- ALTURAS (Ch. 8)
- BAKERSFIELD (Ch. 19-, 28)
- BERKELEY (Ch. \*6) (see San Francisco)
- BIRDF (Ch. 28)
- BRAWLEY (Ch. 26+)
- CHICO (Ch. 12+)
- CUNDA (Ch. 22)
- DELANO (Ch. 27+)
- EL CENTRO (Ch. 16, 36)
- EUREKA (Ch. 3-, 13-)
- FRESNO (Ch. 12+, \*18-, 24, 37, 52)
- CARBONDALE (Ch. 34, \*61-)

- HANFORD (Ch. 27)
- LOS ANGELES (Ch. 2, 4, 5, 7, 8, 11, 12, 22, \*38, 50)
- LAJOLLA (Ch. 30+)
- MEADOWS (Ch. 24-, 60)
- MODESTO (Ch. 14-, 52)
- NAPA (Ch. 20)
- OXNARD (Ch. 20)
- PALM SPRINGS (Ch. 11)
- PETALUMA (Ch. 30)
- PITTSBURG (Ch. 30)
- PORT CHICAGO (Ch. 70)
- PORTERVILLE (Ch. 33)
- RED BLUFF (Ch. 12)
- REDDING (Ch. 7)
- RIVERSIDE (Ch. 45, 46)
- SACRAMENTO (Ch. 3, \*5, 10, 40-, 46+; Pending: Ch. \*9-; Central Calif. Educational Television)
- SALINAS-MONTEREY (Ch. 3-; 30)
- SAN BERNARDINO (Ch. 18, \*24-, 30)
- SAN BUENA VENTURA (Ch. 20-)
- SAN DIEGO (Ch. 8, 16, \*15-, 21-, 27, 30, 38)
- SAN FRANCISCO-OAKLAND (Ch. 21, 4-, 8+, 10-; \*9+, 20-, 26-, 32+, 38, 44-)
- SAN JOSE (Ch. 11+; 45, \*54, 60)
- SAN LUIS OBISPO (Ch. 8+)
- SANTA BARBARA (Ch. 3-, 10, 20)
- SANTA CRUZ (Ch. 38)
- SANTA MARIA (Ch. 44)
- SANTA PAULA (Ch. 16+)
- SANTA ROSA (Ch. 30)
- STOCKTON (Ch. 13+, 26, \*45, 64)
- TULARE (Ch. 27+)
- UNION (Ch. 18)
- VISALIA (Ch. 42, 48)
- WATSONVILLE (Ch. 22-)
- YUBA CITY (Ch. 18)
- YUBA CITY (Ch. 25-)

## COLORADO

- ALAMOSA (Ch. 2-, 10+)
- BOULDER (Ch. \*12, 27)
- CANON CITY (Ch. 28)
- COLORADO SPRINGS (Ch. 11, 14, \*15+, 22+)
- CRAIG (Ch. 19)
- DELTA (Ch. 25-)
- DENVER (Ch. 2, 4-, \*6-, 7-, 11, 20+)
- DURANGO (Ch. 34, 35)
- FORT COLLINS (Ch. 44+)
- FORT MORGAN (Ch. 14+)
- GRAND JUNCTION (Ch. 2-, 21+)
- GREELEY (Ch. 30)
- LA JUNTA (Ch. 28)
- LASER (Ch. 12-, 22-)
- LEADVILLE (Ch. 14-)
- LONGMONT (Ch. 22)
- LOVELAND (Ch. 28)
- MONTEBLO (Ch. 18, 26)
- FURKELT (Ch. 1, \*2, 26-, 36+)
- SALIDA (Ch. 26)
- STEELE (Ch. 28-)
- TRINIDAD (Ch. 3-)
- WALDENBURG (Ch. 26-)

## CONNECTICUT

- BRIDGEPORT (Ch. 43-, 48-, \*71)
- HARTFORD (Ch. 3-; 14-, \*24) (In hearing: Ch. 3 - Travelers Broadcasting Service Corp. (WTIC), Hartford Broadcasting Co., Meriden (Ch. 60-), New Britain (Ch. 10+), New Haven (Ch. 8+, 30+), New London (Ch. 14, 41), Norwich (see Stamford), Stamford (Ch. 81, \*94), Stamford-Norwalk (Ch. 27), Waterbury (Ch. 13)

## DELAWARE

- DOVER (Ch. 40)
- WILMINGTON (Ch. 12, \*30-, 34+)

## DISTRICT OF COLUMBIA

- WASHINGTON (Ch. 4-; 5-, 7-, 8+, 14-, 20+; \*28-, 30-; Pending: Ch. 29 - Northern Virginia States, Inc.)

## FLORIDA

- BELLE GLADE (Ch. 27+)
- BRADENTON (Ch. 28-)
- CLEARWATER (Ch. 22+, 62)
- DAYTONA BEACH (Ch. 3-, 13)
- DELAND (Ch. 40+)
- FORT LAUDERDALE (Ch. 11-, 26)
- FORT MYERS (Ch. 11+)
- FORT PIERCE (Ch. 18)
- GAINESVILLE (Ch. \*5-, 25+)
- JACKSONVILLE (Ch. 44, \*7, 13-, 26+, 36-)
- KEY WEST (Ch. 14+; 28)
- LAKE CITY (Ch. 23+)
- LAKELAND (Ch. 16+, 20+)

- LAKE WALES (Ch. 14)
- LEESBURG (Ch. 28-)
- MARIANNA (Ch. 17+)
- MELBOURNE (Ch. 25-)
- MIAMI (Ch. \*2, 4, 6, 7-, 10+, 22-, 23)
- Ocala (Ch. 27+)
- ORLANDO (Ch. 4-, 6, 12, \*22-, 47)
- PALATKA (Ch. 17)
- PANAMA CITY (Ch. 1-; \*20, 28+)
- PENSACOLA (Ch. 3-, 15-, \*21, 40)
- QUINCY (Ch. 14-)
- ST. AUGUSTINE (Ch. 20+)
- ST. PETERSBURG (Ch. 30) (see Tampa)
- TALMADGE (Ch. 20+)
- TAMPA (Ch. 24+)
- TALLAHASSEE (Ch. \*11-, 24, 51)
- TAMPA-ST. PETERSBURG (Ch. \*2, 8-, 10-; 13-, 28)
- WEST PALM BEACH (Ch. 3, 13, \*15, 21+)

## GEORGIA

- ALBANY (Ch. 16, 22)
- AMERICUS (Ch. 31)
- ATHENS (Ch. \*6, 80-; Pending: Ch. 4 - U. of Georgia)
- ATLANTA (Ch. 2, 5-, 11+, \*20, 36)
- AUGUSTA (Ch. 6, 12)
- BAINBRIDGE (Ch. 25-)
- BRUNSWICK (Ch. 20+, 34-)
- CAIRO (Ch. 48+)
- CARROLLTON (Ch. 20)
- CARTERSVILLE (Ch. 60-)
- CELANO (Ch. 28)
- COLUMBUS (Ch. 4, 22, \*34)
- CONLEY (Ch. 42)
- DALTON (Ch. 25+)
- DOUGLAS (Ch. 22-)
- DULIN (Ch. 10)
- ELBERTON (Ch. 24+)
- FITZGERALD (Ch. 52+)
- FORT VALLEY (Ch. 28+)
- GADSDENVILLE (Ch. 52)
- GRIFFIN (Ch. 28+)
- LA GRANGE (Ch. 10)
- MADISON (Ch. 11 - (Warner Zeffins), \*41, 41+)
- MARIETTA (Ch. 27+)
- MILLEDGEVILLE (Ch. 31+)
- MOULTRIE (Ch. 46-)
- NEWMAN (Ch. 25+)
- ROME (Ch. 26)
- SAVANNAH (Ch. 1-; \*9-, 11) (Pending: Ch. 9 - Board of Public Education for City of Savannah and County of Chatham)
- STATESBORO (Ch. 22)
- SWAINSBORO (Ch. 20-)
- THOMASVILLE (Ch. 4, 27)
- TIPTON (Ch. 14-)
- TOCOGA (Ch. 20)
- VALDOSTA (Ch. 27+)
- VIDALIA (Ch. 26)
- WARNER ROBINS (Ch. 11+ - (See Madison))
- WAYCROSS (Ch. 16)

## IDAHO

- BLACKFOOT (Ch. 22)
- BOISE (Ch. 2+, \*4+, 7)
- BURLEY (Ch. 15-)
- CALDWELL (Ch. 9-) (See Boise)
- COREY D'ALENE (Ch. 15-)
- EMMETT (Ch. 29-)
- GOODING (Ch. 23)
- IDAHO FALLS (Ch. 1, 8+)
- JEROME (Ch. 17)
- KELLOGG (Ch. 23-)
- LEWISTON (Ch. 3-)
- MOSCOW (Ch. \*12)
- NAMPA (Ch. 6, 10+)
- PAYETTE (Ch. 14+)
- POCATELLO (Ch. 4-, 10)
- PRESTON (Ch. 4)
- REXBURG (Ch. 25+)
- RUFERT (Ch. 21)
- SANDPOINT (Ch. 4+, 20-)
- TWIN FALLS (Ch. 11, 13-)
- WALLACE (Ch. 27-)
- WEISE (Ch. 20-)

## ILLINOIS

- ALTON (Ch. 49)
- AURORA (Ch. 16)
- BELLEVIEW (Ch. 24+)
- BLOOMINGTON (Ch. 15-)
- CAIRO (Ch. 24-)
- CENTRALIA (Ch. 23+, 24+)

CHAMPAIGN-URBANA: (Ch. 3+, 12-, 21, 22, 31)  
 CHICAGO: (Ch. 2-, 3, 7, 9+, 11, 20, 21, 22, 30, 44)  
 DANVILLE: (Ch. 21)  
 DECATUR: (Ch. 17, 25+)  
 DEKALB: (Ch. 16)  
 DIXON: (Ch. 47+)  
 ELGIN: (Ch. 21+)  
 EVANSTON: (Ch. 32)—(See Chicago)  
 FREEPORT: (Ch. 23)  
 GALESBURG: (Ch. 21)  
 HARRISBURG: (Ch. 22)  
 JACKSONVILLE: (Ch. 22-)  
 JOLIET: (Ch. 24+)  
 KANKAKEE: (Ch. 14)  
 KEWAWEE: (Ch. 20-)  
 LA SALLE: (Ch. 20)  
 LINCOLN: (Ch. 24+)  
 MACOMB: (Ch. 25+)  
 MARION: (Ch. 40)  
 MATTOON: (Ch. 46-)  
 MOLINE: (see Davenport, Iowa)  
 MT. VERNON: (Ch. 28-)  
 OLNEY: (Ch. 16-)  
 PEKIN: (Ch. 24+)  
 PEORIA: (Ch. 19, 25+, 31+, 37-, 43+)  
 QUINCY: (Ch. 18- 21+)—(See BARRINGTON, Ill.)  
 ROCKFORD: (Ch. 12+, 20+, 40+)  
 ROCK ISLAND (see see Davenport, Iowa): (Ch. 41)  
 SPRINGFIELD: (Ch. 29+, 30-, 36-, 46+)  
 STRAYTON: (Ch. 20-)  
 URBANA: (Ch. 21)—(see Champaign)  
 VANDALIA: (Ch. 20-)  
 WAUCOCHA: (Ch. 22+)

**INDIANA**

ANDERSON: (Ch. 26+, 31)  
 ANGOLA: (Ch. 77)—(see Waterloo)  
 BEDFORD: (Ch. 60)  
 BLOOMINGTON: (Ch. 4, 7, 20+, 30)  
 COLUMBUS: (Ch. 40-)  
 CONSERVILLE: (Ch. 24+)  
 ELKHART: (Ch. 22)  
 EVANSVILLE: (Ch. 7, 9+, 14-, 20-, 30)  
 FORT WAYNE: (Ch. 15+, 21+, 25+, 33-, 37-)  
 (see Wabash, Ind.)  
 GARY: (Ch. 10, 19)  
 HAMMOND: (Ch. 28-)  
 HAYFIELD: (Ch. 14)—In hearing, Owensboro On  
 The Air Inc. (WV32) Owensboro, Ky.) and Owens-  
 boro Broadcasting Co. (WOMI).  
 HUNTINGTON: (Ch. 21+). Pending: ch. 21 (44  
 Broadcast, Ind.)—(see Jackson, Tenn.)  
 INDIANAPOLIS: (Ch. 2, 4-, 12-, 16-, 20, 27-)  
 JASPER: (Ch. 24+)  
 KOKOMO: (Ch. 29+)  
 LAFAYETTE: (Ch. 13, 42, 20)  
 LEBANON: (Ch. 24+)  
 LOGANSPORT: (Ch. 27)  
 MADISON: (Ch. 25-)  
 MARION: (Ch. 31)  
 MUNCIE: (Ch. 49, 53+, 71)  
 MICHIGAN CITY: (Ch. 40+)  
 PRINCETON: (Ch. 24+)  
 RICHMOND: (Ch. 22-)  
 SHELBYVILLE: (Ch. 28+)  
 SOUTH BEND: (Ch. 24- 40+)  
 TELL CITY: (Ch. 28)  
 TERRE HAUTE: (Ch. 24, 26, 27+, 32-, 33+)  
 VINCENT: (Ch. 44+)  
 WASHINGTON: (Ch. 20+)  
 WATERLOO: (Ch. 13) (see Ft. Wayne)

**IOWA**

ALBION: (Ch. 25+)  
 AMES: (Ch. 3, 21)  
 ATLANTIC: (Ch. 25-)  
 BOONE: (Ch. 19-)  
 BURLINGTON: (Ch. 22-, 23+)  
 CARROLL: (Ch. 20)  
 CEDAR RAPIDS: (Ch. 2, 8-, 20-, 25+)  
 CENTERVILLE: (Ch. 21-)  
 CHARLES CITY: (Ch. 15-)  
 CHESTER: (Ch. 14)  
 CLINTON: (Ch. 44)  
 CRESTON: (Ch. 43)  
 DAVENPORT (Boe Intero-Maine, Ill.): (Ch. 4+,  
 8+, 9+, 10+, 11-, 12-)  
 DECORAH: (Ch. 44+)  
 DES MOINES: (Ch. 9-, 11+, 13-, 17+, 20-)  
 DUBUQUE: (Ch. 24-, 25-)  
 ESTERVILLE: (Ch. 24+)  
 FAIRFIELD: (Ch. 30)  
 FORT MADISON: (Ch. 21)  
 FURT MADISON: (Ch. 24+)  
 GRINNELL: (Ch. 71)  
 IOWA CITY: (Ch. 13+, 20-)  
 KEOKUK: (Ch. 44-)  
 KNOXVILLE: (Ch. 20-)  
 MARSHALLTOWN: (Ch. 40)  
 MASON CITY: (Ch. 14, 20-)  
 MUSCATINE: (Ch. 20)

NEWTON: (Ch. 45+)  
 OELWEIN: (Ch. 28)  
 OKALOOSA: (Ch. 22+)  
 OTTUMWA: (Ch. 2 (Krisville, Mo.), 15+, 22)  
 RED OAK: (Ch. 22+)  
 SHENANDOAH: (Ch. 20+)  
 SIOUX CITY: (Ch. 4-, 9, 10, 20-)  
 SPENCER: (Ch. 22+)  
 STORM LAKE: (Ch. 24+)  
 WATERLOO: (Ch. 1+, 16-, 22-, 40+)  
 WEBSTER CITY: (Ch. 27)

**KANSAS**

ABILENE: (Ch. 21+)  
 ANDERSON CITY: (Ch. 40)  
 ATCHISON: (Ch. 20+)  
 CHARLOTTE: (Ch. 20-)  
 COPPERVILLE: (Ch. 20-)  
 COLBY: (Ch. 22-)  
 CORNUBIA: (Ch. 47-)  
 DODGE CITY: (Ch. 8+ (Kudg, Kan.), 23)  
 EL DORADO: (Ch. 18+)  
 EMPIRIA: (Ch. 20-)  
 FORT SCOTT: (Ch. 27)  
 GARDEN CITY: (Ch. 3, 11+)  
 GOODLAND: (Ch. 18, 27)  
 GREAT BEND: (Ch. 2, 20)  
 HAYS: (Ch. 7, 20-)  
 HUTCHINSON: (Ch. 12, 18)—(see Wichita)  
 INDEPENDENCE: (Ch. 20)  
 JEA: (Ch. 44)  
 JUNCTION CITY: (Ch. 28+)  
 LARNED: (Ch. 13-)  
 LAWRENCE: (Ch. 11, 17-). Pending: ch. 14-  
 U. of Kansas.  
 LEAVENWORTH: (Ch. 24-)  
 LIBERIA: (Ch. 14)  
 MCDONALD: (Ch. 20-)  
 MANHATTAN: (Ch. 9, 24+)  
 NEWTON: (Ch. 14+)  
 OLATHE: (Ch. 20-)  
 OTTAWA: (Ch. 20-)  
 PARNASSUS: (Ch. 40-)  
 PITTSBURG: (Ch. 7+, 20-)  
 PRATT: (Ch. 20-)  
 SALINA: (Ch. 24)  
 TOPERA: (Ch. 12+, 13, 14+)  
 WELINGTON: (Ch. 21-)  
 WICHITA: (Ch. 3-, 14-, 18- 20+)  
 WINFIELD: (Ch. 40+)

**KENTUCKY**

ASHLAND: (Ch. 29-)  
 BOWLING GREEN: (Ch. 13, 17+). In hearing: ch.  
 14—George A. Brown Jr., Sakes-Tarman Im-  
 casting, Louisville: (Ch. 20+)  
 CORDY: (Ch. 10)  
 DAVILLE: (Ch. 25+)  
 ELIZABETHTOWN: (Ch. 21)  
 FRANKFORT: (Ch. 40-)  
 HARLOW: (Ch. 20+)  
 HARLAN: (Ch. 20+)  
 HAZARD: (Ch. 18-)  
 HENDERSON: (Ch. 20)—(see Evansville, Ind.)  
 HOPKINSVILLE: (Ch. 20)  
 LEXINGTON: (Ch. 18+, 27-, 44, 50+)  
 LOUISVILLE: (Ch. 12+, 13, 21-, 41-, 51-)  
 Pending: ch. 21—Sakes-Tarman Im-  
 casting, Louisville: (Ch. 20)  
 MADISONVILLE: (Ch. 20)  
 MAYFIELD: (Ch. 40)  
 MAYSVILLE: (Ch. 20+)  
 MIDDLESBOROUGH: (Ch. 17, 40+)  
 MURRAY: (Ch. 21-)  
 NEWPORT: (Ch. 21)  
 OWENSBORO: (Ch. 20-, 22)  
 PADUCAH: (Ch. 44, 43, 72)  
 PINEVILLE: (Ch. 14-)  
 PRINCETON: (Ch. 45-)  
 RICHMOND: (Ch. 20)  
 SOMERSET: (Ch. 20-)  
 WINCHESTER: (Ch. 20+)

**LOUISIANA**

ABBEVILLE: (Ch. 22+)  
 ALEXANDRIA: (Ch. 3, 12+, 74)  
 BASTROP: (Ch. 20+)  
 BATON ROUGE: (Ch. 2, 28, 34, 40-). Pending:  
 ch. 40—Bayou Brest Corp.  
 BOGALUSA: (Ch. 28, 78)  
 CROWLEY: (Ch. 26)  
 DE RIDDER: (Ch. 70)  
 DONCE: (Ch. 20-)  
 FRANKLIN: (Ch. 40+)  
 HAMMOND: (Ch. 27)  
 HOUMA: (Ch. 11, 20+)  
 JACKSON: (Ch. 16-)  
 JENNINGS: (Ch. 48)  
 LAFAYETTE: (Ch. 2, 19, 20-, 21-)  
 LAKE CHARLES: (Ch. 7-, 14, 25, 40+)  
 MIDER: (Ch. 20)  
 MONROE: (Ch. 12, 40+)  
 MONROE CITY: (Ch. 25+)  
 NATCHEBOUCHES: (Ch. 17+)  
 NEW ORLEANS: (Ch. 12+)  
 NEW ORLEANS: (Ch. 14-, 18, 19-, 20, 25+, 41)

DARDALE: (Ch. 24+)  
 OPELOUSAS: (Ch. 20)  
 RUFUS: (Ch. 20)  
 SHREVEPORT: (Ch. 3-, 12)  
 THIBODAUX: (Ch. 24)  
 WINNFIELD: (Ch. 28-)

**MAINE**

AUBURN: (Ch. 21+)  
 AUGUSTA: (Ch. 10-, 20+)  
 BANGOR: (Ch. 2-, 3+, 10-)  
 BAY HARBOR: (Ch. 22-)  
 BETH: (Ch. 20)  
 BELFAST: (Ch. 40-)  
 BRIDGEBURY: (Ch. 20)  
 CALAIS: (Ch. 1-, 20-)  
 DEVER-FOXCROFT: (Ch. 10+)  
 FORT KENT: (Ch. 17-)  
 HULLTON: (Ch. 21)  
 LEWISTON: (Ch. 6-, 17)  
 MILLINOCKETT: (Ch. 21+)  
 ORONO: (Ch. 12-)  
 POLAND SPRING: (Ch. 4 (Lewiston))  
 PORTLAND: (Ch. 4+, 13+, 16-, 22+)  
 PRESQUE ISLE: (Ch. 4, 18)  
 ROCKLAND: (Ch. 20-)  
 RUMFORD: (Ch. 20-)  
 VAN BUREN: (Ch. 15-)  
 WATERVILLE: (Ch. 20+)

**MARYLAND**

ANNEAPOLIS: (Ch. 20-)  
 BALTIMORE: (Ch. 7+, 11-, 13+, 18, 20+, 72-)  
 CAMBRIDGE: (Ch. 23+)  
 CYMBEHLAND: (Ch. 17+, 20-)  
 FREDERICK: (Ch. 20+)  
 GREENSBORO: (Ch. 12, 20+)  
 SALISBURY: (Ch. 14+)

**MASSACHUSETTS**

ADAMS: (Ch. 19 (North Adams))  
 AMHERST: (Ch. 20)  
 BARNSTABLE: (Ch. 20+)  
 BOSTON: (Ch. 22+, 4-, 5-, 7+, 8, 28, 44+, 50  
 (Cambridge)). In hearing: ch. 1 Greater Boston Tv  
 Corp. Columbia Bost. System (WBZ); Mass. Bay  
 Broadcasters Inc. Adam B. Dufford Linn., Publ. Pub-  
 lishing Co. (WCOF).  
 BROCKTON: (Ch. 20)  
 EASTHAMPTON: (Ch. 20)  
 FALL RIVER: (Ch. 16-, 20)  
 GREENFIELD: (Ch. 20+, 20-)  
 HOLYOKE: (see Springfield)  
 LAWRENCE: (Ch. 20)  
 LOWELL: (Ch. 20)  
 NASHQUITA: (Ch. 6)  
 NEW BEDFORD: (Ch. 4-, 20-, 24+)  
 NORTH ADAMS: (Ch. 18 (Pittsford), 14+, 20)  
 PITTSFIELD: (Ch. 19, 20+)  
 SPRINGFIELD-HOLYOKE: (Ch. 21, 20, 20)  
 WORCESTER: (Ch. 14, 20)

**MICHIGAN**

ALMA: (Ch. 4+)  
 ALPENA: (Ch. 3+, 11, 20-)  
 ANN ARBOR: (Ch. 24+, 28-)  
 BAD AXE: (Ch. 46-)  
 BATTLE CREEK: (Ch. 20-, 20-)  
 BAY CITY: (Ch. 5-, 60-, 70+)  
 BENTON HARBOR: (Ch. 40)  
 BIG RAPIDS: (Ch. 20)  
 CASILLAC: (Ch. 13-, 40)  
 CALLISTO: (Ch. 3)  
 CHEBOYGAN: (Ch. 4+, 20+). In hearing: ch. 4-  
 Straub Brest Co., Midwestern Brest, Co.  
 COLDWATER: (Ch. 20-)  
 DETROIT: (Ch. 2+, 4, 7-, 10-, 10, 20)  
 EAST LANSING: (Ch. 20+)—(Operating on non-  
 commercial basis)  
 EAST TAWAS: (Ch. 20-)  
 ESCANABA: (Ch. 24, 40)  
 FLINT: (Ch. 12-, 16-, 22-, 28)  
 GLADSTONE: (Ch. 40-)  
 GRAND RAPIDS: (Ch. 8+, 17+, 23-)  
 HOGHTON: (Ch. 20, 20)  
 IRON MOUNTAIN: (Ch. 2, 27)  
 IRON RIVER: (Ch. 20-)  
 IRONWOOD: (Ch. 20-, 20-)  
 JACKSON: (Ch. 40)  
 KALAMAZOO: (Ch. 3-, 20-, 20)  
 LANSING: (Ch. 6-, 20)  
 LINDINGTON: (Ch. 18+)  
 MARSHTELL: (Ch. 10-)  
 MARQUETTE: (Ch. 14+)  
 MARQUETTE: (Ch. 6-, 13, 17, 18)  
 MIDLAND: (Ch. 19+)  
 MOUNT PLEASANT: (Ch. 47-)  
 MUSKEGON: (Ch. 20-, 20+)

**TV SUMMARY**

**MARSHALL** (Ch. 18-1) In hearing: South Radio & Tv Stations Inc. (WVBC-TV Battle Creek), Total Fr. Corp., Tv Corp. of Mich. Inc., Eastern Home & Tv Corp. (WVBN Jackson) and Michigan State College (WVAB-TV East Lansing).  
**PELHAM** (Ch. 31)  
**PONTIAC** (Ch. 41+)  
**PORT HURON** (Ch. 24+)  
**ROGERS CITY** (Ch. 28)  
**SAGINAW** (Ch. 31-3, 31+)  
**SAULT STE. MARIE** (Ch. 1, 10+, 11-1, 11+)  
**TRAVERSE CITY** (Ch. 7+, 20-, 20+)  
**WEST BRANCH** (Ch. 21)

**MINNESOTA**

**ALBERT LEA** (Ch. 25-)  
**ALEXANDRIA** (Ch. 38)  
**AUSTIN** (Ch. 6- 21+)  
**BRANDON** (Ch. 13- 24-)  
**BRAINERD** (Ch. 12)  
**COLEBURN** (Ch. 44)  
**CRONKSTON** (Ch. 21-)  
**DETRIT LAKES** (Ch. 14+)  
**DULUTH-SUPERIOR** (Ch. 1, 4+, 5-, 22 28)  
**ELK** (Ch. 36)  
**FARMINGTON** (Ch. 40+)  
**FARMDALE** (Ch. 29)  
**FERGUS FALLS** (Ch. 18-)  
**GRAND RAPIDS** (Ch. 20-)  
**HARTINGS** (Ch. 20+)  
**HIBING** (Ch. 10+)  
**INTERNATIONAL FALLS** (Ch. 11)  
**LITTLE FALLS** (Ch. 14+)  
**MANKATO** (Ch. 15-)  
**MARSHALL** (Ch. 22+)  
**MINNEAPOLIS-ST. PAUL** (Ch. 2-4, 5-, 9+, 11)  
*Pending: ch. 3, Twin City Area Educational Tv Corp.*  
**MONTEVIDEO** (Ch. 18)  
**NEW ULM** (Ch. 41-)  
**NORTHFIELD** (Ch. 28)  
**OWATONNA** (Ch. 42)  
**RED WING** (Ch. 40-)  
**ROCHESTER** (Ch. 18, 20+)  
**ST. CLOUD** (Ch. 7, 20)  
**ST. PAUL** (see Minneapolis)  
**STILLWATER** (Ch. 29-)  
**THEY RIVER FALLS** (Ch. 18)  
**VIRGINIA** (Ch. 26+)  
**WADENA** (Ch. 24+)  
**WILLMAR** (Ch. 31+)  
**WINONA** (Ch. 8)  
**WORTHINGTON** (Ch. 29)

**MISSISSIPPI**

**BILOXI** (Ch. 17+, 18+, 20-1-2) In hearing: ch. 12 -Radio Associates Inc. (WVMI), WLOX Broadcasting Co. (WLOX).  
**BROOKHAVEN** (Ch. 27+)  
**CANTON** (Ch. 18)  
**CLARKSDALE** (Ch. 22)  
**COLUMBIA** (Ch. 26+)  
**COLUMBUS** (Ch. 9-, 20-)  
**COVINGTON** (Ch. 29-)  
**GREENVILLE** (Ch. 21-, 27)  
**GREENWOOD** (Ch. 8, 24+)  
**GRENADA** (Ch. 15)  
**GULFPORT** (Ch. 26-)  
**HATTIESBURG** (Ch. 8, 17-)  
**JACKSON** (Ch. 2+, 12+, 14+, 20-, 21)  
**KOSCIUSKO** (Ch. 25-)  
**LAUREL** (Ch. 21-)  
**LAUREL-PACHTA** (Ch. 7-1) In hearing: ch. 7 - Laurel Tv Inc., Mississippi Broadcasting Co.  
**LOUISVILLE** (Ch. 26-)  
**McCOMB** (Ch. 21-)  
**MERIDIAN** (Ch. 11-, 20-, 28-)  
**NATCHEZ** (Ch. 20+)  
**PASCAGOULA** (Ch. 22)  
**PICATUN** (Ch. 14-)  
**STARKVILLE** (Ch. 24-)  
**STATE COLLEGE** (Ch. 12+)  
**TUPELO** (Ch. 9-, 28)  
**UNIVERSITY** (Ch. 20+)  
**VEICKSBURG** (Ch. 41+)  
**WEST POINT** (Ch. 26+)  
**YAZOO CITY** (Ch. 20)

**MISSOURI**

**CAPE GIRARDEAU** (Ch. 12, 14+, 18)  
**CARTHAGE** (Ch. 26-)  
**CEUTHERVILLE** (Ch. 27-)  
**CHILICOTHE** (Ch. 14-)  
**CLINTON** (Ch. 49-)  
**COLUMBIA** (Ch. 8+, 10+, 20-)  
**FARMINGTON** (Ch. 29)  
**FESTUS** (Ch. 28)  
**FULTON** (Ch. 24+)  
**HANNIBAL** (Ch. 7-, 21+)  
**JEFFERSON CITY** (Ch. 11, 21+)  
**JOPLIN** (Ch. 12+, 20+)  
**KANSAS CITY** (Ch. 8, 9+, 9+, 10+, 20+, 21)  
**KENNETT** (Ch. 21)  
**KIRKVILLE** (Ch. 3-, 18)  
**LEBANON** (Ch. 22)

**MARSHALL** (Ch. 40+)  
**MARYVILLE** (Ch. 20)  
**MEXICO** (Ch. 49)  
**MOOREVILLE** (Ch. 20-)  
**MONETT** (Ch. 14-)  
**NEVADA** (Ch. 18-)  
**POPLAR BLUFF** (Ch. 15+)  
**ROLLA** (Ch. 40)  
**ST. JOSEPH** (Ch. 2-, 20-, 20)  
**ST. LOUIS** (Ch. 2, 3-, 5-, 11-, 20-, 41+)  
**SEDALIA** (Ch. 6-, 20+)  
**SIKESTON** (Ch. 17)  
**SPRINGFIELD** (Ch. 7-, 10, 10+, 21)  
**WEST PLAINS** (Ch. 20-)

**MONTANA**

**ANACONDA** (Ch. 21-)  
**BILLINGS** (Ch. 2, 3, 11) Pending: ch. 8 -Montana Empire Broadcasting Co.  
**BOZEMAN** (Ch. 9, 20-)  
**BUTTE** (Ch. 4, 6-, 7-, 10+)  
**COY BANE** (Ch. 20+)  
**DEER LODGE** (Ch. 12+)  
**DILLON** (Ch. 28)  
**GLENDIVE** (Ch. 2+, 12-)  
**GLASGOW** (Ch. 18)  
**GREAT FALLS** (Ch. 2+, 3-, 10-1) Pending: ch. 3 -Crescent Broadcasting Co.  
**HAMILTON** (Ch. 17+)  
**HARDIN** (Ch. 4+)  
**HAVER** (Ch. 11+)  
**HELENA** (Ch. 10-, 12) In hearing: ch. 10 -Helena Tv Inc., The Helena Forum of the Air  
**KALISPELL** (Ch. 9-1) Pending: ch. 8 -KGEZ-TV Inc.  
**LAUREL** (Ch. 14+)  
**LEWISTOWN** (Ch. 11)  
**LIVINGSTON** (Ch. 12-)  
**MILES CITY** (Ch. 2-, 5, 10)  
**MISSOULA** (Ch. 8-, 11-, 14-, 21+)  
**POISON** (Ch. 18)  
**RED LODGE** (Ch. 18+)  
**SHILBY** (Ch. 14-)  
**SIDNEY** (Ch. 14)  
**WHITEFOOT** (Ch. 18+)  
**WOLF POINT** (Ch. 20-)

**NEBRASKA**

**ANNWORTH** (Ch. 1)  
**ALLIANCE** (Ch. 13-, 21)  
**BEATRICE** (Ch. 6)  
**BROKEN BOW** (Ch. 14-)  
**COLUMBUS** (Ch. 48+)  
**FAIRBURY** (Ch. 20)  
**FALLS CITY** (Ch. 28)  
**FREMONT** (Ch. 22)  
**GRAND ISLAND** (Ch. 11-, 21+)  
**HARTING** (Ch. 9-, 27-)  
**HAYES CENTER** (Ch. 6)  
**HAY SPRING** (Ch. 4+)  
**IRVING** (Ch. 12, 18)  
**LEWISTON** (Ch. 21-)  
**LINCOLN** (Ch. 10+, 12-, 18+, 21) (Ch. 11 operates on noncommercial basis)  
**McCOOK** (Ch. 8-, 17)  
**NEBRASKA CITY** (Ch. 20)  
**NORFOLK** (Ch. 20+)  
**NORTH PLATTE** (Ch. 2-, 9+)  
**OMAHA** (Ch. 2, 4+, 7, 10+, 12, 20-)  
**SCOTTSBLUFF** (Ch. 16-, 18+)  
**YORK** (Ch. 12)

**NEVADA**

**BOLDS CITY** (Ch. 4+)  
**CARLIN** (Ch. 16)  
**CARRIS CITY** (Ch. 27)  
**ELKO** (Ch. 10-)  
**ELY** (Ch. 3-, 8+)  
**FALLON** (Ch. 20-)  
**GOLDFIELD** (Ch. 5-)  
**HAWTHORNE** (Ch. 28)  
**HENDERSON** (Ch. 2-)  
**LAS VEGAS** (Ch. 9-, 10+, 12-)  
**LOVELOCK** (Ch. 18+)  
**MCILL** (Ch. 8+)  
**RENO** (Ch. 1, 3, 12+, 27-)  
**TOPONAH** (Ch. 3-)  
**WINHEMUCCA** (Ch. 7+)  
**YERINGTON** (Ch. 21)

**NEW HAMPSHIRE**

**BERLIN** (Ch. 28)  
**CLAREMONT** (Ch. 27)  
**CONCORD** (Ch. 70+)  
**DURHAM** (Ch. 11)  
**HANOVER** (Ch. 27+)  
**KEENE** (Ch. 15-)  
**LACONIA** (Ch. 42)  
**LITTLETON** (Ch. 24-)  
**MANCHESTER** (Ch. 9-, 40+)  
**NASHUA** (Ch. 34)  
**PORTSMOUTH** (Ch. 28)  
**ROCHESTER** (Ch. 21)

**NEW JERSEY**

**ANDOVER** (Ch. 100)  
**ASSURE PARK** (Ch. 38)  
**ATLANTIC CITY** (Ch. 44, 44+)  
**BRIDGTON** (Ch. 48-)  
**CAMDEN** (Ch. 100+)  
**FREEDOLD** (Ch. 114)  
**HAMMONTON** (Ch. 10)  
**MONTCLAIR** (Ch. 11)  
**NEWARK** (Ch. 11-)  
**NEW BRUNSWICK** (Ch. 10-, 17+)  
**PATERSON** (Ch. 17+)  
**TRENTON** (Ch. 44+)  
**WILDWOOD** (Ch. 40-)

**NEW MEXICO**

**ALAMOGORDO** (Ch. 17)  
**ALBUQUERQUE** (Ch. 4+, 5+, 7+, 17+)  
**ARTESIA** (Ch. 21+)  
**ASTRISCO-FIVE POINTS** (Ch. 24+)  
**BELEN** (Ch. 24+)  
**CARLSBAD** (Ch. 4-, 28)  
**CLAYTON** (Ch. 27-)  
**CLOVIS** (Ch. 12+, 28)  
**DEMING** (Ch. 14+)  
**FARMINGTON** (Ch. 11-)  
**GALLUP** (Ch. 1, 10-, 10)  
**ROBB** (Ch. 49)  
**HOT SPRINGS** (Ch. 18)  
**LAS CRUCES** (Ch. 22-)  
**LAS VEGAS** (Ch. 14-)  
**LOEDSBURG** (Ch. 20+)  
**LOVINGTON** (Ch. 27)  
**LOS ALAMOS** (Ch. 20-)  
**PORTALES** (Ch. 20+)  
**RATON** (Ch. 40-, 50)  
**ROSWELL** (Ch. 12+, 13-1) Pending: ch. 10 -Taylor Broadcasting Co.  
**SANTA FE** (Ch. 2+, 10+, 11-)  
**SILVER CITY** (Ch. 10+, 12)  
**SOCORRO** (Ch. 10+)  
**TUCUMCARI** (Ch. 24+)

**NEW YORK**

**ALBANY-SCHENECTADY-TROY** (Ch. 8, 11+, 22-, 23, 31)  
**AMSTERDAM** (Ch. 25-)  
**AUBURN** (Ch. 25-)  
**BATAVIA** (Ch. 25-)  
**BINGHAMTON** (Ch. 13-, 16-, 18- 26+)  
**BLOOMINGDALE** (Ch. 1 (Lake Placid))  
**BUFFALO-NIAGARA FALLS** (Ch. 2, 5-, 7-, 20+). In hearing: ch. 1 -Grand Lakes Tv Inc., Greater Erie Broadcasting Co. (WVOL) and WKNW-TV Inc. (WVBN).  
**CARTHAGE** (Ch. 3-)  
**CLYMER** (Ch. 11)  
**CORTLAND** (Ch. 72+)  
**DUNKIRK** (Ch. 48)  
**ELMIRA** (Ch. 18+, 20-, 30)  
*Elmira See Greater Tv Assn. of Elmira, Veterans*  
**GLENS FALLS** (Ch. 20+)  
**GLOVERSVILLE** (Ch. 20- (Hagman))  
**HORNELL** (Ch. 49)  
**ITHACA** (Ch. 10+, 20-)  
**JAMESTOWN** (Ch. 24+)  
**KINGSTON** (Ch. 48- (Poughkeepsie))  
**LAKE PLACID** (Ch. 1 (Plattsburgh))  
**MALDEN** (Ch. 20-, 100)  
**MANSFIELD** (Ch. 11-)  
**MIDDLETOWN** (Ch. 49)  
**NEW YORK** (Ch. 2-, 4, 5+, 7, 9+, 11+, 12, 18-)  
**NIAGARA FALLS** (see Buffalo-Niagara Falls)  
**OGDENSBURG** (Ch. 24+)  
**OLEAN** (Ch. 24+)  
**ONEONTA** (Ch. 49-)  
**OSWEGO** (Ch. 21)  
**PATCHOUGE** (Ch. 18)  
**PLATTSBURGH** (Ch. 18+)  
**POUGHKEEPSIE** (Ch. 21-, 100)  
**ROCHESTER** (Ch. 3-, 14-, 15-, 18, 21, 27+). WYET-TV-WYEC-TV plans use ch. 19 and also have application pending for chart-line operation on ch. 21.  
**ROME** (see Utica)  
**SARANAC LAKE** (Ch. 18)  
**SCHENECTADY** (see Albany-Schenectady-Troy)  
**SYRACUSE** (Ch. 9-, 8, 14+)  
**TROY** (see Albany)  
**UTICA-ROME** (Ch. 11, 15+, 24-1) Pending: ch. 25-27 of the State of New York.  
**WATERTOWN** (Ch. 18)

**NORTH CAROLINA**

**ANDERSON** (Ch. 22)  
**ASHEBORO** (Ch. 20)

ASHEVILLE (Ch. 13, \*98-1, 82-1, 70)  
 BURLINGTON (Ch. 8)  
 BURNSVILLE (Ch. 13)  
 CHAPEL HILL (Ch. \*44)  
 CHARLOTTE (Ch. 3, 4, 5, 6, \*42+)  
 DURHAM (Ch. 11, \*98-1, 80-1, 72-1)  
 ELIZABETH CITY (Ch. 21+)  
 FAYETTEVILLE (Ch. 10, 14-)  
 GASTONIA (Ch. 48)  
 GOLDSBORO (Ch. 3, 7)  
 GREENSBORO (Ch. 1, \*98-1, 81-1)  
 GREENVILLE (Ch. 9)  
 HENDERSON (Ch. 42-)  
 HENDERSONVILLE (Ch. 27)  
 HICKORY (Ch. 2-)  
 HIGH POINT (Ch. 13+)  
 JACKSONVILLE (Ch. 14)  
 KANAWHA (Ch. 30+)  
 KINGSTON (Ch. 12)  
 LAURENS (Ch. 31-)  
 LUMBERTON (Ch. 11+)  
 MOUNT AIRY (Ch. 31)  
 NEW BERN (Ch. 12+)  
 RALEIGH (Ch. 3, \*92-1, 80-1)  
 ROANOKE RAPIDS (Ch. 20+)  
 ROCKY MOUNT (Ch. 30+)  
 SALISBURY (Ch. 30)  
 SANFORD (Ch. 30)  
 SHELBY (Ch. 20)  
 SOUTHERN PINE (Ch. 30)  
 STATESVILLE (Ch. 48-1)  
 WASHINGTON (Ch. 3)  
 WILMINGTON (Ch. 2-1, 3, 30-1, \*92+)  
 WILSON (Ch. 34)  
 WINSTON-SALEM (Ch. 11, 30+1, \*92-1)

**NORTH DAKOTA**

BISMARCK (Ch. 3, 11-1, 10, \*92)  
 BOTTINEAU (Ch. 10+)  
 CARRINGTON (Ch. 30-)  
 DEVILS LAKE (Ch. 9, 14-1)  
 DICKINSON (Ch. 3, 4, 4, \*17)  
 FARGO (Ch. 8, 11, \*98-1, 80-1)  
 GRAPTON (Ch. 12)  
 GRAND FORK (Ch. \*2, 30)  
 HARVEY (Ch. 30+)  
 JAMESTOWN (Ch. 3-1, 42-)  
 LISBON (Ch. 31)  
 MINOT (Ch. \*8-1, 10-1, 11+)  
 NEW ROCKFORD (Ch. 30+)  
 RUGBY (Ch. 30-1)  
 VALLEY CITY (Ch. 4-1, 22-1)  
 WAMPYTON (Ch. 30+)  
 WILSTON (Ch. 3-1, 11-1, \*92+)

**OHIO**

AKRON (Ch. 30+1, \*92-1, 81+)  
 ASHTABULA (Ch. 10)  
 ATHENS (Ch. 32-1) Pending: ch. 30-Ohio U.  
 BELLEFONTAINE (Ch. 42)  
 BOWLING GREEN (Ch. \*92)  
 CAMBRIDGE (Ch. 28)  
 CANTON (Ch. 28)  
 CHILlicothe (Ch. 30+)  
 CINCINNATI (Ch. 3-1, 1, 11, \*98-1, 81-1, 74-1) (Newport, Ky.)  
 CLEVELAND (Ch. 3, 3, 3, 11, \*92-1, 81+)  
 COLUMBUS (Ch. 4-1, 8+1, 14+1, \*94, 40-1)  
 COSHOCTON (Ch. 28)  
 DAYTON (Ch. 2, 7+1, \*92+1, 82+)  
 DEPIANCE (Ch. 40)  
 FINDLAY (Ch. 33)  
 FREMONT (Ch. 38+)  
 GALLIPOLIS (Ch. 71)  
 HAMILTON-MIDDLETOWN (Ch. 30)  
 LANCASTER (Ch. 30-1)  
 LIMA (Ch. 12-1, 73)  
 LORAIN (Ch. 31-1) (Elyria)  
 MANSFIELD (Ch. 34+)  
 MARION (Ch. 17-1)  
 MASSILLON (Ch. 23+)  
 MOUNT VERNON (Ch. 30)  
 NEWARK (Ch. 30-1)  
 OXFORD (Ch. \*14-1) Pending: ch. 14-Grand U. of Ohio  
 Piqua (Ch. 44-1)  
 PORTSMOUTH (Ch. 30)  
 SANDUSKY (Ch. 42-1)  
 SPRINGFIELD (Ch. 32-1, 70)  
 STEUBENVILLE (see Wheeling, W. Va.)  
 Tiffin (Ch. 47-1)  
 TOLEDO (Ch. 11-1, 11, \*96-1) In hearing in Toledo Radio Co., Community Broadcasting Co. (WYOL), Unity Corp. Inc., (WTOD), Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., Anthony Wayne TV Corp. Pending: ch. 30-Greater Toledo Educational TV Foundation  
 WARREN (Ch. 47+)  
 YOUNGSTOWN (Ch. 31-1, 37, 40-1, 73-1)  
 ZANESVILLE (Ch. 18-1, 30+)

**OKLAHOMA**

ADA (Ch. 10+1, 30+)  
 ALTUS (Ch. 30)  
 ALVA (Ch. 30)  
 ANADARKO (Ch. 10-1)  
 ARDMORE (Ch. 12-1, 31-1)  
 BARTLESVILLE (Ch. 42-1)  
 BLACKWELL (Ch. 41-1)  
 CHICKASHA (Ch. 40)  
 CLAREMORE (Ch. 13)  
 CLINTON (Ch. 28-1)  
 DUNCAN (Ch. 28-1)  
 DURANT (Ch. 27-1)  
 ELK CITY (Ch. 2-1, 10+1, 20-1)  
 EL RENO (Ch. 30-1)  
 ENID (Ch. 1, 2, \*92-1)  
 FREDERICK (Ch. 44)  
 GUTHRIE (Ch. 40)  
 GUYMON (Ch. 20+)  
 HOBART (Ch. 20-1)  
 HOLDENVILLE (Ch. 14-1)  
 HUGO (Ch. 11-1)  
 LAWTON (Ch. 1+1, \*92+1, 20-1)  
 McALESTER (Ch. 47)  
 MIAMI (Ch. 30-1)  
 MUSKOGEE (Ch. 2-1, \*92-1, 30+)  
 NORMAN (Ch. 11, \*92-1)  
 OKLAHOMA CITY (Ch. 4-1, 3-1, \*92, 10+1, 20-1)  
 OKMULGEE (Ch. 20)  
 PAULS VALLEY (Ch. 41)  
 PONCA CITY (Ch. 40-1)  
 PRYOR CREEK (Ch. 34)  
 SAPULPA (Ch. 42-1)  
 SEMINOLE (Ch. 30)  
 SHAWNEE (Ch. 42-1)  
 STILLWATER (Ch. 20-1, \*90)  
 TULSA (Ch. 2+1, 4, \*91-1, 17+1, 31)  
 VINNYA (Ch. 20-1)  
 WOODWARD (Ch. 35+)

**OREGON**

ALBANY (Ch. 30+)  
 ASHLAND (Ch. 30-1)  
 ASTORIA (Ch. 30-1)  
 BAKER (Ch. 30+)  
 BEND (Ch. 16-1)  
 BURNS (Ch. 16)  
 COOS BAY (Ch. 11)  
 CORVALLIS (Ch. 7-1, 40-1)  
 EUGENE (Ch. \*4, 11, 20+1, 20)  
 GRANTS PASS (Ch. 30)  
 KLAMATH FALLS (Ch. 2-1, 71)  
 LA GRANDE (Ch. 13+)  
 LEBANON (Ch. 42+)  
 MEDFORDVILLE (Ch. 40-1)  
 MEDFORD (Ch. 3)  
 NORTH BEND (Ch. 10+1) In hearing: ch. 10-ROOF Inc., Pacific TV Inc.  
 PORTLAND (Ch. 30)  
 PORTLAND (Ch. 4-1, 3-1, \*10, 12, 25-1) (Vancouver, Wash.), 12+1  
 ROSSBURG (Ch. 4+1, 20+)  
 SALEM (Ch. 2+1, \*92-1, 14+1, 30)  
 SPRINGFIELD (Ch. 20-1)  
 THE DALLES (Ch. 32)

**PENNSYLVANIA**

ALLENTOWN (Ch. 30, 67)  
 ALTOONA (Ch. 18-1, 20-1)  
 BETHLEHEM (Ch. 51-1)  
 BRADFORD (Ch. 70-1)  
 BUTLER (Ch. 43-1)  
 CHAMBERSBURG (Ch. 46-1)  
 DU BOIS (Ch. 31+)  
 EASTON (Ch. 37-1)  
 EMPORIUM (Ch. 42-1)  
 ERIC (Ch. 11, 30+1, \*92-1, 85+)  
 HARRISBURG (Ch. 27-1, 30+1, 31+)  
 HAZELTON (Ch. 42)  
 IRWIN (PITTSBURGH) (Ch. 4+)  
 JOHNSTOWN (Ch. 4, 10+1, 16-1)  
 LANCASTER (Ch. 3-1, 71+)  
 LEBANON (Ch. 15+)  
 LEWISTON (Ch. 74-1)  
 LOCK HAVEN (Ch. 20-1) Pending: Ch. 20-Loeb Haven Broadcasting Corp.  
 MEADVILLE (Ch. 32)  
 NEW CASTLE (Ch. 45-1)  
 OIL CITY (Ch. 64)  
 PHILADELPHIA (Ch. 1, 2-1, 10, 17-1) (Columbus, Pa.), 20+1, 20, \*92-1  
 PITTSBURGH (Ch. 3-1, 11, \*92-1, 14, 47-1, 41+)  
 (Also see ch. 4 at Irwin.)  
 READING (Ch. 24+1, 40-1)  
 SCRANTON (Ch. 7-1, 20-1, 40)  
 SHAMONKIN (Ch. 60)  
 SHARON (Ch. 30+)  
 SINGLEHOUSE (Ch. 20)  
 STATE COLLEGE (Ch. \*40)  
 SUNBURY (Ch. 30)  
 UNIONTOWN (Ch. 14)  
 WASHINGTON (Ch. 61+)  
 WILKES-BARRE (Ch. 24, 34)  
 WILLIAMSPORT (Ch. 30-1)  
 YORK (Ch. 31, 40)

**RHODE ISLAND**

PROVIDENCE (Ch. 10, 12, 14, \*92+1) Pending: ch. 30-Board of Education State of R. I.

**SOUTH CAROLINA**

Aiken (Ch. 34)  
 ANDERSON (Ch. 40, 20-1)  
 CANNON (Ch. 34)  
 CHARLESTON (Ch. 2, 4, 2-1, \*92, 27+)  
 CLEMSON (Ch. \*90)  
 COLUMBIA (Ch. 10-1, \*10+1, 20-1, 47+)  
 CONWAY (Ch. 25-1)  
 FLORENCE (Ch. 4-1, 30)  
 GEORGETOWN (Ch. 27-1)  
 GREENVILLE (Ch. 4-1, 21+1, \*20)  
 GREENWOOD (Ch. 23-1)  
 LAKE CITY (Ch. 30+)  
 LANCASTER (Ch. 25-1)  
 LAURENS (Ch. 45-1)  
 MARION (Ch. 42-1)  
 NEWBERRY (Ch. 70)  
 ORANGEBURG (Ch. 14-1)  
 ROCK HILL (Ch. 21-1)  
 SPARTANBURG (Ch. 7+1, 17-1, 74-1)  
 SUMTER (Ch. 47)  
 UNION (Ch. 30-1)

**SOUTH DAKOTA**

ABERDEEN (Ch. 8-1, 17+)  
 BELLE FOURCHE (Ch. 23+)  
 BROOKINGS (Ch. \*8, 25)  
 DEADWOOD: See Lead, S. D.  
 FLORENCE (Ch. 45)  
 HOT SPRINGS (Ch. 17+)  
 HURON (Ch. 12+1, 15+)  
 LEAD (Ch. 5-1, 20) In hearing: ch. 5-Heart of the Black Hills Station, Black Hills Broadcast Co. of Rapid City  
 MADISON (Ch. 40)  
 MITCHELL (Ch. 2+1, 20-1)  
 MORRISDE (Ch. 27-1)  
 PIERRE (Ch. 10+1, \*20+)  
 RAPID CITY (Ch. 2+1, 74, 13-1)  
 RELIANCE (Ch. 5-1)  
 SIOUX FALLS (Ch. 11, 12-1, 20+1, \*44)  
 SIOUXON (Ch. 20)  
 VERMILION (Ch. \*7+1, 27)  
 WATERTOWN (Ch. 5-1) (Florence), 20+)  
 WINNER (Ch. 19-1)  
 YARINGTON (Ch. 17-1)

**TENNESSEE**

ATHENS (Ch. 14+)  
 BIRMINGHAM (Ch. 14-1)  
 CHATTANOOGA (Ch. 3+1, 3, 12-1, 43+1, 40+1, \*95-1)  
 CLARKSVILLE (Ch. 30)  
 CLEVELAND (Ch. 30+)  
 COLUMBIA (Ch. 30-1)  
 COOKVILLE (Ch. 24, \*90)  
 COVINGTON (Ch. 19-1)  
 DYERSBURG (Ch. 40+)  
 ELIZABETH (Ch. 22+)  
 FAYETTEVILLE (Ch. 27+)  
 GALLATIN (Ch. 42+)  
 HARRISMAN (Ch. 47)  
 HUMBOLDT (Ch. 25)  
 JACKSON (Ch. 7+1, 14+)  
 JOHNSON CITY (Ch. 11-1, 30+)  
 KINGSPORT (Ch. 30)  
 KNOXVILLE (Ch. 6, 14+1, \*20+1, 28-1)  
 LAWRENCEBURG (Ch. 20+)  
 LEBANON (Ch. 14)  
 MEMPHISVILLE (Ch. 40)  
 MAYSVILLE (Ch. 31)  
 MEMPHIS (Ch. 1, 3+1, \*92+1, 12+1, 40-1, 40-1)  
 MORRISTOWN (Ch. 24+)  
 MURFREESBORO (Ch. 14-1)  
 NASHVILLE (Ch. 10-1, 4-1, 1, 3+1, 30+1, 30) (Also see ch. 2 at Old Hickory.) Pending: ch. 2-Nashville Educational TV Foundation  
 OAK RIDGE (Ch. 22+)  
 OLD HICKORY (NASHVILLE) (Ch. 3)  
 PARIS (Ch. 11+)  
 PULASKI (Ch. 46-1)  
 SHELBYVILLE (Ch. 34)  
 SNEEDVILLE (Ch. 7+)  
 SPRINGFIELD (Ch. 40)  
 TULLAHOMA (Ch. 60-1)  
 UNION CITY (Ch. 30)

**TEXAS**

ARLENE (Ch. 14+1, 12-1)  
 ALICE (Ch. 34+)  
 ALPINE (Ch. 12-1) Pending: ch. 12-O. L. Neima  
 AMARILLO (Ch. \*2-1, 4, 7, 10)  
 ATHENS (Ch. 29+)  
 AUSTIN (Ch. 7+1, 10-1, 26, \*90-1)  
 BALINGER (Ch. 25)



TV SUMMARY

BAY CITY (Ch. 20)  
 BEACONPORT-PORT ARTHUR (Ch. 4, 8, 12, 14, 22)  
 BEVILLIE (Ch. 36-)  
 BIG SPRING (Ch. 4, 24+)  
 BONHAM (Ch. 40)  
 BONGER (Ch. 20)  
 BRADY (Ch. 15-)  
 BRECKENRIDGE (Ch. 14+)  
 BREHAM (Ch. 20-)  
 BROWNFIELD (Ch. 20)  
 BROWNVILLE (Ch. 20) (also see Brownsville-Harlingen-Westaco)  
 BROWNVILLE - HARLINGEN - WESTACO (Ch. 4, 5-)  
 BROWNWOOD (Ch. 20)  
 BRYAN (Ch. 2, 24-)  
 CHILDRESS (Ch. 40)  
 CLERBURN (Ch. 27)  
 COLLIER (Ch. 21-)  
 COLLEGE STATION (Ch. 2+, 28-)  
 CONROE (Ch. 20+)  
 CORPUS CHRISTI (Ch. 4+, 10-, 14+, 22, 42)-In hearing Ch. 10-Superior TV Inc., Kery-TV Inc. (KEYS), K-98 TV Inc. (KRX)  
 CORNELLANA (Ch. 47+)  
 CROCKETT (Ch. 20)  
 CRYSTAL CITY (Ch. 20+)  
 CUERO (Ch. 25-)  
 DELHART (Ch. 10)  
 DALLAS (Ch. 4+, 8, 12+, 22, 28, 32)  
 DEL RIO (Ch. 18-)  
 DENISON (Ch. 20)  
 DENTON (Ch. 2, 7) Pending: Ch. 11-Denton Telecasting Co.  
 EAGLE PASS (Ch. 20)  
 EDINBURGH (Ch. 20-)  
 EL CAMPO (Ch. 20)  
 EL PASO (Ch. 4, 7, 8, 12, 20+, 24+)  
 FALFURRIAS (Ch. 20)  
 FLOYDADA (Ch. 20)  
 FORT STOCKTON (Ch. 20)  
 FORT WORTH (Ch. 4+, 12-, 20-, 28-)  
 GADSDENVILLE (Ch. 20-)  
 GALVESTON (Ch. 11+, 20-, 24-, 28-)  
 GONZALES (Ch. 20+)  
 GREENVILLE (Ch. 20-)  
 HARLINGEN (Ch. 20) (Also see Brownsville-Harlingen-Westaco)  
 HEBBONVILLE (Ch. 20)  
 HENDERSON (Ch. 20+)  
 HEREFORD (Ch. 18-)  
 HILLSBORO (Ch. 20)  
 HOUSTON (Ch. 2-, 8-, 12-, 22+, 28-, 35-)  
 HUNTSVILLE (Ch. 12)  
 JACKSONVILLE (Ch. 20)  
 JASPER (Ch. 20+)  
 KEMMITT (Ch. 14)  
 KILGORE (Ch. 20-)  
 KINGSVILLE (Ch. 20)  
 LANESSA (Ch. 20)  
 LAMPASSAS (Ch. 20-)  
 LARDO (Ch. 4, 12, 15+)  
 LEVELLAND (Ch. 20-)  
 LITTLEFIELD (Ch. 20)  
 LONGVIEW (Ch. 22, 28+)  
 LUBBOCK (Ch. 4-, 12, 15-, 28, 30)  
 LUFKIN (Ch. 8, 20-)  
 McALLEN (Ch. 20-)  
 McKINNEY (Ch. 20-)  
 MARFA (Ch. 18+)  
 MARSHALL (Ch. 18-)  
 MERCEDES (Ch. 20)  
 MEXIA (Ch. 20-)  
 MIDLAND (Ch. 2+, 10)  
 MINERAL WELLS (Ch. 20)  
 MISSION (Ch. 14)  
 MONAHANS (Ch. 6-)  
 MOUNT PLEASANT (Ch. 20)  
 NACOGDOCHES (Ch. 18-, 40+)  
 NEW BRAUNFELS (Ch. 20-)  
 ODESSA (Ch. 7-, 24-)  
 ORANGE (Ch. 20-)  
 PAMPA (Ch. 17-)  
 PARIS (Ch. 20+)  
 PEARALL (Ch. 20)  
 PECOS (Ch. 18+)  
 PERBYTON (Ch. 20)  
 PLAINVIEW (Ch. 20+)  
 PORT ARTHUR (See Beaumont)  
 QUANAH (Ch. 20)  
 RAYMONDVILLE (Ch. 20)  
 ROSENBERG (Ch. 17-)  
 SAN ANGELO (Ch. 2-, 8+, 17+, 22-)  
 Pending: Ch. 1-Jess A. Roberts  
 SAN ANTONIO (Ch. 4, 8, 9-, 14+, 20+, 41)-  
 Pending: Ch. 9-San Antonio Council for Educational TV  
 SAN DIMITRI (Ch. 20)  
 SAN MARCOS (Ch. 20+)  
 SEGUIN (Ch. 18-)  
 SHYMOUR (Ch. 24-)

SHERMAN (Ch. 20+)  
 SPYDER (Ch. 20+)  
 STEPHENVILLE (Ch. 20+)  
 SULPHUR SPRINGS (Ch. 20)  
 SWEETWATER (Ch. 20)  
 TYLER (Ch. 7, 24+, 28)  
 TEMPLE (Ch. 8, 18, 24+)  
 TERRELL (Ch. 20)  
 TEXARKANA (Ch. 4+, 10, 24-) (Also Texas-Knox, Ark.)  
 TULSA (Ch. 7, 19-, 22)  
 UVALDE (Ch. 20)  
 VERDON (Ch. 18+)  
 VICTORIA (Ch. 14+) In hearing: Ch. 12-O. I. Knox, Albert E. Alton  
 WACO (Ch. 10+, 20-, 28)  
 WAXAHACHIE (Ch. 20-)  
 WEATHERFORD (Ch. 20)  
 WESTACO (see Brownsville-Harlingen-Westaco)  
 WICHITA FALLS (Ch. 2, 4-, 14+, 22)

UTAH

BIGHAM (Ch. 20-)  
 CEDAR CITY (Ch. 20)  
 COLAR (Ch. 18-, 20, 24+)  
 OGDEN (Ch. 24-, 28-, 32)  
 PICE (Ch. 8)  
 PROVO (Ch. 11+, 22, 28) Pending: Ch. 11-Beehive Telecasting Corp.  
 RICHFIELD (Ch. 14+)  
 ST. GEORGE (Ch. 10+)  
 SALT LAKE CITY (Ch. 2-, 4-, 8+, 17-, 20+, 28)  
 TOOLE (Ch. 20)  
 VERNAL (Ch. 17)

VERMONT

BENNINGTON (Ch. 20, 24+)  
 BRATTLEBORO (Ch. 7+)  
 BURLINGTON (Ch. 2, 10+, 22+)  
 MONTPELIER (Ch. 20)  
 NEWPORT (Ch. 20)  
 RUTLAND (Ch. 20+)  
 ST. ALBANS (Ch. 20-)  
 ST. JOHNSBURY (Ch. 20)

VIRGINIA

BLACKSBURG (Ch. 20+)  
 BRISTOL (see Bristol, Tenn.)  
 CHARLOTTESVILLE (Ch. 20+, 24+)  
 COVINGTON (Ch. 14+)  
 DANVILLE (Ch. 20-)  
 EMPORIA (Ch. 24+)  
 FARMVILLE (Ch. 10)  
 FREDERICKSBURG (Ch. 47)  
 FRONT ROYAL (Ch. 20-)  
 HARRISONBURG (Ch. 2-, 24-)  
 LEXINGTON (Ch. 20)  
 LYNNBURG (Ch. 12, 16-)  
 MARION (Ch. 20)  
 MARTINSVILLE (Ch. 20-)  
 NORFOLK - PORTSMOUTH - NEWPORT NEWS (Ch. 11, 18+, 19-, 18 Hampton, 22-, 22)  
 NORFOLK (Ch. 20+)  
 PETERSBURG (Ch. 8, 41)  
 PULASKI (Ch. 20-)  
 RICHMOND (Ch. 4-, 12-, 22, 28+)  
 ROANOKE (Ch. 7-, 10, 20+, 22-)  
 SOUTH BOSTON (Ch. 14+)  
 STAUNTON (Ch. 20)  
 WAYNESBORO (Ch. 20)  
 WILLIAMSBURG (Ch. 17)  
 WINCHESTER (Ch. 20+)

WASHINGTON

ABERDEEN (Ch. 20)  
 ANACOSTIA (Ch. 20)  
 BELLINGHAM (Ch. 12+, 14+, 20-)  
 CLARKSTON (Ch. 20, 28)  
 CENTRALIA (Ch. 17)  
 ELLENBURG (Ch. 20, 28)  
 EPHRATA (Ch. 20)  
 EVERETT (Ch. 20-, 28-)  
 GRAND COULE (Ch. 27)  
 HOQUIAM (Ch. 20)  
 KELSO (Ch. 20)  
 KENNEWICK (also see Kennewick-Richland-Pasco) (Ch. 20)  
 KENNEWICK-RICHLAND-PASCO (Ch. 41)  
 LONGVIEW (Ch. 20) Pending: Ch. 25-Aitru West Co.  
 MOSES LAKE (Ch. 27)  
 OKANOGAN (See Omak)  
 OLYMPIA (Ch. 20)  
 OMAK-OKANOGAN (Ch. 25-)  
 PASCO (also see Kennewick-Richland-Pasco) (Ch. 18-)  
 PORT ANGELES (Ch. 16-)  
 PULLMAN (Ch. 20, 28)  
 RICHLAND (also see Kennewick-Richland-Pasco) (Ch. 20)  
 SEATTLE (Ch. 4, 8+, 12, 20, 28+) In hearing: Ch. 1-Queen City Broadcasting Co. (KIRO), KXA Inc. (KXA), Puget Sound Broadcasting Co. (KVI)  
 SPOKANE (Ch. 2-, 8-, 17+)  
 TACOMA (Ch. 11+, 15-, 20, 28)  
 WALLA WALLA (Ch. 5-, 8, 22) Pending: Ch. 4-J. Elroy McCaw; Ch. 8-Walla Walla TV Co.  
 WENATCHEE (Ch. 20, 28, 32)  
 YAKIMA (Ch. 20+, 28+, 32)

WEST VIRGINIA

BECKLEY (Ch. 4 (Oak Hill), 21, 26)  
 BEAUFIELD (Ch. 8-, 21+)  
 CHARLESTON (Ch. 4+, 10+, 20-)  
 CLARKSBURG (Ch. 12+, 20, 28-)  
 ELKINS (Ch. 40+)  
 FAIRMONT (Ch. 20)  
 HINTON (Ch. 20)  
 HUNTINGTON (Ch. 2+, 12+, 20-)  
 LOGAN (Ch. 20-)  
 MARTINSBURG (Ch. 20-)  
 MORGANTOWN (Ch. 20)  
 PARKERSBURG (Ch. 14-)  
 WELCH (Ch. 20)  
 WESTON (Ch. 2, 20)  
 WHEELING-STEUBENVILLE, DEED (Ch. 1, 2+, 2+, 20)  
 WILLIAMSON (Ch. 17)

WISCONSIN

ADAMS (Ch. 20+)  
 APPLETON (Ch. 20+)  
 ASHLAND (Ch. 20+)  
 BEAVER DAM (Ch. 27)  
 BELLEVILLE (Ch. 27)  
 CHILTON (Ch. 20+)  
 EAU CLAIRE (Ch. 12, 18, 20+)  
 FOND DU LAC (Ch. 24+)  
 GREEN BAY (Ch. 2+, 4+, 20+)  
 JANESVILLE (Ch. 20+)  
 KENOSHA (Ch. 20-)  
 LA CROSSE (Ch. 4+, 12+, 20-, 22)  
 MADISON (Ch. 1, 21-, 27-, 31+)  
 MANITOWIC (Ch. 20)  
 MARINETTE (Ch. 11+, 20-, 28+)  
 MILWAUKEE (Ch. 4-, 10+, 12, 19-, 25, 31+)  
 OSHKOSH (Ch. 20-)  
 PAID FALLS (Ch. 18)  
 PORTAGE (Ch. 17-)  
 PLAINE DU CHEM (Ch. 24)  
 RACINE (Ch. 20, 28)  
 RENELENDERS (Ch. 20)  
 RICE LAKE (Ch. 21+)  
 ST. CLOUD CENTER (Ch. 12, 20-)  
 SUPERIOR (Ch. 20-)  
 SHELL LAKE (Ch. 20-)  
 STAATA (Ch. 20-)  
 STEVENS POINT (Ch. 20-, 28-)  
 SUPERIOR BAY (Ch. 20-)  
 SUPERIOR (see Duluth, Minn.)  
 WAUWATOSA (Ch. 7-, 12+, 20-)  
 WHITEFISH BAY (Ch. 8)  
 WISCONSIN RAPIDS (Ch. 14-)

WYOMING

BUFFALO (Ch. 20)  
 CASPER (Ch. 24, 6+) In hearing: Ch. 6-Casper Mountain TV Corp., Donald Hathaway; Pending: Ch. 8-Harrogate Inc.  
 CHERYNE (Ch. 8, 14+)  
 CODY (Ch. 20-)  
 DOUGLASS (Ch. 14)  
 EVANSTON (Ch. 20-)  
 GILLETTE (Ch. 20-)  
 GREEN RIVER (Ch. 10)  
 GREYSULL (Ch. 20)  
 LARDER (Ch. 17-)  
 LARAMIE (Ch. 20-, 28+)  
 LOVELL (Ch. 20+)  
 Lusk (Ch. 18-)  
 NEWCASTLE (Ch. 20+)  
 POWELL (Ch. 20-)  
 RAWLINS (Ch. 17-)  
 RIVINGTON (Ch. 20+) Pending: Ch. 10-Chief Washburn TV  
 ROCK SPRINGS (Ch. 20)  
 SHERIDAN (Ch. 8-, 12+)  
 THERMOPOLIS (Ch. 17)  
 TUSTINGTON (Ch. 27)  
 WHEATLAND (Ch. 20+)  
 WORLAND (Ch. 20)

ALASKA

ANCHORAGE (Ch. 2-, 8-, 11, 13-)  
 FAIRBANKS (Ch. 24, 4+, 7+, 10+, 11+, 13+)  
 JUNEAU (Ch. 2, 8, 10)  
 KETCHIKAN (Ch. 2, 4, 8)  
 SEWARD (Ch. 4-, 8-)  
 SITKA (Ch. 12)

GUAM

AGANA (Ch. 8, 10)

HAWAII

HILO (Ch. 2, 4, 7, 9, 11, 13)  
 HONOLULU (Ch. 24, 4-, 7+, 9-, 11+, 13-)  
 LIHUE (Ch. 3-, 8-, 10+, 12-)  
 WAILUKU (Ch. 2, 4, 8, 12)

PUEERTO RICO

AGUADILLA (Ch. 10-)  
 CAJUPAS (Ch. 10-)  
 MAYAGUEZ (Ch. 24, 2-). In hearing: Ch. 3-El Mundo Inc., Supreme Broadcasting Co., Ponce de Leon Broadcasting Co.  
 PONCE (Ch. 24, 2-)  
 SAN JUAN (Ch. 24, 4-, 8+)

VIRGIN ISLANDS

CHARLOTTE AMALIE (Ch. 10-, 14+)  
 CHRISTIANSTED (Ch. 8+)

# TELEVISION ALLOCATIONS BY CHANNELS

\* Channel reserved for non-commercial educational use  
 † Post license station not on air as of July 1.  
 ‡ Post license station on the air  
 § Pre-license station on the air

## TV Allocations by Channels

- ### Ch. 1 (54-60 mc)
- \* WABQ (TV) Anconine, Ala.
  - \* Little Rock, Ark.
  - \* KNXT (TV) Los Angeles, Calif.
  - San Francisco-Oakland, Calif.
  - \* KTVR (TV) Denver, Colo.
  - WESH-TV Daytona Beach, Fla.
  - \* WTSP-TV Miami, Fla.
  - WSEB-TV Atlanta, Ga.
  - \* KNOI (TV) Meridian-Caldwell (Gaines), Miss.
  - WBBW-TV Chicago, Ill.
  - Evansville, Ind.
  - WMT-TV Cedar Rapids, Iowa
  - \* KCTV (TV) Great Bend, Kan.
  - \* WBRB (TV) Baton Rouge, La.
  - WTWO (TV) Bangor, Me.
  - WMAR-TV Baltimore, Md.
  - \* WGBS-TV Boston, Mass.
  - WIBC-TV Detroit, Mich.
  - \* KTCM (TV) Minneapolis-St. Paul, Minn.
  - State College, Miss.
  - \* KPEQ-TV St. Joseph, Mo.
  - \* KTVI (TV) St. Louis, Mo.
  - Albion, Mont.
  - \* KOOR-TV Billings, Mont.
  - North Platte, Neb.
  - \* KLBH-TV Henderson, Nev.
  - KVIT (TV) Santa Fe, N. M.
  - WGR-TV Buffalo-Niagara Falls, N. Y.
  - \* WGRB-TV New York, N. Y.
  - WPMY-TV Greenboro, N. C.
  - \* KDMX-TV Dickinson, N. D.
  - Grand Forks, N. D.
  - \* WLWD (TV) Dayton, Ohio
  - \* KXOQ-TV Tulsa, Okla.
  - \* KPTV-TV Klamath Falls, Ore.
  - \* KDKA-TV Pittsburgh, Pa.
  - \* WUEN-TV Charleston, S. C.
  - Yonkers, S. D.
  - Nashville, Tenn.
  - Grandville, Tenn.
  - \* Albany, Tex.
  - Deerbe, Tex.
  - \* KPMI-TV Houston, Tex.
  - KSHD-TV Midland, Tex.
  - \* KUTV (TV) Salt Lake City, Utah
  - \* KRFX-TV Spokane, Wash.
  - WBYA-TV Green Bay, Wis.
  - \* KWGO-TV Casper, Wyo.
  - \* WBAQ-TV San Juan, P. R.
  - \* KESQ-TV Anchorage, Alaska
  - \* KPAK-TV Fairbanks, Alaska
  - Ketchikan, Alaska
  - Hilo, Hawaii
  - \* KONA (TV) Honolulu, Hawaii

- ### Ch. 2 (60-66 mc)
- Douglas, Ariz.
  - \* KTVK (TV) Phoenix, Ariz.
  - \* KIRM-TV Eureka, Calif.
  - \* KCRB-TV Sacramento, Calif.
  - \* KEVY (TV) Santa Barbara, Calif.
  - Pueblo, Colo.
  - Hartford, Conn.
  - WRAR-TV Pensacola, Fla.
  - Tampa-St. Petersburg, Fla.
  - WEAV-TV Savannah, Ga.
  - KID-TV Idaho Falls, Idaho
  - KLEW-TV Lewiston, Idaho
  - \* WLIA (TV) Chattanooga-Urbana, Ill.
  - \* KOLO-TV Mason City, Iowa
  - \* KARD-TV Wichita, Kan.
  - \* WAVE-TV Louisville, Ky.
  - Lafayette-Lake Charles, La.
  - KIDS-TV Springfield, La.
  - Enon, Okla.
  - \* WKZO-TV Grand Rapids, Mich.
  - (Kalamazoo) Mich.
  - \* KDAL-TV Duluth, Minn.
  - Superior, Wis.
  - \* WLSY (TV) Jackson, Miss.
  - \* KTVQ (TV) Kirksville, Mo.
  - \* KTV (TV) Springfield, Mo.
  - Great Falls, Mont.
  - Niles, Mont.
  - McCook, Neb.

- \* KMTV (TV) Omaha, Neb.
- EV. Neb.
- Gallup, N. M.
- Phoenix, N. M.
- \* WHTS-TV El Paso, N. Y.
- WHTY (TV) Charlotte, N. C.
- \* WHTY (TV) Washington, N. C.
- \* KXIV-TV Cleveland, Ohio
- OHIO-TV Salem, Ore.
- WTCV-TV Philadelphia, Pa.
- KOLA-TV Rapid City, S. D.
- KDLO-TV Florence, S. D.
- (Wakarusa)
- \* WSOB-TV Chattanooga, Tenn.
- \* WJBC-TV Memphis, Tenn.
- College Station, Tex.
- San Angelo, Tex.
- \* KPDX-TV Wichita Falls, Tex.
- Vernal, Utah
- \* WCAZ-TV Harrisonburg, Va.
- \* WBYA-TV Harrisonburg, Va.
- \* WTAR-TV Norfolk-Petersburg-Newport News, Va.
- \* WVAZ-TV Huntington, W. Va.
- \* WBOC-TV Madison, Wis.
- Chapman, Wyo.
- Juneau, Alaska
- Lihou, Hawaii
- \* KMAU (TV) Wailuku, Hawaii
- Mayaguez, P. R.

- ### Ch. 4 (66-72 mc)
- \* KVOA-TV Tucson, Ariz.
  - \* KARB-TV Little Rock, Ark.
  - \* KBCA (TV) Los Angeles, Calif.
  - \* KRON-TV San Francisco-Oakland, Calif.
  - \* KOA-TV Denver, Colo.
  - WAC-TV Washington, D. C.
  - \* WMBR-TV Jacksonville, Fla.
  - \* WTVJ (TV) Miami, Fla.
  - WREL-TV Columbia, Ga.
  - Evans, Idaho
  - \* WHEB-TV Davenport-Iowa-Iowa Island-Moline, Ill.
  - \* WTTV (TV) Bloomington, Ind.
  - \* KTVI (TV) Sioux City, Iowa
  - \* WVI-TV New Orleans, La.
  - WBLT-TV Boston, Mass.
  - \* WCTD-TV Cheyenne, Wyo.
  - \* WWTW-TV Detroit, Mich.
  - WCCO-TV Minneapolis-St. Paul, Minn.
  - \* WCHI-TV Columbia, Miss.
  - WDAP-TV Kansas City, Mo.
  - \* KWR-TV St. Louis, Mo.
  - \* KXLP-TV Butte, Mont.
  - Harbin, Mont.
  - Hay Springs, Nev.
  - North Platte, Neb.
  - Bozeman, Nev.
  - \* KAKJ (TV) Reno, Nev.
  - \* KOK-TV Albuquerque, N. M.
  - \* WIKN-TV Buffalo-Niagara Falls, N. Y.
  - \* WRCV-TV New York, N. Y.
  - \* WUNC (TV) Chapel Hill, N. C.
  - Dickinson, N. D.
  - \* KKAJ-TV Valley City, N. D.
  - \* WLWC (TV) Columbus, Ohio
  - \* WKY-TV Columbus, Ohio
  - \* KMC (TV) Roseburg, Ore.
  - Ipswich, Pa.
  - Charleston, S. C.
  - \* WPHC-TV Greenville, S. C.
  - \* WSM-TV Nashville, Tenn.
  - \* KONG-TV Ansonia, Tex.
  - \* KPAC-TV Beaumont-Port Arthur, Tex.
  - \* KBIT-TV Big Spring, Tex.
  - \* KURT-TV Brownsville-Harlingen-Weslaco, Tex.
  - \* KRLD-TV Dallas, Tex.
  - \* KHRD-TV El Paso, Tex.
  - \* WOAI-TV San Antonio, Tex.
  - \* KTVY (TV) Salt Lake City, Utah
  - \* KODD-TV Seattle, Wash.
  - \* KRLY-TV Spokane, Wash.
  - Porterville, W. Va.
  - \* WOAY-TV Oak Hill, W. Va.
  - (Beckley)
  - \* WTKL-TV Milwaukee, Wis.
  - \* WAPA-TV San Juan, P. R.
  - Fairbanks, Alaska
  - Ketchikan, Alaska
  - Seward, Alaska

- ### Ch. 5 (72-78 mc)
- \* WBRB-TV Birmingham, Ala.
  - Kingman, Ariz.
  - Tucson, Ariz.
  - \* Sacramento, Calif.
  - \* KVCC-TV San Luis Obispo, Calif.
  - \* KJMA-TV Denver, Colo.
  - Durango, Colo.
  - Miami, Fla.
  - \* WDSO-TV Orlando, Fla.
  - \* WDEF (TV) Augusta, Ga.
  - \* WCTV (TV) Thomasville, Ga.
  - Beau-Sarres, Idaho
  - \* KSHI-TV Pocatello, Idaho
  - \* WYEM-TV Indianapolis, Ind.
  - \* WOC-TV Davenport-Iowa-Rock Island-Medford, Ill.
  - \* KTVQ (TV) Empi, Kan.
  - \* WFDZ-TV Paducah, Ky.
  - \* WDSU-TV New Orleans, La.
  - \* WSSH-TV Portland, Me.
  - Nashua, N.H.

- \* Hilo, Hawaii
  - \* KTLA (TV) Honolulu, Hawaii
- ### Ch. 3 (78-84 mc)
- \* WKRG-TV Mobile, Ala.
  - KPBO-TV Phoenix, Ariz.
  - KNAC-TV Fort Smith, Ark.
  - \* KTLA (TV) Los Angeles, Calif.
  - \* KPXN-TV San Francisco-Oakland, Calif.
  - \* KXHX-TV Grand Junction, Colo.
  - \* KCSI-TV Pueblo, Colo.
  - \* WTTG (TV) Washington, D. C.
  - Gainesville, Fla.
  - \* WWSO-TV West Palm Beach, Fla.
  - \* WAGA-TV Atlanta, Ga.
  - WNSO-TV Chicago, Ill.
  - WOI-TV Ames, Iowa
  - \* KALB-TV Alexandria, La.
  - \* WABH-TV Bangor, Me.
  - \* WIDH-TV Boston, Mass.
  - \* WNES-TV Bay City, Mich.
  - Calumet, Mich.
  - \* KSTP-TV Minneapolis-St. Paul, Minn.
  - \* KCMO-TV Kansas City, Mo.
  - \* KSD-TV St. Louis, Mo.
  - Glendive, Mont.
  - \* KFBS-TV Great Falls, Mont.
  - \* KHAS-TV Hastings, Neb.
  - Goldfield, Nev.
  - \* Albuquerque, N. M.
  - \* WPTZ (TV) (Lake Placid)-Plattsburgh, N. Y.
  - \* WAED (TV) New York, N. Y.
  - \* WHAM-TV Rochester, N. Y.
  - \* WRAL-TV Raleigh, N. C.
  - \* KFTB-TV Richmond, N. D.
  - \* WLWY (TV) Cincinnati, Ohio
  - \* WWEW (TV) Cleveland, Ohio
  - \* KGOB-TV Enid, Okla.
  - \* KRES-TV Medford, Ore.
  - \* WCSO-TV Charleston, S. C.
  - Lead, S. D.
  - Mitchell, S. D.
  - \* WCVY (TV) Bristol, Tenn.
  - VA.
  - \* WHCY (TV) Memphis, Tenn.
  - \* WFLC-TV Nashville Old Hickory, Tenn.
  - Brownsville-Harlingen-Weslaco, Tex.
  - \* WBAP-TV Fort Worth, Tex.
  - Lubbock, Tex.
  - \* KENS-TV San Antonio, Tex.
  - \* KRGV-TV Las Cruces, Tex.
  - Oedar City, Utah
  - \* KSL-TV Salt Lake City, Utah
  - \* KING-TV Seattle, Wash.
  - Walla Walla, Wash.
  - Werton, W. Va.
  - \* WFRV-TV Green Bay, Wis.
  - \* KFBC-TV Cheyenne, Wyo.
  - \* WORA-TV Mayaguez, P. R.

- ### Ch. 6 (84-90 mc)
- \* WTHQ (TV) Mobile, Ala.
  - \* KATV (TV) Pine Bluff, Ark.
  - Little Rock, Ark.
  - \* KABC-TV Los Angeles, Calif.
  - \* KVBC (TV) Redding, Calif.
  - \* KGO-TV San Francisco-Oakland, Calif.
  - \* KGLT-TV Denver, Colo.
  - \* WMAL-TV Washington, D. C.
  - \* WJCT (TV) Jacksonville, Fla.
  - \* WKCT (TV) Miami, Fla.
  - \* WJDM-TV Panama City, Fla.
  - \* KIDO-TV Boise, Idaho
  - \* WKRH (TV) Chicago, Ill.
  - \* WTVW (TV) Evansville, Ind.
  - \* KWWL-TV Waterloo, Iowa
  - \* KAYS-TV Hayes, Kan.
  - \* KOAN-TV Pecosburg, Kan.
  - \* KPLC-TV Lake Charles, La.
  - Calais, Me.
  - \* WNAC-TV Boston, Mass.
  - \* WXYZ-TV Detroit, Mich.
  - \* WFTS-TV Tampa, Fla.
  - St. Cloud, Minn.
  - \* WTLN (TV) Laurel-Paoli, Miss.
  - \* KBJA-TV Springfield, Mo.
  - (Springfield, Ill.)
  - \* Butte, Mont.
  - \* KEVY (TV) Omaha, Neb.
  - Wilmington, Nev.
  - \* KOAT-TV Alamosa, N. M.
  - Buffalo-Niagara Falls, N. Y.
  - \* WCTY-TV Carthage, N. Y.
  - \* WABC-TV New York, N. Y.
  - \* WFTN (TV) Washington, N. C.
  - Jamestown, N. D.
  - \* WBDY-TV Dayton, Ohio
  - \* KWOW-TV Lawton, Okla.
  - \* KOAC-TV Coalinga, Ore.
  - \* WSPA-TV Spartanburg, S. C.
  - \* KRSD-TV Rapid City, S. D.
  - New Bedford, Mass.

- \* WJIM-TV Lansing, Mich.
- \* WHDJ-TV Muskegon, Mich.
- \* KMHT (TV) Aurora, Minn.
- \* WDRB-TV Ogdensburg (Monticello) (Walden) (Watkins), N. Y.
- \* KDRB-TV Redalia, Mo.
- \* KXLP-TV Buffalo, Mont.
- \* Miles City, Mont.
- \* KHPL-TV Hayes Center, Neb.
- \* WOW-TV Omaha, Neb.
- Elk, Neb.
- \* KAVE-TV Carlisle, N. M.
- \* WGBH (TV) Schenectady, N. Y.
- \* WHPD-TV Wilmington, N. C.
- \* WDAY-TV Fargo, N. D.
- Minot, N. D.
- \* WTVS-TV Columbus, Ohio
- \* KOTV (TV) Tulsa, Okla.
- \* KOIN-TV Portland, Ore.
- \* WJAC-TV Johnstown, Pa.
- \* WTLN-TV Philadelphia, Pa.
- Pierson, S. D.
- Solomon, S. D.
- \* WATE (TV) Knoxville, Tenn.
- \* KFDM-TV Houston-Port Arthur, Tex.
- \* KILB-TV Corone, Utah
- \* KJLM-TV Tampa, Fla.
- \* KCMC-TV Tarrant, Tex.
- \* KPTV-TV Wichita Falls, Tex.
- Price, Utah
- \* KTVR (TV) Richmond, Va.
- \* KSHQ-TV Spokane, Wash.
- \* WHIS-TV Roanoke, W. Va.
- \* WJTV-TV Winston-Salem, N. C.
- \* KATP-TV Casper, Wyo.
- \* KIPB-TV San Juan, P. R.

- ### Ch. 7 (90-96 mc)
- \* WTKR-TV Norfolk, Va.
  - \* KATV (TV) Pine Bluff, Ark.
  - Little Rock, Ark.
  - \* KABC-TV Los Angeles, Calif.
  - \* KVBC (TV) Redding, Calif.
  - \* KGO-TV San Francisco-Oakland, Calif.
  - \* KGLT-TV Denver, Colo.
  - \* WMAL-TV Washington, D. C.
  - \* WJCT (TV) Jacksonville, Fla.
  - \* WKCT (TV) Miami, Fla.
  - \* WJDM-TV Panama City, Fla.
  - \* KIDO-TV Boise, Idaho
  - \* WKRH (TV) Chicago, Ill.
  - \* WTVW (TV) Evansville, Ind.
  - \* KWWL-TV Waterloo, Iowa
  - \* KAYS-TV Hayes, Kan.
  - \* KOAN-TV Pecosburg, Kan.
  - \* KPLC-TV Lake Charles, La.
  - Calais, Me.
  - \* WNAC-TV Boston, Mass.
  - \* WXYZ-TV Detroit, Mich.
  - \* WFTS-TV Tampa, Fla.
  - St. Cloud, Minn.
  - \* WTLN (TV) Laurel-Paoli, Miss.
  - \* KBJA-TV Springfield, Mo.
  - (Springfield, Ill.)
  - \* Butte, Mont.
  - \* KEVY (TV) Omaha, Neb.
  - Wilmington, Nev.
  - \* KOAT-TV Alamosa, N. M.
  - Buffalo-Niagara Falls, N. Y.
  - \* WCTY-TV Carthage, N. Y.
  - \* WABC-TV New York, N. Y.
  - \* WFTN (TV) Washington, N. C.
  - Jamestown, N. D.
  - \* WBDY-TV Dayton, Ohio
  - \* KWOW-TV Lawton, Okla.
  - \* KOAC-TV Coalinga, Ore.
  - \* WSPA-TV Spartanburg, S. C.
  - \* KRSD-TV Rapid City, S. D.
  - New Bedford, Mass.

- \* WDKI-TV Jackson, Tenn.
- Abbeville, Tex.
- \* KTRC-TV Austin, Tex.
- El Paso, Tex.
- \* KORA-TV Odessa, Tex.
- \* KLTU (TV) Tyler, Tex.
- \* KUUD (TV) Salt Lake City, Utah
- \* WDBJ-TV Roanoke, Va.
- \* KIBO-TV Seattle, Wash.
- \* Spokane, Wash.
- \* WTRP-TV Wheeling (W. Va.)-Steubenville, Ohio
- \* WSAU-TV Wausau, Wis.
- Puente, P. R.
- \* Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- \* Honolulu, Hawaii

- ### Ch. 8 (96-102 mc)
- \* WSLA (TV) Selma, Ala.
  - Phoenix, Ariz.
  - \* KFTM-TV Jonesboro, Ark.
  - \* KSHW-TV Salinas (Monterey), Calif.
  - \* KPMB-TV San Diego, Calif.
  - \* Pueblo, Colo.
  - \* WNBC-TV New Haven, Conn.
  - \* WFLA-TV Tampa-St. Petersburg, Fla.
  - \* WGTU (TV) Athens, Ga.
  - Idaho Falls, Idaho
  - \* WBLT-TV Evansville, Ind.
  - \* WISH-TV Indianapolis, Ind.
  - \* KRNT-TV Des Moines, Iowa
  - \* KMAC-TV Manhattan, Kan.
  - \* KPOB-TV Monroe, La.
  - \* WYES (TV) New Orleans, La.
  - \* WMTW (TV) Polk Springs (Mt. J. Mt. Washington), N. H.
  - (Lowiston, Me.)
  - \* WAGS-TV Presque Isle, Me.
  - \* WOOD-TV Grand Rapids, Mich.
  - Sault Ste. Marie, Mich.
  - \* Duluth (Minn.)-Superior, Wis.
  - \* KOMU-TV Columbia, Mo.
  - \* KQID (TV) Billings, Mont.
  - Kaliwah, Mont.
  - Missoula, Mont.
  - Ainsworth, Neb.
  - Hay Springs, Neb.
  - \* KLAS-TV Las Vegas, Nev.
  - McGil, Nev.
  - \* KZTV (TV) Reno, Nev.
  - Gallup, N. M.
  - \* KSWB-TV Roswell, N. M.
  - \* WHPN-TV Syracuse, N. Y.
  - Devils Lake, N. D.
  - \* KUMV-TV Williston, N. D.
  - \* WJW-TV Cleveland, Ohio
  - Elk City, Okla.
  - \* KTVX (TV) Muskogee, Okla.
  - Woodward, Okla.
  - \* KTLV (TV) Portland, Ore.
  - \* WGAL-TV Lancaster, Pa.
  - \* WRTV (TV) Florence, S. C.
  - \* Brookings, S. D.
  - \* WSHX-TV Nashville, Tenn.
  - \* WFAA-TV Dallas, Tex.
  - \* KGMT (TV) Houston, Tex.
  - \* KHAD-TV Laredo, Tex.
  - \* KTXL-TV San Antonio, Tex.
  - \* WKEK-TV Petersburg, Va.
  - \* KSTV (TV) Walla Walla, Wash.
  - \* WCHS-TV Charleston, W. Va.
  - \* WKBT (TV) La Crosse, Wis.
  - \* Laramie, Wyo.
  - \* KSNV-TV Juneau, Alaska
  - Lihou, Hawaii
  - Wailuku, Hawaii
  - Christiansburg, Virginia Islands
  - \* KUAN-TV Agaña, Guam

- ### Ch. 9 (102-108 mc)
- \* WTVY (TV) Dothan, Ala.
  - \* KOLP-TV Flagstaff, Ariz.

TV CHANNELS

- † KDWI (TV) Tucson, Ariz.
- † KSPS (TV) Hot Springs, Ark.
- Alhambra, Calif.
- † KJLJ-TV Los Angeles, Calif.
- † KQED (TV) Berkeley, Calif. (San Francisco)
- † KFTV (TV) Denver, Colo.
- † WTOP-TV Washington, D. C.
- † WORZ-TV Orlando, Fla.
- † WRDM-TV Rome, Ga.
- Spartanburg, Ga.
- Cocor d'Alene, Idaho
- Sandpoint, Idaho
- † WGN-TV Chicago, Ill.
- † WFSZ-TV Hatfield, Ind.
- Evansville, Ind.
- † KCRG-TV Cedar Rapids, Iowa
- † KVTU (TV) Sioux City, Iowa
- Garden City, Kan.
- Alpena, Mich.
- Iron Mountain, Mich.
- † KEYD-TV Minneapolis-St. Paul, Minn.
- † WDM (TV) Martinsburg, Miss.
- † WTUV (TV) Topeka, Miss.
- † KMBC-TV Kansas City, Mo.
- † KSTC (TV) St. Louis, Mo.
- Bozeman, Mont.
- Hayes, Mont.
- Kalihiwai, Mont.
- North Platte, Neb.
- Tonopah, Nev.
- † WNCN-TV Manchester, N. H.
- Santa Fe, N. M.
- † WOR-TV New York, N. Y.
- Elmira, N. Y.
- † WRDC-TV Charlotte, N. C.
- † WNCN-TV Greenville, N. C.
- † WCPO-TV Cincinnati, Ohio
- † WTV-TV Mountaineer, Ohio (Wheeling)
- † KWTU (TV) Oklahoma City, Okla.
- Eugene, Ore.
- † KDNB (TV) Aberdeen, S. D.
- Chattanooga, Tenn.
- † KRBC-TV Abilene, Tex.
- † KTHM-TV El Paso, Tex.
- † KTRE-TV Lubbock, Tex.
- Monahans, Tex.
- San Antonio, Tex.
- Ogden, Utah
- † KCTB (TV) Seattle, Wash.
- † WSTV-TV (Wheeling, W. Va.), Stauntonville, Ohio
- Harrisburg Inc., Sharnah, Wyo.
- Ponca, N. D.
- Petroski, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- † KMBC-TV Hilo, Hawaii
- † KQHN-TV Honolulu, Hawaii

Ch. 19 (185-205 mc)

- WRBQ (TV) Birmingham, Ala.
- † WALA-TV Mobile, Ala.
- † KOOL-TV Phoenix, Ariz.
- † KNSD (TV) El Dorado, Ark.
- † KERO-TV Bakersfield, Calif.
- † KBEI-TV Sacramento, Calif.
- † KPRD-TV San Diego, Calif.
- † KPXI-TV Montrose, Colo.
- † WKAT-TV Miami Beach, Fla.
- Tampa-St. Petersburg, Fla.
- † WALB-TV Albany, Ga.
- Florence, Idaho
- † WQEM-TV Quincy, Ill.
- † WTHI-TV Terre Haute, Ind.
- † KWGB-TV Goodland, Kan.
- † KARE-TV Wichita, Kan.
- † KLFY-TV Lafayette, La.
- † WPTT (TV) Augusta, Me.
- Fortuna-Oakland, Mich.
- Reid St., Maric, Mich.
- † KROC-TV Rochester, Minn.
- † KITS-TV Springfield, Mo.
- † KABL-TV Helena, Mont.
- Stiles City, Mont.

- † KOLN-TV Lincoln, Neb.
- † KSTP (TV) Searsville, Nev.
- Las Vegas, Nev.
- Gallop, N. M.
- Roswell, N. M.
- Silver City, N. M.
- † WHEC-TV Rochester, N. Y.
- † WRET-TV Rochester, N. Y.
- † KNOX-TV Grand Forks, N. D.
- † KMOT (TV) Minot, N. D.
- † WBNS-TV Columbus, Ohio
- † KTKN (TV) Ada, Okla.
- Portland, Ore.
- † WFBG-TV Altoona, Pa.
- † WCAU-TV Philadelphia, Pa.
- † WJAB-TV Providence, R. I.
- † WIS-TV Columbia, S. C.
- Parris, S. D.
- † WBRN-TV Knoxville, Tenn.
- † WKNO-TV Memphis, Tenn.
- † KPDA-TV Amarillo, Tex.
- † KEEK-TV Corpus Christi, Tex.
- † KWTX-TV Waco, Tex.
- † WAVY-TV Norfolk-Portsmouth-Newport News, Va.
- † WSLB-TV Roanoke, Va.
- Pullman, Wash.
- † WMUS-TV Milwaukee, Wis.
- Riverton, Wyo.
- Juneau, Alaska
- Lihou, Hawaii
- Wailuku, Hawaii
- Charlotte Amalie, Virgin Islands
- Agana, Guam

Ch. 11 (358-384 mc)

- † KIVA (TV) Yuma, Ariz.
- † KTHV (TV) Little Rock, Ark.
- † KNTV (TV) San Jose, Calif.
- † KNTV (TV) San Jose, Calif.
- Yreka City, Calif.
- † KCTV (TV) Colorado Springs, Colo.
- † WINK-TV Fort Myers, Fla.
- Tallahassee, Fla.
- † WLWA (TV) Atlanta, Ga.
- † WTOG-TV Savannah, Ga.
- † KLLX-TV Twin Falls, Idaho
- † WTTW (TV) Chicago, Ill.
- † KDPS-TV Des Moines, Iowa
- † Central Kansas TV Inc., Lawrence, Kan.
- † WHAS-TV Louisville, Ky.
- Hocoma, La.
- † WBAL-TV Baltimore, Md.
- Alma, Mich.
- International Falls, Minn.
- † WTCN-TV Minneapolis-St. Paul, Minn.
- † WTOG-TV Meridian, Miss.
- † KMOX-TV St. Louis, Mo.
- Billings, Mont.
- Hayes, Mont.
- Missoula, Mont.
- Grand Island, Neb.
- Durham, N. H.
- Santa Fe, N. M.
- † WPKX (TV) New York, N. Y.
- † WTVD (TV) Durham, N. C.
- Fargo, N. D.
- Williston, N. D.
- Toledo, Ohio
- † KOED (TV) Tulsa, Okla.
- Cove Bay, Ore.
- † WHC (TV) Pittsburgh, Pa.
- † KELO-TV Sioux Falls, S. D.
- † WJHL-TV Johnson City, Tenn.
- Lexington, Tenn.
- † KPJZ-TV Fort Worth, Tex.
- † KOUL-TV Galveston, Tex.
- † KCHD-TV Lubbock, Tex.
- Provo, Utah
- † KTNB-TV Tacoma, Wash.
- † WMBV-TV Martinsburg, W. Va.
- † WKRM-TV Corpus P. R.
- † KTVV (TV) Anchorage, Alaska
- † KTVF (TV) Fairbanks, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

Ch. 12 (394-410 mc)

- † WFFA-TV Montgomery, Ala.
- † KVAR (TV) Mesa, Ariz.
- † KHSL-TV Chino, Calif.
- † KPHE-TV Fresno, Calif.
- Boulder, Colo.
- Lamar, Colo.
- † WFFH (TV) Wilmington, Del.
- † WFGA-TV Jacksonville, Fla.
- † WEAT-TV West Palm Beach, Fla.
- † WRDW-TV Augusta, Ga.
- Cocor d'Alene, Idaho
- Nampa, Idaho
- † WILL-TV Champaign-Urbana, Ill.
- Iowa City, Iowa
- † KTVH (TV) Hutchinson, Kans.
- New Orleans, La.
- † KSLA (TV) Shreveport, La.
- Green, Me.
- † WJBT (TV) Flint, Mich.
- † WJMS-TV Ironwood, Mich.
- Ironwood, Mich.
- † WFTV (TV) Jackson, Miss.
- † KFVS-TV Cape Girardeau, Mo.
- † KSNW-TV Joplin, Mo.
- † KXLF-TV Helena, Mont.
- † KRON (TV) Lincoln, Neb.
- † KCA-TV Cheyenne, N. M.
- Silver City, N. M.
- † WMBF-TV Birmingham, N. Y.
- New Bern, N. C.
- † WJW-TV Winston-Salem, N. C.
- † KBMB-TV Bismarck, N. D.
- † WKRC-TV Cincinnati, Ohio
- KVSQ-TV Ardmore, Okla.
- † KLOB (TV) Portland, Ore.
- † WICU (TV) Erie, Pa.
- † WPRO-TV Providence, R. I.
- Huron, S. D.
- † WDFW-TV Chattanooga, Tenn.
- † SAMT-TV Alpine, Tex.
- Beaumont-Port Arthur, Tex.
- † KJRO-TV San Antonio, Tex.
- † KPAR-TV Sweetwater, Tex.
- Lagan, Utah
- † WBYA-TV Shenandoah, Va.
- † KVIS-TV Bellingham, Wash.
- WELX-TV Clarkburg, W. Va.
- † WISN-TV Milwaukee, Wis.
- Sheridan, Wyo.
- Lihou, Hawaii
- † KHVI-TV Wailuku, Hawaii
- Charlotte Amalie, Virgin Islands

Ch. 13 (410-426 mc)

- † WABT (TV) Birmingham, Ala.
- Flagstaff, Ariz.
- † KOLD-TV Tucson, Ariz.
- KYAT (TV) Yuma, Ariz.
- Fayetteville, Ark.
- † KHUM-TV Barrow, Calif.
- † KUCB (TV) Los Angeles, Calif.
- † KOVS (TV) Stockton, Calif.
- † KNSD-TV Colorado Springs, Colo.
- † WTVT (TV) Tampa-St. Petersburg, Fla.
- † WMAZ-TV Macon, Ga.
- † KRTV (TV) Twin Falls, Idaho
- † WREX-TV Hartford, Ill.
- † WLVI (TV) Indianapolis, Ind.
- † WHO-TV Des Moines, Iowa
- † WIBW-TV Topeka, Kans.
- Bowling Green, Ky.
- KLSB (TV) Monroe, La.
- † WGAN-TV Portland, Me.
- † WAAM (TV) Baltimore, Md.
- † WWTU (TV) Cadillac, Mich.
- Cadizet, Mich.
- Marquette, Mich.
- Benidji, Minn.
- † WUMI (TV) Miami, Miss.

- † KRCG (TV) Jefferson City, Mo.
- Lewistown, Mont.
- † KQVO-TV Missoula, Mont.
- Allamore, Neb.
- † KHOL-TV Kearney, (Haw.-REG), Neb.
- † KSHO-TV Las Vegas, Nev.
- † WATV (TV) Newark, N. J.
- † KGGH-TV Albuquerque, N. M.
- † WKTV (TV) Utica, N. Y.
- † WLOS-TV Asheville, N. C.
- † WQED-TV New Bern, N. C.
- † KCJB-TV Miami, 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.
- † KBOO-TV Sioux Falls, S. D.
- † WBBQ-TV Memphis, Tenn.
- Dallas, Tex.
- † KOKE (TV) El Paso, Tex.
- † KTRK (TV) Houston, Tex.
- Laredo, Tex.
- † KJUU-TV Lubbock, Tex.
- Richfield, Utah
- † WLYA-TV Lynchburg, Va.
- Norfolk - Portsmouth - Newport News, Va.
- † KTVU (TV) Tacoma, Wash.
- † WHTS-TV Huntington, W. Va.
- † WEAU-TV Eau Claire, Wis.
- Rock Springs, Wyo.
- Aguadilla, P. R.
- Anchorage, Alaska
- Fairbanks, Alaska
- Sitka, Alaska
- Hilo, Hawaii
- † KHVH-TV Honolulu, Hawaii

UHF ALLOCATIONS BY CHANNELS

Ch. 14 (478-494 mc)

- Clanton, Ala.
- Ajo, Ariz.
- Blacksburg, Ariz.
- Stuttgart, Ark.
- † KTRB-TV Modesto, Calif.
- Palm Springs, Calif.
- Lawrence, Colo.
- † WOPX-TV Washington, D. C.
- Key West, Fla.
- Lake Wales, Fla.
- Tifton, Ga.
- Payette, Idaho
- Kankakee, Ill.
- Evansville, Ind.
- Cherokee, Iowa
- Liberi, Kan.
- Newton, Kan.
- † WCVT-TV Owensboro, Ky.
- Pikeville, Ky.
- DeRidder, La.
- Lisa Charles, La.
- Millinocket, Me.
- † WWOH-TV Worcester, Mass.
- Manitowish, Mich.
- Little Falls, Minn.
- Pleasure, Miss.
- Chillicothe, Mo.
- Peoria, Mo.
- Munett, Mo.
- Laurie, Mont.
- Shelby, Mont.
- Sidney, Mont.
- Broken Bow, Neb.
- Carlin, Nev.
- Deming, N. M.
- Las Vegas, N. M.
- † WHTT (TV) Ithaca, N. Y.
- Maumee, N. Y.
- Devils Lake, N. D.
- † WBYB-TV Oxford, Ohio
- Hondenville, Okla.
- Ashtabula, Ore.
- Uniontown, Pa.
- † WACA-TV Camden, S. C.
- Adrian, Tenn.
- Brockbridge, Tenn.
- Kerrill, Tex.
- Mission, Tex.
- Reubin, Tex.
- South Boston, Va.
- Wisconsin Rapids, Wis.
- Druggan, Wyo.
- Evanston, Wyo.

Ch. 17 (625-641 mc)

- Janey, Ala.
- Nogales, Ariz.
- Little Rock, Ark.
- Colocada Springs, Colo.
- † WITV (TV) Fort Lauderdale, Fla.
- Marionna, Fla.
- Fairfax, Fla.
- Jerome, Idaho
- † WTPP (TV) Decatur, Ill.
- † KOTV (TV) Des Moines, Iowa
- Lawrence, Kan.
- Bowling Green, Ky.
- Natchitoches, La.
- Fort Kent, Me.
- † WLAM-TV Lewiston, Me.
- † WIBO-TV Cumberland, Mo.
- Grand Rapids, Mich.
- Marquette, Mich.

- San Diego, Calif.
- Durango, Colo.
- Port Morgan, Conn.
- Ocala, Fla.
- † WFFA (TV) Pensacola, Fla.
- West Palm Beach, Fla.
- Dublin, Ga.
- Hurley, Idaho
- Moscow, Idaho
- † WBLN (TV) Birmingham, Ill.
- † WINT (TV) Ft. Wayne, Ind.
- Wasson, Iowa
- Ottumwa, Iowa
- Larned, Kan.
- Louisville, Ky.
- New Bern, La.
- Van Buren, Mo.
- Manatee, Mich.
- Mankato, Minn.
- Thief River Falls, Minn.
- Grenada, Miss.
- Poplar Bluff, Mo.
- Butte, Mont.
- York, Neb.
- Socorro, N. M.
- † WCHP-TV Rochester, N. Y.
- High Point, N. C.
- † WICA-TV Astabula, Ohio
- Elk City, Okla.
- † WLRH-TV Lebanon, Pa.
- Huron, S. D.
- Rapid City, S. D.
- Brady, Tex.
- Brownfield, Tex.
- Burlesville, Tex.
- Laredo, Tex.
- † WVEC-TV (Norfolk-Portsmouth-Newport News) Hampton, Va.
- † WTAP (TV) Parkersburg, W. Va.
- Adrian, Wis.
- Richland Center, Wis.
- Thermopole, Wyo.

Ch. 18 (645-661 mc)

- Tuskgee, Ala.
- Winslow, Ariz.
- Fort Smith, Ark.
- El Centro, Calif.
- Pittsburg, Calif.
- Santa Paula, Calif.
- Lakeland, Fla.
- Waycross, Ga.
- Aurora, Ill.
- Olney, Ill.
- † KEDD (TV) Wichita, Kan.
- Corlin, Ky.
- Bangor, Me.
- † WBOC-TV Salisbury, Md.
- Flint, Mich.
- Ely, Minn.
- Ferdie Falls, Minn.
- Carlton, Miss.
- Columbia, Mo.
- Glasgow, Mont.
- Livington, Mont.
- Whitish, Mont.
- Omaha, Neb.
- Searsville, Nev.
- Jacksonville, N. C.
- Burlington, N. D.
- Dayton, Ohio
- Burns, Ore.
- North Bend, Ore.
- † WENS (TV) Pittsburgh, Pa.
- † WARM-TV Scranton, Pa.
- † WKRT (TV) Providence, R. I.
- Jackson, Tenn.
- Corpus Christi, Tex.
- Dalhart, Tex.
- Del Rio, Tex.
- Marshall, Tex.
- Pease, Tex.
- Temple, Tex.
- Wichita Falls, Tex.
- Burlington, Vt.
- Lynchburg, Va.
- Port Angeles, Wash.
- Wauau, Wis.
- Green River, Wyo.

Minneapolis-St. Paul, Minn.  
 Harrisonburg, Miss.  
 Hamilton, Mont.  
 McCook, Neb.  
 \* WJDN-TV Camden, N. J.  
 Alamogordo, N. M.  
 Farrington, N. M.  
 \* WTVZ (TV) Albany, N. Y.  
 \* WDFW-TV Buffalo, N. Y.  
 Dickinson, N. D.  
 Grafton, N. D.  
 Marion, Ohio  
 Klamath Falls, Ore.  
 \* KSPG (TV) Tulsa, Okla.  
 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 (494-504 mc)

Demopolis, Ala.  
 Casa Grande, Ariz.  
 Fresno, Calif.  
 San Bernardino, Calif.  
 Ukiah, Calif.  
 Lamar, Colo.  
 Montrose, Colo.  
 \* WICT (TV) Hartford, Conn.  
 \* WFLA-TV Orlando, Fla.  
 Fort Valley, Ga.  
 Lafayette, Ind.  
 Lebanon, Ind.  
 Charles City, Iowa  
 Hutchinson, Kan.  
 \* WLEK-TV Lexington, Ky.  
 Jackson, La.  
 Dover-Foxcroft, Me.  
 \* WTLF (TV) Baltimore, Md.  
 Ludington, Mich.  
 Detroit Lakes, Minn.  
 Cape Girardeau, Mo.  
 Kirksville, Mo.  
 Nevada, Mo.  
 Glendive, Mont.  
 Fulton, Mont.  
 Red Lodge, Mont.  
 Lincoln, Neb.  
 Lovelock, Nev.  
 Abilene-Five Points, N. M.  
 \* WBYE-TV Empira, N. Y.  
 Saratoga Lake, N. Y.  
 Burnsville, N. C.  
 \* WFLB-TV Fayetteville, N. C.  
 Rensselaer, N. D.  
 \* WHEZ-TV Danversville, Ohio.  
 Salem, Ore.  
 Winner, S. D.  
 Hurstvilliers, Tenn.  
 Austin, Tex.  
 Midland, Tex.  
 Tawakoni, Tex.  
 Vernon, Tex.  
 Ogden, Utah  
 St. George, Utah  
 Bellingham, Wash.  
 Park Falls, Wis.  
 Laramie, Wyo.

Ch. 19 (506-516 mc)

Dutton, Ala.  
 Fort Payne, Ala.  
 Russellville, Ark.  
 Dallas, Calif.  
 Yreka City, Calif.  
 Alamosa, Colo.  
 Craig, Colo.  
 \* WTVI (TV) Fort Pierre, Fla.  
 \* WTVH (TV) Peoria, Ill.  
 Jasper, Ind.  
 Boone, Iowa  
 Hazard, Ky.  
 Lake Charles, La.  
 Fresno, Ia. Me.  
 \* WDCD (TV) Ipswich, Mass.  
 Houghton, Mich.  
 Midland, Mich.  
 Moundsville, Minn.  
 \* Jackson, Miss.  
 \* Kansas City, Mo.  
 Kearney, Neb.  
 Portsmouth, N. H.  
 \* WTLV (TV) New Bruns-  
 wick, N. J.  
 Hot Springs, N. M.  
 Utica, N. Y.  
 \* WBEK-TV Cleveland, Ohio  
 Oklahoma City, Okla.  
 Johnstown, Pa.  
 Columbia, S. C.

Cornington, Tenn.  
 \* KNEB-TV Des Moines, Iowa  
 Hershey, Tex.  
 Merla, Tex.  
 Nacogdoches, Tex.  
 Tyler, Tex.  
 Victoria, Tex.  
 Farmville, Va.  
 \* KEPR-TV Pasco, Wash.  
 Eau Claire, Wis.  
 \* WXIX (TV) Milwaukee, Wis.  
 Lusk, Wyo.

Ch. 20 (518-528 mc)

\* WCUV-TV Montgomery, Ala.  
 \* KBAY-TV San Francisco-Oakland, Calif.  
 Santa Barbara, Calif.  
 Denver, Colo.  
 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.  
 \* WTMH-TV New Orleans, La.  
 Tucson, La.  
 Celina, Mo.  
 \* WPAG-TV Ann Arbor, Mich.  
 Traverse City, Mich.  
 Fortault, Minn.  
 Grand Rapids, Minn.  
 University, Minn.  
 West Plains, Mo.  
 Cut Bank, Mont.  
 Tillam, Mont.  
 Wolf Point, Mont.  
 Los Alamos, N. M.  
 \* WHEU-TV Ithaca, N. Y.  
 Malone, N. Y.  
 Abbeville, N. C.  
 New Rochelle, N. D.  
 Coshocton, Ohio  
 Gaymont, Okla.  
 Eugene, Ore.  
 Mitchell, S. D.  
 Sturgis, S. D.  
 \* Knoxville, Tenn.  
 Conroe, Tex.  
 El Paso, Tex.  
 Fort Worth, Tex.  
 Lubbock, Tex.  
 WAllen, Tex.  
 Irvale, Tex.  
 Salt Lake City, Utah  
 Seattle, Wash.  
 Stevens Point, Wis.

Ch. 21 (532-542 mc)

Gadsden, Ala.  
 Safford, Ariz.  
 Hanford, Calif.  
 San Diego, Calif.  
 Grand Junction, Colo.  
 Trinidad, Colo.  
 \* Pensacola, Fla.  
 \* WBEK-TV West Palm Beach, Fla.  
 Rupert, Idaho  
 Champaign-Urbana, Ill.  
 Quincy, Ill.  
 Fort Wayne, Ind.  
 Huntington, Ind.  
 \* KSTV (TV) Fort Dodge, Iowa  
 Ottawa, Kan.  
 \* WKLD-TV Louisville, Ky.  
 Crowley, La.  
 Springfield-Holyoke, Mass.  
 West Branch, Mich.  
 Crookston, Minn.  
 Greenville, Miss.  
 Kennett, Mo.  
 Minnowa, Mont.  
 Alliance, Neb.  
 Grand Island, Neb.  
 Reno, Nev.  
 Artesia, N. M.  
 Poughkeepsie, N. Y.  
 \* WBOH (TV) Rochester, N. Y.  
 Lumberton, N. C.  
 \* WFMJ-TV Youngstown, Ohio  
 Earl, Okla.  
 Hugo, Okla.  
 \* KVAN-TV Portland, Ore. (Vancouver, Wash.)  
 Lancaster, Pa.  
 Greenwood, S. C.  
 Culman, Tex.  
 \* Norfolk-Portsmouth-Newport News, Va.

\* KVAN-TV Vancouver, Wash. (Portland, Ore.)  
 Buckley, W. Va.  
 \* WBAI-TV Madison, Wis.  
 Rice Lake, Wis.

Ch. 22 (538-548 mc)

Opelika, Ala.  
 Forrest City, Ark.  
 \* KPBA-TV Fort Smith, Ark.  
 \* KBIC-TV Los Angeles, Calif.  
 Watsonville, Calif.  
 Boulder, Colo.  
 Lakeland, Fla.  
 Statesboro, Ga.  
 \* WELI-TV Harrisburg, Ill.  
 Waukegan, Ill.  
 Waterloo, Iowa  
 Colby, Kan.  
 Wichita, Kan.  
 Winfield, La.  
 Bar Harbor, Me.  
 Cambridge, Ma.  
 \* WWLB (TV) Springfield, Mass.  
 \* Flint, Mich.  
 Marshall, Minn.  
 Passaic, Miss.  
 Columbia, Mo.  
 Sozoman, Mont.  
 Omaha, Neb.  
 Las Cruces, N. M.  
 Sorley, N. M.  
 Sabeth, N. C.  
 Harvey, N. D.  
 \* WIFE (TV) Dayton, Ohio  
 \* WDAU-TV Scranton, Pa.  
 Providence, R. I.  
 Pierre, S. D.  
 Elizabethton, Tenn.  
 \* KVDO-TV Corpus Christi, Tex.  
 Fort Blakton, Tex.  
 Perryton, Tex.  
 Temple, Tex.  
 Wichita Falls, Tex.  
 Fremont, Utah  
 Burlington, Vt.  
 Everett, Vt.  
 \* Walla Walla, Wash.  
 Clarkston, W. Va.  
 Rhineclaffer, Wis.

Ch. 23 (552-562 mc)

Brewton, Ala.  
 \* WMSL-TV Denton, Ala.  
 Little Rock, Ark.  
 Colorado Springs, Colo.  
 \* WGBS-TV Miami, Fla.  
 Sandpoint, Idaho  
 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.  
 Corishad, N. M.  
 Lordsburg, N. M.  
 \* WPTF-TV Albany-Schenectady-Troy, N. Y.  
 \* WTVF (TV) Buffalo, N. Y.  
 Lisbon, N. D.  
 \* WMAC-TV Mason, Ohio  
 Hobart, Okla.  
 \* NCBS (TV) Topeka, Okla.  
 \* WPHD (TV) Philadelphia, Pa.  
 Conway, S. C.  
 \* WCVL (TV) Greenville, S. C.  
 Belle Fourche, S. D.  
 Dallas, Tex.  
 Harlingen, Tex.  
 Houston, Tex.  
 \* San Angelo, Tex.  
 Richmond, Va.  
 \* KQEM (TV) Yakima, Wash.  
 Logan, W. Va.

Ch. 24 (536-546 mc)

Sylacauga, Ala.  
 Eloy, Ariz.  
 Harrison, Ark.  
 \* KMD-TV Fresno, Calif.  
 San Bernardino, Calif.  
 Delta, Colo.  
 La Junta, Colo.  
 \* WCHP (TV) Hartford, Conn.  
 Orlando, Fla.  
 Tallahassee, Fla.  
 Elberton, Ga.

Calix, Ill.  
 \* WJAN-TV Danville, Ill.  
 Bettendorf, Iowa  
 Iowa City, Iowa  
 Wellington, Kan.  
 Mayfield, Ky.  
 Thibodaux, La.  
 Houston, Me.  
 \* Baltimore, Md.  
 Coldwater, Mich.  
 Rogers City, Mich.  
 Hemidli, Minn.  
 Greenwood, Miss.  
 Fulton, Mo.  
 Lincoln, Neb.  
 Littleton, N. H.  
 Bates, N. M.  
 \* WTVR (TV) Elmira, N. Y.  
 Ogdensburg, N. Y.  
 \* Sismar, N. D.  
 Salem, Ore.  
 Cookeville, Tenn.  
 Austin, Tex.  
 Odessa, Tex.  
 Seymour, Tex.  
 Tawakoni, Tex.  
 Ogden, Utah  
 \* WFTM-TV Danville, Va.  
 Bellingham, Wash.  
 Pullman, Wash.  
 \* Morgantown, W. Va.  
 \* Chilton, Wis.  
 Cody, Wyo.  
 Woodland, Wyo.

Ch. 25 (538-548 mc)

Clifton, Ariz.  
 Williams, Ariz.  
 Bayview, Calif.  
 Salida, Colo.  
 Sterling, Colo.  
 St. Augustine, Fla.  
 Albany, Ga.  
 Dalton, Ga.  
 Peoria, Ill.  
 Madison, Ind.  
 Anson, Iowa  
 \* KTAG (TV) Lakes Charles, La.  
 Barnstable, Mass.  
 Rockland, Me.  
 \* Hampton, Mich.  
 East Yalva, Mich.  
 Jackson, Miss.  
 Ferris, Mo.  
 Kansas City, Mo.  
 Deer Lodge, Mont.  
 Tucuman, N. M.  
 \* WGTV (TV) New York, N. Y.  
 \* Utica-Rome, N. Y.  
 \* Cleveland, Ohio  
 \* KTVQ (TV) Oklahoma City, Okla.  
 Allentown, Pa.  
 Columbus, S. C.  
 Brookings, S. D.  
 Hanchuan, Taiwan.  
 Athens, Tex.  
 Ballinger, Tex.  
 Cuern, Tex.  
 Emporia, Va.  
 Kennewick, Wash.  
 Welch, W. Va.  
 Eau Claire, Wis.  
 \* WCAN-TV Milwaukee, Wis.

Ch. 26 (542-552 mc)

\* Montgomery, Ala.  
 El Dorado, Ark.  
 San Francisco-Oakland, Calif.  
 Santa Barbara, Calif.  
 Denver, Conn.  
 \* WFLC-TV New London, Conn.  
 \* Washington, D. C.  
 Leesburg, Fla.  
 Vidalia, Ga.  
 Emmett, Idaho  
 \* WHFC-TV Chicago, Ill.  
 Springfield, Ill.  
 Anderson, Ind.  
 Indianapolis, Ind.  
 Cedar Rapids, Iowa  
 McPherson, Kan.  
 Madisonville, Ky.  
 \* WCKG (TV) New Orleans, La.  
 \* WUCM-TV Ann Arbor, Mich.  
 \* Traverse City, Mich.  
 Northfield, Minn.  
 Virginia, Minn.  
 Maryville, Mo.  
 \* Springfield, Mo.  
 Berlin, N. H.  
 \* WFOB-TV Winston-Salem, N. C.  
 Carrington, N. D.  
 Cambridge, Okla.  
 Elk City, Okla.  
 Okmulgee, Okla.  
 Eufaula, Ore.  
 Ellingshausen, Pa.  
 Lead, S. D.

\* WTBK-TV Knoxville, Tenn.  
 Eagle Pass, Tex.  
 Danbury, Tex.  
 El Paso, Tex.  
 \* Fort Worth, Tex.  
 Lubbock, Tex.  
 Salt Lake City, Utah  
 Seattle, Wash.  
 Stevens Point, Wis.

Ch. 27 (548-558 mc)

Thomerville, Ala.  
 San Diego, Calif.  
 \* KVVG (TV) Tulare, Calif.  
 \* WSTF (TV) Stamford-Norwalk, Conn.  
 Belle Glade, Fla.  
 Thomasville, Ga.  
 Breunig, 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.  
 Greenview, Miss.  
 Caruthersville, Mo.  
 Hannibal, Mo.  
 Hastings, Neb.  
 Saco, Nev.  
 \* Hancock, N. H.  
 Clayton, N. M.  
 Lexington, N. M.  
 Rochester, N. Y.  
 Hendersonville, N. C.  
 \* WCHN-TV Youngstown, Ohio  
 Durant, Okla.  
 \* Erie, Ohio  
 \* KPTV (TV) Portland, Ore.  
 \* WCMH-TV Harrisburg, Pa.  
 Georgetown, S. C.  
 Mehridge, S. D.  
 Faye-Orville, Tenn.  
 El Campo, Tex.  
 \* WIOV-TV Norfolk-Portsmouth, Va.  
 Roanoke, Va.  
 \* WKOW-TV Madison, Wis.  
 Torrington, Wyo.

Ch. 28 (554-564 mc)

Miami, Ariz.  
 Magnolia, Ark.  
 Newport, Ark.  
 \* 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 Lake Ridge, La.  
 New Bedford, Mass.  
 Flint, Mich.  
 Easton, Mich.  
 Marie, Mich.  
 Colquhoun, Miss.  
 Sedalia, Mo.  
 Omaha, Neb.  
 Plattsburg, N. Y.  
 \* WNAO-TV Raleigh, N. C.  
 Lancaster, Ohio  
 \* Lorton, Ohio  
 Vicks, Ohio  
 Pendleton, Ore.  
 Rouseburg, Ore.  
 \* WBRB-TV Wilson-Barre, Pa.  
 Kingsport, Tenn.  
 Crystal City, Tex.  
 Lamesa, Tex.  
 \* Waco, Tex.  
 \* Provo, Utah  
 Winchester, Va.  
 Everett, Wash.  
 Newcastle, Wyo.

Ch. 29 (560-570 mc)

Andalusia, Ala.  
 \* KHAK-TV Bakersfield, Calif.  
 Jacksonville, Ill.  
 Kokomo, Ind.  
 Junction City, Kan.  
 Somerset, Ky.  
 Augusta, Me.  
 Muskegon, Mich.  
 Hastings, Neb.  
 Corvallis, Miss.  
 Natchez, Miss.  
 Fallon, Nev.  
 Buffalo-Niagara Falls, N.Y.  
 \* WCDS (TV) Hagaman, N. Y.  
 Wilmington, N. C.

# TV CHANNELS

1 TV-Ohio Telecasting Inc., Canton, Ohio  
 1 WYAT-TV (TV) Yonkers, N.Y.  
 1 WYAT-TV (TV) Yonkers, N.Y.  
 1 WYAT-TV (TV) Yonkers, N.Y.

## Ch. 39 (588-612 mc)

Coolidge, Ariz.  
 DeWitt, Ark.  
 Madras, Calif.  
 San Bernardino, Calif.  
 Walden, Colo.  
 1 WYND-TV New Britain, Conn.  
 1 WYOR-TV (TV) Jacksonville, Fla.  
 Panama City, Fla.  
 Atlanta, Ga.  
 Bloomington, Ind.  
 Des Moines (Iowa)-Bank Island-Moline, Ill.  
 Sioux City, Iowa  
 Helena, La.  
 Joplin, La.  
 Cumberland, Md.  
 Alpena, Mich.  
 1 WYOC-TV Meridian, Miss.  
 Joplin, Mo.  
 St. Joseph, Mo.  
 1 WYOT-TV (St. Louis)-Clayton, Mo.  
 Omaha, N. Y.  
 Hickory, N. C.  
 Beaufort, N. C.  
 Portsmouth, Ohio  
 Toledo, Ohio  
 Alva, Okla.  
 Astoria, Ore.  
 Grants Pass, Ore.  
 Nashville, Tenn.  
 Snyder, Tex.  
 Logan, Utah  
 St. Johnsbury, Vt.  
 Great Lakes, Wis.  
 Powell, Wyo.

## Ch. 31 (572-578 mc)

Huntsville, Ala.  
 Meriden, Ark.  
 Americus, Ga.  
 Florida, Ill.  
 Marion, Ind.  
 Centerville, Iowa  
 Adkins, Kan.  
 Goodland, Kan.  
 Pittsford, Mich.  
 Wilmar, Miss.  
 McComb, Miss.  
 Hawthorne, Nev.  
 1 WNYC-TV New York, N. Y.  
 Oswego, N. Y.  
 Elizabeth City, N. C.  
 1 WYOL-TV (Ocala)-Lorain, Ohio  
 Norman, Okla.  
 Duluth, Pa.  
 Lancaster, S. C.  
 1 KBMT (TV) Besenmont-Port Arthur, Tex.  
 Pearland, Tex.  
 Richland, Wash.  
 Milton, W. Va.  
 1 WYOK-TV Milwaukee, Wis.  
 Gillette, Wyo.

## Ch. 32 (578-584 mc)

Montgomery, Ala.  
 Genard, Calif.  
 1 KSHN-TV San Francisco-Oakland, Calif.  
 Longmont, Colo.  
 Clearwater, Fla.  
 Douglas, Ga.  
 Chittawa, Ill.  
 1 WTL (TV) Chicago, Ill. (Evanston)  
 Richmond, Ind.  
 Burlington, Iowa  
 Red Oak, Iowa  
 New Orleans, La.  
 1 WTLF (TV) Greenfield, Mass.  
 Lowell, Mass.  
 Duluth (Minn.)-Superior (Wis.)  
 Worthington, Minn.  
 Clarkdale, Miss.  
 Springfield, Mo.  
 Winston-Salem, N. C.  
 Valley City, N. D.  
 Clinton, Okla.  
 The Dalles, Ore.  
 Lees Ferry, Pa.  
 Oak Ridge, Tenn.  
 Littlefield, Tex.

1 KYVE (TV) Longview, Tex.  
 Mercedes, Tex.  
 Stephenville, Tex.  
 Weston, W. Va.  
 La Crosse, Wis.  
 Marietta, Wis.

## Ch. 22 (588-594 mc)

Swamy, Ark.  
 San Diego, Calif.  
 Lake City, Fla.  
 1 WMPF (TV) Miami, Fla.  
 Carrollton, Ga.  
 Blackfoot, Idaho  
 Kellogg, Idaho  
 Champaign-Urbana, Ill.  
 1 WKJL-TV Fort Wayne, Ind.  
 Keosauqua, Iowa  
 Coffeyville, Kan.  
 Murray, Ky.  
 Iron River, Mich.  
 St. Cloud, Minn.  
 Laurel, Miss.  
 Jefferson City, Mo.  
 Norfolk, Neb.  
 Yerington, Nev.  
 Babesville, N. Y.  
 1 WYCU-TV Reading, Pa.  
 Abilene, Tex.  
 Bay City, Tex.  
 Bolger, Tex.  
 Paris, Tex.  
 1 WACH-TV Norfolk-Portsmouth-Newsport News, Va.  
 Roanoke, Va.  
 Riverview, Wash.  
 1 WATV (TV) Madison, Wis.

## Ch. 24 (588-594 mc)

Globe, Ariz.  
 Arkadelphia, Ark.  
 Los Angeles, Calif.  
 Merced, Calif.  
 Pueblo, Colo.  
 Jarratt, Fla.  
 Brunswick, Ga.  
 Columbus, Ga.  
 Carbondale, Ill.  
 1 WBYT-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, S. D.  
 Williston, N. D.  
 1 WQBE-TV Columbus, Ohio  
 Lawton, Okla.  
 1 WILK-TV Wilkes-Barre, Pa.  
 Johnson City, Tenn.  
 Alice, Tex.  
 Big Spring, Tex.  
 Tracy, Tex.  
 St. Albans, Vt.  
 Harrisonburg, Va.  
 Annapolis, Wash.  
 Charleston, Wash.  
 Prairie du Chien, Wis.  
 Worland, Wyo.

## Ch. 33 (594-598 mc)

Springdale, Ark.  
 Haines-Stoner, Calif.  
 Sanford, Fla.  
 Gainesville, Ga.  
 Teocua, Gu.  
 La Balle, Ill.  
 Mason City, Iowa  
 Danville, Ky.  
 Waterville, Me.  
 Marquette, Mich.  
 Muskegon, Mich.  
 Columbus, Miss.  
 Moberly, Mo.  
 Fairbury, Neb.  
 Cleve, N. M.  
 1 WTRI (TV) Albany, N. Y.  
 Wilmington, N. C.  
 1 WIMA-TV Lima, Ohio  
 Woodward, Okla.  
 1 WKEE (TV) Erie, Pa.  
 1 WBYV-TV Philadelphia, Pa.  
 Watertown, S. D.  
 Gayevton, Tex.  
 Mount Pleasant, Tex.  
 San Antonio, Tex.  
 Martineville, Va.  
 Orosi-Champagn, Wash.  
 1 WJPI-TV Farmington, W. Va.

## Ch. 34 (592-598 mc)

Pine Bluff, Ark.  
 Stockton, Calif.  
 Canon City, Colo.  
 1 WHP-TV Jacksonville, Fla.

Panama City, Fla.  
 1 WAIL-TV Atlanta, Ga.  
 Springfield, Ill.  
 Bloomington, Ind.  
 Slona City, Iowa  
 Pratt, Ky.  
 Morgan City, La.  
 Cheboygan, Mich.  
 Kalamazoo, Mich.  
 Alexandria, Minn.  
 Sheridan, Miss.  
 St. Joseph, Mo.  
 1 KTVI (TV) St. Louis, Mo.  
 1 WQMC (TV) Charlotte, N. C.  
 1 WTVU (TV) Mansfield, Ohio  
 Alton, Ohio  
 1 WBAK-TV Williamsport, Pa.  
 Providence, S. I.  
 Southville, Tenn.  
 Brownsville, Tex.  
 Jacksonville, Tex.  
 Brigham, Utah  
 Staunton, Va.  
 Lovell, Wyo.

## Ch. 37 (608-614 mc)

Denton, Calif.  
 Melbourne, Fla.  
 Yuba City, Ga.  
 Florida, Ill.  
 Alton, Iowa  
 Winchester, Ky.  
 Brookhaven, Miss.  
 Blount, Mo.  
 Cassin City, Nev.  
 Clearmont, N. H.  
 Paterson, N. J.  
 Auburn, N. Y.  
 Clymer, N. Y.  
 Norman, Okla.  
 Baker, Ore.  
 Springfield, Ore.  
 Meadville, Pa.  
 Besenmont-Port Arthur, Tex.  
 Pulaski, Va.  
 Grand Coulee, Wash.  
 Beaver Dam, Wis.

## Ch. 38 (604-610 mc)

Troy, Ala.  
 San Buenaventura, Calif.  
 San Francisco-Oakland, Calif.  
 Loveland, Colo.  
 1 WYUN-TV Tampa-St. Petersburg, Fla.  
 Chicago, Ill.  
 Mt. Vernon, Ill.  
 Greensville, Ind.  
 Burlington, Iowa  
 Pittsburg, Kan.  
 Lafayette, La.  
 1 WXEL (TV) Boston, Mass.  
 Superior, Wis.  
 Tupelo, Miss.  
 Fala C/O, Neo  
 Sanford, N. C.  
 Buena, N. D.  
 1 WYOK-TV Sumbury, Pa.  
 Spout Falls, S. D.  
 Cleveland, Tenn.  
 Beaville, Tex.  
 Levelland, Tex.  
 Longview, Tex.  
 Mineral Wells, Tex.  
 La Crosse, Wis.  
 Nashville, Wis.

## Ch. 38 (628-634 mc)

Fort Smith, Ark.  
 Joplin, Ark.  
 San Diego, Calif.  
 Ft. Lauderdale, Fla.  
 Griffin, Ga.  
 1 WTVU (TV) Rockford, Ill.  
 Indianapolis, Ind.  
 Carroll, Iowa  
 Emporia, Kan.  
 Big Rapids, Mich.  
 Stillwater, Minn.  
 Orosi Falls, N. Y.  
 Shelby, N. C.  
 Duhan, Okla.  
 1 WQCY (TV) Allentown, Pa.  
 Sharon, Pa.  
 Columbia, Tenn.  
 1 KHUS-TV Houston, Tex.  
 Front Royal, Va.  
 Kala, Wash.

## Ch. 40 (628-634 mc)

Enterprise, Ala.  
 Gansersville, Ala.  
 Benton, Ark.  
 Riverside, Calif.  
 1 KCCC-TV Sacramento, Calif.  
 1 WBBN (TV) Denver, Del.  
 Galesburg, Ill.  
 Marion, Ill.  
 South Bend, Ind.  
 Campbellville, Ky.

1 WYOS (TV) Baton Rouge, La.  
 1 WYTH-TV Springfield, Mass.  
 Gladstone, Mich.  
 Fairmont, Minn.  
 Marshall, Mo.  
 Hastings, Neb.  
 1 WYND-TV Binghamton, N. Y.  
 Durham, N. C.  
 Fargo, N. D.  
 Columbus, Ohio.  
 Paris, Ohio.  
 1 WAIM-TV Anderson, S. C.  
 Childress, Tex.  
 Kingville, Tex.  
 Lancaster, Tex.  
 Nacogdoches, Tex.  
 Hempden, Vt.  
 Charleston, Wash.  
 Hilde, W. Va.  
 Greyhill, Wyo.

## Ch. 41 (632-638 mc)

Florence, Ala.  
 Fayetteville, Ark.  
 Macon, Ga.  
 Preston, Idaho  
 1 WYXL-TV Louisville, Ky.  
 Belfast, Me.  
 Alma, Mich.  
 Vicksburg, Miss.  
 Trussard, N. J.  
 1 WYDA-TV Albany-Schenectady-Troy, N. Y.  
 Leitchburg, N. C.  
 Erie, Pa.  
 Vermillion, S. D.  
 1 KCOB-TV San Antonio, Tex.  
 Galveston, Tex.  
 Sulphur Springs, Tex.  
 Potosi, Pa.  
 Kewanee-Richtland-Pasco, Wash.  
 Bluefield, W. Va.

## Ch. 42 (638-644 mc)

Birmingham, Ala.  
 Mobile, Ala.  
 Stockton, Calif.  
 Coonass, Ind.  
 Deerpark (Lower-Stock Island-Holow), Ill.  
 Switzer, Iowa  
 Topeka, Kan.  
 Benhur Harbor, Mich.  
 St. Louis, Mo.  
 Charlotte, N. C.  
 Jamnadown, N. D.  
 Seedaway, Ohio  
 Sapulpa, Okla.  
 Emporium, Pa.  
 Memphis, Tenn.  
 Springfield, Tenn.  
 Henderson, Tex.  
 Quakertown, Pa.  
 Raymondville, Tex.  
 Waynesboro, Va.  
 Neenah, Wis.

## Ch. 43 (644-650 mc)

Morrilton, Ark.  
 Visalia, Calif.  
 1 WYCC-TV Bridgeport, Conn.  
 Cordele, Ga.  
 1 WYER-TV Perma, Ill.  
 Creston, Iowa  
 Winfield, Kan.  
 Frankfort, Ky.  
 Paducah, Ky.  
 Moore, La.  
 New Ulm, Minn.  
 Leroma, N. H.  
 1 WYTY (TV) Syracuse, N. Y.  
 Defiance, Ohio  
 Lebanon, Ore.  
 Butler, Pa.  
 1 WYEA-TV York, Pa.  
 Marist, S. C.  
 Chattanooga, Tenn.  
 Bonham, Tex.  
 Ceryus Christi, Tex.  
 Granite, Tex.  
 1 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.  
 1 WOPF (TV) Chicago, Ill.  
 Vincennes, Ind.  
 Decatur, Iowa  
 Kankakee, Iowa  
 Iola, Kan.  
 1 WJTW (TV) Boston, Mass.  
 Pontiac, Mich.  
 Clarendon, Miss.  
 Biloxi, Miss.  
 Piqua, Ohio  
 Frederick, Okla.  
 Oremburg, S. C.  
 Sioux Falls, S. D.  
 Putnam, Tenn.  
 Tuscarora, Utah  
 Corning, Va.  
 Brentwood, Wash.  
 Sharpsburg, Wyo.

## Ch. 45 (656-662 mc)

Tupelo, Ala.  
 Cairo, Ga.  
 1 Broomfield, Ill.  
 Atlanta, Iowa  
 Princeton, Ky.  
 Cadillac, Mich.  
 Oremburg, Miss.  
 Mexico, Mo.  
 1 WKNS-TV Rome, N. H.  
 Kinston, N. C.  
 Washington, N. D.  
 Youngstown, Ohio  
 Mustang, Okla.  
 1 WKST-TV New Castle, Pa.  
 Laurens, S. C.  
 Florida, Tex.  
 Wrentham, Tex.  
 Charlottesville, Va.  
 Waukesha, Wash.

## Ch. 46 (662-668 mc)

Mahers, Ark.  
 Riverside, Calif.  
 1 KQMS (TV) Sacramento, Calif.  
 Perinton, Fla.  
 Matton, Ill.  
 1 WNDU-TV South Bend, Ind.  
 Waterloo, Iowa  
 Parsons, Kan.  
 Francisco, La.  
 Fall River, Mass.  
 Bad Axe, Mich.  
 Louisville, Miss.  
 Rolla, Mo.  
 1 WYPO-TV Atlantic City, N. J.  
 Hanks, N. M.  
 Ramon, N. M.  
 1 WOTV (TV) Binghamton, N. Y.  
 Durkin, N. Y.  
 Durham, N. C.  
 McMinville, Ore.  
 Chambersburg, Pa.  
 Madison, S. D.  
 Bristol, Tenn.-Va.  
 Dyersburg, Tenn.  
 McMinnville, Tenn.  
 Lufkin, Tex.  
 Sherman, Tex.  
 Logan, Utah  
 Newport, Vt.  
 Waverne, Wis.

## Ch. 47 (668-674 mc)

Shelton, Ala.  
 1 KJEO (TV) Fresno, Calif.  
 Orlando, Fla.  
 1 WYKA (TV) Macon, Ga.  
 Dixon, Ill.  
 Lafayette, Ind.  
 Concordia, Kan.  
 Portland, Me.  
 Mount Pleasant, Miss.  
 Jackson, Miss.  
 New Brunswick, N. J.  
 Tiffin, Ohio  
 McAlester, Okla.  
 1 WTVG (TV) Pittsburgh, Pa.  
 Sardinia, S. C.  
 Coonass, Tex.  
 Galveston, Tex.  
 Fredericksburg, Va.  
 Yakima, Wash.

- Ch. 41 (674-688 mc)**  
 † WJLN-TV Birmingham, Ala.  
 Mobile, Ala.  
 San Jose, Calif.  
 Macon, Ga.  
 Alton, Ill.  
 Juliet, Ill.  
 \* Tonka, Kan.  
 Jennings, La.  
 Jackson, Mich.  
 Stauchwater, N. H.  
 Weymouth, N. J.  
 Watertown, N. Y.  
 † WYVC (TV) Gastonia, N. C.  
 \* WDET (TV) Cincinnati, Ohio  
 Guthrie, Okla.  
 \* Scranton, Pa.  
 \* State College, Pa.  
 Gallatin, Tenn.  
 Memphis, Tenn.  
 College Station, Tex.  
 See Beaufort, Tex.  
 Oshkosh, Wis.
- Ch. 42 (688-704 mc)**  
 Hot Springs, Ark.  
 † KCOA (TV) Corona, Calif.  
 Yuba City, Calif.  
 Gainesville, Ga.  
 † WSJV (TV) Elkhart, Ind.  
 † WRAY-TV Pinpoint, Ind.  
 Okaloosa, Iowa  
 Olathe, Kan.  
 Hagerstown, Md.  
 Koochichewick, Minn.  
 Farmington, Mo.  
 Fremont, Neb.  
 † WOCH (TV) Atlantic City, N. J.  
 \* Baton, N. M.  
 Amsterdam, N. Y.  
 Henderson, N. C.  
 Springfield, Ohio  
 Brecknow, Tex.  
 Deussen, Tex.  
 Fairburn, Tex.  
 Norton, Va.  
 Hoquiam, Wash.
- Ch. 43 (704-718 mc)**  
 † KBID-TV Fresno, Calif.  
 † WATB-TV Waterbury, Conn.  
 Daytona Beach, Fla.  
 Cedarhurst, Ga.  
 Fitzgerald, Ga.  
 Lincoln, Ill.  
 Hattrop, La.  
 Annapolis, Md.  
 Portland, Me.  
 Abbeville, N. C.  
 Findlay, Ohio  
 Shawnee, Ohio  
 † WJJP-TV Pittsburgh, Pa.  
 Clarksville, Tenn.  
 San Marcos, Tex.  
 Terrell, Tex.  
 \* Huntington, W. Va.
- Ch. 44 (718-734 mc)**  
 Hazen, Ala.  
 Helena, Ark.  
 \* San Jose, Calif.  
 Quincy, Fla.  
 Fairfield, Iowa  
 Leavenworth, Kan.  
 Okdale, La.  
 † WTOM-TV Lansing, Mich.  
 Nashua, N. H.  
 Olean, N. Y.  
 Ulm-Rose, N. Y.  
 Fayetteville, N. C.  
 † WQXN-TV Cincinnati, Ohio  
 Pryor Creek, Okla.  
 Aiken, S. C.  
 Morristown, Tenn.  
 Bryan, Tex.  
 Lexington, Va.  
 Fond du Lac, Wis.
- Ch. 45 (734-750 mc)**  
 Forterville, Calif.  
 Muncie, Ind.  
 El Dorado, Kan.  
 Rumford, Me.  
 Rochester, Minn.  
 † Mount Airy, N. C.  
 \* Akron, Ohio  
 Ashmun, Ohio  
 Albany, Ore.  
 † WHP-TV Harrisburg, Pa.  
 Lake City, S. C.  
 \* Chattanooga, Tenn.  
 Shelbyville, Tenn.  
 Union City, Tenn.  
 Wenatchee, Wash.  
 Beset, Wis.
- Ch. 46 (750-766 mc)**  
 \* Auburn, Ala.  
 El Centro, Calif.  
 Santa Cruz, Calif.  
 Hammond, Ind.  
 Dubuque, Iowa  
 Owensboro, Ky.  
 † WTAD-TV Cambridge, Mass. (Boston)
- Ch. 47 (766-782 mc)**  
 Norwin, Conn.  
 Marietta, Ga.  
 \* Terry Haute, Ind.  
 Middleborough, Ky.  
 Hammond, La.  
 † WCKX-TV Saginaw, Mich.  
 Albert Lea, Minn.  
 Greensboro, N. C.  
 † WGLV (TV) Easton, Pa.  
 Chubbuck, Tex.  
 Wheeling, W. Va.  
 Redot, Wis.
- Ch. 48 (782-798 mc)**  
 Selma, Ala.  
 Paragould, Ark.  
 Modesto, Calif.  
 Shelbyville, Ind.  
 Muscatine, Iowa  
 Oquossoc, La.  
 Greenfield, Mass.  
 Battle Creek, Mich.  
 † WJTV (TV) Astoria Park, N. J.  
 Jamestown, N. Y.  
 Miami Vernon, Ohio  
 Anadarko, Okla.  
 Miami, Okla.  
 Anderson, S. C.  
 Lebanon, Tenn.  
 Beltsville, Tex.  
 Taylor, Tex.  
 Abbeville, Wash.  
 Martinsburg, W. Va.  
 \* Adams, Wis.
- Ch. 49 (798-814 mc)**  
 † WJLL-TV New Haven, Conn.  
 \* Wilmington, Del.  
 Rome, Ga.  
 Centerville, Ill.  
 † WFAM-TV Lafayette, Ind.  
 † WPTV (TV) Ashland, Ky.  
 Johnson, La.  
 Riddford, Me.  
 † WNYT-TV Buffalo-Niagara Falls, N. Y.  
 Kansasville, N. C.  
 Fremont, Ohio  
 Seaside, Ohio  
 Kilgus, Tex.  
 Sheboygan, Wis.
- Ch. 50 (814-830 mc)**  
 Cullman, Ala.  
 San Jose, Calif.  
 Adams, Ga.  
 Kewanee, Ill.  
 Washington, Ind.  
 Atchison, Kan.  
 Richmond, Ky.  
 Lake Charles, La.  
 † WKAN-TV East Lansing, Mich.  
 Middleboro, N. Y.  
 Newark, Ohio  
 Fremont, S. C.  
 \* Blacktown, Va.  
 Olympia, Wash.
- Ch. 51 (830-846 mc)**  
 Newman, Ga.  
 \* Cantonville, Ill.  
 Macon, Ill.  
 † WCHC-TV Anderson, Ind.  
 New Orleans, La.  
 Easthampton, Mass.
- Ch. 52 (846-862 mc)**  
 Winona, Minn.  
 Akron, Ohio  
 Paris Valley, Okla.  
 † WJUM-TV Reading, Pa.  
 Rock Hill, S. C.  
 Tyler, Tex.  
 Moses Lake, Wash.  
 Menasha, Wis.
- Ch. 53 (862-878 mc)**  
 Conway, Ark.  
 Reno, Calif.  
 Michigan City, Ind.  
 Dubuque, Iowa  
 Owensboro, Ky.  
 Alexandria, La.  
 Frederick, Md.  
 † WHEP-TV Brockton, Mass.  
 Detroit, Mich.  
 Orono, N. Y.  
 † WHEE-TV Asheville, N. C.  
 Athens, Ohio  
 Bartlesville, Okla.  
 Muscogee, Pa.  
 Shelbyville, Tenn.  
 New Braunfels, Tex.  
 Tacoma, Wash.
- Ch. 54 (878-894 mc)**  
 † WCOG (TV) Norwich, Conn.  
 Cartersville, Ga.  
 Terry Haute, Ind.  
 Ottumwa, Iowa  
 Mayfield, Ky.  
 Middleborough, Ky.  
 Bay City, Mich.  
 Red Wing, Minn.  
 Burlington, N. C.  
 Bellefontaine, Ohio  
 † WAZL-TV Hazleton, Pa.  
 Washington, Pa.  
 Hillboro, Tex.  
 Janesville, Wis.
- Ch. 55 (894-910 mc)**  
 Talladega, Ala.  
 Elytheville, Ark.  
 Stockton, Calif.  
 Clinton, Iowa  
 Lexington, Ky.  
 Sunco, La.  
 Pittsford, Mass.  
 Battle Creek, Mich.  
 Bridgeton, N. J.  
 Steubenville, N. C.  
 Chickasha, Okla.  
 Ok City, Pa.  
 Coalinga, Tex.  
 Charlottesville, Va.
- Ch. 56 (910-926 mc)**  
 Meriden, Conn.  
 Sreator, Ill.  
 Newton, Iowa  
 Bath, Me.  
 Kansas City, Mo.  
 † WERE-TV Cleveland, Ohio  
 Hamilton-Middletown, Ohio  
 Shamokin, Pa.  
 Union, S. C.  
 McKinney, Tex.  
 \* Glenhurst, Wash.  
 Mantoloking, Wash.
- Ch. 57 (926-942 mc)**  
 Merced, Calif.  
 \* Springfield, Ill.  
 \* Gary, Ind.  
 † WKNT-TV Kingston, N. Y.  
 \* Malone, N. Y.  
 \* Muskogee, Okla.  
 Salem, Ore.  
 Erie, Pa.  
 Beckley, W. Va.  
 \* Richmond Center, Wis.
- Ch. 58 (942-958 mc)**  
 \* DeKalb, Ill.  
 Indianapolis, Ind.  
 Lakeland, Ind.  
 Warren, Ohio  
 † WFNE-TV Allentown, Pa.  
 † WNOK-TV Columbia, S. C.  
 Harrison, Tenn.  
 Wenatchee, Wash.
- Ch. 59 (958-974 mc)**  
 Hagerstown, Md.  
 Bedford, Ind.  
 Davenport, Iowa (Rock Island-Moline Ill.)  
 Pottsville, Pa.  
 Fall River, Mass.  
 \* Clanton, S. C.  
 Tullahoma, Tenn.
- Ch. 60 (974-990 mc)**  
 Peking, Ill.  
 Fort Wayne, Ind.  
 Bogalusa, La.  
 Cape Girardeau, Mo.  
 \* Andover, N. J.  
 \* Stillwater, Okla.  
 \* Cookeville, Tenn.  
 Greenville, Tex.  
 Clarkston, W. Va.
- Ch. 61 (990-1006 mc)**  
 Anniston, Ala.  
 Port Chicago, Calif.  
 † WANE-TV Fort Wayne, Ind.  
 Lexington, Ky.  
 DeKalb, La.  
 \* Hammond, N. J.  
 \* Sewling Green, Ohio  
 Bradford, Pa.  
 Newberry, S. C.  
 \* Asahi, Tex.  
 Green Bay, Wis.
- Ch. 62 (1006-1022 mc)**  
 † WCTB (TV) Bridgeport, Conn.  
 \* Muncie, Ind.  
 Grinnell, Iowa  
 † WTPA (TV) Harrisburg, Pa.
- Ch. 63 (1022-1038 mc)**  
 Paducah, Ky.  
 † WELI-TV Baltimore  
 Lawrence, Mass.  
 Cortland, N. Y.  
 Goldsboro, N. C.  
 Galipolis, Ohio  
 Tyler, Tex.  
 La Crosse, Wis.
- Ch. 64 (1038-1054 mc)**  
 Terry Haute, Ind.  
 Barian, Ky.  
 \* Bay City, Mich.  
 Asheville, N. C.  
 Durham, N. C.  
 Lima, Ohio  
 † WXTV (TV) Youngstown, Ohio  
 † WTVU (TV) Scranton, Pa.  
 Dallas, Tex.
- Ch. 65 (1054-1070 mc)**  
 \* University, Ala.  
 Elytheville, Ark.  
 Alexandria, La.  
 \* Kalamazoo, Mich.  
 \* Freshkill, N. J.  
 † WNOP-TV Newport, Ky. (Cincinnati)  
 Lewisville, Pa.  
 Spartanburg, S. C.  
 Hemmington, VI.
- Ch. 66 (1070-1086 mc)**  
 Concord, N. H.  
 Patchogue, N. Y.
- Ch. 67 (1086-1102 mc)**  
 Crowley, La.  
 Springfield, Ohio
- Ch. 68 (1102-1118 mc)**  
 Galveston, Ill.  
 Angola, Ind.  
 \* Montclair, N. J.  
 \* Crossville, Tenn.  
 Heathboro, VI.
- Ch. 69 (1118-1134 mc)**  
 Bogalusa, Ala.  
 Tell City, Ind.  
 Lowell, Mass.  
 Asheville, N. C.
- Ch. 70 (1134-1150 mc)**  
 Lebanon, Ind.  
 † WTOH-TV Toledo, Ohio
- Ch. 71 (1150-1166 mc)**  
 \* North Adams, Mass.  
 Camden, N. J.  
 Salisbury, N. C.
- Ch. 72 (1166-1182 mc)**  
 \* New London, Conn.
- Ch. 73 (1182-1198 mc)**  
 \* Amherst, Mass.
- Ch. 74 (1198-1214 mc)**  
 \* Wilmington, Del.  
 \* Poughkeepsie, N. Y.

(Note: FCC. From time to time reassigns vhf and uhf allocations to correct sub-standard spacing and for other reasons; these changes will be published in Broadcasting-Teletesting when they are proposed and again when finalized.)

# TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS

(Including Calls assigned to holders of Construction Permits to July 1)

KABC-TV Los Angeles, Calif., ch. 7.	KCIS-TV Salsalia, Mo., ch. 8.	KJL-TV Los Angeles, Calif., ch. 9.	KOAM-TV PHOENIX, Kan., ch. 1.	KROC-TV Rochester, Minn., ch. 10.	KTVW (TV) Tacoma, Wash., ch. 13.
KABL-TV Helena, Mont., ch. 10.	KJML-TV Deadwood, S. Dak., ch. 3.	KJOL-TV Kearney, Neb., ch. 13.	KOAT-TV Albuquerque, N. M., ch. 7.	KROD-TV El Paso, Tex., ch. 4.	KTVX (TV) Montrose, Okla., ch. 8.
KAKE-TV Wichita, Kan., ch. 10.	KJUN-TV Lubbock, Tex., ch. 13.	KJPL-TV Hayes Center, Neb., ch. 8.	KOB-TV Albuquerque, N. M., ch. 4.	KROS-TV San Francisco, Calif., ch. 4.	KTWO-TV Casper, Wyo., ch. 2.
KAKJ (TV) Reno, Nev., ch. 4.	KJVV-TV Big Spring, Tex., ch. 4.	KJQ-TV Spokane, Wash., ch. 8.	KODS-TV JERICHO, Mo., ch. 12.	KRSD-TV Rapid City, S. Dak., ch. 7.	KTXL-TV San Angelo, Tex., ch. 3.
KALB-TV Alexandria, La., ch. 5.	KJLO-TV Sioux Falls, S. D., ch. 11.	KJQA-TV Hannibal, Mo., ch. 7.	KOED-TV Tulsa, Okla., ch. 11.	KRTV (TV) Walla Walla, Wash., ch. 8.	KUAN-TV Astoria, Oreg., ch. 9.
KAMT-TV Alamo, Tex., ch. 12.	KJLP-TV El Paso, Tex., ch. 12.	KJEL-TV Chico, Calif., ch. 12.	KOIN-TV Portland, Ore., ch. 6.	KRAC-TV Manhattan, Kan., ch. 4.	KUED (TV) Salt Lake City, Utah, ch. 7.
KARD-TV Wichita, Kan., ch. 3.	KJNT-TV San Antonio, Tex., ch. 2.	KJFT (TV) Twin Falls, Idaho, ch. 12.	KOLD-TV Tucson, Ariz., ch. 13.	KSAN-TV San Francisco, Calif., ch. 32.	KUHT (TV) Houston, Tex., ch. 8.
KARK-TV Little Rock, Ark., ch. 4.	KJNS-TV San Antonio, Tex., ch. 2.	KJHS-TV Escondido, Calif., ch. 13.	KOLF-TV Flagstaff, Ariz., ch. 8.	KSBW-TV Salinas, Calif., ch. 8.	KULA-TV Honolulu, T. H., ch. 4.
KATV (TV) Pine Bluff, Ark., ch. 7.	KJPR-TV Pasco, Wash., ch. 10.	KJIV-TV Honolulu, T. H., ch. 13.	KOLN-TV Lincoln, Neb., ch. 10.	KSD-TV St. Louis, Mo., ch. 5.	KUCY-TV Wichita, Kan., ch. 4.
KAWE-TV Carlsbad, N. M., ch. 5.	KJRO-TV Bakersfield, Calif., ch. 10.	KJCA-TV Clovis, N. M., ch. 10.	KOLO-TV Reno, Nev., ch. 8.	KREI-TV Pocatello, Idaho, ch. 8.	KUGN-TV Laramie, Neb., ch. 12.
KBAK-TV Bakersfield, Calif., ch. 20.	KJTA (TV) Oklahoma City, Okla., ch. 13.	KJDO-TV Idaho Falls, Idaho, ch. 3.	KOMO-TV Seattle, Wash., ch. 4.	KRHO-TV Las Vegas, Nev., ch. 13.	KUTV (TV) Salt Lake City, Utah, ch. 2.
KBAS-TV Eureka, Wash., ch. 41.	KJTC (TV) St. Louis, Mo., ch. 4.	KJDS-TV Boise, Idaho, ch. 7.	KOMU-TV Columbia, Mo., ch. 4.	KRXN-TV Corpus Christi, Tex., ch. 10.	KVAL-TV Eugene, Ore., ch. 10.
KBAY-TV San Francisco, Calif., ch. 20.	KJTV (TV) Omaha, Nebr., ch. 7.	KJMA-TV Yakima, Wash., ch. 20.	KONA (TV) Honolulu, Hawaii, ch. 2.	KRL- (TV) Salt Lake City, Utah, ch. 5.	KVAN-TV Vancouver, Wash., ch. 11.
KBSB-TV Medford, Ore., ch. 3.	KJVT (TV) Santa Barbara, Calif., ch. 3.	KJNG-TV Seattle, Wash., ch. 5.	KONO-TV San Antonio, Tex., ch. 12.	KRLM-TV Salem, Ore., ch. 3.	KVAB (TV) Mesa, Ariz., ch. 12.
KBSY-TV Sacramento, Calif., ch. 10.	KJWB-TV Fairbanks, Alaska, ch. 2.	KJNY-TV Tucson, Ariz., ch. 11.	KOOK-TV Billings, Mont., ch. 2.	KRPG (TV) Tulsa, Okla., ch. 17.	KVBC-TV San Luis Obispo, Calif., ch. 5.
KBSZ-TV Fresno, Calif., ch. 10.	KJWB-TV Great Falls, Mont., ch. 5.	KJVA (TV) Tucson, Ariz., ch. 11.	KOGL-TV Phoenix, Ariz., ch. 10.	KRPR-TV Casper, Wyo., ch. 6.	KVIP (TV) Banning, Calif., ch. 7.
KBTB-TV Los Angeles, Calif., ch. 22.	KJWC-TV Cheyenne, Wyo., ch. 5.	KJVD-TV Fresno, Calif., ch. 41.	KOGS-TV Coast Bay, Ore., ch. 14.	KRPS (TV) Hot Springs, Ark., ch. 5.	KVOT (TV) Santa Fe, N. M., ch. 2.
KBID-TV Fresno, Calif., ch. 10.	KJWD-TV Amarillo, Tex., ch. 10.	KJVS-TV Las Vegas, Nev., ch. 8.	KOSA-TV Odessa, Tex., ch. 7.	KRST (TV) Hot Springs, Ark., ch. 5.	KVQA-TV Tucson, Ariz., ch. 2.
KBMB-TV Bismarck, N. Dak., ch. 12.	KJWM-TV Beaumont, Tex., ch. 6.	KJW-TV Las Vegas, Nev., ch. 8.	KOTA-TV Rapid City, S. D., ch. 3.	KRST-TV St. Paul, Minn., ch. 8.	KVOC-TV Yuma, Okla., ch. 3.
KBMT (TV) Beaumont, Tex., ch. 31.	KJWX-TV Wichita Falls, Tex., ch. 3.	KJW-TV Lewiston, Idaho, ch. 3.	KOTI (TV) Klamath Falls, Ore., ch. 2.	KRST-TV Seattle, Wash., ch. 10.	KVOS-TV Bellingham, Wash., ch. 12.
KBOG-TV Bismarck, N. Dak., ch. 2.	KJXX-TV St. Joseph, Mo., ch. 2.	KJZY-TV Twin Falls, Idaho, ch. 11.	KOTV (TV) Toledo, Ohio, ch. 8.	KRST-TV Dayton, Ohio, ch. 7.	KVSO-TV Ashmore, Okla., ch. 11.
KBTM-TV Jamestown, Ark., ch. 8.	KJZZ-TV Fort Worth, Tex., ch. 11.	KJLA-TV Las Vegas, Nev., ch. 3.	KOVR (TV) Stockton, Calif., ch. 12.	KRST-TV Reno, Nev., ch. 3.	KVTV (TV) Sioux City, Iowa, ch. 9.
KBTV (TV) Denver, Colo., ch. 8.	KJMB-TV San Diego, Calif., ch. 8.	KJLB-TV Henderson, Nev., ch. 2.	KPAU-TV Port Arthur, Tex., ch. 4.	KRST-TV Portland, Ore., ch. 3.	KVTV (TV) San Angelo, Tex., ch. 4.
KBTX-TV Bryan, Tex., ch. 3.	KJRE-TV Fresno, Calif., ch. 11.	KJLS-TV Norman, Okla., ch. 13.	KPAS-TV Sweetwater, Tex., ch. 12.	KRST-TV Austin, Tex., ch. 7.	KVVO (TV) Tulsa, Okla., ch. 17.
KCHD-TV Lubbock, Tex., ch. 11.	KJSA-TV Fort Smith, Ark., ch. 22.	KJLV-TV Tyler, Tex., ch. 1.	KPHO-TV Phoenix, Ariz., ch. 5.	KRST-TV Shreveport, La., ch. 3.	KVWG-TV Goodland, Kan., ch. 10.
KCCC-TV Sacramento, Calif., ch. 10.	KJSD-TV San Diego, Calif., ch. 10.	KJL-TV Denver, Colo., ch. 1.	KPIC (TV) Roseburg, Ore., ch. 4.	KRST-TV St. Paul, Minn., ch. 1.	KVW-TV St. Louis, Mo., ch. 4.
KCEB (TV) Tulsa, Okla., ch. 10.	KJVS-TV Cape Girardeau, Mo., ch. 11.	KJMA-TV Wichita, Hawaii, ch. 2.	KPIX (TV) San Francisco, Calif., ch. 5.	KRST-TV Ada, Okla., ch. 10.	KVWB-TV Riverton, Wyo., ch. 10.
KCEH-TV Temple, Tex., ch. 6.	KJW-TV Bismarck, N. D., ch. 5.	KJMB-TV Kansas City, Mo., ch. 9.	KPLC-TV Lake Charles, La., ch. 1.	KRST-TV Tulsa, Okla., ch. 11.	KWTV (TV) Oklahoma City, Okla., ch. 2.
KCFB-TV Miami, N. D., ch. 12.	KJXT-TV Harlingen, Tex., ch. 1.	KJMG-TV Minneapolis, Minn., ch. 9.	KPLO-TV Bismarck, S. Dak., ch. 4.	KRST-TV Sioux City, Iowa, ch. 4.	KWTV-TV Waco, Tex., ch. 10.
KCKT (TV) Great Bend, Kan., ch. 3.	KJZO-TV Enid, Okla., ch. 1.	KJMD-TV Midland, Tex., ch. 2.	KPRC-TV Houston, Tex., ch. 1.	KTLA (TV) Los Angeles, Calif., ch. 2.	KWVL-TV Watson, Iowa, ch. 7.
KCMC-TV Terrellton, Tex., ch. 8.	KJHE-TV El Paso, ch. 1.	KJMT-TV Miami, N. D., ch. 10.	KPRT (TV) San Francisco, Calif., ch. 20.	KTNV-TV Las Vegas, Nev., ch. 3.	KXGN-TV Glendive, Mont., ch. 1.
KCMO-TV Kansas City, Mo., ch. 8.	KJHO-TV Houston, Tex., ch. 11.	KJMX-TV Fresno, Calif., ch. 24.	KPTV (TV) Portland, Ore., ch. 12.	KRST-TV Modesto, Calif., ch. 14.	KXJB-TV Valley City, N. D., ch. 4.
KCUS (TV) Los Angeles, Calif., ch. 12.	KJHU-TV Billings, Mont., ch. 4.	KJMK (TV) Austin, Minn., ch. 6.	KQED (TV) San Francisco, Calif., ch. 5.	KRST-TV Lubbock, Tex., ch. 5.	KMLF-TV Butte, Mont., ch. 4.
KCDB-TV Miami, N. D., ch. 12.	KJLV-TV Lincoln, Neb., ch. 11.	KJMT (TV) Miami, N. D., ch. 10.	KQTV (TV) Fort Dodge, Iowa, ch. 21.	KRST-TV Houston, Tex., ch. 10.	KMLV-TV Helena, Mont., ch. 12.
KCKT (TV) Great Bend, Kan., ch. 3.	KJLW-TV Des Moines, Iowa, ch. 2.	KJMU-TV Miami, N. D., ch. 10.	KRHH (TV) El Dorado, Ark., ch. 10.	KRST-TV El Paso, Tex., ch. 9.	KMLY-TV Spokane, Wash., ch. 4.
KCMC-TV Terrellton, Tex., ch. 8.	KJMA-TV Bismarck, Hawaii, ch. 2.	KJMV-TV Waipahu, Hawaii, ch. 12.	KRHS (TV) Abilene, Tex., ch. 3.	KRST-TV Springfield, Mo., ch. 14.	KMYZ-TV Houston, Tex., ch. 30.
KCMO-TV Kansas City, Mo., ch. 8.	KJMS-TV Sacramento, Calif., ch. 40.	KJMW-TV Wahiawa, Hawaii, ch. 12.	KRKA (TV) Los Angeles, ch. 1.	KRST-TV Yuma, Ariz., ch. 12.	KMYZ-TV Yuma, Ariz., ch. 12.
KCUS (TV) Los Angeles, Calif., ch. 12.	KJNC-TV Fort Smith, Ark., ch. 5.	KJNA-TV Fort Smith, Ark., ch. 5.	KRKB (TV) Jefferson City, Mo., ch. 14.	KRST-TV Spring Hill, Mo., ch. 14.	KRY (TV) Spring Hill, Mo., ch. 1.
KCDB-TV Miami, N. D., ch. 12.	KJND-TV Des Moines, Iowa, ch. 17.	KJNE-TV Greenwood, Tex., ch. 12.	KRDO-TV Colorado Springs, Colo., ch. 12.	KRST-TV Ingle, Kan., ch. 2.	KRY-TV Cleveland, Ohio, ch. 3.
KCHA-TV Sacramento, Calif., ch. 3.	KJNU-TV Grand Forks, N. D., ch. 10.	KJNF-TV Brownwood, Tex., ch. 12.	KRDM-TV Spokane, Wash., ch. 2.	KRST-TV Fairbanks, Alaska, ch. 11.	WAAM (TV) Baltimore, Md., ch. 12.
KCRG-TV Cedar Rapids, Iowa, ch. 9.	KJNV-TV Grand Forks, N. D., ch. 10.	KJNG-TV Murphy, La., ch. 5.	KRDN-TV Grand Junction, Colo., ch. 5.	KRST-TV Hutchinson, Kan., ch. 12.	WABC-TV New York, N. Y., ch. 7.
KCNJ-TV Pueblo, Colo., ch. 1.	KJNW-TV Wahiawa, Hawaii, ch. 12.	KJNK-TV Grand Forks, N. D., ch. 10.	KREX-TV Grand Junction, Colo., ch. 5.	KRST-TV St. Louis, Mo., ch. 2.	WABT-TV Bannock, Mont., ch. 2.
KCTE (TV) Seattle, Wash., ch. 8.	KJNY-TV New York, N. Y., ch. 11.	KJNL-TV Grand Forks, N. D., ch. 10.	KRFB-TV Western, Tex., ch. 2.	KRST-TV Phoenix, Ariz., ch. 2.	WABT (TV) Birmingham, Ala., ch. 12.
KDAL-TV Duluth, Minn., ch. 1.	KJON-TV Portland, Ore., ch. 5.	KJNM-TV Grand Forks, N. D., ch. 10.	KRIS-TV Corpus Christi, Tex., ch. 5.	KRST-TV Kirksville, Mo., ch. 3.	WACA-TV Camden, S. C., ch. 14.
KDBS (TV) Aberdeen, S. Dak., ch. 9.	KJOP-TV Tucson, Ariz., ch. 5.	KJNO-TV Grand Forks, N. D., ch. 10.	KRIS-TV Dallas, Tex., ch. 4.	KRST-TV Oklahoma City, Okla., ch. 22.	WACH-TV Newport News, Va., ch. 33.
KDIX-TV Dickinson, N. D., ch. 2.	KJOS-TV Portland, Ore., ch. 5.	KJNP-TV Grand Forks, N. D., ch. 10.	KRMA-TV Denver, Colo., ch. 5.	KRST-TV Denver, Colo., ch. 2.	WAFB-TV Baton Rouge, La., ch. 28.
KDKA Pittsburgh, Pa., ch. 2.	KJOT-TV Las Vegas, Nev., ch. 3.	KJNQ-TV Grand Forks, N. D., ch. 10.	KRST-TV Decatur, Iowa, ch. 8.		
KDLO-TV Florence, S. D., ch. 3.	KJOU-TV Las Vegas, Nev., ch. 3.	KJNR-TV Grand Forks, N. D., ch. 10.			
KDPS-TV Des Moines, Ia., ch. 11.	KJVA (TV) Anchorage, Alaska, ch. 11.	KJNS-TV Grand Forks, N. D., ch. 10.			

- WAGA-TV Atlanta, Ga., ch. 5.  
 WAGM-TV Presque Isle, Me., ch. 4.  
 WAIM-TV Anderson, S. C., ch. 40.  
 WAJQ (TV) Annapolis, Md., ch. 2.  
 WAKB-TV Akron, Ohio, ch. 49.  
 WALA-TV Mobile, Ala., ch. 35.  
 WALB-TV Albany, Ga., ch. 10.  
 WALN-TV Ashland, Ky., ch. 55.  
 WASE-TV Fort Wayne, Ind., ch. 15.  
 WAPA-TV San Juan, Puerto Rico, ch. 4.  
 WARD-TV Johnstown, Pa., ch. 13.  
 WABL-TV Arlington, Va., ch. 20.  
 WARM-TV Scranton, Pa., ch. 14.  
 WATE (TV) Knoxville, Tenn., ch. 8.  
 WATL-TV Atlanta, Ga., ch. 30.  
 WATR-TV Waterbury, Conn., ch. 51.  
 WATY (TV) Newark, N. J., ch. 13.  
 WAVB-TV Louisville, Ky., ch. 3.  
 WAVY-TV Portsmouth, Va., ch. 10.  
 WAZL-TV Hattiesburg, Pa., ch. 63.  
 WBAL-TV Baltimore, Md., ch. 11.  
 WDAF-TV Ft. Worth, Tex., ch. 5.  
 WBAV-TV Green Bay, Wis., ch. 2.  
 WBEM-TV Chicago, Ill., ch. 2.  
 WBEN-TV Buffalo, N. Y., ch. 4.  
 WBFD-TV Detroit, Mich., ch. 40.  
 WBHQ (TV) Birmingham, Ala., ch. 10.  
 WBIR-TV Knoxville, Tenn., ch. 10.  
 WBKB (TV) Chicago, Ill., ch. 7.  
 WBKX-TV Clerksburg, W. Va., ch. 12.  
 WBLN (TV) Bloomington, Ill., ch. 13.  
 WBNO (TV) Birmingham, Ala., ch. 42.  
 WBNS-TV Columbus, Ohio, ch. 10.  
 WBOS-TV Salisbury, Md., ch. 10.  
 WBPE-TV Lock Haven, Pa., ch. 34.  
 WBRC-TV Birmingham, Ala., ch. 4.  
 WBRE-TV Wilkes-Barre, Pa., ch. 20.  
 WBSE (TV) Baton Rouge, La., ch. 2.  
 WBTH-TV Danville, Va., ch. 34.  
 WBTV (TV) Charlotte, N. C., ch. 3.  
 WBTV (TV) Florence, S. C., ch. 8.  
 WBTV-TV Buffalo, N. Y., ch. 11.  
 WBTV-TV Boston, Mass., ch. 4.  
 WBTV-TV Milwaukee, Wis., ch. 21.  
 WCAU-TV Philadelphia, Pa., ch. 10.  
 WCAV-TV Burlington, Vt., ch. 1.  
 WCBG-TV Anderson, Ind., ch. 41.  
 WCFB-TV Rochester, N. Y., ch. 13.  
 WCHI-TV Columbia, Miss., ch. 4.  
 WCHS-TV New York, N. Y., ch. 1.  
 WCCO-TV Minneapolis, Minn., ch. 4.  
 WCDA (TV) Albany, N. Y., ch. 41.  
 WCDB (TV) Sagamon, N. Y., ch. 20.  
 WCDC (TV) Adams, Mass., ch. 10.  
 WCET (TV) Cincinnati, Ohio, ch. 48.  
 WCHS-TV Charleston, W. Va., ch. 4.  
 WCIA (TV) Champaign, Ill., ch. 2.  
 WCKU (TV) New Orleans, La., ch. 20.  
 WCKY (TV) Miami, Fla., ch. 7.  
 WCMH-TV Harrisburg, Pa., ch. 11.  
 WCNS (TV) Baton Rouge, La., ch. 40.  
 WCHY-TV Carthage, N. Y., ch. 2.  
 WCOO-TV Merrill, Miss., ch. 30.  
 WCOV-TV Montgomery, Ala., ch. 21.  
 WCPO-TV Cincinnati, Ohio, ch. 4.  
 WCCB-TV Charleston, S. C., ch. 2.  
 WCSH-TV Portland, Me., ch. 6.  
 WCTN (TV) Norwich, Conn., ch. 42.  
 WCTV (TV) Thomasville, Ga., ch. 8.  
 WCYB-TV Bristol, Va., ch. 5.  
 WDAF-TV Kansas City, Mo., ch. 4.  
 WDAW-TV Hattiesburg, Miss., ch. 9.  
 WDBA-TV Danville, Ill., ch. 24.  
 WDAU-TV Scranton, Pa., ch. 33.  
 WDAY-TV Fargo, N. D., ch. 5.  
 WDBJ-TV Norfolk, Va., ch. 7.  
 WDBO-TV Orlando, Fla., ch. 4.  
 WDEF-TV Chattanooga, Tenn., ch. 12.  
 WDMJ-TV Marquette, Mich., ch. 6.  
 WDSM-TV Duluth, Minn., ch. 6.  
 WDSU-TV New Orleans, La., ch. 6.  
 WDXI-TV Jackson, Tenn., ch. 9.  
 WEAL-TV Orlando, Fla., ch. 10.  
 WEAR-TV Pensacola, Fla., ch. 5.  
 WEAT-TV West Palm Beach, Fla., ch. 12.  
 WEAU-TV Eau Claire, Wis., ch. 13.  
 WEIO (TV) Hartford, Conn., ch. 24.  
 WEEK-TV Peoria, Ill., ch. 42.  
 WEIQ-TV La Salle, Ill., ch. 12.  
 WEIS-TV Reading, Pa., ch. 22.  
 WEHT (TV) Henderson, Ky., ch. 30.  
 WELL-TV New Haven, Conn., ch. 20.  
 WENS-TV Pittsburgh, Pa., ch. 14.  
 WEOL-TV Elyria, Ohio, ch. 11.  
 WERE-TV Cleveland, Ohio, ch. 62.  
 WESH-TV Daytona Beach, Fla., ch. 2.  
 WETV (TV) Atlanta, Ga., ch. 20.  
 WETS (TV) Cleveland, Ohio, ch. 5.  
 WFAA-TV Dallas, Tex., ch. 8.  
 WFAM-TV LaFayette, Ind., ch. 30.  
 WFBC-TV Greenville, S. C., ch. 4.  
 WFBG-TV Atlanta, Pa., ch. 10.  
 WFBM-TV Indianapolis, Ind., ch. 6.  
 WFGA-TV Jacksonville, Fla., ch. 12.  
 WFIE-TV Evansville, Ind., ch. 11.  
 WFIL-TV Philadelphia, Pa., ch. 6.  
 WFPA-TV Tampa, Fla., ch. 2.  
 WFLB-TV Fayetteville, N. C., ch. 15.  
 WFMJ-TV Youngstown, Ohio, ch. 21.  
 WFSW-TV Greensboro, N. C., ch. 2.  
 WFMZ-TV Allentown, Pa., ch. 47.  
 WFOX-TV Milwaukee, Wis., ch. 11.  
 WFTV-TV Green Bay, Wis., ch. 5.  
 WFTV (TV) Duluth, Minn., ch. 20.  
 WGLA-TV Lancaster, Pa., ch. 8.  
 WGLN-TV Portland, Me., ch. 12.  
 WGHM-TV Boston, Mass., ch. 2.  
 WGSB-TV Miami, Fla., ch. 32.  
 WGHM-TV Quincy, Ill., ch. 10.  
 WGN-TV Chicago, Ill., ch. 9.  
 WGR-TV Buffalo, N. Y., ch. 2.  
 WGTW (TV) Atlanta, Ga., ch. 1.  
 WGVV (TV) Greenville, S. C., ch. 23.  
 WHA-TV Madison, Wis., ch. 21.  
 WHAE-TV Louisville, Ky., ch. 11.  
 WHBF-TV Rock Island, Ill., ch. 4.  
 WHBQ-TV Memphis, Tenn., ch. 13.  
 WHCT (TV) Hartford, Conn., ch. 10.  
 WHCU-TV Ithaca, N. Y., ch. 20.  
 WHDH-TV Boston, Mass., ch. 8.  
 WHDC-TV Rochester, N. Y., ch. 10.  
 WHEP-TV Brockton, Mass., ch. 62.  
 WHEN-TV Syracuse, N. Y., ch. 8.  
 WHEF-TV Chicago, Ill., ch. 20.  
 WHGO-TV Dayton, Ohio, ch. 7.  
 WHHS-TV Bluefield, W. Va., ch. 8.  
 WHIZ-TV Evansville, Ohio, ch. 10.  
 WHIZ-TV Cleveland, Ohio, ch. 10.  
 WHLS-TV Port Huron, Mich., ch. 24.  
 WHO-TV Des Moines, Iowa, ch. 12.  
 WHF-TV Harrisburg, Pa., ch. 30.  
 WHFV-TV Washington, W. Va., ch. 12.  
 WHFO-TV Atlanta City, N. J., ch. 40.  
 WHYV (TV) Syracuse, N. Y., ch. 42.  
 WHUM-TV Reading, Pa., ch. 61.  
 WHYN-TV Springfield, Mass., ch. 10.  
 WHYV-TV Philadelphia, Pa., ch. 20.  
 WISW-TV Topeka, Kan., ch. 12.  
 WICA-TV Ashland, Ohio, ch. 12.  
 WICC-TV Bridgeport, Conn., ch. 42.  
 WICE (TV) Springfield, Ill., ch. 20.  
 WICU (TV) Erie, Pa., ch. 12.  
 WIET (TV) Ithaca, N. Y., ch. 14.  
 WIFE (TV) Dayton, Ohio, ch. 22.  
 WIBC (TV) Pittsburgh, Pa., ch. 11.  
 WILK-TV Wilkes-Barre, Pa., ch. 34.  
 WILL-TV Urbana, Ill., ch. 12.  
 WINA-TV Lima, Ohio, ch. 20.  
 WIND-TV Chicago, Ill., ch. 20.  
 WINK-TV Fort Myers, Fla., ch. 11.  
 WINT-TV Binghamton, N. Y., ch. 40.  
 WIPB-TV San Juan, P. R., ch. 4.  
 WITL-TV Peoria, Ill., ch. 20.  
 WJTV-TV Columbia, S. C., ch. 10.  
 WJWC-TV Madison, Wis., ch. 2.  
 WJZE-TV Asheville, N. C., ch. 42.  
 WJSH-TV Indianapolis, Ind., ch. 8.  
 WJST-TV Milwaukee, Wis., ch. 12.  
 WJTV-TV Baltimore, Md., ch. 12.  
 WJTV-TV Milwaukee, Wis., ch. 9.  
 WJTV (TV) Washington, D. C., ch. 1.  
 WJTV (TV) Fort Lauderdale, Fla., ch. 11.  
 WJAC-TV Johnstown, Pa., ch. 6.  
 WJAB-TV Providence, R. I., ch. 10.  
 WJBF (TV) Augusta, Ga., ch. 8.  
 WJBR-TV Detroit, Mich., ch. 3.  
 WJCT (TV) Jacksonville, Fla., ch. 7.  
 WJDM (TV) Panama City, Fla., ch. 7.  
 WJDW (TV) Boston, Mass., ch. 44.  
 WJHL-TV Johnston City, Tenn., ch. 11.  
 WJJP-TV Jacksonville, Fla., ch. 30.  
 WJIM-TV Lansing, Mich., ch. 8.  
 WJMB-TV New Orleans, La., ch. 20.  
 WJMS-TV Ironwood, Mich., ch. 12.  
 WJPM-TV Portsmouth, W. Va., ch. 30.  
 WJRT (TV) Flint, Mich., ch. 12.  
 WJTV (TV) Jackson, Miss., ch. 12.  
 WJW-TV Cleveland, O., ch. 8.  
 WKAQ-TV San Juan, Puerto Rico, ch. 7.  
 WKAR-TV East Lansing, Mich., ch. 40.  
 WKBN-TV Cape Fear, N. C., ch. 11.  
 WKBN-TV Youngstown, Ohio, ch. 20.  
 WKBT (TV) La Oros, Wis., ch. 8.  
 WKCN-TV Camden, N. J., ch. 12.  
 WKCF-TV Pittsburgh, Pa., ch. 10.  
 WKCO-TV Fort Wayne, Ind., ch. 20.  
 WKLD-TV Lancaster, Ky., ch. 21.  
 WKNA-TV Charleston, W. Va., ch. 40.  
 WKNS-TV Keno, N. H., ch. 42.  
 WKNO-TV Memphis, Tenn., ch. 10.  
 WKOX-TV Saginaw, Mich., ch. 31.  
 WKRY-TV Poughkeepsie, N. Y., ch. 21.  
 WKSC-TV Sanbury, Pa., ch. 20.  
 WKOW-TV Madison, Wis., ch. 20.  
 WKRC-TV Cincinnati, Ohio, ch. 12.  
 WKRC-TV Mobile, Ala., ch. 9.  
 WKRT-TV New Castle, Pa., ch. 40.  
 WKTV (TV) Ithaca, N. Y., ch. 12.  
 WKY-TV Oklahoma City, Okla., ch. 4.  
 WKYT (TV) Owensboro, Ky., ch. 62.  
 WKZO-TV Kalamazoo, Mich., ch. 3.  
 WLAC-TV Nashville, Tenn., ch. 5.  
 WLAN-TV Lancaster, Pa., ch. 21.  
 WLAP-TV Lexington, Ky., ch. 27.  
 WLBC-TV Monroe, Ind., ch. 40.  
 WLBR-TV Lebanon, Pa., ch. 12.  
 WLBT (TV) Jackson, Miss., ch. 1.  
 WLBV-TV Richmond, Va., ch. 31.  
 WLEX-TV Lexington, Ky., ch. 10.  
 WLOS-TV Asheville, N. C., ch. 12.  
 WLTV (TV) Wheeling, W. Va., ch. 20.  
 WLVA-TV Lynchburg, Va., ch. 12.  
 WLWA (TV) Atlanta, Ga., ch. 31.  
 WLWC (TV) Columbus, Ohio, ch. 4.  
 WLWD (TV) Dayton, Ohio, ch. 2.  
 WLWI (TV) Indianapolis, Ind., ch. 12.  
 WLWT (TV) Cincinnati, Ohio, ch. 8.  
 WMAC-TV Mansfield, Ohio, ch. 22.  
 WMAR-TV Baltimore, Md., ch. 2.  
 WMAY-TV Springfield, Ill., ch. 30.  
 WMAZ-TV Macon, Ga., ch. 13.  
 WMBR-TV Jacksonville, Fla., ch. 4.  
 WMBV-TV Marquette, Wis., ch. 11.  
 WMCN (TV) Grand Rapids, Mich., ch. 23.  
 WMCT (TV) Memphis, Tenn., ch. 5.  
 WMFD-TV Wilmington, N. C., ch. 4.  
 WMFL (TV) Miami, Fla., ch. 33.  
 WMML-TV Detroit, Ala., ch. 22.  
 WMT-TV Cedar Rapids, Iowa, ch. 2.  
 WMTV (TV) Madison, Wis., ch. 20.  
 WMTW (TV) Feland Springs, Maine, ch. 8.  
 WMUR-TV Oxbow, O., ch. 14.  
 WMUR-TV Manchester, N. H., ch. 8.  
 WMYB-TV Appleton, Wis., ch. 10.  
 WNAC-TV Boston, Mass., ch. 1.  
 WNAC-TV Raleigh, N. C., ch. 30.  
 WNBC (TV) New Britain, Conn., ch. 20.  
 WNEB (TV) New Bern, N. C., ch. 12.  
 WNEP-TV Binghamton, N. Y., ch. 11.  
 WNBQ (TV) Chicago, Ill., ch. 5.  
 WNCT (TV) Owensboro, N. C., ch. 8.  
 WNDU-TV South Bend, Ind., ch. 40.  
 WNEH-TV Bay City, Mich., ch. 3.  
 WNET (TV) Front Royal, Va., ch. 10.  
 WNHG-TV New Haven, Conn., ch. 4.  
 WNOR-TV Columbia, S. C., ch. 47.  
 WNOR-TV Newport, Ky., ch. 14.  
 WNOW-TV York, Pa., ch. 40.  
 WNYC-TV New York, N. Y., ch. 21.  
 WNYT-TV Buffalo, N. Y., ch. 20.  
 WOAL-TV San Antonio, Tex., ch. 4.  
 WOAY-TV Oak Hill, W. Va., ch. 2.  
 WOJC-TV Davenport, Iowa, ch. 4.  
 WOKN (TV) Atlantic City, N. J., ch. 12.  
 WOI-TV Ames, Iowa, ch. 5.  
 WOOD-TV Grand Rapids, Mich., ch. 8.  
 WOOR-TV Washington, D. C., ch. 14.  
 WOPT (TV) Chicago, Ill., ch. 44.  
 WOPR-TV New York, N. Y., ch. 2.  
 WORA-TV Maryland, P. R., ch. 1.  
 WOSU-TV Columbus, Ohio, ch. 24.  
 WOW-TV Omaha, Neb., ch. 8.  
 WOWL-TV Florence, Ala., ch. 41.  
 WPAG-TV Ann Arbor, Mich., ch. 20.  
 WPGP-TV Traverse City, Mich., ch. 7.  
 WPPA (TV) Pensacola, Fla., ch. 10.  
 WPTT (TV) Wilmington, Del., ch. 12.  
 WPHD (TV) Philadelphia, Pa., ch. 23.  
 WPIX (TV) New York, N. Y., ch. 11.  
 WPKN (TV) Peoria, Ill., ch. 40.  
 WPRO-TV Providence, R. I., ch. 12.  
 WPSD-TV Paducah, Ky., ch. 6.  
 WPST-TV Miami, Fla., ch. 10.  
 WPTA (TV) Roanoke, Ind., ch. 12.  
 WPTV-TV Albany, N. Y., ch. 23.  
 WPTT (TV) Augusta, Me., ch. 10.  
 WPTV (TV) West Palm Beach, Fla., ch. 5.  
 WPTZ-TV Plattsburgh, N. Y., ch. 10.  
 WQCY (TV) Allentown, Pa., ch. 30.  
 WQED (TV) Pittsburgh, Pa., ch. 15.  
 WQIC-TV Jacksonville, Fla., ch. 30.  
 WQMC (TV) Charlotte, N. C., ch. 30.  
 WQTV (TV) Binghamton, N. Y., ch. 40.  
 WQXL-TV Louisville, Ky., ch. 41.  
 WQQX-TV Cincinnati, Ohio, ch. 34.  
 WRAC-TV Williamsport, Pa., ch. 30.  
 WRAL-TV Raleigh, N. C., ch. 5.  
 WRAY-TV Princeton, Ind., ch. 20.  
 WRDL-TV Columbia, Ga., ch. 4.  
 WRD-TV Washington, D. C., ch. 4.  
 WRCA-TV New York, N. Y., ch. 4.  
 WRCT-TV Philadelphia, Pa., ch. 1.  
 WRDW-TV Augusta, Ga., ch. 12.  
 WRFB-TV Memphis, Tenn., ch. 3.  
 WRFG (TV) New York, N. Y., ch. 20.  
 WRFX-TV Rockford, Ill., ch. 12.  
 WRGB (TV) Schenectady, N. Y., ch. 8.  
 WRGP-TV Chattanooga, Tenn., ch. 3.  
 WRIF (TV) Greenfield, Mass., ch. 22.  
 WROR-TV Rochester, N. Y., ch. 2.  
 WRON-TV Rome, Ga., ch. 9.  
 WRVY (TV) Astoria, Ore., N. J., ch. 10.  
 WRVA-TV Richmond, Va., ch. 12.  
 WRAG-TV Waukesha, Wis., ch. 7.  
 WSAV-TV Savannah, Ga., ch. 3.  
 WSAZ-TV Huntington, W. Va., ch. 8.  
 WEB-TV Atlanta, Ga., ch. 2.



## TV CALL LETTERS

WSSA-TV York, Pa., ch. 43.	WSTF (TV) Stamford, Conn., ch. 27.	WTLG (TV) Canton, O., ch. 18.	WTRF-TV Wheeling, W. Va., ch. 7.	WTVO (TV) Rockford, Ill., ch. 28.	WUSN-TV Charleston, S. C., ch. 2.
WSTV-TV South Bend, Ind., ch. 34.	WSTV-TV Steubenville, Ohio, ch. 9.	WTLE (TV) Evanston, Ill., ch. 32.	WTRI (TV) Albany, N. Y., ch. 25.	WTVF (TV) Decatur, Ill., ch. 17.	WVEC-TV Hampton, Va., ch. 15.
WSEE (TV) Erie, Pa., ch. 35.	WSUN-TV St. Petersburg, Fla., ch. 38.	WTLF (TV) Baltimore, Md., ch. 39.	WTTG (TV) Washington, D. C., ch. 5.	WTVQ (TV) Pittsburgh, Pa., ch. 47.	WVET-TV Rochester, N. Y., ch. 16.
WSES (TV) Philadelphia, Pa., ch. 29.	WSUR-TV Ponca, P. R., ch. 3.	WTLM (TV) Laurel, Miss., ch. 7.	WTTV (TV) Bloomington, Ind., ch. 4.	WTVR (TV) Richmond, Va., ch. 6.	WWEZ-TV New Orleans, La., ch. 22.
WSPA-TV Montgomery, Ala., ch. 12.	WSVA-TV Harrisonburg, Va., ch. 3.	WTLN (TV) New Brunswick, N. J., ch. 19.	WTTW (TV) Chicago, Ill., ch. 11.	WTVS (TV) Detroit, Mich., ch. 56.	WWJ-TV Detroit, Mich., ch. 4.
WSIL-TV Harrisburg, Ill., ch. 22.	WSYE-TV Elmira, N. Y., ch. 18.	WTMA-TV Milwaukee, Wis., ch. 4.	WTVU (TV) Durham, N. C., ch. 11.	WTVT (TV) Tampa, Fla., ch. 11.	WWL-TV New Orleans, La., ch. 6.
WSIX-TV Nashville, Tenn., ch. 2.	WSYR-TV Syracuse, N. Y., ch. 3.	WTOB-TV Winston-Salem, N. C., ch. 28.	WTVS (TV) Elmira, N. Y., ch. 24.	WTVU (TV) Scranton, Pa., ch. 14.	WWLP (TV) Springfield, Mass., ch. 23.
WSJS-TV Winston-Salem, N. C., ch. 12.	WTAO-TV Cambridge, Mass., ch. 35.	WTCC-TV Savannah, Ga., ch. 11.	WTVF (TV) Buffalo, N. Y., ch. 33.	WTVV (TV) Evansville, Ind., ch. 7.	WWOR-TV Worcester, Mass., ch. 13.
WSJV (TV) Elkhart, Ind., ch. 52.	WTAF (TV) Parkersburg, W. Va., ch. 15.	WTOH-TV Toledo, Ohio, ch. 19.	WTVG (TV) Mansfield, Ohio, ch. 28.	WTVX (TV) Gastonia, N. C., ch. 45.	WWTW-TV Cadillac, Mich., ch. 13.
WSLA (TV) Selma, Ala., ch. 8.	WTAR-TV Norfolk, Va., ch. 3.	WTOK-TV Meridian, Miss., ch. 11.	WTVH (TV) Peoria, Ill., ch. 15.	WTVY (TV) Dothan, Ala., ch. 8.	WXEL (TV) Boston, Mass., ch. 35.
WSLS-TV Boone, Va., ch. 10.	WTEN-TV Minneapolis, Minn., ch. 11.	WTOH-TV Lansing, Mich., ch. 54.	WTVI (TV) Ft. Pierre, Fla., ch. 18.	WTVZ (TV) Albany, N. Y., ch. 17.	WXEX-TV Petersburg, Va., ch. 8.
WSM-TV Nashville, Tenn., ch. 4.	WTHI-TV Terre Haute, Ind., ch. 16.	WTOH-TV Washington, D. C., ch. 8.	WTVJ (TV) Miami, Fla., ch. 4.	WTVZ (TV) Bangor, Maine, ch. 2.	WXIX (TV) Milwaukee, Wis., ch. 18.
WSOC-TV Charlotte, N. C., ch. 9.	WTHS-TV Miami, Fla.	WTOH-TV Norfolk, Va., ch. 21.	WTVK (TV) Knoxville, Tenn., ch. 26.	WTVZ (TV) Tupelo, Miss., ch. 9.	WXTV (TV) Youngstown, Ohio, ch. 12.
WSPA-TV Spartanburg, S. C., ch. 7.	WTIC-TV Hartford, Conn., ch. 3.	WTOH-TV Norfolk, Va., ch. 21.	WTVM (TV) Columbus, Ga., ch. 28.	WUNC-TV Chapel Hill, N. C., ch. 4.	WXYZ-TV Detroit, Mich., ch. 3.
WSPD-TV Toledo, Ohio, ch. 13.	WTOH (TV) Mansfield, Ala., ch. 1.	WTOH-TV Harrisburg, Pa., ch. 27.	WTVN (TV) Columbus, Ohio, ch. 6.	WUOM-TV Ann Arbor, Mich., ch. 36.	WYZT (TV) New Orleans, La., ch. 6.

## FACTORY PRODUCTION OF TELEVISION SETS

1947-57 by Months  
Compiled by Electronic Industries Assn. (formerly RETMA)

TABLE MODEL	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
1947	4,796	5,379	5,350	4,831	5,846	5,054	5,554	7,304	23,128	13,572	14,074	17,763	115,515
1948	18,630	38,734	42,363	37,823	41,782	53,318	88,003	58,214	69,235	62,272	83,064	102,571	646,509
1949	36,103	102,183	139,830	128,022	139,651	131,404	61,320	138,603	155,785	213,330	281,011	298,759	1,732,691
1950	232,090	314,890	328,680	299,320	330,540	204,960	127,620	304,880	267,510	229,010	276,610	304,240	2,041,590
1951	222,152	325,278	324,123	320,197	299,503	158,748	66,106	65,458	166,672	206,630	182,121	210,014	2,275,301
1952	206,961	184,662	218,512	180,457	148,019	164,908	98,463	174,117	339,827	311,918	353,556	436,097	2,607,397
1953	301,283	330,151	588,468	272,150	223,207	246,731	131,136	280,083	316,778	270,521	259,573	210,383	3,224,724
1954	234,769	239,621	374,618	268,939	245,110	332,946	185,696	376,307	497,214	519,719	471,766	468,814	4,243,330
1955	353,486	418,703	559,877	261,128	339,384	356,416	166,259	327,056	615,333	691,654	810,437	293,816	4,439,976
1956	319,490	333,233	423,430	397,254	282,940	273,698	113,931	217,302	242,284	389,891	210,130	179,067	3,018,739
1957	153,768	179,658	179,901	116,047	163,060*								772,370
TOTAL (1947-1957)	2,144,662	2,269,227	2,947,888	2,226,238	1,967,182	1,925,306	1,027,268	1,869,903	2,863,001	2,466,661	2,440,273	2,431,444	28,316,528
CONSOLE AND CONSOLETTTE													
1947	415	880	1,260	1,229	1,706	2,423	3,561	2,272	7,569	5,714	4,178	4,402	27,036
1948	8,630	8,230	7,961	3,482	3,388	4,221	4,136	5,573	11,718	21,200	35,870	59,852	179,181
1949	37,590	50,479	66,278	63,508	62,131	56,562	32,126	61,468	105,347	143,332	188,051	136,223	680,220
1950	191,600	227,830	262,520	232,846	226,799	289,700	175,305	426,386	470,960	483,738	391,600	451,935	2,820,680
1951	266,962	306,702	485,979	245,954	176,453	178,265	75,467	73,171	151,775	168,501	211,842	236,562	2,774,620
1952	185,815	209,712	284,184	137,614	136,123	186,260	91,182	269,594	380,944	377,718	396,548	452,523	3,038,894
1953	402,815	340,830	391,531	289,389	254,766	275,071	178,242	246,963	379,052	426,346	396,186	222,133	2,654,346
1954	178,232	184,732	319,812	141,115	147,649	207,638	117,207	255,199	447,328	388,177	375,649	392,665	2,911,526
1955	292,604	267,653	292,896	126,969	122,846	225,846	145,977	322,669	465,174	348,963	310,173	266,319	3,199,796
1956	280,982	235,365	348,779	155,244	129,743	191,811	119,634	220,294	391,367	269,284	216,436	212,134	2,556,845
1957	144,351	162,412	197,887	112,652	130,600*								747,117
TOTAL (1947-1957)	2,037,369	2,161,744	2,496,421	1,996,382	1,493,618	1,614,496	940,380	1,962,366	2,707,567	2,561,822	2,389,827	2,406,827	25,302,920
PHONOGRAPH COMBINATION													
1947	32	1	25	720	1,228	1,297	1,862	2,028	1,945	3,461	6,283	7,117	25,217
1948	6,976	5,296	8,228	8,717	10,941	12,796	11,634	9,096	11,757	13,797	19,249	26,482	149,316
1949	17,063	16,138	20,425	16,468	11,152	10,577	5,212	8,571	17,294	23,373	44,730	20,484	218,069
1950	24,969	37,369	65,479	41,040	29,689	16,239	24,589	29,549	105,339	134,758	71,199	102,340	708,180
1951	82,468	97,298	89,900	23,849	20,058	15,797	7,293	18,894	16,488	12,894	21,269	22,532	324,028
1952	12,157	14,952	7,265	4,201	5,226	6,711	6,391	22,614	99,963	94,890	86,476	11,411	226,782
1953	16,632	16,614	26,113	11,320	4,263	7,984	6,276	21,082	35,264	34,381	34,382	32,499	219,878
1954	6,900	2,379	5,846	6,534	3,028	3,637	3,192	1,281	12,243	12,589	16,086	10,944	49,940
1955	6,452	16,156	11,262	6,266	5,179	5,009	2,209	6,779	16,096	13,096	11,024	12,400	117,949
1956	7,882	9,784	7,786	7,134	3,797	1,893	1,495	7,421	6,794	5,210	6,420	7,001	75,307
1957	8,109	8,112	8,537	3,536	3,000*								82,314*
TOTAL (1947-1957)	171,276	167,316	212,788	132,240	106,373	95,500	73,794	146,622	252,472	292,740	267,017	298,696	2,215,667*
TOTAL TELEVISION SETS													
1947	5,427	6,263	6,639	7,886	8,690	11,484	10,557	12,283	32,718	23,893	24,130	29,245	6,476
1948	33,630	40,370	58,562	52,129	55,403	72,325	83,767	75,443	98,705	106,378	136,183	161,066	976,500
1949	180,350	147,960	226,543	208,918	202,904	209,543	96,872	230,843	279,829	373,033	514,382	263,468	3,000,610
1950	436,700	479,890	696,600	442,600	496,600	592,500	397,500	759,000	643,600	536,000	736,500	851,500	7,463,800
1951	660,700	673,219	870,000	506,000	405,000	352,500	168,996	146,705	337,341	411,967	475,332	467,140	5,344,736
1952	494,333	498,336	510,961	322,878	304,375	361,152	108,921	297,769	755,985	724,117	790,488	921,080	6,096,280
1953	715,234	739,537	810,112	567,878	481,236	524,479	316,289	603,760	770,085	690,433	661,237	449,787	7,215,227
1954	429,571	426,953	599,806	457,028	396,257	544,142	298,585	432,287	847,796	951,478	883,591	533,423	7,246,215
1955	654,282	702,514	831,124	383,171	467,394	588,973	344,295	647,903	939,515	789,735	631,654	404,629	7,765,221
1956	588,247	576,282	699,062	548,032	467,973	553,025	326,331	612,397	894,211	820,781	679,903	628,044	7,267,629
1957	459,190	464,892	359,842	261,245	329,600*								2,226,975*
TOTAL (1947-1957)	4,918,888	4,864,092	5,819,614	4,131,840	4,077,296	3,712,153	2,182,202	4,079,426	5,639,766	5,265,418	5,242,513	5,326,221	58,286,767*

\* Preliminary figures. ▶ Only available total for 1946.

## 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: \$1.4 million (with WAPA and WAFM (FM)). FCC approved: June 10, 1953, on condition Birmingham News Co. relinquish WSGN-AM-FM-TV (B-T, June 22, 1953). Note: On Jan. 25, 1956, FCC approved \$18.7 million purchase of Birmingham News Co. by S. I. Newhouse (B-T, Jan. 30, 1956).

**WBRC-TV Birmingham**—Licensed to WBRC Inc. (WKBC-AM-TV, Cincinnati). Former owner: Storer Broadcasting Co. Sales price: \$5,350,000 (with WBRC-AM). FCC approved: May 8, 1957 (B-T, May 22, 1957). Note: Storer purchased WBRC-AM-TV for \$1.4 million from Elsie S. Hanna in May 1953 (B-T, June 1, 1953) and was required to sell stations with FCC approval of purchase of WFFH (TV) Wilmington-WHIG-AM-FM Philadelphia.

**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 8, 1953). Note: This was part of condition imposed by FCC in granting Birmingham News Co. purchase of WAFI, WAFM (FM) and WAFM-TV (now WABT).

**WSPA-TV Montgomery**—Licensed to WKY TV System Inc. (Oklahoma Publishing Co.). Original owner: Montgomery Broadcasting Co. (David E. Dunn and associates). Sales price: \$568,898 (with WSPA). FCC approved: Feb. 14, 1956 (B-T, Feb. 28, 1956).

### ARIZONA

**KVAR (TV) Mesa**—Licensed to KTAE Broadcasting Co. Original owners: Hawkins Broadcasting Co. Original call letters: KYTL-TV. Sales price: Assumed obligations totaling \$251,000 and lease 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. Coffelt, then ownership transferred to include some KPHO stockholders, finally (in 1949) taken over by John C. Mulline 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: \$290,000. FCC approved: May 5, 1954 (B-T, May 10, 1954).

**WOUN-TV Tucson**—Licensed to Tucson Tv Co. H. U. Garrett, Tom E. Foster and associates. Original owners: O. W. and Kathleen Ingram. Original call letters: KDWT-TV. Sales price: \$387,800. FCC approved: Dec. 29, 1953 (B-T, Dec. 24, 1954).

**KVOA-TV Tucson**—Licensed to Arizona Broadcasting Co. (Clifton D. McKinnon and associates). Original owners: John J. Louis and family. Sales price: \$288,964 plus assumption of \$225,000 in obligations (with KVOA). FCC approved: June 29, 1955 (B-T, July 4, 1955).

**KIVA (TV) Yuma**—Licensed to Harry C. Betcher. Original owner: Valley Telecasting Co. (Donald Edworthy, Howard L. Roberts and William S. Porter). Sales price: \$241,000. FCC approved: July 28, 1957 (B-T, July 29, 1957).

### ARKANSAS

**KRBB (TV) El Dorado**—Licensed to South Arkansas Tv Co. Rep. Greg Harris (D-Ark.), chairman of the House Commerce Committee, purchased 25% of KRBB for \$5,000. FCC approved: March 28, 1957 (B-T, April 1, 1957).

**KNAU-TV Ft. Smith**—Licensed to American Tv Co. George T. Heronich purchased 40% of station from estate of Hiram S. Nadelman for obligations in excess of \$150,000. FCC approved: Feb. 27, 1957. Sale of second half of station to Harry Fullock and the Harry Newton Co. for \$81,500 approved late in June 1957 (B-T, July 1, 1957).

**KBTM-TV Jonesboro**—Licensed to Regional Bstg. Co. (John T. Griffin-James C. Leake). Original owner: Harold E. King and wife. Sales price: \$6,000. FCC approved: July 19, 1956 (B-T, July 30, 1956).

**KRTV (TV) Little Rock (now deleted)**—Licensed to Little Rock Telecasters Inc. (Howley-Brown Broadcasting Co.). Original owners: Howley-Brown Broadcasting Co. and Donald W. Reynolds. Sales price: \$31,000 and assumption of \$300,000 in liabilities. FCC approved: Aug. 26, 1955 (B-T, Aug. 31, 1955). 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 Bakerfield**—Licensed to Chronicle Publishing Co. (San Francisco Chronicle). Original owner: Sheldon Anderson. Original call letters: KAFY-TV. Sales price: \$96,000 (with KAFY, now KBAK). FCC approved: Dec. 9, 1953 (B-T, Dec. 21, 1953).

**KERO-TV Bakerfield**—Licensed to Wrather-Alvarez Broadcasting Co. (KPMB-AM-FM-TV San Diego). Original owner: Kern County Broadcasters Inc. Sales price: \$2,500,000. FCC approved: July 18, 1957 (B-T, July 22, 1957).

**KHUM-TV Eureka**—Licensed to California Northwest Broadcasting Co. Carroll R. Haxner, former 100% owner, sold 50% to KVIP (TV) Redding, Calif., for out-of-pocket expenses. FCC approved: Aug. 2, 1957 (B-T, Aug. 5, 1957).

**KABC-TV Los Angeles**—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Original call letters: KECA-TV. Note: This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 (B-T, Feb. 14, 1953).

**KCOP (TV) Los Angeles**—Licensed to Copy Press Inc. Original owner: KMTR Radio Corp. (Mrs. Dorothy Schiff). Original call letters: KLAC-TV. Sales price: \$1,375,000. FCC approved: Dec. 22, 1953 (B-T, Jan. 4, 1954). Note: Sale to Kathryn Brown, Bing Crosby and associates for \$4 million pending (B-T, June 2, 1957).

**KRLJ-TV Los Angeles**—Licensed to General TeleRadio Inc. (General Tire & Rubber Co.). Original owner: Earle G. Anthony Inc. Original call letters: KPL-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 (B-T, Aug. 13, 1951).

**KNXT (TV) Los Angeles**—Licensed to Columbia Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTEL. Sales price: \$4.5 million. FCC approved: Dec. 27, 1955 (B-T, Jan. 1, 1957). Note: Licenses sold to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,300,000 (B-T, Jan. 1, 1957).

**KCCC-TV Sacramento**—Licensed to Capital City Tv Corp. (Lincoln Dollar). Original owner: Harry W. McCurt and Ashley L. Robison. Sales price: \$400,000. FCC approved: Oct. 4, 1954 (B-T, Oct. 8, 1954).

**KFMB-TV San Diego**—Licensed to Wrather-Alvarez Broadcasting Co. Original owner: Kennedy Broadcasting Co. (John A. Ken-

nedy). 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 23, 1951. Sale of 22% in Wrather-Alvarez Broadcasting Co. to Edward Petry & Co. for \$683,233 received FCC approval July 22, 1953 (B-T, July 27, 1953).

**KFSD-TV San Diego**—Licensed to KFSD Inc. Original owner: Airfax Radio Corp. (Thomas E. Sharpe and associates). Sales price: \$2.2 million (with KFSD). FCC approved: Oct. 13, 1954 (B-T, Oct. 18, 1954). Note: Sale of 45.22% of KFSD-AM-TV for \$1,582,900 to Weekly Publications Inc. (Newsweek magazine) pending FCC approval (B-T, July 29, 1957).

**KBAY-TV San Francisco**—Licensed to Bay Tv (Sherrill C. Corwin). Former owners: Leonard and Lily Avenet. Sales price: \$1,750. FCC approved: April 17, 1957 (B-T, April 22). Note: The Avenets obtained KBAY-TV in December 1954 from Lawrence A. Harvey; no consideration involved (B-T, Jan. 19, 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. Dumas and associates). Sales price: \$7.5 million. FCC approved: July 2, 1954 (B-T, July 12, 1954).

**ESBY-TV San Luis Obispo**—Licensed to Valley Electric Co. (Valley Enterprises Co., owned by John C. Cohan and Jerome Kantro). Original owners: Christine M. Jacobson and Leslie H. Hacker. Original call letters: KVRC-TV. Sales price: \$450,000 (with KVEC). FCC approved: June 13, 1956 (B-T, June 25, 1956).

**KEYT (TV) Santa Barbara**—Licensed to Key Tv Inc. (William F. and Nancy Lutton). Original owner: Santa Barbara Broadcasting & Tv Corp. Sales price: \$1.4 million. FCC approved: March 27, 1957 (B-T, April 1, 1957).

**KOVR (TV) Stockton**—Licensed to TV Diablo Inc. (L. Leslie Hoffman). Lincoln Dollar, owner of KCCC-TV Stockton, has option to purchase 18% of KOVR (B-T, May 13, 1957).

**KVVG (TV) Tulare**—Licensed to James Stacy. Former owner: UHF Telecasting Corp. (M. B. Scott and Joseph Justman). Sales price: \$10,500 and assumption of liabilities. FCC approved: Jan. 28, 1957 (B-T, Feb. 4, 1957). Note: Messrs. Scott and Justman purchased station in March 1955 from Sheldon Anderson for \$150,000 in obligations (B-T, March 28, 1955).

### COLORADO

**KRTV (TV) Denver**—Licensed to Tv Denver Inc. (John C. Mullins, 50%; Webb & Knapp Inc., William Zeckendorf, 50%). Webb & Knapp bought 50% interest from Frank E. Lee for \$550,000. FCC approved March 28, 1954 (B-T, April 2, 1954). Note: Messrs. Mullins and Lee bought KRTV from Colorado Tv Corp. (W. D. Pyle and associates) for \$900,000 in 1953.

**KTVR (TV) Denver**—Licensed to Eugene P. O'Fallon Inc. (J. Elroy McCaw, 75%; John D. Kesting, 25%). Original owner: Eugene P. O'Fallon. Original call letters: KFEL-TV. 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. (Times Inc.). Original owner: 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. Kable,

67%; Robert L. Clinton, 33%. Sales price: Settlement of loan of \$222,000 (with KCIJ).

## CONNECTICUT

**WGTH-TV Hartford**—Licensed to CBS Inc. Original owners: General-Times Television Corp. Sales price: \$600,000. FCC approved Feb. 24, 1956 [B-T, March 2, 1956].

**WNBC (TV) New Britain**—Licensed to National Broadcasting Co. Original owners: Julian Cross and associates. Original call letters: WKNB-TV. Sales price: \$600,000 (with WKNB). FCC approved: Dec. 12, 1956 [B-T, Dec. 17, 1956].

**WNHC-TV New Haven**—Licensed to Elm City Bostg. Corp. (Triangle Publications Inc.—WPIL-AM-FM-TV Philadelphia). Original owners: Aldo DeDuminielis, Patrick J. Goode and associates. Sales price: \$5.2 million (with WNHC-AM-FM). FCC approved June 20, 1956 [B-T, July 2, 1956].

## DELAWARE

**WCUE-TV Wilmington**—Licensed to Storer Bostg. Co. Former owner: Paul F. Harron and associates. Sales price: \$5.6 million (including WBIG-AM-FM Philadelphia). Former call letters: WPFH (TV). FCC approved (conditioned on Storer disposal of WRBC-AM-FM-TV Birmingham, Ala.) March 28, 1957 [B-T, April 1, 1957]. (Sale has been appealed in Philadelphia court by group of minority stockholders. Note: Mr. Harron and associates purchased stations in March 1956 for \$3.7 million from J. F. Steinman interests [B-T, April 4, 1955]. TV call letters were WDEL-TV at that time.)

## DISTRICT OF COLUMBIA

**WTOP-TV Washington**—Licensed to Washington Post Co. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sales price: \$1.4 million. FCC approved: July 26, 1956 [B-T, July 31, 1956]. CES sold its 45% interest in WTOP Inc. to Washington Post Co., 54% stockholder, for \$2.5 million in Oct. 1954.

## FLORIDA

**WESH-TV Daytona Beach**—Licensed to Teirad Inc. (John H. Perry estate interests). Former owners: W. Wright Eash, A. S. Eash and Louis Gansky Sr. Sales price: \$5,000 plus \$150,000 loan. FCC approved: April 25, 1956 [B-T, May 7, 1956].

**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 (now deleted)**—Licensed to Southern Radio & Equipment Co. (Carmen Macci). Original owner: E. D. Rivers Sr., majority stockholder. Sales price: \$90,000 (with WOBS) for additional 60% interest (Mr. Macci already owned 21%). FCC approved: July 27, 1953 [B-T, August 1, 1953].

**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 \$25,410 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. 18, 1954 [B-T, Dec. 27, 1954].

**WDBF-TV Orlando**—Licensed to Cherry Bostg. Co. (William S. Cherry and associates). Original owner: Orlando Bostg. Co. Sales price: \$3 million (with WDBF-AM-FM). FCC approved: May 8, 1957 [B-T, May 12, 1957].

**WEAL-TV Orlando**—Licensed to Orange County Broadcasters Inc. Original owner, former

owner, 40% stockholder. Sales price: \$29,000 (with WAEB). E. H. Gunkel, 40% stockholder, increased holdings to 60% and James H. Sawyer, 20% stockholder, increased holdings to 40%. FCC approved: Nov. 2, 1955 [B-T, Nov. 14, 1955].

**WTVT (TV) Tampa**—WKY-TV System Inc. (Oklahoma Pub. Co. WKY-AM-TV Oklahoma City). Original owners: W. Walter Tison and associates. Sales price: \$3.5 million. FCC approved: July 19, 1955 [B-T, July 30, 1955].

**WEAT-TV West Palm Beach**—Licensed to Palm Beach Tv Inc. (Rex Rard and associates). Former owner: RKO Teleradio Pictures Inc. Sales price: \$600,000 (with WEAT). FCC approved: May 14, 1957 [B-T, May 19, 1957]. Note: RKO Teleradio purchased WEAT-AM-TV from James E. and Jane H. Mearns for \$201,000 in July 1955 [B-T, Aug. 1, 1955].

**WPTV (TV) West Palm Beach**—Licensed to John H. Phipps. Original owners: Theodore Gunkel and William H. Cook. Original call letters: WJNO-TV. Sales price: \$62,500. FCC approved: Oct. 4, 1956 [B-T, Oct. 8, 1956].

## GEORGIA

**WLVA (TV) Atlanta**—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Original call letters: WLTV. Sales price: \$1.3 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 CF for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$225,000, changed call letters of WCON-TV to WSB-TV [B-T, Aug. 15, 1951].

**WRDW-TV Augusta**—Licensed to Radio Augusta Inc. (Augusta Newspapers, controlled by William S. Morris). Original owners: Grover C. Maxwell Sr., Harry W. Jernigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall and W. R. Ringston. Sales price: \$1 million (with WRDW). FCC approved Feb. 16, 1956 [B-T, Feb. 27, 1956].

**WOKA (TV) Macon (now deleted)**—Licensed to Macon Tv Co. (J. C. Barnes Sr. and E. K. Garg). Original owners: W. A. Fickling and WNEK 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: \$87,000 for expenses and equipment plus assumption of \$221,464 in obligations. FCC approved: May 11, 1955 [B-T, May 21, 1955].

## IDAHO

**KSEI-TV Pocatello**—Licensed to Radio Service Corp. Sale to Pioneers Broadcasters Inc. (Henry B. Plischer) for \$212,362 (with KSEI-AM) pending FCC approval [B-T, July 15, 1957].

**KLIX-TV Twin Falls**—Licensed to Southern Idaho Broadcasting & Tv Co. (A. L. Guzman and family). Original owners, J. Robb Brady Trust Co., Frank C. Carman and Frank H. Wainfall. Sales price: \$95,330 (with KLIX). FCC approved March 7, 1956 [B-T, March 12, 1956].

## 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 18, 1955 [B-T, July 18, 1955].

**WBBM-TV Chicago**—Licensed to Columbia Broadcasting System Inc. Original owner: Halahan & 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: WENE-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].

**WIND-TV Chicago**—Licensed to Westinghouse Bostg. Co. Original owner: WIND Inc. (Chicago Daily News, Ralph L. Atlas and family). Sales price: \$2.3 million (with WIND). FCC approved: Nov. 8, 1954 [B-T, Nov. 12, 1954].

**WTYH-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 WTYH). FCC approved April 29, 1954 [B-T, May 10, 1954].

**WREX-TV Rockford**—Licensed to Greater Rockford Tv Inc. Sale to a group headed by Bob Hope, Albert Zugsmith, Martin Gang and James Saphier for \$3 million pending FCC approval [B-T, June 17, 1957].

## INDIANA

**WEHT (TV) Evansville**—Licensed to WEHT Inc. (Henry Hilberg and James R. Clark Jr.). Original owner: Males Theatres Inc. Sales price: \$820,000 (with WBOA Evansville). FCC approved: Oct. 24, 1956 [B-T, Oct. 29, 1956].

**WFIE (TV) Evansville**—Licensed to Premier Television Inc. (WAVE-AM-TV Louisville, Ky.). Original owners: Grand Carlton Corp. (James D. Fine and family). Sales price: \$584,937. FCC approved: July 19, 1956 [B-T, July 30, 1956].

**WANE-TV Ft. Wayne**—Licensed to Indiana Bostg. Co. (J. H. Whitney & Co.). Former owner: Universal Bostg. Co. (C. Bruce McConnell and associates). Original call letters: WINT (TV). Sales price: \$10 million (with WANE and WISH-AM-TV Indianapolis). FCC approved: Oct. 10, 1954 [B-T, Oct. 15, 1954]. Note: Universal purchased Ft. Wayne stations in June 1956 from R. Morris Pierce, Frederick W. Wolf, John F. Pitt and associates for \$900,000 [B-T, June 25, 1956].

**WKJG-TV Fort Wayne**—Licensed to WKJG Inc. (Truth Publishing Co., Walter R. Boardley and Albert C. Wade). Original owners: Walter L. Thoms and associates. Sales price: \$1,925,000 (with WKJG). FCC approved: March 13, 1957 [B-T, March 18, 1957].

**WFBM-TV Indianapolis**—Licensed to TLF Broadcasters Inc. (Time Inc.). Original owner: Consolidated Tv & Radio Broadcasters Inc. (Harry M. Hittner interests). Sales price: Part of a package deal, including WFBM-AM-TV, WOOD-AM-TV Grand Rapids and WTUM-AM-TV Minneapolis, for \$11,700,000. FCC approved: April 17, 1957 [B-T, April 22].

**WISH-AM-TV Indianapolis**—Licensed to Indiana Bostg. Co. (J. H. Whitney & Co.). Original owner: Universal Bostg. Co. (C. Bruce McConnell and associates). Sales price: \$10 million (with WISH and WANE-AM-TV Ft. Wayne). FCC approved: Oct. 10, 1954 [B-T, Oct. 15, 1954].

**WFAM-TV Lafayette**—Licensed to Lafayette Bostg. Co. Original owner: Olney E. Rich, author. Sales price: \$330,000 (with WAEK Lafayette). FCC approved: Feb. 21, 1957 [B-T, Feb. 25, 1957].

## IOWA

**KCRI-TV Cedar Rapids**—Licensed to Cedar Rapids Television Co. Original owners: Myrta N. Blank, Harrison E. Spangler and associates, 20%; Cedar Rapids Gazette, 20%. 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 Wichita-Hutchinson Co. 100% owned by Minne-

apolis Star-Tribune Co.). Original owners: Hutchinson Tv Inc. (John P. and Sidney F. Hartis, R. J. Laubengayer, Howard O. Peterson and others). Sales price: \$1 million. FCC approved: Oct. 19, 1955 [B-T, Oct. 24, 1955].

**WIBW-TV Topeka**—Licensed to Topeka Broadcasting Assn. Inc. (Stanley Publications). Original owner: Copper Publications. Sales price: \$1 million (including Copper Publications, WIBW and KCKN Kansas City, Kan. KCKN in turn was sold to Cy Blumenthal for \$140,000). FCC approved: Dec. 20, 1955 [B-T, Dec. 24, 1955].

#### KENTUCKY

**WLAP-TV Lexington**—Licensed to Community Broadcasting Co. (Frederic Gregg, Charles H. Wright and Harry C. Feingold, equal owners). Original owner: Gilmore N. Nunn. Sales price: \$340,000 (with WLAP-AM-FM). FCC approved: Jan. 17, 1957 [B-T, Jan. 21, 1957].

**WLIO-TV Louisville**—Licensed to Mid-America Broadcasting Corp. (Great Trails Broadcasting Co.-Charles W. Sawyer). Original owners: James F. Brownlee, Milton S. Trout, Harold Plunkett, Emmanuel Levi and associates. Sales price: \$350,000 (with WLIO). FCC approved: July 20, 1955 [B-T, July 26, 1955].

#### LOUISIANA

**KALB-TV Alexandria**—Licensed to Lanford Telecasting Co. (T. B. Lanford, 50%, Bill L. Fox, 49%). Former owner: Mr. Lanford, 99.2%. Sales price: \$332,165. FCC approved: Jan. 10, 1957 [B-T, Jan. 14, 1957]. Note: Mr. Lanford originally owned 47.2% of station; purchased 52% from W. H. Allen for \$200,000 (with KALB-AM-FM). FCC approved: Aug. 21, 1955 [B-T, Sept. 5, 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 40% interest (with WABI). FCC approved: Oct. 7, 1955 [B-T, Oct. 12, 1955].

**WAGM-TV Presque Isle**—Licensed to Arcos-Clark Broadcasting Co. (Harold D. Glidden, 94%). Sale to WABI-AM-TV Bangor, Me., for \$525,000 (with WAGM and WABM Houlton, Me.) pending FCC approval [B-T, July 29, 1957].

#### MARYLAND

**WTBO-TV Cumberland (now deleted)**—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].

**WJZ-TV Baltimore**—Licensed to Westinghouse Bstg. Co. Original owners: Ben Cohen, Herman Cohen and associates. Former call letters: WAAM (TV). Sales price: \$4.4 million. FCC approved: June 28, 1957 [B-T, July 1, 1957].

#### MASSACHUSETTS

**WMGT-TV Adams**—Licensed to Hudson Valley Broadcasting Co. (Frank Smith, Lowell Thomas and associates). Original owner: Greylock Broadcasting Co. Sales price: \$379,200. FCC approved: Feb. 7, 1957 [B-T, Feb. 11, 1957].

**WHYN-TV Springfield-Holyoke**—Licensed to Hampden-Hampshire Corp. (William Dwight and Charles N. DeRose and families, 50%; Republican Television Inc., which is employes 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].

**WMCN (TV) Grand Rapids**—Licensed to Peninsular Broadcasting Co. (H & E Balaban Corp., 50%; John D. Locks, 25%; Howard W. Prock, 25%). Note: H & E Balaban purchased interest from E. A. McCready and present minority stockholders. Sales price: \$7,500. FCC approved: Sept. 12, 1955 [B-T, Sept. 17, 1955].

**WOOD-TV Grand Rapids**—Licensed to TLF Broadcasters (Time Inc.). Original owner: Consolidated Tv & Radio Broadcasters Inc. (Harry M. Bitner interests). Sales price: Part of a package deal, including WOOD-AM-TV, WTCN-AM-TV Minneapolis and WFBM-AM-TV Indianapolis, for \$15,750,000. FCC approved: April 7, 1957 [B-T, April 22]. Note: Bitner interests purchased WOOD-TV in September 1951 for \$1,282,086 from Leonard A. Versluis (call letters then WLAV-TV) [B-T, Sept. 24, 1951].

**WJMS-TV Ironwood**—Licensed to Upper Michigan-Wisconsin Bstg. Co. Sale to WDMJ-AM-TV Marquette, Mich., for \$10,000 pending FCC approval [B-T, July 18, 1957].

**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 \$168,254. 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: Pentunda Tv Inc. Jerome Hill, 66 2/3%; H. R. Herzberg, 33 1/3%. Sales price: \$20,000. FCC approved: July 27, 1955 [B-T, Aug. 1, 1955].

#### MINNESOTA

**KMMT (TV) Austin**—Licensed to Minnesota-Iowa Tv Co. Sale to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) with KAUS Austin for approximately \$190,000 (including obligations) pending FCC approval [B-T, Feb. 11, 1957].

**KMGH-TV Minneapolis**—Licensed to United Tv Inc. (Thomas F. Johnson, Seymour Westlund, Loe's Inc. and others). Former owners: Family Bstg. Corp. (Morris T. Baker and family and others). Original call letters: KBYD-TV. Sales price: \$144 million and Minneapolis Star & Tribune Co., acquired in November 1954 from CBS for \$2,268,000 (including 47% of WCCO-AM). Midcontinent is 80% owned by Northwest Publications Inc. (holder newspapers and 50% by Minnesota Tribune Co. Minneapolis Star & Tribune Co. is a Cowles property [KRNT-AM-FM-TV Des Moines, KTTV (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. FCC approved: July 21, 1952 [B-T, Aug. 4, 1952].

**WTCN-TV Minneapolis**—Licensed to TLF Broadcasters (Time Inc.). Former owner: Consolidated Tv & Radio Broadcasters Inc. (Harry M. Bitner interests). Sales price: Part of a package deal, including WTCN-AM-TV, WOOD-AM-TV Grand Rapids and WFBM-AM-TV Indianapolis, for \$15,750,000. FCC approved: April 13, 1957 [B-T, April 22]. Note: Consolidated purchased WTCN-AM-TV from Robert Butler and associates for \$1,815,000 in April 1955 [B-T, April 18, 1955].

#### MISSISSIPPI

**WDAM-TV Hattiesburg**—Licensed to Louisiana Tv Corp. WDSU Bstg. Corp. (WDSU-AM-FM-TV New Orleans) purchased 51% of station

from Dave A. Mattson Jr., Harold M. Mattson and Milton J. Finn. Sales price: \$51,000. FCC approved: Sept. 19, 1955 [B-T, Sept. 24, 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. acquired 20% interest in Lee Broadcasting Inc. FCC approved: July 1, 1953 [B-T, July 13, 1953].

**KODE-TV Joplin**—Licensed to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). Original owner: Austin Harrison and associates. Original call letters: KSWM-TV. Sales price: \$591,000 (with KSWM). FCC approved: Nov. 1, 1955 [B-T, Nov. 5, 1955].

**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 price: \$2 million (with KCMO-AM-FM). FCC approved: Nov. 12, 1953 [B-T, Nov. 23, 1953].

**KCTV (TV) Kansas City (now deleted)**—Licensed to Allen R. DuMont Labs. Inc. Original owner: Empire Coal Co. Sales price: \$1 and assumption of certain obligations. FCC approved: Dec. 21, 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 WBB-AM-TV (the latter sharing time with KMBC-TV on ch. 9), sold WBB to Midcontinent Broadcasting Co. for 1400,000, and deleted WBB-TV.

**KPEQ-TV St. Joseph**—Licensed to Midland Bstg. Co. (Kanyon Brown, Harry L. [Bing] Crosby, George Coleman). Original owner: Barton Pizza. Sales price: \$250,000 (with KPEQ). FCC approved: Dec. 21, 1955 [B-T, Jan. 2, 1956].

#### MONTANA

**KOOR-TV Billings**—Licensed to the Montana Network (Joseph S. Sample). Original owners: Mr. Sample, J. Carter Johnson, C. L. Oyst and others. Sales price: \$440,075 (with KOOK). FCC approved: Dec. 12, 1955 [B-T, Dec. 17, 1955].

#### 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 KFOE-TV Lincoln on ch. 10 for \$200,000 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. 28, 1951 [B-T, Oct. 1, 1951].

#### NEVADA

**KLAS-TV Las Vegas**—Licensed to Las Vegas Tv Inc. Herman M. Groveson purchased 194.5 shares from R. G. Jolley for \$50,000, giving Mr. Groveson 67.5% ownership of station. FCC approved: Feb. 25, 1957 [B-T, March 4, 1957].

**KSHO-TV Las Vegas**—Licensed to Tv Corp. of America (equal partners Albert Zegans, Arthur H. Hagan, Frank Oasart and John Feldmann). Original owner: Morris Zeff. Sales price: \$260,000 (with KEMI Henderson, Nev.). FCC approved Nov. 29, 1954 [B-T, Dec. 2, 1954].

#### NEW JERSEY

**WOCN (TV) Atlantic City**—Licensed to David E. Mackey. Original owners: Matta Enterprises. Sales price: \$19,448 (covering cost of securing CP). FCC approved: April 14, 1954 [B-T, April 19, 1954].

#### NEW MEXICO

**KOAT-TV Albuquerque**—Licensed to Alvarado Tv Co. (Clinton D. McKinnon). Original owners: Walter J. Solis and associates. Sales price: \$718,500. FCC approved: Feb. 7, 1957 [B-T, Feb. 11, 1957].

**KOB-TV Albuquerque**—Licensed to KSTP Inc. (KSTP-AM-TV St. Paul-Minneapolis). Former owners: Time Inc. and Wayne Coy, each 50%. Sales price: \$15 million (with KOB). FCC approved: March 18, 1957 [B-T, March 18, 1957]. (FCC conditioned approval of Time Inc. buy of Consolidated-Baker stations on Time's sale of KOB-AM-TV, which is subject of court protest filed by ABC). Note: Time Inc. and Mr. Coy purchased stations in May 1952 from T. M. Peppercorn-Albuquerque Journal for \$900,000 [B-T, June 2, 1952].

**KAVE-TV Carlsbad**—Licensed to Voice of the Caverns Inc. (Nancy H. Battison). Former owners: Carlsbad Bostg. Co. (Val Lawrence and associates). Sales price: \$150,000 (with KAVE). FCC approved Nov. 2, 1955 [B-T, Nov. 7, 1955].

#### NEW YORK

**WCDA (TV) Albany**—Licensed to Hudson Valley Broadcasting Co. (Lowell Thomas, 51.2%; Frank M. Smith, 28.8% and associates). Original owners: Hyman Rosenblum and associates. Original call letters: WROW-TV. Sales price: \$289,800 (with WROW). FCC approved: Nov. 3, 1954 [B-T, Nov. 8, 1954].

**WTRI (TV) Albany**—Licensed to Van Currier Broadcasting Corp. (Stanley Warner Corp.). Former owners: Harry C. Wilder and associates, 50%; Stanley Warner Corp., 50%. Sales price: \$425,000 in notes and cash for Wilder group's 50% interest. FCC approved April 25, 1956 [B-T, May 7, 1956].

**WINR-TV Binghamton**—Licensed to Binghamton Press Co. (Gannett Co.). Original owner: Southern Tier Radio Service Inc. Sales price: \$165,000 (with WINR). FCC approved: Jan. 10, 1957 [B-T, Jan. 14, 1957].

**WNEF-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 WNEF). FCC approved: May 4, 1955 [B-T, May 8, 1955].

**WBUF (TV) Buffalo**—Licensed to National Broadcasting Co. (NBC). Original owner: WBUF-TV Inc. (Sherwin Grossman, Gary L. Cohen and others). Sales price: \$312,500. FCC approved Sept. 21, 1955 [B-T, Sept. 29, 1955].

**WPTZ (TV) Lake Placid**—Licensed to Great Northern Tv Inc. (Rollins Broadcasting Co.). Original owners: Carl F. Stohn Sr., Vincent S. Jerry, Joel H. Schier, Harry Scholman, Martin L. Scholman, Cyril Scholman and others. Sales price: \$400,000. Original call letters: WIRI (TV). FCC approved: Mar. 28, 1956 [B-T, April 2, 1956].

**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 Tele-

radio Inc. (General Tire & Rubber Co.). Original owner: Hamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$215,000 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, 1957 [B-T, Jan. 21, 1957].

**WBAM-TV Rochester**—Licensed to Transcontinent Television Corp. Original owners: Strumberg-Carlson Bostg. Corp. (General Dynamics Corp.). Sales price: \$5.1 million (with WHAM, WHFM [FM]). FCC approved: July 19, 1956 [B-T, July 30, 1956]. Note: Sale of WHAM, WHFM (FM) to Riggs & Greene Bostg. Corp. for \$500,000 also approved July 19, 1956 [B-T, July 30, 1956].

#### NORTH CAROLINA

**WQMC (TV) Charlotte**—Licensed to WQMC Television Inc. (Hugh Deadwyler). Original owner: WAYS Inc. (Harold H. Thoms, Hugh Deadwyler, G. W. Dewey, B. T. Whitmore). Original call letters: WAYS-TV. Sales price: \$4 and assumption of obligations totaling \$150,000. FCC approved: Dec. 29, 1954 [B-T, Jan. 19, 1955].

**WTVD (TV) Durham**—Licensed to Durham Tv Co. (Lowell Thomas, Frank Smith and associates). Original owner: Durham Bostg. Enterprises Inc. Sales price: \$1,437,800. FCC approved: May 24, 1957 [B-T, June 3, 1957].

**WITN (TV) Washington**—Licensed to North Carolina Television Inc. (Roberson family, 57.8%; William S. Page, 25%, others). Original owners: H. W. Anderson and R. M. Fountain. Sales price: \$121,840. FCC approved: Sept. 23, 1955 [B-T, Oct. 3, 1955].

#### OHIO

**KYW-TV Cleveland**—Licensed to Westinghouse Bostg. Co. Original owner: NBC. Original call letters: WNBK (TV). Sale price: In exchange for WBC-owned KYW and WPTZ (TV) Philadelphia (now WRCV-AM-TV) and \$3 million to Westinghouse (including KYW-AM-FM [formerly WTAM-AM-FM]). FCC approved: Dec. 28, 1955 [B-T, Jan. 2, 1956].

**WJW-TV Cleveland**—Licensed to Sincer Bostg. Co. Original owner: Herbert Mayer. Original call letters: WXEL (TV). Sales price: \$8.5 million (with KPTV (TV) Portland, Ore., and Empire Coll 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. (WBRC-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 Omeg Broadcasting Corp. (J. H. Whitney Co.). Original owners: Wraith-Alvarez Inc. (J. D. Wraith or Jr., Mrs. Mollie Wraith and H. E. 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 Wraith-Alvarez interests for \$2.5 million after FCC approval July 30, 1952 [B-T, Aug. 4, 1952].

#### OREGON

**KOTI (TV) Klamath Falls**—Licensed to Calif.-Oregon Tv Inc. (Annis Voorhies-William B. Smullen). Original owner: W. D. Miller. Original call letters: KPJI-TV. Sales price: \$30,000. FCC approved: May 16, 1956 [B-T, May 28, 1956].

**KLOR (TV) Portland (now deleted)**—Licensed to Oregon Tv Inc. George Haggarty purchased station for \$1,794,865 and combined its facilities with KPTV (TV) Portland. FCC approved: April 18, 1957 [B-T, April 22, 1957].

**KPTV (TV) Portland**—Licensed to Oregon Tv Inc. (George Haggarty). Former owner: Storer Bostg. Co. Sales price: \$1.59 million. FCC approved: April 18, 1957 [B-T, April 22, 1957]. Note: Storer purchased KPTV in October 1954 from Herbert Mayer in \$2.5 million package deal which included WKEL (TV) Cleveland and the Empire Coal Co. ST. [Nov. 1, 1957].

#### PENNSYLVANIA

**WFBG-TV Allentown**—Licensed to Triangle Publications Inc. (Philadelphia Inquirer-WFIL-AM-FM-TV). Original owner: Galdo Bostg. Co. Sales price: \$2.5 million (with WFBG). FCC approved: Jan. 11, 1955 [B-T, Jan. 16, 1955].

**WTPA (TV) Harrisburg**—Licensed to Patriot News Co. (Newhouse). Original owner: Donald K. Newhouse. Sales price: \$250,000. FCC approved: Nov. 17, 1954 [B-T, Nov. 22, 1954].

**WLBR-TV Lebanon**—Licensed to Lebanon Television Corp. (Triangle Publications Inc.-Philadelphia Inquirer-WFIL-AM-FM-TV). Original owners: WLBR-AM-FM, 57%; Lebanon News, 33%. Sales price: \$113,000. approved: Nov. 2, 1952 [B-T, Nov. 7, 1952, and May 2, 1957 [B-T, May 9, 1957].

**WRCV-TV Philadelphia**—Licensed to National Bostg. Co. Original owner: Westinghouse Bostg. Co. Original call letters: WPTZ (TV). Sales price: In exchange for NBC-owned WTAM-AM-FM and WNBK (TV) (now KYW-AM-FM-TV) Cleveland and \$3 million to WBC (including WRCV [formerly KYW]). FCC approved: Dec. 28, 1955 [B-T, Jan. 2, 1956]. Note: WBC bought what was WPTZ from Philco Corp. for \$8.5 million in 1953 [B-T, June 1, 1953].

**KDKA-TV Pittsburgh**—Licensed to Westinghouse Broadcasting Co. Original owner: Allen S. Dumont Labs. Inc. Original call letters: WDTV (TV). Sales price: \$9.75 million. FCC approved: Jan. 5, 1955 [B-T, Jan. 10, 1955].

**WHIC (TV) Pittsburgh**—Licensed to WWSW Inc. (Pittsburgh Post-Gazette). Pittsburgh Radio Supply House Inc. (WJAS) has three year option to purchase 50% of station.

#### SOUTH DAKOTA

**KDHS (TV) Aberdeen**—Licensed to North Dakota Bostg. Co. (John W. Boier). Original owner: Aberdeen Tv Co. Sales price: \$2,447. FCC approval June 21, 1957 [B-T, July 1, 1957].

**WDAU-TV Scranton**—Licensed to Scranton Broadcasters Inc. Philadelphia Bulletin (WCAU-AM-FM-TV) purchased 75% from Mrs. M. E. Megargee and family. Sales price: \$450,000. Original call letters: WGBI-TV. FCC approved: Oct. 18, 1955 [B-T, Oct. 21, 1955].

**WRAK-TV Williamsport**—Licensed to WGAL Inc. (WGAL-AM-FM-TV Lancaster, Pa.—Stemman stations). Original owner: WRAK Inc. (Margaretta Steels and associates). Sales price: \$125,000 (with WRAK-AM-FM). FCC approved: Feb. 7, 1957 [B-T, Feb. 11, 1957].

**WNOW-TV York**—Licensed to WNOW Inc. (William F. Kist Jr. and associates). Original owner: Helm Coal Co. Sales price: \$255,000. FCC approved: Aug. 2, 1957 [B-T, Aug. 3, 1957].

#### TENNESSEE

**WRGP-TV Chattanooga**—Licensed to Mountain City Tv Inc. Ramon G. Patterson, who owned 50% of station, purchased remaining 50% from Will Cummings. Sales price: \$87,000 plus \$22,000 in obligations. FCC approved: Nov. 27, 1955 [B-T, Dec. 2, 1955].

**WTVK-TV Knoxville**—Licensed to South Central Broadcasting Co. (WKY-AM-FM Knoxville, 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 WELX Inc. Louis H. Draughon bought 65% owner by purchasing 33% owned by W. H. Criswell. Remaining 33% is owned by S. D. Sanford Jr. Sales price: \$250,000. FCC approval Oct. 10, 1956 [B-T, Oct. 18, 1956].

### TEXAS

**KHBC-TV Abilene**—Licensed to Reporter Broadcasting Co. Original owner: Mrs. Eva May Banks. Sales price: \$500,000 (with KHBC). FCC approved: Sept. 18, 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].

**KEDY-TV Big Spring**—Licensed to Texas Telecasting Inc. (KDUB-TV Lubbock). Texas Telecasting leased station for five years for \$300,000, after which it has option to purchase 50%. Original call letters: KBST-TV. FCC approved: Jan. 24, 1957 [B-T, Jan. 28, 1957].

**KTLG (TV) Corpus Christi** (now deleted)—Licensed to Trinity Broadcasting Corp. (Barton H. and Gordon B. McLendon). Original owner: H. L. Hunt. Sales price: \$5,000.00 (cost of securing CP). FCC approved: April 7, 1954 [B-T, April 14, 1954].

**KVDO-TV Corpus Christi**—Licensed to South Texas Telecasting Co. Original owner: Coastal Bend Telecasting Co. Sales price:

\$194,000 plus obligations not to exceed \$100,000. FCC approved: April 4, 1957 [B-T, April 8].

**WFAA-TV Dallas**—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Burgess Lacy and Tom Potter). Original call letters: KBTU (TV). Sales price: \$275,000. FCC approved: March 4, 1950 [B-T, March 12, 1950].

**KELP-TV El Paso**—Licensed to KELP Tv Corp. (same ownership as KXLY-AM-TV Spokane, Wash.). Original owner: McLendon Investment Corp. (call letters then KILT-TV). Sales price: \$700,000 (with KELP). FCC approval March 20, 1957 [B-T, March 25, 1957].

**KGUL-TV Galveston**—Licensed to Gulf Tv Corp. (J. H. Whitney Co., 99%, Paul Taft, 1%). Original owner: Paul Taft and associates. Sales price: \$425 million. FCC approval July 11, 1956 [B-T, July 16, 1956].

**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].

**KXYZ-TV Houston**—Licensed to Houston Bestig Corp. (Milton R. Underwood and Philip R. Neuhans). Original owner: Glenn R. McCarthy. Sales price: \$600,000 (with KXYZ-AM). FCC approved: March 28, 1957 [B-T, April 1, 1957].

**KOSA-TV Odessa**—Odessa Tv Co. Brothers Jack C. and Grady H. Vaughn bought 50% of station from G. L. Trigg (retains 40%), W. B. Stove and Brooks L. Harmon (each retaining 5%). Sales price: \$250,000 plus assumption of approximately \$85,000 in liabilities. FCC approved: Jan. 22, 1957 [B-T, Jan. 28, 1957].

**KCTV (TV) San Angelo**—Licensed to Western Tv Co. Lewis O. Seibert purchased 50% of

station from equal-owners A. D. Hunt and R. P. Bloodworth for \$32,288 and obligations. Mr. Hunt in turn sold his remaining 25% to Roy H. Simmons for \$50,000. Original call letters: KTM-TV. FCC approved: March 14, 1957 [B-T, March 18, 1957].

**KENS-TV San Antonio**—Licensed to Express Publishing Co. Former owner: Storer Broadcasting Co. Original call letters: KGRS-TV. Sales price: \$2.3 million (with KGRS, now KENS). FCC approved: Oct. 27, 1954 [B-T, Nov. 1, 1954]. Storer Broadcasting Co. bought what was then KEYL (TV) from original grantee W. L. Perkins, R. L. Wheelock and H. R. Coffield for \$1.55 million in 1951 [B-T, Oct. 15, 1951].

**KLTV (TV) Tyler**—Licensed to Ch. 7 Co. Original owner: Lucille R. Lanning (who retained a 40% interest in station). Sales price: \$7,400.00. FCC approved: March 20, 1957 [B-T, March 25, 1957].

**KANG-TV Waco** (now deleted)—Licensed to Texas Broadcasting Co. (LBJ Co.-KTBC-AM-TV Austin). Original owners: Central Texas Tv Co. (Clyde Weatherly and associates). Sales price: \$115,000 and assumption of \$19,000 in obligations. FCC approved: Dec. 2, 1954 [B-T, Dec. 13, 1954]. Note: Ch. cancelled in 1955 with physical facilities turned over to KWTX-TV Waco in return for 29% of that station.

**KRGV-TV Weslaco**—Licensed to KRGV Television Inc. LBJ Co. buys 50% for \$5,000 plus \$140,000 loan, with O. L. Taylor holding remaining 50%. FCC approved April 4, 1954 [B-T, April 9, 1954].

**KSYD-TV Wichita Falls**—Licensed to KSYD Television Co. Inc. (Nat Levine, Irving and Murray Gold, Sidney Grayson, others). Original owners: Wichita Falls Tv Co. (Konyn Brown-E. H. Hawley). Original call letters: KWFT-TV. Sales price: \$750,000 plus \$73,966 (Continued on page 430)

## GROUP OWNERSHIP OF BROADCAST STATIONS IN THE UNITED STATES

Note: Unless otherwise noted first station listed is headquarters.

**ABC STATIONS—BABC-AM-FM-TV** New York, WLS (30%), and WENS-FM, WBRP (TV) Chicago; KGO-AM-FM-TV San Francisco; KABC-AM-FM-TV Los Angeles; KXYZ-AM-FM-TV Detroit. Represented nationally by John Blair & Co. and Elect-TV, except KABC-AM-TV which are represented by Katz Agency.

**AIR TRAILS NETWORK STATIONS** (Charles Sawyer)—WING Dayton, WCOL-AM-FM Columbus, WJZZ Springfield (25%), all Ohio, and WKLO-AM-TV Louisville, Kentucky.

**W. GORDON ALLEN STATIONS—KQAL** Lubbock (70%), KGAY Salem (80%), both Oregon; KPIX Seattle and KBAM Longview (30%), both Wash.; and KMAN Winnsboro, La. (40%). Headquarters: KGAY Salem, Ore.

**GEORGE BAEHL ANDERSON STATIONS**—KJIB Denver, Colo.; KJBG Newton and KCLD Leavenworth, Kan.; and KJBR Columbus, Nev.

**ARNOLD STATIONS—WALT** Tampa, WTAM Detroit, WHY Orlando, WKFP Daytona Beach, Fla., WINY Louisville, Ky., and J. Arnold owns 100% of WTAM, 50% of WALT, 80% of WHY and 80% of WHY. Robert Wadson and Jack Siegel own 70% each of WALT, 33% of WHY, and 50% of WHY. Glen Harmon owns 15% of WHY. Wadson and Siegel jointly own WJIB Sanford, Fla.

**JAMES E. ASHER STATIONS**—WIDA Quincy, WEXX Salem and WQAW Gardner, all Mass.

**GENE AUSTY STATIONS—KOOL-AM-TV** Phoenix (25%), KOLD-AM-TV Tucson (25%), AZS, KOPQ Los Angeles (25%) and KSPQ San Francisco (25%).

**CV N. BAKAKEL STATIONS—WHEE** Roanoke, Va.; WKOC Klamath, WAEG Greenwood, Miss.; WFLM Huntington, W. Va.; WKDN Klamath, Tenn.; FWOD-AM-FM Lynchburg, Va.; and WLEJ-AM-FM Bowling Green, Ky.

**B. & E. BALABAN CORP. STATIONS**—Owns 50% each of WYVO (TV) Rockford and WICH (TV) Springfield, Ill.; WMLN (TV) Grand Rapids, Mich.; WRET Milwaukee, Wis.; WBMG-TV Birmingham, Ala.; WIL St. Louis, Mo.; WWIL First Landerhill, Pa.; 50% of KFEI Wichita, Kan.

**BARTLETT STATIONS**—WOKY Milwaukee, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif.; KHUX Phoenix, Ariz.; WBSM Boston, Mass.; WILD Birmingham, Ala.; Gerald A. Bartlett, president.

**J. RONALD BAYTON STATIONS**—KYTE Phoenix and (NEW) Idaho Falls, both Idaho, and 30% of

KOPF Pullman, Wash.

**J. PATRICK BEACON STATIONS—WJFF-TV** Fayetteville, WYVW Grafton, and 100% of WETS, New Martinsville, all W. Va.; and WBUT-AM-FM Butler, Pa.

**BELLINGER-TOWNSEND-KAMPER STATIONS**—WYMC Mt. Carmel, WJZZ Streator, and WRAM Monroeville (25%), all Ill.; WKTY (TV) Owsington, Ky.; Stephen P. Bellinger, Don H. and Joel W. Townsend Morris E. Kemper.

**BBB STATIONS—KELO-AM-TV** Sioux Falls, KDLO-TV Florence, and KELO (TV) Holahan, all S. D.; N. L. Bestson, Joseph L. Floyd, Edmund H. Huber.

**CY BLUMENTHAL STATIONS—WARI-AM-FM-TV** Arlington (Washington, D.C., area); WDMB Norfolk and WROV Roanoke (10%), Va.; KCKN Kansas City, Kan.

**BOOTH STATIONS—WJLB, WHEI (FM)** Detroit, WEDC Flint, WSWG Saginaw, WJBM Jackson, WYOD, WTRY (FM) Toledo, all Michigan; WJVA South Bend, and WIOH Kokomo, both Ind.; John L. Booth.

**BROWN SCHOOLS STATIONS—KGEH** Long Beach, Calif.; KUDA-AM-FM, Elmont, Springs, Ariz.; John E. Brown Jr., president; Clifton Fowler, executive vice president.

**KENTON BROWN STATIONS—KWTU** Wichita Falls, and KLYN Amarillo, both Tex.; KANS Wichita, Kan. (25%), KBYE Oklahoma City (25%), and KGLC Miami (25%), both Okla.; and KPEL-AM-TV St. Joseph, Mo. (25%). Petruska of KCCP (TV) Los Angeles pending FCC approval.

**CASCADE BROADCASTING CO. STATIONS—KIMA-AM-TV** Yakima, KEPS-AM-TV Kennewick-Pasco-Richland, KHAS-TV Ephrata and KRTV (TV) Walla Walla, all Washington; and KLEP-TV, Lewiston, Me.

**E. E. CASSELL STATIONS**—WTVE (TV) Elmira WTRG Shaw and (NEW) Newark, all N. Y.; WGGG Gainesville, Fla.; WHCA-AM-FM Chambersburg, WATS Hays and WHEX Berwick, all Pa. Mr. Casell is associated with others in these holdings.

**CBS OWNED AND MANAGED STATIONS—WCHS-AM-FM-TV** New York, KNX-AM-FM, KNXT (TV) Los Angeles, WBSM-AM-FM-TV Chicago, KCHS-AM-FM San Francisco, KNOX-AM-TV St. Louis, WEEI-AM-FM Boston, WKIX (TV) Milwaukee, and WHCT (TV) Hartford, Conn. All represented nationally by CBS Spot Radio.

**WILLIAM S. CHERRY STATIONS—WPRO-AM-FM** Providence, R. I. (40%); WDBO-AM-FM-TV Orlando, Fla. (30%).

**CHANTICLEER BROADCASTING CO. STATIONS—WCTC-AM-FM** New Brunswick, N. J.; WIRA FL Diverse, Fla.; WTTT Vero Beach, Fla. (40%).

**J. R. CHRISTIAN & C. A. McCLURE STATIONS—WRPC** Athens, WCEK Canton and WGBA Columbia, all Ga.; WULA Suburb, Ala.

**CHRONICLE PUBLISHING CO. STATIONS—KBON-TV** San Francisco, KBAK-TV Bakersfield, Calif.

**CLEARFIELD BROADCASTERS—WCPA** Clearfield and WDAJ Indiana (25%), Pa.; and WJCM Spring, Fla.

**JOSEPH W. CLORE STATIONS—WKNE-AM-TV** Keene, N. H., and WENY-AM-TV Kingston, N. Y. (30%) and WEOI Concord, N. H.

**COGGIN-OSBORNE STATIONS—WBCU** Union and WALS Bishopville, S. C.; Ms. Coggins also owns WEDK Newberry, S. C.; James F. Coggins and Edward L. R. Osborne.

**COLORADO NETWORK**—KVCO Denver, KRAI Craig, KSLV Monte Vista-Alamogordo, KUDC Montrose-Delta, all Colo.; George U. Cory, president.

**CONCERT NETWORK INC. STATIONS** (all Ind)—WFMX New York, WIII-FM Providence, R. I., and WPCQ-FM Hartford, Conn. Headquarters: 371 Newbury St. Boston 14, Mass.; John W. Guider, president; T. Strobel Hartigan Jr., chairman; Terry Cowling, general mgr.; Richard Hale, chief engr.

**BOARD OF EDUCATION, STATE OF CONN.—WCHB (TV)** Bridgeport, WEDH (TV) Hartford, WCHT (TV) Norwich, Conn.

**CORINTHIAN STATIONS—KUTV (TV)** Topeka, Kan.; WIRB-AM-TV Indianapolis, Ind.; WANE-AM-TV Fort Wayne, Ind.; KGUL-TV Galveston, Tex. All owned by J. H. Whitney & Co. (C. Wrede, Postmaster, in charge of broadcasting), except KGUL-TV which is 90% owned by Whitney company.

**CORP. OF PRESIDENT, CHURCH OF JESUS, CHRIST OF LATTER DAY SAINTS** (Mormon Church)—KSL-AM-FM-TV Salt Lake City (40.5%), KID-AM-TV Idaho Falls, Idaho (31.75%), KPOI Reno, Ida. (4.96%).

**GROUP OWNERSHIP**

**COWLES STATIONS-KRNT** Des Moines, KVTY (TV) Sioux City, both Iowa; WHAX Yankton, S. D.; WHTN-AM-TV Huntington, W. Va.; owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, Iowa, owned and operated by KRNT-TV Co. (90% owned by Cowles Broadcasting Co.); WCCO-AM-TV Minneapolis, Minn. (47% owned by Minneapolis Star and Tribune Co.); KIVE (TV) Hutchinson (Wichita), Kan., 100% owned by Minneapolis Star and Tribune Co.

**JAMES M. COX STATIONS—WRB-AM-FM-TV** Atlanta, WJDO-AM-FM-TV Dayton, Ohio, WCKR-WCFT (TV) Miami, Fla. (48%). Headquarters Atlanta. James H. Cox Jr., president; J. Leonard Reimschuessel, executive director.

**ED CRANEY STATIONS—KXLF-AM-TV** Butte, KXLJ Helena, KXLQ Bozeman, KXLL Missoula, KXLK, Great Falls, all Mont.

**CROSBY BROADCASTING CORP.** (subsidiary of Avco Inc., Ga.)—WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio; WLWA (TV) Atlanta, Ga. and WLWI (TV) Indianapolis; Ind. Robert E. Danville, president (Cincinnati).

**CURTIS BROADCASTING CORP. STATIONS—**WDBY Greenville, WHOW Terre Haute, both Ind.; WTMV East St. Louis, Ill.

**DANIELS STATIONS—KRSD-AM-TV** Rapid City and KRDE-AM-TV Deadwood, both S.D.; John, Eli and Harry Daniels.

**GEORGIA M. DAVIDSON-WALTER E. WAGSTAFF STATIONS—KIDG-AM-TV** Boise and 80% of KITT (TV) Twin Falls, both Idaho.

**VIC BIRNH ASSOC. STATIONS—WVDA** Boston; WAEL-AM-FM-TV, Hadeton, Pa.; WDE Bladeford, Md.; WHOL Allentown, Pa.; WHLM Bloomsburg, Pa.

**B. B. BREWBY STATIONS—KSWO-AM-TV** Lubbock, KGWA El Paso, KSRD Duncan, Okla., KMID-TV Midland, Tex.

**DUMONT BCTG STATIONS—WKRW** and WARD (TV) New York; WTTG (TV) Washington; WARD and WTTG represented by Weed TV Corp.

**ERNST STATIONS—**KWRD Warland, KWRJ and KWRB-TV Riverside, KRYS Thermopolis, all Wyoming; Joseph F. and Mildred V. Ernst.

**FARM & HOME STATIONS (Howe Radio)—KFNY** Emporium, Iowa, KMMJ Grand Island, Neb.; KCCC Colby, Kan.

**JOHN E. FITZER STATIONS—WKEO-AM-TV** Kalamazoo, Mich.; KOLA-TV Lincoln, Neb.; WJET-AM-FM Grand Rapids, Mich., and WMSD-AM-FM Peoria, Ill. (50%).

**FISHER STATIONS—KUGN** and 33% of KVAL-TV Newbury (11.5%); KINA Pendleton, KIRB Hood River, KDLS The Dalles, KOCC Salem, all Ore.; C. R. and Edna E. Fisher and children; C. O. and Jane G. Fisher.

**WILLIAM C. FORREST STATIONS—WIRH** Fayetteville, WKCF (FM) Baraboo, and WRDB Reedburg, all Wisconsin.

**FOUNDERS CORP. STATIONS—KFOA** Honolulu; WFLI Syracuse, N. Y.; WYAC Flint, Mich.; 50% of KTVB (TV) Denver and 50% of WQOW New Orleans, La.; John M. Shaheen, president.

**FRIENDLY GROUP—WFTV-AM-FM-TV** Gainesville, Ohio; WRTO-TV Atlantic City; N. J.; WFTL Pittsburgh, Pa.; KOEE-AM-FM-TV Jupiter, Fla.; WBOY-LM-FM Clarksville and WFAA-AM-FM Parkersburg, both W. Va.; Purchase of KMLB-AM-FM Monroe, La., pending FCC approval; John J. Lewis, managing director.

**FRONTIER BROADCASTING CO. STATIONS—**KMBC-AM-TV Cheyenne, KRAL Sawtara, KYRS Rock Springs (45%), all Wyoming; and KSTP (TV) NorthPlatte, Neb.; Bill Grove, general manager; B. majority owner of KRID Sidney, Neb.

**J. A. GALLIMORE STATIONS—WKSW-AM-FM** Aledo, WBCS Sumter, WFAW Barnwell, WAHV Asheville, and WHSC Hampton, all South Carolina; WLPA Lafayette, Ga.

**THEODORE B. GAMBLE STATIONS—KOIN-AM-FM-TV** Portland, Ore. (38.1%), KOMO-TV Seattle (20%).

**GANNETT NEWSPAPERS STATIONS—WHDC-AM-TV** Rochester, N. Y.; WENY Elmira, N. Y.; WDAN-AM-TV Danville, Ill.; WRDL Olney, N. Y. (minority); and WIRN-AM-TV Binghamton, N. Y. All buildings through newspapers. Headquarters: Rochester, N. Y. Francis E. Trapp, chairman; Paul Miller, executive vice president; Lynn N. Bither, general manager; C. Glover DeLaney, managing director, radio group.

**GILA BCTG CO. STATIONS—KCKY** Coolidge, KXJB Globe, KOLU Safford, KVNC Winslow, KCLF Chifton, all Arizona; Lewis F. Long, president.

**A. L. GLASMANN STATIONS—KIMN** Denver, KUTV (TV) Salt Lake City (31.6%) and KLO Ogden, both Utah; KLIX-AM-TV Twin Falls and KOEM Bode, both Idaho; and KMOG Great Falls, Mont. Mr. and Mrs. George C. Hatch (Mrs. Hatch is Mr. Glasmann's daughter) own KALL, Salt Lake City, 10% of KUTV (TV) Salt Lake City, and 67% of KOPR Butte, Mont.

**A. L. GOODMAN STATIONS—**WYEE Franklin, WDDY Gloucester, WILA Danville, and WYTI Rocky Mount, all Va.

**CARY L. GRAHAM STATIONS—WETO** Gadsden, WANA Anniston, WFID Prattville, all Alabama.

**GOOD NEIGHBOR STATIONS—WHEN-AM-FM** Manchester, WTSV-AM-FM Claremont, WTSL Hanover-Lebanon, WYER Dover, all New Hampshire; WNOW-AM-FM-TV York and WAED Allentown, both Pa.; Headquarters, 118 Front St., Manchester, N. H. W. F. Root Jr., president; Ralph Gottlieb, vice president-gen. mgr.

**AGNES JANE REEVES GREER STATIONS—WAJH** Morgantown, W. Va.; WJEE Dover, Ohio, and WKJY-FM-TV Pittsburgh, Pa.

**JOHN T. GRIFFIN STATIONS—KTVE (TV)** Monticello-Tulsa, Okla.; KATV (TV) Pine Bluff-Little Rock, Ark.; KWTI (TV) Oklahoma City (80%), KTUL Tulsa, KPPW-AM-FM Fort Smith, Ark. and KRIM-TV Jonesboro, Ark.

**HARPOLE STATIONS—KVOU** Denver, KVOZ Loveland, KVOF Plainview, and (NEW) Eagle Pass, all Tex. E. J. and W. J. Harpole.

**HARRISCOPE INC. STATIONS—KTWO-TV** Copperopolis (NEW) (TV) Sheridan, both Wyoming; Bert I and Irving B. Harris and Don P. Nathanson.

**HAWAIIAN BROADCASTING SYSTEM STATIONS—**KOMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU (TV) Waikua, all T.H.

**JACK W. HAWKINS & BARNEY H. HUBBS STATIONS—**KIDN Pecos, Tex., KVPC Cortez, Colo., KVLF Alpine (61%), KCMC McCamey (80%), and KRIG Odessa (50%), KPST Fort Stockton (40%), 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. Proffert, vice president and general manager for radio and television; Hearst Corp. Leonard Kapner, president, WCAE Inc.

**OSCAR C. HIRSCH STATIONS—WKRO** Cairo and WBCO Sparta, Ill.; RPYV-AM-TV Cape Girardeau, Mo.; KPMO Flat River, Mo., and minority interest in KRIM Sikeston, Mo.

**HOLT STATIONS—WHXY** Bogalusa, La.; WHNY McComb and WBSY Hattiesburg, both Miss.; and WHLY Montgomery, Ala.; Charles W. Holt.

**HOOK-FARRAR STATIONS—**WDOR Canton and WMAG Forest, both Mass.; WRAC Carrolton, Ala.; Roth E. Hook and W. E. Farrar. Mr. Hook owns 50% of WDOR, 45% of WMAG and 40% of WRAC. He also owns 75% of WRUS Russellville, Ky. Mr. Farrar owns 30% of WDOR, 45% of WMAG and 40% of WRAC.

**HUDSON VALLEY BROADCASTING CO. STATIONS—**WROW and WCDA (TV) Albany, WCDB (TV) Hagsman, both N. Y.; WCXC (TV) Adams, Mass.; and WYVD (TV) Durham, N. C.; Frank M. Smith, president; Hudson Valley, owns 33.3% of WCDS (TV) Basin Road, La.

**HIRNEY EMES JR. STATIONS—WCHI, WCHN-TV** Columbus; WMOX, Meridian, WELO Tupelo, WNAG Grenada, all Mississippi.

**IMPERIAL BROADCASTING SYSTEM—**KPHO Riverside-San Bernardino, KNOP Brawley-E. Centre, KERO Indio-Palm Springs, KYOB Perris, all Calif.; Office: 401 Hollywood Blvd., Hollywood 21, Calif.; Telephone: Hollywood 2-6401; Frank S. Dupuy, president-general manager; A. Bartlett Ross Jr., vice president-general sales manager.

**JAMES BROADCASTING CO. STATIONS—WJTN** AM-FM Jamestown, and WDOE Dunick, both New York, and WLDP Portsmouth, Va.

**JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—**WHT and WSTV (TV) Charlotte, N. C.; WFTV (TV) Ft. Pierce, A. C.; WBIQ Greensboro, N. C.; 25% interest in WFGY-TV Greensboro, N. C.

**WILLIAM F. JOHNS FAMILY STATIONS—**KMNE South City, Iowa; WUSH Oklahoma, Wis.; WMIN-AM-FM St. Paul, Minn.; William F. Johns Jr. and Jr. Senior; Mr. Johns also owns 50% of WSDT Stevens Point, Wis.

**K STATIONS—**KROY McHard, KLAS Klamath Falls, both Ore., and (NEW) Redding, Calif.; C. E. Wilson and Phil Jackson.

**V. F. KENWORTHY STATIONS—**KOOL The Dalles, KVRC Portland, Ore.; KPEX Pecos, West (42.50%).

**KERR-McGEE STATIONS—**WEER-AM-TV Peoria, and WEER-TV La Spine, both Ill., and 60% of KVOU-TV Tulsa, Okla.; Sam. Robert S. Kerr and D. A. McGee.

**KING STATIONS—**KBTM-AM-FM Jonesboro, KHBI Little Rock, both Ark., and (NEW) Panama City Beach, Fla.; Harold E. and Helen W. King.

**JOHN W. KLOGE STATIONS—**WGAY Silver Spring, Md. (85%), WILY Pittsburgh, Pa. (75%), WRDA Nashville, Tenn. (70%), KXLW St. Louis, Mo. (70%), KNOK Fort Worth, Tex. (100%), KOME Tulsa, Okla., and WORA-WOBC (FM) Buffalo, N. Y. (last is pending FCC approval); Mr. and Mrs. Edgar own 25% of Class B stock of WLOP-TV Orlando, Fla.

**JOHN & KNIGHT STATIONS—**WAKB-AM-FM-TV Akron, Ohio (45%) and 43.2% interest in WCKR-WCKT (TV) Miami.

**KNOX STATIONS—**WKMB-AM-FM Detroit-Ipsworth, WKMF Flint, WKHS Jackson and WBAM-AM-FM Saginaw; WELL, Barrie, Green, all Mich.; Fred A. Knight, president and general manager.

**KYLE-CORGILL-TRUDEAU STATIONS—**WRNY Rochester, WABY Albany and WPDN Potsdam, all New York; Mr. Kyle also owns 15% of WRND Syracuse, N. Y.; David A. Kyle, Donald A. Corgill and Edward L. Trudeau.

**LACEY STATIONS—**WLAJ Ann. Ill.; WPAD-AM-FM Paducah; WHOP-AM-FM Hopkinsville and WSON-AM-FM Henderson, all Ky.; Pierce L. and F. E. Lacey jointly own WLAJ; Pierce E. Lacey owns WPAD station; F. E. Lacey owns WHOP station; Hecht & Lacey owns WSON.

**CHARLES W. LAMAR STATIONS—**WVFA-TV Panama, Fla.; 43.8% of WYAG-TV Lake Charles, La.

**EDWARD LAMB ENTERPRISES INC.—**WIOK and WICU (TV) Erie, Pa.; WMAC-TV Mansfield, Ohio; WHOO-AM-FM Okaloosa, Fla.; Headquarters: 80 Edward Lamb Bldg. Trade Washington office: 600 Southern Bldg. Edward Lamb, president; J. Howard McGrath, executive vice president and general counsel; Frank Oswald, vice president.

**T. B. LANFORD STATIONS—**KALB-AM-FM and 15% of KALB-TV Alexandria, La.; KFLC-AM-TV Lake Charles (20.5%); KMBD-AM-FM Greerport (65%), 40 La.; WJL and WITV (TV) Jackson, Miss. (11.8%), and KRBY Sherman, Tex. (85%).

**LEE STATIONS—**KNQA-TV Hazlet, Mo.; WTAD-AM-FM Quincy, Ill.; NGLC-AM-FM-TV Mason City, Iowa, 41% of WCDT (TV) La Crosse, Wis., and minority of WIRA Madison, Wis., and of KFAE Omaha, Neb.

**RICHARD FIELD LEWIS JR. STATIONS—**WDIC WRFL (FM) Winchester, WSHG Mt. Jackson, WAYE Leesburg, and WTYA Fredericksburg 1905), Virginia; WAYE Waynesboro and WBYL Carlisle, both Pennsylvania; WELD Fisher, W. Va.

**HARRY WILLARD LINDER STATIONS—**KLGE Redwood Falls, KMLL Marshall, KWLK Willmar (41.2%), KDMA Montevideo (38.1%), and KTOE Elk Lake (19%), all Minnesota.

**LOEW'S INC. STATIONS—**WMGM New York and 25% of KTTV (TV) Los Angeles, and KMGH-TV Minneapolis and holds option to purchase 25% of KTVR (TV) Denver, Colo.

**J. G. LONG STATIONS—**KION Bay City, KVIC Victoria and KTLW Texas City, all in Texas.

**JESSICA L. LONGSTON STATIONS—**KRAR Barford, Ida. (66.1%); KRRM Moses Lake, Wash. (50.1%); KAYC Seattle, Wash. (38%); KPFG Bellingham, Wash. (95%).

**JOHN J. LOUIS STATIONS—**KVAR (TV) Mesa, Phoenix, KTAR Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

**CARMEN MACHI STATIONS—**WZOK-AM-FM, WQDK-TV Jacksonville, WSHZ Palatka, both Fla., and WWOC Charlotte, N. C.

**CLAYTON W. MAPOLES STATIONS—**WBZY Milton and WFIM DeFurk Springs, both Fla.; and WRLO Evergreen, Ala.

**MAYBON STATIONS—**(NEW) and 12.5% of WDMT-TV Hattiesburg, WAMI Laurel and WABO Waynesboro, all Miss.; David A. Matton Jr.

**HERBERT MAYER STATIONS—**WXEL (TV) Boston and WFED (TV) Philadelphia.

**MAYER WOODSON STATIONS—**KBWD Brownwood, KNOW Austin, EXOL Fort Worth, KSNY Snyder, WACO Waco, KCBS Midland, all Tex., and KTOK Oklahoma City; Wendell Mayer and C. C. Woodson.

**McCLATCHY BROADCASTING CO. STATIONS—**KFAN-AM-FM Sacramento, KMZ-AM-FM-TV Fresno, KIBN-AM-FM Redwood City, KQSB-AM-FM Suisun, all Calif.; KOB Reno, Nev.; Headquarters: 215 & Q Sacramento; C. C. Elmer McClatchy, president.

**LLOYD E. McKEENEY STATIONS—**KMDO Fort Scott, Kan.; KRMO Marsh, KJHM Branson (35%) all Mo.

**McLENDON STATIONS—**KLIF Dallas, KILF Houston, KTAH-San Antonio, Tex. Purchase of KTVB Silverport, La., pending FCC approval; Barton B. McLendon, chairman; Gordon R. McLendon, president.

**McLENDON-KENT STATIONS** — WKXJ Jackson, WFLA Jacksonville, Miss. and KOKY Little Rock, Ark. John M. McLendon, W. L. Kent.

**McNAUGHTON STATIONS** — WCRA Edgingham, WRMH Elgin, both Illinois; KXGI Fort Madison, Iowa. Joseph E. McNaughton and family.

**J. ELROY McCAW STATIONS** — KTUV (TV), Tacoma-Seattle, Wash.; KOBC Mineral Wells, Tex.; WINS New York, KYA San Francisco, KDAY Santa Monica, 50% of KONA (TV) Honolulu and 50% of KTVB (TV) Denver (with John D. Keating); 50% of KELA Centralia, 50% of KALE Eureka and 33% of KYAK Yakima, all Wash. and KDAY Santa Monica, Calif.

**MEREDITH PUBLISHING CO. STATIONS** — KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOY-AM-TV Omaha, Neb.; WHEE-AM-TV Syracuse, N. Y.; Headquarters: Des Moines, Iowa. Payson Hall, chairman and C. A. Larson, and director, radio-TV.

**MERRIMAN-GOREN-TOREY STATIONS** — KOTS Deering, KONE Los Cruces, and KWYK Farmington, all N. H.; Edwin E. Merriman, Jimmie D. Goben, Robert W. Tobey.

**MEYER BROADCASTING CO. STATIONS** — KPYR-AM-TV Bismarck, KOMV-TV Williston, and KMOT (TV) Minot, all N. D.; William A. Ekberg, president.

**MID-AMERICA BROADCASTING CO. STATIONS** — KOSI-Aurora-Denver, Colo.; WGVN Greenville, Miss.; and KOBV San Francisco, Calif. All owned or controlled by David M. Segal.

**MIDNIGHT SUN BROADCASTING CO. STATIONS** — KFAB-AM-TV Fairbanks, KIDU-AM-TV Anchorage, KJNO Juneau, KABI Ketchikan, all Alaska. Harry Hill, president; Alvin O. Brundstedt, general manager.

**MIDWESTERN BROADCASTING CO. STATIONS** — (Controlled by Les Ruderman) WTOM, WPEW-TV Traverse City, WATT Cadillac, WATC, Gaylord, WATS Alpena, and WMBN Petoskey, all in Michigan.

**MINING JOURNAL STATIONS** — WDMJ-AM-TV Marquette, WMIQ Iron Mt., both Mich.; and WBAU-AM-TV Wausau, Wis. (minority), Frank J. Russell, Jr.

**CARLETON W. MORRIS STATIONS** — KSTN Boston, KAWT Douglas and KSTP Fry, all Arizona.

**MR. RANIER RADIO & TELEVISION BROADCASTING CORP. STATIONS** — KXL Portland, Ore.; KJH Seattle and KNEW Spokane, Wash.; KHSO Honolulu, Mo. Lester H. Ranier and Leland DeLoe. Mr. DeLoe also owns KVOA-AM-FM Sacramento, Calif. and has an interest in KOYS (TV) Stockton, Calif.

**JORGAN MURPHY-WALTER C. BRIDGES STATIONS** — WEAU-AM-FM-TV Eau Claire and WISC-AM-FM-TV Madison, both Wis.; KVOL-AM-FM-TV Lafayette, La.; KOTV (TV) Des Moines, Iowa; WIBC Duluth, WMPD Hingham, WLIB Virginia, B. Miss. Morgan and Elizabeth Murphy own 45% and Mr. Bridges 55% of WEAU stations; Murphys directly and indirectly own 50% of WISC stations; 50% of KVOL stations, 100% of KOTV, and 325% of WIBC, WMPD and WLIB. Mr. Bridges owns 10% of WIBC, WMPD and WLIB and 75% of WDMC-AM-FM Rice Lake, Wis.

**MOYER STATIONS** — WTUM Tallahassee, WTAY Robinson both Fla.; WDMA Miami, Fla. Keith, Freda and Roger L. Moyer.

**NBC OWNED STATIONS** — WBCA-AM-FM-TV New York; WBC-AM-FM-TV Washington; WMAQ-AM-FM-TV WNBC (TV) Chicago; WRCV-AM-TV Philadelphia; KNBC-AM-FM San Francisco; KMCA (TV) Los Angeles; WDUV (TV) Buffalo, N. Y.; WKNB-WNBC (TV) New Britain, Conn. All represented by NBC Spot Sales.

**ROBERT F. NEATHERY STATIONS** — KWPM-AM-FM West Plains, KBBH Branson, KALM Thayer, and KUKU Willow Springs, Mo.; and KAMS (FM) Mammoth Spring, Ark.

**G. L. NELMS STATIONS** — KOLF-TV Flagstaff, Ariz.; KNBT-TV Brownwood, Tex.; and KAMT-TV Alpine, Tex.

**WAYNE M. NELSON STATIONS** — WPET Greensboro, WHIP Mooresville, WAYN Rockingham, all North Carolina.

**NEWHOUSE NEWSPAPER STATIONS** — WYFF-AM-FM-TV Syracuse, N. Y.; WTVA (TV) Harrisburg, Pa.; KOIN-AM-FM-TV Portland, Ore. (50%); KWK-AM-TV St. Louis (25%); WUTO Hattiesburg City, Fla. (owned by KWK); WAFB, WJAX (FM); and WABT (TV) Birmingham, Ala.; and WBBB-AM-FM Huntsville, Ala.

**NEW SOUTH BROADCASTING STATIONS** — WLSM Louisville, WCLD Cleveland, WHSL Laurel, WOKK Meriden, all Miss.; Frank E. Holliday, Joseph W. Carson and John S. Peigan.

**BOARD OF REGENTS, U. OF STATE OF NEW YORK** — WTVZ (TV) Albany, WTVF (TV) Buffalo, WQTV (TV) Binghamton, WIRT (TV) Ithaca, WRBO (TV) New York, WROR (TV) Rochester, WHTV (TV) Syracuse, New York.

**NORTH COUNTRY STATIONS** — WTWN in Johnsonbury, WJKE Newport, and WHHX Springfield, all Vermont; E. Dean Finney, president.

**NORTH DAKOTA BCTG. CO. STATIONS** — KCTB-AM-TV Minot, KXIB-TV Valley City, KDNB-TV Bismarck and KSTP Jamestown, all N. D.; and KQHS (TV) Aberdeen, E. D. John W. Boier, president-general manager.

**NORTHWESTERN SCHOOLS STATIONS** — KTIS-AM-FM Minneapolis, Minn.; KNWS Waterloo, Iowa, and KPMW Fargo, N. D.

**JAMES B. OTTAWAY STATIONS** — WENS Binghamton-Endicott, N. Y.; WDOG Oneida, N. Y.; WYPO Stroudsburg, Pa.

**PAULIN-RAY STATIONS** — WBOH New Orleans, KAOB Lake Charles, WXOK Baton Rouge, all Louisiana; KYOK Houston and KOPY Anson both Tex. and WLOK Memphis, Tenn.; WBOB, WMOK, WLOK and KOPY are owned jointly by James J. Paulin and Stanley W. Ray Jr.; KAOB and KYOK are owned by Murray Paulin, Ray and Ed Presenberg, Thomas Greenham and others.

**E. J. PALMER STATIONS** — WOC-AM-FM-TV Davenport, WFO-AM-FM-TV Des Moines, KMA Des Moines, Iowa (25%), and KMTV (TV) Omaha (25%).

**PEOPLES BROADCASTING STATIONS** (Nationalwide Insurance Co., Interurb Fairbairns Insurance Co.) — WRFQ Worthington, Ohio; WTTM Trenton, N. J.; WMBN Fairmont, W. Va.; WQAB-AM-FM Cleveland, Ohio.

**JOHN H. PERRY STATIONS** — WJHF-TV Jacksonville, WCOA Pensacola, WTMC Ocala, WJFL Panama City, WESH-TV Daytona Beach and 50% of WDRB-AM-FM Daytona Beach, all Fla.

**PHILADELPHIA BULLETIN STATIONS** — WCAU-AM-FM-TV Philadelphia and 50% of WISN-TV Kenosha, Wis.

**JOHN H. PHIPPS STATIONS** — WRTG, WCTV (TV) Thomasville, Ga.; WTAL Tallahassee, WTYS Marietta and WPTV (TV) West Palm Beach, Fla.

**FLOUGH BCTG. STATIONS** — WMPB Memphis, Tenn.; WJJD Chicago, Ill.; WCOF-AM-FM Boston, Mass.; and WCAQ-AM-FM Baltimore, Md.; Harold R. Kitchard, president, broadcasting subsidiaries.

**POLAN INDUSTRIES STATIONS** — WPTV (TV) Ashland, Ky.; WLTV (TV) Wheeling, W. Va.; Theodore M. Nelson, general manager, TV Division.

**JOHN POOLE STATIONS** — KEBG Avalon and KRIC-TV Los Angeles, KRIF and KRIB-TV Fresno, Calif.

**RAHALL STATIONS** — WKAF, WQCY-TV Allentown, WNAJ Norristown, both Pa.; WWSB Beckley, WCBT-TV Charleston (CBS), both W. Va.; WFEA Manchester, N. H.; and WESP-AM-FM St. Petersburg, Fla.; H. Joe Rahall, president.

**BARITAN VALLEY BROADCASTING CO. STATIONS** — WTCB-AM-FM New Brunswick, N. J.; WIRA Ft. Pierce, Fla.; WTTT Vero Beach, Fla. (50%).

**FRANK REARDON STATIONS** — KGEZ Kallipoli, KLIB Libby and 50% of KSDW Butte, all Mont.

**DONALD W. REYNOLDS STATIONS** — KPSA-AM-FM-TV Fort Smith, Ark.; KOLO-AM-TV Reno, KGOX Las Vegas, KLBJ-TV Henderson, all Nev.; KHHG Okmulgee, Okla., and KBBB Springdale, Ark.

**ADELINE H. RINES STATIONS** — WRDQ Augusta, WLEE Douglas, and WWSB-AM-TV Portland, all in Maine.

**REE RIVERS STATIONS** — WEAS Decatur, WBY Savannah, Ga.; KWEM Memphis, Tenn.; WQWB Belle Glade, Fla.; E. D. Rivers Jr., chairman.

**JAMES RIVERS STATIONS** — WJLM Cordele, WJAE Albany, WOOB Athens, WJIE East Point, WACL Waycross, all in Georgia. Latter two stations are controlled by Mr. Rivers; William Blizard, WJLM, Cordele, Ga.

**RKO TELE-RADIO PICTURES INC.** (General Tele-radio Div.) — WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KIJ-AM-FM-TV Los Angeles, KPBC San Francisco, WBBQ-AM-TV Memphis, and WQMS-AM-FM Washington, D. C. Also owns and operates Don Lee and Yankee Networks. Thomas F. O'Neil, chairman, president and treasurer; John

B. Poor, vice president; Willie H. Brown, vice president (general mgr., Don Lee Network); Norman Knight, vice president (general mgr., Yankee Network); George Steffy, vice president (Yankee Network); Gordon Gray, vice president (WOR-TV); Robert Leder, vice president (WJZ-AM-FM); John Claghorn, vice president (general mgr., WBBQ stations); Bettina Lester, general mgr., WEAT stations; Robert F. Horneagh, general mgr., WQMS; John Hayes, general mgr., recording div.; Robert Massey, vice president (RKO); Wendell B. Campbell, vice president (national sales, radio-TV).

**CYRIL W. ROBERTS STATIONS** — KCRB Chehalis, Kan.; KREI Farmington, KCHI Chillsiothe, KBIA Columbia, all Mo.; and (NEWS) Cedar Falls, Iowa. Son James E. Roberts owns KREY Portland, Ore. Son-in-law Robert D. Hagg and wife own WIMI Murphysboro, Ill.

**AARON B. ROBINSON STATIONS** — WDKS Lawrenceburg, WDXN Clarksville, WDJG-AM-TV Jackson (minority), WJFB-AM-FM Paris (majority), WENK Union City (majority), all Tenn.; WDMA Cortola, Miss. (40%).

**E. O. RODEN STATIONS** — WDFP Booneville, WAFZ Yazoo City (20%), WEGA Memphis (40%), WTUP Tupelo (20%), all Miss.; and KREL-AM-FM Baytown, Tex. (40%).

**ROLISS STATIONS** — WJNR Newark, N. J.; WHEE Harvey, Ill.; KATZ in Leesville, Mo.; WHAP Norfolk, Va.; WQEE Indianapolis, Ind.; WAMS Wilmington and WTWL Georgetown, both Delaware; and WPTZ (TV) Flatburgh, N. Y. O. Wayne and John W. Rollins.

**R. W. ROUNSAVILLE STATIONS** — WQXI and WATL-TV Atlanta, Ga.; WLHU and WQXI-TV Louisville, Ky.; WCIN and WQXN-TV Cincinnati, Ohio; WMEM Miami Beach, WOMB Jacksonville and WOK Tampa, all Fla.; and WBOK Nashville, Tenn.

**RURAL RADIO NETWORK STATIONS (all Ind.)** — WRBI Wetherfield, WRBE Dupont Center, WRBA Inaaz, WRBD DeBary, WRBC Cherry Valley, all New York.

**SHELDON F. SACKETT STATIONS** — KROW Oakland, Calif.; KVAN-AM-TV Vancouver, Wash.; WQOS AM-TV Coos Bay, Ore.

**HENRY C. SANDERS & NORMAN HALL STATIONS** — WRNL Booneville, WRTO Linton and WPCO Mt. Vernon, all Indiana.

**SCRIPPS-HOWARD GROUP** — Scripps Howard Radio Inc. is the licensee of WEWS (TV) Cleveland, WCUP-AM-TV Cincinnati, and WNOX Knoxville, Memphis Publishing Co. is the licensee of WMC, WMCT (FM) and WMCT (TV), Memphis. All are operated separately. Officers: Jack B. Howard, president; Scripps-Howard Radio Inc., 133 Park Ave., New York; James C. Hanahan, vice president and general manager, WEWS; Mortimer C. Watters, vice president and general manager, WCUP-AM-FM-TV; Richard B. Westergaard, vice president and general manager, WNOX; Henry W. Slippy, general manager, WMC, WMCT (FM) and WMCT (TV).

**SEATON STATIONS** — KHAS Hastings, Neb.; KMAN Manhattan; and KGEF Colbyville, Kans.; and control of KHAS-TV Hastings, Neb. Owned by Fred A. and Richard M. Seaton.

**SINGLETON STATIONS** — KUMH Hattiesburg, KYNG Coos Bay (25%), both Ore.; KORD Paxon (25%), KITT Olympia (40%), KITH Chicago (14%), all Wash.; and KUTY Paducah, Calif.; Harold C. Singleton.

**CHARLES SMITHGALL STATIONS** — WGGG Gainesville and WRGA Rome, both Ga.; and WCAS Gadsden, Ala.

**WILLIAM B. SMULLIN STATIONS** — KIRM-AM-TV and KRED (FM) Eureka, Calif.; KRRS-TV Medford, Ore. (30%); KUN and KGO (FM) Grants Pass, Ore. (20%); KOTV-TV Kinross Falls, Ore. (20%) and KPIC (TV) Eureka, Ore. (30%).

**SOUTHERN GROUP STATIONS** — KDNS in Decatur, KHHM Monticello, both Ark.; KVCL Woodlake, La.; KSWW Dothan, Ala.; James A. West Jr., James A. West Jr., DeLois E. West, Elgie M. Stinger, Bill West.

**SPEIDEL-FISHER STATIONS** — WOCB Columbia, WPAJ Charleston, 50% of WQOK Greenville and 50% of WWBU Burnsville, all S. C.; Joe Speidel III and Albert T. Fisher Jr.

**STAUFFER PUBLICATIONS STATIONS** — WIDW AM-TV Topeka, KSOB Arkansas City, KSEK Pittsburg, all Kan.; and KQFT Shawnee, Okla.

**STEINMAN STATIONS** — WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM Wilmington, Del.; WLEV-TV Bethlehem, Pa.; WKBO Harrisburg, WQOR York, WRAW Reading, WRET-AM-FM Easton, WRAE-AM-FM-TV Williamsport, all Pa.; Headquarters: 4 W. King St., Lancaster. Clair B. McCollough, general manager.



## GROUP OWNERSHIP

**STORER BROADCASTING CO. STATIONS**—WGBS-AM-FM-TV Miami, Fla.; WJZN-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WVEC (TV) Wilmington, Del.; WJW-AM-TV Cleveland, Ohio; WWSA-AM-FM-TV Wheeling, W. Va.; and WJBI-AM-FM-TV Philadelphia, Pa. George B. Storer, president; J. Harold Ryan, senior vice president; Lee B. Wallis, executive vice president; Stanton P. Kettler, vice president (operations); Keith Kiggins, vice president (administrative asst. to president); John R. McCoy, vice president and secretary; Harry A. Swenson, treasurer; George B. Storer Jr., vice president (operations); William E. Egan, vice president (radio operations); Glenn G. Beverly, vice president (engineering); Edward Kockritz, vice president (national program director); Arnold C. Binkard, vice president (director, advertising and sales promotion); Bertha C. Pfender, asst. secretary; Allen L. Hall, vice president (managing director, WSPD-TV); James E. Bailey, vice president (managing director, WSPD); J. Robert Kerns, vice president (managing director, WVUE (TV)); Glenn C. Jackson, vice president (managing director, WAGA-TV); Claude Frantz, vice president (managing director, WAGA-TV); Miller N. Babcock, vice president (managing director, WGBS); Bill Michaels, vice president (managing director, WJZN-TV); Harry H. Lipson, vice president (managing director, WJBI); Paul J. Miller, vice president (managing director, WWSA); Louis F. Baxter, vice president (managing director, WJBI); Ben Wiseman, managing director, WJW-TV; Reginald F. Merrifield, managing director, WJW Headquarters; 1777 Kane Concourse, Miami Beach 5, Fla.; New York office: 333 Madison Ave., Maurice E. McFarrey, national sales director; Robert M. Flanagan, national radio sales director; Floyd E. Beaman, national tv national sales director; Chicago office: 230 N. Michigan Ave.; San Francisco office: 111 Sutter Bldg.; Gisle V. Grubb, vice president (west coast sales manager).

**STORZ STATIONS**—WHD Kansas City, WTK New Orleans, WJGY Minneapolis-St. Paul, and WQAM Miami, Fla. Todd Storz, executive; Duff Moudy, vice president and director of engineering; George W. Armstrong, vice president and managing director; WJBI; Virgil Sharpe, vice president and managing director; KOWB; Fred Berthelsen, vice president and managing director; WTK; Stephen Labusacki, vice president and managing director; WJNY; Jack Sandler, managing director, WQAM.

**TAFT STATIONS**—WJBC-AM-FM-TV Cincinnati and WTVN-AM-TV Columbus, Ohio; WERC-AM-FM-TV Birmingham, Ala.; 80% of WJIS-AM-FM-TV Knoxville, Tenn.; Hubert Taft Jr., president; WKBC and WTVN properties; David G. Taft, executive vice president; WKBC stations; Kenneth W. Church, vice president in charge of national advertising for WKBC and WTVN stations and advertising consultant for WJIS stations; Robert T. Slinkert, asst. general manager, WERC-TV; Hubbard Hood, general manager, WKBC-AM-FM; Samuel Johnson, general manager, WTVN; J. Walter McGough, general manager, WTVN-TV.

**TAFT FAMILY STATIONS**—KOL Seattle (owned by Mrs. Marie S. Taft), KJRW Aberdeen (owned by Archie G. Taft Jr.) and KMOO Everett (owned by William E. Taft), all Wash.

**TARKES TARKES STATIONS**—WTTB and WTTV (TV) Bloomington and WPTA (TV) Roanoke, both Ill.

**TEDESCO BROTHERS STATIONS**—WJIX St. Paul, WJWB Rochester, KULR Red Wing, Minn., WCOW Sports Wix. Headquarters: St. Paul; Victor J. Tedesco, Albert Tedesco, owners; EDDE Hutchinson, and KAGE Winona, Minn., but has no connection with other Tedesco properties. Sale of WCOW pending FCC approval.

**TELE-BROADCASTERS INC. STATIONS**—WPOW New York, N. Y.; KALJ Pasadena, Calif.; WCKV Knoxville, Tenn.; WTOP Hartford, Conn.; and KUDL Kansas City, Mo. H. Scott Kilgore, president-general manager; Headquarters: 41 East 42nd St., New York, N. Y.

**TEXAS STATE NETWORK OWNED STATIONS**—KJZZ-AM-TV Fort Worth, KRGD McAllen, KFDA-AM-TV Amarillo, all in Texas; Headquarters: Fort Worth; Gene Cagle, president and general manager.

**HAROLD H. THOME STATIONS**—WJEE-AM-TV Asheville, WCOG Greensboro, WKLA Wilmington, WAYS Charlotte, 25% and WWSJ Asheville, all N. C., and WEAM Arlington, Va. (35%).

**THOMAS G. TINGLEY JR. STATIONS**—WTRB-AM-FM-TV Baltimore, WJEE-AM-FM-TV Richmond, and WKXN-TV Petersburg, both Va.

**TIME INC. STATIONS**—KLE-AM-TV Denver, Colo.; WTCN-AM-TV Minneapolis, Minn.; WFRM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich., and 80% of KDUV and KTVI (TV) Salt Lake City, Utah; Weston C. Patten Jr., vice president (broadcasting operations); Time Inc.; Hugh B. Terry, president-general manager, Denver stations; Wayne Coy, president, Minneapolis-Indianapolis stations and broadcasting consultant to Time Inc.; Phil Hoffman, vice president-general manager,

Minneapolis; Edou Campbell, vice president-general manager, Indianapolis; Willard Schroeder, president-general manager, Grand Rapids; G. Beal Larson, president-general manager, Salt Lake City; JLP Broadcasters Inc., wholly owned by Time Inc., controls Time Inc. stations.

**B. F. J. TIMM STATIONS**—WDMG Douglas Ga. WNEE Chattanooga, Tenn. (35%), WJEN Tallahassee, Fla. (65%), and WOOO De Land, Fla. (50%).

**TOWN & COUNTRY STATIONS**—WTUH Ashland, Ky.; KLEA Little Rock, Ark.; WFTC Kinston, N. C.; Conroe B. Gray.

**TRANSCONTINENT TELEVISION STATIONS**—WGB-AM-TV Buffalo and WBOC-TV Rochester, N. Y.; 50% of WWSA-AM-TV Harrisonburg, Va.

**TRIANGLE PUBLICATIONS STATIONS**—WTLX-AM-FM-TV Philadelphia, WFMG-AM-TV Alabama, WLRN-TV Lebanon and 50% of WJOP Hartford, all Pa.; WNEF-AM-FM-TV Binghamton, N. Y., and WNBC-AM-FM-TV New Haven, Conn. Owned by Walter H. Annenberg and family; Headquarters: Philadelphia, Pa. Radio & TV Division Executives: Roger W. Cripp, vice president and general manager; David J. Bennett, exec. asst. to general mgr.; Edward H. Bannard, director, national sales development; John D. Schous Jr., director, public relations and programming; Henry E. Rhoad, director, engineering; John C. Barlow, business manager; Richard W. Coleen, research mgr.

**TRIBUNE CO. STATIONS**—WGN-AM-TV Chicago and WPIX (TV) New York; J. Howard Wood, president, WGN; Ward Quast, vice president and general manager; Chicago; F. M. Ryan, president, WPIX; Fred M. Thompson, vice president and general manager, New York.

**TRUTH PUBLISHING CO. STATIONS**—WTRC-AM-FM, WRVJ (TV) Ekhart and WRJC-AM-TV Fort Wayne, both Ind.

**UNITED BROADCASTING CO. STATIONS**—WOOK-AM-TV, WFAN (FM), Washington, D. C.; WSID-AM-TV Baltimore, WARK Rochester, WJIX Rockville, all Md.; WJMO Cleveland, Ohio; WART Richmond, and WYOO and WACH-TV Newport News, Va.; Richard Eaton, president, New York office; Robert L. Worley, manager, 45 E. 51 St., Chicago—also: Wright Rich.

**WILLIAM J. WAGNER STATIONS**—KIPY-AM-TV Juneau, KIPW Seward and 10% of KYVA (TV) Anchorage and KTFF (TV) Fairbanks, all Alaska.

**WALKER GROUP STATIONS**—WJAM, WDEW-TV Green Bay-Marquette; WREY Beaver Dam, both Wis.; WJRH Rockford, Ill.; William E. Walker, Madison.

**WASHINGTON POST STATIONS**—WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.; John S. Hayes, president, Broadcast Div.; Clyde M. Hucl, vice president (engineering); Lawrence E. Richardson, general executive.

**WDSI BROADCASTING CORP. STATIONS**—WDSI-AM-FM-TV New Orleans, WAFB-AM-FM-TV Baton Rouge (60%), both La., and WDAM-TV Hattiesburg, Miss. (55%).

**WESTINGHOUSE BROADCASTING CO. STATIONS**—WHD-AM-FM-TV Boston, KYN-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WDEA-AM-FM Springfield (Mass.), KUSA-AM-FM-TV Pittsburgh, WQOW Fort Wayne, HCR-AM-FM Portland (Ore.), WIND-AM-TV Chicago, and WJZ-TV Baltimore. WBC is a subsidiary of Westinghouse Electric Corp. Headquarters: 122 E. 43rd St., New York 17, N. Y. Officers: Donald H. McGinnon, president; Ralph N. Harmon, vice president (engineering); A. W. Dannenberg, Jr., vice president (sales); P. S. Bascom, national radio sales mgr.; Thomas W. Judge, national tv sales mgr.; E. M. Higin, Midwest sales mgr.; Richard M. Paul, vice president (programming); William J. Kaland, national program mgr.; David E. Peabridge, advertising sales promotion mgr.; John J. Kelly, asst. advertising sales promotion mgr.; John J. Kelly, and advertising sales promotion mgr.; Marvin DeWolfe, research director; I. C. Baber, auditor; A. H. Hayes, asst. auditor; Gordon Hovvira, educational director; J. O. Scherler, industrial relations mgr.; John Sloan, attorney, 40 Wall St., New York 6, N. Y.; Washington office: 1222 E St., N.W., J. E. Baudino, vice president; W. C. Swartzell, vice president (Boston); P. E. Mills, mgr., WRE, F. A. Toole, mgr., WBL-TV; H. C. Lund, vice president (Pittsburgh); Paul G. O'Neil, asst. general mgr., KDKA; J. R. Hoover, mgr., KDKA-TV; R. V. Tindal, vice president (Cleveland); Gordon W. Davis, mgr., KYW; R. V. Touss, mgr., KYW-TV; C. W. Vandegriff, mgr., WQOW; P. G. Lasky, executive in charge, west coast operations and general mgr., KPDX; H. I. Bachman, mgr., KEX.

**ARTHUR WILKERSON STATIONS**—WLIL Lynchburg, WAEW Crawville, and WLKX Newport, Tenn.

**WILLIAMS-BERTHOFF STATIONS**—KLVK Spokane, KUTV Yakima, both Wash., KOYN Billings, Mont., and (NEW) Elmhurst, N. D. D. Gene Williams and DeLoart Berthoff.

**WINSTON-SALEM BROADCASTING CO. STATIONS**—WTOB-AM-TV Winston-Salem, N. C.; WSGN-AM-FM and 50% of WRMG (TV) Birmingham, Ala.; and WAPA-TV San Juan, P. R.; James W. Cook, president.

**WKY TELEVISION SYSTEM**—WKY-AM-TV Oklahoma City, WSFA-TV Montgomery, Ala., WTVT (TV) Tampa, Fla.

**J. W. WOODRUFF STATIONS**—WAOK-AM-FM Atlanta, WREB-AM-FM-TV Columbus, WGOC Albany, all Georgia.

**WOODWARD BROADCASTING CO. STATIONS**—WEDD-TV Detroit, WTCB-TV Toledo, Max Goss, president.

**WOLFSON-MEYER STATIONS**—WTVI (TV) Miami and 20% of WFGA-TV Jacksonville, both Fla.; 75% of WKCY (TV) Madison, Wis.; Mitchell Wolfson and Sidney Meyer.

**WEATHER-ALVAREZ STATIONS**—KFMB-AM-TV San Diego and KERO-TV Bakersfield, both Calif., and KYAT (TV) Yuma, Ariz.; Jacob D. Weather holds permit for WJDW (TV) Boston, Mass.

**ZUGSMITH-HOGAN STATIONS**—KHKD Los Angeles, KVSM San Mateo, Calif.; KDMI-KRHO-TV Las Vegas, Nev.; KULA-AM-TV Honolulu, Albert Zugsmith and Arthur B. Hogan. Mr. Zugsmith owns 75% of KHKD, 50% of KVSM, 25% of KDMI-KRHO-TV, 25% of KULA-AM-TV, Mr. Hogan owns 25% of KULA-AM-TV and 100% of KPOX Long Beach, Calif. Associated with Messrs. Zugsmith and Hogan are Frank Gassner, who owns 25% of KHKD, 10% of KVSM, and 25% of KDMI-KRHO-TV; Richard C. Simonsen, who owns 25% of KULA-AM-TV, and Jack Polchuck, who owns 25% of KVSM and 25% of KDMI-KRHO-TV.

## EXPERIMENTAL TV

FOLLOWING is a list of the experimental television stations authorized by FCC as of May 20, showing permittee or licensee, date of 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.

Adias Communications Lab.—KEXXP, New Rochelle, N. Y., 328-342 mc. First authorized March 21, 1954. Making and booster tests. KC-XFF Waterbury, Conn., 704-710 mc. 11 w. Booster test. WATN-TV, first authorized Dec. 1, 1954. KEXXTI New Rochelle, N. Y., Chs. 70-85 with ERP of 10 w. (peak). Established for purpose of developing equipment for proposed ulf tv translator service, currently under FCC consideration. First granted May 14, 1955.

Cinetelco Television Assn. Inc.—KCHXD Lancaster, Pa., 290-625 mc. First authorized Oct. 25, 1951.

General Electric Co.—KXEXX Ayrault, N. Y., Chs. 2 to 13 and 60-69 mc. First authorized Jan. 10, 1955.

Richard R. Hayes—KXEXXG, ch. 11, 10 w. San Antonio, Tex.

Lambda-Pacific Engineering Inc.—KXEXXG, test Coalinga, Calif. 605-478 mc. 1 w.

Masson Community T. Corp.—KXEXXK, near Mansion, Wash., Ch. 15, 15 w. First authorized Jan. 12, 1955. KXEXXV Mansion, Ill. 1 m. Also relay of KXEXXK.

Product Development Co.—KXEXXJ, ch. 1-12, (174-216 mc), 100 w. Morris, N. J.

Radio Corp. of America—KXEXXNY, 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 100 kw, and Chs. 14 through 23 with 1,000 kw. First authorized June 14, 1952.

Radio Supply Co. of Nevada—KXEXXEQ, ch. 70, 19 w. Reno, Nev.

Stevens Electric Products Inc.—KXEXXDU Emporium, Pa., rebroadcasts WJAC-TV Johnstown, Pa., on ch. 7 as well as 300-625 mc and 675-690 mc. First authorized Sept. 23, 1951. Firm also has KXEXXJ and KXEXXK, studio-transmitter links operating in the 200 mc band in conjunction with KXEXXDU. Another test station is operated on Ch. 22 (278-292 mc) under call KXEXXEL. Also operating is KXEXXZ with ERP of 100 kw visual, 25.75 kw aural. It was first granted Dec. 30, 1950.

Zenith Radio Corp.—KXEXXER, Chicago, 312-658 mc., 3 kw. Color tv and Phonovision tests. First authorized as KWIXZC Dec. 19, 1944.

## 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 Radio Co. Harry M. Ayers, principal owner of Anniston Star, is the majority stockholder.

**WBCA** Bay Minette—Licensed to Southwest Alabama Broadcasting Co. James E. Faulkner, 25% owner, is 50% owner of Southwest Alabama Publishing Co. (weekly) Baldwin Times, Bay Minette, and Monroe Journal, Monroeville, Ala.—WNYC

**WAFB WAFM (FM), WABT (TV)** Birmingham—Licensed to Alabama Broadcasting System Inc., same ownership as Birmingham News Co. (Birmingham News-S. J. Newhouse). Same company owns Huntsville (Ala.) Times (WHSI). See WFTS Syracuse, N. Y., for Newhouse holdings.

**WBNC-AM-FM-TV** Birmingham—Licensed to Radio Cincinnati Inc. See WBNC Cincinnati, Ohio. (Cincinnati Times-Star.)

**WEEI** Brewton—Licensed to Brewton Broadcasting Co., under same ownership as Brewton Standard.

**WGAB** Gadsden—Licensed to Elsworth Broadcasting Inc. Charles Springall, controlling stockholder, is president-publisher of Gadsdenville (Ga.) Times (WGDA). See also WGAB Rome, Ga.

**WHSS** Huntsville—Licensed to Huntsville Times Co. Inc., publisher of Huntsville Times. See also WAFB Birmingham.

**WRLD-AM-FM** Laurel—Licensed to Valley Broadcasting Co. President T. C. Henderson is publisher of semi-weekly Alexander City Outlook, Guadalupe Enterprise-Chronicle.

**WASB** Mobile—Licensed to Mobile Press Bagates Inc., publisher of Mobile Register and Press.

**WHPC** Monteville—Licensed to Monroe Broadcasting Co. William M. Stewart and James H. Faulkner, majority stockholders, publishers of weekly Monroe Journal and Baldwin Times. See also WBCA Bay Minette, Ala.

**WFPA-TV** Montgomery—Licensed to WKY Television Inc. (WKY-AM-TV Oklahoma City). Same ownership as Oklahoma City Oklahoman and Times, former Oklauman. See WKY Oklahoma City and WTVE (TV) Tampa, Fla.

**WTFB-AM-FM** Talladega—Licensed to Voice of Talladega Inc., 80% owned by Talladega Pub. Co., publisher of Talladega Daily Home and weekly Talladega News.

### ARIZONA

**KOOL-AM-TV** Phoenix—Licensed to KOOL Radio Television Inc. Gene Aubry, 52.5% owner, is 12.5% owner of Phoenix Republic and Gazette, Tempe Mercury, 12.5% owner, is 12.5% owner of Phoenix Republic and Gazette. See also KOLD Tucson, Ariz., and KMPC Los Angeles, Calif.

**KPHD-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.

**KOLD-AM-TV** Tucson—Licensed to Old Pueblo Broadcasting Co. Gene Aubry, 45% owner, is 12.5% owner of Phoenix Republic and Gazette. See also KOOL Phoenix, Ariz., and KMPC Los Angeles, Calif.

**KVOA-AM-TV** Tucson—Licensed to Arizona Broadcasting Co., 20% owned by Clifton D. McKinnon, publisher of weekly San Diego North Shore Sentinel and Coronado Journal, both Calif. See also KOAT-TV Albuquerque, N. M.

### ARKANSAS

**KFSA** Fort Smith—Licensed to Fort Smith Broadcasting Co. Radio ownership as KFSA-TV Fort Smith. (see below).

**KFSA-TV** Fort Smith—Licensed to South-Western 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 (KHSG) Las Vegas, Nev.

Benton Journal (KORR and KLAJ-TV), El Paso (Nev.) Times, Blackfoot (Okla.) Journal-Tribune, Chickasha (Okla.) Express, and Rogers (Ark.) News. See also KHNS Springdale, Ark., KZBC Okmulgee, Okla., KOLO-AM-TV Reno and KORR-KLSJ-TV Las Vegas, Nev.

**KXAN** Hope—Licensed to the Hope Broadcasting Co. A. E. Washburn, principal owner, is publisher of Hope Star.

**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 Realty, Corp. (HWNH). Same ownership as Monroe (La.) World and News-Star.

**KTHV (TV)** Little Rock—Licensed to Arkansas Television Co., 42% owned by Radio Broadcasting Inc. (KTHS) and 52% owned by Arkansas Democrat Co. (Arkansas Democrat). Principal owners of KTHS (identified with Times Pub. Co., publisher of Shreveport (La.) Times (KWKH). See also KTHS Little Rock and KWKH Shreveport, La.

**KTRS** Springdale—Licensed to N.W. Arkansas Radio & TV Co., subsidiary of Southwestern Publishing Co. President is Donald W. Reynolds (see KFSA Ft. Smith).

### CALIFORNIA

**KBAK-TV** Bakersfield—Licensed to Bakersfield Radio Co., 25% 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 KMLJ-AM-FM-TV Fresno, KHEE-AM-FM Modesto, KFRK-AM-FM Sacramento, KOH Reno.

**KMLJ-AM-FM-TV** Fresno—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

**KNDS** Hanford—Licensed to Hanford Radio Co. Earl J. Fenston is president of licensee and of Hanford Pub. Co., publisher of the Hanford Journal and of Santa Maria Times Inc., publisher of Santa Maria Times.

**KCOF (TV)** Los Angeles—Licensed to Copley Free Inc. Copley Free owns Laguna Beach-Free 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 Post, Culver City Star-News, Glendale News-Press, Menlo Park News-Post, Redondo Daily Press, Venice Evening Vanguard, and 60% of San Pedro News-Post, Sale of KCOF to Kenyon Brown-Harry L. (Bing) Crosby and associates pending.

**KMPC** Los Angeles—Licensed to Golden West Broadcasters. Gene Aubry, 31% owner, is 12.5% owner of Phoenix (Ariz.) Republic and Gazette. See also KOOL Phoenix and KOLD Tucson, both Ariz.

**KITY (TV)** Los Angeles—Licensed to KITY Inc., 75% owned by Los Angeles Times and Mirror-News.

**KHEE-AM-FM** Modesto—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

**KLK** Oakland—Licensed to Tribune Building Co., affiliated with Oakland Tribune.

**KNOW** Oakland—Licensed to KNOW Inc., owned by Sheldon F. Sockett, chief owner of KVAN Vancouver, Wash., owner of KOOB Coos Bay, Ore., publisher of Coos Bay Times and weekly Olympic Press, Oakland, Calif.

**KOCS, KEDO (FM)** Oxnard—Licensed to Daily Report Co., same ownership as Oxnard-Upland Journal.

**KDES** Palm Springs—Licensed to George E. Cameron Jr., 40% owner of Palm Springs Desert Sun.

**KFRK-AM-FM** Sacramento—Licensed to McClatchy Broadcasting Co. (See KERN Bakersfield.)

**KHON-TV** San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle. See also KBAK Bakersfield, Calif.

**KJVO-AM-FM** San Jose—Licensed to Santa Clara Broadcasting Co. Owner Patrick H. Feasby is co-publisher Liberty Dispatch, Los Gatos Times and weekly Pleasanton Times, San Jose Standard and Mountain View Register (under).

**KTIM** San Rafael—Licensed to Martin Broadcasting Co.; 75% owned by San Rafael Independent Journal.

**KTMS** Santa Barbara—Licensed to News-Press Publishing Co., publisher of Santa Barbara News-Press (T. M. Storck, publisher, owns 31% of common stock).

**KSCO** Santa Cruz—Licensed to Radio Santa Cruz; Fred D. McPherson Jr., publisher of Santa Cruz Sentinel News, is a partner.

**KRRD** Santa Rosa—Licensed to Finley Broadcasting Co. Ruth W. Finley, president, is affiliated with Santa Rosa Press-Democrat. Operated independently of newspaper.

### COLORADO

**KCTV (TV)** Colorado Springs—Licensed to Ft. Colorado Inc., half owned by Clifford Phillips, (KCHP Pueblo, who has an interest in weekly Arkansas Valley Journal and half by James D. and Betty E. Hummel.

**KVFC** Cortez—Licensed to Jack W. Hawkins (WVFC, see Ramsey H. Hubbs, 24% owner, Mr. Hubbs is 50% owner of semi-weekly Pecos (Tex.) Enterprise. See also KIUN Pecos, Tex.

**KIMN** Denver—Licensed to KIMN Inc. Same ownership (A. L. Glassman and family) as Ogden (Utah) Standard-Examiner (KLO). See also KJOM Great Falls, Mont., and KUTV (TV) and KALL, Salt Lake City, Utah; KLEX-AM-TV Twin Falls, Idaho; KJEM Boise, Idaho; KOPB Salt Lake, Utah.

**KJLZ-AM-TV** Denver—Licensed to Aladdin Radio Corp., subsidiary of Time Inc., publisher of Time, Life, Fortune and Sports Illustrated. See also KDYL, Salt Lake City, Utah, WYNN Indianapolis, Ind., WOOD Grand Rapids, Mich., and WYON Minneapolis, Minn.

**KJMN** Lamar—Licensed to Southeast Colorado Broadcasting Co. Inc. Fred M. Satz (42% owner, see Lamar Daily News).

### CONNECTICUT

**WNRC-AM-FM-TV** New Haven—Licensed to Tri-Angle Publications Inc. (Philadelphia Inquirer). See WFTH Philadelphia, Pa.

**WTCT-AM-FM** Stamford—Licensed to Western Connecticut Broadcasting Co. Kingsley Gillespie, publisher of Stamford Advocate, is president.

**WBY** Waterbury—Licensed to the American-Republican Inc., publisher of Waterbury Republic and American.

### DELAWARE

**WDEL-AM-FM** Wilmington—Licensed to Demarva Broadcasting Inc., same ownership (Steinman & Stearns) 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 Washington Post Co. (Washington Post & Times-Herald). See also WMBH Jacksonville, Fla.

### FLORIDA

**WESH-TV** Daytona Beach—Licensed to Talbot Inc., owned by J. E. Perry; interests. See WFLD-TV Jacksonville, Fla.

**WDSB-AM-FM** Daytona Beach—Licensed to the News-Journal Corp., publisher of Daytona Beach Journal and News (60% owned by Perry interests). See WFLD-TV Jacksonville.

**WDFW** Delray Beach—Licensed to Delray Broadcasting Corp. Harlan G. Murrell, 14.2% owner, is publisher of New Jersey weekend Ocean City Sentinel-Ledger and Cape May Courthouse Gazette. See also WOND Pleasantville, N. J., and WTCC Ithaca, N. Y.

**WFTL** Fort Lauderdale—Licensed to Gore Publishing Co., publisher of Fort Lauderdale News.

**WGTO** Gaines City—Licensed to KWK Inc. (KWK St. Louis, Mo.), 25% owned by St. Louis Globe-Democrat (E. I. Newhouse). For Newhouse properties see WFTS Syracuse, N. Y.

**WJLF-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 (WJLP), Palm Beach News, 40% of Daytona Beach Journal and News (WDBD-WESH-TV) and various weekly newspapers in Florida. Perry also owns Frankfurt (Ky.) State Journal and Western Newsmaster Union, a newspaper syndicate.

**WJMN-AM-FM-TV** Jacksonville—Licensed to Washington Post Co., publisher of Washington (D. C.) Post & Times Herald. See also WTOP Washington, D. C.

**WTKR-AM-FM, WTKT (TV)** Miami—Licensed to Baystate Television Corp., 42.5% owned by Cox interests (Miami News) and 42.5% by Knight interests (Miami Herald). For other Cox properties see WHIO Dayton, Ohio. For other Knight interests see WARR Akron, Ohio.

# NEWSPAPER OWNERSHIP

**WDRB-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 WJBN Detroit, WSPD Toledo, WAGA Atlanta, WWVA Wheeling, WJW-AM-TV Cleveland.

**WTMC** Davis—Licensed to Onair Broadcasting Co. Inc., affiliate of Onair Star-Banner (Perry Newspapers). See **WHP** Jacksonville.

**WDLF-AM-FM** Panama City—Licensed to Panama City Bldg. Co. Same ownership as Panama City News-Herald. See **WHP** Jacksonville.

**WCOA** Panama City—Licensed to WCOA Inc. (Panama City Journal and News-Perry). For other Perry interests see **WHP** Jacksonville, Fla.

**WJCM** Selma—Licensed to Clearfield Broadcasters Inc. Same ownership as Clearfield (Pa.) Progress. See also **WCFA** Clearfield, **WDAD** Indiana, 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). D. Tennant Bryan family holds approximately 56% interest in Richmond Times-Dispatch and News-Leader (WJVL-AM-FM Richmond).

**WTWT (TV)** Tampa—Licensed to WKY Television System Inc. Same ownership as Oklahoma City Oklahoman and Times, former stockman-WKY. See also **WSPA-TV** Montgomery, Ala.

## GEORGIA

**WALB-AM-TV** Albany—Licensed to Herald Publishing Co. (Albany Herald).

**WAGA-AM-FM-TV** Atlanta—Licensed to Storer Broadcasting Co. Same interests (George B. Storer) as Miami Beach Sun. See **WSPD** Toledo, **WIEK** Detroit, **WJW** Cleveland, **WWVA** Wheeling, **WDRB** Miami.

**WSS-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 (WCKB), Springfield (Ohio) News and Sun.

**WBEF** Cartersville—Licensed to W. E. Frier, owner of weekly Barlow Herald. See also **WEAS** Greer, S.C.

**WRHL-AM-FM-TV** Columbus—Licensed to Columbus Broadcasting Co., 51% owned by B. W. Page Corp. (Columbus Enquirer and Ledger and Brackets [Fla.] Herald).

**WJIC** Columbus—Licensed to Albert S. Hardy, owner of weekly Commerce News.

**WCGA** Gainesville—Licensed to Blue Ridge Broadcasting Co. Charles Southgait, publisher Gainesville Daily Times, is president and majority stockholder. See also **WEGA** Rome, Ga., and **WCAS** Camden, Ala.

**WKLY** Hartwell—Licensed to Louis L. Murrin, partner in weekly Hartwell Sun.

**WLAG-AM-FM** La Grange—Licensed to La Grange Broadcasting Co. 35% of stock owned by Roy L. Swank, publisher of La Grange News.

**WMEX** Macon—Licensed to Storer Broadcasting Co. 1% held by the Telegraph Publishing Co., publisher of Macon Telegraph and News.

**WWDV** Milledgeville—Licensed to Foy N. Moore, editor, weekly Union-Recorder and Herald News.

**WPGA** Rome—Licensed to Rome Bldg. Corp. Controlling stockholder Charles Southgait, owner of Gainesville (Ga.) Daily Times. See also **WCGA** Gainesville, Ga. and **WCAS** Camden, Ala.

**WFTT** Thomaston—Licensed to the Thomaston Broadcasting Co. J. B. Hardy, E. J. Carwell, co-owners, weekly Thomaston Times and Free-Press, with 48% of station.

**WTWA** Thomson—Licensed to Hickory Hill Broadcasting Co. Inc. Majority owner Frank Nash, owns weekly McDuffie Progress and Columbia News.

**WYOP** Vidalia—Licensed to Vidalia Broadcasting Co. R. E. Ledford, 50% owner, is publisher of weekly Vidalia Advance.

**WAYX** Waynesboro—Licensed to Jack Williams, publisher, Waynesboro Journal-Herald.

## IDAHO

**KOEM** Boise—Licensed to Idaho Bests. & T.V. Co., owned by A. L. Glusmann interests (see **KIMN** Denver, Colo.).

**KBAR** Burley—Licensed to KEBD Inc. Owned 86% by Jessica L. Longston, publisher of bi-weekly Burley Bulletin, and St. Helens (Ore.) Sentinel and Othello (Wash.) Outlook. See also **KPUG** Bellingham, **KSEM** Moses Lake and **KAYO** Seattle, Wash.

**KIFI** Idaho Falls—Licensed to Eastern Idaho Bests. & T.V. Co. 80% owned by J. Robb Brady Trust Co., owner of Idaho Falls Post-Register.

**KLIX-AM-TV** Twin Falls—Licensed to Southern Idaho Bldg. & Television Co., owned by A. L. Glusmann interests. (See **KIMN** Denver, Colo.)

## ILLINOIS

**WBBC-AM-FM** Bloomington—Licensed to Bloomington Broadcasting Corp., 50% owned by Daily Pantagraph Co. (Bloomington Pantagraph).

**WCIA (TV)** Champaign—Licensed to Midwest Television Inc., 20% owned by Champaign News-Gazette. (WDWS) and 20% by Lindbergh-Schaub Newspapers Inc. (WDOY Decatur, Ill.).

**WDWS-AM-FM** Champaign—Licensed to The Champaign News-Gazette Inc., publisher of Champaign News-Gazette.

**WAAF** Chicago—Licensed to Cook Best Publishers Inc. (Deseret Journal Division).

**WFMP (FM)** Chicago—Licensed to Perennial Music Inc., owned by Field Enterprises Inc., which owns Chicago Sun-Times.

**WGN-AM-TV** Chicago—Licensed to World Inc., same ownership as Chicago Tribune, New York News (WPIX) (TV).

**WHFC-AM-TV**, **WERS (FM)** Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weekly *Chicago Life*, *Search Life* and *Search Life and Community Reporter* (Chicago) and bi-weekly *Suburban Life*.

**WLS** Chicago—Licensed to WLS Inc., 80% owned by a subsidiary of Prairie Farmer Publishing Co., publisher of Prairie Farmer, semi-monthly, and 60% by American Bests.-Paramount Theatres Inc. (which owns **WMBH (TV)** Chicago among other stations).

**WDAN-AM-TV** Danville—Licensed to Northwestern Publishing Co. (Danville Commercial News-Gazette). For other Gannett newspapers, see **WISC** Rochester, N. Y.

**WBOY-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.) *Spending Courier*, and St. Louis Journal, and Carbondale-Herrin-Murphersboro, Southern Illinois, and owner **WBEI (FM)**, Effingham, Ill., and 20% of **WCIA (TV)**, Champaign, Ill.

**WCRA** Effingham—Licensed to the Effingham Bldg. Co. Ownership (Joseph E. and William D. McNaughton) identical with Effingham News and Palm Times, both Ill. See also **WRMN** Elgin, Ill., **KXGI** Fort Madison, Iowa.

**WBEI (FM)** Effingham—Licensed to Illinois Broadcasting Co., owned by Lindsay-Schaub Newspapers Inc. (See **WBOY** Decatur, Ill.).

**WRMN** Elgin—Licensed to Elgin Bldg. Co. Same ownership as **WCRA** Effingham, Ill. (See above.)

**WGIL** Galesburg—Licensed to Galesburg Broadcasting Co., controlled by Galesburg Printing & Publishing Co., publisher of Galesburg Register-Mail.

**WJLS-AM-FM** Jacksonville—Licensed to Jacksonville Radio & Television Bests. Corp., 80% 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-Progress. See also **KOLW** Martin, Tex.

**WYTH-TV** Peoria—Licensed to Illinois Bldg. Co. 6% owned by the Peoria Journal-Star.

**WYEN-AM-FM-TV** Quincy—Licensed to Quincy Bldg. Co., 50% owned by Quincy Herald-Whig.

**WTAD-AM-FM**, **KHQG-TV** (Hannibal, Mo.) Quincy—Licensed to Lee Broadcasting Inc., 20% owned by Newsday Courier Post, affiliated with **KOLO** Mason City, Ia. For other Lee holdings, see **KOLO** Mason City, Iowa.

**WHEK-TV** Rockford—Licensed to Greater Rockford Television Inc., 85% owned by Rockford Broadcasters Inc. (Rockford Star and Register Republic—**WROR**).

**WROK-AM-FM** Rockford—Licensed to Rockford Broadcasters Inc. Same ownership as Rockford Star and Register-Republic.

**WHEP-AM-FM-TV** Rock Island—Licensed to Rock Island Broadcasting Co. J. W. Potter Co. (Rock Island Argus) principals are also principal stockholders of **KEUN** Bemidji, Minn.

**WKEH** Waukegan—Licensed to News-Day Broadcasting Corp., subsidiary of Waukegan News-Day.

**WHPK** West Franchet—Licensed to Pyramid Radio Broadcasting & Television Co., 20% owned by Paducah Newspapers Inc. (Paducah [Ky.] *Free-Democrat*). See also **WPKD-TV** Paducah, Ky.

## INDIANA

**WDRB-AM-FM** Connersville—Licensed to News Examiner Co., publisher of Connersville News-Examiner.

**WTBC-AM-FM**, **WBIY (TV)**, Elkhart—Licensed to Truth Publishing Co. (Elkhart Truth). See also **WKIG** Fort Wayne, Ind.

**WGL** Ft. Wayne—Licensed to News Central Broadcasting Co., which is owned by News Publishing Co. (Fort Wayne News-Examiner).

**WJFG-AM-TV** Fort Wayne—Licensed to WKIG Inc., 60% owned by Truth Publishing Co. (Elkhart Truth—**WTBC**—**AM-FM** and **WBIY (TV)**).

**WFHM-AM-TV** Indianapolis—Licensed to WFHM Broadcasting Inc. owned by Time Inc. (Time, *Life*, *Fortune*, *Sports Illustrated*). See also **KLE** Denver, Colo., **KDYL** and **LANS CITY** Utah, **WOOD** Grand Rapids, Mich., and **WTGX** Minneapolis, Minn.

**WIRE** Indianapolis—Licensed to Indianapolis Bests. Inc., 100% owned by Central Newspapers Inc. (Eugene C. Pulliam, 40% owner), Central Newspapers Inc. owns *Witness* (Ind.), *Sun-Commercial* (WAOV) and *Illustrated Herald-Press*. Central Newspapers Inc. also owns majority stock of Indianapolis Newspapers Inc. (Indianapolis Star and News), Indianapolis Newspapers Inc. owns majority stock in *Midwest Newspapers Inc.* (Marion Star and Press), *Central Newspapers Inc.* also owns majority stock of *Phoenix* (AZ), *Republic* and *Journal*. Mr. Pulliam is also an officer and director of each of the above companies.

**WJOL** Kalamazoo—Licensed to Booth Radio & Television Stations Inc., John L. Booth, president. Mr. Booth personally owns 42% of Booth Newspapers Inc. See **WJLB** Detroit, Mich.

**WREI-AM-FM** Marion—Licensed to Chronicle Publishing Co., Inc., publisher of *Marion Leader-Tribune* and *Chronicle*.

**WYVA** South Bend—Licensed to Booth Radio & TV Stations Inc. See **WJLB** Detroit, Mich.

**WBEI-AM-TV** South Bend—Licensed to South Bend Tribune.

**WAOV** Vincennes—Licensed to Vincennes Sun Co. (Vincennes Sun-Commercial). Vincennes Sun Co. is owned by Central Newspapers Inc. See **WIRE** Indianapolis.

**WHSW-AM-FM** Warsaw—Licensed to Reut Williams & Sons Inc., publisher of *Warsaw Times-Union*.

**WAMW**, **WPML (FM)** Washington—Licensed to Washington Radio Inc., 54% owned by Mrs. Paul R. Hausman, owner of *Washington Herald*.

## IOWA

**KAEI** Ames—Licensed to Ames Broadcasting Co. President W. S. Rutz and Hollis Nordyke, stockholders, own stock in Ames Tribune.

**KWBC** Boone—Licensed to Boone Broadcasting Co. Stockholders Harold A. and Mary Garvey control Boone News-Republic.

**KBUD-AM-TV** Cedar Rapids—Licensed to Cedar Rapids Television Co., owned by Cedar Rapids Gazette.

**KPIG** Cedar Rapids—Licensed to Cedar Rapids Broadcasting Corp., principally owned by John C. Kelly and brothers, who also have minority interest in Sioux City Journal and Journal-Tribune. See also **KTHI** Sioux City, Iowa.

**KWTV** Council Bluffs—Licensed to the Nonpartisan Broadcasting Co., affiliated with the Nonpartisan Co., publisher Council Bluffs Nonpartisan.

**KQTV (TV)** Des Moines—Licensed to RB Mt. Television Inc., 100% owned by Central Bests. Co. (Morgan Murphy), *Big Story* newspaper ownership, see **WDFC** Duluth, Minn.

**KRNT** Des Moines—Licensed to Cowles Broadcasting Co., which also owns **KYTV (TV)**, Sioux City, Iowa; **WQAX** Yankton, S. D.; **WHYN-AM-TV**, Huntington, W. Va., and 90% of **KRNT-TV**, Des Moines, Iowa. Members of the Cowles family have majority interest in Minneapolis Star & Tribune Co., Minneapolis Star & Tribune Co. owns 67% of **WCCO-AM-TV**, Minneapolis and 20% of **KYTH (TV)**, Hazelton, Kan. Cowles newspapers are *Des Moines Register* and *Tribune*, *Minneapolis Star* and *Tribune*. Cowles family also controls *Look* magazine.

**KRNT-TV** Des Moines—Licensed to **KRNT-TV** Co., controlled by Cowles Broadcasting Co. See **KRNT** Des Moines (above).

**KDTH** Dubuque—Licensed to Dubuque Telegraph-Herald.

**KXOI** Ft. Madison—Licensed to **KXGI** Inc., 80% owned by Joseph E. and William D. McNaughton (see **WCRA** Effingham, Ill.).

**KPJD** Marshalltown—Licensed to Marshall Electric Co., owned by the Marshalltown Times-Republican.

**KGLO-AM-FM-TV** Mason City—Licensed to Lin Radio Inc., affiliated with ownership of WTAD, Quincy. H. Lee P. Leitch, president and publisher of Mason City Globe-Gazette. Other Lee newspapers are: Marshall (Ia.); Courier-Post (KNOX-TV); La Crosse (Wg.); Painesville (WABT-TV); Des Moines (Iowa); Democrat and Times, Ottumwa (Iowa); Courier-Messenger (Iowa); Journal, Madison (Wis.); State Journal (WIA); Newsweek (Ill.); Star-Courier and Lincoln (Neb.); Star (NEAB Omaha, Neb.).

**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 90% by Perkins Brothers Co. Interlocking ownership through individual stockholders in Sioux City Journal and Journal-Tribune. See also KSCJ Sioux City.

**KTRH** Sioux City—Licensed to Sioux City Broadcasting Co., owned by John C. Eugene F. Frost I and Lennon Kelly, who also have minority interest in Sioux City Journal and Journal-Tribune. See also KPHI Cedar Rapids, Iowa.

**KTVI (TV)** Sioux City—Licensed to Corbett Broadcasting Co. See KRST Des Moines.

**KANSAS**

**KSOK** Arkansas City—Licensed to KSOK Radio Co., owned by Stauffer Publications Inc. (see WIDW Topeka, Kan.).

**KOPF** Coffeyville—Licensed to Midwest Broadcasting Co. Same majority ownership as Coffeyville Journal. See KHAS, Hastings, Neb.

**KORO** Dodge City—Licensed to Dodge City Broadcasting Co. Inc. President J. C. Denlow Jr. and other stockholders also own Dodge City Globe.

**KIUL** Garden City—Licensed to KIUL, Inc., owned by John P. and estate of Sidney Harris, owners of Garden City Telegram, Hutchinson News-Herald, Ottawa Herald, Cherokee Tribune, Kansas Journal (KSAL), all Kansas, and Burlington (Iowa) Star-Examiner-Gazette.

**KVGB** Great Bend—Licensed to KVGB Inc., 49% owned by Will L. and Russell T. Townsend, owners of Great Bend Tribune and Russell (Kan.) News.

**KTVH (TV)** Hutchinson—Licensed to Wichita-Hutchinson Co., 80% owned by Minneapolis Star & Tribune Co. See KRST Des Moines, Iowa.

**KMAN** Manhattan—Licensed to Manhattan Broadcasting Co. Same ownership as Manhattan Mercury. See KHAS Hastings, Neb.

**KNDY** Marysville—Licensed to Marshall Transmitter Inc., 100% owned by Byron Everett Ginn, owner of weekly Marysville Advertiser.

**KNEX** McPherson—Licensed to K. R. Krethel, publisher of McPherson Republican.

**KOAM-TV** Pittsburg—Licensed to Mid-Continental Telecasting Inc., 80% owned by KOAM and 20% by Joplin (Mo.) Globe and News-Herald.

**KSEK** Pittsburg—Licensed to the KSEK Broadcasting Co., owned by Stauffer Publications (see WIDW Topeka, Kan.).

**REAL** Salina—Licensed to KHAI, Inc., owned by John P. and estate of Sidney Harris, owners of Salina Journal (for other newspaper holdings, see KIUL Garden City, Kan.).

**WIDW-AM-TV** Topeka—Licensed to Topeka Broadcasting Co., owned by Stauffer Publications Inc., publisher of Topeka State Journal and Capital, Kansas City, Kansas, Arkansas City Presser, Pittsburg Herald and Sun, Weston Kansas, all Kan.; Examiner (Okla.); News and Star, Grand Island Independent, and York News-Times, both Neb.; Marysville Forum, Nevada Mail, Independent Examiner, all Mo. See also KSEK Pittsburg and KSOK Arkansas City, both Kan., and KOPF Shawnee, Okla.

**KPH-AM-FM** Wichita—Licensed to Radio Station KPH Co., 100% 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**

**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-Army.

**WCTT** Corbin—Licensed to Corbin Stage-Tribune Inc., Publisher Corbin Tribune and Times and 50% owner of Herald (Ky.) Enterprise.

**WFKB** Franklin—Licensed to The Franklin Tribune-WFKB Inc. Franklin Tribune is a weekly.

**WFUL** Fulton—Licensed to Ken-Ten Broadcasting Corp., Robert Paul Westphaling Jr. and wife own station, publish weekly Fulton News.

**WHOA** Hopkinsville—Licensed to Pennsylvania Broadcasting Co. 80% owned by A. W. and Thomas F. Wood, owners of Hopkinsville Ky. News Eve.

**WHAS-AM-TV** Louisville—Licensed to WHAS Inc., same ownership as Louisville Courier-Journal and Times.

**WKLO-AM-TV** Louisville—Licensed to Mid-America Broadcasting Corp., owned by Charles Sawyer, publisher of Louisville (Ohio) Eagle-Gazette and Weekly (Ohio) News and Waterman (weekly), see WIFE Springfield, WCOL Columbus and WISC Dayton, Ohio.

**WFMW-AM-FM** Madisonville—Licensed to Messenger Broadcasting Co., owned 100% by Madisonville Messenger.

**WMK** Middletown—Licensed to Cincinnati Gap Broadcasting Co. Same stockholders also own stock in Middletown News.

**WOMG-AM-FM** Owensboro—Licensed to Owensboro Broadcasting Co. Stock owned by principal stockholders of Owensboro Publishing Co., publisher of Owensboro Messenger and Inquirer.

**WPSD-TV** Paducah—Licensed to Paducah Newspapers Inc. (Paducah Sun-Democrat). See also WBPX W. Frankfort, Ill.

**WLBI** Pleasantville—Licensed to Commercial Pub. Co., publisher of weekly Pine County News.

**LOUISIANA**

**KIRY** Shreveport—Licensed to Mer Rouge Broadcasting Co. Co-owner Nathan Bolton is publisher of Shreveport Enterprise.

**WJBO, WBRH(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 Radio Co., 50% owned by Baton Rouge Broadcasting Co. (WJBO and WBRH (FM)) which has same ownership as Baton Rouge Advocate and State-Times.

**KVOL** Lafayette—Licensed to Evangeline Broadcasting Co., 90% owned by Lafayette Advertiser (Morgan Murphy). For Murphy newspaper ownership, see WEEC Duluth, Minn.

**WFS** 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 KIRY Little Rock, Ark.).

**MAINE**

**WGAN-AM-TV** Portland—Licensed to Guy Gannett Broadcasting Service, owned by Guy Gannett Publishing Co., publisher of Portland Press Herald and Express, Augusta Kennebec Journal and Waterville Sentinel.

**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), Birmingham Sentinel (WIBN), Detroit News, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald Express, San Antonio Light, Seattle Post-Intelligencer.

**WMAR-TV** Baltimore—Licensed to A. & A. Co., publisher of Baltimore Sunpapers.

**MASSACHUSETTS**

**WHDH-AM-FM-TV** Boston—Licensed to WHDH Inc. owned by Boston Herald-Traveler Corp., publisher Boston Herald and Traveler.

**WHET-AM-FM** Braintree—Licensed to Enterprise Pub. Co., publisher, Braintree Enterprise & Times.

**WEAR** Fall River—Licensed to Fall River Broadcasting Co., owned by Fall River Herald News Publishing Co., publisher of Fall River Herald News.

**WBBH-AM-FM** New Bedford—Licensed to E. Anthony & Sons Inc., publisher of New Bedford Standard Times and Hyannis (Mass.) Cape Cod Signal-Times.

**WBEK-AM-FM** Pittsfield—Licensed to Western Mass. Broadcasting Co., owned by Berkshire Eagle.

**WHYN-AM-FM-TV** Springfield-Holyoke—Licensed to Hampshire-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 Post.

**WOCB-AM-FM** West Yarmouth—Licensed to E. Anthony & Sons Inc. See WBBH 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** Ann Arbor—Licensed to Callum Book Co., James C. Sedent, 35% stockholder, is owner of Ann Arbor Recorder, James Mason, 25%, is publisher of Marshall (Mich.) Chronicle.

**WHFB-AM-FM** Benton Harbor-St. Joseph—Licensed to Palladium Pub. Co., publisher of Benton Harbor News-Palladium, St. Joseph (Mich.) Herald-Press.

**WJBR-AM-TV** Detroit—Licensed to Star Broadcasting Co. Same interests (George S. Skover) own Miami Beach Fla. See WGGH Miami, Fla.

**WJLB, WBRH(FM)** Detroit—Licensed to Booth Radio & Television Stations Inc., J. L. Booth personally owns 41% Booth Newspapers Inc. (Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Parrot, Ann Arbor News.) See WBBE Flint, WSGW Saginaw, WHEM Jackson, Mich., WJVA South Bend and WJOU Kokomo, both Ind. and WJOD Toledo, Ohio.

**WJW-AM-FM-TV** Detroit—Licensed to Evening News Association, publisher of Detroit News.

**WJXC** Flint—Licensed to South Radio and Television Stations Inc., J. L. Booth, owner, personally owns 43% of Booth Newspapers Inc. See WJLB Detroit.

**WOOD-AM-TV** Grand Rapids—Licensed to WOOD Broadcasting Inc., owned by Time Inc. (Time, Life, Fortune and Sports Illustrated). See also WJRM Hollandville, Ind.; WTCN Minneapolis, Minn.; KLE Denver, Colo. and KDYL Salt Lake City, Utah.

**WMIQ** Iron Mountain—Licensed to the Iron Mountain-Kingsford Boat. Co. President Frank J. Russell (principal owner Marquette (Mich.) Mining Journal) is publisher of Iron Mountain News. See also WDMJ Marquette, Mich.

**WJBM** Jackson—Licensed to Booth Radio & Television Stations Inc., J. L. Booth personally owns 43% of Booth Newspapers Inc. See WJLB Detroit.

**WJMU-AM-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 Ram Publishing House Inc., publisher of Midland News.

**WMAE** Muskegon—Licensed to Muskegon-Alder Boat. Co. owned 20% by Charles Symon, part owner of weekly Muskegon News.

**WQAF** Oconomowoc—Licensed to Oconomowoc Radio Co., subsidiary of Argus Press Co., publisher of Oconomowoc Argus Press.

**WEGW** Saginaw—Licensed to Booth Radio & Television Stations Inc. (See WJLB Detroit.)

**WEOG** Saint Ste. Marie—Licensed to Hinesland Broadcasting Co. George A. O'Brien, publisher of Saint Ste. Marie News, owns 50%.

**MINNESOTA**

**KBJN** Bemidji—Licensed to Paul Bryman Broadcasting Co., owned by J. W. Dotter Co. interests (Rock Island Argus-WHBF-AM-FM-TV Rock Island, Ill.).

**WEEC** Duluth—Licensed to Head of the Lakes Broadcasting Co., 25% of stock owned by Evening Telegram Co. Superior, Wis., publisher of Superior Telegram, 25% by Northwest Paper Co., 20% by Morgan Murray, president of Evening Telegram Co., 10% by W. C. Bridges, manager, Head of the Lakes Radio Co. Mr. Murray is also interested in WMEG Hibbing, Minn.; WHLB Virginia, Minn.; WISC Madison; WRAU Eau Claire, Wis.; KVOL Lafayette, La.; KOTV(TV) Des Moines, Iowa, and the Masonic (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Recorder, Virginia (Ginn.) Herald News and News Facts, Los Angeles (CAL.) Eagle Rock News-Herald and Highland Park News-Herald, and Lafayette (La.) Daily Advertiser.

**WMEG** Hibbing—Licensed to Head of the Lakes Boat. Co. See WEEC Duluth.

**WCTP-AM-TV** Minneapolis—Licensed to Midwest Radio Television Inc., 80% owned by Mid-Continent Radio-Television Inc., and 4% owned by Minneapolis Star & Tribune Co. Mid-Continent is 50% owned by Northwest Publications Co. (holder interests), and 50% by Minnesota Tribune Co. Holder interests own St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDEM 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 (KJLO), San Jose

(Call) Mercury and News, Long Beach (Call) Independent and Press-Telegram, minority interest in Seattle Times, Minneapolis Star & Tribune Co. (Minneapolis Star and Tribune) also owns 80% of KTVH (TV) Hutchinson, Kan. Members of the Cowles family hold controlling interest in Minneapolis Star & Tribune Co. Cowles family also owns Cowles Broadcasting Co. (see KBNZ Des Moines, Iowa).

WTEN-AM-TV Minneapolis—Licensed to Twin State Broadcasting Inc., owned by Time Inc. (Time, Life, Fortune and Sports Illustrated). See also WFSB (Hartford, Conn.); WOOD Grand Rapids, Mich.; KLE Denver, Colo.; and KDVI, Salt Lake City, Utah.

KMBS Morris—Licensed to Western Minn. Bldg. Co., owned by Clifford L. Hedberg, 70% owner of weekly Coho (Minn.) Enterprise.

KNUJ New Tim—Licensed to KNUJ Inc., affiliated with New Tim 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 Postage (Wis.) Register & Democrat (WFDL) and weekly Oconto (Wis.) Reporter.

WHLB Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WELB Duluth.

KWNO-AM-FM Winona—Licensed to Winona Radio Service, 80% owned by M. H. White, publisher of Winona News.

MISSISSIPPI

WHPB Bossierville—Licensed to Bossierville Broadcasting Co., E. O. Boden, sole owner, owns weekly Walker County Times and Bossierville Independent. See also WAFB Yazoo City, WTUP Tupelo, WEGA Newton, all Miss., and KREL, Baytown, Tex.

WMBB Brookhaven—Licensed to Brookhaven Broadcasting Co., owned 41.3% by Dalton Brady, editor of Brookhaven Leader Times.

WBOC Clarksville—Licensed to Mrs. Eunice T. Innes, mother of Hiram Innes Jr., owner of Columbia (Miss.) Commercial Dispatch. See WCBT Columbia, Miss.

WCHI-AM-TV Columbia—Licensed to Hiram Innes Jr., owner of Columbia Commercial Dispatch. See also WFLG Tupelo, WROX Clarksville, WNAD Grenada, WMOX Meridian, all Miss.

WCJU Columbia—Licensed to WCJU Inc., Lester Williams, president, is editor and publisher of weekly Columbian Progress and Sunday Mirror.

WDDT Greenville—Licensed to WDDT Radio Co., affiliated with Delta-Democrat Publishing Co. (Greenville Delta Democrat-Times).

WNAG Grenada—Licensed to Hiram Innes Jr., owner of Columbia (Miss.) Commercial Dispatch. See WCBT Columbia, Miss.

WJQS Jackson—Licensed to Dumas Miner Broadcasting Co., Mr. Miner is president. (Dumas Publishing Co. Jackson Star Times)

WELL WJTV (TV) Jackson—Licensed to Capital Broadcasting Co., 40% owned by Mississippi Publishing Co. (Jackson Clarion-Ledger and News)

WAML Laurel—Licensed to New Laurel Radio Station Inc., 100% owned by T. M. Gilchrist, publisher Laurel Leader-Call. See also WTLN (TV) Laurel, Miss.

WTLN (TV) Laurel—Licensed to Laurel Television Co., 100% owned by T. M. Gilchrist, publisher Laurel Leader-Call. See also WAML Laurel, Miss.

WCOG-AM-TV Meridian—Licensed to Mississippi Broadcasting Co., owned by Wilbur Davis, publisher of weekly Meridian Record and (Lumbago County Tribune) (Gulfport, Miss.)

WCOX Meridian—Licensed to Hiram Innes Jr., owner of Columbia (Miss.) Commercial Dispatch. See WCBT Columbia, Miss.

WTOK-TV Meridian—Licensed to Southern Television Corp., James H. Sweeney, 43% owner, is publisher of Meridian Star and president Laurel Miss.; Leader-Call.

WEGA Newton—Licensed to Newton Broadcasting Co., 40% owned by E. O. Boden, publisher of weekly Walker County Times and Bossierville (Miss.) Independent (WHPB).

WELG Tupelo—Licensed to Tupelo Broadcasting Co., Inc., President Homer Innes Jr., is owner of Columbia (Miss.) Commercial Dispatch. See WCBT Columbia, Miss.

WTUP Tupelo—Licensed to Lee Broadcasting Co., 30% owned by E. O. Boden, owner of weekly Walker County Times and Bossierville (Miss.) Independent. See also WHPB Bossierville, Miss.

WQBC Vicksburg—Licensed to Delta Broadcasting Co. Inc., 80% owned by L. P. Cashman and family. Mr. Cashman is publisher of Vicksburg Herald and Post.

WAFB Yazoo City—Licensed to WAFB Inc., 80% owned by E. O. Boden, owner of weekly Walker County Times and Bossierville (Miss.) Independent. See WHPB Bossierville, Miss.

MISSOURI

KGEM Brookfield—Licensed to Green Hills Broadcasting Co., owned by Dr. J. Williams, published Brookfield News Bulletin.

KFRU Columbia—Licensed to KFRU Inc.; controlled by H. J. Waters Jr., publisher of Columbia Tribune.

KIQA-TV Hannibal—Licensed to Lee Bostz Inc., which is also licensee of WTAD-AM-FM Quincy, Ill., 50% owned by Hannibal Courier-Post, and 52% owned by Lee Bostz Inc., licensee KQLO-AM-FM-TV Mason City, Iowa. For other Lee holdings see KQLO Mason City, Iowa.

KIMO Independence—Licensed to Craig Siegfried, owner of Independence News and Pictorial Shopper. See also KTRC Falls City, Mo.

KBOG (TV) Jefferson City—Licensed to Jefferson Television Co., Mrs. E. C. Goshorn, president, is licensee, is also vice president and vice president at Jefferson City Capital News and Post-Tribune.

KWOS-AM-FM Jefferson City—Licensed to the Capital Broadcasting Co., Mrs. William H. Walden, 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 WHEH 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 90% by Springfield Newspaper Inc. (Springfield News and Leader-Press).

KXTV (TV) Springfield—Licensed to Springfield Television Inc., 40.8% owned by Springfield Newspaper Inc., publisher of Springfield News and Leader & Press (KGBX), Tama Dwyer Jr., treasurer of licensee and vice president of Springfield Newspaper Inc., is president and 40% owner of Hulsebos (Okla.) Presser and Times-Democrat (KSHX).

MONTANA

KOPR Butte—Licensed to Copper Bell Co., 67% owned by Mr. and Mrs. George Hatch (see KIMN Denver, Colo.)

KPIH-AM-TV Great Falls—Licensed to Wilkins Broadcast Inc., 87% owned by Fairmont Corp., subsidiary of Anaconda Copper Co., publisher of Missouri Missoulian and Sentinel, Butte Post and Montana Standard, Anaconda Standard, Livingston Enterprise, Helena Independent Record (23% ownership), Billings Gazette (48.87% ownership) and weekly Lobby Western News (24% ownership)

KMIN Great Falls—Licensed to the Montana Farmer Broadcasting Corp., affiliated with Montana Farmer Stockman, 1922-1945 farm journal and Great Falls Tribune and 40% owned by Oyster (Wash.) Standard-Examiner-Gleaner. For Glanman's interests see KIMN Denver, Colo.

NEBRASKA

WTNC Falls City—Licensed to Craig Siegfried, owner of Independence (Mo.) News and Pictorial Shopper. See also KIMO Independence, Mo.

KHAB Hastings—Licensed to Nebraska Broadcasting Co., owned by Fred A. and Richard M. Seaton, publishers of Hastings Tribune, Minwastan (Kan.) Mercury (KLAN), Cozysville (Kan.) Journal (KQDF), WYfield (Kan.) Courier Alliance (Neb.) Times-Herald, Bendwood (S. D.) Pioneer-Times, Lead (S. D.) Call, Sheridan (Wyo.) Press and the magazine Western Farm Life (Denver).

KATI, Miles City—Licensed to Star Printing Co., publisher of Miles City Star.

WJAG Norfolk—Licensed to WJAG Inc., associated with Hise Pub. Co., publisher of the Norfolk News.

KFAB Omaha—Licensed to KFAB Broadcasting Co., 43.8% of stock owned by Journal-Star Printing Co. (Lincoln Star and Journal). See KOLD Mason City, Iowa.

WOW-AM-TV Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WHEH Syracuse, N. Y., KPHO Phoenix, Ariz. and KCMO Kansas City, Mo.

KSTV (TV) Scottsbluff—Licensed to Frontier Bostz 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, 100% owner of Elko Free Press is president and 100% owner of station.

KLRJ-TV Henderson—Licensed to Southwestern Publishing Co. (Donald W. Reynolds). For newspaper ownership, see KFSA Fort Smith, Ark.

KLAS-TV Las Vegas—Licensed to Las Vegas Television Inc., Herman Grunbaum, publisher of Las Vegas Sun, owns 41.8%.

KOKB Las Vegas—Licensed to Southwestern Broadcasting Co. (Donald W. Reynolds). For Reynolds newspaper interests see KFSA Fort Smith, Ark. See also KOLD Reno and KLRJ-TV Henderson, Nev.

KOH Reno—Licensed to McClatchy Broadcasting Co. of Nevada, Reno ownership on Sacramento Bee, Fresno Bee, Modesto Bee, all in California (McClatchy Newspapers). See KERN Bakersfield, Calif.

KOLO-AM-TV Reno—Licensed to Wessner Broadcasting Co., owned by Donald W. Reynolds, publisher of Las Vegas (Nev.) Review Journal, Rhy (Nev.) Times, Post South (Ark.) Times Record and Southern American, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times Democrat, Electrical (Okla.) Journal-Tribune, Chickasha (Okla.) Express and Sporter (Ark.) News. See also KFSA Fort Smith, Ark., KLRJ-TV Henderson, Nev.; KOKB Las Vegas, Nev.; KIMB Okmulgee, Okla.; KRRS Springdale, Ark.

NEW JERSEY

WILK-AM-FM Asbury Park—Licensed to Asbury Park Press Inc., publisher of Asbury Park Press.

WVNI Newark—Licensed to Evening News Publishing Co. (Evening News).

WOPB Pleasantville—Licensed to South Jersey Radio Inc., Herlan G. Marrella, KWSB owner, is publisher of New Jersey weeklies Ocean City Sentinel-Ledger and Cape May Courthouse Gazette. See also WDFB Delray Beach, Fla., and WTKO Stuart, N. Y.

WTOA (FM) Trenton—Licensed to the Magnet Broadcasting Co., owned by Trenton Times Corp., publisher of Trenton Times.

NEW MEXICO

KDAY-TV Albuquerque—Licensed to Alvarado Broadcasting Co., owned by Clinton McKinnon (see KVDA-TV Tucson, Ariz.).

NEW YORK

WHEB Albany—Licensed to WHEB Inc., owned by Auburn Publishing Co. (Auburn Citizen-Advertiser).

WHTV-FM Auburn—Licensed to Auburn Publishing Co. (Auburn Citizen-Advertiser).

WING-AM-TV Binghamton—Licensed to Binghamton Press Co. (Binghamton Press-Gazette) See WHEC Rochester, N. Y.

WHPF-AM-FM-TV Binghamton—Licensed to Tri-State Publications Inc. (Philadelphia Inquirer-WFL). See WTLI Philadelphia.

WHEB-AM-FM-TV Buffalo—Licensed to WHEB Inc., same ownership as Buffalo News.

WHEB Buffalo—Licensed to WHEB Inc. Owned by Buffalo Courier-Express.

WCNY-TV Carthage—Licensed to The Brockway Co., publisher of Waterford (N. Y.) Times (WCNY). Also owns WBSA-AM-FM Massena, N. Y.

WENY Oneida—Licensed to Oneida Star-Gazette Inc., publisher of Oneida Star-Gazette and Advertiser (Gannett Newspapers). See WHEC Rochester, N. Y.

WENF Endicott-Binghamton—Licensed to Ottaway Station Inc., MAJOR stockholder James M. Ottaway is president-publisher and controlling stockholder of Endicott Bulletin and Oneida (N. Y.) Star (WDOB), Plattsburgh (N.Y.) Press-Republic, Stroudsburg (Pa.) Record (WVFO) Danbury (Conn.) News Times. See also WDOB Oneida, N. Y., and WVPO Stroudsburg, Pa.

WTKO Ithaca—Licensed to Radio Ithaca Inc., Harlan G. Marrella, 85% owner, is publisher of Oneida (Pa.) Record and New Jersey weeklies Ocean City Sentinel-Ledger and Cape May Courthouse Gazette. See also WOND Flemington, N.J., and WDFB Delray Beach, Fla.

WVGB Liberty—Licensed to Sullivan County Broadcasting Corp., President E. D. Lusk and secretary, H. G. Barwick, stockholders, own Monticello News and Liberty News.

WVUP 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 WWKY Watertown, N. Y., and WCNY-TV Carthage, N. Y.

WEVD New York—Licensed to Delta Memorial Radio Fund Inc.; among cooperative backers are directors of the Jewish Forward; the newspaper company itself has no interest or control.

WHDN-AM-FM New York—Licensed to Progress Broadcasting Corp., same ownership as H. Progress Radio American.

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.

WIII-AM-FM Utica—Licensed to WIII, Inc., 100% of stock owned by Utica Times-Herald Corp., publisher of Utica Times-Herald. Minority interest held by Gannett Newspapers. See WEEC Rochester, N. Y.

WNOB Onondaga—Licensed to Onondaga Stations Inc. Major stockholder James H. O'Rourke is president-publisher and controlling stockholder of Onondaga Newspapers-Radio Inc., publisher of Onondaga Star, Onondaga (N. Y.) Bulletin (WENE), Onondaga (N. Y.) Press-Republican, Onondaga (Pa.) Record (WVPO), Onondaga (Conn.) News-Times. See also WENR Endicott, N. Y., and WVPO Onondaga, Pa.

WALJ-AM-FM Patchogue—Licensed to Suffolk Broadcasting Co., owned by W. Kingland Macy who is publisher of weekly newspapers in Long Island. See WRIV Riverhead, N. Y.

WKY Riverhead—Licensed to Suffolk Broadcasting Co., owned by W. Kingland Macy who is publisher of weekly newspapers in Long Island. See WALK Patchogue, N. Y.

WEEI-AM-TV Rochester—Licensed to WEEI, Inc., owned by Gannett Co., publisher of Rochester Times-Union and Democrat & Chronicle. Other Gannett newspapers are Albany Knickerbocker News, Utica Press and Observer-Dispatch, Newburgh News, Beacon News, Bingham Journal, Olean Times-Herald (minority) (WIII), Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer, Elmira Star-Gazette and Associate (WENY), Bingham Press (WIKR-AM-TV), Niagara Falls Gazette, all New York; Hartford (Conn.) Times, Plainfield (N. J.) Courier-News, Danville (Ill.) Commercial News (WDAF).

WHEN-AM-TV Syracuse—Licensed to Syracuse Syracuse Radio Corp., same ownership as Syracuse Publishing Co., publisher of Better News & Gazette, Post-Sunrise Forum. See also WOW, Omaha, Neb., KSPD Phoenix, Ariz., and KCMO Kansas City, Mo.

WYR-AM-FM-TV Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (B. J. 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, Norristown (Pa.) Patriot and News (WPTA-TV), Portland (Ore.) Oregonian (30% of KOIN) and St. Louis Globe-Democrat (20% of WKX St. Louis, which owns WFTO Kansas City, Mo., Birmingham (Ala.) News (WAFB) and Huntsville (Ala.) Times (WHRN).

WLT (FM) Troy—Licensed to the Troy Record Co., publisher of Troy Record and Times-Record.

WHDN-AM-FM Utica—Licensed to Utica Times-Herald Co., publisher of Utica Times-Herald.

WWKY Watertown—Licensed to the Brockway Co., owned and operated by the Watertown Times. See WMSA Massena and WCNY-TV Carthage, N. Y.

WFAB-AM-FM White Plains—Licensed to Westchester Broadcasting Corp., J. Noel Mary and Virginia E. Mary Jr., co-owners; publishers of White Plains Star, Dispatch, Yonkers Herald-Horizon, Terryville News, Port Chester News, Ossining Citizen-Register, Mt. Vernon News, New Rochelle Standard-Star, Mount Pleasant Times, etc.

**NORTH CAROLINA**

WGWR-AM-FM Asheville—Licensed to the Asheville Broadcasting Co., owners including Roy Cox, publisher Asheville Courier Tribune, a semi-weekly newspaper.

WNCA Asheville—Licensed to Asheville Citizen-Times Publishing Co., publisher of the Asheville Citizen-Times. See also WFBC Greenville, S. C.

WPNF Haverd—Licensed to Pugh Broadcasting Co.; same newspaper ownership association as WHDN Forest City, below.

WPTV, WBYT (TV) Charlotte—Licensed to Jefferson Standard Bank Co., subsidiary of Jefferson Standard Life Insurance Co., which owns WBIG Greensboro, N. C., and WGS of Greensboro News and Record (WPMY (FM) and WPMY-TV). Jefferson Standard also owns WBTW (TV) Florence, S. C.

WDNC-AM-FM Durham—Licensed to the Durham Radio Corp., 100% owned by the Durham Herald Co., publisher Durham Herald and Sun.

WFAP-AM-FM Elkin—Licensed to Tri-County Broadcasting Co., owned one-third each by Harvey F. Larson, publisher of semi-weekly Elkin Tribune; Edward M. Anderson, publisher of weekly West Jefferson Skyland Post; Sports Alliance News, Second Transylvania Times and Forest City Courier; and W. F. Erwin.

WHDN-AM-FM Forest City—Licensed to Richford County Radio Co., Inc., stockholders affiliated with following weekly newspapers: Forest City Courier, Spaulding Sun. See WPNF Haverd.

WPMY-TV Greensboro—Licensed to Greensboro News Co. (Greensboro News and Record).

WNCT (TV) Greenville—Licensed to Carolina Broadcasting System Inc., 50% owned by Jack Burns, publisher of Rocky Mt. (N. C.) Telegram and 50% by Robert Brant, publisher of Wilson (N. C.) Times.

WEEK Highway—Licensed to Catawba Valley Broadcasting Co.; stockholders include Lester C. Gilford, publisher of Highway Record.

WEXX-AM-FM-TV Raleigh—Licensed to Sir Walter Television Co., 12.5% owned by Raleigh News & Observer and Times, and 12.5% by principals associated in ownership of Erie (Pa.) News and Times (WSEB-TV).

WKIX-AM-FM, WNAO-TV Raleigh—Licensed to Sir Walter Television Co., 14% owned by Raleigh News & Observer.

WREX-AM-FM Raleigh—Licensed to REX-TV Broadcasting Co., W. M. and W. M. Oliver Jr., whom also own stock in REX-TV Radio.

WCEC, WYMA (FM) Rocky Mount—Licensed to Eastern Carolina Electronics Inc., affiliated with Rocky Mount Telegram.

WLS-AM-FM Winston-Salem—Licensed to Piedmont Publishing Co., publisher of Winston-Salem Journal and Town City Sentinel. See also WLS-TV Winston-Salem.

WLS-TV Winston-Salem—Licensed to Triangle Broadcasting Corp., owned by Piedmont Publishing Co., publisher of Winston-Salem Journal and Town City Sentinel. See also WLS-AM-FM Winston-Salem.

**NORTH DAKOTA**

WDAY-AM-TV Fargo—Licensed to WDAY Inc., N. D. Black Jr. who with family owns 21%, is president-publisher of Force Forum and Moorhead (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, Detroit Free Press, Miami Herald (WCKB) 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-Breeze, Canton News-Herald, Geneva Free Press, Painesville Telegraph, all Ohio.

WHBC-AM-FM Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brant-Moore Newspapers Inc., publisher of Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Southwest Times, Leona Tribune and Salem News, all in Ohio; Salisbury (Md.) Times.

WILC (TV) Canton—Licensed to Tri-Cities Television Inc., 50% owned by Martin Frank, owner of weekly Canton Economic and Stark County Times, and 44% owned by Oral S. Plig, owner of weekly Steubenville (Ohio) Jeffersonian.

WQPO-AM-FM-TV Cincinnati—Licensed to Scripps-Rohrer Radio Inc., affiliated with Cincinnati Post. See also WEWS Cleveland, WMC Memphis and WNOX Knoxville, Tenn.

WKRD-AM-FM-TV Cincinnati—Licensed to Radio Cincinnati Inc., majority owned by Cincinnati Times-Star. See also WTVN Columbus, Ohio and WHBO Birmingham, Ala.

WWSY (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. See Princeton News, Washington (D.C.) News, Indianapolis Times, Knoxville News-Journal (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 WCFB Cincinnati, Ohio; WCC Memphis and WNOX Knoxville, Tenn.

WDC-AM-FM-TV Cleveland—Licensed to Forest City Pub. Co., publisher of Cleveland Plain Dealer and News, which also has 40% interest in WKBW-AM-FM-TV Youngstown, Ohio.

WJW-AM-FM Cleveland—Licensed to Storer Broadcasting Co. Same ownership (George B. Storer) as Miami Beach Sun. See WGBS Miami, Fla.

WNRH-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 (Ohio) News and Watchman (weekly). See WLEX Springfield and WING Dayton, Ohio, and WLEO Louisville, Ky.

WTVN-AM-TV Columbus—Licensed to WTVN Inc. Same ownership as Cincinnati Times-Star (WNCB).

WTNS Cincinnati—Licensed to Columbus Broadcasting Co. William and Bruce Wallace control both license and Columbus Tribune.

WHIO-AM-FM-TV Dayton—Licensed to Mount Valley Broadcasting Corp., same ownership (James M. Cox) as Dayton News and Journal Herald, Atlantic Journal and Construction (WHRI), Miami News (WCKB), Springfield (Ohio) News and Sun.

WENY Dayton—Licensed to Green Trails Broadcasting Corp., owned by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (Ohio) News and Watchman (weekly). See WLEX Springfield and WCOL Columbus, Ohio, and WHIO Louisville, Ky.

WJRH Dover—Licensed to Dover Broadcasting Co. Inc. See WAJR Morgantown, W. Va.

WYTH-AM-FM Findlay—Licensed to Findlay Publishing Co., publisher of Findlay Republican Courier.

WCLY-AM-FM Newark—Licensed to the Advocate Printing Co., publisher of Newark Advocate and American Tribune.

WEEI Springfield—Licensed to Radio Voice of Springfield Inc., controlled by Charles Sawyer, publisher of Lancaster (Ohio) Eagle-Gazette and Waverly (Ohio) News and Watchman (weekly). See WLEX Dayton and WCOL Columbus, Ohio, and WLEO Louisville, 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, WTET (FM) Toledo—Licensed to Hoop Radio & Tv Stations Inc. (see WJLB Detroit, Mich.).

WHHN 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 WYTH-TV Wooster, W. Va.

WPMI-AM-TV Youngstown—Licensed to Vindicator Printing Co. (Youngstown Vindicator).

WKEB-AM-FM-TV Youngstown—Licensed to WKBN Broadcasting Corp., 40% owned by Forest City Publishing Co., publisher of Cleveland Plain Dealer and News (WBK).

WHLE-AM-TV Xenia—Licensed to Southeastern Ohio Television System. Majority ownership also owns Xeniaville Times-Recorder and Sun. See WTAP (TV) Parkersburg, W. Va.

**OKLAHOMA**

KWTV Tulsa—Licensed to Altus Broadcasting Co., 50% owned by Altus Times-Democrat. See also KEMO Tulsa, Okla.

KYBO-AM-TV Ardmore—Licensed to estate of John F. Taylor, publisher of Ardmore Arboreta.

KUSH Cushing—Licensed to Cimarron Broadcasters Inc., one-third owned by Gordon R. Rickett, co-owner of weekly Drumwright (OKA) Drum and Journal.

KSEO Durant—Licensed to Democrat Printing Co., publisher Durant Democrat, Durant Weekly News.

KCBC Enid—Licensed to Enid Radiophone Co., all stock owned by same interests owning Enid Publishing Co., publisher of Enid News and Eagle.

KHIX Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of Muskogee Phoenix and Times-Democrat.

KYOK Oklahoma City—Licensed to KYOK Inc., 50% owned by C. C. Wooten, owner of Greenwood Bulletin, Lawton Reporter, Del Rio News-Herald, Wannacht Daily Light, all Texas, and Miami (Okla.) News-Accord. See also KKOL, Fort Worth and WACD Waco, both Tex.

# NEWSPAPER OWNERSHIP

**WKY-AM-TV Oklahoma City**—Licensed to WKY Television System Inc., same ownership as Oklahoma City Oklahoma and Times, Former-Stockman. See also WSPA-TV Montgomery, Ala. and WTVT (TV) Tampa, Fla.

**WKMG Okmulgee**—Licensed to Okmulgee Broadcasting Corp., subsidiary of Okmulgee Times. See also KFSA Fort Smith, Ark.

**WREZ Ponca City**—Licensed to Ponca City Publishing Co., publisher of the Ponca City News.

**WGFY Shawnee**—Licensed to WGFY Broadcasting Co. Inc. Controlling stock interest (44%) owned by Shafter Publications Inc. (see WJHW Topeka, Kan.).

**WSP-AM-FM Stillwater**—Licensed to Stillwater Pub. Co., publisher Stillwater News-Press.

**WZMG Tulsa**—Licensed to Western Broadcasting Co., owned by Harrington Humberly and family, owners of Altus (Okla.) Times-Democrat. See KWHW Altus, Okla.

## OREGON

**KWIL Albany**—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson estate and B. B. Cronin, co-publishers Albany Democrat-Herald.

**KAST Astoria**—Licensed to Astoria Broadcasting Co. Interlocking ownership (H. B. Olmstead, Mrs. E. B. Aldrich, Dorothy Engle, Daphne Chessman) with Astoria Astorian-Budget and Publisher (Ore.) East Oregonian.

**KOOS-AM-TV Coos Bay**—Licensed to KOOS Inc. Sheldon F. Sockett, owner is publisher of Coos Bay Times and Fortmouth (Va.) world. See KROV Oakland, Calif. and KVAR Vancouver, Wash.

**KERG Eugene**—Licensed to Guard Publishing Co., publisher of Eugene Register-Guard.

**KUIR, KGPO(FM) Grants Pass**—Licensed to Southern Oregon Bldg. Co., 50% owned by A. E. Voorhis, publisher of Grants Pass Courier.

**KOTI-TV Klamath Falls**—Licensed to California Oregon Tv Inc. Same ownership as KHSR-TV Medford, Ore.

**KMCM Medfordville**—Licensed to Yonkers Broadcasters Inc. Same ownership as Medfordville News-Register.

**KHSR-TV Medford**—Licensed to Southern Oregon Bldg. Co., 100% owned by Anna Voorhis, publisher of Grants Pass (Ore.) Courier.

**KOIN-AM-FM-TV Portland**—Licensed to KOIN Radio & Television Bldg. Co., 50% owned by Central New York Bldg. Corp. (WNY Syracuse, N. Y.) Same ownership (S. J. Newhouse) as Portland Oregonian. For other Newhouse newspapers, see WSYR Syracuse, N. Y.

**KPOJ-AM-FM Portland**—Licensed to KPOJ Inc.; stock owned by Portland Oregon Journal.

**KPIC (TV) Roseburg**—Licensed to South-West Oregon Tv Broadcasting Corp. Half owned by California-Oregon Tv Inc., 10% owned by Anna Voorhis, publisher of Grants Pass (Ore.) Courier.

## PENNSYLVANIA

**WFBG-AM-TV Allentown**—Licensed to Triangle Publications Inc. (Philadelphia Inquirer-WTIL).

**WJFA-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 Intelligence. Operated independently. See also WGAL, Lancaster, Pa.

**WNGN Bloomsburg**—Licensed to Columbia-Benton Broadcasting Corp., affiliated with the Bloomsburg Press.

**WPUT-AM-FM Butler**—Licensed to Beacon Broadcasting Enterprises, owned by J. Patrick Bennett, owner of weekly Bloomsburg (W. Va.) Times. See also WFB-TV Fairmont. WRTZ New Martinsville, W. Va.

**WCPA Clearfield**—Licensed to Clearfield Broadcasters Inc., wholly owned by publishers of Clearfield Progress. See also WDAD (Indiana, Pa.) and WJCN Sabring, Pa.

**WCED-AM-FM DuBois**—Licensed to Tri-County Bldg. Co. Inc., owned by Jason and Harold Gray, publishers of the DuBois Courier Express. See WILX Wilkes-Barre.

**WEEK-AM-FM Easton**—Licensed to Easton Publishing Co., publisher of Easton Express. See also WGLV (TV) Easton, Pa.

**WGLV (TV) Easton**—Licensed to WGLV Inc., subsidiary of Easton Publishing Co. (Easton Express). See WEEK Easton, Pa.

**WEST-AM-FM Easton**—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinhilber & Steinhilber Inc. See WGAL Lancaster (Lancaster Intelligence-Journal and New Era).

**WEEK (TV) Erie**—Licensed to Great Lakes Television Co., 24.9%, owned by George J. Mead and John J. Mead Jr., co-publishers of Erie News and Times. The Meads also own 12.5% of WNAO-TV Raleigh, N. C.

**WGIT Gettysburg**—Licensed to Times & News Publishing Co. (Gettysburg Times).

**WHGB Harrisburg**—Licensed to Kendrick Bldg. Co. (Half-owned by Triangle Publications Inc., publisher of Philadelphia Inquirer (WPIL-AM-FM TV Philadelphia).)

**WKDO Harrisburg**—Licensed to Keystone Broadcasting Corp. Operated independently. Ownership affiliated with Steinhilber & Steinhilber Inc. (Lancaster Intelligence-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 Huntington**—Licensed to Joseph F. Bidde Pub. Co., publisher Huntington News.

**WDAD Indiana**—Licensed to WDAD Inc. 50% owned by Clearfield Broadcasters Inc. (Clearfield, Pa.) Progress. See also WCPA Clearfield, Pa., and WJCN Sabring, Pa.

**WJAC-AM-FM-TV Johnstown**—Licensed to WJAC Inc., same ownership as Johnstown Tribune.

**WGAL-AM-FM-TV Lancaster**—Licensed to WGAL Inc., same ownership (Steinhilber & Steinhilber Inc.) as Lancaster Intelligence-Journal and New Era. See also WDN, Wilmington, Del., and WLEV-TV Bethlehem. WOKR York, WNAW Reading, WEST Easton, WKBO Harrisburg, WRAK-AM-FM-TV Williamsport, all Pa. Stations operated independently.

**WLBB-TV Lebanon**—Licensed to Lebanon Television Corp., owned by Triangle Publications Inc. (Philadelphia Inquirer-WTIL).

**WMPF Lewistown**—Licensed to Lewistown Broadcasting Co.; 25% of stock owned by the Sentinel Co., publisher of Lewistown Sentinel.

**WABC Milton**—Licensed to Williamsport Radio Bldg. Assoc. Inc. Harry J. W. Kleming, Grit Publishing Co. executive, is president and owns 33%. See also WFWA Williamsport, Pa.

**WCTWFM 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. See also WDAU-TV Scranton, Pa.

**WPIL-AM-FM-TV Philadelphia**—Licensed to Triangle Publications Inc., publisher of Philadelphia Inquirer, Scranton Magazine, Official Detweiler, Pa. Guide, Morning Telegraph and Daily Record News. See also WNGF Binghamton, N. Y.; WJWB Harrisburg, WLBZ-TV Lebanon and WTDG Allentown, all Pa., and WNIC New Haven, Conn.

**WCAE Pottsville**—Licensed to WCAE Inc. Owned by Hearst Publishing Co., publisher of Pittsburgh Sun-Telegraph. For other Hearst newspapers see WHAL Baltimore.

**WIBC (TV) Pittsburgh**—Licensed to WBEF Inc. When option 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.

**WLFY-FM-TV Pittsburgh**—Licensed to Agnes J. Heavey Greer, controlling stockholder of Marymount (W. Va.) Dominion News and Post (WAZR) and weekly New Martinsville (W. Va.) West Virginia Republic.

**WWSW-AM-FM Pittsburgh**—Licensed to WWSW Radio Inc. owned by the Pittsburgh Post-Gazette. (Same ownership (Paul Block) as Toledo (Ohio) Blade.)

**WHEU Reading**—Licensed to Hawley Broadcasting Co., affiliated with Reading Times and Eagle.

**WHAW Reading**—Licensed to the Reading Broadcasting Co. Operated independently. Ownership affiliated with Steinhilber & Steinhilber Inc. (Lancaster Intelligence-Journal and New Era). See WGAL Lancaster.

**WJFL Scranton**—Licensed to the Scranton Times.

**WDAU-TV Scranton**—Licensed to Scranton Broadcasters Inc. 50% owned by WCAU Inc. (Philadelphia Bulletin-WCAU-AM-FM-TV). See WCAU Philadelphia.

**WFOC-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. Orloway, majority stockholder, is also president-publisher of Stroudsburg Record. See also WENB Endicott-Binghamton, N. Y., and WDOE Oneonta, N. Y.

**WEOK-AM-FM-TV Sunbury**—Licensed to Sunbury Broadcasting Corp. Stockholders Harry H. Hudson and Basse A. Beck have an interest in Sunbury Item.

**WILK-AM-TV Wilkes-Barre**—Licensed to Wyoming Valley Broadcasting Co. 12.5% owned by Harold Gray, who with family owns DuBois (Pa.) Courier-Express (WCED), and 25% owned by Vernon and Gerald Wise, who with family own Butler (Pa.) Eagle.

**WRAK-AM-FM-TV Williamsport**—Licensed to WGAL Inc. (See WGAL Lancaster, Pa.).

**WTPA Williamsport**—Licensed to Williamsport Radio Broadcasting Associates Inc. Harry J. W. Kleming, Grit Publishing Co. executive, is president and owns 20%. See also WABC Milton, Pa.

**WOKR York**—Licensed to Associated Broadcasters Inc. Operated independently. Ownership affiliated with Steinhilber & Steinhilber Inc. (Lancaster Intelligence-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 Wilson E. Hall, publisher of Anderson Independent and Mail.

**WYLD Hartberg**—Licensed to Hartberg County Broadcasting Corp., 50% owned by Lewis F. and F. E. Hartberg, owners weekly Hartberg Herald. Mr. F. E. Hartberg is part-owner weekly Farmer and South Carolina Lumberer.

**WQCD Chester**—Licensed to Dispatch Publishing Co. (Lexington N. C.) Dispatch.

**WBTW (TV) Florence**—Licensed to Jefferson Standard Bldg. Co., subsidiary of Jefferson Standard Life Insurance Co., 15% owner of Oconee (N. C.) News and Record. See also WHT Charlotte and WPHY-TV Greensboro, N. C.

**WFBC-AM-FM-TV Greenville**—Licensed to WFBC Inc., 48.7% owned by Greenville News-Piedmont.

**WEAB Greer**—Licensed to Greer Bldg. Co. Partner E. A. Burch is publisher of the weekly Greer Citizen. Partner W. B. Frier is owner of weekly Barton Herald (WBRH Cartersville, Ga.).

**WTND Orangeburg**—Licensed to WTND Inc. Same ownership (J. I. Sims and family) as Orangeburg Times & Democrat.

## SOUTH DAKOTA

**KSDN Aberdeen**—Licensed to Aberdeen News Co., publisher of the Aberdeen News (Identified with Siskier Publications). For other Siskier newspapers see WOOD Minneapolis.

**WNAK Yankton**—Licensed to Cowles Broadcasting Co. See KINT Des Moines, Iowa.

## TENNESSEE

**WLAN Athens**—Licensed to Adams Broadcasting Co., owned by Lowell F. Artzt, publisher Athens Post-American.

**WDSB Dyersburg**—Licensed to State Gazette Broadcasting Co. Interlocking ownership with Dyersburg State Gazette.

**WTFN-AM-FM Jackson**—Licensed to Sun Publishing Co. Inc., publisher of Jackson Sun.

**WITE 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 News and Times.

**WNOX Knoxville**—Licensed to Scripps-Howard Radio Inc., subsidiary of Scripps-Howard Newspapers (Knoxville News-Sentinel). See WCPO Cincinnati.

**WMC, WMEF (FM), WMCT (TV) Memphis**—Licensed to Memphis Publishing Co., publisher of Memphis Commercial Appeal and Press-Scimitar. For other Scripps-Howard newspapers, see WCO Cincinnati.

## TEXAS

**KVLF Alpha**—Licensed to Big Bend Broadcasters, 25% owned by Emory H. Hubbs, 48.5% owned of semi-weekly Pecon (Tex.) Enterprise. See KJNN Perm, Tex.

**KONC-AM-TV Amarillo**—Licensed to Globe News Publishing Co., publisher of Amarillo News and Globe-Times, Lubbock (Tex.) Avalanche and Journal. See KFTO Lubbock, Tex.

**KHBL-AM-FM Baytown**—Licensed to TH-OBSS Broadcasting Co., 40% owned by E. O. Hubbs, publisher of weekly Walker County Times and Rooterville (Miss.) Independent (WRIP).

**KRIC-AM-FM Beaumont**—Licensed to Enterprise Co., publisher Beaumont Enterprise and Journal.

**KBST Big Spring**—Licensed to Big Spring Broadcasting Co., 20% owned by Robert Whiteley, publisher Big Spring 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).

**KPST Fort Stockton**—Licensed to George Baker, 80% owner of weekly Fort Stockton Pioneer.

**KXOL Fort Worth**—Licensed to KXOL Inc., 50% owned by C. C. Woodson, owner of Brownwood Bulletin, Lamson Reporter, Del Rio News-Herald, Waco News-Daily Light, all Texas, and Miami (Okla.) News-Record. See also KTOK Oklahoma City and WACO Waco, Tex.

**WRAP-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 part owner of Gainesville Register.

**KCLW Hamilton**—Licensed to Hamilton Broadcasting Co., owned 51% by Coy Perry and 49% by C. M. Hatch, who own weekly Hamilton Herald News. Mr. Perry also owns controlling interest in weekly Dablin (Tex.) Progress.

**KPRC-AM-FM-TV Houston**—Licensed to Houston Post Co., publisher of Houston Post. Owner W. P. Bobby holds option to purchase 32.5% of KFDM-TV Beaumont, Tex.

**KTRH-AM-FM Houston**—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of Houston Chronicle.

**KLVT Levelland**—Licensed to Herald Broadcasting Co., Forrest Wainhold owner, also owns Levelland Spokesman and weekly Hoodley County Herald (Levelland).

**KPYO 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 KQNC Amarillo, Tex.

**KMLW Marlin**—Licensed to M-L Radio Inc., 50% owned by Peter and Frederick C. Miller, owners of Llanito (Ill.) News-Tribune. See also WLPO LaBelle, Ill.

**KCMH McCombs**—Licensed to Sprayberry Broadcasting Co., 25% owned by Barney H. Hubbs, 66% owner of semi-weekly Pecan (Tex.) Enterprise. See also KIUN Pecos, Tex.

**KORD New Braunfels**—Licensed to Canal Broadcasting Co., Charles W. Scroggs, 20% stockholder, owns New Braunfels Herald.

**KRIG Odessa**—Licensed to Oil Center Broadcasting Co., 25% owned by Barney H. Hubbs, 66% owner of semi-weekly Pecan (Tex.) Enterprise. See also KIUN Pecos, Tex.

**KIUN Pecos**—Licensed to Jack W. Hawkins and Barney Hubbs. Mr. Hubbs is 66% owner of semi-weekly Pecan Enterprise. See also KYLE Abilene, KCMH McCombs, KRIG Odessa, all Tex., and KRPC Cortes, Colo.

**KILE Rush**—Licensed to E. H. Whitehead, publisher of the weekly Rush Chronicle 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, 90% stockholder of station, owns 82% of weekly Shamrock Texas and 41% of Wheeler Times.

**KGEN-TV Temple**—Licensed to Bell Publishing Co., publisher of Temple Telegram. See KYEM Temple.

**KTEM Temple**—Licensed to Bell Broadcasting Co., Frank W. Mayburn, president and 52% owner, also president and 80% owner of Bell Pub. Co., publisher of Temple Telegram, (Mercury Democrat and 52% owner of Kilgus (Tex.) Herald.

**KCMC-AM-FM-TV Texarkana**—Licensed to KCMC Inc., 40% owned by W. E. Higman-Candley News Publishing Co. (Candley News), and 52% by C. E. Palmer and family (Venezkyne Gazette and News, Hot Springs Sentinel Record and New Era, Eldorado Times and News, Hope Star (30%), Magnolia Banner News (30%), all Ark., and Jacksonville (Tex.) Daily Progress (25%).

**KTYL Tyler**—Licensed to Broadcasters Broadcasting Co., whose principal owners are also principal owners of Tyler Courier-Times and Telegraph.

**WACO Waco**—Licensed to WACO Broadcasting Corp., 50% owned by C. C. Woodson, owner of Brownwood Bulletin, Lamson Reporter, Del Rio News-Herald, Waco News-Daily Light, all Texas; Miami (Okla.) News-Record. See also KXOL Fort Worth, Tex., and KTOK Oklahoma City, Okla.

**UTAH**

**KLO Ogden**—Licensed to Interstate Broadcasting Corp., owned by A. L. Glassman, publisher of Ogden Standard-Examiner. See KIMM Denver, Colo.

**KALL Salt Lake City**—Licensed to Salt Lake City Radio Co., owned by Mr. and Mrs. George C. Hatch. Mrs. Hatch is a 12 1/2% owner of Ogden (Utah) Standard-Examiner. See also KLG Ogden, Utah.

**KDYL-AM-FM KTVU (TV) Salt Lake City**—Licensed to Inter-Mountain Broadcasting & Television Corp., 80% owned by Time Inc., publisher of Texas Life, Fortune and Sports Illustrated. See also KLT Denver, Colo., WFHM Indianapolis, Ind., WOOD Grand Rapids, Mich., and WTCN Minneapolis, Minn.

**KUTV (TV) Salt Lake City**—Licensed to Utah Broadcasting & Television Corp., 51% owned by Ogden (Utah) Standard-Examiner (Glassman) and 49% by Salt Lake Tribune.

**VIRGINIA**

**WPIK Alexandria**—Licensed to Potomac Broadcasting Corp., C. C. Carlin Jr., publisher of the Alexandria Gazette, is ILEA 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.

**WRNL-AM-FM Richmond**—Licensed to Richmond Newspapers Inc. (Richmond Times Dispatch and News-Leader).

**WDRJ-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-weeklies Burley (Ida.) Bulletin and St. Helens (Ore.) Sentinel Star and weekly Othello (Wash.) Outlook. See KBAR Burley, Ida., KAYO Seattle, KSEM Moses Lake, Wash.

**KITI Chehalis**—Licensed to KITI Corp., 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-weeklies Burley (Ida.) Bulletin and St. Helens (Ore.) Sentinel Star and weekly Othello (Wash.) Outlook. 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., 32% owned by Jessica L. Longston, publisher of bi-weeklies Burley (Ida.) Bulletin and St. Helens (Ore.) Sentinel Star and weekly Othello (Wash.) Outlook. See KPUG Bellingham, KSEM Moses Lake, Wash., and KBAR Burley, Ida.

**KHQ-AM-TV Spokane**—Licensed to KHQ Inc., same ownership as Spokane Spokesman-Review and Chronicle.

**KNEW Spokane**—Licensed to Inland Empire Post Co., 40% owned by Burt C. Hagadorn, 60% by Scripps Newspapers Inc., and 20% by Harry Henke Jr., Scripps Newspapers Inc., publisher of Post-Idaho State Journal, Press (Utah) Herald, Logan (Utah) Herald Journal, Kalama (Mont.) Daily Interlake and The Dalles (Ore.) Chronicle, and with Mr. Hagadorn, the Coeur d'Alene (Idaho) Press and North Idaho (Wallace-Kellogg) Press.

**KINT-TV Tacoma**—Licensed to Tribune Publishing Co., publisher of Tacoma News-Tribune, Alton F. Baker, 1246% owner, owns Eugene (Ore.) Register-Guard (KERG).

**KVAN Vancouver**—Licensed to KVAN Inc., controlled by Elizabeth F. Sackett, publisher of Coal Bay (Ore.) Times (KOOG), and owner of KROW Oakland, Calif.

**WEST VIRGINIA**

**WHIS-AM-TV Bluefield**—Licensed to Daily Telegraph Printing Co., publisher of Bluefield Telegraph and Smart News.

**WKAZ-AM-FM Charleston**—Licensed to Kanawha Valley Broadcasting Co., Interlocking ownership with Huntington (W. Va.) Herald-Dispatch and Advertiser. See WBAZ Huntington, W. Va.

**WJPH-TV Fairmont**—Licensed to WJPH-TV Inc., owned by J. Patrick Beason, publisher of weekly Huntington (W. Va.) Times. See WYVW Drafton, W. Va., and WJUT, Butler, Pa.

**WCTS Fairmont**—Licensed to Fairmont Broadcasting Co., 5% owned by J. Patrick Beason, publisher of weekly Huntington (W. Va.) Times. See WJPH-TV Fairmont.

**WYVW Drafton**—Licensed to WYVW Inc., owned by J. Patrick Beason. See WJPH-TV Fairmont, W. Va.

**WBAZ-AM-TV Huntington**—Licensed to WBAZ Inc., 89% owned by Huntington Publishing Co., (Huntington Herald-Dispatch and Advertiser). See also WKAZ Charleston, W. Va.

**WLOG-AM-FM Logan**—Licensed to Clarence H. Frey, publisher of the Louch Banner, and Robert O. Greaver, partners.

**WJHR-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 Marlintonite Weekly Republican. (See WJHR Dover, Ohio, and WKJP (FM) Pittsburgh, Pa.)

**WTAP (TV) Parkersburg**—Licensed to Zanesville Publishing Co., publisher of Zanesville (Ohio) Signal and Times-Recorder. See also WHIZ Zanesville, Ohio.

**WHAW Weston**—Licensed to Central W. Virginia Service Corp., 50% owned by Richard H. Balston, owner of weekly Buchanan (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, Weirton Times, and Williamson News, all West Virginia, and 30% owned by A. V. G. C., R. E. and R. L. Dix, publishers of Martins Ferry-Bellvue Times-Leader, Wooster Record (WWST) and Ravenna Courier-Tribune, Defiance Crescent-News, all Ohio.

**WVVA-AM-FM Wheeling**—Licensed to Stores Broadcasting Co. (Miami Beach Sun). See WGBS, Miami, Fla.

**WISCONSIN**

**WATK Antigo**—Licensed to Antigo Broadcasting Co., Artemus F. Berner, 90% owner is co-publisher of Antigo Journal. See also WSAJ Wausau.

**WGEZ Beulah**—Licensed to Beulah Broadcasting Co., owned by Sidney H. Elias and family, owners of Janesville (Wis.) Gazette. See WCLO Janesville, Wis.

**WEAU-AM-FM-TV Eau Claire**—Licensed to Central Post Co., 25% owned by Kau Claire Lender and Telegram, and 51% owned by Morgan Murphy and wife (see WEEB Duluth, Minn.).

**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 Beulah, Wis.

**WKBT (TV) LaCrosse**—Licensed to WKBT TV Inc., 51% owned by La Crosse Tribune (a Lee news paper, see KGLD Mason City, Iowa, for other Lee holdings).

**WIBA-AM-FM Madison**—Licensed to Badger Broadcasting Co. Inc., 66 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 KGLD Mason City, Ia.

**WISN-AM-FM-TV Madison**—Licensed to Radio Wisconsin Inc., 50% owned by Morgan Murphy-Sapron (Wis.) Telegram. See WEEB Duluth, Minn.

**WIGM Medford**—Licensed to WIGM Inc., 37% owned by Harold R. Murphy, co-owner Northshore Publishing Co. (weeklies Shorewood Herald, Whitefish Bay Herald and Glendale Town Times.)

**WISN-AM-TV Milwaukee**—Licensed to Hearst Corp., affiliated with Milwaukee Sentinel. For other Hearst Newspapers see WRAL Baltimore, Md.

**WTMJ-AM-TV Milwaukee**—Licensed to The Journal Co. (Milwaukee Journal).

**WPDR Portage**—Licensed to Portage Post Co., W. I. Comstock, president and 80% stockholder, is general manager and majority stockholder of Comstock Pub. Co., publisher of Portage Register and Oconto (Wis.) Reporter. See also WJON St. Cloud, Minn.

**WRIN-AM-FM Racine**—Licensed to Racine Broadcasting Corp. Same ownership as Racine Journal-Times.

**WTCN Shawano**—Licensed to Shawano County Leader Pub. Co., publisher of Shawano Leader.

**WHEH-AM-FM Sheboygan**—Licensed to WHEH Inc., A. M. Werner and wife (owners of Sheboygan Press) own 25% of the common stock of WHEH Inc., but neither is an officer or director of station.



NEWSPAPER OWNERSHIP

WCCW Sturgeon Bay—Licensed to Door County Radio Co. Vice President Chandler F. Harris is publisher of semi-weekly Door County Advocate.

WDBM-AM-TV Superior—Licensed to Superior Publications (Rudger Publications Inc.) Affiliated with Duluth Herald and News-Tribune. For other Ruder publications see WCCO Minneapolis, Minn.

WSAU-AM-TV Wausau—Licensed to Wisconsin Valley Television Corp. 25% owned by Wausau Record Herald, 15% by Marshfield News Herald, 15% by Merrill Herald, 15% by Rhineland News, 6.25% by Wisconsin Rapids Tribune (WTRB) and 4.125% by Antigo Journal (WATK) and 15% by Charles Lemke.

WTHU-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 Eagle and State Tribune) is minority owner. President Robert S. McCracken and family control Cheyenne Newspapers Inc. Mr. McCracken and associates also publish Laramie Republican, Boomerang and Bullhead, Southern Times (KRAL), Rock Springs Rocket (KVRB) (G-45), Western Northern Wyoming News. See also KXTE (TV) Scottsbluff, Neb.

KRAL—Licensed to Radio Broadcasting Co., affiliated with Southern Times. See KPBC, Cheyenne, Wyo.

KVRS Rock Springs—Licensed to Wyoming Broadcast Co. 95% owned by Rock Springs Newspapers Inc. (Rock Springs Rocket), which is 45-45 owned by D. G. Richardson, and 45-45 owned by Tracy S. McCracken. Mr. Richardson owns 25% of licensee. For Mr. McCracken's holdings, see KPHI Cheyenne, Wyo.

Broadcasting System Ltd. 34.25% owned by Honolulu Star-Bulletin. See also KHBC Hilo and KMAU-TV Waikaloa, Hawaii.

KGU Honolulu—Licensed to Advertiser Publishing Co. Ltd. publisher of Honolulu Advertiser. See also KOMA (TV) Honolulu.

KONA (TV) Honolulu—Licensed to Radio Honolulu Ltd. 95% owned by Honolulu Advertiser. See also KGU Honolulu.

KTOH Lihoe—Licensed to Garden Island Publishing Co. Ltd., publisher of Garden Island (weekly).

KMAU-TV Waikaloa—Licensed to Hawaiian Broadcasting System Ltd. (see KOMB Honolulu).

KMVI-AM-TV Waikaloa—Licensed to Maui Publishing Co. Ltd., publisher of Maui News.

WYOMING

KPBC-AM-TV Cheyenne—Licensed to Frontier Broadcasting Co. Cheyenne Newspapers Inc.

HAWAII

KHBC-AM-TV Hilo—Licensed to Hawaiian Broadcasting System Ltd. See KOMB Honolulu.  
KOMB-AM-TV Honolulu—Licensed to Hawaiian

PUERTO RICO

WKAQ-AM-TV San Juan—Licensed to El Mundo Inc., publisher of San Juan El Mundo.

Stations Equipped to Handle Network Color Programs

(Also see station directory for individual listings of color facilities)

STATIONS available for telecasting on CBS-TV interconnected network as of July 13, 1957 (information supplied by CBS-TV).

Basic Required Affiliates

- WCDA-TV Albany
- WAGA-TV Atlanta
- WMAA-TV Baltimore
- WBAL-TV Birmingham
- WNAC-TV Boston
- WHEN-TV Buffalo
- WCHS-TV Charleston, S. C.
- WBTY-TV Charlotte, N. C.
- WUBM-TV Chicago
- WKRC-TV Cincinnati
- WJW-TV Cleveland
- WBNS-TV Columbus, Ohio
- KALB-TV Dallas
- WHDS-TV Dayton
- KLZ-TV Denver
- KRNT-TV Des Moines
- WJBE-TV Detroit
- KFBE-TV Fresno, Calif.
- SOUL-TV Galveston (Houston)
- WFMY-TV Greensboro, N. C.
- WHCT-TV Hartford, Conn.
- KTVH-TV Hutchinson (Wichita), Kans.
- WISH-TV Indianapolis
- WNHR-TV Jacksonville, Fla.
- WRZO-TV Kalamazoo
- KCMO-TV Kansas City
- KXNY-TV Los Angeles
- WRAS-TV Louisville
- WREC-TV Memphis
- WTWJ-TV Miami
- WXIX-TV Milwaukee
- WCCO-TV Minneapolis
- WLAC-TV Nashville, Tenn.
- WCBS-TV New York
- WTAN-TV Norfolk
- KWTY-TV Oklahoma City
- WOW-TV Omaha
- WCAU-TV Philadelphia
- KDKA-TV Pittsburgh
- KOIN-TV Portland, Ore.
- WRVA-TV Richmond, Va.
- WHCC-WVET-TV Rochester, N. Y.
- WHBF-TV Rock Island, Ill.
- KHST-TV Sacramento
- KWK-TV St. Louis
- KSL-TV Salt Lake City
- KENS-TV San Antonio
- KPMB-TV San Diego
- KPIX-TV San Francisco
- KINY-TV Seattle (Tacoma)
- KSLA-TV Shreveport
- WHEN-TV Syracuse
- WTUV-TV Tampa
- WSPD-TV Toledo
- KOTV-TV Tulsa
- WTOP-TV Washington

Other Interconnected Affiliates

- EGGM-TV Albuquerque
- WPHQ-TV Altoona, Pa.
- WAIM-TV Anderson, S. C.
- KTBC-TV Austin
- WTWO-TV Bangor, Me.
- KPDM-TV Beaumont, Tex.
- WNBF-TV Binghamton, N. Y.
- KFVS-TV Cape Girardeau, Mo.
- WYT-TV Cedar Rapids
- WCIA-TV Champaign, Ill.
- WCSC-TV Charleston, S. C.
- WDEF-TV Chattanooga, Tenn.
- KFBC-TV Cheyenne, Wyo.
- WNOR-TV Columbia, S. C.
- WRBL-TV Columbus, Ga.
- KSLX-TV Corpus Christi
- KROD-TV El Paso
- WEEI-TV Erie, Pa.
- WFLB-TV Fayetteville, N. C.
- WBTW-TV Florence, S. C.
- WANE-TV Fort Wayne
- WBAY-TV Green Bay, Wis.
- WNCT-TV Greenville, N. C.
- KHQA-TV Hannibal, Mo. (Quincy, Ill.)
- WEHT-TV Henderson, Ky. (Evansville, Ind.)
- WJTV-TV Jackson, Miss.
- WDXI-TV Jackson, Tenn.
- WHTI-TV Johnson City, Tenn.
- KODE-TV Joplin, Mo.
- KHOL-TV Kearney, Neb.
- KTYO-TV Kirksville, Mo. (Ottumwa, Iowa)
- WBJR-TV Knoxville
- WFAM-TV Lafayette, Ind.
- WGAL-TV Lancaster, Pa.
- WJIM-TV Lansing
- KLAS-TV Las Vegas, Nev.

- KIHV-TV Little Rock, Ark.
- KDUB-TV Lubbock
- WMAZ-TV Macon
- WISC-TV Madison, Wis.
- KGLQ-TV Mason City, Iowa
- KRES-TV Medford, Ore.
- WTOK-TV Meridian, Miss.
- KCFB-TV Miami, N. D.
- WKRG-TV Mobile, Ala.
- KNOE-TV Monroe, La.
- WCOV-TV Montgomery
- WDBO-TV Orlando, Fla.
- WTVR-TV Peoria, Ill.
- KOOL-TV Phoenix
- WGAN-TV Portland, Me.
- WNAO-TV Raleigh, N. C.
- KOTA-TV Rapid City, S. D.
- WBBJ-TV Roanoke, Va.
- WREX-TV Rockford, Ill.
- WKNX-TV Saginaw, Mich.
- KSDW-TV Salinas (Monterey), Calif.
- KETV-TV Santa Barbara
- WTOT-TV Savannah, Ga.
- WQHI-TV Scranton, Pa.
- KVEV-TV Sioux Falls
- WSPT-TV South Bend, Ind.
- WRPA-TV Spartanburg, S. C.
- KXLV-TV Spokane
- WBYN-TV Springfield, Mass.
- KITS-TV Springfield, Mo.
- WSTV-TV Statesville, N. C.
- KPAR-TV Sweetwater (Anthem), Tex.
- WTHI-TV Terre Haute, Ind.
- KCMU-TV Texarkana, Tex.
- WISW-TV Tuscola, Kan.
- WXJB-TV Valley City, N. D.
- KWTX-TV Waco, Tex.
- KSPD-TV Wichita Falls
- KIMA-TV Yakima, Wash.
- WERN-TV Youngstown, Ohio

STATIONS available for telecasting on NBC-TV interconnected network as of July 13, 1957 (information supplied by NBC-TV).

Basic Affiliates

- WSB-TV Atlanta
- WBAL-TV Baltimore
- WART-TV Birmingham
- WRZ-TV Boston
- WBUF-TV Buffalo
- WNBQ-TV Chicago
- WLWT-TV Cincinnati
- KYW-TV Cleveland
- WLWC-TV Columbus, Ohio
- WFAA-TV Dallas
- WOC-TV Davenport, Iowa
- WLWD-TV Dayton
- ROA-TV Denver
- WHO-TV Des Moines
- WWJ-TV Detroit
- WBAP-TV Fort Worth
- KMJ-TV Fresno
- WOOD-TV Grand Rapids
- KPRC-TV Houston
- WSAZ-TV Huntington, W. Va.
- WPHM-TV Indianapolis
- WJAC-TV Johnstown, Pa.
- WDAF-TV Kansas City
- WGAL-TV Lancaster (Harrisburg), Pa.
- WHP-TV Lansing
- KBCA-TV Los Angeles
- WAVE-TV Louisville
- WMCT-TV Memphis
- WCYR-TV Miami
- WTMJ-TV Milwaukee
- KSTP-TV Minneapolis-St. Paul
- WMB-TV Nashville
- WNCB-TV New Haven, Conn.
- WBOC-TV New Orleans
- WRCA-TV New York
- WVEE-TV Norfolk
- WKY-TV Oklahoma City
- KMTV-TV Omaha
- WRGV-TV Philadelphia
- SPTV-TV Portland, Ore.
- WJAN-TV Providence, R. I.
- WXXE-TV Richmond, Va.
- WROC-TV Rochester
- KCRV-TV Sacramento
- KTVV-TV Salt Lake City
- WOAL-TV San Antonio
- KFSD-TV San Diego
- KRON-TV San Francisco
- WRDQ-TV Salt Lake City
- KSD-TV St. Louis
- WBYR-TV Syracuse
- WFLA-TV Tampa
- KVOG-TV Tulsa
- WRC-TV Washington
- KARD-TV Wichita
- WBRE-TV Wilkes-Barre
- WPMI-TV Youngstown

Affiliates Individually Available

- KOB-TV Albuquerque
- WFBQ-TV Altoona (Green Bay)
- KONC-TV Ansonia
- KVSO-TV Ardmore, Okla.
- WJBF-TV Augusta, Ga.
- KTBC-TV Austin
- KRHO-TV Bakersfield
- WRHZ-TV Baton Rouge
- WNEM-TV Bay City (Midland, Saginaw), Mich.
- WNBP-TV Buchanan, N. Y.
- WHIS-TV Bluefield, W. Va.
- WCYB-TV Bristol, Va.-Tenn.
- WCIA-TV Champaign, Ill.
- WUON-TV Charleston, S. C.
- WHTY-TV Charlotte, N. C.
- WRGP-TV Chattanooga
- WIS-TV Columbia, S. C.
- WDAK-TV Columbia, Ga.
- KRIS-TV Corpus Christi
- WMLL-TV Decatur, Ala.
- WBAU-TV Eau Claire, Wis.
- KEBB-TV El Dorado, Ark.
- KYSM-TV El Paso
- WUC-TV Erie, Pa.
- KVAL-TV Eugene, Ore.
- WPIE-TV Evansville, Ind.
- WDAF-TV Fargo, N. D.
- WFLB-TV Fayetteville, N. C.
- KFSA-TV Fort Smith, Ark.
- WKJG-TV Fort Wayne
- KNON-TV Grand Forks, N. D.
- WFBC-TV Greenville, S. C.
- KHNS-TV Harrison, Neb.
- WLBT-TV Jackson, Miss.
- WJHF-TV Jacksonville, Fla.
- KYVO-TV Knoxville, Mo. (Ottumwa, Iowa)
- WAYS-TV Knoxville
- KPLC-TV Lake Charles, La.
- WPTZ-TV Lake Placid (Plattsburgh), N. Y.
- WIMA-TV Lima, Ohio
- KARR-TV Little Rock
- KCHD-TV Lubbock
- WMAZ-TV Macon, Ga.
- WMTV-TV Madison, Wis.
- WMBV-TV Maitland (Green Bay)
- KBER-TV Medford, Ore.
- KVAB-TV Mesa (Phoenix)
- KMLD-TV Midland, Tex.
- WALA-TV Mobile
- KNOE-TV Monroe, La.
- WFVA-TV Montgomery, Ala.
- WLBC-TV Muncie, Ind.
- WDBO-TV Orlando, Fla.
- WPTV-TV Palm Beach, Fla.
- WEKK-TV Peoria, Ill.
- KQAM-TV Pittsburgh, Pa.
- KDRA-TV Pittsburgh, Pa.
- WCST-TV Portland, Me.
- WGEN-TV Quincy, Ill. (Hannibal, Mo.)
- WRAL-TV Raleigh, N. C.
- KVID-TV Redding, Calif.
- WLSL-TV Roanoke, Va.
- KROC-TV Rochester, Minn.
- WTVO-TV Rockford, Ill.
- KSWA-TV Rowell, N. M.
- KSBW-TV Salinas (Monterey), Calif.
- WSAV-TV Savannah, Ga.
- KIRA-TV Shreveport
- KTVI-TV Sioux City
- WNDU-TV South Bend, Ind.
- KHQ-TV Spokane
- WICS-TV Springfield, Ill.
- WMLP-TV Springfield, Mass.
- WUBM-TV Superior, Wis. (Duluth, Minn.)
- ECEN-TV Temple (Waco), Tex.
- WSPD-TV Toledo
- KVGA-TV Topeka
- KLIX-TV Topeka Falls, Ia.
- KLTV-TV Tyler, Tex.
- WKTV-TV Utica
- WITN-TV Washington, N. C.
- KSWI-TV Waterloo, Iowa
- WTFE-TV Wheeling, W. Va. (Steubenville, O.)
- KPDX-TV Wichita Falls, Tex.
- WMPD-TV Wilmington, N. C.
- WJIS-TV Winston-Salem, N. C.
- KIMA-TV Yakima, Wash.
- WHIZ-TV Zanesville, Ohio

# 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, Ampivision, Blunder-Tungus, and Spencer-Kennedy.

## ALABAMA

Flomona—Atlantic Broadband TV Cable Corp., 111 S. Court St. W. R. Tucker, pres.  
Fort Payne—City TV Co. James L. Killian, pres.  
Huntsville—TV Distribution System, c/o Radio Station WHPD, W. H. Poindexter.  
Russellville—Satellite TV Cable Co., Box 232, E. E. Stuart, pres.

## ARIZONA

Ajo—TV Service Co., 200 First St., V. E. Stone, 1964.  
Bisbee—Phoenix Radio & TV Service, Main St.  
Clifton—Clifton-Moreno Community TV System Inc., Box 1188, Bruce Merrill, pres.  
Douglas—Walley's TV & Cable Co., 214 S. 10th St. J. W. Reager, pres.  
Flagstaff—Flagstaff TV Cable Co., Box 1488, Milton J. Shapp, pres.  
Miami—Archivesvision Inc., 300 Live Oak St. Bruce Merrill, pres.  
Nogales—Cher-Vision TV, 149 Marley Ave. J. W. Allen, J. H. Barbee and C. G. Dume, pres.  
Prescott—TV Services Inc., 115 N. Montezuma St. Norman A. Hendry, pres.  
Ray—Arizona Community TV System Inc., Bruce Merrill, pres.  
Safford—Antennavision Inc., 214 E. Main St. Bruce Merrill, pres.  
San Manuel—Arizona Community TV Systems Inc., Bruce Merrill, pres.  
Williams—Whitely's TV & Cable Co., 108 S. 3rd St. J. W. Bryner, pres.  
Window—Community TV Inc., William Ross, pres.

## ARKANSAS

Batesville—Community Antenna Co., P. O. Box 351 Jim Davidson, pres.  
Cadeson—Caden News  
Fayetteville—Trans-Video Corp. of Ark., 105 W. Mountain St. Hal Orwig, pres.  
Harrison—Twin Lakes TV Corp., 120 E. Bush St. Bob Wheeler, pres.  
Little Rock—Midwest Video, Pyramid Bldg  
Mena—TV Signal Service, T. C. Masters, own.

## CALIFORNIA

Ashburn—Master Antenna Systems Inc., 341 Lincoln Way, James D. Owsen, pres.  
Banning—Communications Corp., Box 245, E. W. Knox, mgr.  
Barstow—TV Relay Systems Inc., 222 E. Main St. Don M. DeVoe, pres.  
Bevly Hills—TV Reception Co.  
Big Bear Lake—Master TV System  
Blythe—TV Cable Sys., 230 W. Douglas St.  
Carmel—Alarm Corp., 7th & Lincoln Sts. G. E. Henderson, pres.  
Dunsmuir—Community TV Co., Box 101, John F. Burgess, pres.  
Great Valley—Community Antenna Co., 127 Neal St. John Collins, pres.  
Jesse—Anchor Antennas, Box H, L. Angler, own.  
Jackson—Anchor Antennas, Box 88, Innis, Calif. L. Angler, own.  
Laguna Beach—Tel-I-Clear Systems Inc., 234 Ginnway St. Lewis H. Lammiman, pres.  
Los Angeles—Community TV Reception Co., 613 W. Olive St. Burbank, Calif. Alan MacDonnell, own.  
Los Angeles—Vision Wire Co., 10333 Santa Monica Blvd. Frank H. Erb and Dion Brown, pres.  
Martinez—TV Transmission Inc., 868 Ferry St. Wm. A. Gentry, pres.  
Marro Bay—Jerry Martin TV Service, 230 E. St. Jerry Martin, own.  
Palm Springs—Palm Springs Community TV Corp., 122 S. Indian Ave. Carl Lagerman, pres.  
Pleasantville—El Dorado TV Engineering Inc., 143 Main St. John S. Hoisinger, pres.  
Quincy—Community TV Assn.  
Sacramento—J. W. Brower Co., 2988 Prospect Blvd.  
San Bernardino—Community TV, 3315 E. St. Richard J. Flano, pres.  
San Diego—Video Antenna System Inc., 2688 El Cajon Blvd. Roy V. Cloud, pres.  
Santa Cruz—Pacific Telecommunications System, 324 Empire Ave. David McKay, pres.  
Taff—Kern Mutual Telephone Co., 267 Main St. J. F. Maguire, vp.  
Ukiah—Spanish Mt. Tv Corp., 175 Seminary Ave. Milton A. Shapp, pres.  
Ventura—Avenue TV Cable System, 182 E. Main. John G. George, own.  
Victorville—Clearvision TV Service.

## COLORADO

Alamosa—Community TV Systems of Colo. Inc. (see Salida)  
Antonito—Community TV Systems of Colo. Inc. (see Salida)  
Canon—Community TV Systems of Colo. Inc. (see Salida)  
Durango—Durango TV Network Inc., 105 W. 10th St. John J. Merrisney, pres.  
Eyes Park—TV Co., Richard K. Statham, own.  
Glenswood Springs—Radio & TV Service  
Gunnison—Community TV Systems of Colo. Inc. (see Salida)

La Jara—Community TV Systems of Colo. Inc. (see Salida)  
Leadville—Community TV Co.  
Leadville—Community TV Systems of Colo. Inc. (see Salida)  
Salida—Community TV Systems of Colo. Inc., 117 W. 2d St. L. W. Peay, pres.  
Sterling—Community TV Co., 127 S. 3d St. (city of Collins Electric Co.), J. E. Collier, Karl G. Kammel, owner, Charles H. Peay, mgr.  
Trinidad—Community TV Co., 213 N. Commercial St. D. H. Jandt, pres.

## FLORIDA

Key West—Cable Vision Inc., 204 Duval St. John M. Spetzwood, pres.  
Lazavada—City TV Antenna Network Inc., 415 S. Pineapple Ave. Preston Edmonds, pres.

## IDAHO

Avery—Nolan's TV Service  
Basco—TV Cable, Gene's Radio Service.  
Clearwater—Cable TV  
Craigmont—TV & Cable Svc., Carl L. Dwyer, own.  
Elk River—Community TV Inc., George H. Friend, ch.  
Grangeville—TV Co., Alan Wright  
Kamiah—J. F. TV Co., J. F. Polischer  
Ketchikan—TV System Inc., 302 Sidney Bldg. J. C. Moore, pres.  
Ketchikan—Wood River TV Svc., C. E. Atkinson, own.  
Lewiston—Pacific Northwest TV Inc., 1321 F St. Newell Price, pres.  
Moscow—TV Cable Co., P. O. Box 4 Sam C. Hadcock and Kyle E. Laughlin, pres.  
Moscow—U. of Idaho  
Mullan—TV Co., Box 132, J. MacLeod, pres.  
New Meadows—M & L TV Co.  
Osburn—Television Antenna Systems, Box 266, William and Biemo Zarotti, own.  
Pocatello—Banner TV Inc., Hotel Bannock, Regis L. Hagadone, mgr.  
Smelterville—E. & F. TV Systems  
Twin Falls—Cable Vision, c/o Factory Radio TV Center, W. L. Reiber, own.

## ILLINOIS

Peru—TV Transmission Co., 261 Penn St. Earl S. Nelson Jr., vp. and Richard Strach, pres.  
Taylorville—West End TV Cooperative Assn., 217 N. Edmonson. Suburbania I. Mack, mgr.

## INDIANA

Cannelton—Channel Tower, Madison St. Charles G. Garner.

## IOWA

Dubuque—Dubuque-Jerrod TV Cable Corp., 1043 Main St. Milton J. Shapp, pres.  
Fort Madison—Madison Central Antenna Inc., 618 1/2th St. Mary E. Carroll, pres.

## KANSAS

Centralia—Kornstone Auto & Electric, Jack Jarulakum.  
Liberal—T-V Cable Inc., 10 W. Third St. R. E. Hood.  
Manage—Grinn Radio & Electric, E. A. Grinn.

## KENTUCKY

Alva—Black Star TV Assn., O. L. Julian, mng.  
Barbourville—Brown Radio & TV Co., Liberty St. Dwight L. Brown.  
Beecham—Community TV Project, Box 371, F. W. Cole, pres.  
Brookside—Harlan Coal Co.  
Cumberland—TV Corp.  
Frankfort—Community Service Inc., 126 W. Main St. John Gerard, pres.  
Harlan—Community TV Inc., Box 187, Joe Guthrie, mgr.  
Irvine—Miller TV System & Sales, 187 Broadway. Frank Miller.  
Liberty—TV Co., George E. Wolford, mgr.  
Lynds—Union Supply Co.  
Manchester—Perfect TV Co., Clyde B. House, own.  
Paineville—TV Cable Corp., College St. D. L. Brown, pres.  
Pikesville—Valley TV Svc. Inc., Box 128, R. G. Wells Jr., pres.  
Prentissburg—Flannery & Dugas TV  
Wheelwright—Inland Steel Co.  
Whitesburg—Salter Radio & TV Co., 11 S. Salter.  
Winchester—Tele-CapCom of Winchester Inc.

## MAINE

Houlton—TV Inc., Market Square, Malcolm E. York, pres.

## MARYLAND

Cumberland—Potomac Valley TV Co. Inc., 101 E. Liberty St. J. Roland Ranzetta, pres.  
Friendship—Tough TV Co., R. Earl Gould, pres.  
Hancock—Community TV Inc., Main St. Stanley M. Fulton, pres.  
Lowesboro—Jackson TV Co., James E. McElvie and Thos. M. Cooper, owners.

## MASSACHUSETTS

Athol—Montpelier Valley TV Inc., 512 Main St. James H. Wright, pres.  
Middle Falls—Antenna Corp., Ronald M. Zechau, pres.  
Shelburne Falls—Community Antenna Co. Inc., 26 Bridge St. Philip Tedesco Jr., pres.

## MICHIGAN

Caspian—Community TV Corp., Art Martini, pres.

Film—Great Lakes Community TV Corp., 285 N. Saginaw Ave. Gilbert R. Glass, pres.  
Houghton—Northern Community Systems, Box 111, William Link, pres.  
Iron Mountain—Northern Electronics, 307 Stephenson Ave. James A. Klingman and Charles R. Henry, pres.  
Norway—City of Norway TV Antenna System, c/o City Hall, Paul J. Tatona, city mgr.  
Petrockey—See Flint

## MINNESOTA

Remon—Western TV Construction Co., O. H. Robinson, pres.  
Willmar—Willmar Community TV Corp., 516 Litchfield Ave. Lloyd W. Slanberg.

## MISSISSIPPI

Amory—Community Ant. Inc.  
Cleveland—TV Cables Inc.  
Columbus—Columbus TV Cable Corp., Hald Gilman, Nelson Myers, pres.  
Greenwood—Community TV System Inc., Box 333 Greenwood, E. G. Perkins, pres.  
Greenville—Delta Video Co., Box 417, W. D. Gardner, exec. vp.  
Hattiesburg—Perfect Video Inc., 604 Curious St. John A. Stigala Jr., pres.  
Tupelo—Tupelo Community Antenna Inc., Armstrong Arcade Bldg., Court St. Frank G. Haley, mgr.

## MONTANA

Big Timber—TV Cable Assn. Inc., Box 218 McLean A. Clark, pres.  
Bozeman—Bozeman Community TV Inc., 222 E. Main St. G. Norman Penwell, pres.  
Cut Bank—Highline Community Antenna Svc., Williams Bldg. Francis L. Emery, pres.  
Havre—Community TV Assn. of Havre, 122 1/2 First St. Charlotte R. Brader, pres.  
Helena—Helena TV Inc., 222 N. Main St. W. L. Pank, pres.  
Kalispell—Northwest Video Inc., Box 21, John R. Penwell, mgr.  
Lewistown—Perfect TV Inc., Box 218, Paul B. McAdams, pres.  
Livingston—Livingston Community Antenna Assn., Box 491, Paul B. McAdams, pres.  
Miles City—KATL-TV, Box 709, I. A. Elliott, mgr.  
Missoula—TV Cable Co., 222 S. 3rd St. Richard Glen Whitehead—Big Mountain TV Inc., Box 377.

## NEBRASKA

Ciutania—Roker's Tv Distrib. System, Box 356.  
Falls City—Falls City TV Distribution System, 614 W. 21st St. Marion L. Bestman, own.  
Huntsville—Pioneer Radio & TV Co., L. L. Hilliard, mgr.  
Sidney—Sidney Community TV Co., 2126 Illinois St. J. E. Collier and Karl O. Krummel, pres.  
Valentine—Midwest Transvideo Service Inc.

## NEVADA

Beau—Community Antenna Co. Inc., 219 S. Virginia St. Harry W. Lightstone, pres.

## NEW HAMPSHIRE

Berlin—Paper City TV Cable Corp., 1 Green Sq. Richard L. Blala, mgr.  
Claremont—Bellevue Falls Cable Corp., 65 Crescent St.  
Keene—Satellite TV Inc., 18 Central Sq. Albert J. Ripin, pres.  
Laconia—Community TV Corp., 77 Court St.

## NEW JERSEY

Atlantic City—Atlantic Coast TV Cable.  
Vincent City—South Jersey TV Cable Co., 5208 Ventnor Ave. Frederick Swigg, pres.

## NEW MEXICO

Albu—Community TV Inc., 111 E. Chaco St. C. E. Palmer, pres.  
Clovis—Midwest Video Corp., 1426 Main St. E. M. Whittington, mgr.  
Farmington—Community TV Inc., 401 W. Broadway. 123 Denton, pres.  
Hatch—Hatch TV Co., Box 68, 302 E. Dunham, Hatch, C. B. Sweet, owner.  
Livingston—Livingston Antenna Co., 711 S. Main St. David R. Wolter and David Erwin, pres.  
Silver City—Antennavision of Silver City Inc., 1045 Pine St. Ed Farnum, pres.

## NEW YORK

Bainbridge—TV Svc., 25 Juliant St. David & Orris One, pres.  
Canisteo—TV Inc., 24 Spruce St. T. F. Sick.  
Coopersburg—Video Co., 75 Main St. Raymond Knifer, own.  
Caring—Community TV Corp., 131 Bridge St. Charles W. Pringle Jr., pres.  
Delhi—Video Inc., 3 Elm St. Oneonta, N. Y. William J. Chittam, mgr.  
Ellenville—Uplink Co. Trans-Video, 155 Canal St. Norman Tansmutham, pres.  
Elmira—Video Inc., 300 N. Main St. John J. Martin, own.  
Harsheards—Chemung Valley Master TV Ant., 207 Grand Central Ave.  
Hornell—Fred Wallin TV Co.

Burnell—Tv. Service Inc., 184 Main St. Jack E. Fryer, pres.  
 Hbars—Coronado Tv Corp., 218 W. State St. Anthony Coracino, pres.  
 Margaretville—Tv. Via System. Shndon A. Birdsall and William Spurling, pers.  
 Montour Falls—Mandit Tv. Antenna Corp., Elmore Rank & Trud. Bldg. Albrota Hager, pres.  
 Nevada—Tel. Cable Co., 2 Main St.  
 Napanoch—Napanoch Tv. Service Club Inc., Box 74, W. C. Smith, pres.  
 Oneonta—Oneonta Video Inc., 2 Elm St. William J. Calson, vice pres. & gen. mgr.  
 Port Jervis—Tel.-Co. Tv. Sales and Service, 8 Front St.  
 Walton—Community Antenna System, Box 177, Jack W. Havery.  
 Watertown—C & H Tv. Service Inc., 118 Stone St. C. H. Curtis, pres.  
 Woodridge—Woodridge Wired Tv Co., Box 428, David E. Winer.

OHIO

Athens—Tv. Cable Co., 11 W. State St. James D. Shoyard, pres.  
 Benson—Wind Tv. Trans. System.  
 Caldwell—Tv. Cable Co.  
 Columbus—Pike County Antenna Systems Inc.  
 Cambridge—Tv. Cable Systems, 834 Steubenville Ave. Claude Stevanus, pres.  
 Canton—Towers Antennas Inc., 220 Main St. Claude Stevanus, pres. mgr.  
 Dayton—Tv. Antenna Systems Inc., 617 Tancarrow Ave., New Philadelphia, Ohio.  
 Dover—Tv. Antenna System Inc., 617 Tancarrow Ave., New Philadelphia, Ohio.  
 Newcomerstown—Tv. Cable System, 138 E. Canal St. Harvey J. Ott, mgr.  
 New Philadelphia—Tv. Antenna System Inc., 617 Tancarrow Ave. J. E. Hurst, pres.  
 Sugarcreek—Towers Antennas Inc., 618 Main St. Claude Stevanus, pres. mgr.  
 Uhrichsville—Tv. Antenna System Inc., 617 Tancarrow Ave., New Philadelphia, Ohio. J. E. Hurst, pres.  
 Waverly—Reason Tv.

OKLAHOMA

Arkmore—Vantage Co., Box 985, Larry Duggs, pres.  
 Elk City—Community Tv System.  
 Erick—Cable Growth, on Crawford's Furniture Co. Building—Geyman Tv. 215 W. Fifth St. Carme M. Faria and James H. Langston, pers.  
 Hobart—Vantage Co., 118 West Third St. Harold Hilliard, mgr.  
 Woodward—Tri-Vu Community, 1111 11th St.

OREGON

Albany—Mia's Tv. Service.  
 Albany—Tv. Distributing Corp., Box 26, Char. Wheeler, pres.  
 Astoria—Community Tv. Co-op.  
 Astoria—Clatsop Tv. Co., 1026 Duane St. George M. Sampson, mgr.  
 Baker—East Oregon Tv. Service.  
 Bend—Tv. Cable Inc., 214 Franklin Ave. Everett Rambo, pres.  
 Coquille—Tv. Co-op.  
 Coos Bay—Bay Tv. Co., 290 E. Second St. D. W. Hookathun, pres.  
 Coquille—Community Cable Tv., Box 297, C. M. Hooper, own.  
 The Dalles—Tv. Distributing Co., Rt. 1.  
 DeLake—Living Tv. Distributing Co., Box 481, Charles M. Trumble, pres.  
 Eugene—Ahar Tv. Cable Co., 298 West Broadway, Ray F. Stegenthaler and Wm. D. Elkins, pers.  
 Forest—Community Tv., Robert Misoner.  
 Hesperia—Tv. Inc., Box 387, W. C. Rosewall, pres.  
 Hood River—Cable Tv. System.  
 Imbler—Tv. Assn.  
 Ione—Banana Valley Tv. System.  
 Ione—City Tv. Co-op.  
 John Day—John Day-Canyon City Cable Co., W. Main St. Kenneth Scott, pers.  
 Klamath Falls—Suburban Tv., 4842 South 8th St.  
 Klamath Falls—Mill Tv. Corp.  
 LaGrande—Eastern Oregon Tv. Inc., 1310 Jefferson St. Kenneth H. Lockwood, pres.  
 Lebanon—Tv. Distributing Corp., Box 38 Albany, Char. Wheeler, pres.  
 Lexington—Tv. Corp.  
 Mitchell—Community Tv.  
 Madras—Kowan's Tv. Radio Svc., 305 N. Fifth St. James F. Bowman, owner-mgr.  
 Netcoff—Lincoln Tv. Distributing Co., Box 481 DeLake, Ore. Charles M. Trumble, pres.  
 Oakridge—Northwest Antenna Cable.  
 Pendleton—Community Tv. System Inc., 287 S.E. First St. V. W. McCormack, pres.  
 Portland—Trans Video Co. of Oregon, 1230 S.W. Stark St. Wally Matson, pres.  
 Prineville—Community Tv.  
 Reedport—Cable Tv. Corp., 380 Fir St.  
 Roseburg—Immoqua Radio & Tv. Inc., 1500 Harvard Ave. J. T. Platon, pres.  
 Seaside—Dynamic Tv., 604 Broadway.  
 Tall—Lincoln Tv. Distributing Co., Box 481 DeLake, Ore. Charles M. Trumble, pres.  
 Tillamook—Carl's Tv. Service, 110 Manor Place.  
 Wacoma Beach—Lincoln Tv. Distributing Co., Box 481, DeLake, Ore. Charles M. Trumble, pres.  
 Wheeler—Prickett's Radio & Tv., H. E. Prickett.  
 Yreka—Community Tv. System, Box 121K, Homer C. Stukas, own.

PENNSYLVANIA

Ashland—Video Co., Box 148, Robert N. Kyle, pres.  
 Avto—Charles Tv. Cable System, William T. Charles, own.

Bangor—Clear-View Community Tv. Inc., 24 Market St. J. Brymer Roberts, pres.  
 Bellefonte—Central Penn. Corp., 136 W. High St. James M. Lawler, mgr.  
 Berwick—Lee Antenna Co. Inc., 118 E. Front St.  
 Bethlehem—Electronic Enterprises Inc., 714 E. Fourth St. James G. Petrakis, pres.  
 Bloomsburg—Municipal Tv. Corp., 139 Iron St. J. L. Pipp, pres.  
 Blossburg—Williamson Road Tv. Corp., William B. Bonnin Jr.  
 Bradford—Tv. Cable Co., 120 Main St. Joseph Barlett, pres.  
 Bradford—Bulwar Drive Tv. Assn., 1001 E. Main St.  
 Bradford—Parkway Antenna Co., 10 Fluke Ave. John DePetro.  
 Brandonville—Community Tv. Assn.  
 Brockway—Tv. Inc., 367 Fifth Ave. Fred Edwards, own.  
 Brockton—Schuykill Valley Trans-Video Corp. Dominic Vitelli, pres.  
 Buck Hill Falls—Tv. Co.  
 Carlisle—Mathew's Inc., Box 426.  
 Clearfield—Clearfield Tv. Inc., 22 N. Second St. Joseph G. Sarick, pres.  
 Coudersport—Tv. Cable Co., J. Carter St. Joseph A. English, pres.  
 Crossons—S. L. Tv. Corp., 26 Pottsville St. G. James A. Seitz, pres.  
 Danville—Community Antenna System.  
 Easton—Clear-View Electronics Inc., 612 1/2 Northampton St. Maxwell S. Fisher, pres.  
 Emolation—Tray Cable Co., Box 378.  
 Elizabethville—Lyons Valley Tv. Co.  
 Everett—Tv. Corp., 1 East Main St. Wm. E. Clota, pres.  
 Franklin—Coastal Cable Co., 222 13th St.  
 Gettysburg—Tv. Antenna Inc., Union St. Sam E. Kramer, pres.  
 Hamburg—Tie Co., Box 42, D. H. Schuster, own.  
 Harrisburg—Perfect Tv. Inc., 202 N. 6th St. J. Calvin Frank, pres.  
 Hazleton—Mountain City Tv. Co., 88 N. Wyoming St. Fred Corneale, pres.  
 Herndon—Pike's Peak Tv. Assn., Box 1943.  
 Honesdale—Tv. Service, 1130 Main St. Henry W. Kalmuski, pres.  
 Isabelle—Community Antenna Co., Box 111, F. J. Beachley, mgr.  
 Jersey Shore—Hardy's Video Service, 1332 Adelphery St. Anna K. Hardt, own.  
 Jim Thorpe—Mauch Chunk Tv. Service Co., 222 N. First St. Dr. J. J. Humphries, pres.  
 Johnstown—Community Tv. Inc., Box 67, Ray Nelson, pres.  
 Kingston—Telecenter Co., 227 Wright Ave.  
 Lansford—Pantzer Valley Tv. Co. Inc., 22 W. Ridge St. Robert J. Tarkon, pres.  
 Lehigh—Lehigh Trans-Video Corp., 228 N. First St. Joseph J. Humphries, pres.  
 Lewisburg—Pottsville Tv. Co., 15 E. Duval St. C. F. Gardner Jr., pres.  
 Lock Haven—Susquehanna Valley Tv. Corp., 106 Bellefonte Ave. Dale W. Allen, pres.  
 Lykens—Tv. Extension Co., 623 Main St. Max E. Miller, pres.  
 Mansfield—Tyco Tv. Co., 30 W. Wellstone St. Byron A. and Hilda F. Neal, own.  
 Mahanoy City—City Tv. Corp., 100 W. Pine St. Anthony P. McLaughlin, pres.  
 Mahanoy City—Sv. Electric Co., Main & Pine Sts. John Weisbrodt, own.  
 Meadowdale—Nagler Antennas Inc., 275 Market St. George J. Bacon, pres.  
 Meyersdale—Kirchner Tv. Co., 221 Main St. Robert Kirchner, pres.  
 Millersburg—Tv. Co., Box 86, Fred B. Helwig, pres.  
 Minersville—Tv. Corp., 363 Sunbury St. Francis E. Moser, pres.  
 Montgomery—Video Corp., 4 N. Main St. Francis Heimlich, pres.  
 Mt. Union—Antenna Co., 11 S. Division St. John H. Kimpke Jr., pres.  
 Newburg—Electronic Inc., 26 W. Caladium St. Frank Mitchell, pres.  
 Newport—Tv. Co., 38 N. Second St. Henry O. Stuffer, pres.  
 Oil City—Tv. Cable Co., 4 State St. Byron A. Oyston, pres.  
 Palmerton—Tv. Signal Corp., 465 Delaware Ave. C. R. Reinhard, pres.  
 Pine Grove—Tv. Cable Svc., 18 W. Pottsville St.  
 Pottsville—Trans-Video Corp., Second & Laurel Sts. M. F. Malarkey Jr., pres.  
 Pottsville—Wire Tele-View Corp., 428 E. Norwegian St. Clarence K. Schofield, pres.  
 Renovo—Greater Renovo Tv. Corp., Swain Bldg. John P. Rathmal, pres.  
 Ridgway—Tv. Co., 119 N. Broad St. R. C. Postinger, mgr.  
 Saegertown—L. D. Johnson.  
 Salona—Mutual Tv. Cable Assn.  
 Schuylkill Haven—Trans-Video Corp., 101 E. Main St. Amos M. Stratus, pres.  
 Sellingsgrove—River Tv. Corp., 18 S. Market St.  
 Shamokin—Eastern Penn. Relay Stations Inc., 312 N. Shamokin St.  
 Shamokin—Tv. Extension Corp., 713 W. Walnut St. Fred Bower, pres.  
 Sheffield—South Side Tv. Assn., F. F. Felder Jr., pres.  
 Shenandoah—Shen-Heights Tv. Inc., 288 N. Main St. Frank Propty, pres.  
 Shickling—Tv. Corp., 18 Main St.  
 Slatington—Karr's Electric & Tv. Antenna Inc., 219 Main St. Lawrence J. Kern, pres.  
 Smethport—Palmer Electric Co., 213 W. Main St. R. K. Palmer, own.  
 St. Clair—Tv. Co., 12 S. Second St. John S. Warner, mgr.  
 St. Mary's—Tv. Co.

State College—Tv. Cable Co., Box 329, James R. Palmer, pres.  
 Steubensburg—Pottsville Tv. Relay Inc., 106 Broad St. John M. Fries, pres.  
 Sugarcreek—Tower Antennas Inc., Box 1320.  
 Sunbury—B.R.P. Tv. Systems Inc., 100 S. Tenth St. John J. Barni Jr., pers.  
 Tamaqua—Tv. Inc., 100 E. Broad St. Sam P. Hooper, pres.  
 Titusville—South Side Cable Co., 214 W. Main St. A. J. Carlson, pres.  
 Warren—Tv. Corp., 201 E. Fifth Ave. Robert E. Dunham, pres.  
 Warren—West Side Tv. Corp., 1608 Pennsylvania Ave. (West) Angelo Juliano, pres.  
 Wellburg—West End Tv. Cable System, 11 Central Ave. Chester Parris, own.  
 Weidling—Community Antenna Assn., c/o Sports Training Co.  
 Williamsport—Cable Tv., 88 Cottage Ave. H. L. Cole.  
 Williamsport—West Branch Tv. Svc. Inc., 539 William St. Otto L. Stradley, mgr.  
 Williamsport—Tv. Cable Corp., 511 William St. Clive Funnell, pres.  
 Williamsport—Lycoming Tv. Corp., 1408 W. Southern Ave. Francis W. Herbach, pres.  
 Wilkes-Barre—Telecenter Co. of Wyoming Valley, 103 S. Main St. George F. Gardner, pres.  
 Youngsville—Tv. Corp., 218 W. Main St. Rex E. Young, pres.

SOUTH DAKOTA

Chamberlain—Missouri Valley Tv. Co.  
 Mitchell—Palmer Tv. Co., 108 E. Second Ave. Allen C. Hatman, own.

TENNESSEE

Blountville—J. W. Adams Co., J. W. Adams, own., Box 178.  
 Cripple Creek—E. R. Lewis Tv. Co., Box 322, E. R. Lewis, own.  
 Erwin—HMG Tv. Cable, Gas Bk.  
 Johnson City—Bunhaman Tv. Cable Co. R. M. Bunhaman.  
 Kingsport—Tv. Cable Corp., 127 E. New St. W. Kyle Blalock, pres.

TEXAS

Alpine—Big Bend Tv. Co., Mt. Logan.  
 Brady—Tv. Enterprises, 112 N. Church St. James P. Throckmole, own.  
 Breckenridge—Tv. Distributing Co., Box 2, Crenshaw, pres.  
 Bryan—Midwest Video Corp., 2110 Texas Ave.  
 Canton—Tv. Cable Service, Box 427.  
 Del Rio—Televison Cable Corp., 111 W. Loomis St. Robert Cantelero, pres.  
 Denton—Denton Tv. Inc., 626 E. Main, Charles F. Johnson, pres.  
 Gateville—Cable Vision Co., 507 S. Sixth St. Louis Bone and David Swift, pers.  
 Graham—Tv. Distributing Co., 516 Oak St. Bruce Walker, own.  
 Jacksonville—Tv. Cable Svc. Inc., 540 E. Root St. H. M. Travis, Jack Owens, C. E. Owens, co-own.  
 Marshallville—Cable Corp., Lee Green.  
 Memphis—Master Antenna Service, 202 S. 10th St. Mineral Wells—Community Aerial System, 304 N. Oak. John Campbell, own.  
 Odessa—Tv. System, Box 214, W. R. White, Oscar Kent, and others, pres.  
 Pahrump—Tv. Signal Svc. Co., Box 397, V. L. Hutchins, own, pres.  
 Palestine—Clearview Cable Corp., 227 W. Crawford, Ray Barton, vp.  
 Paris—Midwest Video Corp., 122 S. Main St.  
 Sherman—Televison Products Co., 228 W. Houston St. G. F. Leonard Jr., pres.  
 Sumner—Tv. Service Co., Box 225, Edwin E. Sawyer, pres.  
 Sulphur Springs—Tv. Cable System, 127 Jefferson St. Robert M. Rogers, pres.  
 Tyler—Tv. Inc., 317 N. Broadway, C. H. Flynn, pres.  
 Uvalde—Tv. Cable Corp., 222 N. Getty St. Benjamin J. Conroy Jr., pres.  
 Van Horn—Cable Co., J. H. Benton, own.  
 Victoria—Tele-Vison Corp. of Victoria, 2696 E. 10th Grande St.  
 Wallingford—Vantage Co., Box 111, Larry Duggs, pres.

UTAH

Price—Community Tv. Inc., 21 W. Main St.  
 Price—Votek Perfect Tv. Channel, Lotus Votek.  
 Richfield—Soviet Tv. Signal, Dist.  
 Salt Lake City—Soviet Tv. Signal Distributing Co., 2181 Berkeley St. T. Collins Jackson.  
 Sunnyside—Miners Trading Post, Oscar Carlson Jr., pres.  
 Vernal—Batin Broadcasting & Tv., 38 E. Main St.

VERMONT

Barré—Vermont Tv. Inc., 61 N. Main St. Leo Sangui-nette.  
 Bellows Falls—Cable Corp., 105 Buckingham St. George H. Story, pres.  
 Burlington—Green Mt. Tv. Corp., 327 Church St. Richard A. Snelling, mgr.  
 Ludlow—Okanos Vue Inc., 47 Depot St. V. W. Jarvis, pres.  
 Montpelier—Community Tv. Inc., 25 Langdon St. Eugene Kramer, pres.  
 Northfield—Trans-Video, 21 Park Sq. G. L. Goodrich, own.  
 Springfield—Young's Community Tv. Corp., 201 Union St. S. H. Young, pres.  
 St. Johnsbury—Community Tv. Inc., 1 Southard St. Eugene F. Ellingwood, pres.  
 Windsor—Community Antenna Corp., 113 Main St. S. H. Young, pres.  
 Woodstock—Tv. Corp., Box 111.

VIRGINIA

Genandy—Tv Company, Box 1969, Bedford E. Hill, pres.  
 Harrisonburg—Truitt-Video Corp., H. Graham St., M. J. Maloney Jr., pres.  
 Marion—Home & Auto Supply Inc., 800 E. Main St.  
 Staunton—Video Corp., 21 Middlebrook Ave., Randolph W. Turner, pres.

WASHINGTON

Aberdeen—Harbor Tv Corp., 208 & "H" St. Homer Bergren, owner.  
 Beltingham—Telecable Inc.  
 Chehalis—KELA Tv Inc., Box 823, Joe Chytil, pres.  
 Chehalis—Antenna Svc., Bruce Welton, mgr.  
 Colville—Video Inc., 201 E. First St., August Schwartz, pres.  
 Coyle—Barn—Tv Assn., 212 Agnes St., George Curtis, pres.  
 Dayton—Touchet Valley Tv Inc., E. H. Klingenstein, pres.  
 Ellensburg—Ellensburg-Jarrett Tv Cable Corp., 202 Pearl St., N. John C. Sarason, mgr.  
 Ephrata—Empire Tv Inc., 101 "H" St., N.W., Harold Catlow, pres.  
 Everett—Tv Cable Inc., 220 Broadway, Eileen A. Root, pres.  
 Fall City—Cascadia Tv Signals Inc.  
 Kennewick—Columbia Tv Svc., Box 605 Homer Bergren, pres.  
 Lind—Tv Svc. Inc., John Shonek, pres.  
 Moses Lake—Tv Inc., 203 W. Ash St., Pat Hughes, pres.  
 Okanogan—Valley Tv Cable Co., Box 281, Tonasket, Wash., Melvin Rothrock, pres.  
 Omak—Valley Tv Cable Co., Box 275, Tonasket, Wash., Melvin Rothrock, pres.  
 Pomeroy—Christiansen-Road Co.  
 Pullman—Williams Tv Cable & Appliances, 201 Paradise  
 Quincy—Tv Cable Co.  
 Raymond—Power's Radio Electric & Tv, 201 Duryea St., Marie Smith, own.  
 Republic—Tv Assn.  
 Richland—Tv Cable Corp., 201 Lee Blvd., Charles E. Brown, pres.  
 Seattle—Hotel Electronics Inc., 220 W. Spokane St.  
 Seattle—Narrow Tv Antenna Systems Inc., 4020 Forty-ninth St. E., Fred Nelson, pres.  
 Soap Lake—Tv Inc., Box 194, John L. McNamara, pres.  
 Sumas—Town of Sumas Tv Dept., Box 202, Harry Iverson, sup.  
 Sunnyside—Harris's Tv, Sixth & Edison, Harris D. Whitley, own.  
 Tonasket—Valley Tv Cable Co., Box 277, Melvin Rothrock, pres.  
 Walla Walla—Blue Mt. Tv Cable Corp., 24 S. Columbia, Charles E. Brown, pres.  
 Washburn—Stardust Electric Co., W. E. Snyder, own.  
 Waterville—Clematis Tv, Charles E. Clematis, own, mgr.  
 Wenatchee—Community Tv Cable Corp., 210 S. Mission St., Charles E. Brown, pres.  
 Wilbur—Tv Co., Raymond Coffield.

WEST VIRGINIA

Bethlehem—Tv Cable Corp.  
 Bluefield—Tv Cable Corp., 416 Federal St., W. Randolph Tucker, pres.  
 Burnsville—Marlington Cable Co., J. L. Starnes, pres.  
 Chesapeake—Chesapeake Water & Light Co.  
 Clarkburg—Tv Cable Corp., 211 S. Third St., W. Randolph Tucker.  
 Coalwood—Oiga Coal Co.  
 East Gull—C. H. Meade Coal Co.  
 East Hazleton—Hazleton Tv Corp.  
 Elkins—Tugart Valley Cable Corp., 220 Davis Ave., Ralph S. Sheplar, pres.  
 Fairmont—Tv Cable Corp., 211 Fairmont Ave., W. Randolph Tucker, pres.  
 Fallstown—Alan Radio & Supply, 111 Main St., Lee Gripe.  
 Glenade—Glen-Tanna, 110 Daily Bldg., Monaca, W. Va., E. A. Zimmon, pres.  
 Hinton—Tv Corp., James V. Costa, pres.  
 Keyser—Tv Co., 21 N. Main St., J. J. Hoffman, M. H. pres.  
 Lost Creek—Tv Co.  
 Mahan—Dunbar's Inc., Box 25, C. O. Brichman, pres.  
 Matamoras—S. and D. Tv Co., Mr. Goshel  
 Moundsville—Clear Tv Inc., Sam Shaw, own.  
 Moundsville—Tv Cable Svc., 218 Moran Ave. N. E. and D. E. Forrest Lily, pres.  
 New Martinsville—Tv Cable Inc., P. P. McCray, pres.  
 Piedmont—Upper Potomac Tv Co., W. Ashland St., H. Perrell, pres.  
 Phillips—Community Tv.  
 Prentiss—Red Parrot Coal Co.  
 Princeton—Comm. Tv Service  
 Richwood—Tv Co., Oakland & Main Sts., Carl E. Gasser, pres.  
 Romney—Tv Corp., Dr. F. E. Fryman, pres.  
 Rowlesburg—Community Cable Co., Church St., E. A. Phillips Jr., pres.  
 Steubenville—East Rock Coal Co., S. Avella Caperton, pres.  
 Spencer—J. J. Arnold Co.  
 Wax—Tv Antenna Svc. Inc., Box 224, L. W. Coffey, pres.  
 Webster Springs—Webster Tv, Box 211, Harry H. Harkins, own.  
 Wetmore—Tv Cable Co., 2225 Main St., Victor A. Green, pres.  
 Welch—Antenna Co., Box 281, E. O. Gates and William Turner, pres.  
 Welch—W. Va. Tv Co.  
 Weston—Tv Cable Corp., 225 Main Ave., M. William Adlet, pres.  
 Wheeling—Antenna Co., Box 1013, Donald Levenson, pres.  
 Wheeling—Duvell Radio Sales & Serv., 1241 Railroad St.  
 Whitesville—Radio & Refrigeration Svc., William D. Prewitt and James Williams, pres.  
 Williams—Tv Corp., Box 1228, Jack Gates, mgr.

WISCONSIN

Wausau—Community Tv Cooperative, 101 Clark St., Edward C. Gaber, pres.  
 Wausau—Tv Cable Corp., Box 208, D. H. Good-saft, pres.

Richland Center—Thomas Moon's Tv Co., 410 W. Main St.  
 Wausau—Community Antenna Inc., 312 Fulton St., Mahlon C. Bimer, pres.

WYOMING

Basin—Washere Tv Corp., box 234, Thomas W. Mitchell Jr., pres.  
 Casper—Continuity Tv Systems of Wyoming Inc., 451 S. Aurin St., Bill Daniels, pres.  
 Cody—Community Tv Corp., Box 467, Harry M. Moud, pres.  
 Casper—Community Tv System, Box 28 E. L. Carraway and E. L. Langford, stars.  
 Greybull—Tv Corp., box 206, Thomas W. Mitchell, pres.  
 Jackson—Community Tv System, Box 122, Mr. & Mrs. E. L. Mairs, owners.  
 Kemmerer—Kem-Tee Corp., 117 Plum Ave., F. C. Stuchman, pres.  
 Laramie—Community Tv Co., 24th & Baker Sts., J. Everett Collier and Karl O. Krummel, pres.  
 Rawlins—Community Tv Co., 211 Fourth St., Bill Daniels, pres.  
 Rock Springs—Sweetwater Tv Co., Box 210, A. M. Corallo  
 Sheridan—Clouds Peak Tv Corp., 21 N. Main St., Donald E. Tanswell, pres.  
 Thermopolis—Thermopolis Bldg. Co., 220 N. Railroad St., J. C. Henry, pres.  
 Worland—Western Tv Corp., Box 224, Thomas W. Mitchell Jr., pres.

ALASKA

Etchikan—Etchikan Alaska Tv Inc., 122 Water St., E. D. Jensen, pres. (Closed circuit operation.)  
 Nome—Larry Gault.

BRITISH COLUMBIA

Trail—Kootenay Video Programs Ltd., Pine Ave. at Farwell, John G. Heppner, mgr.  
 Vancouver—TruTv Tv Ltd., 100 Howe St., George C. Chandler, pres.

NEW BRUNSWICK

Hamorton—Madawaska Community Tv Ltd., 61 Francis St., J. Albert Pichette, pres.

ONTARIO

Geoffrey—Neighborhood Tv Ltd., 11 Quebec St., W. E. T. Mahaff, pres.  
 Leamington—Leamington, 13 King St. E., E. R. Jermoluk, own.  
 Toronto—Trans-Canada Telecenter Ltd., 1200 Royal Bank Bldg., E. E. Fitzgerald, pres.

QUEBEC

Montreal—Dumont Tel. Corp., 1005 St. Alexander St., Montreal—Bedifusion Inc., 430, Park Ave., A. Crois, pres.  
 Quebec—Jules Malouin Tv, 1300 6th Ave.

TELEVISION REFERENCE BOOKS—1957

Editor's Note: This bibliography supplements other listings that have been published in TELECASTING YEARBOOK—MARKETBOOK format. The word Apply indicates material which may or may not be available. This bibliography does not pretend to be comprehensive. LOUISE K. ALDRICH, Librarian, NARTS Research Department

GENERAL

AGE OF TELEVISION. A study of viewing habits and the impact of television on American life. By Leo Bogart. Frederick Vogel Pub. Co., 100 E. 24th St., New York 10 1956. 200p. \$2.25.  
 An analysis of the appeal of television and its influence on reading, radio listening, movies, spectator sports, politics, advertising and on the juvenile audience.  
 BRITISH BROADCASTING. Radio & Television in the United Kingdom. By Burton Paul. U. of Minnesota Press, Minneapolis 14, Minn., 1956. 457p. \$4.  
 Dr. Paul describes the development, structure, financial operations, technical facilities, staff, and types of programs of the British Broadcasting Corp. and Independent Television Authority and critically appraises the systems.  
 CRISIS IN COMMUNICATION. A Christian Examination of the Mass Media. By Malcolm Boyd. Doubleday, Garden City, N. Y., 1957. 129p. \$2.95.  
 This book "is written with realistic understanding of the mass communication media, as well as with a clear concept of the function of religion in society and its relation to the media."  
 FREEDOM OR SECRECY. By James Russell Wiggin. Oxford U. Press, 114 Fifth Ave., New York 11, 1956. 242p. \$4.  
 Thought-provoking volumes about the right of the American public to know what its elected officials, judges, military men and other public and semi-public figures are up to; the right of newspapers, magazines, radio and television to attend sessions of legislatures and courts to get the facts for the public; and the growing tendency of legislative and other groups to avoid this public scrutiny.

JOURNAL OF BROADCASTING, published quarterly by the Assn. for Professional Broadcasting, Station V, of Southern California, University Park, Los Angeles 1, Calif. \$5 per year.  
 This research magazine is designed for television and radio broadcasters, teachers and students. Special articles, summaries of research work, and features in four departments will be included in each issue.  
 MASS COMMUNICATION. Television, Radio, Film. Press. By Erik Barnouw. Rinehart, 233 Madison Ave., New York 16, 1956. 260p. \$1.25.  
 This book is divided into four sections concerning the history, the psychology, the media and the sponsors of mass communication. There is a selected bibliography at the end of each section, and a general index.  
 MASS CULTURE. The Popular Arts in America. Edited by Bernard Rosenberg and David M. White. Falmer's Wing Press and Free Press, Glencoe, Ill., 1957. 260p. \$2.50.  
 Anthology of newspaper articles, comic strips, movies, jazz, radio, television, advertising, card playing—including selections from the writings of St. Thomas Aquinas, Whitman, Ortega y Gasset, and Orwell.  
 RIGHTS AND RIGHTS IN PUBLISHING. Television, Radio, Motion Pictures, Advertising and the Theater. By Samuel Spring. W. W. Norton & Co., 35 Fifth Ave., New York 3, 1956. 265p. \$1.50.  
 New edition of a standard work, cited in court decisions. The new international copyright law is included.  
 MIRE AND SCREEN PRESS DIRECTORY. 2nd edition. Published by Radio-Newsweek-Television Working Press Assn., 221 Lexington Ave., New York, 10017. 240p. \$1.

Designed as a daily reference guide for newsmen in radio, television and newswires, this volume follows the pattern of other editions in listing key contacts in the news, public relations and government fields.  
 MONOPOLY PROBLEMS IN REGULATED INDUSTRIES. Part 2—Television. In 4 volumes. U. S. Government Printing Office, Washington 25, D. C. 1957.  
 Hearings before the Antitrust Subcommittee (No. 2) of the Committee on the Judiciary, House of Representatives, were held during June, July and September 1956. Following publication of the hearings, the Committee has recently released its "Report . . . on the Television Broadcasting Industry."  
 NATIONAL SURVEY OF TELEVISION SETS IN U. S. HOUSEHOLDS—APRIL 1957. An Advertising Research Foundation Report based on surveys conducted by the Bureau of the Census (closed in July). Advertising Research Foundation, 11 West 42nd St., New York 36, Apply.  
 PUBLIC ARTS. By Gilbert Seldes. Simon & Schuster, 430 Fifth Ave., New York 10, 1956. 333p. \$3.00.  
 The well-known critic, author and editor has written an entertaining as well as thoughtful analysis of the influence of television, radio and movies, and an appraisal of their responsibilities.  
 TELEVISION INQUIRY. Hearings before the Committee on Interstate and Foreign Commerce, U. S. Senate. Government Printing Office, Washington 25, D. C. 1956, 1957.  
 Part I. Un-Vid Alienation Problem; Testimony of Federal Communications Commission. Part II. Un-Vid Allocation Problem; Testimony of Public and Industry Witnesses. Part III. Subscription Television. Part IV. Network Statistics.

**TELEVISION'S IMPACT ON AMERICAN CULTURE.** Edited and introduced by William V. Elliott. Michigan State U. Press, East Lansing, Mich. 1956. 322p. \$4.95.

The contributors discuss the potential role of educational television, and the potential educational role of commercial television. Useful appendices include union rules, television code, list of educational television stations.

**VIDEOTOWN 1946-54.** 265 journal entries. Cowington & Wadd, Inc., 280 Madison Ave., New York 17. 1954. 240 pp. \$2.00.

Latest in series of surveys of representative community showing impact of television as an advertising medium and its influence on human behavior. Analyses of trends in tv viewing and radio listening, growth of tv, radio ownership, etc.

**WORLD RADIO HANDBOOK for Business.** 11th edition. Published and edited by O. Lund Johansen, Copenhagen, Denmark, November 1956. Available through Gilder Associates, P. O. Box 220, Grand Central Station, New York 17. \$2.

This 1957 handbook of broadcasting and television lists in English the broadcasting companies of the world, their stations, personnel, and programming lists. Pages 144-149 are devoted to television.

**STATISTICAL AND FINANCIAL DATA**

**DIMENSIONS OF RADIO AND TELEVISION.** The Scope of a Great Industry. Research Department, National Assn. of Radio & Television Broadcasters, 1711 N. St. N.W., Washington 5, D. C. Sept. 1956. 14p. Apply.

A compilation of data on broadcasting, for use by broadcasters.

**ELECTRONIC INDUSTRY FACT BOOK.** 2nd edition. Prepared by Statistical Dept., Electronics Industries Assn. (formerly RETMA), 1711 DuPont St. N.W., Washington 5, D. C. 1956. 36p. \$2.

Charts the growth of the industry which has become the sixth largest in the United States.

**FINAL TV BROADCAST FINANCIAL DATA—1955.** Federal Communications Commission, Washington Howard St., Chicago 5, Ill. 1957. 16p. Apply. (Public Notice 35555) Tables contain financial data covering operations of television stations and networks during the calendar year 1955.

**1956 TELEVISION REVENUES, EXPENSES, PROFITS.** National Assn. of Radio & Television Broadcasters, 1711 N. St. N.W., Washington 5, D. C. 1956. 26p. Apply.

Search actual cost study prepared for the television members of the NABT by the Regulatory-Reliance Relations Department and the Research Department to aid management in evaluating operations by providing financial variances from comparable stations.

**TELEVISION FACTS 1957.** A. C. Nielsen Co., 2331 Howard St., Chicago 45, Ill. 1957. 14p. Apply. Booklet indicates seasonal variations in use, television program types attracting biggest audiences, and related facts.

**1956 ANNUAL REPORT FOR THE FISCAL YEAR 1956.** Federal Communications Commission, U. S. Government Printing Office, Washington 25, D. C. 1957. 111p. 94c.

This FCC report will be introductory summary and collation of later important developments in an invaluable source of statistical and financial information; other data concerning the regulation of the broadcasting industry.

**ADVERTISING**

**ADMAN AD-LIES ON TV.** By Nels Foreman. Hazlitt House, 41 E. 30th St., New York 16. 1951. 112p. \$4.50.

Informal but thoroughly worthwhile commentary on the role of advertising in radio and television.

**COMMERCIAL TELEVISION YEARBOOK AND DIRECTORY.** Mercury House, 109-113 Waterloo Row, London, England. 1957. \$5.

Covers various aspects of commercial television in Great Britain, from the set-up and role of the Independent Television Authority to lists of artists and their representatives, from advertisement rates and standard timings for tv material to the main terms of the latest union agreements.

**SELLING COLOS TO PEOPLE.** By Faber Birney. University Books, 404 Fourth Ave., New York 16. 1954. 229p. \$7.50.

A handsomely printed and illustrated book designed by David Miller on the commercial use of color. Particularly important are the words on color television and the closing chapter on color systems and tools.

**SPOT TELEVISION ADVERTISING EXPENDITURES.** First Quarter 1957. Issued by TVA, Television Bureau of Advertising, 144 Madison Ave., New York 17. 9p. Apply.

Contains estimates of dollar expenditures, air product and service classifications.

**TV DEMONSTRATION DEVICES.** A Treasury by the Schwitz Research Corp., 1711 Broadway, New York 15. 1957. 99p. \$10.

Here is a collection of nearly 40 devices which

have been used on television, listed by the impression ("like popularity," "ratedness," or "adhesiveness") they are trying to make. There is cross indexing by brand name, product type and object used.

**EDUCATIONAL ASPECTS**

**CLOSED CIRCUIT TELEVISION IN TEACHER EDUCATION.** By Robert J. Keller. College of Education, U. of Minnesota, Minneapolis. 1956. 26p. Apply.

Preliminary report reviewing the purpose, scope and implications of the experimental work with closed-circuit television as a teacher-training medium.

**DIRECTORY OF 230 IN MM. FILM LIBRARIES.** By Dorothy Reid, Anita Carpenter and Annie Rose Daugherty. U. S. Office of Education, Superintendent of Documents, Washington 25, D. C. 1956. 200-leafy volume (late companies, associations, public libraries and school systems which have 16 mm. films for loan. Entries, arranged by state and city, include approximate number of films in each library, with a general description of type.

**FOUR YEARS OF PROGRESS IN EDUCATIONAL TELEVISION.** December 1956. Washington, D. C. Prepared by Joint Council on Educational Television. 1956. 14p. Apply.

A report prepared for the FCC to bring the September 1954 report up to date. Describes activities, projects and experiments underway which will lead to fuller utilization of channels now reserved for education.

**INVENTORY OF INSTRUCTIONAL TELEVISION RESEARCH.** By Hubert Kusnitz, Educational Television & Radio Center, 1616 Washington Ave., Ann Arbor, Mich. 1956. 239p. \$1.50.

Very thorough and well organized report of instructional television research, containing a summary of findings, 72 abstracts of pertinent articles, and an appendix of 111 additional readings.

**LIST OF EDUCATIONAL AM AND FM RADIO AND TELEVISION STATIONS by State and City as of November 1956.** Prepared by Gertrude G. Broderick, Office of Education, U. S. Dept. of Health, Education and Welfare, Washington 25, D. C. 1956. 16p. Apply.

The listing includes call letters, frequency and power, licensee, and name of general manager and/or program director.

**SCHOOLS FOR TOMORROW.** An Educator's Blueprint. By Alexander J. Bradford. Fund for the Advancement of Education, 464 Madison Ave., New York 17. 1957. 51p. Apply.

"Areas of the educational program discussed in the report are: the present impending teacher shortage, its causes and implications, and what is being done to meet it; raising the level of teacher effectiveness; . . . and the use of television as an integral part of the instructional program at all levels."

**SECOND NABT TV ENGINEERING WORKSHOP FOR EDUCATIONAL TELEVISION.** Edited by Cecil S. Bidlack. National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill. 1956. 118p. \$2.

An account of the lectures, demonstrations and procedures.

**SURVEY OF EDUCATIONAL TELEVISION PROGRAMS OVER COMMERCIAL STATIONS.** School Year 1955-56. Prepared by Gertrude G. Broderick, Office of Education, U. S. Department of Health, Education, and Welfare. Published by National Assn. of Radio & Television Broadcasters, 1711 N. St. N.W., Washington 5, D. C. 1956. 59p. Apply.

Report covers 22 programs were offered in 144 cities over the facilities of 185 local commercial television stations. Titles are included for all series.

**TEACHING BY CLOSED-CIRCUIT TELEVISION.** American Council on Education, 1715 Massachusetts Ave. N.W., Washington 5, D. C. 1956. 66p. Apply. Report of a conference sponsored jointly by the Committee on Television of the American Council on Education and the State University of Iowa.

**TELEVISION IN OUR SCHOOLS.** By Franklin Dunham and R. E. Lawdermilk. U. S. Government Printing Office, Washington 25, D. C. 1956. 36p.

A revised edition of the excellent pamphlet on how schools can use television and what use schools are making of the media currently.

**TIMELY TIPS FOR TELEVISION.** How We Can Show Them. By Gregory Rowan. American Foundation for the Blind, 35 West 10th St., New York 11. 51p. Apply.

A handbook published for those interested in public education about blindness. Chapters suggest types of programs, use of spots, slides and films, tv terms, do's and don'ts.

**TECHNIQUES AND CAREERS**

**HANDBOOK OF BROADCASTING.** The Fundamentals of Radio and Television. By Waldo Adcock and Richard L. Buser. 4th edition. McGraw-Hill 220 West 42nd St., New York 36. 1957. 531p. \$4.50.

This manual, covering both commercial and educational radio and television, deals with every vocational requirement in the field. It is essentially a "how-to" book for students in basic courses.

**HOW TO ANNOUNCE FOR RADIO AND TELEVISION.** Edited by William I. Kaufman. Hastings House, 41 East 90th St., New York 17. 1956. 66p. \$2.50.

Twelve top announcers, including Andre Barzun, Bill Cullen, Bud Collyer, give their personal recipes for achieving success.

**OTHER PEOPLE'S HOUSES.** Six Television Plays by Ted Sussel, Elman & Schacter. 638 Fifth Ave., New York 17. 1954. 240p. \$3.50.

The six plays: "Eric Slaughter Is Fifty," "Other People's Houses," "The Raven," "The Lawn Party," "Star in the Summer Night," and "The Waiting Place."

**THE TELEVISION COMMERCIAL.** By Harry W. Monahan. 2nd edition. Hastings House, 41 East 90th St., New York 17. 1957. 239p. \$4.50.

Revised and enlarged edition on how to produce and create effective television advertising. Many illustrations add to the volume's usefulness.

**TELEVISION PROGRAM: Its Writing, Direction and Production.** By Edward Stambell and Rudy Bruf. 2nd edition. Hill and Wang, 104 Fifth Ave., New York 11. 1956. 356p. \$1.50.

Sections dealing with religious, dramatic, educational and variety programs have been completely rewritten. New material has been added on women's daytime shows, children's and discussion shows.

**TELEVISION WRITING: Theory and Technique.** By Robert S. Greene. Harper, 65 East 12th St., New York 16. 1954. 274p. \$1.

This is a revised edition of a most originally published in 1951. Retaining the material which made the first edition useful for television writers, the author has added a new section on scripts for television scripts.

**TECHNICAL BOOKS**

**COMMUNICATION ENGINEERING.** By W. L. Everitt and G. E. Anner. 3rd edition. McGraw-Hill, 330 West 42nd St., New York 36. 1956. 439p. \$6.

A comprehensive and up-to-date study of communication problems, well-illustrated with detailed charts and drawings.

**DRAKE'S RADIO-TELEVISION ELECTRONIC DICTIONARY.** Compiled by Harold F. Manly. Revised edition. Frederick J. Drake & Co., 7 E. Clinton St., Chicago 4. 1956. (not pagged) \$5.

Substituted radio transmission and reception, modulator and color television, transmitter, radio electricity, audio systems, high fidelity, electricity and magnetism.

**ESSENTIALS OF TELEVISION.** By Morris Shenberg, William Omarche, Elmo D. Voegtlin. McGraw-Hill, 330 West 42nd St., New York 36. 1956. 487p. \$11.50.

Written for servicemen and calling for no more than high school mathematics. This text covers the theory and applications of basic electrical and vacuum tube circuits to television receivers.

**LOW POWER TELECASTING.** By Harold E. Emmer. Howard W. Sams, 2361 East 46th St., Indianapolis 4. Ind. 1951. 169p. \$4.25.

Technical handbook for operators of small television stations.

**RADIO AND TELEVISION ENGINEERING REFERENCE BOOK.** Edited by E. Melby and W. E. Parrett. Second edition. Transcendent Arts Inc., Hollywood-by-the-Sea, Fla. 1956. \$14.75.

Revised and brought up-to-date, with a new section on the progress and developments made recently by the British radio and television industry.

**RADIO-TELEVISION AND BASIC ELECTRONICS.** By R. L. Oldfield. American Technical Society, 346 East 90th St., Chicago 27, Ill. 1956. 361p. \$4.50.

This fundamental text provides a wealth of information for the technician just starting out, a basic reference for the more experienced. In addition to information on basic circuits and components, the author discusses acoustics, broadcasting, color television transmission and hi-fi systems. An excellent glossary defines many electronic terms.

**TELEVISION ENGINEERING HANDBOOK.** Edited by Donald G. Fink. McGraw-Hill, 330 West 42nd St., New York 36. 1957. 680p. \$15.

Prepared by 21 television industry specialists, the book covers all phases of tv including fundamentals and design data for transmitters, receivers and network with considerable detail on color systems and standards of British, French and other European countries.

**TELEVISION ENGINEERING, PRINCIPLES AND PRACTICE.** By S. W. Amor and D. C. Hirstonshaw. Philosophical Library, 15 East 40th St., New York 16. 1956. 4 vol. \$15.

Television engineers in this country may be interested in the set of training manuals used by the BBC to instruct its engineers in the principles and practices of telecasting by British standards.

## FOREIGN TELEVISION STATIONS

This list includes all foreign countries except Canada (for which see page 177) with telecasting currently operative and all stations actually in operation, according to information received from the stations themselves, from government sources, both U.S. and foreign, from the United Nations, from various industry reference works and from news reports.

Standards are reported for each country by line structure, lines per second, channel width in megacycles and type of modulation (am or fm). Station power is output at the transmitter unless identified as ERP (effective radiated power) and is reported in kilowatts. Frequency is reported in megacycles. Standard systems are.

American (in use throughout the Western Hemisphere and in Japan): 525 lines, 30 frames, 4 mc, fm.

European (used in most European countries and in Australia): 625 lines, 25 frames, 7 mc, fm.

British (used in the United Kingdom): 405 lines, 25 frames, 3 mc, am.

French (used in France, Tunisia): 819 lines, 25 frames, 14 mc, am.

Russian (used in USSR and its satellite countries): 625 lines, 25 frames, 3 mc, fm.

### ARGENTINA

Standards: 625 lines, 25 frames, 4 mc, fm. Receivers estimated at 100,000 as of May 1, 1957.

Buenos Aires—LR3-TV, Frequency: 176.25 mc video, 179.75 mc audio. ERP: 40 kw video, 20 kw audio. Asignacion Promotora Tele-Radio Difusion.

Radio El Mundo and Radio Splendid also plan to build TV stations in Buenos Aires and the Argentine government proposes one there and others in Cordoba, Mendoza and Rosario.

### AUSTRALIA

Standards: 625 lines, 25 frames, 7 mc, fm. Receivers reported at 48,827, April 26, 1957.

Melbourne—GTV, Frequency: 186.25 mc video, 201.75 mc audio. ERP: 120 kw video, 20 kw audio. General Television Co. Pty Ltd.

Melbourne—25TV, Frequency: 182.25 mc video, 197.75 mc audio. ERP: 100 kw video, 20 kw audio. Mercantile Sun Television Pty Ltd.

Melbourne—ADV, Frequency: 184.25 mc video, 201.75 mc audio. ERP: 100 kw video, 20 kw audio. Australian Broadcasting Commission.

Sydney—ATN, Frequency: 182.25 mc video, 197.75 mc audio. ERP: 100 kw video, 20 kw audio. Amalgamated Television Services Pty Ltd.

Sydney—TCN, Frequency: 186.25 mc video, 201.75 mc audio. ERP: 100 kw video, 20 kw audio. Television Corp. Ltd.

Sydney—ADR, Frequency: 184.25 mc video, 201.75 mc audio. ERP: 100 kw video, 20 kw audio. Australian Broadcasting Commission.

A dual system of tv, like that in radio, is in effect in Australia. Australian Broadcasting Commission stations listed above are semi-commercial governmental units. The other four are commercial operations.

### AUSTRIA

Standards: 625 lines, 25 frames, 7 mc, fm. All telecasting operated by Osterreichischer Rundfunk (government), Noncommercial. Receivers estimated at 8,000 as of Jan. 1, 1957.

Graz—Sbenuki—Frequency: 186.25 mc video, 199.75 mc audio. ERP: 60 kw video, 15 kw audio.

Linz—Frequency: 182.25 mc video, 197.75 mc audio. ERP: 63 kw video, 15 kw audio.

Salzburg—Alpsberg—Frequency: 186.25 mc video, 201.75 mc audio. ERP: 60 kw video, 15 kw audio.

Vienna—Karlberg—Frequency: 182.25 mc video, 197.75 mc audio. ERP: 60 kw video, 15 kw audio.

### AZORES

Standards: 525 lines, 30 frames, 4 mc, fm.

Lajes Field—CEL-TV, Frequency: 181.25 mc video, 195.75 mc audio. Power: 600 kw video, 600 kw audio. U.S. Armed Forces Radio & TV Services.

### BELGIUM

Standards: 625 lines, 25 frames, 7 mc, am (Flemish), 425 lines, 25 frames, 7 mc, am (French). Institut National Belge de Radiodiffusion (government) operates all telecasting. Receivers estimated at 120,000 at beginning of 1957.

Antwerp—Frequency: 68.25 mc video, 82.75 mc audio. Power: 4 kw video, 1.4 kw audio. 625 lines, Finnish.

Brussels—Frequency: 186.25 mc video, 201.75 mc audio. Power: 2 kw video, 0.5 kw audio, 625 lines, French.

Helsinki—Frequency: 210.25 mc video, 215.75 mc audio. Power: 2 kw video, 0.5 kw audio, 625 lines, Finnish.

Lange—Frequency: 58.25 mc video, 69.75 mc audio. Power: 0 kw video, 1.5 kw audio. 625 lines, French.

### BERMUDA

Standards: 525 lines, 30 frames, 4 mc, fm.

Randley Field—ZBK-TV, Frequency: 211.25 mc video, 215.75 mc audio. Power: 600 kw video, 600 kw audio. U.S. Armed Forces Radio & TV Services.

### BRAZIL

Standards: 625 lines, 30 frames, 4 mc, fm. Sets in use estimated at 400,000, Jan. 1, 1957.

Belo Horizonte—PRHO-TV, Frequency: 01.25 mc video, 11.75 mc audio. ERP: 20 kw video-audio. Empresas Associadas.

Rio de Janeiro—PRHO-TV, Frequency: 55.75 mc video, 66.75 mc audio. ERP: 35 kw video-audio. Radio Televisao Roquete Fim.

Rio de Janeiro—PRG3-TV, Frequency: 64.25 mc video, 75.75 mc audio. ERP: 31.2 kw video, 12.1 kw audio.

Rio de Janeiro—Radio Record-TV, Frequency: 81.25 mc video, 92.75 mc audio. Empresas Unidas.

Sao Paulo—PRP2-TV, Frequency: 41.25 mc video, 52.75 mc audio. ERP: 10.4 kw video, 9.2 kw audio. Empresas Associadas.

Sao Paulo—Frequency: 71.25 mc video, 82.75 mc audio. ERP: 12.8 kw video, 9.7 kw audio. Radio Televisao Paulista S.A.

Sao Paulo—PRB2-TV, Frequency: 113.25 mc video, 124.75 mc audio. ERP: 22 kw video, 14 kw audio. Radio Record TV.

In addition, four stations are under construction in Rio de Janeiro: four in Sao Paulo, one each in Porto Alegre, Recife, Salvador.

### BULGARIA

Standards: 625 lines, 25 frames, 3 mc, fm. Telecasting in government operated, Noncommercial.

Sofia—Frequency: 68.25 mc video, 82.75 mc audio. Power: 0.3 kw video, 0.21 kw audio.

### COLOMBIA

Standards: 625 lines, 30 frames, 4 mc, fm. Radio-television Nacional de Colombia (government) operates all telecasting. Number of receivers estimated at 8,000 as of May 1, 1957.

Bogota—RHRN-TV, Frequency: 181.25 mc video, 196.75 mc audio. Power: 1 kw video, 0.28 kw audio. Although government-owned, RHRN-TV carries commercially sponsored programs as well as sustaining shows.

Tunja—Boytava—Frequency: 103.25 mc video, 107.75 mc audio.

### CUBA

Standards: 625 lines, 30 frames, 4 mc, fm. Number of receivers estimated at 215,000 as of May 1, 1957.

Camaguey—CMQ-TV, Frequency: 83.25 mc video, 97.75 mc audio. ERP: 37.5 kw video, 28.8 kw audio. Circulo CMQ S.A.

Guantanamo Bay—WGHY, Frequency: 181.25 mc video, 196.75 mc audio. Power: 2.05 kw video, 4.65 kw audio. U.S. Armed Forces Radio & TV Services.

Havana—CUBA-TV, Frequency: 55.25 mc video, 66.75 mc audio. Power: 100 kw video, 40 kw audio. Telemando S.A.

Havana—CMQR-TV, Frequency: 47.25 mc video, 61.75 mc audio. Power: 5 kw video, 2.5 kw audio. Radio Television Nacional S.A.

Havana—CMQ-TV, Frequency: 63.25 mc video, 77.75 mc audio. ERP: 100 kw video, 30 kw audio. Circulo CMQ S.A.

Havana—CMRP-TV, Frequency: 175.25 mc video, 179.75 mc audio. Power: 5 kw video, 2.5 kw audio. Radio Universal S.A.

Havana—CMTV (TV), Frequency: 191.25 mc video, 205.75 mc audio. Power: 5 kw video, 2.5 kw audio. Telebair.

Matanzas—CQOQ-TV, Frequency: 147.25 mc video, 151.75 mc audio. ERP: 3 kw video, 1.5 kw audio. Circulo CMQ S.A.

Santa Clara—CMH-TV, Frequency: 41.25 mc video, 55.75 mc audio. Power: 1 kw video, 2.5 kw audio. Radio Television Nacional S.A.

Santa Clara—CMHQ-TV, Frequency: 71.25 mc video, 85.75 mc audio. ERP: 16.2 kw video, 3.4 kw audio. Circulo CMQ S.A.

Santiago—CMKU-TV, Frequency: 50.25 mc video, 64.75 mc audio. ERP: 18.4 kw video, 7.8 kw audio. Circulo CMQ S.A.

### CZECHOSLOVAKIA

Standards: 625 lines, 25 frames, 3 mc, fm. Ceskoslovensky Kuzlas (government) operates all Czech telecasting. Receivers estimated at approximately 130,000 at mid-1957.

Bratislava—On air, but no facilities given, will eventually be listed with planned station at Bratislava—On air 12 kw power ERP.

Prague—Frequency: 67.75 mc video, 82.25 mc audio. Power: 5 kw video, 1.1 kw audio.

### DENMARK

Standards: 625 lines, 25 frames, 7 mc, fm. Danish State Radio operates all broadcasting, Noncommercial. There were 71,000 sets registered May 1, 1957.

Aarhus—Frequency: 196.25 mc video, 201.75 mc audio. ERP: 10 kw video, 3 kw audio.

Copenhagen—Frequency: 62.25 mc video, 61.75 mc audio. ERP: 10 kw video, 2 kw audio.

Fyn—Frequency: 98.25 mc video, 97.75 mc audio. ERP: 10 kw video, 3 kw audio.

Sonderjylland—Frequency: 188.25 mc video, 194.75 mc audio. ERP: 40 kw video, 20 kw audio. Stations are planned for Aalborg, Aarhus, Bornholm, Næstved, Slieve.

### DOMINICAN REPUBLIC

Standards: 625 lines, 30 frames, 4 mc, fm. Commercial. Receivers estimated at 15,000 in April 1957.

Ciudad Trujillo—RTV-TV, Frequency: 67.25 mc video, 71.75 mc audio. ERP: 10 kw video, 3 kw audio. La Voz Dominicana.

### EL SALVADOR

Standards: 625 lines, 30 frames, 4 mc, fm. Commercial.

San Salvador—TESE-TV, Frequency: 62.25 mc video, 67.75 mc audio. ERP: 1.5 kw video, 0.5 kw audio. Televison Salvadorena, S.A.

### ERITREA

Standards: 625 lines, 30 frames, 4 mc, fm.

Asmara—EARTV-TV, Frequency: 181.25 mc video, 186.75 mc audio. Power: 0.20 kw video, 0.08 kw audio. U.S. Armed Forces Radio & TV Services.

### FINLAND

Standards: 625 lines, 30 frames, 7 mc, fm.

Helsinki—Frequency: 203.25 mc video, 208.75 mc audio. Power: 0.94 kw video, 0.025 kw audio. Experimental. Tv Club of Helsinki.

Program to be completed by 1959 provided for transmitters at Helsinki, Turku, Tampere and Lahka.

### FRANCE

Standards: 819 lines, 25 frames, 14 mc, am. Radio-diffusion-Televison Francaise (French government) operates all telecasting, Noncommercial. Official number of 19 receivers in France was 222,221 as of April 1954.

Paris—Frequency: 186.25 mc video, 174.25 mc audio. ERP: 100 kw video, 20 kw audio. (Production headquarters for the national network.)

Algiers (Algeria)—Frequency: 173.40 mc video, 162.25 mc audio. ERP: 10 kw video, 3.5 kw audio.

Bordeaux—Frequency: 180.25 mc video, 201.45 mc audio. ERP: 30 kw video, 15 kw audio.

Caen—Frequency: 69.40 mc video, 81.25 mc audio. ERP: 30 kw video, 15 kw audio.

Cannes—Frequency: 173.40 mc video, 162.25 mc audio. ERP: 10 kw video, 2.5 kw audio.

Dijon—Frequency: 109.70 mc video, 108.35 mc audio. ERP: 0.3 kw video, 0.02 kw audio.

Grenoble—Frequency: 186.25 mc video, 196.25 mc audio. ERP: 1 kw video, 0.25 kw audio.

Lille—Frequency: 186.25 mc video, 174.25 mc audio. ERP: 30 kw video, 10 kw audio. (Also has studio facilities for producing local programs in addition to network programming.)

Lyon-Ville—Frequency: 166 mc video, 172.15 mc audio. ERP: 3.1 kw video, 0.02 kw audio. (Also has studio facilities for producing local programs.)

Lyon-Mt. Pilate—Frequency: 113.45 mc video, 201.70 mc audio. ERP: 200 kw video, 10 kw audio.

Marseille—Frequency: 180.25 mc video, 175.40 mc audio. ERP: 60 kw video, 12 kw audio. (Also has studio facilities for producing local programs.)

Metz—Frequency: 113.40 mc video, 162.25 mc audio. ERP: 0.1 kw video, 0.02 kw audio.

Milhamau—Frequency: 186.25 mc video, 173.40 mc audio. ERP: 300 kw video, 50 kw audio.

Nancy—Frequency: 173.45 mc video, 188.30 mc audio. ERP: 5.1 kw video, 0.02 kw audio.

Nantes—Frequency: 65.25 mc video, 64.40 mc audio. ERP: 10 kw video, 2.5 kw audio.

Reims—Frequency: 164 mc video, 171.15 mc audio. ERP: 9.1 kw video, 2.20 kw audio.

Rennes—Frequency: 64 mc video, 171.15 mc audio. ERP: 20 kw video, 12 kw audio.

Rouen—Frequency: 197.75 mc video, 188.25 mc audio. ERP: 50 kw video, 12 kw audio.

Strasbourg—Frequency: 166 mc video, 175.15 mc audio. ERP: 30 kw video, 5 kw audio. (Also has studio facilities for producing local programs.)

Toulouse—Frequency: 203.40 mc video, 214.30 mc audio. ERP: 10 kw video, 3.5 kw audio.

In addition to these 20 transmitters, reported to cover 1% of the French population, 8 more are to be built this year, reaching 28%, and a total of 25 transmitters are to be operating by the end of 1957, bringing tv to 85% of the people. Operations of a second Paris transmitter on the present standard of 81 lines were to have been continued through 1958, but were halted in January 1956 when a fire damaged the transmitter. Owners of 441-line sets have been granted up to 20,000 francs (about \$80) by RDTF toward the purchase of 625-line sets, plus allowances by manufacturers and dealers.

### GERMANY (East)

Standards: 625 lines, 25 frames, 7 mc, fm. Staatliches Rundfunk-Komitee (government) operates all telecasting, Noncommercial.

Berlin—Frequency: 41.75 mc video, 46.25 audio. ERP: 50 kw video, 7 kw audio.  
 Berlin—Frequency: 89.9 mc video, 106.4 mc audio. ERP: 2 kw video, 0.4 kw audio.  
 Bremen—Frequency: 169.25 mc video, 171.75 mc audio.  
 Braunschweig—Frequency: 185.25 mc video, 184.75 mc audio.  
 Dresden—Frequency: 145.25 mc video, 141.75 mc audio. ERP: 1 kw video, 0.4 kw audio.  
 Friburg—Frequency: 201.25 mc video, 207.75 mc audio.  
 Leipzig—Frequency: 182.25 mc video, 183.75 mc audio. ERP: 1 kw video, 0.4 kw audio.  
 Munich—Frequency: 143.25 mc video, 139.75 mc audio.

**GERMANY (West)**

Standards: 625 lines, 25 frames, 4 mc, fm. Estimated receivers: 100,000 total, as of Jan. 1, 1957.  
 Telecasting in West Germany is operated by a number of regional state-owned organizations: Bayerischer Rundfunk (Bavarian Radio), Hessischer Rundfunk (Hesse Radio), Nordwestdeutscher Rundfunk (Northwest German Radio), Radio Bremen, Sender Freies Berlin (Radio Free Berlin), Sueddeutscher Rundfunk (South German Radio), Sudwestfunk (Southwest German Radio).  
 Aachen—Frequency: 185.25 mc video, 201.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Sueddeutscher Rundfunk.  
 Baden Baden—Frequency: 185.25 mc video, 194.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Sueddeutscher Rundfunk.  
 Berlin (West)—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Sender Freies Berlin.  
 Bonn—Frequency: 175.25 mc video, 186.75 mc audio. ERP: 0.25 kw video, 0.05 kw audio. Hainy Nordwestdeutscher Rundfunk.  
 Braunschweig—Frequency: 210.25 mc video, 213.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Hainy Nordwestdeutscher Rundfunk.  
 Bremen—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Sueddeutscher Rundfunk.  
 Cologne—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Sueddeutscher Rundfunk.  
 Dusseldorf—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Sueddeutscher Rundfunk.  
 Frankfurt—Frequency: 185.25 mc video, 201.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Hessischer Rundfunk.  
 Freiburg—Frequency: 185.25 mc video, 194.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Hainy Nordwestdeutscher Rundfunk.  
 Gutersloh—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Sueddeutscher Rundfunk.  
 Hannover—Frequency: 185.25 mc video, 206.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Nordwestdeutscher Rundfunk.  
 Karlsruhe—Frequency: 185.25 mc video, 201.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Nordwestdeutscher Rundfunk.  
 Krefeld—Frequency: 175.25 mc video, 186.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Hainy Nordwestdeutscher Rundfunk.  
 Nordrhine—Frequency: 205.25 mc video, 208.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Suedwestfunk.  
 Kaiserslautern—Frequency: 185.25 mc video, 194.75 mc audio. ERP: 0.6 kw video, 0.18 kw audio. Hainy Nordwestdeutscher Rundfunk.  
 Koblenz—Frequency: 217.25 mc video, 223.75 mc audio. ERP: 1 kw video, 1 kw audio. Nordwestdeutscher Rundfunk.  
 Koenigsberg—Frequency: 185.25 mc video, 197.75 mc audio. ERP: 0.4 kw video, 0.25 kw audio. Sueddeutscher Rundfunk.  
 Landsberg AFB—AFB-TV. Frequency: 507.25 mc video, 511.5 mc audio. ERP: 1 kw video, 0.25 kw audio. U.S. Armed Forces Radio & Tv Service.  
 Langenberg—Frequency: 201.25 mc video, 207.75 mc audio. ERP: 0.4 kw video, 0.4 kw audio. (Also feeds via satellite.) Nordwestdeutscher Rundfunk.  
 Marburg—Frequency: 217.25 mc video, 223.75 mc audio. ERP: 0.4 kw video, 0.4 kw audio. Hessischer Rundfunk.  
 Meissen—Frequency: 185.25 mc video, 194.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Sueddeutscher Rundfunk.  
 Munich—Frequency: 210.25 mc video, 213.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Bayerischer Rundfunk.  
 Nuernberg—Frequency: 185.25 mc video, 187.75 mc audio. ERP: 1 kw video, 0.4 kw audio. Bayerischer Rundfunk.  
 Osnabrueck—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 0.4 kw video, 0.4 kw audio. Suedwestfunk.  
 Spandau AFB—AFB-TV. Frequency: 521.25 mc video, 525.5 mc audio. ERP: 1 kw video, 0.25 kw audio. U. S. Armed Forces Radio & Tv Service.

Stuttgart—Frequency: 217.25 mc video, 223.75 mc audio. ERP: 100 kw video, 30 kw audio. Hainy Sueddeutscher Rundfunk.  
 Trier—Frequency: 185.25 mc video, 187.75 mc audio. ERP: 0.4 kw video, 0.18 kw audio. Hainy Sueddeutscher Rundfunk.  
 Weinhelm—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 10 kw video, 10 kw audio. Suedwestfunk.  
 Wuerzburg—Frequency: 210.25 mc video, 215.75 mc audio. ERP: 10 kw video, 10 kw audio. Bayerischer Rundfunk.  
 Zweibruecken—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 0.4 kw video, 0.18 kw audio. Suedwestfunk.

**GREENLAND**

Standards: 525 lines, 30 frames, 4 mc, fm. All stations operated by the U.S. Armed Forces Radio & Tv Service.  
 Sandstrom—WXLC-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.25 kw video, 0.05 kw audio.  
 Thule—KOLD-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.5 kw video, 0.05 kw audio.

**GUATEMALA**

Standards: 525 lines, 30 frames, 4 mc, fm. Receivers estimated at 5,000 as of June 1, 1957.  
 Guatemala City—TU-DOL. Frequency: 81.25 mc video, 85.75 mc audio. ERP: 11 kw video, 7.5 kw audio. Radio-TV Guatemala S.A. Commercial.  
 Guatemala City—TGW-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 200 kw video, 100 kw audio. Government.

**HUNGARY**

Standards: 625 lines, 25 frames, 4 mc, fm. Hungarian Radio-Tv Dept. (government), Noncommercial.  
 Budapest—Frequency: 89.25 mc video, 87.75 mc audio. ERP: 1 kw video, 0.5 kw audio.  
 Second station planned for Budapest in 1958.—Frequency: 69.75 mc video, 68.25 mc audio. ERP: 30 kw video, 10 kw audio.

**ICELAND**

Standards: 525 lines, 30 frames, 4 mc, fm. U.S. Armed Forces Radio & Tv Service handles all telecasting. Noncommercial.  
 Keflavik—CFK-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.25 kw video, 0.05 kw audio.

**ITALY**

Standards: 625 lines, 25 frames, 4 mc, fm. Radiotelevisione Italiana (RAI) is a government-granted monopoly, nearly 100% owned through government-held sources. RAI chairman and general manager are government appointed. Limited commercial operation is permitted.  
 Eight channels are used as follows: Ch. A, 124.815 mc; Ch. B, 81-88 mc; Ch. C, 81-88 mc; Ch. D, 174-181 mc; Ch. E, 182.5-183.5 mc; Ch. F, 187-196 mc; Ch. G, 200-207 mc; Ch. H, 209-216 mc.  
 Asolo—Ch. F. Power: 0.8 kw video, 0.5 kw audio.  
 Catanzaro—Ch. F. Power: 30 kw video, 24 kw audio.  
 Gammara—Ch. B. Power: 10 kw video, 8 kw audio.  
 Genova—Ch. E. Power: 30 kw video, 24 kw audio.  
 Imperia—Ch. B. Power: 10 kw video, 8 kw audio.  
 Madonna di Campiano—Ch. H. Power: 1 kw video, 0.8 kw audio.  
 Martina Franca—Ch. D. Power: 200 kw video, 20 kw audio.  
 Milano—Ch. C. Power: 24 kw video, 21 kw audio.  
 Milano—Ch. H. Power: 20 kw video, 24 kw audio.  
 Monte Argentario—Ch. E. Power: 2.5 kw video, 1.25 kw audio.  
 Monte Cassia—Ch. A. Power: 24 kw video, 12 kw audio.  
 Monte Carmine—Ch. A. Power: 20 kw video, 14 kw audio.  
 Monte Cesare—Ch. B. Power: 24 kw video, 8 kw audio.  
 Monte Crea—Ch. H. Power: 18 kw video, 10 kw audio.  
 Monte Fano—Ch. B. Power: 40 kw video, 30 kw audio.  
 Monte Favosa—Ch. H. Power: 2 kw video, 10 kw audio.  
 Monte Lario—Ch. F. Power: 2 kw video, 1 kw audio.  
 Monte Lombato—Ch. H. Power: 2 kw video, 1.5 kw audio.  
 Monte Novara—Ch. A. Power: 24 kw video, 10 kw audio.  
 Monte Paolo—Ch. H. Power: 22 kw video, 1 kw audio.  
 Monte Pellegrino—Ch. H. Power: 3 kw video, 4 kw audio.  
 Monte Penne—Ch. B. Power: 100 kw video, 50 kw audio.  
 Monte Sambrone—Ch. H. Power: 20 kw video, 24 kw audio.  
 Monte Santo—Ch. G. Power: 8 kw video, 1 kw audio.  
 Monte Serpedone—Ch. G. Power: 1,000 kw video, 650 kw audio.  
 Monte Serra—Ch. D. Power: 250 kw video, 80 kw audio.

Monte Sora—Ch. E. Power: 2 kw video, 1.5 kw audio.  
 Monte Vento—Ch. D. Power: 100 kw video, 50 kw audio.  
 Monte Vergine—Ch. D. Power: 1 kw video, 1.5 kw audio.  
 Paganella—Ch. G. Power: 0.200 kw video, 0.100 kw audio.  
 Pescara—Ch. F. Power: 0.550 kw video, 0.270 kw audio.  
 Piero H Caffaro—Ch. A. Power: 24 kw video, 10 kw audio.  
 Piner—Ch. E. Power: 40 kw video, 30 kw audio.  
 Piner—Ch. G. Power: 100 kw video, 50 kw audio.  
 Portofino—Ch. H. Power: 127 kw video, 84 kw audio.  
 Pinerone—Ch. D. Power: 35 kw video, 24 kw audio.  
 Poma Saba Uvbara—Ch. D. Power: 145 kw video, 55 kw audio.  
 Roma—Ch. D. Power: 20 kw video, 14 kw audio.  
 Rovereto—Ch. E. Power: 300 kw video, 2.1 kw audio.  
 San Cesario—Ch. G. Power: 4.2 kw video, 1.4 kw audio.  
 S. Merello Polesine—Ch. H. Power: 22 kw video, 200 kw audio.  
 San Pellegrino—Ch. D. Power: 30 kw video, 20 kw audio.  
 Sassari—Ch. F. Power: 30 kw video, 25 kw audio.  
 Sassari—Ch. G. Power: 20 kw video, 10 kw audio.  
 Sondrio—Ch. D. Power: 145 kw video, 100 kw audio.  
 Spoleto—Ch. F. Power: 54 kw video, 32 kw audio.  
 Suzzara—Ch. E. Power: 26 kw video, 41 kw audio.  
 Terni—Ch. H. Power: 20 kw video, 21 kw audio.  
 Torino—Ch. C. Power: 16 kw video, 2 kw audio.  
 Udine—Ch. F. Power: 21 kw video, 1.05 kw audio.  
 Villa Poma—Ch. H. Power: 30 kw video, 21 kw audio.

In addition, relay stations are situated at Asti, Belluno, Bolzano, Campo Imperatore, Carrara, Col Tiberino, Como, Cortina d'Ampezzo, Fregene, Giugliano, Genova-Palovera, Genova-Righi, Lampedusa, Massa Marittima, Piacenza, Roma, San Rocco, San Remo, Sulmona and Trapani.

**JAPAN**

Standards: 625 lines, 30 frames, 6 mc, fm. Nippon Densetsu Kogyo (public corporation like England's BBC) operates non-commercial stations; there are also privately owned commercial stations. Area estimated at about 50,000 as of July 1, 1957.  
 Fukuoka—JOLP-TV. Frequency: 101.25 mc video, 107.75 mc audio. Power: 2.5 kw video, 1.25 kw audio. NHK.  
 Hiroshima—JOHR-TV. Frequency: 101.25 mc video, 107.75 mc audio. Power: 5 kw video, 2.5 kw audio. NHK.  
 Nagoya—JOAG-TV. Frequency: 171.25 mc video, 182.75 mc audio. Power: 25 kw video, 1 kw audio. Chubu Nippon Television Co.  
 Nagoya—JOKE-TV. Frequency: 181.25 mc video, 187.75 mc audio. Power: 10 kw video, 5 kw audio. NHK.  
 Osaka—JOHN-TV. Frequency: 171.25 mc video, 175.75 mc audio. Power: 35 kw video, 1 kw audio. NHK.  
 Osaka—JOHX-TV. Frequency: 181.25 mc video, 187.75 mc audio. Power: 10 kw video, 5 kw audio. Osaka Television Co.  
 Sapporo—JOHN-TV. Frequency: 91.25 mc video, 99.75 mc audio. Power: 10 kw video, 5 kw audio. NHK.  
 Sendai—JONK-TV. Frequency: 101.25 mc video, 107.75 mc audio. Power: 5 kw video, 2.5 kw audio. NHK.  
 Tokyo—JOAK-TV. Frequency: 101.25 mc video, 107.75 mc audio. Power: 15 kw video, 5 kw audio. NHK.  
 Tokyo—JOAY-TV. Frequency: 111.25 mc video, 115.75 mc audio. Power: 25 kw video, 1 kw audio. Nippon Television Broadcasting Network Co. Commercial.  
 Tokyo—JOKE-TV. Frequency: 181.25 mc video, 187.75 mc audio. Power: 10 kw video, 5 kw audio. Radio Tokyo, Commercial.  
 In addition, Hokkaido Broadcasting Co. has station under construction at Hakodate and NHK is constructing a new station at Nemuro.

**LIBYA**

Standards: 525 lines, 30 frames, 4 mc, fm.  
 Tripoli (Wheelus Field)—AJG-TV. Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.05 kw video, 0.05 kw audio. U.S. Armed Forces Radio & Tv Service.

**LUXEMBOURG**

Standards: 625 lines, 25 frames, 4 mc, fm. Cte Luxembourgeoise Telediffusion operates the commercial tv station.  
 Luxembourg (Dudelange)—Frequency: 185.25 mc video, 184.75 mc audio. ERP: 100 kw video, 25 kw audio.

**MEXICO**

Standards: 525 lines, 30 frames, 4 mc, fm. Commercial, privately owned stations. Receivers estimated at 235,000 in Spring 1957.  
 Mexico City—XEW-TV. Ch. 1. ERP: 20 kw video, 10 kw audio. Cadena Radio-Difusora Mexicana S.A.

Mexico City—XHTV (TV) Ch. 4. Power: 3 kw video, 3.2 kw audio. Television de Mexico S.A.  
 Mexico City—XHQC-TV Ch. 5. ERP: 3.0 kw video, 2.5 kw audio. Television González Camarena S.A.  
 Pasa Cortes—XEQ-TV (Ch. 4. ERP: 100 kw video, 25 kw audio. Radio Pannamericana S.A.  
 Puebla—XEX-TV Ch. 1. Power: 0.8 kw video, 0.25 kw audio. Television de Mexico S.A.  
 Toluca—XETV (TV) Ch. 3. ERP: 34 kw video, 17 kw audio. Radio Televisión S.A.  
 Matamoros—XELD-TV Ch. 7. Television de Matamoros, S.A.

**MONACO**

Standards: 625 lines, 25 frames, 7 mc, fm.  
 Monte Carlo—Frequency: 184.7 mc video, 188.5 mc audio. ERP: 35 kw video, 9 kw audio. Commercial. Test Monte Carlo.

**NETHERLANDS**

Standards: 625 lines, 25 frames, 7 mc, fm. Non-commercial. Receivers estimated at 85,000 in March 1957.  
 Eindhoven—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 4 kw video, 2.5 kw audio. Experimental. Philips Ltd.  
 Dieren (Lopik)—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 2.5 kw video, 1.5 kw audio. Nederlandse Televisie Stichting.  
 NTS, which also proposes to operate its stations at Goes, Breda, Venlo, Hengelo, Knodijk and Rossum, is made up of five cultural and political groups, privately financed with some government aid. Proposal for a commercial network has been made by Televisie Exploitatie Maatschappij N.V., an independent company.

**NORWAY**

Standards: 625 lines, 25 frames, 7 mc, fm. Norsk Rikskringkasting (government) is engaged in a two-year testing program.  
 Oslo—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 1.5 kw video, 0.8 kw audio. Experimental. But currently in Parliament proposes development of national tv network under 12-year plan.

**PHILIPPINES**

Standards: 625 lines, 25 frames, 4 mc, fm. Privately owned commercial stations. Receivers estimated at 12,000 as of May 1957.  
 Manila—DZAS-TV. Frequency: 81.25 mc video, 85.75 mc audio. ERP: 1 kw video, 3 kw audio. Eastern Broadcasting Corp.

**POLAND**

Standards: 625 lines, 25 frames, 4 mc, fm. The Television Board of the Ministry of Communications (government) owns and operates non-commercial television. Receivers as of April 15, 1957 estimated at 12,000.  
 Lodz—Frequency: 115.25 mc video, 121.75 mc audio. Power: 1.5 kw ERP.  
 Warsaw—Frequency: 83.25 mc video, 87.75 mc audio. Power: 5 kw ERP.  
 In addition stations are scheduled to begin this year in Poznan and Katowice. Other stations planned in Warsaw (remedy), Gdansk, Krakow and Szczecin.

**PORTUGAL**

Standards: 625 lines, 25 frames, 7 mc, fm. Experimental broadcasting began March 1, 1957, with Radiotelevisão Portuguesa. Lisbon appointed working committee by the government. Stations are planned to start this year in Lisbon (July), Louisa (August), Madeira (September), Minho (October) and Oporto (December).

**RUMANIA**

Standards: 625 lines, 25 frames, 4 mc, fm. Government operated.  
 Bucharest—Frequency: 83.25 mc video, 87.75 mc audio.

**RYUKYU ISLANDS**

Standards: 625 lines, 25 frames, 4 mc, fm.  
 Okinawa—Frequency: 181.25 mc video, 185.75 mc audio. Power: 0.5 kw video, 0.5 kw audio. U.S. Armed Forces Radio & TV Services.

**SAAR**

Standards: 625 lines, 25 frames, 7 mc, fm. Saar-Ländchen Fernseh A.G. has tv monopoly. Commercial.  
 Saarbrücken (Hochberg)—Frequency: 177.75 mc video, 182.25 mc audio. ERP: 4.5 kw video, 1.5 kw audio.  
 A second station with an ERP of 100 kw video and 20 kw audio is reported under construction.

**SAUDI ARABIA**

Standards: 625 lines, 25 frames, 4 mc, fm.  
 Bahrain—AJL-TV. Frequency: 161.25 mc video, 165.75 mc audio. Power: 0.5 kw video, 0.25 kw audio. U.S. Armed Forces Radio & TV Services.

**SPAIN**

Standards: 625 lines, 25 frames, 7 mc, fm. Radio Nacional de España (government) operates all telecasting. Noncommercial. Receivers estimated at 1,000 as of May 1, 1957.  
 Madrid—Frequency: 83.25 mc video, 87.75 mc audio. Power: 1.5 kw video, 0.5 kw audio. Experimental.

**SWEDEN**

Standards: 625 lines, 25 frames, 7 mc, fm. The Swedish Broadcasing Corp. Non-commercial. Receivers estimated at 35,000 as of May 1, 1957.  
 Gothenburg—Frequency: 203.25 mc video, 207.75 mc audio. ERP: 1.5 kw video, 0.5 kw audio.  
 Malmö—Frequency: 210.25 mc video, 214.75 mc audio. ERP: 1 kw video, 0.5 kw audio.  
 Norrköping—Frequency: 175.25 mc video, 179.75 mc audio. ERP: 1.5 kw video, 0.5 kw audio.  
 Stockholm—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 60 kw video, 15 kw audio.

**SWITZERLAND**

Standards: 625 lines, 25 frames, 7 mc, fm. Swiss Television Service (government). Registered receivers as of April 16, 1957, were 23,007.  
 Basel (St. Christoph)—Frequency: 210.25 mc video, 214.75 mc audio. Power: 0.5 kw video, 0.5 kw audio. German language programming.  
 Bern (Mättli)—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 20 kw video, 10 kw audio. German language programming.  
 Geneva (La Bâle)—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 100 kw video, 20 kw audio. French language programming.  
 Zurich (Höfli)—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 25 kw video, 5 kw audio. German language programming.  
 Three more stations are scheduled to begin operations during 1957. Lucerne (German language programming), San Salvatore and Monte Ceneri (Italian language programming). Experimental period is to end Dec. 31, 1957, but no decision has been made as to regular service.

**THAILAND**

Standards: 625 lines, 25 frames, 4 mc, fm.  
 Bangkok—BST-TV. Power: 10 kw video, 5 kw audio. Broadcasts four days a week, three hours each time. Thai Television Co., Ltd., Bangkok.

**TUNISIA**

Standards: 619 lines, 25 frames, 4 mc, fm. Tunisian Government.  
 Tunis—Frequency: 83.25 mc video, 87.75 mc audio. ERP: 20 kw video, 5 kw audio. Programming start planned for latter part of this year.

**TURKEY**

Standards: 625 lines, 25 frames, 7 mc, fm.  
 Istanbul—Frequency: 83.25 mc video, 87.75 mc audio. Power: 0.1 kw video, 0.1 kw audio. Experimental. Technical University of Istanbul.

**UNITED KINGDOM**

Standards: 625 lines, 25 frames, 5 mc, am.  
 British Broadcasting Corp. operates a network of commercial stations supported from license revenue. Independent Television Authority operates a network of commercial stations, programmed by firms of advertisers who buy time from ITA and sell advertising announcements to British advertisers. Program sponsorship is forbidden.  
 Aberdeen (Melburn)—Frequency: 61.75 mc video, 56.25 mc audio. ERP: 12 kw video, 3 kw audio. BBC.  
 Aberystwyth (Blair Pwys)—Frequency: 66.75 mc video, 55.25 mc audio. ERP: 1.5 kw video, 0.25 kw audio. BBC.  
 Belfast (BTVA)—Frequency: 45 mc video, 41.5 kw audio. ERP: 1-17 kw video, 1 kw audio. BBC.  
 Birmingham (Sutton Coldfield)—Frequency: 61.75 mc video, 56.25 mc audio. ERP: 100 kw video, 25 kw audio. BBC.  
 Brighton (Trollich Hill)—Frequency: 51.75 mc video, 46.25 mc audio. ERP: 0.1 kw video, 0.025 kw audio. BBC. Provisional.  
 Cardiff (Wentons)—Frequency: 66.75 mc video, 62.25 mc audio. ERP: 100 kw video, 25 kw audio. BBC.  
 Cardiff (Sandale)—Frequency: 61.75 mc video, 56.25 mc audio. ERP: 0.5 kw video. BBC. Provisional.  
 Channel Isles (Les Platons)—Frequency: 61.75 mc video, 56.25 mc audio. ERP: 1.0 kw video, 0.25 kw audio. BBC.  
 Douglas (Isle of Man)—Frequency: 66.75 mc video, 62.25 mc audio. ERP: 0.25 kw video. BBC. Provisional.  
 Edinburgh (Kirk O' Shotts)—Frequency: 56.75 mc video, 52.25 mc audio. ERP: 100 kw video, 25 kw audio. BBC.  
 Emley Moor (Yorkshire)—Frequency: 107.75 mc video, 102.25 mc audio. ERP: 200 kw video, 50 kw audio. Programmed weekdays by Granada TV Networks weekdays by Associated British Cinemas (Television) Ltd.  
 Litchfield (Midlands)—Frequency: 107.75 mc video, 102.25 mc audio. ERP: 200 kw video, 50 kw audio.

ITA. Programmed weekdays by Associated Television, weekends by Associated British Cinemas (Television).  
 London (Crystal Palace)—Frequency: 45 mc video, 41.5 mc audio. ERP: 120 kw video, 30 kw audio. BBC.  
 London (Croydon)—Frequency: 184.75 mc video, 188.25 mc audio. ERP: 120 kw video, 30 kw audio. ITA. Programmed weekdays by Associated Television, weekends by Associated Television.  
 Manchester (White Wood)—Frequency: 81.75 mc video, 85.25 mc audio. ERP: 100 kw video, 25 kw audio. BBC.  
 Newcastle (Pitting Pits)—Frequency: 61.75 mc video, 57.25 mc audio. ERP: 11 kw video, 3 kw audio. BBC.  
 Norwich (Tascheston)—Frequency: 26.75 mc video, 23.25 mc audio. ERP: 0.14-1.5 kw video. BBC. Temporary.  
 Plymouth (North Quay Pier)—Frequency: 21.75 mc video, 20.25 mc audio. ERP: 1-12 kw video. BBC.  
 Newcastle (Isle of Wight)—Frequency: 36.75 mc video, 33.25 mc audio. ERP: 1-22 kw video. BBC.  
 Wrexham Hill (Llanabw)—Frequency: 124.75 mc video, 120.25 mc audio. ERP: 100 kw video, 25 kw audio. ITA. Programmed weekdays by Granada TV Networks, weekends by Associated British Cinemas (Television).  
 BBC's plans call for stations at Dover, Inverness and Loughborough. ITA plans to start Central Scotland (Black Hill) station Aug. 25, 1957; a station to serve South Wales and West England at end of 1957, and stations on Isle of Wight and in Northwest England during 1958.

**URUGUAY**

Standards: 625 lines, 25 frames, 4 mc, fm.  
 Montevideo—Frequency: 182.25 mc video, 187.75 mc audio. Power: 100 kw video, 175 w audio. See Animus Emisoras De Tel Y Amoros (commercial).  
 Montevideo—CMTV. Frequency: 17.25 mc video, 15.75 mc audio. Power: 5 kw video, 2.5 kw audio. State Government.

**U.S.S.R.**

Standards: 625 lines, 25 frames, 4 mc, fm. Government. The Ministry of Communications reported two million tv receivers in use in July 1957.  
 Stations are currently operating in the following cities (power not given by Ministry of Communications):

Dava	Minsk	Braslawsk
Bafra	Moscow	Talinn
Erzvat	Odessa	Tashkent
Ishukh	Orsk	Tbilisi
Kalinin	Riga	Tomsk
Kiev	Ryazan	Vladivostok
Khar'kov	Sialma	Voronez
Leningrad	Sverdlovsk	Vladivostok

**VENEZUELA**

Standards: 625 lines, 25 frames, 6 mc, fm. Estimated receivers: 300,000 as of May 1, 1957.  
 Caracas—YVKA-TV. Frequency: 77.25 mc video, 81.75 mc audio. ERP: 37.1 kw video, 15.5 kw audio. Ch. 5. Televisión Nacional (government). Non-commercial.  
 Caracas—YVLV-TV. Frequency: 81.25 mc video, 71.75 mc audio. ERP: 15 kw video, 7.5 kw audio. Ch. 4. Televisión Commercial.  
 Caracas—YVKS-TV. Frequency: 59.25 mc video, 59.75 mc audio. ERP: 62.5 kw video, 21.3 kw audio. Ch. 2. Radio Caracas Commercial.  
 Cere—YVKS-TV. Frequency: 103.25 mc video, 107.75 mc audio. ERP: 220 kw video, 160 kw audio. Ch. 10. Radio Caracas Commercial.  
 Valencia—YVLV-TV. Frequency: 129.25 mc video, 126.75 mc audio. ERP: 32 kw video, 16.5 kw audio. Ch. 11. Televisión Commercial.  
 Valencia—Marabá—YVKS-TV. Frequency: 173.25 mc video, 170.25 mc audio. ERP: 12.8 kw video, 8.4 kw audio. Ch. 7. Radio Caracas Commercial.  
 Maracaibo—YVLV-TV. Frequency: 67.25 mc video, 71.75 mc audio. ERP: 1 kw video, 0.5 kw audio. Ch. 6. Televisión Commercial.  
 Maracaibo—YVKS-TV. Frequency: 56.25 mc video, 59.75 mc audio. ERP: 600 kw video, 200 kw audio. Ch. 2. Radio Caracas Commercial.  
 La Guaira—YVLV-TV. Frequency: 107.25 mc video, 101.75 mc audio. ERP: 3.33 kw video, 1.665 kw audio. Ch. 9.  
 La Guaira—YVKS-TV. Frequency: 175.25 mc video, 170.25 mc audio. ERP: 10 kw video, 5 kw audio. Ch. 7. Radio Caracas Commercial.  
 In addition, commercial stations are under construction at Barquisimeto, Maracaibo and Valencia.

**YUGOSLAVIA**

Standards: 625 lines, 25 frames, 7 mc, fm. Radio-diffusion Yugoslave (Association of Yugoslav radio-tv outlet).  
 Belgrade—Frequency: 309 mc video, 316 mc audio. Power unknown.  
 Ljubljana—Frequency: 175.25 mc video, 160.75 mc audio. Power unknown.  
 Zagreb—Frequency: 203.25 mc video, 208.75 mc audio. Power unknown.



# EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone: Executive 3-3420

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**Thad H. Brown**, Ohio  
July 11, 1924—June 30, 1949 (Deceased)  
**Frederick I. Thompson**, Alabama  
April 8, 1939—June 30, 1941  
**George H. Payne**, New York  
July 11, 1924—June 30, 1943 (Deceased)  
**T. A. M. Craven**, District of Columbia  
August 21, 1937—June 30, 1944  
**Norman S. Case**, Rhode Island  
July 11, 1924—June 30, 1945  
**James Lawrence Fly**, Texas  
September 1, 1938—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  
**Ruell K. Jeff**, 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, 1946  
**Albert Wayne Cox**, 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 Appointee)  
**Paul Alice Walker**, Oklahoma  
July 11, 1924—June 30, 1953  
**George Edward Sterling**, Maine  
January 2, 1948—September 30, 1954  
**Friedrich Barkin Hennoek**, New York  
July 6, 1948—June 30, 1955  
**Edward Mount Webster**, Washington, D. C.  
April 10, 1947—June 30, 1956  
**George C. McConnaghey**, Ohio  
Oct. 4, 1954—June 30, 1957  
\*Reappointed July 2, 1956. Current term expires June 30, 1963.

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**CURTIS B. PLUMMER**, chief, Rm. 6447. **Marshall S. Orr**, asst. chief.

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Feb. 23, 1927—July 19, 1934

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March 15, 1927—November 24, 1927 (Deceased)  
**Orestes H. Caldwell**, New York  
March 25, 1927—February 23, 1928  
**Eugene C. 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. Lafont**, Utah  
November 14, 1927—July 10, 1934 (Deceased)  
**Ira E. Robinson**, West Virginia  
March 29, 1928—January 15, 1932 (Deceased)  
**General C. Mack**, Saltzman, Iowa  
May 2, 1928—July 19, 1932 (Deceased)  
**William D. L. Starbuck**, New York  
May 2, 1928—February 23, 1934 (Deceased)  
**Thad H. Brown**, Ohio  
January 27, 1928—July 19, 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 26, 1934 (Deceased)  
**Anning S. Prall**, New York  
January 27, 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 C. Sykes**, Mississippi  
July 11, 1934—April 5, 1938 (Deceased)

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Asst. to the Director for Telecommunications: Maj. Gen. Jerry V. Matzulis; General Counsel, Charles J. Kendall; Public Information Officer, Lee W. Schooley.

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Social Security Administration; William Givens (In-  
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Public Health Service; J. Stewart Hunter (Chief,  
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Office of Vocational Rehabilitation; W. Oliver Kin-  
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National Institutes of Health, Bethesda 14, Md.; Tel.:  
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tion Picture Branch, Chief, Martin Lohdel; In-  
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1005 Florida Ave., N.W.  
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**PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION**

College marked with \* have reported U. S. Approval. For information on others write to registrar.

**SCHOOLS AND INSTITUTES  
SPECIALIZING IN RADIO-TV**

Brown Institute of Broadcasting and Electronics\*  
222 E. Lake St., Minneapolis, Minn. Tel.: Park-  
way 1-1222.

Courses: Announcing, electronics. Registrar: Hel-  
mut S. Brown. Registration: first Monday of each  
month.

California Institute of Radio & Te.\* 5910 Sunset  
Blvd., Hollywood 28, Tel.: Hollywood 9-1938.

Courses: Curriculum in all phases of a tv opera-  
tion. Registrar: Henry C. Kurn. Registration:  
Jan., April, July, Oct.

Cambridge School of Radio-TV Broadcasting\* 148  
Broadway, New York 36, Tel.: Bryant 3-3262.

Courses: Production, programming, studio opera-  
tions; announcing-script-demonstration. Director,  
Dexter Halle. Registration: Every six weeks.

Capital Radio Engineering Institute, Inc.\* 2224 16th  
St. N.W., Washington 16, Tel.: Hobart 2-1329.

Courses: set builders; Radio-electronics engi-  
neering technology; TV engineering technology.

systems engineering technology. (Correspondence).  
TV engineering technology, electronic engi-  
neering technology. Registrar: E. A. Corby.  
Registration: Eight-week intervals.

Cornell Technical Institute\* 1641 Wyandotte St.,  
Kansas City 8, Mo. Tel.: Harrison 1-3852.

Courses: Radio-TV servicing; broadcasting tech-  
nology; ECPD-accredited engineering technician  
program; A.S. degree awarded. Registrar: R. W.  
Harriman. Registration: Continuous; residential,  
every eight weeks.

Cleveland Institute of Radio Electronics, 4200 Euclid  
Ave., Cleveland 3, Ohio. Tel.: Express 1-8988.

Courses: Fundamental communications (math and  
theory); FCC license preparation; advanced com-  
munication engineering. Home study. Registrar:  
E. J. Dwyer. Registration: continuous.

Cybernetic School\* 290 E. Paulina St., Chicago  
12, Tel.: Sessler 3-7122.

Courses: TV-radio service; home training course  
in tv. Registrar: C. A. Ginter. Registration:  
Every six weeks.

Delahanty Tv School\* 111-117 E. 11th St., New  
York 3, Tel.: Gramercy 2-6900.

Course: Basic tv; tv technician. Registrar: Rob-  
ert Ward. Registration: Monthly.

DeVry Technical Institute\* 4141 Belmont Ave., Chi-  
cago 41, Ill. Tel.: Kildare 5-2790.

Courses: TV-radio servicing; nuclear instruments-  
tion; electronic technology & design; tv-radio  
communications; industrial electronics; home  
training programs in radio-tv servicing; industrial  
electronics; communications, tv studio training.  
Registrar: George C. Primache. Registration:  
Residential—every six weeks.

Don Morris School of Radio & Television Arts &  
Sciences\* 1523 N. Cherokee, Hollywood 30, Calif.  
Tel.: Hollywood 2-2221.

Course: Tv engineering, tv production. Regis-  
trar: Maxine Chm. Registration: Monthly, for  
morning and evening sessions. Approved for for-  
eign students attending under student visa.

Goodman Memorial Trade\* School of Drama of  
the Art Institute of Chicago\* Michigan Ave. at  
Adams, Chicago 3, Ill. Tel.: Central 5-2417.

Courses: Acting; voice & diction; body technique,  
makeup design. Registrar: W. R. Martin. Regis-  
tration: Sept. 12, 1957, Feb. 1, 1958.

**States Radio License School**, 303 Regent Drive, Dallas 25, Tex. Tel.: 754-2333.  
Courses: Preparation for FCC class FCC license in radio-TV. Registrar: Ed Dixon. Registration: every six weeks. (L.I. approval in process)

**Gramercy School of Electronics**, 1345 W. Western Ave., Hollywood 33, Calif. Tel.: Hollywood 3-7511.  
Courses: Preparation for FCC operation license exam (television & correspondence). Registrar: Don O'Connell. Registration: Continuous.

**Wynnton, D. C. Inc.**, 821 18th St., N.W., Washington 20, D. C. Tel.: Sterling 3-3814. Registrar: Howard C. McKean.

**Lincoln School of Radio & Television (Inc.)**, 180 Broadway, New York 28, N. Y. Tel.: Circle 3-3300.  
Courses: Tv & technician, courses in radio electronics technician.  
Registrar: Fay Gallo. Registration: First two weeks of each month.

**Leon Lord Theatre of Arts (formerly Geller Theatre Workshop)**, 3630 Wilshire Blvd., Los Angeles 10, Calif. Tel.: Webster 6-3333.  
Courses: Stage technique; acting technique; speech; play production. Registrar: William Hayden. Registration: June 24, Sept. 28, 1957.

**Milwaukee Broadcasting School**, 221 S. Wabash Ave., Chicago 4, Ill. Tel.: Wabash 3-0712.  
Courses: Radio-TV announcing; script writing; advertising. Registrar: Barbara Meffert. Registration: Continuous.

**Milwaukee School of Engineering**, 1025 North Milwaukee St., Milwaukee 1, Wis. Tel.: Broadway 4-2322.  
Courses: Days. Electronics communications technology; electrical engineering. Evening: Television servicing, advanced television servicing, color television servicing. Registrar: Samuel Isaacson. Registration: June 26, July 1, Sept. 15-30, 1957; Oct. 15-Jan. 1, March 24-31, 1958.

**National Academy of Broadcasting Inc.**, 2122 16th St. N.W., Washington 10, D. C. Tel.: Decatur 2-2800.  
Courses: Radio-TV announcing; preliminary courses in radio writing, speaking; foreign language preparation; music programming; journalism; publicity and management; tv dramatic writing and tv public speaking. Registrar: Alice Keith. Registration: Jan. 18, May 18, Sept. 15, 1957.

**New School for Social Research**, 66 W. 12th St., New York 11, N. Y. Tel.: Oregon 5-1700.  
Courses: Tv writing workshop (Harold Clifton) script writing clinic. Registrar: Charles F. Godley. Registration: Sept. 23-Oct. 4, 1957; Feb. 3, Feb. 14, 1958. Students may work for academic credit, or B.A. degree credits, or for Certificate of Proficiency in Public Relations.

**New York Technical Institute Inc.**, 300 Pacific St., Brooklyn 11, N. Y. Tel.: Main 4-0222.  
Courses: Radio-TV servicing; electronics technician. FCC preparation. Registrar: E. J. Spina. Registration: Monthly.

**Northwest Radio & Television School**, 1222 N. W. 12th Ave., Portland 5, Ore. Tel.: Capital 3-7222.  
Courses: Tv production, tv broadcasting—principles & practice, radio-TV service & maintenance, FCC license preparation, radio-TV copywriting, radio-TV announcing & production. Registrar: MRS. M. L. Andrews. Registration: Continuous.

**Chicago Div.**, 361 North Michigan Ave., Chicago 10, Ill. Tel.: Delaware 1-4004.  
Hollywood Div., 1440 North Highland, Hollywood, Calif. Tel.: Hollywood 4-1333.

**William R. Ogden Radio Operational Engineering School**, 1136 W. Olive Ave., Burbank, Calif. Tel.: Thornwall 3-4211.  
Courses: Five- to six-week intensive courses leading to FCC first phone licenses. Registrar: Tully Ogden. Registration: Continuous.

**Potthander Radio Service**, 731 11th St. N.W., Washington 1, D. C. Tel.: Metropolitan 8-2222.  
Courses: Tv announcing, newscasting. Registrar: Nancy McFarland. Registration: Any Monday.

**Penn. Technical Institute**, 540 First Ave., Pittsburgh 4, Pa. Tel.: Highland 1-3300.  
Courses: Black & White color tv servicing; transmitters; laser design considerations. Registrar: Walter G. Wypulek. Registration: June, Oct. 1957; Jan., April, 1958.

**Pierce School of Radio & Television**, 22 E. 25th St., New York 11, N. Y. Tel.: Oregon 7-7222.  
Courses: Radio & tv servicing; radio & tv technicians; radio telegraph communications course. Registrar: William Fuglia. Registration: Every six weeks.

**Portland Tv College**, 321 S.E. Washington St., Portland 5, Ore. Tel.: Capital 3-7771.  
Courses: Radio-TV repair & service; electronics; radio-TV broadcasting; engineering. Registrar: Dana E. Richardson. Registration: Continuous. All courses given in both full-time days and half-time evening classes. Course 1, 1,340 hrs in length; course 2, 2,240 hrs; course 3, 1,360 hrs.

**Lebanon Powers School Inc.**, 21 Evans Way, Boston 15, Mass. Tel.: Aspinwall 3-2900.  
Courses: Acting, announcing, directing, writing. Registrar: Carol Whiting. Registration: Sept. 22, 1957.

**Radio Institute of Chicago**, 108 W. Randolph, Chicago 3, Ill. Tel.: Anderson 3-0187.  
Courses: All phases of professional & technical telecasting. Registration: Monthly.

**Radio-Television Institute**, 127 Columbus Ave., New York 28, N. Y. Tel.: Lypress 5-4935.  
Courses: Detailed training as radio-TV technician. Registration: Continuous.

**RCA Institute Inc.**, 340 W. 43d St., New York 18, N. Y. Tel.: Walden 4-7341.  
Courses: Advanced technology radio and tv broadcasting; radio and tv servicing; advanced tv

servicing; advanced electronics; television and general electronics. Registrar: C. E. Yanson. Registration: March, June, Sept., Dec.

**Radio-Television Training Assn.**, 22 E. 12th St., New York 2, N. Y. Tel.: Oregon 7-1336.  
Courses: Radio, tm & tv technicians; tv cameraman & studio operator; radio-TV serviceman course; radio-telegraph communications course; color tv technician course. Registrar: Al Peck. Registration: Continuous.

**RIT Television Studio**, 318 W. 37th St., New York 18, N. Y. Tel.: Plaza 7-3311.  
Courses: Tv broadcasting; tv production & programming; radio-TV announcing; writing for tv motion picture photography for tv. Registrar: Winifred S. Van Siclie. Registration: Continuous. Equipment: completely equipped tv studios.

**Frederick H. Spence, Professional Radio & Television School Inc.**, 6251 Santa Monica Blvd., Hollywood 33, Calif. Tel.: Hollywood 9-3333.  
Courses: Staff announcing; speech; news technique & operation; acting; radio-TV newscasting; commercials; radio operations engineering. Registrar: Constance M. Clayton. Registration: Every six weeks.

**Tennessee School of Broadcasting**, 1000 West End Ave., Nashville 4, Tenn. Tel.: Ashby 4-3722.  
Courses: Radio-TV servicing (color tv), radio announcing & production. Registrar: Pauline Lincoln. Registration: First Monday in Feb., June, Oct.

**Western Television Institute**, 311 W. 12th St., Los Angeles 15, Calif. Tel.: Prospect 5-2222.  
Courses: Practical tv servicing. Registrar: E. H. Murray. Registration: Every five weeks.

**WPA & Trade & Technical School**, 12 W. 43rd St., New York 18, N. Y. Tel.: Endicott 3-3117.  
Courses: Tv servicing; radio communications; radio-telegraph and radio-telegraph license preparation. Registrar: Albert J. Lender. Registration: Continuous. Day and evening sessions offered.

**Televisual Workshop of New York**, 1180 Broadway, New York 10, N. Y. Tel.: Plaza 7-3321.  
Courses: Audio training; production; FCC preparation; film production; announcing; program writing. Registrar: Mrs. Mary Katz. Registration: Sept.-Oct.; Jan.-Feb.; May-June.

## COLLEGES

**Alabama Polytechnic Institute**, Auburn, Ala. Tel.: Auburn 195.  
Courses: Radio workshop; orientation; speech technology; electronics engineering; sound engineering; electronics transmitter operation; old circuits. A suggested 100% in tv. tv workshop, two-credit student shows. Registrar: Charles W. Edwards. Registration: Sept. 15.

**American River Junior College**, 1223 Grand Ave., Del Paso Heights, Calif. Tel.: Wabash 3-1222.  
Courses: Applied electronics. Registrar: R. D. Heston. Registration: Sept.

**Arizona State College**, Tempe, Ariz. Tel.: Woodland 3-3211.  
Courses: Elementary, advanced principles of tv, speech, radio-TV digital, tv writing and production. Registrar: Alfred Thomas Jr. Registration: Sept.

**Ball State Teachers College**, Muncie, Ind. Tel.: Atlas 4-5942.  
Courses: Introduction to radio-TV; acting; writing; education. Registrar: Leo Baughtman. Registration: Sept. 8-11, 1957.

**Beloit College**, Beloit, Wis. Tel.: Emerson 3-2641.  
Courses: Introduction to radio-TV; tv lab at WREX-TV, Rockford, Ill. ch 13; seminar in communications; special projects; honors thesis; principles of tv, fundamentals of electronics. Registrar: Dennis M. Wurick. Registration: Sept. 15-18, 1957.

**Cedar Institute of Technology**, Cleveland 4, Ohio. Tel.: Sandusky 4-1324.  
Courses: Fundamentals of communications; engineering; advanced engineering; radio-TV engineering; electronics. Registrar: William E. Scott. Registration: Sept. Feb.

**Ohio State College**, W. First St., Cham, Calif. Courses: Radio-TV production, broadcasting & interacting; radio & tv performance. Registrar: William J. Carlson. Registration: Sept. 12, 1957; Jan. 28, 1958.

**City College of San Francisco**, 50 Franklin Ave., San Francisco 12, Calif. Tel.: Juniper 7-7273.  
Courses: Radio-TV news; announcing; script writing; survey radio & electronics; tv engineering. Registrar: Mary Jane Lutzmann. Registration: Sept.

**College of the Pacific**, Pacific Ave. and Stadium Drive, Stockton, Calif. Tel.: Howard 4-7741.  
Courses: Tv production lab; applied radio-TV; tv drama writing; continuity writing; radio-TV fundamentals; radio-TV station management; radio-TV drama; advanced radio workshop; special projects. Registrar: Blaine Taylor. Registration: Sept. 8-11, 1957.

**College of Music of Cincinnati**, 1229 Elm St., Cincinnati 16, Ohio. Tel.: Parkway 1-0909.  
Courses: Two-year certificate course; four-year bachelor of fine arts in radio-TV education degree course; video equipment, public speaking, tv artistic technique; announcing in production; speech; tv directing; radio-TV script writing; radio-TV law; radio-TV continuity writing; tv copy and production. Registrar: Marjorie B. Smith. Registration: summer, June, Fall, Sept. 1-15. Summer term: tv studio participation, tv studio operator, tv station administration & management.

**College of San Mateo**, San Mateo, Calif. Tel.: Diamond 3-1421.  
Courses: Industrial electronics & tv. Registrar: Martin E. Durral. Registration: Sept.

**Fachman Institute**, College of William and Mary, Hampton Blvd., Norfolk 6, Va. Tel.: Madison 7-9465.  
Courses: Principles of tv; tv servicing; color tv. Registrar: E. H. Richards. Registration: Sept., March.

**Columbia College**, 261 S. Wabash Ave., Chicago 4, Ill. Tel.: Wabash 2-6762.  
Courses: Tv production; fundamentals of tv; announcing; acting; sports, adult tv; studio news; news 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; lighting. Registrar: Robert Durick. Registration: Sept. 23, 1957; Jan. 1, Mar. 20, June 23, 1958.

**Corvallis College**, 542 Brown Hall Bld., Missoula 44, Mont. Tel.: Missoula 2-3222.  
Courses: Introduction to radio-TV operation; introductory radio-TV technical operations; tv news & special events; tv-radio news & audience research; radio-TV publicity & promotion; radio-TV writing; secondary workshop. Registrar: James M. Miller. Registration: Sept. 24, 1957; Feb. 1, 1958. Professional radio-TV layout & liberal arts correlation enable student to earn 5.8 credits.

**East Los Angeles Junior College**, 3331 E. Broadway Ave., Los Angeles 12, Calif. Tel.: Angeles 3-3241.  
Courses: Acting; announcing; basic tv engineering; production; speech. Registrar: Walter S. Hartung Jr., Dean of Admissions & Records. Registration: Sept. 1957; Feb., 1958.

**Emerson College**, 131 Beacon St., Boston 10, Mass. Tel.: Kenmore 6-3350.  
Courses: Introductory tv; performance; acting; production; commercials; news; continuity writing; tv for women; creative writing; programming; announcing; workshop; stagecraft; film; educational uses. Registrar: Clara F. Frost. Registration: Sept. 14-15, 1957.

**Evansville College**, 1820 Lincoln Ave., Evansville, Ind. Tel.: Greenleaf 8-1241.  
Courses: Tv techniques advanced tv techniques; speech. Registrar: O. H. McCoy. Registration: Sept. Dec. 1957; Mar. 1958.

**Florida State College**, Shaw Ave., Panama, Calif. Tel.: Panama 1-4441.  
Courses: Elementary tv production; projects in production; advanced radio-TV direction & production; seminar in radio-TV communications. Registrar: William Wight. Registration: Sept. 19-26, 1957.

**Hagerup Institute**, Hagerup, Va. Tel.: 2-4222.  
Courses: Radio workshop; speech; radio in education; basic principles of radio engineering; electronics; old techniques, principles & practice of tv engineering; advanced radio-TV principles of engineering. Registrar: Collis H. Davis. Registration: Sept., Jan.

**Harris College**, 100 Pidan St., Hempstead, N. Y. Tel.: Terrace 4-7000.  
Courses: Basic radio & tv for teachers (survey of program materials); color; radio-TV production. Registrar: Charles Moxel. Registration: Sept. 1957.

**Humboldt State College**, Arcata, Calif. Tel.: Van Dyke 3-1771.  
Courses: Radio-TV speech workshop; survey; writing; production-directing; field training; advanced workshop. Registrar: Mrs. Mary Ann Smith. Registration: Sept. 8-23, 1957.

**High State College (School of Trade & Industrial Education)**, Potosi, Mo. Tel.: 430.  
Courses: Principles of tv, tv practice, broadcasting practice and theory; tv production, playwriting for tv. Registrar: Mrs. Anne C. Neal. Registration: Sept. 15-18, 1957; Jan. 19-Feb. 1, 1958.

**Indiana State Teachers College**, Terre Haute, Ind. Tel.: Crescent 221.  
Courses: Intro to tv; tv techniques. Registrar: James Singer. Registration: Sept. 11, Dec. 11, 1957; Mar. 11, 1958.

**Iowa State College**, Ames, Iowa. Tel.: Cedar 3-2626.  
Courses: Tv art & operational techniques; radio-TV writing; tv demonstration techniques; radio-TV music; tv workshop & lab; principles of radio-TV broadcasting; radio-TV speech; radio-TV advertising; radio-TV news; writing and program building; radio-TV engineering. Registrar: Arthur M. Gowen. Registration: Sept. 27-29, 1957.

**Juana College**, Hialeah, 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 news writing; radio-TV acting; radio-TV field work; station administration; senior seminar in radio-TV. Registrar: Florence M. Howland. Registration: Sept., Jan.

**Kean State College**, Manasquan, N.J. Tel.: Princeton 4-8811.  
Courses: Industry; announcing; production; management; techniques; writing; advertising; programming; audience women's programs; tv engineering; various other tv workshop; tv engineering; illustration; news photography; tv research; radio-TV dramatic techniques; light and lab.; studio practice. Registrar: Edward M. Greer. Registration: Sept., Feb., June.

**Kansas State Teachers College,\*** 1701 S. Broadway, Pittsburg, Kan. Tel.: 761.  
Courses: Tv, educational use of radio-TV, related speech courses, broadcasting and tv. Registrar: C. H. Baird. Registration: June 3, Aug. 3, Sept. 3, 1957; Jan. 27, 1958.

**Los Angeles City College, 850 North Vermont Ave., Los Angeles 27, Calif. Tel.: Normandy 3-9141.  
Courses: Fundamentals of radio and tv, broadcasting, radio and tv survey; voice and diction for radio and tv, microphone technique; radio and tv editing; radio and tv advertising; duties and problems of station personnel; tv programming and production. Registrar: Robert J. Kras. Registration: May, June, Sept., 1957.**

**Los Angeles Trade Technical Junior College,\*** 609 West Washington Blvd., Los Angeles 12, Calif. Tel.: Richmond 8-3921.  
Courses: Tv & radio servicing. J. H. McCaughey. Registration: Summer session after July 1, fall term, 2nd week in Sept.

**Marjorie Webster Junior College (WV's college),** 1716 - 1718 St. N.W., Washington 25, D. C. Tel.: Turkerman 3-4403.  
Courses: Tv technique, production & management; fundamentals of tv; continuity writing, fundamentals of radio. Registrar: Mrs. Constance R. Hazlow. Registration: Sept., 1957.

**Marshall College,\*** 1815 St. and 3rd Ave., Huntington, W. Va. Tel.: 3-2411.  
Courses: Fundamentals of radio & tv; radio, tv & society; radio and tv production; radio and tv news directing. Registrar: Luther E. Bledsoe. Registration: Sept., 1957; Jan., 1958.

**Mississippi Southern College, Hattiesburg, Miss. Tel.: Jumper 4-8111.  
Courses: Radio and tv production techniques, announcing, writing, program types, advertising and sales, intro. to radio-TV. Registrar: Dr. G. M. Darty. Registration: Fall, winter, spring, summer.**

**Modesto Junior College,\*** Modesto, Calif. Tel.: Lambert 4-1051.  
Courses: Introduction to radio-TV; fundamentals of radio-TV broadcasting. Registrar: J. Kenneth Howland. Registration: Sept. 4, 7, 9, 1957.

**North Texas State College,\*** Denton, Tex.  
Courses: Radio workshop; speech, production & direction of radio-TV programs. Registrar: Alex Dieke. Registration: June, Sept.

**Occidental College,\*** Los Angeles 11, Calif. Tel.: Clinton 3-3131.  
Courses: Tv growth, development, organization & operation; television broadcasts from standpoint of studio operation; observation in connection with planned visits to tv stations. Registrar: Florence N. Brady. Registration: Sept.

**Oregon Coast College,\*** 1801 S. Harbor Blvd., Coos Bay, Calif. Tel.: Kimberly 3-1151.  
Courses: Tv servicing.

**Oregon State College,\*** Corvallis, Ore. Tel.: Plum 3-4411.  
Courses: Radio-TV projects; basic tv; tv programming. Registrar: Dr. D. T. Oryeman. Registration: Sept. 26, 1957.

**San Diego Junior College,\*** 1425 Bam St., San Diego 2, Calif. Tel.: Belmont 4-8451.  
Courses: Radio-TV receiver maintenance, general tv and electronics course. Registrar: Leonard Elmon. Registration: Aug and Jan.

**San Diego State College,\*** 5402 College Ave., San Diego 2, Calif. Tel.: Juniper 3-4411.  
Courses: Backgrounds in broadcasting; survey of radio and tv techniques; radio workshop; tv workshop; tv lighting; radio-TV station management; advertising; writing for radio-TV; radio-TV production; directing; radio-TV news; radio-TV production; radio-TV motion picture techniques for tv. Registrar: (Mrs.) Marian L. Parker. Registration: Sept. 12-20, 1957.

**San Francisco State College,\*** 1600 Holloway Ave., San Francisco, Calif. Tel.: Jumper 4-3200.  
Courses: Studio operation; production fundamentals; acting; directing; announcing; advanced production; sales; continuity; educational tv; news principles and practices; rehearsal and performance techniques; administration; creative continuity for tv; special projects. Four- and five-year program leading to A.B. & M.A. Registrar: Harold Souters. Registration: Sept. 12-14, 1957.

**San Jose State College,\*** San Jose 14, Calif. Tel.: Cypress 4-3414.  
Courses: Radio-TV production; directing; acting; writing & announcing; news; advertising; scene design; radio-TV advanced problems. Registrar: Leida W. Ross. Registration: Sept. 10-20, 1957; Feb. 10-11, 1958. A.B. in radio-TV, two-course student-contract course, tv news internship; two productions through KPIX & KNTV. Northern Calif. Academy of Tv Award (1955); complete radio-TV studio and professional staff.

**San Francisco Theological Seminary,\*** 1 Kensington Rd., San Anselmo, Calif. Tel.: Glenwood 3-3288.  
Courses: Elementary tv production, tv writing, advanced broadcasting projects, introduction to radio-TV. Registrar: Gordon C. Ostoby. Registration: Sept., Jan., Mar.

**State College of Washington,\*** Pullman, Wash. Tel.: Logan 3-3011.  
Courses: Survey of radio-TV; radio-TV production; radio-TV workshop; seminar in radio-TV. Registrar: Claude Simpson. Registration: Sept. 16-20, 1957.

**Stephens College (the women),** Columbia, Mo. Tel.: Otium 3-2311.  
Courses: Introduction to radio-TV writing for broadcasting; announcing for broadcasting; advertising & production; tv production, tv programming. Admissions: P. E. M. Armstrong. Registration: Sept. 11-14, 1957.

**Stockton College,\*** 231 Kensington Way, Stockton 4, Calif. Tel.: Howard 4-4542.

Courses: FCC license preparation; tv electronics; industrial electronics. Registrar: Louis L. Woodmiller. Registration: Sept. 1957; Jan. 1957.

**Texas State College for Women,\*** P. O. Box 277, T.S.C.W. Station, Denton, Tex. Tel.: Central 2113.  
Courses: Radio-TV workshops; radio-TV writing; station organization & management. Registrar: Francis W. Emerson. Registration: Sept.

**Tri-State College,\*** Angola, Ind. Tel.: 800.  
Courses: Tv engineering (1 & 2). Registrar: Vern R. Jones. Registration: Sept. Degree: B.E. in radio engineering.

**West Coast Coast Junior College, 1205 Central Drive, Richmond 4, Calif. Tel.: Beacon 3-7900.  
Courses: Introduction to radio & electronics; radio-TV; radio-TV. Registrar: A. S. Geiston. Registration: Sept., Feb.**

**Western Michigan College,\*** Kalamazoo 21, Mich. Tel.: 3-4011.  
Courses: Introduction to tv (technical); tv service; color tv. Registrar: Clayton T. Mann.

**Women's College of North Carolina, Spring Garden St., Greensboro, N. C. Tel.: 3-2001.  
Courses: Tv production, writing. Registrar: Susan E. Godfrey. One studio of WUNC-TV Chapel Hill, N. C., located at women's college.**

## UNIVERSITIES

**American U. \* Massachusetts & Nebraska Aves. N.W., Washington 18, Tel.: Woodley 6-8800**

Courses: Tv-radio survey; tv-radio writing; tv-radio dramatic writing; tv writing-advanced; tv-radio news; public service broadcasting; tv-radio newswriting; tv-radio announcing; tv-radio speech; tv-radio writing; tv-radio production & direction; radio station operations; tv studio procedures; tv workshop; tv production lab; tv-radio station management; tv-radio advertising; tv programming; tv film production; modern picture workshop; tv & radio in education; working with tv; seminar in telecommunications. Registrar: Willett M. Kempton. Registration: January, June, September Degrees: B.A. & M.A. for radio-TV majors.

**Baylor U. \* 1601 S. 5th, Waco, Texas. Tel.: 3-8111.  
Courses: Introductory radio-TV; radio-TV workshop, news for radio-TV; advanced microphone technique; advanced radio-TV workshop; radio-TV program production; station management; program planning; radio-TV in religion; advanced radio-TV program production; tv internship. Registrar: Allan B. Lee. Registration: Sept., Nov., March, June.**

**Bob Jones U. \* Greenville, S.C. Tel.: 3-8711.  
Courses: Fundamentals of tv; courses in other departments in camera, scene design, etc. Registrar: Roy I. Hume. Registration: Sept. 5-6, 1957.**

**Boston University School of Public Relations & Communications,\*** 81 Faxon St., Boston 16, Mass. Tel.: Commonwealth 4-6222

Courses: Tv studio writing; radio-TV advertising; radio-TV news writing & editing; tv performance; radio-TV sales; tv directing; tv programming; tv design; tv production. Registrar: Ethel Webster. Registration: Sept., Jan.

**Butler U. \* Radio-TV Dept., 1204 N. Delaware, Indianapolis 2, Ind. Tel.: Melrose 4-3111.  
Courses: Complete radio-TV curriculum. Chairman: Robert L. Montgomery. Registration: Sept., Jan., June.**

**Cresighton U. \* 2419 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: Sept. 12-14, 1957; Jan. 20-Feb. 1, 1958.

**Columbia U. School of Dramatic Arts,\*** Broadway 34th St. Hall, 450 W. 117th St., New York 27, N. Y. Tel.: University 3-4000, Ext. 223

Courses: Radio workshop; basic radio-TV; radio-TV acting; radio-TV announcing; radio news 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 in 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. Registrar: Charles P. Bord. Registration: Sept. 26-27, 1957; Jan. 21-Feb. 1, 1958.

**DePaul U. \* 61 E. Lake St., Chicago 1, Ill. Tel.: Financial 3-4000**

Courses: Tv advertising; radio-TV broadcasting. Registrar: Edward M. Hunt. Registration: Sept.

**Duquesne U. \* Greensville, Ind. Tel.: 155**

Courses: Tv programming; radio-TV in modern society; special projects. Registrar: Vaher W. Williams. Registration: Sept. 19, 1957; Feb. 3, 1958.

**Florida State U. \* West College Ave., Tallahassee, Fla. Tel.: 2-8000**

Courses: Radio & cinema techniques in tv; principles of design for stage & tv; tv news; tv information program production; tv in the school & community; intro. to radio-TV; tv station operation and programming; tv program production and writing. Registrar: Charles H. Walker. Registration: Sept., 1957; Feb., 1958.

**Fordham U. \* Bronx 24, N. Y., Third Ave. & Fordham Rd. Tel.: Fordham 1-3400**

Courses: Tv writing, production; music operation & management. Registrar: Patricia Darby. Registration: Sept.

**George Washington U., 2220 D St. N.W., Washington 5, D.C. Tel.: Sterling 3-5220**

Courses: Radio-TV broadcasting; industrial development; station organization and management; equipment; production techniques; practice in preparation and performance of programs. Registrar: Fred E. Nussell. Registration: Sept., 1957.

**Indiana U., Bloomington, Ind. Tel.: 811, ext. 711**

Courses: Intro. to radio-TV; elementary announcing; radio-TV regulations; radio-TV advertising; tv production; direction; tv writing; utilization of tv films; presentation in radio-TV reporting and newswriting for radio-TV; practical work in radio-TV newswriting; radio-TV newswriting; radio-TV news editing; radio-TV in education; films: radio, tv, and facsimile; special projects in radio-TV; radio-TV summer workshop; history of communications; international communications; law of communications; radio-TV theater seminar; radio-TV in education; research in audio-visual materials; radio or tv education; educational writing for radio-TV. Registrar: C. E. Barran. Registration: summer, 1957; fall semester, 1957.

**John Brown U. \* Silvan Springs, Ark. Tel.: 77**

Courses: Radio & tv writing (1 & 2); radio & tv operation & management (1 & 2). Registrar: Roger V. Cox. Registration: Sept. 18, 1957; Jan. 28, 1958.

**Kear State U. \* Kent, Ohio. Tel.: Orchard 3-2411**

Courses: Radio-TV survey; radio-TV history & law; contemporary problems; radio-TV audience; educational radio-TV. Registrar: C. B. Alkman. Registration: Sept., Jan., May.

**Louisiana State U. \* Baton Rouge, La. Tel.: Dulane 3-4311**

Courses: Tv writing; tv production; tv workshop. Registrar: Albert L. Clay. Registration: Sept. 10-11, 1957; Jan. 20-Feb. 1, June 5-6, 1958.

**Maryland U. School of Speech,\*** 420 E. 11th St., Baltimore 5, Md. Tel.: Division 4-1900

Courses: Introduction to tv; tv production; tv direction; commercial tv; tv workshop (1 & 2); radio-TV research. Registrar: George E. Vander Meer. Registration: Sept., 1957.

**Miami U. \* Oxford, Ohio. Tel.: Oxford 3-4897**

Courses: Tv & modern society; tv workshop; station management; seminar in tv; radio-TV writing; scene construction. Registrar: William C. Snyder. Registration: Sept., 1957; Feb., 1958.

**Michigan State U. \* Auditorium Building, East Lansing, Mich. Tel.: Edgewood 3-1011, ext. 2071**

Courses: Fundamentals; writing; announcing; directing; staging; production; film and tv; programming; station management; regulations; responsibilities; education research; audience; evaluation and criticism. Registrar: Kermit Smith. Registration: Sept., Jan., April, June.

**New York U. \* Division of General Education, 100 Washington Square East, New York 3, N. Y. Tel.: Spring 3-2300**

Courses: Techniques of tv; tv scriptwriting; advanced tv script; tv commercials; producing the tv commercial; tv programming and production; tv direction; tv studio operations; radio-TV announcing; advanced tv announcing; acting for stage and tv; radio-TV publicity; radio-TV advertising; tv workshop. Registrar: Dean Warren Hower. Registration: Sept. 5-26, 1957; Jan. 20-Feb. 10, 1958.

**Northwestern U. \* Medill School of Journalism, Flax Hall, Evanston, Ill. Tel.: University 4-1500**

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 newsmen production; tv news program preparation & production; radio-TV advertising; radio-TV graduate research seminar. Registrar: Elizabeth MacPherson. Registration: any quarter.

**Ohio State U. \* N. High St., Columbus 10, Ohio. Tel.: Armistead 3-8548**

Courses: Radio-TV drama; program planning; tv programs; radio-TV program policies; tv writing; program direction; program production; advanced tv production & directing; tv scenery & design; seminar in radio-TV programming; broadcast programs and audience; radio-TV advertising; radio-TV in advertising. Registrar: Ronald B. Thompson. Registration: Sept.

**Ohio U. \* Athens, Ohio. Tel.: 4-1011**

Courses: Principles of tv production; radio-TV advertising & management; tv news practice; tv directing; tv workshop. Registrar: Robert E. Mah. Registration: Sept. 19, 1957.

**Ohio Wesleyan U. \* Delaware, Ohio. Tel.: Delaware 3-1241**

Courses: Radio-TV interdepartmental major. Registrar: Aden C. Ingraham. Registration: Sept.

**Oklahoma City U. \* 509 S. Blackwelder, Oklahoma City 5, Okla. Tel.: Jackson 3-5411**

Courses: Tv specific; diagnostic principles; introduction to color; electron tubes; advanced tv principles. Registrar: L. A. Jones, Dean. Registration: June, July, Sept.

**Pennsylvania State U. \* University Park, Penn. Tel.: Adams 3-9141**

Courses: Radio-TV in education; radio-TV news; radio-TV advertising; principles of tv speech. Registrar: C. D. Williams. Registration: Sept. 11-14, 1957.

St. Mary's U.,\* San Antonio 1, Tex. Tel.: Pearsons 3-3310.  
Courses: Introduction to tv; radio-tv workshop; radio communication. Registrar: Thomas J. Thorsway. Registration: Sept.

Southern Methodist U.,\* Dallas, Tex. Tel.: Lawrence 2-34.  
Courses: Tv writing, tv production, tv news, tv general workshop. Registrar: Douglas Connor. Registration: June.

Stanford U.,\* Stanford, Calif. Tel.: Deavenport 3-3411.  
Courses: Intro to radio-tv, radio-tv announcing, program in broadcasting, radio-tv acting and production, experimental workshop in radio-tv, radio-tv writing, survey of tv, tv production and directing, surveys of tv production, advanced radio-tv dramatic writing, program in radio-tv, seminar in radio-tv. Registrar: Harvey Hal. Registration: last week Sept., first week Jan., last week April.

State U. of Iowa,\* Television Center, Iowa City, Iowa. Tel.: 3-9111.  
Courses: Intro to techniques speech in radio-tv, radio-tv broadcasting, editorial & performance, the tv & radio program, planning & construction, educational use of radio-tv, cinematography techniques, studio techniques in tv, programing methods in tv & radio. Registrar: Ted McCauley. Registration: June, Sept.

State U. of New York, College for Teachers, 250 Elmwood Ave., Buffalo, N. Y. Tel.: Summer 220.  
Courses: Radio-tv in education. Registrar: Nicholas J. Carreras. Registration: Sept.

Syracuse U., Radio & Tv Center,\* Syracuse 10, N. Y. Tel.: 4-6171.  
Courses: Tv principles & practice; tv organization & operation; psychology of tv communication; tv news program planning & building; studio operation; tv research; writing & production; tv problems; intro. to radio-tv; radio-tv and society; intro. to radio-tv speech and writing; radio-tv continuity writing; radio-tv in education; radio-tv advertising. Registrar: Eugene S. Foster. Registration: Sept. 16, 1957.

Temple U.,\* Broad St. and Montgomery Ave., Philadelphia 22, Pa. Tel.: Stevenson 3-4300.  
Courses: Fundamentals of tv broadcasting; tv production (I & II); tv announcing; tv acting; tv news; tv writing to dramatic writing; tv directing; tv program planning. Graduate course in tv. Director: John B. Roberts. Registration: Sept. 2, Feb. One WFL-TV Philadelphia studio for training including studios campus facilities.

Texas Christian U.,\* University Dr., S., Fort Worth 5, Tex. Tel.: Walnut 4-4331.  
Courses: Introduction, production, workshop, writing, advertising, announcing, special problems, program management and scheduling. Program leading to B.A. degree with major in radio-tv. Registrar: Calvin A. Canine. Registration: Sept. 15, 1957; Feb. 1, June 1, 1958.

Wayne State U.,\* 400 East River St., Detroit 1, Mich. Tel.: Temple 2-1430.  
Courses: Fundamentals, tv technique; acting and writing; tv act. tv writing; tv production; tv directing; program planning; tv workshop; seminar in radio-tv. Registrar: Elizabeth Pratt. Registration: first week of Sept and Feb.

Yale U., School of Drama, P. O. Box 1989, Yale Station, New Haven, Conn. Tel.: Stage 3-1215.  
Courses: Television program production; fundamentals; playwriting for tv. Registrar: Mrs. Mabel Hastings. Registration: before April 30 each year.

U. of Alabama,\* University, Ala. Tel.: Plaza 3-3441.  
Courses: Introduction, announcing, continuity writing, production, advertising, film production, station procedures, woman's features, programing, tv & society, tv program seminar, fundamentals of writing, station management, public relations, sales. Registrar: William F. Adams. Registration: Sept.

U. of Arizona,\* Tucson, Arizona. Tel.: Main 4-6111.  
Courses: Tv writing; tv news editing; radio-tv fundamentals; radio-tv acting; electrical engineering and electronics; tv production; special studies. Registrar: C. Kaiser Leason. Registration: Sept. 13-14, 1957. Equipment, fully equipped tv & film studio.

U. of Baltimore,\* 815 N. Howard St., Baltimore 1, Md. Tel.: Saratoga 3-3309.  
Courses: Radio-tv writing & production. Registrar: Kathleen C. Joyce.

U. of Bridgeport,\* Bridgeport, Conn. Tel.: Forest 4-3611.  
Courses: Radio-tv writing, radio-tv station operation. Registrar: Donald Ross. Registration: Sept. Feb.

U. of California at Los Angeles,\* 400 Huggins Ave., Los Angeles 12, Calif. Tel.: Graduate 4-5531, Graduate 2-5111.  
Courses: Technical operation, production, programing by workshop, writing, production designing, motion picture photography, writing, general studies and studies. Registrar: William Penney. Registration: Sept. 15-17, 1957; Feb. 1, 1958. Emphasis on the dramatic art, and integration of advanced students and mature degree candidates into Hollywood tv studios.

U. of Denver,\* University Park Campus, Denver 8, Colo. Tel.: Sherman 4-5111.  
Courses: Radio-tv workshop; news; tv news communications; radio acting; radio speech; radio announcing; radio program production; radio program directing; radio script & drama writing; radio journalism and problems of radio journalism; continuity writing; problems in radio management; radio-tv advertising; radio & tv in education; radio law; tv orientation; tv writing; tv acting; tv production. Registrar: Marilyn M.

Cutter. Registration: Sept. 15-21, 1957; Jan. 1-3, March 15-April 1, June 15-24, 1958.

U. of Detroit,\* 400 West McNichols Rd., Detroit 21, Mich.  
Courses: Fundamentals radio-tv, radio-tv broadcasting; tv techniques; radio tv writing; tv program planning; creative writing for tv; director and production. Registrar: Joseph Baranowski. Registration: Sept. 15-14, 1957; Feb. 1-4, 1958.

U. of Florida, School of Journalism & Communication,\* Gainesville, Fla. Tel.: Franklin 4-3281.  
Courses: Radio-tv announcing in programing and production; tv writing; radio-tv tv, public interest; radio-tv advertising; radio-tv reporting. Graduate course: Radio-tv conference research (I & II); analysis & development of radio program manager; problems & practice of radio-tv. Registrar: A. S. Johnson. Registration: Sept. 15-21, 1957; Feb. 1-4, June 12-18, 1958.

U. of Georgia,\* Henry W. Grady School of Journalism, Atlanta, Georgia. Tel.: Liberty 3-2311.  
Courses: Radio-tv acting and production; radio-tv speed; radio-tv in journalism; radio-tv news; radio-tv programing; radio-tv performance; radio-tv advertising. Registrar: Walter N. Danner. Registration: Sept. 22, 1957; Jan. 2, March 24, 1958.

U. of Hartford,\* Hillyer College, 115 Hudson St., Hartford, Conn. Tel.: Jackson 4-3101.  
Courses: Tv workshop. Registrar: Richard E. Smith. Registration: (day), Sept. 16-18 (evening), Sept. 3-4 (Grad.), Sept. 3-4.

U. of Houston, Radio-Tv Department,\* 300 Calumet Blvd., Houston 1, Tex. Tel.: Capital 4-4141.  
Courses: Radio workshop; introduction to broadcasting; radio-tv news writing; ad (tv) announcing; sportscasting; station management; advertising; communications system; radio in education; control room operation; advanced radio engineering; tv survey; tv production; tv program planning; tv direction; tv studio operation. Registrar: Ramon A. Vitall. Registration: Sept. 16, 1957; Jan. 29, 1958. Classes via KUHT(TV), U. of Houston educ. station.

U. of Idaho,\* Moscow, Idaho. Tel.: 341.  
Courses: Radio-tv lectures; recording & broadcasting techniques; station writing; experimental broadcasting; radio-tv news; program planning; radio-tv film work. Registrar: J. J. Dunsell. Registration: Sept.

U. of Illinois School of Journalism & Communication,\* 115 Gregory Hall, Urbana, Ill. Tel.: Champaign 2-4611.  
Courses: Tv lab; principles of radio-tv broadcasting; radio announcing; tv acting; writing; tv directing; tv news; cinematography; radio-tv studio management; advanced radio-tv production; radio-tv regulation; radio-tv advertising; seminar in radio-tv; special problems in tv; tv program management and production. Registration: Sept. 5, 1957, Feb. 1, 1958.

U. of Iowa,\* Iowa City 1949, Ia. Tel.: 3-3111.  
Courses: Radio tv techniques; speech in radio-tv; planning and construction of radio-tv program; cinematography techniques; drama production; drama techniques in tv; production methods in radio-tv; problems in tv; film, radio, research in tv, film, radio. Registrar: Ted McCauley. Registration: Sept. 23-25, 1957.

U. of Kansas, William Allen White School of Journalism,\* Flint Hill, Lawrence, Kan. Tel.: Viking 2-770.  
Courses: Tv introduction; announcing; continuity writing; news & special events; advertising; program planning; laboratory; production; cinematography. Registrar: James K. Hill. Registration: Sept. 13-14, 1957. B.A., B.S., M.A., M.R. degree. Sequence accredited by American Council of Association for Professional Broadcasting Officials. Television studio and sound film.

U. of Kentucky,\* WKBY, McVey Hall, Lexington, Ky. Tel.: 3-2330.  
Courses: Studio operation, script writing, production, advertising, cinematography, tv news film (day); announcing, regulations. Registrar: Camille Hayward. Registration: Sept., Feb., June. WKBY operated by staff & faculty.

U. of Louisville,\* Belknap Campus, Louisville 5, Ky. Tel.: Melrose 3-2331.  
Courses: Radio-tv continuity writing; radio-tv broadcasting. Registrar: John M. Hausherr.

U. of Maryland,\* College Park, Md. Tel.: Warburton 3-3381.  
Courses: Introduction to radio and tv; radio continuity writing; tv production principles. Registrar: Mrs. Norma J. Arison. Registration: Sept. 15-26, 1957.

U. of Miami,\* Radio-Tv Film Department, Coral Gables, Fla. Tel.: Blyden 4-4881.  
Courses: Tv production; director; writing; news; news studio operation; film production; law; programing; software research; tv film production workshop; economics. Registrar: Bruce McCracken. Registration: Sept. 15, 1957; Feb. 1, 1958. Courses and 30 A.R. degree. Special course three-week workshop offered.

U. of Minnesota,\* Minneapolis 14, Minn. Tel.: Paulding 4-3271.  
Courses: Radio-tv speech; tv production; tv drama; radio-tv research; radio-tv survey; radio-tv journalism. Registrar: Traci Festingal. 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 & production; tv news laboratory; special events in radio-tv; tv problems; advanced tv laboratory; tv research; radio-tv production. Registrar: Dr.

Charles W. McLane. Registration: Sept., Feb., June.

U. of Nebraska,\* Lincoln, Neb. Tel.: 3-1601.  
Courses: Introduction to radio-tv, radio-tv production, radio-tv announcing, radio-tv directing, radio-tv acting, camera operation, research. Registrar: Floyd C. Hoover. Registration: Sept., Jan., June.

U. of North Carolina, Dept. of Radio-Tv & Motion Pictures,\* Chapel Hill, N. C. Tel.: 4-5841.  
Courses: Introduction to radio-tv, I & II, radio production, radio-tv production, radio-tv writing for radio-tv and motion pictures, motion picture production and technical analysis of radio, tv motion picture; development of radio, tv. Graduate course: studio operation; tv writing & production; tv & motion picture photography; creative programming for radio-tv; station management; studio for tv & motion pictures; radio writing and production; motion picture writing and production; broadcast production & public relations; motion picture and tv performance; social aspects of communication; media research methods. Registrar: Roy Armstrong. Registration: Sept. 15-18, 1957; Jan. 16, 1958. Uses facilities of WUNC-TV Chapel Hill university outlet.

University of Oklahoma,\* Norman, Okla. Tel.: Jefferson 3-4909.  
Courses: Beginning tv; program types for tv; scene writing for tv; scene production for tv; radio to tv advertising, backgrounds and research included in combined radio-tv courses. Registrar: Sherman F. Lawson. Registration: Sept and Feb., annually.

U. of Omaha,\* 30th and Dodge, Omaha, Neb. Tel.: Glendale 4306.  
Courses: Intro. to tv and radio tv technique; tv & radio programming, sales; advanced tv and radio problems. Registrar: Alice C. Smith. Registration: Sept. 3-14, 1957.

U. of Oregon,\* Eugene, Ore. Tel.: Diamond 3-1211.  
Courses: Tv workshop; radio-tv scripts; radio-tv news; radio-tv advertising; radio-tv program production, radio-tv and the public. Registrar: Clifford L. Constance. Registration: Sept. 25-28, 1957.

U. of Pennsylvania,\* Philadelphia, Pa. Tel.: Evergreen 4-6130.  
Courses: Radio-tv journalism; radio-tv writing. Registrar: Dr. Newspaper. Registration: Fall and winter.

U. of Pittsburgh,\* Pittsburgh 22, Pa. Tel.: Mayflower 3-3308.  
Courses: Intro. to radio-tv; theatre technique in tv; tv production; advanced tv production. Registrar: Radcoff A. Robinson. Registration: Sept. 14-18, 1957; Feb. 4-8, 1958.

U. of South Dakota,\* Vermillion, S. D. Tel.: Market 4-134.  
Courses: Tv production; intro. to tv; tv advertising and continuity writing; film production. Registrar: H. W. Frankendorf. Registration: Sept. 12, 1957; Jan. 25, 1958. The U. of S. D. is installing closed-circuit tv equipment for student use by September, 1958.

U. of Southern California,\* 333 Hennessey Ave., Los Angeles 1, Calif. Tel.: Richmond 4-2211.  
Courses: Various tv courses. Registrar: H. W. Penney. Registration: Sept., Feb., June. Degree: B.A., M.A. (telecommunications).

U. of Tampa,\* Plant Park, Tampa, Fla. Tel.: 5-5511.  
Courses: Fundamentals of radio-tv; writing for radio-tv; radio-tv directing and production; radio-tv lab. Registrar: William S. Weldon. Registration: Sept. 11, 1957; Jan. 25, June 14, 1958. Television work is done in conjunction with WTVT (TV) Tampa; radio work with WTUN, school's own station.

U. of Texas,\* University Station, Austin, Tex. Tel.: Greenwood 4-3271.  
Courses: Introduction to tv, programming & production; tv writing. Work in tv is offered as a major in the Drama Department of the College of Fine Arts as part of a four-year college degree program. Registrar: W. B. Shipp. Registration: Sept.

U. of Toledo,\* West Bancroft St., Toledo 6, Ohio. Tel.: Franklin 1451.  
Courses: Radio-tv advertising, tv in education. Registrar: Alvin Markowski. Registration: June 19, July 9, 1957.

U. of Tulsa,\* Seventh & College, Tulsa 2, Okla. Tel.: Warner 4-3411.  
Courses: Tv control room technique; tv production. Registrar: George Y. Melnar. Registration: Sept.

U. of Washington,\* Seattle 2, Wash. Tel.: Melrose 1455.  
Courses: Tv programing; tv writing; tv performance; tv production; tv production lab; radio and tv advertising. Registrar: Mrs. Ethelyn Troner. Registration: for week before beginning of each quarter.

U. of Wisconsin,\* Baruch Hall, Madison & Wisconsin, Wis. Tel.: Albert 3-3211.  
Courses: Radio, tv and society; intro. to tv; tv production and directing; writing for tv; seminar in radio-tv. Registrar: W. J. Harin. Registration: Sept. 12, 1957; Feb. 19, 1958.

U. of Wyoming,\* Laramie, Wyo. Tel.: 3-1111.  
Courses: Tv news; radio and tv drama. Registrar: R. B. McWhinnie. Registration: Sept. 15, 1957.

Western Reserve U.,\* 10940 Euclid Ave., Cleveland 6, Ohio. Tel.: Cedar 1-7710.  
Courses: Elements of tv; tv production; special problems in tv. Registrar: Edward T. Downer. Registration: Sept. 12, 1957; Feb. 4, 1958.

# RADIO-TELEVISION CORRESPONDENTS GALLERIES OF CONGRESS

## ASSOCIATION OFFICERS

Robert F. Hurlight, pres., shunt., exec. comm.  
 Edward F. Morgan, vice shunt., exec. comm.  
 Julian Goodman, sec.  
 Lewis W. Millenberg, treas.  
 Bryce W. Burke, member-at-large  
 Ann M. Corrick, member-at-large  
 Leslie W. Hight, member-at-large  
 Joseph F. McCaffrey, ex-officio  
**SECRETARY** Robert C. Hough, capt.  
 Senate Phone Branches: L20-1584  
 H20128 Robert Menning, capt.  
 House Phone Branches: 743-1471

## ACTIVE MEMBERSHIP LIST

### AMERICAN BROADCASTING CO.

440 Connecticut Ave., N. W.  
 Edward L. Davis, John Erway, Benjamin A. Franklin, William H. Hatch, Jesse F. Maden, Paul D. Malke, Edward F. Morgan, Richard Hendek, John H. Secularity.

### AMERICAN FORUM OF THE AIR

1621 K St., N. W.  
 Julian S. Bartolin.

### ASSOCIATED PRESS RADIO

Evening Star Bldg.  
 Anthony P. Catella, William C. Owen.

### BILL HENRY ASSOC.

3115 14th St., N. W.  
 William M. (Bill) Henry, Virginia H. Blum.

### BRITISH BROADCASTING CORP.

National Press Bldg.  
 Christopher H. Serpell, Douglas Willis.

### CANADIAN BROADCASTING CORP.

National Press Bldg.  
 James M. Minife.

### COLLEGE PRESS CONFERENCE

600 Massachusetts Ave., N. W.  
 Ruth Gott Hagg, Margaret B. Whelan.

### COLUMBIA BROADCASTING SYSTEM

400 & Broadway Sts., N. W.  
 Theodora A. Ayers, Griffing Heston, Milton D. Hitchcock, George Chasely, Wally Church, Fess Clapp, Charles Lee Casey Jr., William F. Corrigan, Theodore J. Craven Jr., Betty S. Decker, Bill Downs, Nancy Hanachman, George E. Harrison, Bruce Hoertel, William Kroll, Theodore F. Kopp, Michael Joseph Marlow, Donald Richardson, James E. Roper, Ralph A. Santos, Eric Savard, William F. Shadel, Lewis W. Shollsteberger, Ned Edward Strasser, Charles von Fremd, Andrew Wiloner.

### CORRICK PRODUCTIONS

House Radio-TV Gallery  
 Ann M. Corrick.

### DAVECK ASSOC.

520 Klinge St., N.W.  
 Fug Eck, David H. Wills.

### HAMILTON-MEANS ASSOC.

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SCENIC AND TITLE ARTISTS LOCAL 818 (IATSE)—7428 Sunset Blvd., Hollywood 48, Calif. Clayton Thompson, bus. mgr.; F. Wayne Hill, pres.

SCREEN ACTORS GUILD (SAG)—Headquarters: 756 Sunset Blvd., Hollywood 48, Calif. Tel.: Hollywood 3-2111; Walter Pidgeon, pres.; John L. Dallas, natl. exec. sec. NEW YORK: 551 5th Ave., New York 17, N. Y. Tel.: Murray Hill 2-4823; Mrs. Florence Marston, Regional Director; Harold Hoffman, exec. sec. CHICAGO: 102 E. Hubbard St., Tel.: Whitehall 2-1344; Ray Jones, rep. DETROIT: 1217 Penobscot Bldg., Tel.: Woodward 1-2114; Ross Spedal, rep. SAN FRANCISCO: 780 Market St., Tel.: Embarcadero 4-2256; Bruce Poyer, rep. BOSTON: 11 Beacon St., Rm. 624, Tel.: State 2-4222; Robert H. Segal, rep. CINCINNATI: 1568 Fountain Sq. Bldg., Tel.: Duane 1-2121; James B. Keltz, rep. CLEVELAND: 101 Bulkeley Bldg., Tel.: Superior 1-1332; Robley D. Evans, rep. PITTSBURGH: 1101 Plaza Bldg., 53 Fifth Ave., Tel.: Atlantic 1-2781; Donald E. Hirsch, rep.

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SCREEN DIRECTORS GUILD OF AMERICA INC. (SDG) (Ind.)—756 Sunset Blvd., Hollywood 48, Calif. Tel.: Odessa 4-1222; George Sidney, pres.; Norman Macmillan, 1st vp.; George Stevens, 2nd vp.; John Sturges, sec. ASSISTANT DIRECTORS COUNCIL—Emanuel Emanuel, pres.; Donk Modes, 1st vp.; Arthur Lasser, 2nd vp.; Jack Berne, sec.; Mark Sandlin, Jr., treas.

SCREEN EXTRAS GUILD (SEG) (AFL-CIO)—223 N. Western Ave., Los Angeles 2, Calif. Tel.: Hollywood 3-2221; Franklyn Varman, pres.; M. O'Neil Shanks, exec. sec.

SCRIPT SUPERVISORS GUILD (Ind.)—1118 S. Garth Ave., Los Angeles 13, Calif. Tel.: Texas 2-2211; Thekla Freeman, bus. mgr.

SET DESIGNERS & MODEL MAKERS OF THE MOTION PICTURE TELEVISION & AMUSEMENT INDUSTRY LOCAL 807\* (IATSE and MPMA of U.S. and Canada) (AFL-CIO)—828 Hollywood Blvd., Hollywood 28, Calif. Tel.: Hollywood 4-2111; Zael Farbank, bus. mgr.

STAGEHANDS LOCAL 22 (IATSE) (AFL-CIO)—2208 W. 8th St., Los Angeles 4, Calif. Tel.: Dunderkirk 2-2121; Carl G. Cooper, bus. mgr.

STORY ANALYSTS LOCAL 84 (IATSE) (AFL-CIO)—394 Santa Monica Blvd., Hollywood 48, Calif. Tel.: Odessa 4-2744; Dorothy M. Kolchman, pres.; Leroy M. Lisher, bus. mgr.

UNITY PRODUCTION MANAGERS GUILD (Ind.)—2908 Crossroads-of-the-World, Hollywood 28, Calif. Tel.: Hollywood 4-0944; C. Kenneth DeLaunt, pres.; Edward J. Ralph, sec.; Eric Stacey, 1st vp.; Thomas Andre, 2d vp.; Ralph Nelson, treas.

STUDIO ELECTRICIANS SOUND TECHNICIANS & AIN CONDITIONING ENGINEERS LOCAL 40 (IBEW) (AFL-CIO)—125 N. Highland Ave., Hollywood 28, Calif. Tel.: Hollywood 3-2121; Charles L. Thomas, bus. mgr.

WRITERS GUILD OF AMERICA EAST INC. (WGAE) 22 W. 52nd St., New York 18, N. Y. Tel.: Plaza 3-2317; Evelyn F. Burke, exec. dir.

WRITERS GUILD OF AMERICA WEST INC. (WGAE) 892 Sunset Blvd., Los Angeles 48, Calif. Tel.: Olympia 2-2302; Edmund Hartmann, pres.; Daniel Taradash, 1st vp.; David Dortch, 2d vp.; Al Smith, sec.; Edmund H. North, treas.; Frances Ingle, exec. dir. SCREEN BRANCH—Frank Nugent, pres.; Herbert Baker, vp.; Winston Miller, sec.-treas. TV-RADIO BRANCH—Curtis Kanyon, pres.; Samuel Newman, vp.; George Cool, sec.-treas.

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## UHF TRANSLATOR STATIONS

Stations authorized to repeat programs of commercial tv outlets.

Channel number is included in call letters, e.g. K33AA means ch. 33. Bold face denotes station on air. Light face denotes only station set on air, according to FCC records.

### ARIZONA

**Bullhead City & Davis Dam—K31AB.** Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLAS-TV Henderson, Nev. **Flagstaff—K31AD.** Cocoma Television Inc., c/o Charles J. Saunders, Box 1871, Flagstaff, Ariz. To translate programs of KTVK (TV) Phoenix, Ariz. **Flagstaff—K31AL.** Cocoma Television Inc., c/o Charles J. Saunders, Box 1871, Flagstaff, Ariz. To translate programs of KOOL-TV Phoenix, Ariz. **Globe-Miami—K31AC.** Community Television Project, c/o K. E. Nyland, Box 46-C, Globe, Ariz. To translate programs of KOOL-TV Phoenix, Ariz. **Globe-Miami—K31AE.** Community Television Project, c/o K. E. Nyland, Box 46-C, Globe, Ariz. To translate programs of KTVK-TV Phoenix, Ariz. **Kingman—K31AC.** Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KTVK-TV Phoenix, Ariz. **Kingman—K31AA.** Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KOOL-TV Phoenix, Ariz. **Mohave County—K31AC.** Mohave County Board of Supervisors, Mohave County, Ariz. To translate programs of KLAS-TV Henderson, Nev. **Parker—K31AB.** Parker Chamber of Commerce, c/o Floyd Ross, Box 1898, Parker, Ariz. To translate programs of KTVK-TV Phoenix, Ariz. **Show Low—(new, ch. 38).** Show Low TV Inc., c/o Lunar Walker, Box 325, Show Low, Ariz. To translate programs of KGIN-TV Tucson, Ariz.

### CALIFORNIA

**Alturas—K31AD.** Alturas T. V. Club Inc., c/o G. L. Smith, Box 478, Alturas, Calif. To translate programs of KVIP (TV) Redding, Calif. **Alturas—K31AH.** Henderson Chevrolet Inc., c/o Crady W. Henderson, 1389 Main St., Alturas, Calif. To translate programs of KOTI (TV) Steamboat Falls, Ore. **Bishop—K31AA.** James R. Oliver, Box 331, Bishop, Calif. To translate programs of KXNT-TV Los Angeles, Calif. **Bishop—K31AA.** James R. Oliver, Bishop, Calif. To translate programs of KBCA-TV Los Angeles, Calif. **Blythe—K31AB.** Palo Verde Valley TV Club, c/o Dana Fisher, Box 54, Blythe, Calif. To translate programs of KTVK-TV Phoenix, Ariz. **Blythe—K31AD.** Palo Verde Valley TV Club, c/o Dana Fisher, Box 54, Blythe, Calif. To translate programs of KOOL-TV Phoenix, Ariz. **Blythe—K31AA.** Palo Verde Valley TV Club, c/o Dana Fisher, Box 54, Blythe, Calif. To translate programs of KTVK-TV Phoenix, Ariz. **Greenfield—K31AF.** Indian Valley TV Co., c/o Raymond F. Lion, Greenfield, Calif. To translate programs of KURA-TV Sacramento, Calif. **Liberty—K31AD.** Liberty T. V. Club, c/o John W. Roberts, Liberty, Calif. To translate programs of KOLN-TV Reno, Nev. **Love Pine—K31AD.** Love Pine Television Inc., c/o Ernest F. Lasky, Box 134, Love Pine, Calif. To translate programs of KPCA (TV) Los Angeles. **Needles—K31AE.** Needles Community Television Club, c/o Paul C. Glawold, Needles, Calif. To translate programs of KLMJ-TV Henderson, Nev. **Palm Springs—K31AL.** Palm Springs Translator Station Inc., c/o Merrill Brown, 558 S. Palm Canyon Dr., Palm Springs, Calif. To translate programs of KXNT (TV) Los Angeles, Calif. **Palm Springs—K31AD.** Palm Springs Translator Station Inc., c/o Merrill Brown, 558 S. Palm Canyon Dr., Palm Springs, Calif. To translate programs of KBCA-TV Los Angeles, Calif. **Susville & Herling—K31AJ.** Itomay Lake Community T-V Corp., c/o M. D. Cover, 2230 Main St., Susville, Calif. To translate programs of KBCA-TV Sacramento, Calif. **Yosemite National Park—(new, ch. 73).** Yosemite Park & City Co., c/o George H. Oliver, Yosemite National Park, Calif. To translate programs of KBBW-TV Salinas-Monterey, Calif.

### COLORADO

**Bayfield & Ignacio—K31AC.** La Plata Electric Assn. Inc., c/o George Granger, Box 182, Durango, Colo. To translate programs of KOB-TV Albuquerque, N. M. **Bayfield & Ignacio—K31AA.** La Plata Electric Assn. Inc., c/o George Granger, Box 182, Durango, Colo. To translate programs of KOAT-TV Albuquerque, N. M. **Center—K31AA.** Central Television Assn., c/o Eugene Stranberg, Box 125, Center, Colo. To translate programs of KCB-TV Pueblo, Colo. **Chiles—K31AF.** T. V. Inc., Mel E. Sazzy, Box 12, Cortez, Colo. To translate programs of KOB-TV Albuquerque, N. M. **Doyleville—K31AD.** L. H. Fenn, 288 S. Coosa, Colorado Springs, Colo. To translate programs of KCB-TV Pueblo, Colo. **Pueblo Springs—K31AD.** La Plata Electric Assn. Inc., c/o George Granger, Box 182, Durango, Colo. To translate programs of KOB-TV Albuquerque, N. M.

**Steam, La Jara and Mancoske—K31AC.** San Luis Television Inc., c/o Alvin Barton, Steam, Colo. To translate programs of KOOM-TV Albuquerque, N. M. **Superior, Superior Valley and Steam-In—K31AA.** H. L. Carter, 38 N. Maple St., Trinidad, Colo. To translate programs of KCM-TV Pueblo, Colo. **Superior, Superior Valley and Steam-In—K31AB.** H. L. Carter, 38 N. Maple St., Trinidad, Colo. To translate programs of KMTV (TV) Colorado Springs, Colo.

### IDAHOO

**Grangeville, Cottonwood, Crummett and New Pore—(new, ch. 32).** Central Idaho T. V. Inc., c/o Fred Jessup, Grangeville, Idaho. To translate programs of KIKO-TV Spokane, Wash. **Grangeville, Cottonwood, Crummett and New Pore—(new, ch. 31).** Central Idaho T. V. Inc., c/o Fred Jessup, Grangeville, Idaho. To translate programs of KLEW-TV Lewiston, Idaho. **Salmón—K31AF.** Lemhi Television Corp., c/o Dale Blinn, 304 N. First St., Salmón, Idaho. To translate programs of KOD-TV Idaho Falls, Idaho.

### MONTANA

**Harve—K31AC.** Hill County T. V. Club, c/o Dora Garson, 888 Third St., Harve, Mont. To translate programs of KPHB-TV Great Falls, Mont. **Harve—K31AB.** Hill County T. V. Club, c/o Pearl Garson, 888 Third St., Harve, Mont. To translate programs of KPHB-TV Great Falls, Mont. **Shelby—(new, ch. 75).** Shelby T. V. Club Inc., c/o Fred Plummer, 334 Main St., Shelby, Mont. To translate programs of KPHB-TV Great Falls, Mont.

### NEVADA

**Battle Mountain—K31AF.** Battle Mountain Television Club, c/o Ray A. Fouts, Battle Mountain, Nev. To translate programs of KGLD-TV Reno, Nev. **Hawthorne—K31AB.** Mt. Grant Television Board Service Corp., c/o A. E. Conely, Hawthorne, Nev. To translate programs of KRON-TV San Francisco, Calif. **Hawthorne—(new, ch. 30).** Mt. Grant Television Board Service Corp., c/o A. E. Conely, Hawthorne, Nev. To translate programs of Reno, Nev. **Wend Hawthorne—K31AA.** The Associated Co., Box 104, Wend Hawthorne, Nev. To translate programs of KGLD-TV Reno, Nev. **Winnemucca—K31AB.** Winnemucca Lions Club, Box 112, Winnemucca, Nev. To translate programs of KOLN-TV Reno, Nev.

### NEW HAMPSHIRE

**Greenfield—K31AA.** Springfield Television Board Corp., c/o William L. Furlong, Box 2314, Greenfield, N.H. To translate programs of WHLP (TV) Greenfield, Mass. **Newport—K31AA.** Springfield Television Board Corp., Box 2314, Springfield, Mass. To translate programs of WHLP (TV) Greenfield, Mass.

### NEW MEXICO

**Farmington—K31AC.** San Juan Non-Profit T. V. Assn., c/o Dr. Lester E. Lathrop, 408 E. Main St., Farmington, N. M. To translate programs of KOB-TV Albuquerque, N. M. **Farmington—K31AC.** San Juan Non-Profit T. V. Assn., c/o Dr. Lester E. Lathrop, 408 E. Main St., Farmington, N. M. To translate programs of KOAT-TV Albuquerque, N. M. **Santa Rosa—K31AB.** Santa Rosa Chamber of Commerce, c/o E. M. Lucero, 441 Sixth St., Santa Rosa, N. M. To translate programs of KOB-TV Albuquerque, N. M. **Truth or Consequences—K31AC.** City of Truth or Consequences, c/o Robert B. Lauran, 615 Sims St., Truth or Consequences, N. M. To translate programs of KOOM-TV Albuquerque, N. M. **Truth or Consequences—K31AE.** City of Truth or Consequences, c/o Robert B. Lauran, 615 Sims St., Truth or Consequences, N. M. To translate programs of KOOM-TV Albuquerque, N. M. **Tucuman—K31AB.** UHF TV Assn., c/o Howard L. Bauer, 301 E. Gaynell, Tucuman, N. M. To translate programs of KQNC-TV Amarillo, Tex.

### OKLAHOMA

**Bozart City—K31AB.** City of Bozart, c/o Mayor Millard Fowler, Bozart City, Okla. To translate programs of KQNC-TV Amarillo, Tex.

### OREGON

**Brownlee Power Plant Camp—K31AC.** Idaho Power Co., c/o A. B. Day, Box 718, Brownlee, Idaho. To translate programs of KBOI-TV Boise, Idaho. **Brownlee Power Plant Camp—K31AC.** c/o A. B. Day, Box 718, Brownlee, Idaho. To translate programs of KIDO-TV Boise, Idaho. **Brownlee Trailer Camp—K31AB.** Harrison-Kendall Co., c/o Glenn C. Johnson, Box 492, Brownlee, Idaho. To translate programs of KBOI-TV Boise, Idaho. **Brownlee Trailer Camp—K31AD.** Harrison-Kendall Co., c/o Glenn C. Johnson, Box 492, Brownlee, Idaho. To translate programs of KBOI-TV Boise, Idaho. **Cave Junction—K31AF.** Cave Junction Oregon Television Inc., Box 118, McLeod, Ore. To translate programs of KBBE-TV Medford, Ore. **John Day—K31AG.** John Day Valley Television

Inc., Edward W. Southworth, John Day, Ore. To translate programs of KOB-TV Boise, Idaho. **John Day—K31AC.** John Day Valley Television Inc., c/o Donald W. Southworth, John Day, Ore. To translate programs of KIDO-TV Boise, Idaho. **La Grande—K31AA.** Grande Ronde Television Assn., c/o Harlow Speckhart, Rt. 1, La Grande, Ore. To translate programs of KHQ (TV) Spokane, Wash. **Madras—K31AB.** Jefferson County Television Inc., c/o Kenneth McCaulon, Madras, Ore. To translate programs of KOIN-TV Portland, Ore. **Madras—K31AE.** Jefferson County Television Inc., c/o Kenneth McCaulon, Madras, Ore. To translate programs of KPTV (TV) Portland, Ore. **Maupin—K31AB.** Estel L. Stoyak, Maupin, Ore. To translate programs of KOIN-TV Portland, Ore. **Newport and Otter Rock—K31AG.** Paul Kabury, 137 58 Coast Hwy., Newport, Ore. To translate programs of KOIN-TV Portland, Ore. **Oxbow Power Plant Camp—K31AN.** Idaho Power Co., c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KBOI-TV Boise, Idaho. **Oxbow Power Plant Camp—K31AE.** Idaho Power Co., c/o A. B. Day, Box 770, Boise, Idaho. To translate programs of KIDO-TV Boise, Idaho. **Prineville—K31AL.** Ochoco Television Inc., c/o B. W. Macdon, Prineville, Ore. To translate programs of KOIN-TV Portland, Ore. **Prineville—K31AA.** Ochoco Television Inc., c/o B. W. Macdon, Prineville, Ore. To translate programs of KLOB-TV Portland, Ore. **Redmond—K31AE.** Redmond Junior Chamber of Commerce, c/o A. J. Sheffield, Redmond, Ore. To translate programs of KOIN-TV Portland, Ore. **Redmond—K31AA.** Redmond Junior Chamber of Commerce, c/o A. J. Sheffield, Box 122, Redmond, Ore. To translate programs of KLOB-TV Portland, Ore.

### PENNSYLVANIA

**North Warren—K31AA.** Conewago Valley Television Inc., c/o Wendell O. Lewman, 103 Dimech St., North Warren, Pa. To translate programs of WJEN-TV Buffalo, N. Y.

### TEXAS

**Alpine and Mays—K31AF.** The Star System TV Assn. Inc., Kenneth E. Shaffer, Box 94, Alpine, Tex. To translate programs of KOSA-TV Odessa, Tex. **San Saba—(new, ch. 37).** Norman E. Phillips, Box 62, San Saba, Tex. To translate programs of KTEC-TV Austin, Tex.

### UTAH

**Big Water—K31AF.** White Pine State Co., c/o David I. Hancock, Box 686, Big Water, Nev. To translate programs of KSL-TV Salt Lake City, Utah. **Big Water—K31AF.** White Pine State Co., c/o David I. Hancock, Box 686, Big Water, Nev. To translate programs of KSL-TV Salt Lake City, Utah. **Orangeville, Castle Dale, Ferron and Huntington—K31AB.** Breery County, c/o William Jackson, Orangeville, Utah. To translate programs of KSL-TV Salt Lake City, Utah. **Orangeville, Castle Dale, Ferron and Huntington—K31AA.** Breery County, c/o William Jackson, Orangeville, Utah. To translate programs of KTVT (TV) Salt Lake City, Utah. **Raymond—K31AD.** Whittay Harbor T. V. Assn. Inc., c/o Walt Rectant, 289 Third St., Raymond, Wash. To translate programs of KOMO-TV Seattle, Wash. **Rockwell, Noola and Fort Duchesne—K31AB.** Utah Basin Television Co., c/o Earl Dillman, Rockwell, Utah. To translate programs of KSL-TV Salt Lake City, Utah.

### WASHINGTON

**Chelan—K31AM.** Manson Community TV Co., c/o Marion McFadden, Manson, Wash. To translate programs of KREM-TV Spokane, Wash. **Chelan and Manson—K31AA.** Manson Community TV Co., c/o Marion McFadden, Manson, Wash. To translate programs of KHQ-TV Spokane, Wash. **Ellensburg—K31AF.** Valley T. V. Assn. Inc., c/o W. S. Vigherman, 288 S. Hubbs St., Ellensburg, Wash. To translate programs of KIMA-TV Yakima, Wash. **Libby—K31AL.** Libby Video Club, Edward J. Peck, Libby, Mont. To translate programs of KREM-TV Spokane, Wash. **Manson—K31AM.** Manson Community TV Co., c/o Marion McFadden, Manson, Wash. To translate programs of KREM-TV Spokane, Wash.

### WYOMING

**Pinedale—K31AX.** Town of Pinedale, c/o Glen W. West, Pinedale Power & Light Co., Pinedale, Wyo. To translate programs of KID-TV Idaho Falls, Idaho. **Rock Springs—K31AF.** Translators T. V. Souty, Coop. Inc., c/o John E. West, Box 812, Rock Springs, Wyo. To translate programs of KTVU-TV Salt Lake City, Utah. **Rock Springs—K31AB.** Translators T. V. Souty, Coop. Inc., c/o John E. West, Box 812, Rock Springs, Wyo. To translate programs of KSL-TV Salt Lake City, Utah. **Sheridan—K31AE.** Sheridan Television Co., c/o Jane Glavin, Sheridan, Wyo. To translate programs of KFBC-TV Cheyenne, Wyo.

## MAJOR AWARDS AND CITATIONS

**ADVERTISING COUNCIL AWARDS** in the form of plaques, given annually to volunteer contributors and advertising agencies who have contributed time and services to public service campaigns. For details contact Advertising Council, 21 W. 49th St., New York, N. Y. Jackson 2-1330.

For latest awards, see B.T., Dec. 28, 1955.

**AMERICAN HERITAGE FOUNDATION ANNUAL AWARDS** for "outstanding performances" in getting out the word of education laws, a reproduction of a famous art work or historical document is presented. For details contact American Heritage Foundation, 11 W. 52nd St., New York, N. Y. Bryant 9-6225.

For latest awards, see B.T., April 22, 1957.

**AMERICA'S DEMOCRATIC LEGACY AWARDS** for outstanding contributions to a better America, silver medallions. The ADL Television Award is presented annually to the most dramatic and forthright television program of the year bringing the message of democracy to the American people. For details contact Benjamin B. Epstein, national director, Anti Defamation League of B'nai B'rith, 113 Madison Ave., New York 22, N. Y.

For latest awards, see B.T., Nov. 20, 1956.

**W. E. G. BAKER AWARD**, established by Institute of Radio Engineers, given annually for best paper published in Proceedings of IRE professional groups, certificates and cash award comprised of income of a fund donated to IRE by Dr. Baker, General Electric vice president and chairman of IRE's professional groups committee. For details contact IRE headquarters, 1 E. 70th St., New York 21, N. Y.

For latest award, see B.T., Jan. 14, 1957.

**BETTER UNDERSTANDING AWARDS** for "outstanding contributions to the betterment of British-American relations," trophies and citations, presented annually to radio-TV commentators. For details contact Roger Hawthorne, English-Speaking Union, 14 E. 40th St., New York 21, N. Y.

**CHRISTOPHER AWARDS** in "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 to producer, director and writer of winning programs, also given to other entertainment fields. For information, write Father Jacob Keller, The Christophers, 14 E. 45th St., New York 17, N. Y.

For latest awards, see B.T., May 6, 1957.

**HARRY DIAMOND MEMORIAL AWARD** to "a person in government service for outstanding contributions in field of radio or electronics," scrolls presented annually at IRE convention in March. For details contact E. K. Gannett, Institute of Radio Engineers, 1 E. 70th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1957.

**ALFRED I. DUPONT AWARDS** for "distinguished service to the American people," a plaque and \$1,200 in cash presented each March to one large radio or tv station, one small station and one commentator. For details contact Alfred I. Dupont Awards Foundation in Radio & Television, Washington & Lee U., Lexington, Va.

For latest awards, see B.T., April 1, 1957.

**EDUCATION WRITERS ASSN. AWARDS** for reporting and interpreta-

tion in field of education, bronze plaques and certificates awarded for reportorial and editorial material from radio, tv, newspapers and magazines. For details contact Joseph Dettich, Education Writers Assn., 228 W. 125th St., New York 21, N. Y.

**EMMY AWARDS** to tv stations, networks, individuals for outstanding achievements in tv programming. Statuettes, presented annually in Hollywood and New York to winners selected by membership of Academy of Television Arts & Sciences, a "non-profit corporation dedicated to the advancement of tv." For details contact Thea Freeman-Smith, 5128 Sunset Blvd., Los Angeles 48, Calif., or Ken Leadon, 280 Central Park South, New York 21, N. Y.

For latest awards, see B.T., March 28, 1957.

**FARM SAFETY AWARDS** for outstanding farm safety promotion, plaques given to radio and tv stations (also farm exhibitors) each year in connection with National Farm Safety Week. For details contact Paul Jones, National Safety Council, 428 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., Nov. 20, 1956.

**FREEDOM AWARDS** for contributions to the American Way of Life, medals, presented each Feb. 22 at Valley Forge for outstanding radio and tv programs of previous year. For details contact Awards Dept. Transylvania Foundation, Valley Forge, Pa.

For latest awards, see B.T., Feb. 22, 1957.

**CENTRAL FEDERATION OF WOMEN'S CLUBS AWARDS** for outstanding tv and radio programs in the following categories: news, education, children's services, individual responsibility, meeting the problems of juvenile delinquency, stressed spiritual values, citizenship, presented annually at the federation's national convention. For details contact the federation's correspondence chair, Mrs. Dexter O. Arnold, 9 Dearborn Rd., Durham, N. H.

For latest awards, see B.T., June 17, 1957.

**GOLDEN MIKE AWARDS** for best program in three categories selected each fall by National Radio-TV Committee. IRE awards given program of greatest women's appeal, family program of freshest entertainment appeal, and youth program with widest informational appeal on tv (also given for radio). For details contact Lyvion K. Hunt, radio-ty dir., American Lesson Auxiliary, 1008 H St. N.W., Washington 4, D. C.

For latest awards, see B.T., Sept. 17, 1956.

**GOLDEN REEL AWARDS** for 18 mm. documentary, educational and instructional films. 24 gold plaques (with silver plaques for runner-up) and awards for sound titles given each April at the American Film Assembly. For details contact Gus Cleveland, director, American Film Assembly Film Council of America, 614 Davis St., Evanston, Ill.

**HALL OF FAME AWARDS**, made post-humously 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 NARTE convention. For details contact the Hall of Fame Awards Group of Radio Pioneers, William S. Badger, NBC, 30 Rockefeller Plaza, New York 20, N. Y.

For latest awards, see B.T., April 22, 1957.

**HEADLINER AWARDS** for outstanding work by news staffs of radio and tv

stations and networks (as well as newspapers, magazines and newsletters), silver medallions, presented each spring in Atlantic City for achievement in previous calendar year. For details contact Mabel Dorfman, exec. ass't, Headquarters 2201 Boardwalk, Atlantic City, N. J.

For latest awards, see B.T., April 22, 1957.

**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 B. Samuel, exec. dir., Sidney Hillman Foundation, 10 Union Square, New York 2, N. Y.

**MUNIAN 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 use to promote, 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, 41 W. 87th St., New York 14, N. Y.

For latest awards, see B.T., Feb. 28, 1957.

**IRE FOUNDER'S AWARD** "bestowed on special occasion to outstanding leaders in the communication and electronics field," bronze medal. For details contact E. K. Gannett, Institute of Radio Engineers, 1 E. 70th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1957.

**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. K. Gannett, Institute of Radio Engineers, 1 E. 70th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1957.

**ALBERT LASKER AWARD FOR MEDICAL JOURNALISM** for top radio-tv programs, newspaper stories and magazine articles dealing with medical research or public health, \$5,000 cash. For details contact Albert & Mary Lasker Foundation, 400 Lexington Ave., New York 17, N. Y.

For latest awards see B.T., May 6, 1957.

**MORRIS LIEMANN MEMORIAL PRIZE** to an IRE member "for a recent important contribution to the radio art," cash award, made annually at IRE convention in March. For details contact E. K. Gannett, Institute of Radio Engineers, 1 E. 70th St., New York 21, N. Y.

For latest awards, see B.T., March 28, 1957.

**LIFE LINE OF AMERICA AWARD** given every other year by Grocery Manufacturers of America to a woman in television or news field who has done best job of interpreting "Life Line" process of journey of food from farm to table. Silver replica of London Bowl plus plaque in winner and citation and certificate to runner-up. For details contact Grocery Manufacturers of America, 20 E. 42nd St., New York 17, N. Y.

For latest awards, see B.T., Dec. 16, 1956.

**LOOK AWARDS** for best tv programs (drama, variety, public affairs, news, educational, children's, religious, sports, quiz or panel) and for best comedy or comedy team, producer, director, manager of comedies. Awards are citations and plaques, presented annually to winners selected by poll of tv editors. For details contact Esther Burke, pres.

Dept., Look, 400 Madison Ave., New York 22, N. Y.

For latest awards, see B.T., Dec. 28, 1956.

**MARSHALL FIELD AWARD** gives a commensurate honor to U. S. for outstanding contribution to the welfare of children, \$2,500 honorarium and inscribed scroll. For details, Marshall Field Awards Foundation, 398 Madison Ave., New York 22, N. Y.

For latest awards, see B.T., March 11, 1957.

**MCCALL'S AWARDS TO WOMEN IN RADIO & TV** for outstanding public service to the community, seven eight-inch gold microphones given annually to three women broadcasters, three women radio or tv executives and one woman award. Presentations are made during national convention of American Women in Radio & Television. For details contact Frank Engen, mgr. pub. ed., McCall's Magazine, 220 Park Ave., New York 17, N. Y.

For latest awards, see B.T., April 9, 1957.

**NAFERRAT AWARDS** for outstanding radio and tv network programs in seven categories, certificates, presents, usually awarded first of the year. For details contact Mrs. Clara Logan, pres., National Assn. for Better Radio & Television, 183 Victoria Ave., Los Angeles 2, Calif.

For latest awards, see B.T., March 18, 1957.

**NATIONAL MASS MEDIA AWARDS** of Thomas Alva Edison Foundation for "encouragement of more wholesome influences for youth in mass media and interesting young boys and girls in science," scrolls presented annually in December for film, radio and television programs and stations. For further details contact Miss Cecil Gilman, director of National Mass Media Awards Program, Thomas Alva Edison Foundation, 1 W. 100th St., New York 14, N. Y.

For latest awards, see B.T., Dec. 26, 1956.

**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, photographers or designers responsible for winning entries. For details contact Winifred Kohn, Art Directors Club, 115 E. 69th St., New York 18, N. Y.

For latest awards, see B.T., May 26, 1957.

**OHIO STATE IRE AWARDS** for educational radio and tv programs, certificates presented each spring at the American Exhibition of Educational Radio & 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., May 6, 1957.

**OVERSEAS PRESS CLUB OF AMERICA AWARDS** for best consistent radio reporting from abroad of foreign affairs; best consistent tv presentation of foreign news; 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 Cecil Brown, pres., Overseas Press Club of America, 15 E. 38th St., New York 17, N. Y.

For latest awards, see B.T., May 6, 1957.

**GEORGE FOSTER PRABHIV 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 R. Dreyer, dean, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

For latest awards, see B.T., April 22, 1957.

**PHOTO REPORTING AWARDS** given jointly by the National Press Photographers Assn. and Encyclopaedia Britannica, Inc., for outstanding achievement in the field of news-photo reporting, plaques, U. S. savings bonds, and publications of Encyclopaedia Britannica given annually at NPPA convention. Awards granted to three categories: newspaper, magazine and news-reel. Open to any individual who receives the news through the medium of photography for any periodical expenditure of resources engaged in the dissemination of news to the general public. For details contact James Collins, National Press Photographers Convention, Encyclopaedia Britannica, Inc., 435 N. Michigan Ave., Chicago, Ill.

For latest awards, see B.T., April 1, 1957.

**GEORGE POLK MEMORIAL AWARDS** for outstanding reporting for radio, television and newspapers, gold plaques given annually. For details contact Dr. Theodore E. Kruglak, chmn., Journalism Dept., Long Island U., 380 Flatbush Ave. Extension, Brooklyn 1, N. Y.

For latest awards, see B.T., April 16, 1957.

**PUBLIC INTEREST AWARDS** for safety innovations, plaques given annually to radio and TV stations and networks (also in 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., April 22, 1957.

**KEYMA MEDAL OF HONOR** awarded

annually to an individual or firm for outstanding service in the electronics industry by Radio-Electronics-TV Mfrs. Assn., at convention banquet. For further details contact Herbert P. Dodge Jr., mgr. Office of Information, Radio-Electronics-TV Mfrs. Assn., 1721 DeSales St., N.W., Washington 6, D. C.

For latest award, see B.T., May 20, 1957.

**HINDA AWARDS** for outstanding news operation by a radio station (also TV) and for outstanding news and special event coverage, gold trophies presented annually by Northwestern U. at the Radio-Television News Directors Assn. convention banquet. For details contact Herbert Moses, Medill School of Journalism, Northwestern U., Evanston, Ill.

For latest awards, see B.T., May 16, 1957.

**DAVID LARNOFF PROGRESS MEDAL**, given annually at fall convention of Society of Motion Picture & Television Engineers to an individual in recognition of an invention, research or development which, in opinion of committee, shall have resulted in significant advances in development of motion picture technology. Medal and citation are given. For details contact SMPTA, 25 W. 42nd St., New York 18, N. Y.

For latest awards, see B.T., Oct. 1, 1956.

**SATURDAY REVIEW AWARDS** for distinguished examples of institutional advertising in the public interest, citations given annually (August) to advertisers in the broadcast media (also in print). For details contact William D. Pateman, issue publisher, The Saturday Review, 25 W. 42nd St., New York 18, N. Y.

For latest awards, see B.T., April 22, 1957.

**SCHOOL BELL AWARDS**, for distinguished service to education by non-educational media, given annually

given annually at National Education Assn. convention. Co-ordinating agency is National School Public Relations Assn. For details contact Roy K. Wilson, exec. sec., National School Public Relations Assn., 1201 - 14th St., N. W., Washington 6, D. C.

For latest awards, see B.T., July 8, 1956.

**ROBERT E. SHERWOOD TELEVISION AWARDS** for TV programs which handle themes of liberty and freedom with "the greatest distinction, taste and effectiveness." Cash awards of \$25,000 for the best network documentary, \$20,000 for the best network drama and \$15,000 for the best production of other type by an independent station, to be shared by producer-director and writer of each winning program. Plaques will be given to networks and stations, also to sponsors if any. Details available from Television Awards, The Fund for the Republic, 25 East 64th St., New York 11, N. Y.

For latest awards, see B.T., June 24, 1957.

**SIGMA DELTA CHI AWARDS** for distinguished service in journalism, radio and printing 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, 23 E. Wacker Drive, Chicago 1, Ill.

For latest awards, see B.T., April 22, 1957.

**ALFRED P. SLOAN AWARDS** for the promotion of traffic safety, plaques given annually by the Sloan Foundation to radio and TV stations and networks and sponsors. Only stations that have previously won Public Interest Awards are eligible for Sloan Awards. For details contact Paul Jones, National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

For latest awards, see B.T., May 1, 1957.

**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, 550 Madison Ave., New York 21, N. Y.

For latest awards, see B.T., Dec. 14, 1956.

**BROWDER J. THOMPSON MEMORIAL PRIZE AWARD** to author under 30 of paper published by IRE concerning the "best combination of technical contribution and presentation of subject," cash award made annually at March convention of IRE. For details contact E. K. Gannett, Institute of Radio Engineers, 1 E. 78th St., New York 17, N. Y.

For latest award, see B.T., March 26, 1957.

**PAUL W. WHITE MEMORIAL AWARD** "to individual who made the most significant contribution to radio and to journalism" during preceding year, presented annually at Radio-Television News Directors Assn. convention. Besides citation presented is either a silver cup, bronze plaque, monetary award or other suitable recognition having a utilitarian value. For details contact Herbert Moses, Medill School of Journalism, Northwestern U., Evanston, Ill.

For latest award, see B.T., Nov. 19, 1956.

**VLADIMIR K. ZWORYKIN TELEVISION AWARD** for "important technical contributions to electronic television, electron and cash award, presented annually at March convention of IRE. For details contact E. K. Gannett, Institute of Radio Engineers, 1 E. 78th St., New York 17, N. Y.

For latest awards, see B.T., March 22, 1957.

**SIGNIFICANT TELEVISION STORIES, JULY 2, 1956-JUNE 1957**

(Dates given are B.T. issues in which happenings were reported)

1956  
 July 1—FCC sketches an outline on way to meet 66, with long range plan leaving door open for major shift to UHF bid for process proposing deinterference in 14 markets.  
 July 3—FCC's without-hearing approval of NBC-Washington stations swap noted by Collier Committee in its first for monopoly in TV industry.  
 July 9—Color TV door to open wide by 1958-59 predicts Gerald W. Tuckman, vice president and research director of Cunningham & Walsh, who declared a million or more such sets are needed before advertisers will make extensive use of medium and that soon after that figure is reached, it may become one of the nation's top advertising media.  
 July 9—TV and radio rights for the 1957-58 inclusive World Series and All-Star games purchased by NBC for \$10 million plus minimum Commission of Baseball Fred C. Frick.  
 July 16—Electronics funds is endorsed by House Un-American Activities Committee with Ford for the Republic's controversial report on the TV-radio and motion picture companies and New York legislative Senate subsequently detailed and summed during week-long hearings.  
 July 16—Warner Bros. Pictures Inc. controlling interests sold by reported \$17 million to group of investors headed by Boston banker Hugh Somers.  
 July 16—Secretary of State John Foster Dulles lifts ban on showing of his news conference.  
 July 17—Senate Commerce Committee by 12-to-2 vote approves an interim report on allocations which in general supports FCC's long-range program for shifting all or a major part of its broadcasting to UHF and specifically approves Commission's interim program of selective deinterference.  
 July 23—The Texas Story, seventh in a series of B.T. reports on expanding U.S. markets.  
 July 30—Seven percent of homes in large cities have more than one TV receiver, according to Census Bureau analysis of February sample which shows 73% of all U. S. homes have TV sets.  
 July 31—Six comets to be, accounting for more than 75% of all lipstick sales, plan increase use of TV in fall-winter campaign.

July 30—Unrecoverable multimillion dollar five-year spot TV campaign, involving RKO film library and C & C Television Corp., revealed by International Labor Corp. which said it was counting on broadcast drive to triple company's sales in two years.  
 July 30—Maw plan to equidate its facilities allocations in the top 100 markets sent to both Senate Commerce Committee and FCC by ABC includes reducing mileage apparatus to squeeze in V's power regulations, directional antennas and move of some existing stations.  
 July 30—TV broadcasting took in \$944.1 million in revenue in 1956, an FCC report reveals, total income for the four networks (DuMont ceased operating as a network in Sept. 1956) and 437 stations reached \$131.2 million before payment of Federal income taxes.  
 Aug. 1—Settle problems through industry arbitration — deal over Tom Speedway and sports, Mitchell Walden, president, WTVZ (TV) Miami, named broadcaster in a recorded interview with B.T. editors.  
 Aug. 6—National Survey of Television Producers and Screen Playwrights' Guild opens in survey by Oct. 1.  
 Aug. 6—NARTV's 1956 Film Market shows 10 filmed programs were sponsored than live shows in markets with \$20,000 or more value sets for all markets placing an average devoted more than 70% of time to local film telecasts.  
 Aug. 6—Charging "violation of decency" and unauthorized use of his "work" as an actor on Disneyland, Kirk Douglas files \$15,000 damage suit in Los Angeles Superior Court against producer Walt Disney, ABC-TV, three sponsors and their advertising agencies.  
 Aug. 13—Some 97 full-power TV stations become charter members of newly formed Assn. of Maximum Service Televisers at Chicago organization meeting; members are estimated a \$100,000 nationwide TV engineering survey has already started and will encompass 25 markets under criteria being evolved in comparison with FCC engineering department.  
 Aug. 13—With more than \$300 million now being spent yearly to telecast film programs, B.T. gives

status report of this activity, plus rundown on new properties being treated for details.  
 Aug. 13—TV time rates are rising with 140 stations having increased rates in first half of 1956 and only four reducing them, survey shows.  
 Aug. 13—June gross time sales of TV networks were 50% ahead of June 1955, reports PIB; Jan.-June billings 50% ahead of last year.  
 Aug. 13—Revamped NBC-TV network schedule calls for more than 25 spectacular and special telecasts in 1956-57 season.  
 Aug. 16—Pattern for watching to vary by geographic region as well as by season, James Keller, Director, American Research Bureau, reports.  
 Aug. 20—Clem's bid, over 50% of KTTV (TV) as a sales newspaper would independent for \$125,000, concludes 44 million leading advertisement will station for 1956-57 season.  
 Aug. 20—Raid of new color facilities in New York, Brooklyn and Newark on which NBC-TV has spent \$12 million in last year, will be closed to service this fall.  
 Aug. 27—Estimated \$4-50 million multiple leasing arrangement for 22 feature film library of MGM product, announced by Lewis' law, includes separate deals with CBS, opened and operated in stations in New York, Chicago and Milwaukee; Triangle Publications, four TV stations and King Broadcasting Co.'s two to include.  
 Aug. 27—Sale of its film library for \$11 million to PSM Inc. produced \$12.5 million in profits after costs, Warner Bros. Pictures Inc. informs stockholders.  
 Sept. 3—Alton E. Dumbauld Labs reveal refined system of making films for TV and theatre which Paramount Sunset Corp. will start using in Hollywood.  
 Sept. 3—Electronics research project of Bing Crosby Enterprises, including the video tape recorder (VTR) acquired by Massachusetts Mining & Manufacturing Co.  
 Sept. 14—B.T. also some of the problems to be faced by producers releasing post-1955 feature films to TV.  
 Sept. 14—Auto makers' fall advertising plans in-

... heavy use of by for introduction and promotion of 1951 models, a D-T roundup finds:

Sept. 28—Adopting familiar newspaper advertising techniques, a low cost "spot service" of national network spots for tv advertisers called Telestat, has been developed by two Hollywood businessmen.

Sept. 18—FBI transcripts granted by FCC to M. Grant TV Distributor Service Corp., Hawthorne, Nev., for retrocasting programs of KRON-TV San Francisco and James H. Oliver, Bishop, Calif. for retrocasting Home of KXST (TV) and KRCA (TV) both Los Angeles.

Sept. 18—Appellate court takes FCC error in granting WSPA-TV Spartanburg, S. C. permission to move transmitter to Paris Mt. without receiving engineering evidence; remands case for reworking.

Sept. 17—Tv film producers, testifying before House Antitrust Subcommittee, charge tv networks with using option time clauses to control affiliates, programming.

Sept. 17—NTA Film Network, with lineup of 104 affiliated stations and scheduled to start Oct. 11 with two hours programming weekly, hopes to have 30 hours weekly by 1959-60, Ely Laitan, president, says.

Sept. 17—FCC Chairman George C. McConaughy announces he favors extending broadcast license from present three years to five.

Sept. 17—Charging that CBS conspired to force film out of business, Lou Heller, member of New York WCAR-TV Milwaukee, Wis., files antitrust suit against network and others, seeking \$4,500,000 in treble damages.

Sept. 17—TVB presentation to Philadelphia advertisers and agency executives shows tv as country's "major entertainment, information and communication" service as well as "round-the-clock medium."

Sept. 16—ASCAP-BMI battle is reborn in New York sessions of House Antitrust Subcommittee.

Sept. 14—Almost nine out of 10 television homes (89%) viewed at least one session in each of the two major political conventions in August and "by an interesting coincidence the Democrats and Republicans had equal audiences of 32.1 million U. S. homes," A. C. Nielsen Co. reports.

Sept. 14—Dulford Lath joins Chromatic Television Labs in preparations for mass production of Lawrence single-gun color tubes and receivers.

Oct. 1—County-by-county estimates of tv homes as of March 1956 is issued by Advertising Research Foundation (carried in full in H-T).

Oct. 1—Brig. Gen. David Barnett, RCA board chairman, celebrating completion of 30 years in electronics, makes 30 predictions for next 30 years.

Oct. 1—Mechrom Inc. unveils equipment to automate tv station operation at NABTEC Region 8 conference.

Oct. 8—Tv enters fall business season with billings estimated at \$100 million a month. H-T's annual survey finds.

Oct. 15—Viewing in Videotown is down slightly in 1956 from 1955, first dip since Cunningham & Walsh began surveying sample market in 1949.

Oct. 15—Color doubles the audience of television programs; doubles the impact of commercials, NEC-EMCO "ColorDown" study reports.

Oct. 14—BROADCASTING • TELECASTING completes 25 years of covering the broadcasting scene, crosses past quarter-century in special 25th anniversary issue.

Oct. 12—ABC-PT President Leonard Goldenson assumes presidency of ABC as Robert Knicker resigns; Oliver Tracy replaces ABC as tv network head.

Oct. 12—CIBC is now ready for competitive to Canadian Broadcasting Corp. chairman A. H. Donkin tells Royal Commission on Broadcasting.

Nov. 3—Marie Jones succeeds J. L. Van Ypersele as president of CBS-TV; Robert Kirtner becomes executive vice president of NBC.

Nov. 3—20th Century-Fox Film Corp. sells its rights to 200 feature films to National Television Assoc. for \$50 million, acquires 50% interest in NYA Film Network.

Nov. 12—CBS, NBC, tv networks grossed \$21.3 million in 1955, netted \$20.2 million, according to H-T calculations from data released by Color Committee.

Nov. 12—Movie-tv merger patterns develop; ABC-TV announces theatrical film-making subsidiary at latest in series of tv-movie alliances.

Nov. 12—What advertising spend for network tv in first half of 1956 is disclosed by H-T analysis of gross, discounts and net billings of all advertisers using CBS-TV or NBC-TV.

Nov. 12—Tv's rising costs drive agencies to return to role of producer, Don Duffy, BBDO president, tells NABTEC meeting.

Nov. 12—Crowell-Collier Publishing Co. unable to raise money, cancels agreement to buy Home-News for \$24 million.

Nov. 12—New Broadcasters Promotion Ass. elects David Partridge, WBC, as first president.

Dec. 1—Young & Rubicam is top agency in tv radio billings, H-T survey reveals, spending \$62 million

in broadcast media, \$24 million in tv alone, where Y & R also ranked first.

Dec. 1—LIFTING all-channel net tax is essential for salvation of AM, broadcasters tell House Ways & Means subcommittee.

Dec. 1—Hollywood local of American Federation of Musicians asks current union for \$2.4 million and seeks to get fees for re-use of records on tv paid to musicians who did work rather than into trust funds.

Dec. 16—Justice Dept. files civil antitrust suit against RCA-NBC charges use of program against Westinghouse in sweep of NBC's Cleveland program stations for Westinghouse's Philadelphia broadcast properties.

Dec. 16—Paul W. Keenan, WBBM-TV pioneer and former CBS executive vice president, dies at 55 after long illness.

Dec. 17—NBC President Robert W. Carraro labels invasion of feature films (\$100 million worth) to print a "menace" to tv.

Dec. 17—Typical tv station now offers over 100 hours of programs a week, with network and film share increasing as local live program time declines, H-T survey reveals.

Dec. 14—Tape, film, live radio properties (WFBM-AM-TV, Indianapolis, WTCR-AM-TV, Minneapolis-St. Paul, WOOD-AM-TV and two secondary channels) for \$14.55 million.

Dec. 14—FCC mulls Craven plan to enable assignment of 15 more vhf stations in important markets.

Dec. 14—Bowling to protests, WGN-TV Chicago movie's scheduled airing in premiere of motion picture "Martin Luther", gets more protests as result.

Dec. 14—Ted Bates is top agency user of spot radio for year with combined spot broadcast billings of \$18 million, also top tv spot buyer (\$20 million), H-T annual survey reveals.

1957

Jan. 7—Republic Pictures asks AFM, challenging union's right to "license" showing of movies on tv and to levy 2% tax on this use.

Jan. 7—U. S. Supreme Court upholds right of FCC to limit ownership of broadcast stations.

Jan. 14—Dangers of concentration in tv station ownership stressed by interim report of Roscoe L. Barrow, director of FCC's network study staff.

Jan. 21—FCC tentatively decides tv case, ending facilities to 14 markets.

Jan. 26—ABC-TV sets ready to challenge leadership of NBC-TV and CBS-TV by adding leased stations which will deliver audience and advertisers.

Jan. 26—Loew's Inc. plans entry into tv film production, under jurisdiction of MGM-TV, headed by Charter (Bud) Barry.

Feb. 4—Compliance with federal law governing political broadcasting brings \$100,000 fine out against WDAY-TV Fargo, N.D.

Feb. 4—Warner-Lambert Pharmaceutical Co. signs \$1.7 million contract with NTA Film Network for sponsorship of one hour of weekly feature film telecasts on 133 stations.

Feb. 4—Edward Petty & Co. celebrates 25th birthday as station representative.

Feb. 11—ABC-TV realigns daytime rates to make them one-third rather than one-half of nighttime.

Feb. 11—NBC signs multi-million pact with Bob Hope whereby he agrees to do 40 tv shows and network acquires half-ownership of Bob Hope Enterprises.

Feb. 15—Test of toll tv is urged by tv investigation staff of Senate Commerce Committee.

Feb. 18—National advertisers spent \$307,698,000 for spot tv time in 1956, according to data compiled by Rorbaugh for TvB. Proctor & Gamble was leading spot user, spending \$17,521,000; Brown & Williamson second with \$11,250,000.

March 4—F. Lorillard Co. joins Warner-Lambert, buys remaining half-hour of NTA Film Network's 90-minute weekly feature film telecasts.

March 4—FCC opens up 16 more vhf assignments, switches five vhf broadcasters to net in deinterference move; appeals seen as inevitable.

March 4—Westinghouse Broadcasting Co. conference on public service programming wins plaudits of broadcasters and educators.

March 11—Bartering of films on tv is now big business, H-T investigation finds.

March 11—New York agencies show great interest in KRON-TV two-second "flash" spot plan, but no sales are made.

March 11—Senate Commerce Committee quizzes FCC on situation; hears Comr. Craven explain his plan for attacking problem.

March 11—FCC may refer toll tv question to Congress, Chairman McConaughy tells House Commerce Committee.

March 23—Tv quiz jackpots go up and up as sponsors find secret of making money by giving it away.

STATION AUTHORIZATIONS

FOR comparative purposes, here is the status of broadcast station authorizations at FCC: Dec. 31, 1956, and July 31, 1957.

	Dec. 31, 1956				July 31, 1957					
	Pm		Tv		Pm		Tv			
	Am	Cont.	Edge	Cont.	Edge	Am	Cont.	Edge	Cont.	Edge
Licensed (all on air)	1,971	118	125	265	4	1,955	500	125	351	14
CPs on air	27	14	0	240	17	40	11	13	171	29
Total on air	1,998	132	125	505	21	1,995	511	138	522	43
CPs not on air	117	24	0	122	8	105	33	152	148	35
Total authorized	2,115	156	125	627	29	2,100	544	290	670	78
New station applications	291	6	4	29	9	740	22	1	78	9
New applications in hearing	114	0	0	72	0	113	0	0	89	0
Facilities change requests	124	6	1	45	3	193	7	0	47	2
Total applications pending	917	64	14	346	32	1,013	119	12	377	29
Licenses deleted for year (to date)	0	4	0	1	0	1	13	0	1	0
CPs deleted for year (to date)	0	0	0	25	0	1	0	0	1	0

TV MANUFACTURE BY YEARS

Year	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		
1946	10,000	\$ 1,000,000	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	1,200,000	73,000,000	230,000	1948
1949	3,000,000	950,000,000	3,800,000	210,000,000	1,000,000	1949
1950	7,500,000	2,750,000,000	8,000,000	400,000,000	4,000,000	1950
1951	8,000,000	2,100,000,000	8,000,000	300,000,000	10,200,000	1951
1952	6,300,000	1,800,000,000	6,300,000	277,000,000	15,750,000	1952
1953	7,300,000	1,671,000,000	6,000,000	260,000,000	28,000,000	1953
1954	7,100,000	1,778,000,000	10,300,000	360,300,000	33,000,000	1954
1955	7,800,000	1,550,000,000	10,500,000	371,000,000	39,400,000	1955
1956	7,300,000	1,237,000,000	11,600,000	318,000,000	42,700,000	1956
1957*	2,800,000	656,000,000	4,200,000	120,000,000	64,000,000	1957*

\* First 6 months. Courtesy of Bernard F. Cahoh, Editor, Electronic Industries & Tele-Tech.

## SIGNIFICANT STORIES

**March 25**—New method for pre-testing tv commercials is disclosed by Dr. Ernst Dichter, who calls new service *Motivating Response Patterns*.

**March 25**—Paramount Pictures subsidiary, International Telemeter Corp., appeals toll tv via closed circuit wired systems, ready for sale and use without need for FCC permission.

**March 25**—Tv networks reveal plans for heavy reliance on video tape recording to keep program schedules in line through daylight saving time months.

**March 25**—Expenditures of tv's top 200 spot advertisers for both spot and network time are itemized in exclusive B+T table.

**April 1**—Military quest for channels 2-6 poses possibility that more than 200 tv stations may have to move to other regions.

**April 1**—New ASCAP negotiations face tv broadcasters whose current licenses for use of ASCAP music expire end of this year.

**April 1**—Justice Dept. files antitrust suit against Loew's Inc. for alleged black-booking of feature films to tv stations.

**April 8**—1956 tv spot spending by individual brands, tabulated for 1,208 companies spending \$29,000 or more in spot tv last year, as reported by TvB.

**April 15**—Program Service, to provide special hook-ups for sponsored tv programs, is announced by S. L. (Pat) Weaver.

**April 15**—Translators are bringing tv to residents of rural west; success of those now in use leads to expectations of more than 1,000 in next four years.

**April 15**—Paul H. Kaymer Co. is 25 years old.

**April 15**—FCC panel at NARTE convention discusses toll tv (decision to come soon), allocations (no radical changes to come until after completion of TASO study), liaison with FTC (which sends notice of complaints involving radio or tv to the FCC, which in turn notifies the station(s) involved, equal political time requirement revision, five-year licenses and other topics).

**April 22**—Five more film companies are named in Department of Justice antitrust suits for alleged black-booking of feature films for tv.

**April 23**—Internal Revenue Service won't allow tax write-off on network affiliation; if courts uphold rule, tv station prices may fall.

**April 29**—Many program changes shown in preliminary fall tv network lineup.

**April 29**—AAAA puts on picture show at annual meeting: 2 hours, 12 minutes of tv commercials.

**April 29**—Jurisdictional fight between IBEW and IATSE over lighting causes CBS-TV to low telecast of Antoine Perry Awards ceremonies and sponsor's fee.

**April 29**—Letter from Rep. Oren Harris (D-Ark.) slows down FCC drive toward authorizing test of toll tv.

**May 6**—Selling tv films abroad; headaches now in hopes of profit later, syndicators tell B+T.

**May 6**—Tv lineup set through 1958 at least, for first time buyers can plan ahead without wondering what new service will shortly be available to change present picture.

**May 8**—Independent program producers challenge FCC jurisdiction, fail to show up at hearing of Commission's special Network Study Committee in New York.

**May 8**—Kroger, fastest growing food chain, is subject of B+T's first Business Profile.

**May 13**—WBKB(TV) Chicago dedicates new headquarters.

**May 13**—Westinghouse Broadcasting Co. buys WYAM (TV) Baltimore for \$4.4 million.

**May 20**—Disparagement of competitive products on tv leads to FTC complaint against Rolinda, Schick \$3 million suit against Remington-Rand.

**May 24**—Triangle Stations plan first depth study of sub.

**May 26**—New York Art Directors Club picks best tv commercials.

**May 27**—FCC asks toll tv applicants for written answers to series of questions before considering authorization of experimental operation, killing hope of immediate test.

**May 31**—Top tv advertisers in first quarter, both spot and network, tabulated.

**May 27**—Attack of Los Angeles officials on ABC-TV's Mike Wallace interview leads to FCC protest, threats of civil and criminal suits against network, sponsor, agency, and public apology by ABC.

**June 3**—AT&T is ready to provide facilities for transmitting programs from studios or remote pickup spots to subscribers of closed circuit toll tv services.

**June 3**—City of Los Angeles studies application of city's sales and use tax to broadcast operations.

**June 3**—B+T Business Profile of Procter & Gamble Co. reveals how nation's biggest advertiser supervises the \$60 million a year allotted to television.

**June 10**—Report of House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N.Y.) blames "station scarcity and restrictive practices" for tv's failure to become a nationwide competitive medium.

**June 16**—Paramount Pictures Corp., last major movie studio to holdout from tv, indicates plans "to become an important supplier of motion pictures for television."

**June 16**—CBS-TV's invasion of the Kremlin for Peace the Nation interview with USSR's Nikita S. Khrushchev wins salvo of applause for journalistic enterprise; also receives a few hot shots of criticism for giving Russians the chance to propagandize on such a wide scale.

**June 17**—Bill to outlaw toll tv is introduced in Senate by Sen. Strom Thurmond (D-S.C.).

**June 17**—John L. Burns, RCA president, calls color tv out of "incubation stage" and ready for rapid growth; Dr. Allen E. DuMont says color not ready mass marketing.

**June 24**—Bill introduced by Rep. Emanuel Celler (D-N.Y.) would prohibit volume discounts by all advertising media by putting services as well as goods under the Clayton and Robinson-Patman acts.

**June 24**—Interrating service wrangle breaks out anew in Los Angeles as two more tv stations drop ARB because of low daytime sets-in-use figures.

**June 24**—NARTE directors order before-and-after studies of Bartlesville, Okla. closed circuit toll tv in effort to determine effects of pay television on viewing habits of general public.

**June 24**—Commission to investigate federal government's use of frequencies is asked for in bills introduced by Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.).

**June 24**—FCC Network Study Committee postpones delivery date of its report from June 30 to Sept. 30.

**July 1**—Option time and must-buy policies of tv networks are attacked as tending toward monopoly in staff report of Senate Commerce Committee.

**July 1**—FCC Comr. John C. Doerfer becomes FCC chairman, succeeding George C. McConaughy, Commission left with six members as White House fails to fill vacancy.

**July 1**—Brooklyn Dodgers president reveals plans to charge \$1 a game to watch his team play via toll tv; Paramount's International Telemeter Corp. opposes Skiatron Corp. application for toll tv franchise in Los Angeles.

## TRANSFERS OF OWNERSHIP

Continued from page 559

### UTAH

**KTVT (TV) Salt Lake City**—Licensed to Intermountain Broadcasting & Television Corp. (80% owned by Time Inc. and 20% by G. Bennett Larson). Original owners: S. S. Fox and associates. Original call letters: KDYL-TV. Sales price: \$2.1 million (with KDYL-AM-FM). FCC approved: June 26, 1963 [B+T, July 8, 1963].

**KUTV (TV) Salt Lake City**—Licensed to Utah Bestg. & Tv Corp. (A. L. Glassmann, Salt Lake Tribune-George C. and Wilda Gene Hatch). Original owners: Salt Lake Tribune and Frank Carrigan-Grant Wrathall interests. Sales price: \$688,333. FCC approved: March 7, 1956 [B+T, March 12, 1956].

### VIRGINIA

**WSVA-TV Harrisonburg**—Licensed to Shenandoah Valley Broadcasting Corp. (Tudor Enterprises Inc., owned 50% each by Hamilton Shea and Transcontinent Tv Corp.). Former owners, Frederick L. and Mary P. Allman. Sales price: \$660,000 (with WSVA-AM-FM). FCC approved May 29, 1956 [B+T, June 4, 1956].

**WACH-TV Newport News**—Licensed to United Bestg. Co. of Eastern Virginia Inc. (Richard Eaton). Original owners: Eastern Bestg. Corp. (Russell A. Collins, receiver for John Doley and others). Sales price: \$54,000 (with WACH). FCC approved: July 19, 1956 [B+T, July 30, 1956].

**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].

### 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.*

**KREM-TV Spokane**—Licensed to Louis Wammer. Sale to KREM Broadcasting Corp. (Mrs. A. Scott Bullitt) with KREM-AM-FM for \$2 million pending FCC approval. [B+T, July 15, 1957].

**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].

**KTVW (TV) Tacoma**—Licensed to J. Elroy McCaw. Original owners: Carl E. and C. D. Haymond. Original call letters: KMO-TV. Sales price: \$300,000. FCC approved: Sept. 15, 1954 [B+T, Sept. 20, 1954].

### WEST VIRGINIA

**WBOY-TV Clarksburg**—Licensed to Ohio Valley Bestg. Corp. (WSTV-AM-FM-TV Steubenville, Ohio). Original owner: News Publishing Co. Original call letters: WBLK-TV. Sales price: \$250,000 (with WBLK-AM and WPAR-AM-FM Parkersburg, W. Va.). FCC approved: April 5, 1957 [B+T, April 8].

**WHTN-TV Huntington**—Licensed to Cowles Bestg. Co. Original owner: Greater Huntington Theatre Corp. (S. J. Hyman and family). Sales price: \$535,000 plus assumption of \$100,000 debt (with WHTN-AM-FM). FCC approved June 20, 1956 [B+T, July 2, 1956].

**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

**WMTV (TV) Madison**—Licensed to WMTV Inc. (Mitchell Wolfson and associates). Original owner: Bartell Tv Corp. Sales price: \$350,000. FCC approved: July 26, 1957 [B+T, July 29, 1957].

**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 Keiera Telecasting Inc.) Original call letters: WTVW (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: KPFA (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (now KPAR-TV Fairbanks). FCC approved: Dec. 29, 1954 [B+T, Jan. 10, 1955].

**KFAR-TV Fairbanks**—Licensed to Midnight Sun Broadcasting Co. Original owner: Richard R. Rollins and Keith Kiggins. Original call letters: KPFA (TV). Sales price: \$100,000 interest in Midnight Sun Broadcasting Co. (now KENI-TV Anchorage). FCC approved: Dec. 29, 1954 [B+T, Jan. 10, 1955].

### HAWAII

**KONA (TV) Honolulu**—Licensed to Radio Honolulu Ltd. (Honolulu Advertiser, 50%; J. Elroy McCaw-John D. Keating, 50%). 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].

**KULA-TV Honolulu**—Licensed to Television Corp. of America (Jack Burnett, Albert Zugsmith, Arthur B. Hogan, Richard C. Simonson, 25% each). Original owners, Pacific Frontier Broadcasting Co. (Dolph-Petty group). Sales price: \$600,325 (with KULA). FCC approved Jan. 11, 1956 [B+T, Jan. 16, 1956].

### PUERTO RICO

**WAPA-TV San Juan**—Licensed to Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Original owner: Jose Ramon Quinones and associates. Sales price: \$320,000. FCC approved: May 2, 1957 [B+T, May 6, 1957].

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# WHO'S USING IT?

WATV-TV, WATERBURY, CONN. • WBEZ-TV, CHICAGO, ILL. • WOLV-TV, EASTON, PA.  
 KUHT-TV, HOUSTON, TEXAS • KIPY-TV, LAFAYETTE, LA • KCCC-TV, SACRAMENTO,  
 CALIF. • WABI-TV, BANGOR, MAINE • WYOM-TV, PORTLAND, ME • WQNH-TV, NEW  
 BOSTON, MASS. • WQIA-TV, HARTFORD, CONN. • WHYY-TV, SPRINGFIELD, MASS.  
 WMLR-TV, MANCHESTER, NEW HAMPSHIRE • WWSP, SPRINGFIELD, MASS.  
 WYFZ, PLATTSBURG, N. Y. • WARM-TV, HARRISBURG, PA. • WYCT-TV, HARRISBURG,  
 BURG, PA. • WDBI-TV, ROANOKE, VA. • WTTG, WASHINGTON, D.C.  
 WENL-TV, BAGINAW, MICHIGAN • WSPY-TV, INDIANAPOLIS, IND. • WYTV, DETROIT, MICH.  
 WTAP, PARKERSBURG, WEST VIRGINIA • WYLS-TV, DETROIT, MICH. • WWTY,  
 CADILLAC, MICHIGAN • WAOB-TV, GREENVILLE, S. C. • WYEB-TV, GREENVILLE, N. C.  
 WFLB-TV, MOBILE, ALA. • WJAC-TV, NASHVILLE, TENN. • WTV, WASHINGTON, D.C.  
 N. C. • ETIV, SIOUX CITY, IOWA • WYLA, CHAMPAIGNE, ILL. • WHOL-TV, CHAMPAIGNE, ILL.  
 HOLDREGE, NEBR. • KTVH, HUTCHINSON, KANSAS • WYIE, EVANSVILLE, IN.  
 INDIANA • KDUB-TV, LUBBOCK, TEXAS • WYDA-TV, AMARILLO, TEXAS • KFLI-TV, LUBBOCK,  
 FT. WORTH, TEXAS • KATV, FINE BRANCH, MISSISSIPPI • KEM-TV, EUREKA, CALIFORNIA  
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 MISSOURI • KHLI-TV, HAYES CENTER, MISSOURI • KALB-TV, ALEXANDRIA, LOUISIANA  
 EISA-TV, FORT SMITH, ARK. • KQAA-TV, ALBUQUERQUE, NEW MEXICO • ETEB-TV, SHEVE-  
 FORT, LA. • WTOW, BANGOR, ME. • WCEB-TV, NEW YORK • ETVL, MUSKOGEE, OKLAHOMA  
 WQOG-TV, TULLA, OKLA. • WEWB, CLEVELAND, OHIO • WYAT-TV, WASHINGTON, W. VA. • WIR, DETROIT, MICH. • EBOI-TV, BOISE,  
 IDAHO • EYBC-TV, CHEYENNE, WYO. • KTH-TV, GRAND RAPIDS, MICH. • KTVW, TACOMA, WASHINGTON • EPEB-TV,  
 SAN DIEGO, CALIFORNIA • KSAH-TV, SAN FRANCISCO, CALIFORNIA • EYEC-TV, SAN LUIS OBISPO, CALIFORNIA  
 EYVG, TUCUMCARI, CALIFORNIA • KLSB-TV, LAS VEGAS, NEVADA • KSHO, LAS VEGAS, NEVADA • EYOB-TV, GRAND FORKS, NORTH DAKOTA • KQTV, FORT  
 BOGGE, IOWA • KXSB-TV, FARGO, NORTH DAKOTA • WYVY, CHICAGO, ILL. • KJTV, DENVER, COLORADO • MDXI-TV, JACKSON, TENN.  
 WSLI-TV, HARRISBURG, ILLINOIS • KQSA-TV, DOSSA, ILL. • KTRB-TV, HOUSTON, TEXAS • KUHT, HOUSTON, TEXAS



## 350 KTR systems in use for Television Relay Service



PORTABLE OR RACK MOUNTED - Four compact units in portable system; weight, 162 lbs. Rack-mounted unit is designed for permanent installations.

More Raytheon television microwave relay systems are installed and put into operation each year than those of any other manufacturer.

Raytheon equipment is used over the longest microwave path in the United States—104 miles from Big Mountain to TV Mountain, Montana, and in the longest multi-hop intercity television relay system—the five-hop KMID-TV System, from Lubbock to Midland, Texas.

For your television relay needs talk to the television microwave specialist. For complete information on the Raytheon KTR series microwave television relay systems please write to Dept. 6120A at the address below.

**RAYTHEON MANUFACTURING COMPANY**

Commercial Equipment Division, Waltham 54, Mass.



Excellence in Electronics

A-2014

# Game called on account of a.a.p. cartoons

Bugs Bunny and Popeye are breaking up a lot of young ball games in Salt Lake City. The kids hurry home at four every weekday afternoon to watch the "Popeye and Bugs Bunny Cartoon Hour" on KUTV—giving the station an ARB average rating of 22.5 against an even 3.0 for each of the two competing stations.

And only months ago, before programming these all-time favorites of the small fry, KUTV had a rating of 3.8 in the 4-5 PM time period against 5.9 and 21.8 for the competition.

The Popeye and Warner Bros. cartoons distributed by A. A. P. are setting the same kind of record in market after market from coast to coast. When you want this kind of audience in your area, write or phone

345 Madison Ave., New York City, MUrray Hill 5-2323



75 E. Wacker Dr., DEarborn 2-4040  
1511 Bryan St., RIVERSIDE 7-9553  
9110 Sunset Blvd., CREstview 6-5886

CHICAGO  
DALLAS  
LOS ANGELES





To Hit **HARDER** and Go **FARTHER**

in the Heart of America

Get on the Air with this Powerful Pair

**KMBC-TV**  
Channel 9

Kansas City's Most Popular  
and Most Powerful TV Station

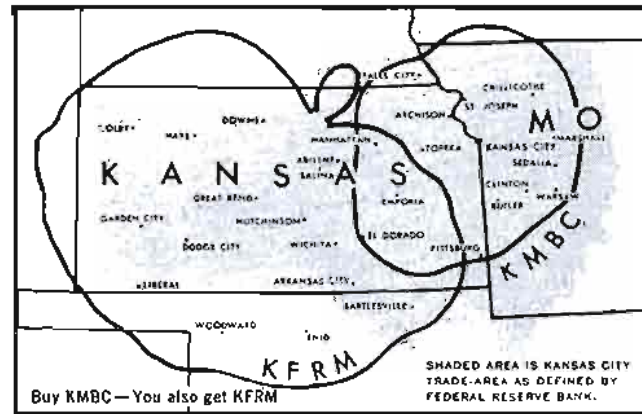
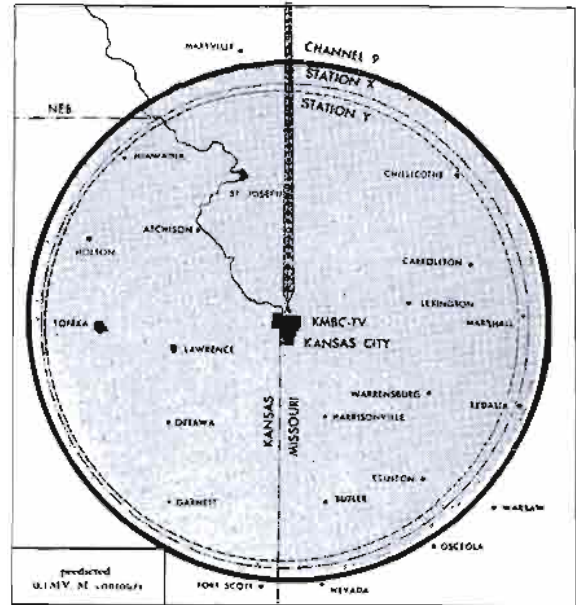
For broadest coverage in the Heart of America, your money and message go farther on KMBC-TV. You get the best and the most in a rich market of more than 564,500 families... 1,802,000 people—representing \$3,276,543,000 in buying power. In fact, Channel 9 provides Class A primary viewing to 31,500 more families than any other TV station in the Kansas City market!

And KMBC-TV's preferred programming pulls top ratings for you—in station-produced shows and in ABC-TV network productions. Best of all, from popular morning shows to mid-evening "Mystery & Adventure Hour" and "Magnificent Movies", you can sell harder with full minute (not just chain-break) availabilities. No wonder more and more time buyers are placing KMBC-TV first for sales in the big Heart of America market!

**KMBC-KFRM Radio**

The Kansas City Trade-Area  
Radio Team that is  
in the Heart of America

Talk about complete coverage of the great Kansas City Trade Area and you're automatically talking about KMBC-KFRM Radio. Look at the map—coverage and trade area fit like a glove. This town and country team saturates a rich area of 1,229,500 families... 3,984,510 people. The new 236-mile Kansas Turnpike brings thousands of new customers to Kansas City... and KMBC-KFRM send your message right down the pike with 'em! Furthermore, this top radio team matches their \$6,717,924,870 buying power with new selling power. KMBC-KFRM win listening preference with personality programming that Heart of America residents listen to, react to! You name it, KMBC-KFRM broadcasts it—Music, News, Sports, Major League Baseball, Farm Service, Women's Programs... Here's personality radio at its best, radio that sells as it serves!



**KMBC of Kansas City** — 5,000 Watts on 980 Kilocycles  
**KFRM for the State of Kansas**  
5,000 Watts on 550 Kilocycles



In Kansas City  
the Swing is to  
**KMBC**  
in Radio and TV

FINEST AND BIGGEST STUDIO FACILITIES



**DON DAVIS**, President  
**JOHN SCHILLING**, Executive Vice President  
**GEORGE HIGGINS**, Vice Pres. & Sales Mgr.  
**MORI GREINER**, Manager of Television  
**DICK SMITH**, Manager of Radio

